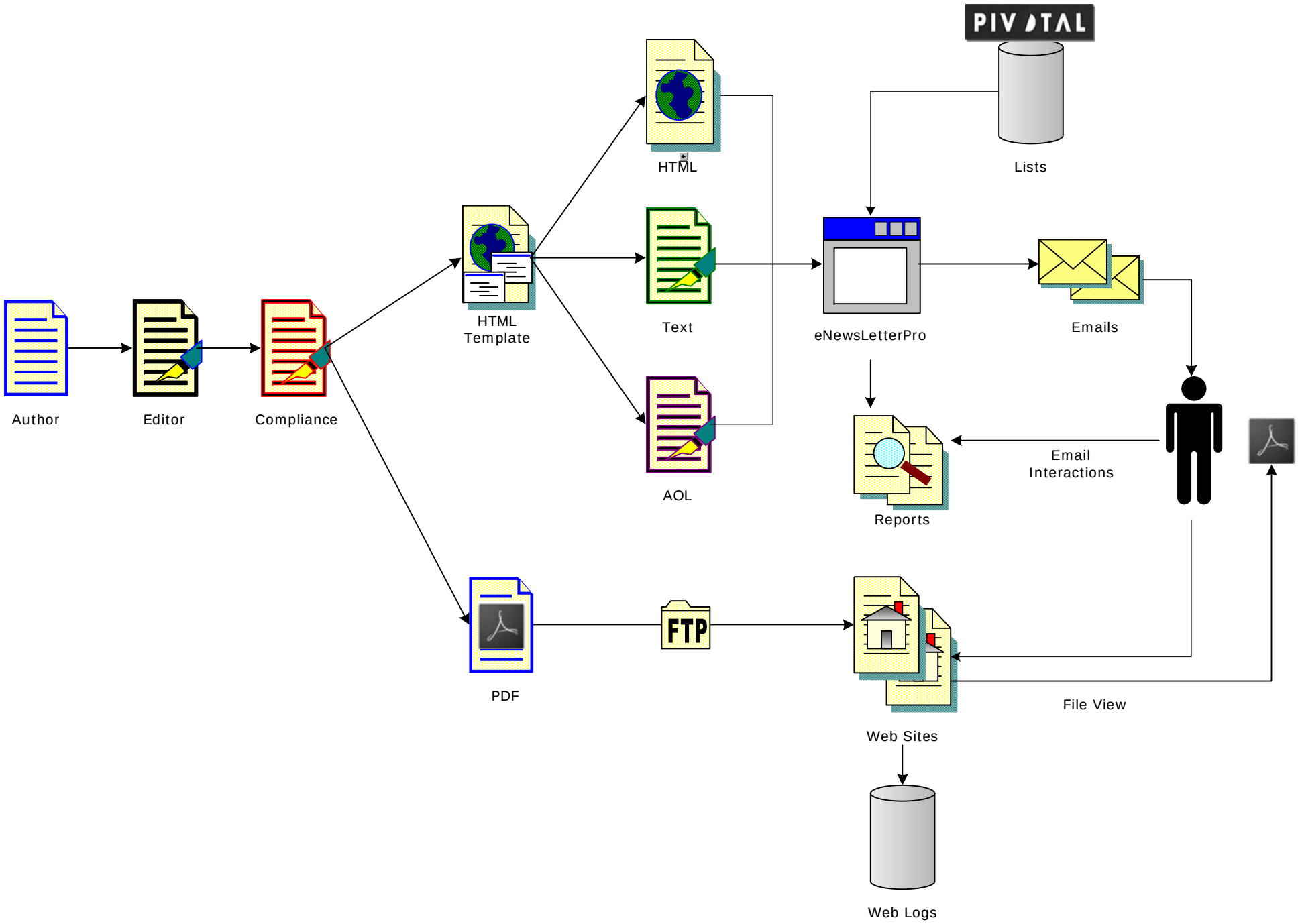Pivotal and eNewsletterPro System Architecture