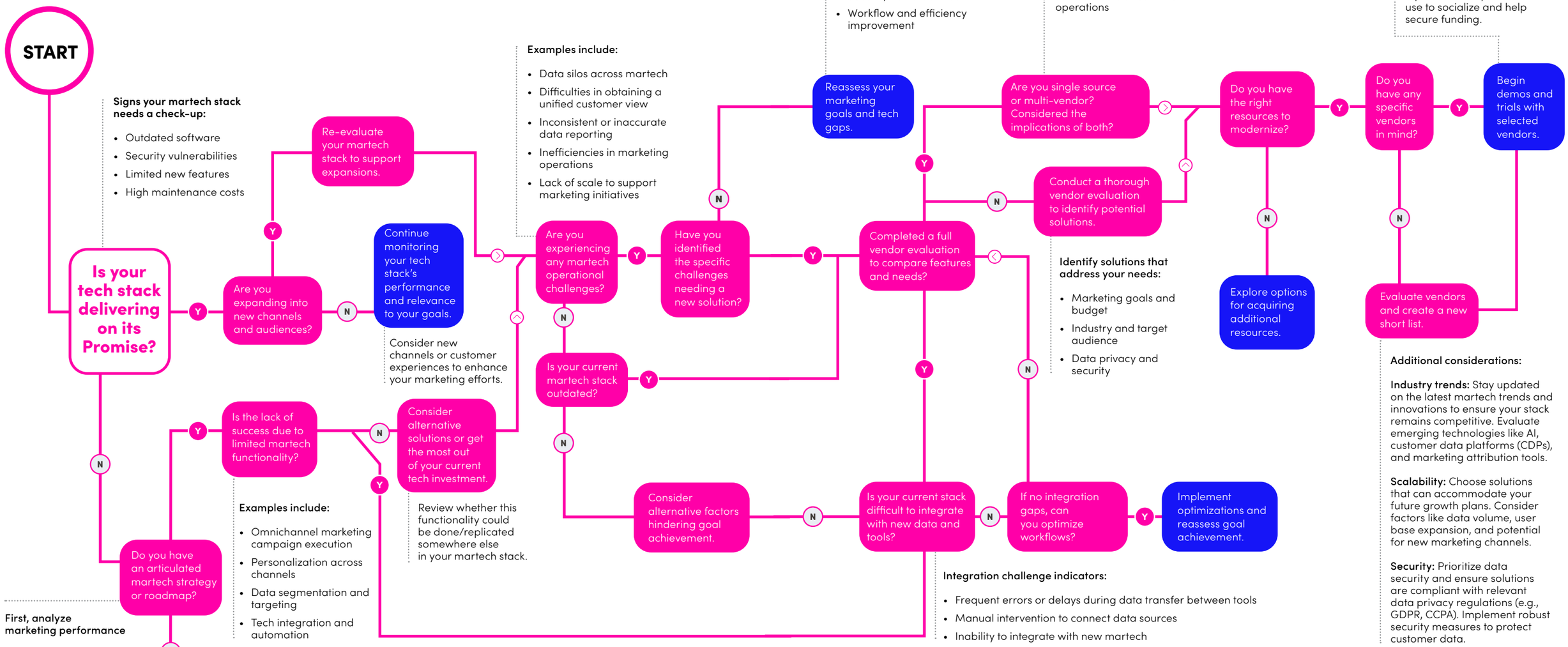# Martech Modernization Decision Tree