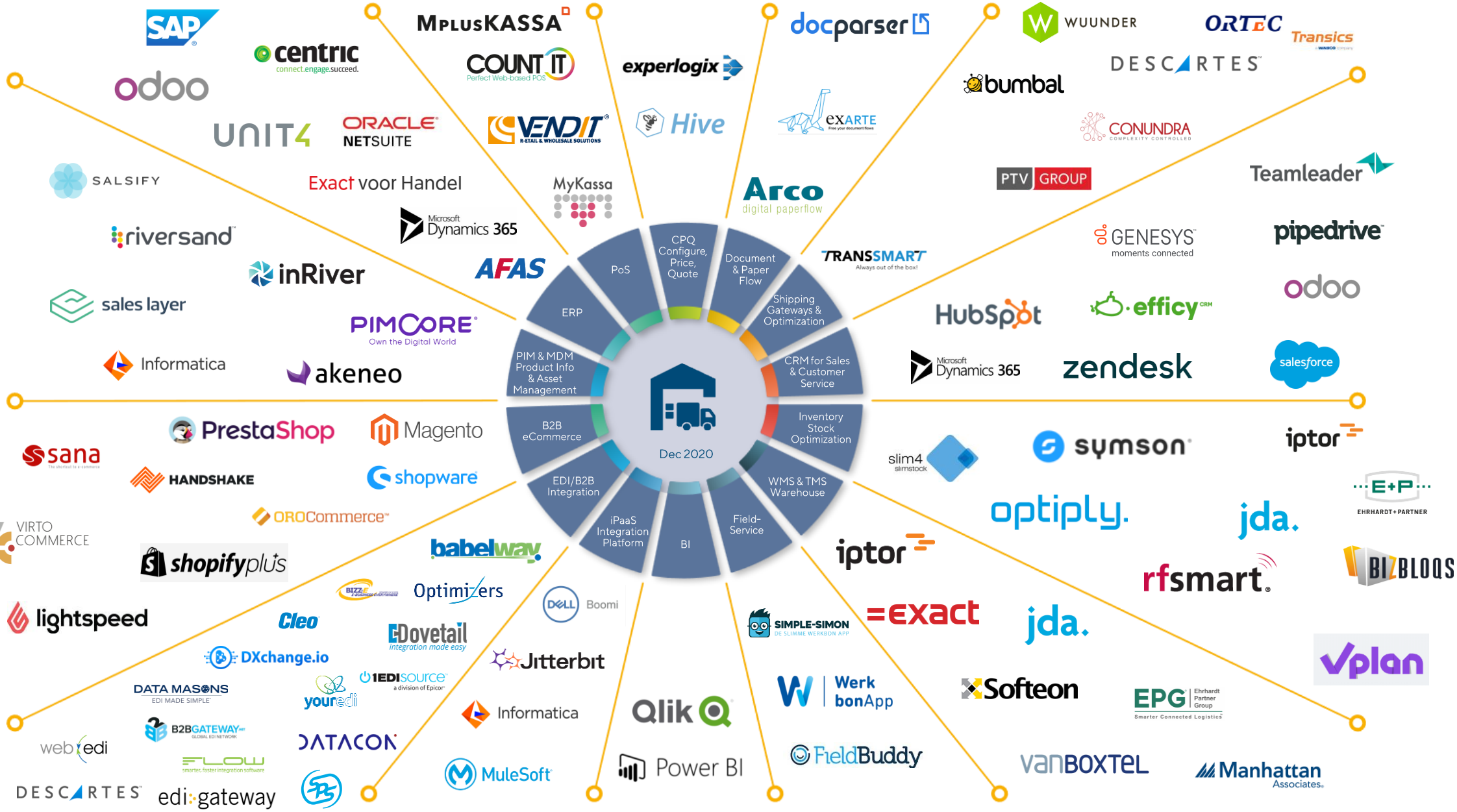Wholesale Distribution Digital Ecosystem