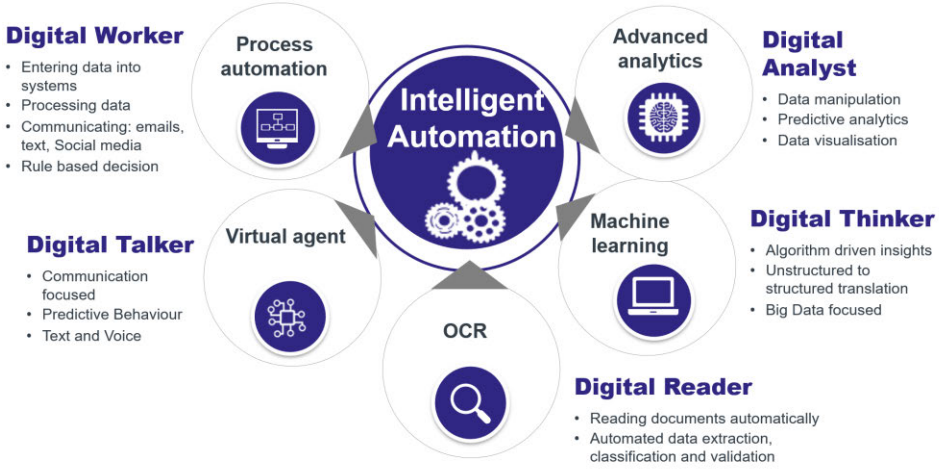What is Intelligent Automation?