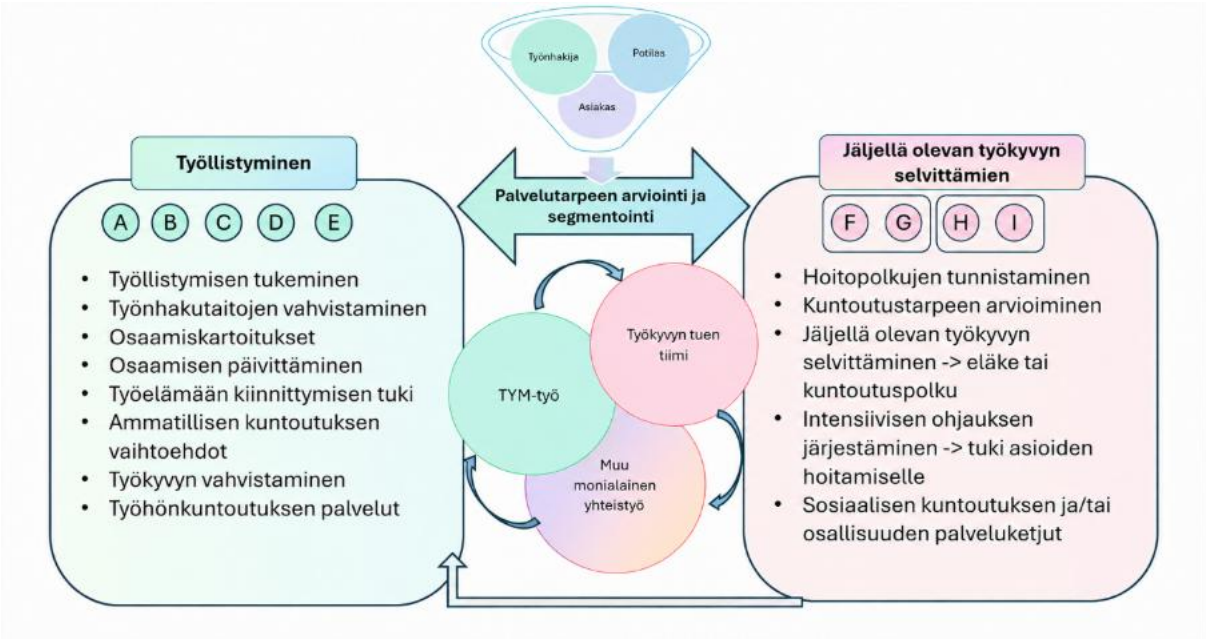INEEN-hankkeen palvelutarvesegmenttien muodostamat asiakaspolut