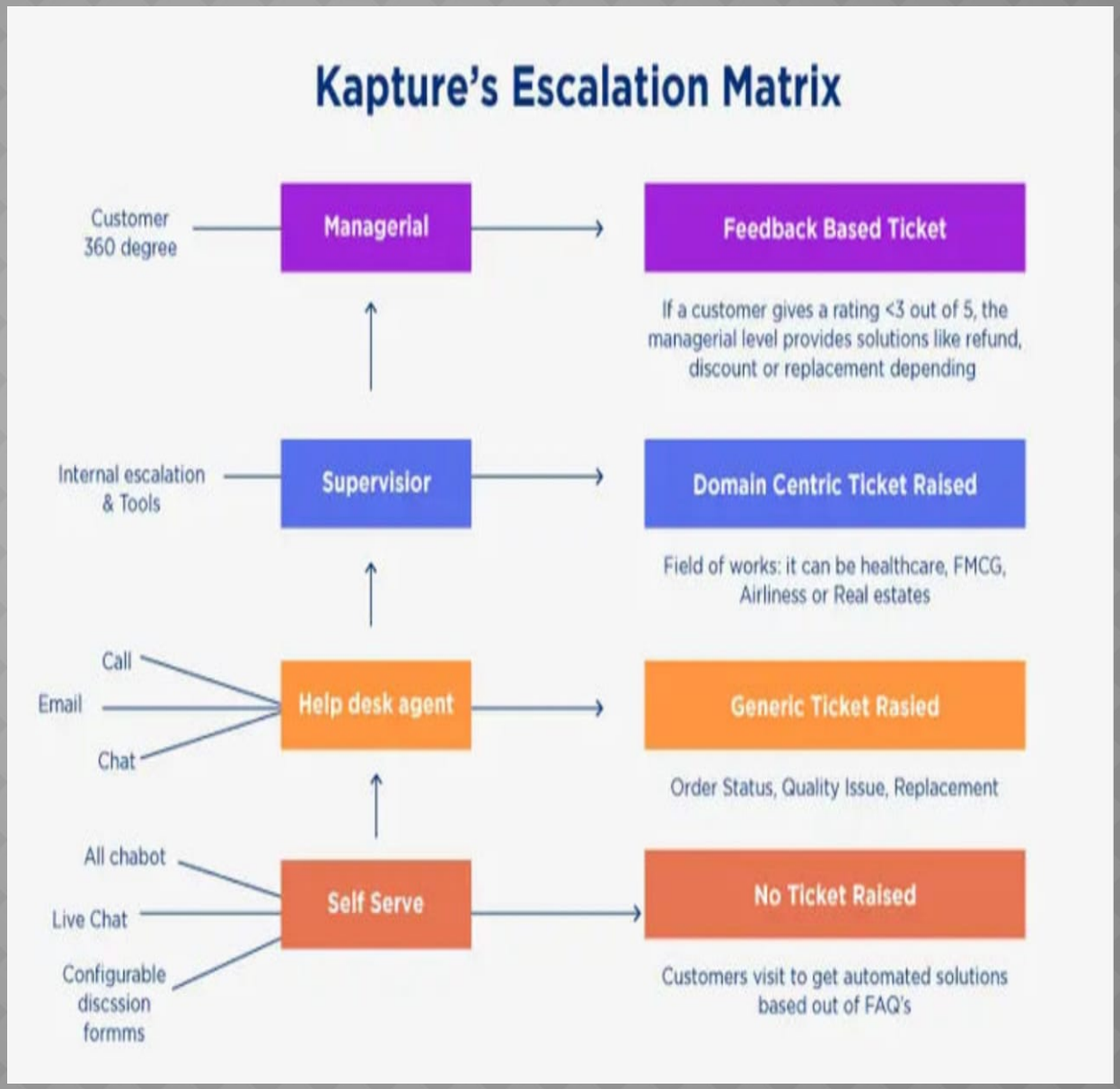ESCALATION MATRIX