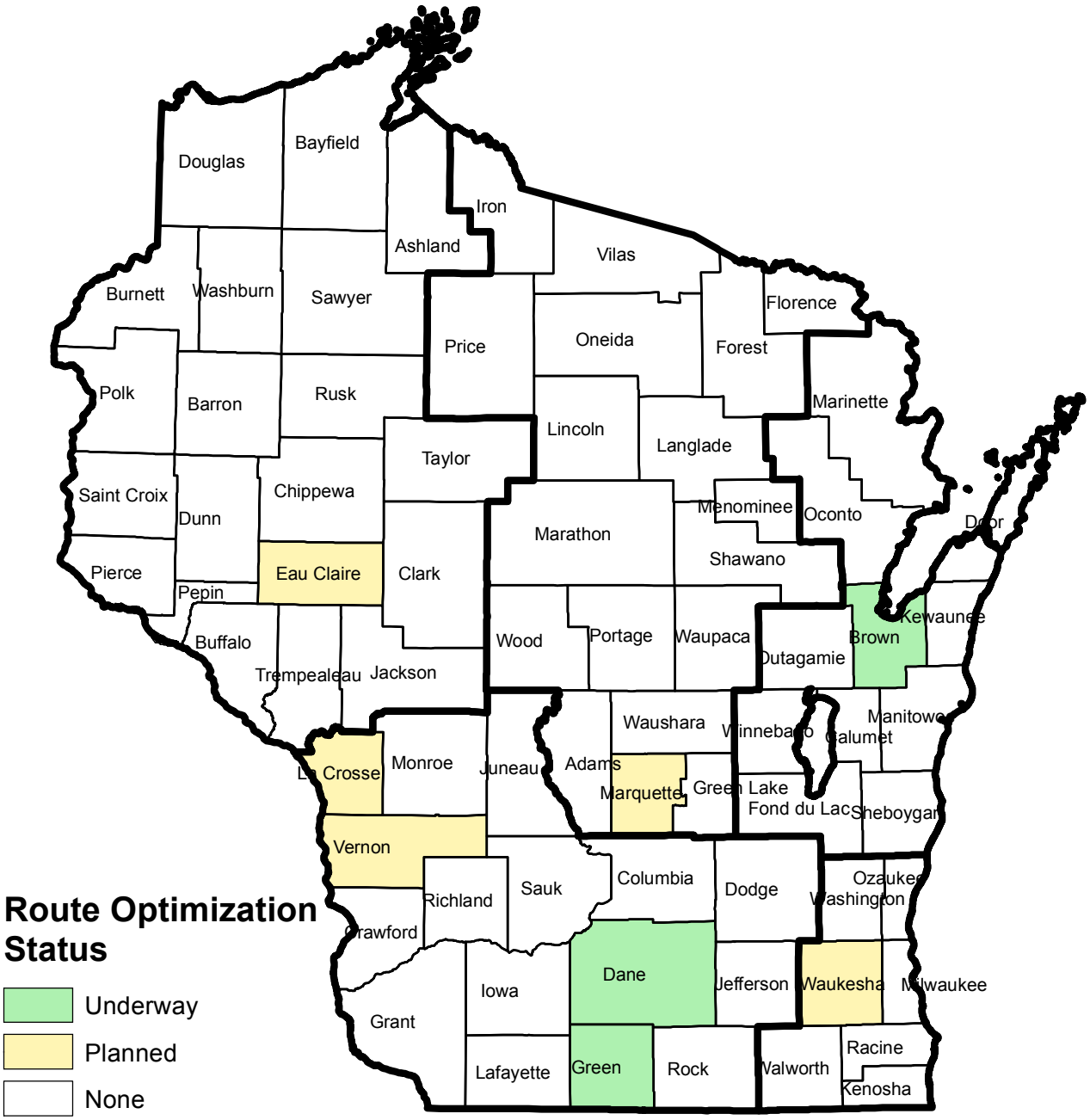BEST PRACTICES
Route Optimization