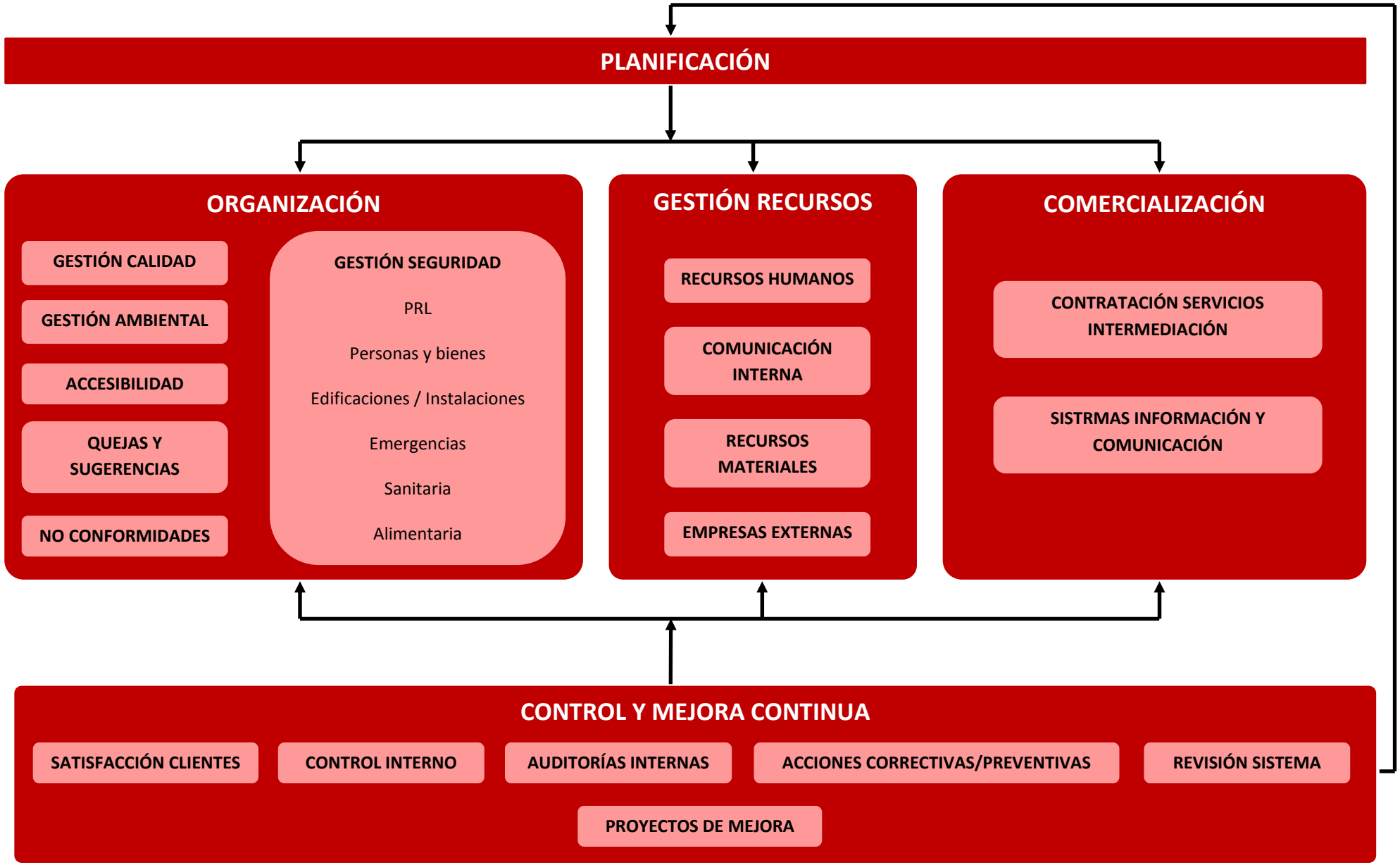MAPA DE PROCESOS — DIRECCIÓN