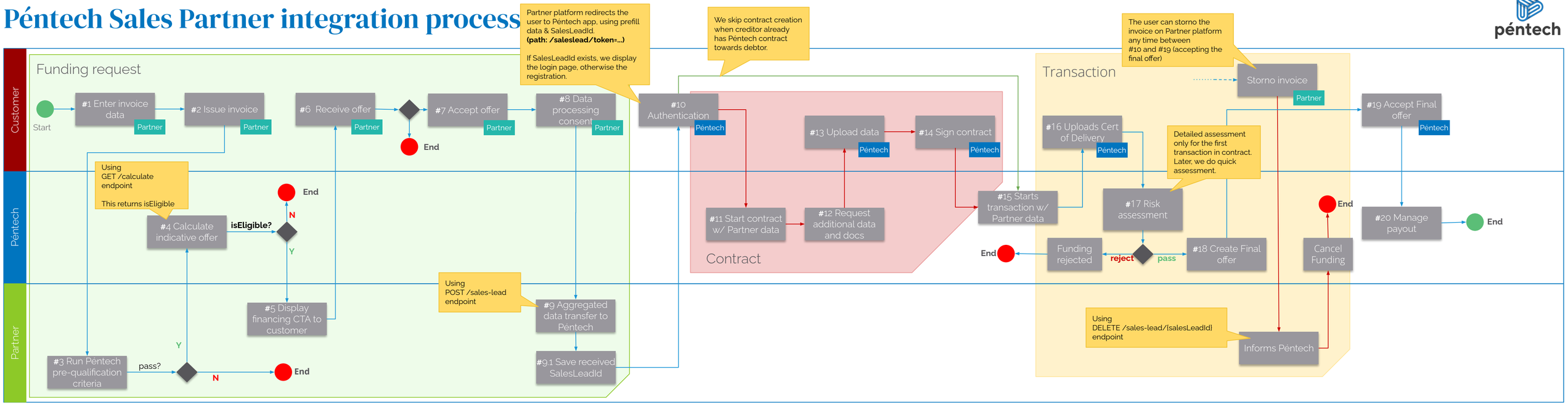Péntech Sales Partner integration process