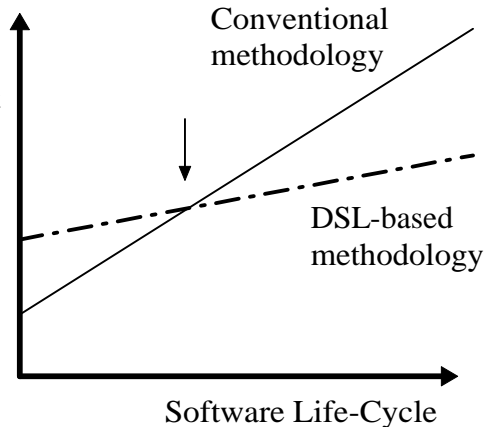


a) Software Product Line Payoff Point



b) The Payoff of DSL Technology