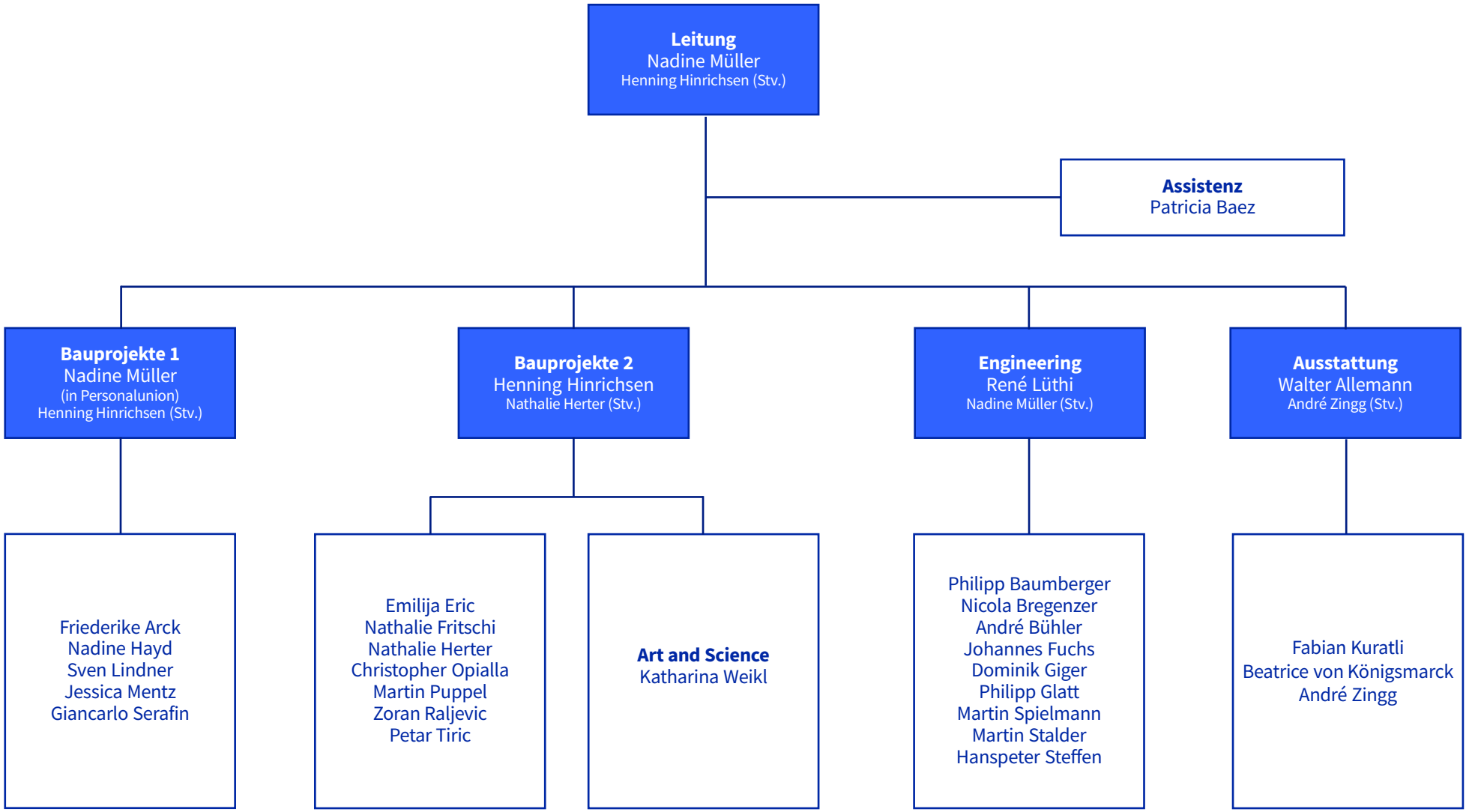Bauprojektmanagement (BPM)