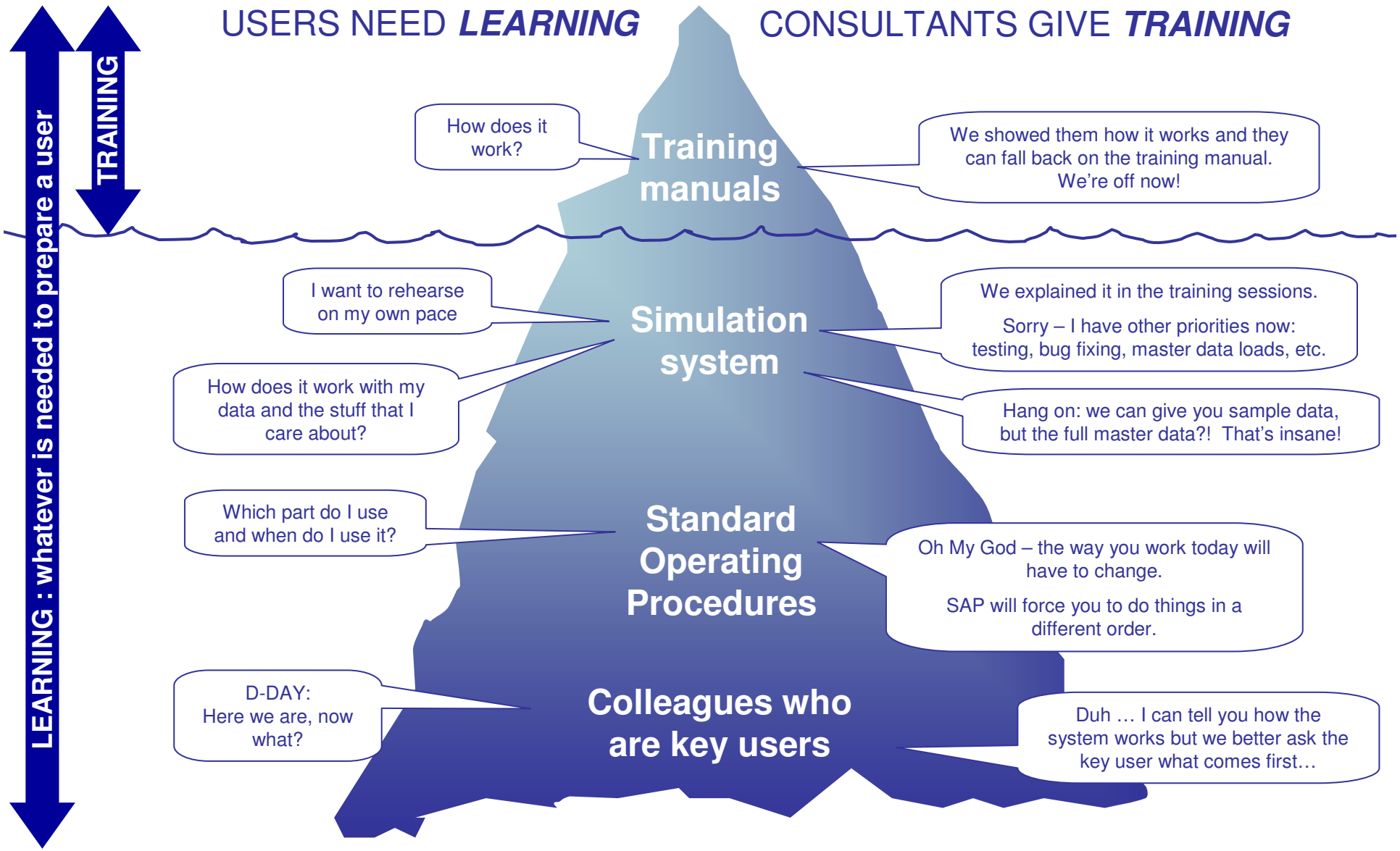Where is the knowledge users need when they start using SAP from scratch?