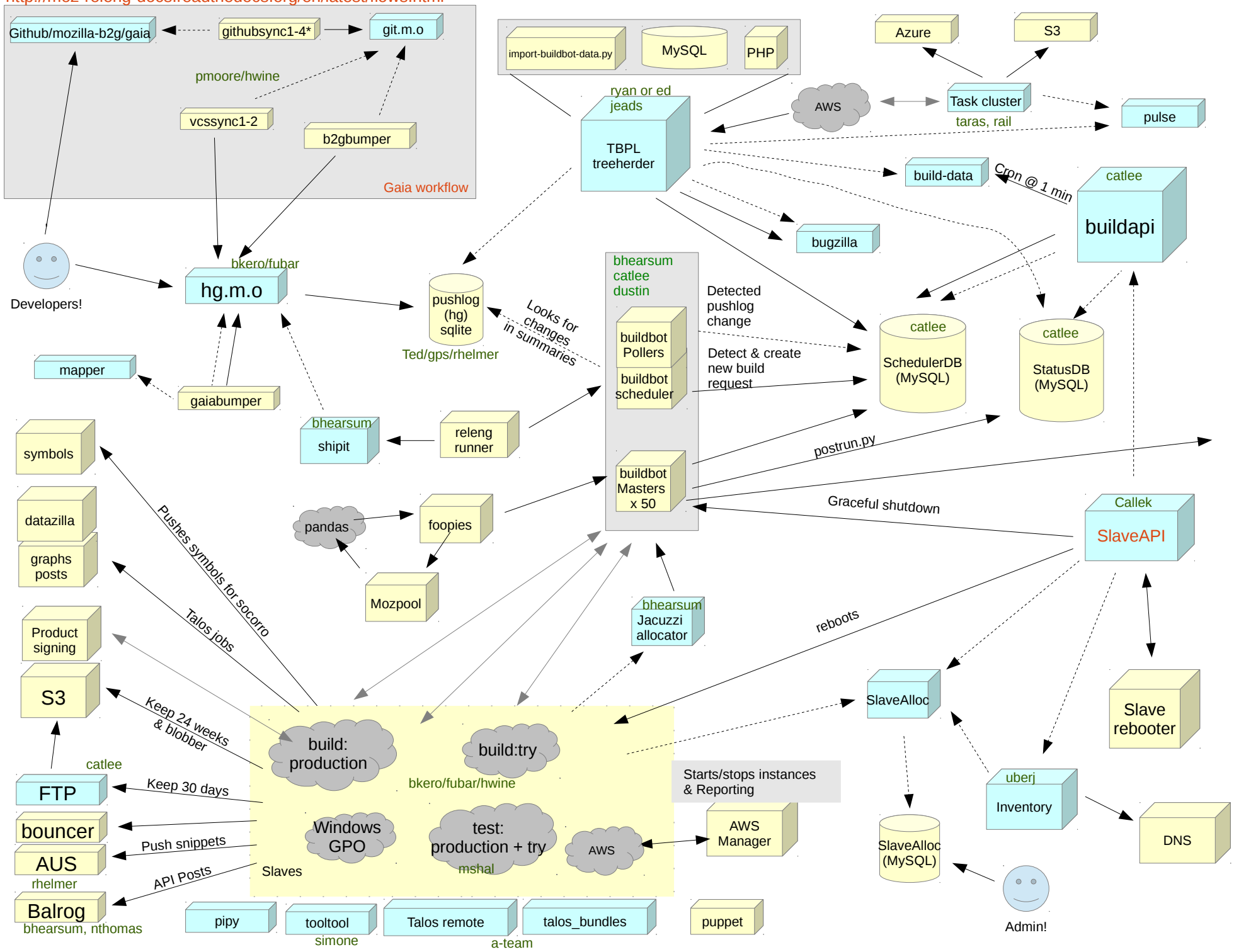http://moz-releng-docs.readthedocs.org/en/latest/flows.html