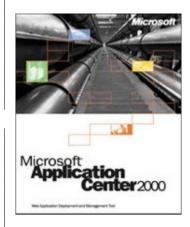Hello – my name is **[Insert Sales Representative Name here]**. I represent **[Insert your company name here]** in your area.   **[Insert 1 – 2 sentences with company background here]**.

It's no secret that more and more companies are relying on Web servers to a wide range of services to customers, business partners and end-users. To IT organizations, the growth in this area has presented some real challenges when it comes to efficiently extending and managing this part of your infrastructure. I'd like to take a few moments to tell you about Application Center 2000, a new product that makes it easier to create and administer Windows 2000-based Web server farms.

Companies you've heard of, like Barnes and Noble, Lycos.com and Dell Computer all use Application Center 2000 to make their on-line operations more scalable and cost-efficient. In fact, Data Return, most well-known for providing the infrastructure and support for the e-commerce catalog behind Victoria's Secrets' "runway" streaming media web-cast, expects 968% IRR with a two-month payback on its Application Center 2000 investment.

Businesses like these choose Application Center because it automates the 'scale-out' their web farms by configuring and deploying new hardware as demands dictate, reducing the likelihood of human error. They also found that Application Center 2000's built-in load balancing; cluster management and system monitoring tools reduced administration chores that seem to take up so much of the day.

Infoworld agrees: *"Implementing this product will dramatically improve application availability and speed. And with this product, you can package and roll out application updates to every server in the array as easily as if you were working with a single computer."*

Application Center 2000 is a great solution for making your Web farm more scalable, manageable and reliable. Visit us online at **[Insert Company Web Site URL here]** or give me a call at **[Insert company phone number here]**. I would be happy to answer any of your questions.

 Sincerely

[Insert Sales Representative name and Company name here]