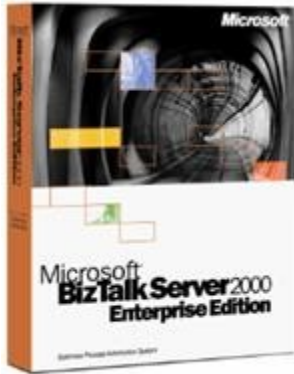


Hello – my name is **[Insert Sales Representative Name here]**. I represent **[Insert your company name here]** in your area. **[Insert 1 – 2 sentences with company background here]**.

I'd like to take a few moments to tell you about a [new technology could help you establish a much stronger connection between the applications your company relies on and the business processes they support.](#)



[If your company is like most organizations, you rely on a variety of different systems to support different aspects of your business. And, in most businesses, these heterogeneous environments with their different databases, operating systems, applications, communications protocols, etc. often don't communicate very well with each other, let alone integrate with, for example, the systems of key partners or suppliers. This situation can result in real headaches for many IT organizations as they face increasing pressure to quickly adapt current business systems to address new markets, integrate supply chains, and provide critical data in a responsive manner.](#)

[If you're facing some of those pressures, you'll be interested in hearing about a product from Microsoft called BizTalk Server 2000. This suite of tools and services make building business processes and integrating applications fundamentally faster. Secure, reliable trading partner relationships can be quickly implemented independent of operating system, programming model or programming language.](#)

[Companies like U.K. retailer Marks & Spencer, Coca-Cola and Dell are using BizTalk Server 2000 to:](#)

- [**Quickly integrate, manage, and automate dynamic business processes** by exchanging business documents among applications, within or across organizational boundaries.](#)
- [**Easily connect applications and business partners** through rich graphical tools for building/transforming XML schema, establishing trading partner relationships over the Internet, and tracking/ analyzing data and documents that are exchanged.](#)
- [**Ensure interoperability** by using public standards such as XML, EDI, Hypertext Transfer Protocol \(HTTP\), and security standards like public key encryption, digital signatures, and encryption. BizTalk Server 2000 ensures the highest level of interoperability and security with your applications and business partners.](#)

[eWeek agrees: "Although BizTalk Server 2000 includes a server element for handling data transfers, its real strength lies in its suite of tools, which provide powerful, intuitive interfaces for creating and transforming Extensible Markup Language files and for collaborative creation of business processes. The product is one of the most important in Microsoft's .Net initiative because XML is at the core of .Net."](#)

[BizTalk Server 2000 is a fast and efficient solution for aligning your business processes with your supporting IT infrastructure and ensuring your company has the agility it needs to succeed in an increasingly competitive marketplace](#)

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]