

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 moment to tell you how Commerce Server 2000 could help you deploy e-commerce solutions faster and manage those solutions more efficiently.



Even with the recent dot-com shakeout, nearly everyone agrees: the number of business transactions that take place over the internet will continue to grow. Whether it's B2B or B2C, IT organizations all over the world are busy designing, deploying and maintaining the systems that enable these new electronic marketplaces.

Microsoft has developed Commerce Server 2000 -- a suite of tools and services that makes building and maintaining tailored, effective e-commerce solutions a more efficient and less complex proposition.

Companies like RadioShack.com, Starbucks Coffee Company and Henry Schein, Inc. are using Commerce Server 2000 to:

- **Build Effective, User-Centric Solutions** -- User profiling and management, product and service management, transaction processing, and targeted marketing and merchandising are all integrated to create a comprehensive system customizable for your specific needs.
- **Get to Market Faster** -- Slash time to market without sacrificing functionality and customization. Commerce Server 2000 reduces the complexity and the time required to build, deploy, and maintain tailored, effective electronic commerce solutions.
- **Empower Business Managers** -- Give business managers the control to maximize the effectiveness of their online site by giving them both the decision support they need and the real-time feedback loop — the loop that enables them to be agile and responsive to the ever-changing needs of customers and business partners.

InfoWorld agrees: "Whether you're deploying business-to-business or business-to-consumer implementations, Commerce Server 2000 fits the bill: Its potent site development and customer data tracking tools can improve decision-making, enable personalized marketing, and help you forge new business partnerships."

Commerce Server 2000 has everything you need to deliver feature-rich internet solutions that will let you focus less on the "e" and more on the "commerce." 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]