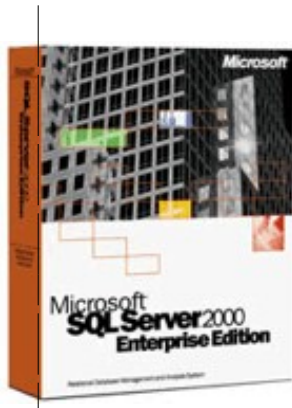


Hello – my name is **[Insert Sales Representative Name here]**. I represent **[Insert your company name here]** in your area. **[Insert 1 – 2 sentences with company background here]**.

I'd like to take a moment to fill you in on a [few facts](#) concerning [SQL Server you should keep in mind when considering database software](#).



- [SQL Server is the most popular web database with 68% market share \(Zona Research, January 2000\)](#)
  - [Three independent studies have found that SQL Server has a lower total cost of ownership than Oracle](#)
  - [SQL Server is three times easier to use than Oracle \(American Institute for Research 1999\)](#)
  - [Fastest growing database, with 86% revenue growth, and 10.3 million seats in 1999. It accounts for over 71% of databases sold on the Windows platform](#)
  - [Six of the top 10 shopping sites use Microsoft SQL Server \(Netcraft analysis of PC Data rankings, Dec. 1999\)](#)
  - [Over 2000 applications are available on SQL Server](#)
- [There are more than 85,000 trained SQL Server DBAs](#)

[Companies like Target, LEXIS-NEXIS and Starbucks have chosen SQL Server 2000 because it delivers the high levels of reliability, scalability, security and performance those businesses demand.](#)

[Intelligent Enterprise Magazine agrees: "The enhancement of features offered with SQL Server 2000 as well as the inclusion of new features such as federated servers, failover technology, XML support, and true data mining, clearly makes it a significant improvement over previous versions. Whether your business is bricks and mortar or totally cyber, you're going to want to look at this product."](#)

[So whether you're looking for a data warehouse solution or need database software to support e-commerce or line-of-business applications, you should consider SQL Server 2000. It has the features you need to deliver the reliable, scalable and cost-effective solutions agile companies rely on.](#)

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]**