

## How *SunCoast* Software Can Help **You** Web-enable Your Applications

Client-centered  
language

*Okay. You know **you** have to do it.*

*If **your** customers aren't demanding Web-based applications  
now, they soon will be.*

### **Web development is not simple**

You can let your in-house developers reinvent the wheel while they're trying to do their other jobs...

...or you can get a jump on your competitors and **do it right the first time** by making a small investment with *SunCoast*. If quality, time-to-market, and saving money is important to you, we can help.

Client concern  
acknowledged

### ***SunCoast* builds scalable data-driven Web applications**

We offer a complete Web development team that can take an idea (whether it be a formal business plan, complete functional specs or some scribbles on the back of a napkin) and convert it into a working Web application. We can develop from scratch, integrate with existing databases and applications, or rewrite your existing applications.

Improved  
format with  
informative  
subheadings

### **Set an accurate course**

A slight miscalculation in navigating a sailboat can translate into missing your landfall by 60 miles. So it is with translating your applications to the Web. **Our experts can uncover defects early in the development cycle and fix them before they become big problems.**

Long-term  
benefit clearly  
stated

When you hire us, you'll get a small, dedicated team of specialists with specific expertise in database configuration and information architecture. Our high-caliber professionals have proven over and over again that they can get the job done quickly and effectively with excellence in every aspect of our deliverables. **Just ask the folks at (client). They'll be glad to talk to you.**

Friendly,  
conversational  
tone

### **Do we understand your business?**

We will in short order. Your environment is unique, but our seventeen years' combined experience in custom-application development means we've seen challenges like yours in a wide variety of industries. We don't just supply technology; we ask the right questions to identify business problems.

### **Will you have to depend on us forever?**

Absolutely not. Our well-written code is easily maintained and enhanced. Use us to jump-start your effort, mentor your existing staff so they become productive Web developers, and build in QA safeguards from day one.

Client's  
questions  
anticipated

## AFTER EDITING by Marya Danihel

We use industry-standard development tools and architecture, and we're very comfortable recommending and deploying a full Microsoft Web solution. We use ASP, JScript, HTML/DHTML, and XML/XSL to deliver and render data and functionality to the browser. COM objects written in C++ provide fast and scalable backend processing and quick access to the DBMS. Typically, we use MS SQL Server or Oracle for the DBMS.

Technical  
details last

**We look forward to discussing your needs**

Please contact our President, etc.