

# PORTFOLIO

CLIENT:  
Borland

PROJECT:  
Postcard

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## Richard Bloch

Marketing Communication  
and Direct Response

- Direct mail
- Email
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- White papers
- Articles
- Newsletters
- Case studies
- Brochures

415.924.6376

RJB@RBloch.com

www.RBloch.com

## BACKGROUND:

Borland's Together product helps software teams take an application from requirements specification to completed code more rapidly with the help of comprehensive modeling capabilities. This lead generation postcard was sent to IT executives to offer a free demonstration copy of the software.



(Post Card Front)

(Headline)

**Finally...**

**UML modeling and your  
development process, exactly where they belong.**

**Together.**

(Subhead)

Borland® Together® Edition for Microsoft® Visual Studio® .NET

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- Simplifies every phase of development by nailing down architecture early
- Enables maximum quality applications...every time
- Dramatically enhances teamwork and productivity

**Get your hands on a copy  
right now for only \$199!**  
(see over)

(Post Card Back)

**Create bulletproof application architecture  
with an industry-standard UML™ modeling  
environment for Microsoft® Visual Studio® .NET.**

Teamwork. Quality. Productivity. The advantages of UML are hard to miss. Unfortunately, in the Visual Studio .NET environment, UML has been hard to find...until now.

Finally, UML and Visual Studio have been brought together...thanks to Borland Together Edition for Microsoft Visual Studio .NET. Now Microsoft Visual Basic ,NET and C developers can start reaping the rewards of increased teamwork and better applications – all for a fraction of the price you'd expect to pay for a complete stand-alone modeling tool.

**Put UML modeling in its place...right inside your IDE**

Get online now and start reaping the benefits of model-driven development to dramatically improve code quality and efficiency. Just point your browser to [www.\(URL\).com](http://www.(URL).com) and start leveraging the power of UML to focus efforts, speed development and deliver better applications.

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