

Client:
Frontera Corporation

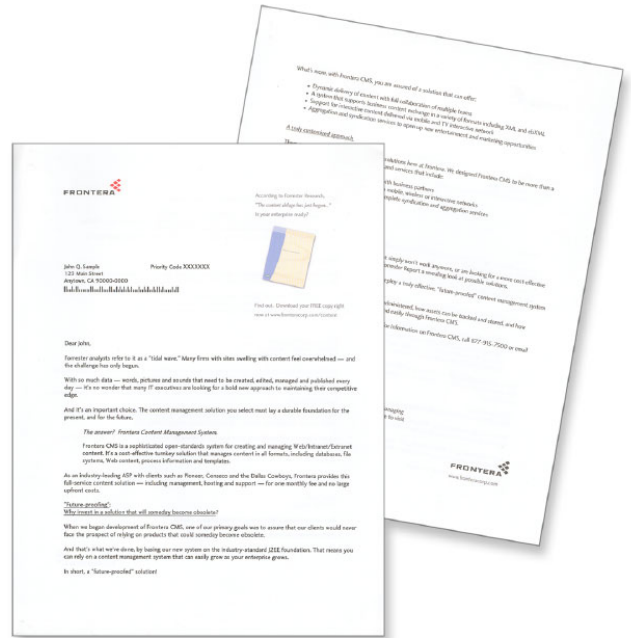
Media:
Sales letter

Objective:
Generate leads for content management services

As an application service provider, Frontera Corporation provides content management services to companies that would prefer to outsource management of highly complex websites.

This sales letter was sent to generate leads for Frontera's services. The offer is for a white paper on how to manage content so that enterprises can be "future-proofed."

At more than a 4 percent response rate, the mailing generated more than 200 leads.



COPY

**According to Forrester Research,
"The content deluge has just begun..."
Is your enterprise ready?**

**Find out.
Download your FREE copy right of this
informative white paper at
at www.fronteracorp.com/content**

Dear (Name),

Forrester analysts refer to it as a "tidal wave." Many firms with sites swelling with content feel overwhelmed - and the challenge has only begun.

With so much data - words, pictures and sounds that need to be created, edited, managed and published every day - it's no wonder that many IT executives are looking for a bold new approach to maintaining their competitive edge.

And it's an important choice. The content management solution you select must lay a durable foundation for the present, and for the future.

The answer? Frontera Content Management System.

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Frontera CMS is a sophisticated open-standards system for creating and managing Web/Intranet/Extranet content. It's a cost-effective turnkey solution that manages content in all formats, including databases, file systems, Web content, process information and templates.

As an industry-leading ASP with clients such as Pioneer, Conesco and the Dallas Cowboys, Frontera provides this full-service content solution - including management, hosting and support - for one monthly fee and no large upfront costs.

“Future-proofing”:

Why invest in a solution that will someday become obsolete?

When we began development of Frontera CMS, one of our primary goals was to assure that our clients would never face the prospect of relying on products that could someday become obsolete.

And that's what we've done, by basing our new system on the industry-standard J2EE foundation. That means you can rely on a content management system that can easily grow as your enterprise grows.

In short, a “future-proofed” solution!

What's more, with Frontera CMS, you are assured of a solution that can offer:

- Dynamic delivery of content with full collaboration of multiple teams
- A system that supports business content exchange in a variety of formats including XML and ebXML
- Support for interactive content delivered via mobile and TV interactive network
- Aggregation and syndication services to open up new entertainment and marketing opportunities

A truly customized approach

There are no canned content management solutions here at Frontera. We designed Frontera CMS to be more than a “one-size-fits-all” solution - with modules and services that include:

- CMS-B2B -Exchange information with business partners
- CMS-Interactive - Deliver directly to mobile, wireless or interactive networks
- CMS-Syndication/ Aggregation - Complete syndication and aggregation services

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Download your FREE report
Managing Content Hypergrowth
at www.fronteracorp.com/content

Whether you are juggling proprietary solutions that simply won't work anymore, or are looking for a more cost-effective approach to content management, you'll find this Forrester Report a revealing look at possible solutions.

And we'll tell you more about just how easy it is to deploy a truly effective, "future-proofed" content management system in your organization.

We'll demonstrate how content can be managed and administered, how assets can be tracked and stored, and how workflow can be managed and audited - all quickly and easily through Frontera CMS.

For the report, visit www.fronteracorp.com/content, or for information on Frontera CMS, call 877-000-0000 or email info@fronteracorp.com

Sincerely,

Clyde Sparks
VP of Technology

P.S. You can download a FREE copy of the Forrester Report, Managing Content Hypergrowth, but only until December 5th, so be sure to visit www.fronteracorp.com/content to download your copy today.