

Client:
Frontera Corporation

Media:
Direct mail

Objective:
*Promote J2EE capabilities
for application service provider*

Frontera Corporation is an application service provider that offers management of sophisticated web applications for large enterprises.

To promote its expertise with Java 2 Enterprise Edition (J2EE) open standards, this direct mail package offers a free research report on J2EE. The response rate to this mailing was nearly 5 percent.



COPY

(Envelope)

**Free J2EE Report:
What other ASPs don't want you to know**

Free Forrester Research report offer inside

(Letter)

(Picture of report & caption)

“The J2EE standard will change quickly and firms will grapple with painful migration paths and immature products and tools. J2EE adherents can insulate themselves from specification shifts and interoperability problems by partnering with lead vendors.”

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Dear (Name):

I'll bet you've heard from plenty of ASPs before, but how many of them really understand the challenges of customizing applications to meet J2EE-compatible open standards?

Chances are, they mostly focus on their hosting services and simply don't have the technical expertise to partner with you to meet ALL of your needs – from the very basic to the most complex server and application requirements.

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They probably don't want you to find out that an outsourced solution can be just as customized to your enterprise as any inhouse implementation – and in fact, new best-of-breed J2EE-compliant applications will require a high degree of customization.

So they're certainly not likely to mention that companies such as Frontera have been hard at work applying new development and integration standards based on J2EE-and developing innovative, robust solutions that assure a seamless integration between application and platform.

In short, other ASPs don't want you to know that Frontera clients enjoy a complete, **cost-effective out-sourced solution based on open standards that...**

- Provides complete protection from commerce platform obsolescence
- Integrates an entire enterprise-even legacy systems – seamlessly through J2EE standards
- Offers plenty of choices when it comes time to add new products and can be deployed across multiple servers with few modifications
- Is fully customized through software from BEA, a leader in application server technology; and Vignette, the leading provider of integrated content management applications
- And much more

Our clients are totally future proofed, and your enterprise can be, too.

A cost-effective solution that makes your CFO happy...

You are probably wondering whether you can make a good business case for a complete, customized out-sourced solution for applications management.

We can help you do just that-especially since Frontera routinely saves clients as much as 65 percent on their total cost of ownership.

What's more, unlike those internal projects that drag on forever and can skyrocket in cost, you can access Frontera's best-of-breed solutions right now for one predictable fixed monthly fee.

... and a customized approach that's right for your enterprise.

There's absolutely no such thing as a canned approach to applications management here at Frontera. We

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roll up our sleeves and work with you and your team to create fully customized solutions that meet your unique business needs.

With partners such as BEA (offering the powerful e-commerce capabilities of its WebLogic platform) and Vignette (providing a robust approach to content management), Frontera delivers a solution that makes it possible to:

- **Gain immediate access to the latest-and best-technology**

Frontera partners with the premier application providers-including Vignette, E.piphany and BEA. As a result, you can take advantage of the very best practices in configuration, integration and application deployment

- **Get to market quickly**

Why wait? Our portfolio of tools and applications are versatile; we can craft a solution and bring it online quickly and efficiently, so that even a highly customized approach can be ready in a matter of weeks-not months

- **Save as much as 65% in technology costs**

Considering the costs of hardware, software and extra staffing involved in implementing and customizing an e-business application inhouse, many of Frontera's customers find they are saving up to 65% with no large capital investment

And our complete turnkey approach includes web design, user integration, testing, deployment, hosting, security, management and support.

When was the last time you heard of an ASP that could do all that-for one fixed monthly fee?

In short, if you want a canned, one-size-fits-all approach to applications management, there are plenty of ASPs you can work with.

But if you want a truly customized solution, call Frontera now at 000-000-0000... or email us at sales@fronteracorp.com

Sincerely,

Clyde Sparks
VP of Technology & Product Development

P.S. You can download a FREE copy of the latest Forrester analysis, *Putting J2EE to Work*, but only until October 15th, so be sure to download yours now at [www.\(URL\).com](http://www.(URL).com).