



hare communications **LET'S GET REAL**

SOFTWARE PROVIDER
BRAND-MESSAGING DEVELOPMENT

BACKGROUND

In our research, we identified four key facts which—combined—formed the core of Advanced Systems Unlimited’s competitive selling strategy.

- We are very strong on common sense solutions. We offer reliable advice. We offer real world Business Solutions. And we do it at extremely affordable rates.
- Unlike many of our competitors, Advanced Systems Unlimited allows its clients to keep the software we write for them.
- Moreover, unlike many of our competitors, Advanced Systems Unlimited writes easily maintainable code.
- Even if you fire us, you’re going to be safe with our software — because our work is so well-documented, any good development company can modify it for future functionality needs.

BRANDLINE BACKGROUND

After identifying Advanced Systems Unlimited's core strengths, we concluded that the brandline we inherited ("Your Software Development Partner") didn't effectively reflect their competitive selling advantage.

brandline



WEBSITE INTRO COPY

SOFTWARE AT YOUR SERVICE

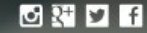
Advanced Systems Unlimited develops software that does what you want it to do. Affordable, custom software adapted to the way you do business – not vice versa. Software that you get to own – not just rent. Software so cleanly written and documented, you're never locked into a single vendor. And whenever you need to modify or expand its capabilities, we're always there to support you.

HOW DO WE DO IT?

Truth is, you can't do what we do without great programmers. But great software starts with great solutions. And that starts with a clear understanding of your business, your people and your processes; not to mention your objectives, short term and long term.

Once we've jointly defined what you want to do, and how you like to do it—offering you the pros and cons of every conceivable option—we'll architect the simplest, most common-sense solution possible. Then we'll work with you every step of the way, giving you every possible opportunity to test our work, and offer your feedback.

And it all starts with an absolute commitment to your best interests – no matter what. That's what we call Software At Your Service.



ADVANCED
SYSTEMS UNLIMITED

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SOFTWARE **AT YOUR SERVICE.**

POST SCRIPT

Shortly after we delivered ASU's website design, a huge new business opportunity sent them into a panic to throw a site online practically overnight. So they put some of their programmers to work, and tried to come as close as possible to what we'd already given them. When they were finished, they were so happy with what they'd done, they decided to leave it as-is.

It doesn't look as good as our original design (naturally). And we do have issues with the presentation of several key selling points.

Still, it's hard to argue when a client's happy. Particularly when the client's also a friend. And after all, it is their website.



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