

Client: Citrix (software campaign for resellers)
Mailed: Winter, 1999
Results: Strong response; re-mailed. (Printed sample no longer available.)

**Boost Your System Productivity 100%... 250%...Or More...
Without Costly Equipment or Upgrades!**

Dear Customer:

You're under pressure to deliver *instant information* to employees and customers, wherever and however they need it...

But you're probably stuck with a hodgepodge of desktop devices and operating systems. Plus tough budget constraints that make new equipment out of the question.

MetaFrame is your answer to connecting more users in more places; streamlining your operating systems; even adding new applications or network options in a fraction of the usual time...all without a single upgrade or equipment purchase required!

**Metaframe users report bottom-line gains exceeding 250%...
with LESS hassle and cost.**

MetaFrame Software Brings Your Wired World Together:

- Join all your hardware forces into one seamless system: **PC's...Macs...handhelds, screen phones...you name it...**
- Unite your **old systems with your new systems** seamlessly...
- Do business from your corner office – **or from a hotel room 8,000 miles away...**

...In A Fraction of The Time:

- You'll roll out applications system-wide **in minutes – not months.**
- Troubleshoot and correct problems anywhere – **without costly IT on-site visits**
- Add to your network at any time – **without lost user time or service**

...With Complete Confidence & Peace-of-Mind:

- Your critical applications are housed on powerful, efficient servers that extend your reach to users - **wherever and however they work.**
- One centralized location: **absolute security and data integrity.**
- **Over 80% of all Fortune500 firms trust their business to Citrix technology,** including Aetna, Chevron, Federal Express, First Union, Lucent Technologies, IBM., and so many more. You'll feel confident that you're dealing with an experienced, knowledgeable industry leader, relied upon by over 15 million users worldwide.

Don't miss this opportunity to reach more people, in more places, on more diverse systems than you ever dreamed possible....call (number) or visit (site)

Sincerely,
(Sales VP... varied by region)

P.S. Find out how brand-new MetFrame software can double – *even triple* – the productivity of your growing business by calling (number) now or visiting <site>