SDA Products, Inc.

Michael S.Ornstein President



September 14, 1982

Dear :

I would like to introduce you to COBOL $\rm R_X$, a new software product from SDA Products, Inc. It is your answer to the high cost of maintenance. COBOL $\rm R_X$ is simple, easy to use, and will cut thousands of dollars from your DP maintenance budget, which more than likely exceeds 70 percent of your systems and programming costs.

At a time when every dollar of your operating budget is being challenged, COBOL R_X produces real savings by increasing the productivity of your programming staff. COBOL R_X will decrease the time it takes for maintenance programmers to learn a system that needs adjustment. That time means dollar savings. It allows you to schedule less experienced programmers for routine maintenance and enhancements now handled by your systems analysts.

COBOL R_x applies and enforces standards for new systems and existing programs, another PLUS. Old programs in your program library can be standardized and reformatted by one run through COBOL R_x . IT DOES NOT CHANGE PROGRAM LOGIC. It can also be used by the programmer as the last step in the development process.

COBOL R_X will ensure that all programs either written by your in-house staff or by cutside consultants conform to your own unique standards.

We are so confident of the performance of COBOL R_x that we are offering it <u>FREE FCR YOU TO USE FOR 30 DAYS</u>. The package comes with clear and complete user documentation, installation tape and instructions. If not completely satisfied, return with no obligation. If you like the product -- we think you will -- our <u>LOW INTRODUCTORY PRICE IS \$4,500</u> for a three year license which includes maintenance.

71 Fifth Avenue, New York, NY 10003 Telephone: 212-741-5200 This new product will accept a full program or stand-alone code sequences such as data descriptions or subroutines. It reduces errors and omissions by the consistent use of reserved words, code separation, alignment and indentations and paragraph numbering.

COBOL R_x 's extensive set of options, each with a default value, allows for easy customization. Processing shorthand code; converting from one compiler to another, and expanding COBOL macros are other important features of COBOL R_x .

SOME ADDITIONAL COBOL Rx FEATURES:

- o Replacement of Any Word Name or Literal
- Indentation and Alignment of Verb (IF, SEARCH, READ, etc.) and Subordinate Statements
- Insertion of Sequential Prefix to Paragraph and Section Names and Adjustment of References
- Alignment of Data Division Reserve Words (PIC, VALUE, COMP, etc.) to Default or User-defined Location

The enclosed card is the prescription for your DP maintenance headache. MAIL IT TODAY. Your action will bring relief within 30 days. I look forward to hearing from you.

Cordially,

Michael S. Ornstein

P.S. This 30-day free trial expires October 31, 1982.

The Prescription for the High Cost of Maintenance

September 14, 1982



Dear :

Now there is a low cost solution for one of the worst data processing headaches -- maintenance. COBOL R_X , the inexpensive software prescription for the high cost of maintenance, is a new source code processor that can produce real savings by increasing the productivity of your programming staff. The 30 DAY FREE TRIAL of COBOL R_X will give you dramatic results immediately.

MAINTENANCE: 70 PERCENT OF A SHOP'S BUDGET

If maintenance is a significant part of your systems and programming costs -- as in most DP shops -- COBOL R_X can help you squeeze more dollars from your operating budgets. COBOL R_X will decrease the time it takes for maintenance programmers to learn a system that needs adjustment. That time means dollar savings.

This new package from SDA Products, Inc., a leader in the development of productivity tools, will give you the flexibility of scheduling less experienced programmers for routine maintenance or enhancements. If your DP shop is like most others, this job is often handled by highersalaried systems analysts.

SHOP-UNIQUE STANDARDS MAY BE ADDED

Another plus, COBOL R_X is the answer to applying and enforcing standards for new and existing systems, a chore for any large DP department. Sloppy and difficult to maintain programs in your program library can be reformatted and standardized by one run through COBOL R_X . IT DOES NOT CHANGE PROGRAM LOGIC. COBOL R_X standardizes and reformats existing programs and makes them readable. It can also be used in the development process.

There is no need for you to adapt or modify your procedures

to conform to what someone else thinks is the proper COBOL format. COBOL $\rm R_{x}$ adapts to your own unique shop standards.

FREE 30-DAY TRIAL OFFER

We are so confident of the performance of COBOL R_x that we are offering it <u>FREE FOR YOU TO USE FOR 30 DAYS</u>. The package comes with clear and complete user documentation, installation tape and instructions. If you are not completely satisfied, return it with no obligation. If you like the product -- we think you will -- our <u>LOW INTRODUCTORY PRICE IS \$4,500</u> for a three year license which includes maintenance.

This new product will accept a full program or stand-alone code sequences such as data descriptions or subroutines. It reduces errors and omissions by the consistent use of reserved words, code separation, alignment and indentations and paragraph numbering.

COBOL $R_{\rm X}$'s extensive set of options, each with a default value, allows for easy customization. Processing shorthand code, converting from one compiler to another, and expanding COBOL macros are other important features of COBOL $R_{\rm X}$.

SOME ADDITIONAL COBOL Rx FEATURES:

- o Replacement of Any Word Name or Literal
- Indentation and Alignment of Verb (IF, SEARCH, READ, etc.) and Subordinate Statements
- Insertion of Sequential Prefix to Paragraph and Section Names and Adjustment of References
- Alignment of Data Division Reserved Words (PIC, VALUE, COMP, etc.) to Default or User-defined Location

ACT NOW AND MAIL THE ENCLOSED CARD TO US TODAY. The prescription for the high cost of maintenance will be on its way to you within two weeks, and your maintenance headaches will be over. I look forward to hearing from you.

1.1.1.1

Introductory Price Expires October 31, 1982

Act Now! Mail Enclosed Reply Card Today. Michael S. Ornstein President SDA Products, Inc.

Cordially,

Free 30 Day Trial Offer Agreement:



The undersigned, as designated below, hereby agrees that in consideration of SDA Products, Inc. ("SDA") permitting a disclosure to us of the SDA proprietary software product and documentation for COBOL $R_{\rm X}$, " we acquire no rights to the Product nor to the know-how contained therein, and that such disclosure is made only for the purpose of permitting the undersigned the opportunity to evaluate COBOL $R_{\rm X}$ " under the terms and conditions of this Agreement.

In evaluating COBOL R_X^* we agree not to reproduce, copy or in any way transcribe the Product or its documentation. Distribution of COBOL R_X^* will be confined only to employees of our company performing the evaluation, and this will be done under confidential conditions designed to prevent unauthorized duplication, disclosure or use.

We agree that except as related to our evaluation, not to make use of COBOL R_X^* for our own benefit or the benefit of others, including but not limited to its use in competition against SDA.

The Product will be returned within 35 days after receipt by certified mail to SDA Products, Inc., 71 Fifth Avenue, New York, NY 10003. If we require a more extended period for evaluation, we agree to request such extension in writing.

AUTHORIZED SIGNATURI	E		
NAME	in the state	Ser. all	
TITLE		PHONE	
COMPANY NAME			
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Mainframe:	Honeywell	□ IBM	🗌 Univac
Operating System:	□ OS □ <u>Other</u>	DOS	□ VM
Time-Sharing Monitor:	□ TSO □ <u>Other</u>	□ ICCF	CMS

For more information call: Eileen Sandalwood at 212-741-5200.

Another Productivity Tool from SDA Products, Inc.

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