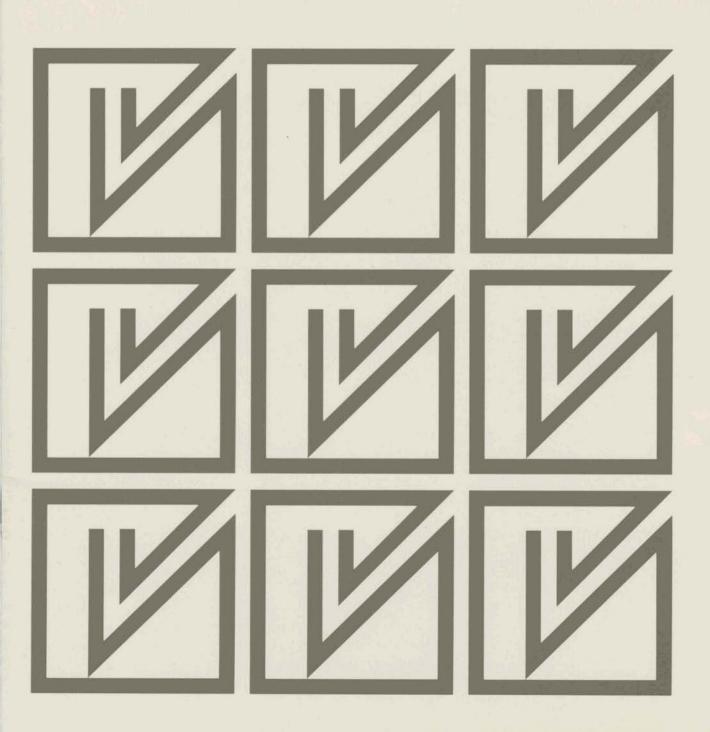
Checklist for Choosing Software Design Associates, Inc.





STAYING POWER
FLEXIBLE RESOURCES
PEOPLE YOU CAN COUNT ON
DP SPECIALISTS WITH INDUSTRY EXPERTISE
UP-TO-THE-MINUTE SKILLS
STANDARDS OF EXCELLENCE
TEAM MANAGEMENT
IMMEDIATE RESPONSE
VALUE BEYOND PRICE



AETNA LIFE AND CASUALTY COMPANY • AIRCO WELDING PRODUCTS DIVISION (AIRCO, INC.) • AIRWIC INDUSTRIES, INC. • ALBERT EINSTEIN MEDICAL CENTER • ALLIED COMPUTER SERVICES INC. • AMERICAN BIBL SOCIETY • AMERICAN CAN COMPANY • AMERICAN COMPANY • AMERICAN CYANAMID COMPANY AMERICAN DENTAL ASSOCIATION • AMERICAN EXPRESS COMPANY • AMERICAN HOECHST CORPORATION AMERICAN SOCIETY FOR TESTING AND MATERIALS • AMERICAN TELEPHONE AND TELEGRAPH COMPANY ANACOMP, INC. • ANACONDA CO. • ARA SERVICES, INC. • STATE OF ARIZONA, DEPARTMENT OF ECONOMING SECURITY • ARIZONA PUBLIC SERVICE COMPANY • AUTOMATIC DATA PROCESSING, INC. • AVCO LYCOMING DIVISION (AVCO CORP) • AVON PRODUCTS, INC. • J T BAKER CHEMICAL CO. • BANKERS TRUST COMPANY BARCLAY'S BANK INTERNATIONAL LTD. • BECTON, DICKINSON AND COMPANY • BELL LABORATORIES • BLUCROSS / BLUE SHIELD • BOEING COMPUTER SERVICES COMPANY • BOTANY 500 MENSWEAR INC. • BUNG CORPORATION • CARSON PIRIE SCOTT AND COMPANY • CATALYTIC, INC. • CENTRAL PENN NATIONAL BANK THE CHASE MANHATTAN BANK, N.A. • CHEMICAL BANK • CHESEBROUGH-POND'S INC. • CHICAGO BRIDG AND IRON CO. • CITICORP • CITICORP CREDIT SERVICES, INC. • CITICORP INDUSTRIAL CREDIT, INC. • CLINTOR

Performance begins with people.

It's tough today: Calls for better performance. Pressures for profits. Demands for greater productivity. All in the face of changing technology, staff shortages and closely scrutinized budgets.

Nowhere is this more apparent than in a company's data processing department. DP management feels this pressure directly, especially today, when sophisticated end-users are crying "when" instead of "how."

Your response to these demands is the measure of your success. Your ability to balance the trade-offs of each decision determines the outcome of a hardware choice, a software selection, a personnel policy and your own advancement.

The critical element in many of the decisions you must make is people. Building the "right" staff by recruiting the "best" people for an assignment is frequently the stumbling block in choosing a course of action. The obstacle to your success.

Along with this people issue spring myriad problems: high turnover, stretched budgets, compensation conflicts, skill shortages, out-of-line recruitment costs and limited flexibility.

While many of your personnel and staffing problems can be overcome through your own effort and resources, there are occasions when the solution should be found outside your organization. A relationship with a professional services firm is the best answer. When deciding on a professional services firm, you should look for the following qualities.



SETH A. HANOVER PRESIDENT

In an industry where anyone can print up business cards and offer their services for sale, finding a company with a track record is easier said than done.

Software Design Associates, Inc. has provided the data processing community with high-quality, professional computer services since 1968. Our growth rate has exceeded the industry average, making us one of the largest companies in the professional services market today.

SDA has 16 branch offices across the United States and in Europe. Over 600 fulltime professional consultants, technical managers, trainers, technical writers and support staff can offer you a breadth of talent and expertise not found within your own operation. Annual revenues over \$38 million give us the resources to provide you with the best talent in the market-place and the best service in the industry.

After 18 years, nearly all of our original clients are still on our roster. Most of these are the leaders in their industries—the best managed, most dynamic companies in America.

SDA is a strong, growing company with staying power. That means service you can count on. We'll be around to maintain systems and programs we develop. Our relationships are built by providing clients with the most competent and cost-effective solutions to their problems.



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"We'll be around to maintain systems and programs we develop."



CORN PROCESSING COMPANY • CNA INSURANCE COMPANIES • COLGATE-PALMOLIVE COMPANY • COLONIAL BANCORP, INC. • COLONIAL PENN GROUP, INC. • COLUMBIA PRESBYTERIAN HOSPITAL • COLUMBIA UNIVERSITY • STATE OF CONNECTICUT, BUREAU OF INFORMATION SYSTEMS • CONSOLIDATED EDISON COMPANY OF NEW YORK, INC. • CONTINENTAL FOREST INDUSTRIES INC. • THE CONTINENTAL GROUP, INC. • COUNTY OF WESTCHESTER • DELL PUBLISHING CO., INC. • DELMARVA POWER & LIGHT COMPANY • THE DEPOSITORY TRUST COMPANY • DIME SAVINGS BANK OF NEW YORK • THE DUN & BRADSTREET CORPORATION • E.I. DU PONT DE NEMOURS AND COMPANY, INC. • EASTERN STATES BANKCARD ASSOCIATION • EDWARDS COMPANY, INC. • EQUATOR BANK, LTD. • THE EQUITABLE LIFE ASSURANCE SOCIETY OF THE UNITED STATES • ERNST & WHINNEY • EUROPEAN-AMERICAN BANK & TRUST COMPANY • THE EXCHANGE NATIONAL BANK OF CHICAGO • EXXON CORP. • FEDERAL HOME LOAN BANK OF NEW YORK • THE FELSWAY CORPORATION • FIAT-ALLIS NORTH AMERICA, INC. • FIRST JERSEY NATIONAL BANK • FIRST NATIONAL BANK OF CHICAGO • FIRST PENNSYLVANIA BANK N.A. • FLEXI-VAN CORPORATION • FMC CORPORATION • GAS RESEARCH

When you add permanent staff to your department you may be saddled with skills that you need only for a short period of time. You'll be burdened with additional overhead. If you have staffing requirements at multiple sites over a wide geographic area, your budget could be stretched.

SDA allows you to use special skills when and where you want them without adding permanent staff. Our approach to solving your data processing problems will give you additional flexibility. You'll be able to expand your resources by accessing our hundreds of professionals.

Our talented, dedicated staff has become, collectively, the most sought after in the data processing marketplace.

Software Design Associates has maintained its consulting staff with very low turnover. In fact, we believe we have the lowest turnover rate in our industry. The consultants who design your systems this year are likely to be around next year for modifications or consultation. Looking to our staff for special skills will enable you to keep your compensation scale in line.

You can count on our consultants to have superior technical skills as well as other desirable qualities:

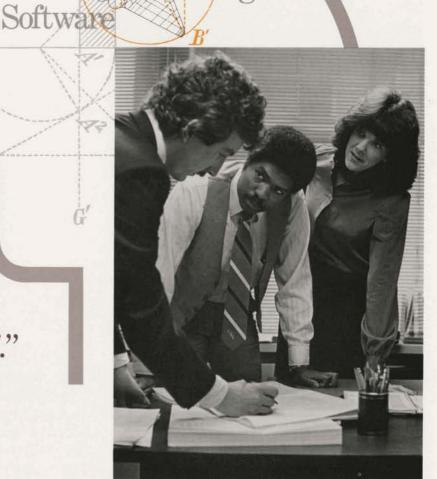
Superior communications skills Flexibility Ability to learn quickly Logical and thorough methods Familiarity with any environment

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"Our approach to solving your data processing problems will give you additional flexibility."

"Our consultants will be compatible with and will complement your staff."



In addition, people from SDA have a high degree of initiative—seeking more responsibility, not less. Our consultants are poised, self-confident and outgoing. We value patience and tact as well as the ability to work well with others.

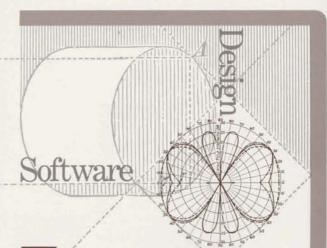
Those assigned to your project will readily adjust to your organization's environment, ensuring a smooth working relationship. Our consultants will be compatible with and will complement your staff.

Make no mistake, your data processing problems can best be solved by data processing specialists. Consulting firms grounded in other disciplines may not approach your problems with a data processing perspective—leaving you with recommendations difficult to implement.

At SDA we have a data processing culture. Our consultants are hardware, software, systems and applications specialists. Our staff includes business analysts, systems designers, database specialists, communications experts and senior technicians. They will get your project done properly, quickly and with a DP point-of-view.



"The technical talent and industry knowledge of our people will-help you build better systems."



You'll benefit from the latest techniques and approaches." Plus our industry knowledge is impressive. We have a long history of providing project-oriented services to a broad client base. Areas in which we have special expertise are:

Aerospace
Banking
Brokerage
Insurance
Government
Manufacturing
Telecommunications
Utilities

With SDA you are getting the best of both worlds: DP specialists with industry expertise. The technical talent and industry knowledge of our people will help you build better systems.

Our consultants possess the latest skills required in an industry where new technologies seem to emerge daily. Highly skilled SDA technicians and managers keep current with state-of-the-art applications, programming techniques and standards.

Nowhere are these techniques more important than in the database and data communications areas. With the increasing demand for data to be on-line, technicians with DB/DC expertise are commanding enormous salaries and corresponding





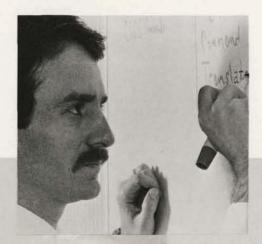
INSTITUTE • GENERAL ELECTRIC CREDIT CORPORATION • GENERAL FOODS CORP. • GIBBS AND HILL, INC. • GIRARD BANK • GK TECHNOLOGIES, INC. • GUARDIAN LIFE INSURANCE COMPANY OF AMERICA • FRANK B. HALL AND COMPANY, INC. • HARTFORD NATIONAL BANK AND TRUST COMPANY • HEALTH INSURANCE PLAN OF GREATER NEW YORK • HEUBLEIN, INC. • HONEYWELL INFORMATION SYSTEMS INC. • JM. HUBER CORP • STATE OF ILLINOIS, DEPARTMENT OF PUBLIC AID • STATE OF ILLINOIS, DEPARTMENT OF REVENUE • INCO LTD. • INGERSOLL-RAND COMPANY • INLAND STEEL COMPANY • INSURANCE SERVICES OFFICE • INTERNATIONAL TELEPHONE & TELEGRAPH CORPORATION • IRVING TRUST COMPANY • JENAPO FEDERAL CREDIT UNION • JOHNSON & JOHNSON • KAMAN CORPORATION • KEEBLER COMPANY • KNICKERBOCKER TOY COMPANY • KRANZLEY & COMPANY, INC. • LA SALLE NATIONAL BANK • THOMAS J. LIPTON INC. • MACMILLAN, INC. • R.H. MACY & COMPANY, INC. • MANUFACTURERS HANOVER TRUST COMPANY • MARINE TRANSPORT LINES, INC. • MCGRAW-EDISON COMPANY • MERCK & COMPANY, INC. • MERRILL LYNCH, PIERCE, FENNER & SMITH, INC. • METROPOLITAN LIFE INSURANCE COMPANY • MONTGOMERY WARD LIFE INSURANCE CO. •

benefits. And as you know, technicians with these skills are hard to find and even harder to keep. By using one of our DB/DC experts, you'll benefit from the latest techniques and approaches at acceptable costs.

SDA consultants have experience on a wide range of microcomputers. We have developed applications for micros and plans for integrating them into a centralized data processing organization. We can help you keep control over the proliferation of microcomputers within your company.

You'll have to live with the systems we design and the programs we write. And you should feel confident that any program that's picked up by your staff today can be easily maintained and modified one, two and even five years from now. When all is said and done, that's what you're paying for. That's what separates the best consultants from the average.

And this is where we excel. Our staff is at ease using any data processing standards. And while we will apply your standards, you may learn new ways of problem-solving from our experience and programming standards. You can be sure that any program we write will be easy to follow and read. Our standards of excellence can save you time and money.



"We'll be able to act on your requests within hours."



"Our standards of excellence can save you time and money."



MORGAN GUARANTY TRUST COMPANY OF NEW YORK • MORGAN STANLEY & COMPANY • MUNICH AMERICAN REINSURANCE COMPANY • MUTUAL BENEFIT LIFE INSURANCE COMPANY • N L INDUSTRIES, INC. • NABISCO BRANDS, INC. • NATIONAL COLD STORAGE COMPANY, INC. • NATIONAL COUNCIL ON COMPENSATION, INC. • NEW JERSEY NATIONAL BANK • NEW YORK BOARD OF EDUCATION • NEW YORK TELEPHONE COMPANY • NORTHERN TRUST CORPORATION • NORTHWEST FEDERAL SAVINGS AND LOAN ASSOCIATION • NUCLEAR ENERGY SERVICES • NUTRI/SYSTEM, INC. • OFF-TRACK BETTING CORPORATION • OLIN CORPORATION • OROWEAT FOODS COMPANY • PAINE, WEBBER, JACKSON & CURTIS, INC. • PALL CORPORATION • J C PENNEY COMPANY, INC. • PENN MUTUAL LIFE INSURANCE CO. • PENNWALT CORPORATION • PENTAMATION ENTERPRISES INC. • PEPSICO, INC. • PERKIN ELMER CORPORATION • PERSHING DIVISION (DONALDSON, LUFKIN & JENRETTE SECURITIES CORP.) • PHILADELPHIA ELECTRIC COMPANY • PHILADELPHIA GAS WORKS • PHILADELPHIA LIFE INSURANCE CO. • PHILADELPHIA NATIONAL BANK • PHOENIX MUTUAL LIFE INSURANCE CO. • PHILADELPHIA NATIONAL BANK • PHOENIX MUTUAL LIFE INSURANCE CO. • PMA INSURANCE COMPANY • PRATT & WHITNEY AIRCRAFT GROUP • PROGRESS

Our clients benefit from the depth of managerial expertise and technical skills to be found in SDA.

We assign technical managers to review and monitor the work and progress of our consultants—a step few of our competitors take. We'll often identify problems and solve them before you know they exist. This ensures that projects are completed on time and within budget, requiring a minimum amount of your supervision. You can count on this attention and service whether we have one SDA consultant at your location or twenty. With both of us managing the effort, you'll get greater productivity. We extend this extraordinary service and support to all of our clients at no direct cost.

We don't leave you on your own when a project is under way. We button down details. Check and double check. Follow up. For large-scale projects, an account supervisor is our day-to-day on-site representative—an extra measure of quality control.

A call to one of SDA's branch offices is all you need do to begin utilizing our resources. (More than likely we will already have called on you.) An SDA account executive and a technical manager familiar with your industry will review your needs on site. Then they will confer with an SDA branch manager to determine the appropriate approach for your special requirements—guaranteeing that we have a full understanding of your needs. We'll be able to act on your requests within hours and fill virtually all assignments within two weeks.



We've saved the most important point for last. Value. This word summarizes all that SDA stands for. To give a service of worth, utility, importance and excellence at a competitive price is our primary concern. Providing that service at a cost substantially lower to you, when comparing it with the alternative of building and training your own staff, has been the key to our success.



MICHAEL S. ORNSTEIN SENIOR VICE PRESIDENT

The quality of our work, the fact that we'll be around to maintain the systems we develop and the ease of doing business with us are all considerations that transcend cost and price. They are incorporated in value—the real reason for choosing a professional services firm. You can count on SDA to give you more for your money.

There are many professional services companies you can choose. But none combine the qualities, resources, people and experience of SDA. Put them to work for you.

"You can count on SDA to give you more for your money."



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302-798-5007

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1620 Route 22 Union, NJ 07083 201-687-5910

275 Broadhollow Road Melville, NY 11747 516-752-0002

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Worthington, OH 43085
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275 South 19th Street
Philadelphia, PA 19103
215-545-0494
1011 East 53½ Street
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512-452-9564

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