

borlandcorporatebrochure

Did You Know?

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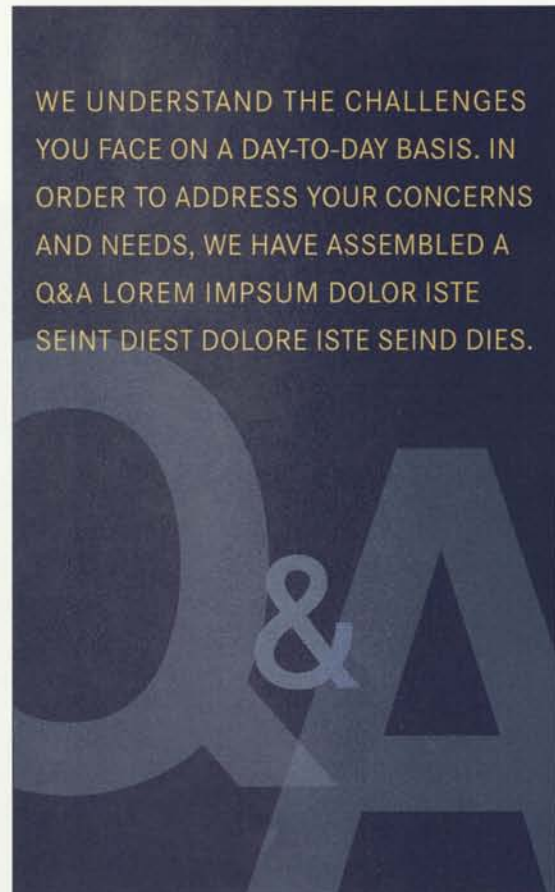


COVER
 "DID YOU KNOW?" IS A QUESTION USED TO ADDRESS TWO KEY ISSUES.

1: **What you didn't know about Borland.** Borland in the past has not touted their own horn but we are going to give you more insight into Borland and their success through highlighted casestudies.

2. **Customers want to know how Borland will address their "pain points".** Borland takes into account the concerns and "pain points" of their customers. A Q&A styled text is used throughout the brochure addressing these issues and offering the answers the customers want to know.

The layout of the brochure consists of the Q&A addressing customers's pain points on the left page, and various successful casestudies illustrating the successful implementation of their solutions on the right.



INSIDE FRONT COVER



Dear Mr. Chambers,

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Dale L. Fuller
 Dale L. Fuller
 President and Chief Executive Officer

Letter from CEO addressed personally to CIO of company as a lead-in to the rest of the brochure. Letter slides into diecut as shown below in diagram.

Q HOW DO I MAKE THE MOST OF MY EXISTING INFRASTRUCTURE WHILE ENSURING I STAY AT THE CUTTING-EDGE OF TECHNOLOGY?

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FURTHER QUESTIONS PLEASE CALL: 1 800 457 9127

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TO LEARN MORE ABOUT OUR PRODUCTS PLEASE VISIT OUR SITE: www.borland.com

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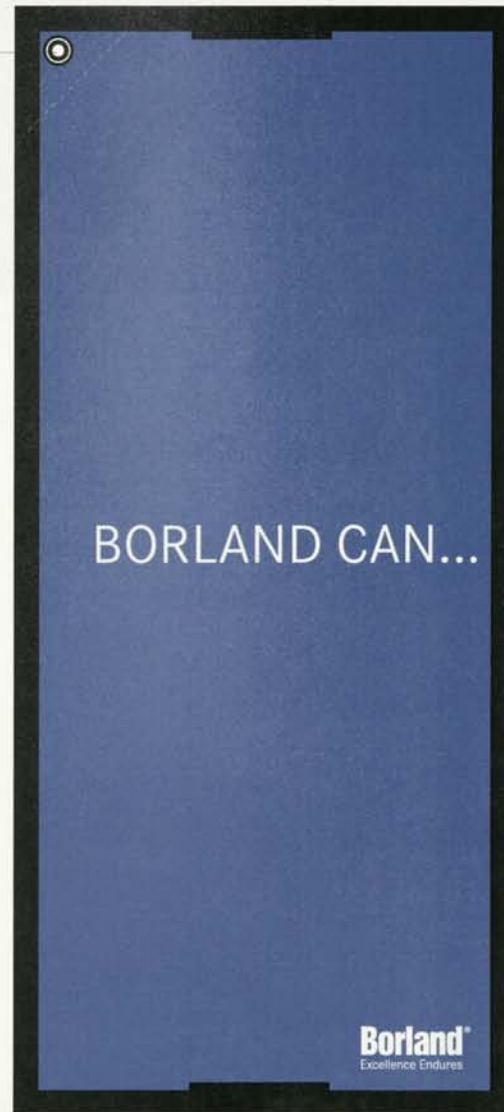
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Borland Can

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BORLAND CAN...

This "Quick Read" format, with opposing questions and answers, highlights the many solutions Borland offers the CIO. With numerous obstacles and delays in the way of a completed project, the C-level audience needs direct answers, and quick. Each spread in the brochure will speak to a particular issue for the CIO. The photography reinforces the idea of improved visibility and clarity by contrasting tightly cropped blurred images, and more contextual long shots.



Brochure cover (5" x 11")



HOW DO YOU KEEP **IT**
 FOCUSED ON THE BIG PICTURE,
 YOUR GLOBAL TEAMS ON TARGET,
 AND YOUR PROJECTS ON BUDGET?

"Researchers are able to accomplish in a matter of hours what used to take months. We're providing researchers with the tools to pursue cures faster and improve the quality of life for children battling serious disease."

Ted McKee,
 Director of Hematology/Oncology Data Management,
 St. Jude Children's Research Hospital



Spread 1



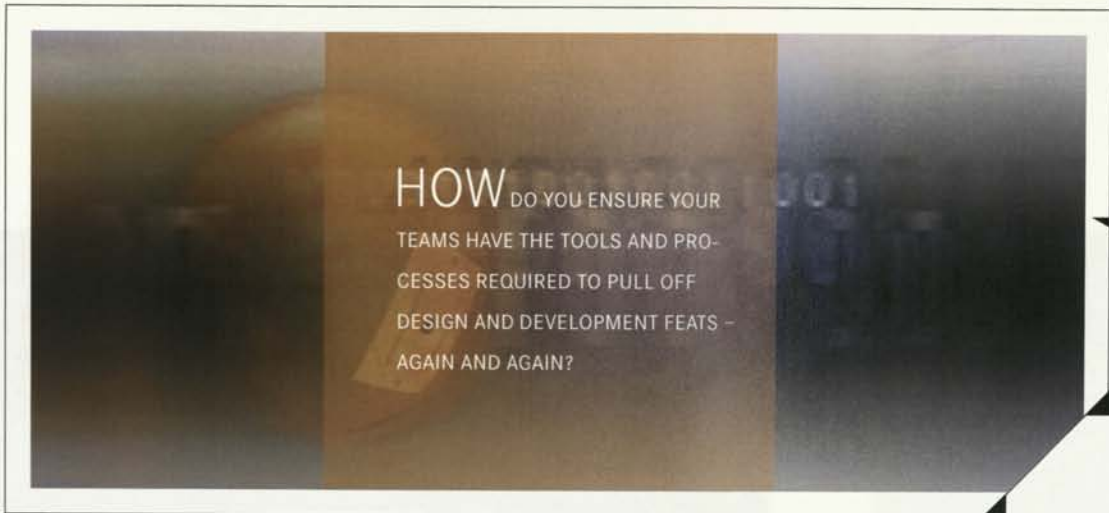
BORLAND CAN ANSWER.

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Borland has the Answers



Spread 2



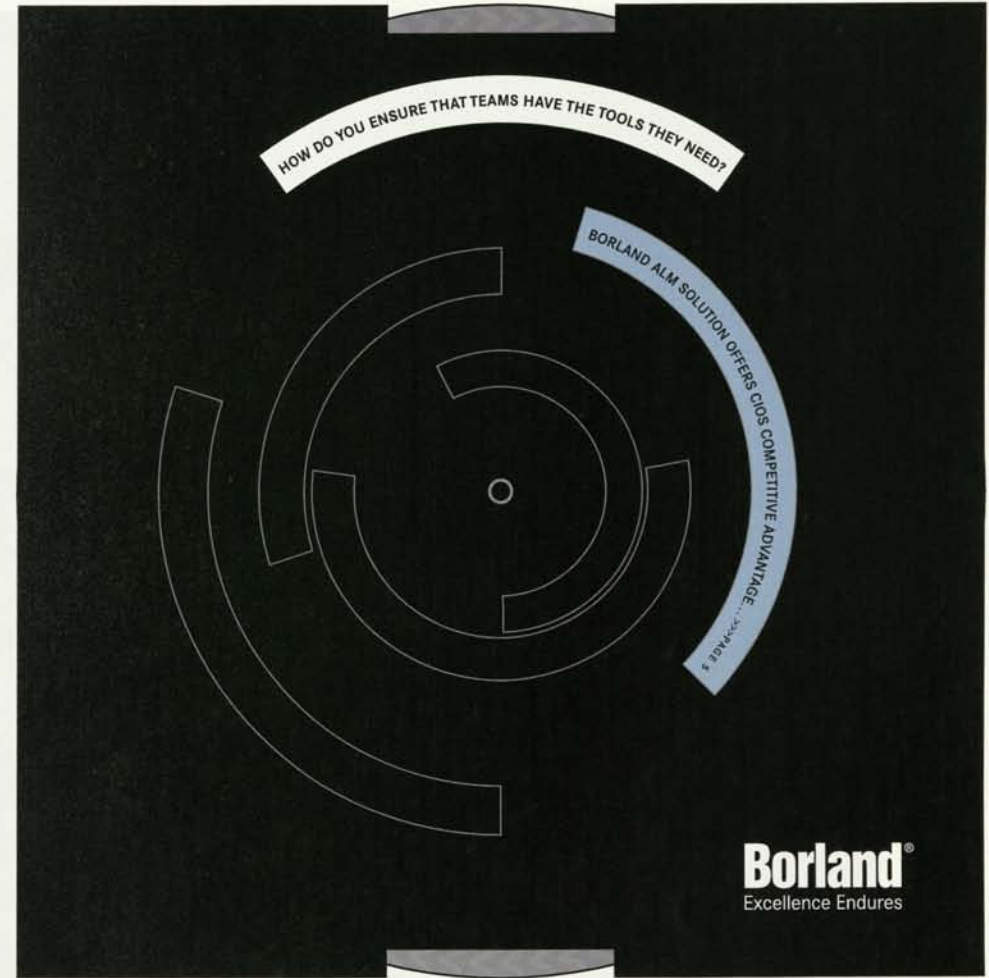
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Corporate Brochure Cover
9" x 9" with rotating dial which reveals questions and answer teasers.

Borland Has The Answers

Committed to solving the pain points of the CIO, Borland has responded with a breadth of solutions. The interactive dial on the cover introduces a variety of questions which will then be answered throughout the piece. Client success stories will also be featured to bring an engaging personal face to the technology.



BORLAND HAS ANSWERS

In today's hyper-competitive market, your group's ability to execute on the right projects at the right time may ultimately spell the difference between corporate success or failure. orem ipsum vulputate velit esse molestie consequat, vel illum dolore eu feugiat nulla facilisis at vero eros et accumsan et iusto odio dignissim qui blandit praesent luptatum zzril delenit augue dui dolore te feugait nulla sit amet, consectetur adipiscing elit, sed diam nonummy nibh euismod tincidunt ut.

Inside Front Cover Spread

BUSINESS HAS NEVER BEEN TOUGHER

RESOURCES ARE SCARCE. AND YOUR GROUP FACES ONGOING CHALLENGES TO DELIVER BETTER SOFTWARE, FASTER.

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YOUR TEAMS HAVE THE TOOLS
AND PROCESSES REQUIRED
TO PULL OFF DESIGN AND
DEVELOPMENT FEATS—AGAIN
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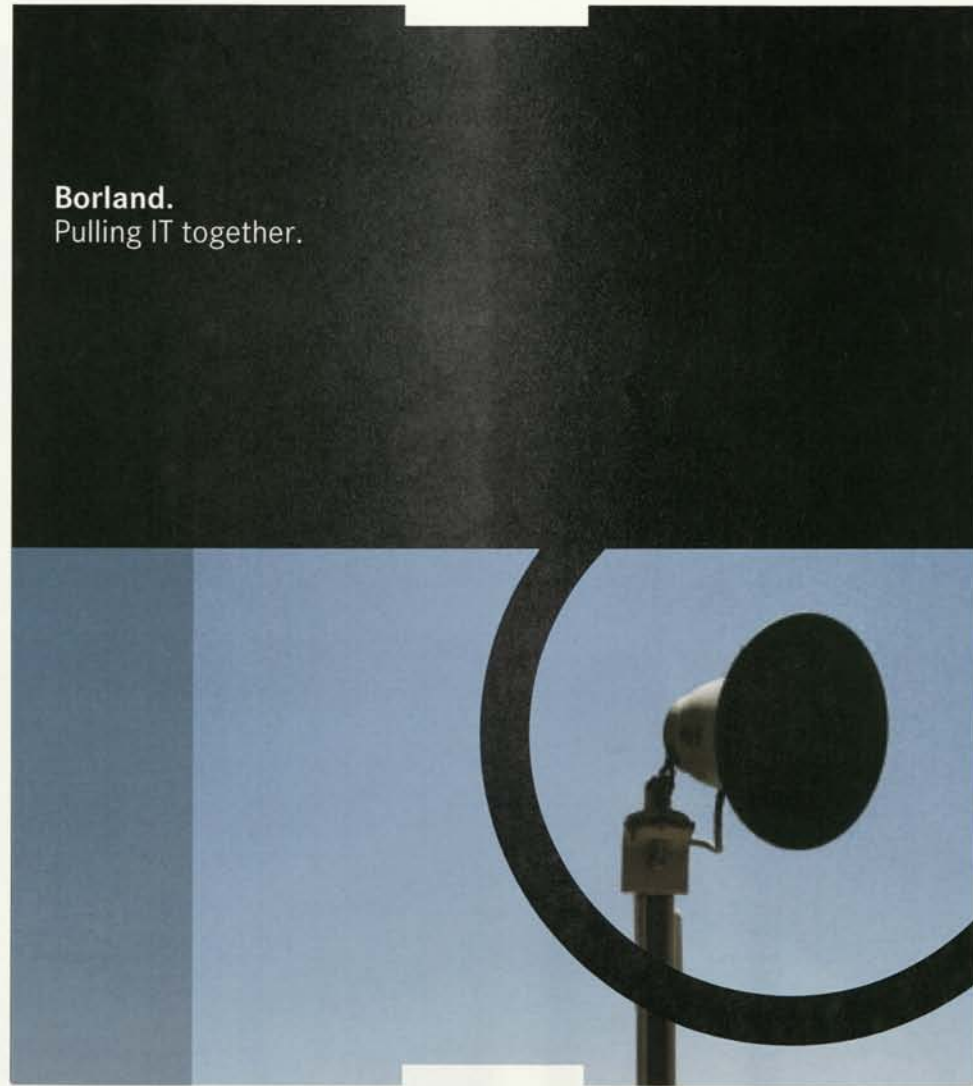
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—TOD MAXEON, DIRECTOR OF HEMATOLOGY/ONCOLOGY DATA MANAGEMENT, ST. LOUIS CHILDREN'S RESEARCH HOSPITAL

Sample Spread

Pulling IT Together

Borland.
Pulling IT together.



Pulling IT together.
This approach makes use of a new icon system to highlight the many solutions Borland offers the CIO. As the reader progresses through the brochure, each aspect of Borland is represented by a prominent icon, described in brief and then connected to the next with heavy lines. This then forms a continuous work flow with complete visibility. On the final spread, the icons are all shown in their pentagram form, with manage in the center.

Dimensions: 10" x 11"



How do you keep IT focused on the big picture, you global teams on target and your projects on budget?

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Prescription for Success

Concept: Prescription for Success.

CTO's would receive this compact brochure in a white "prescription bag". The prescription label plays on the idea that Borland is addressing the CTO's pain points by sending a personalized Prescription for Success.



Borland
Excellence Endures™

Corporate Headquarters
100 Enterprise Way
Scotts Valley, CA 95066-324

19Sept03

Rx# 100 101100

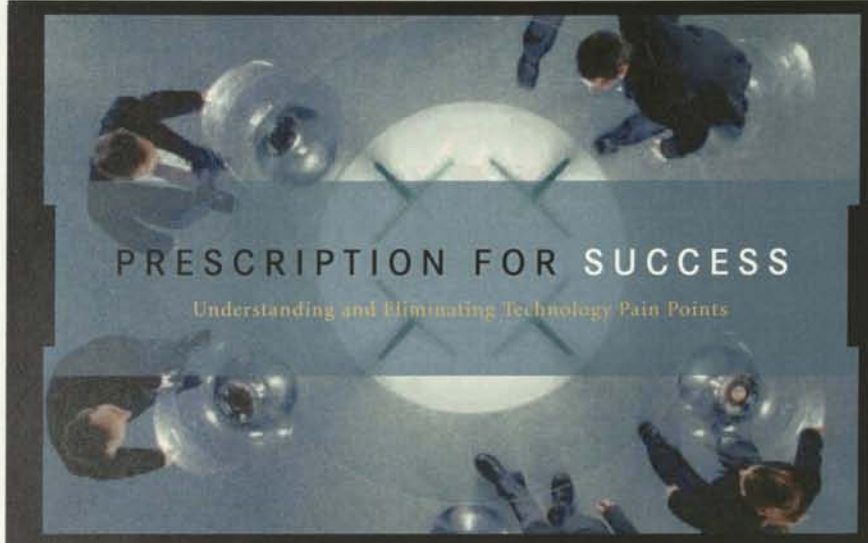
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TECHNOLOGY INC.
1111 LAKEWOOD DRIVE
PALO ALTO, CA 94301

Rx Refills Left: Unlimited
APPLY TO AFFECTED AREA



Prescription Label (mailing label) 4" X 6"


This label can be folded and stapled to a white prescription bag containing the brochure or attached to a plastic parcel.



PRESCRIPTION FOR SUCCESS

Understanding and Eliminating Technology Pain Points

Cover: 8" X 5"



HOW DO YOU KEEP IT **FOCUSED** ON THE BIG PICTURE, YOUR GLOBAL TEAMS ON TARGET, YOUR PROJECTS ON BUDGET AND ULTIMATELY SUCCEED IN TODAY'S TOUGH **TECHNOLOGY** MARKET PLACE?.

SUCCESS

Intro Spread

IN TODAY'S HYPER-COMPETITIVE MARKET, YOUR GROUP'S ABILITY TO EXECUTE ON THE RIGHT PROJECTS AT THE RIGHT TIME MAY ULTIMATELY SPELL THE DIFFERENCE BETWEEN CORPORATE SUCCESS

How Do You Focus Your Groups Limited Resources To Ensure You're Aligned With Key Business Units And Corporate Objectives?

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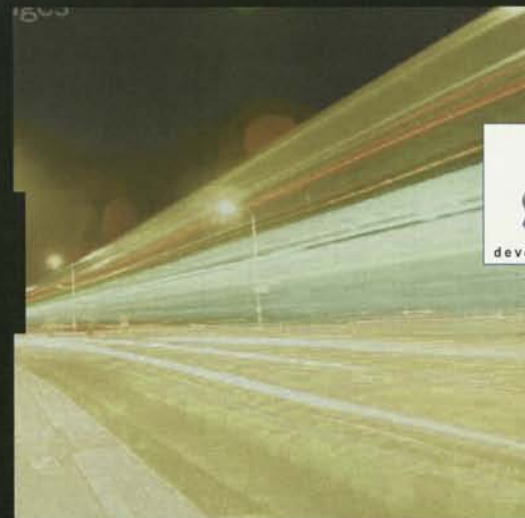
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Narrative Spread



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Web Services Support

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IT'S THE AGE OLD DILEMMA. THE NEED TO LEVERAGE LEGACY INFRASTRUCTURE AND KEEP ON TOP OF FAST-CHANGING TECHNOLOGY DEVELOPMENTS

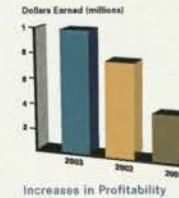
How Do You make the most of existing infrastructure while ensuring you stay at the cutting-edge of technology developments?

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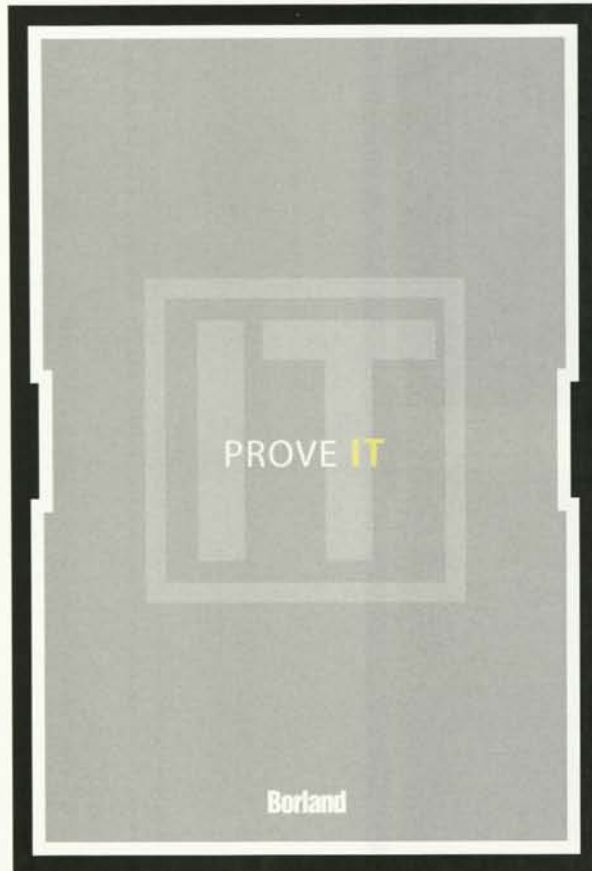
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Increases in Profitability

Narrative Spread

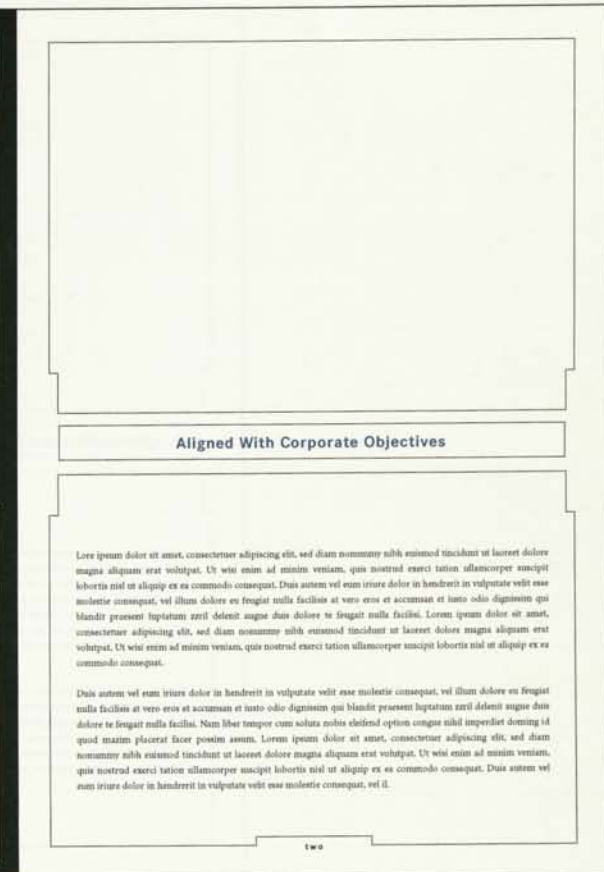
Prove It



Cover




Spread



Concept: **Prove IT**

This concept focuses on the facts and testimonials that blatantly "prove" that Borland is focused on relieving C-level executives pains—and is not just delivering empty promises.



TAKE A CLOSER LOOK

Real Results

"SINCE CHANGING TO THE BORLAND SOLUTION, WE HAVE REDUCED OUR DEVELOPMENT AND DELIVERY TIMES BY 10X. PREVIOUSLY, PROTOCOL DATABASES TOOK MONTHS AND EVEN YEARS TO DELIVER. TODAY, SOFTWARE IS DELIVERED AT THE RATE OF AT LEAST TWO TO THREE PROTOCOL DATA-BASES PER MONTH."

Steve Young, Software Project Manager

Three

Solutions to Manage Teams and Processes Effectively

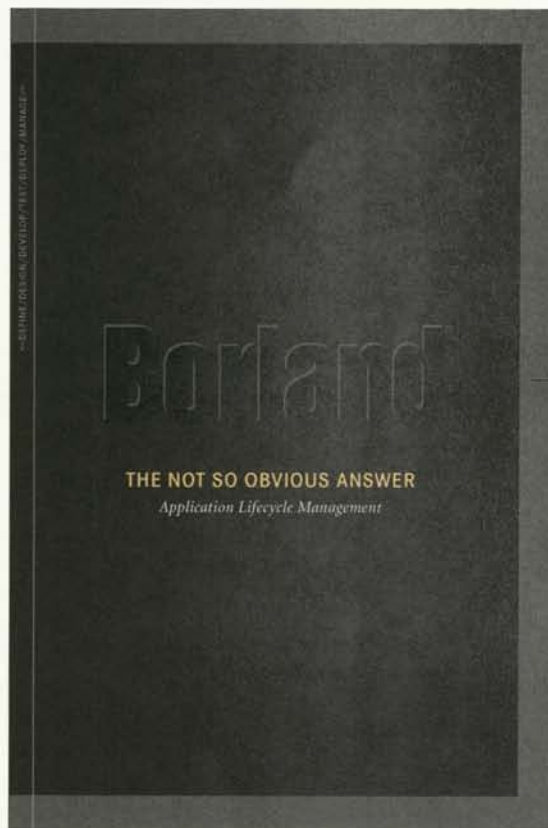
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Four

Spread

The Little Borland Black Book



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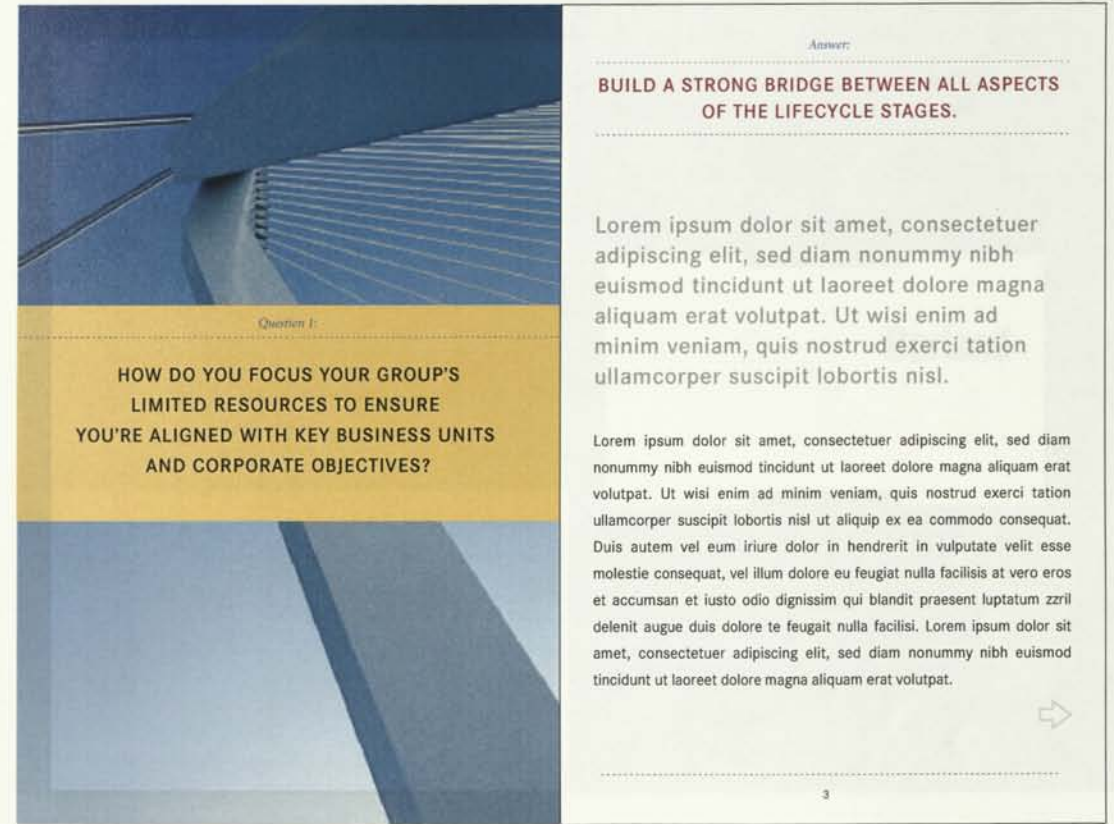
Concept: The Little Borland Black Book

This concept takes on a no nonsense approach to communicating Borland's understanding of the higher level business challenges. The form factor mimics the size of an executive's black book. Similar to a black book, this brochure is a resource that answers the questions that every C-level executive face. The form factor makes the piece intimate and a quick read.

Front Cover
Size: 4 x 6 in. (Actual size)
(Corporate Brochure is perfect bound and the interior pages french folded.)



Introduction Spread (Cover is double folded)



Question 1 Spread

Borland Accelerates Success

ST. JUDE CHILDREN'S RESEARCH HOSPITAL

"Since changing to the Borland Solution we have reduced our development and delivery times by 10x... Previously, Protocol Databases took months and even years to deliver. Today, software is delivered at the rate of at least two to three Protocol Databases per month; the time from the first iteration of requirements gathering takes only a few weeks to delivery to the Clinical Researchers of standardized, interoperable, databases with enhanced reporting capabilities."

[Steve Young, Software Project Manager]

4



Testimonial Spread

With 20 years of experience helping customers deliver business-critical software on time and within budget, Borland has the expertise to help you reach success. Accelerate your effectiveness with our tools and technologies.

HAVE MORE QUESTIONS? CONTACT US TODAY.

toll 831-431-1000
www.borland.com

Borland

Back Inside Cover (back cover is double folded)
Business Card may be inserted in the back

Icons



DEFINE



DEPLOY



DESIGN



MANAGE



DEVELOP



TEST



DEVELOP



TEST



DEFINE



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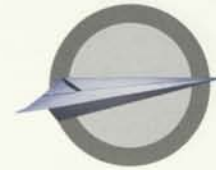
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