



<<Salutation>><<FirstName>><<LastName>>  
<<Company>>  
<<Address>>  
<<City, State Zip>>

Dear <<Salutation>><<LastName>>,

I am writing to you, <<Execs>>, as the executives most responsible for achieving the 2012/2013 product delivery and profit goals for <<Company>>.

According to IBM, software testing represents more than 50 percent of overall software and research and development costs. Industry analysts' research indicates that software testing in best in class organizations ranges from 20-30% of total R&D costs. Having an effective quality assurance automation program is critical to getting testing costs in line with overall R&D expense.

Most companies fail to reach best-in-class levels of QA automation because of common impediments to successful deployments. **We surveyed your organization and found that you rank in the bottom 20 percentile of companies with respect to best in class automation practice.** Based on our research, your automation initiative stalled for the following reasons:

- lack of a focused automation strategy
- high start-up costs for automation infrastructure, licenses, and frameworks
- a shortage of in-house expertise in automation technology

Because of this, <<Company>> has been adversely impacted in the following ways:

- Extended release times, delaying revenue
- Increased defect escape, driving up the cost of rework and eroding margins
- Decreased customer satisfaction

Since 1994, Alliance Global Services is unique in providing this service by **absorbing all up-front automation costs into managed services engagements by utilizing Cloud-based technologies.** We have helped QA departments slash costs by 60% and improve customer satisfaction based on this model.

Please permit me to arrange a 30-minute conference call, so that one of our senior executives can share our research findings, our ideas for automation improvement, and our industry experience. In the meantime, please feel free to become more acquainted with us by visiting our [Test Automation](#) web pages.

Warmest Regards,

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