



<<NAME>>  
<<TITLE>>  
<<COMPANY>>  
<<STREET ADDRESS>>  
<<CITY STATE ZIP>>

Dear <<NAME>>,

**Is the technology driving the delivery of your products and services holding back your ability to bring new capabilities to the market? Is it limiting your ability to scale to meet customer demands for performance and availability, and generally viewed as lagging behind your competition? Has it become increasingly costly to support?** Symphony Services has developed a standards-based approach to application modernization that realizes renewed long-term product value.

Many companies around the world are facing the challenges of how to maintain the relevancy of their product in a rapidly changing world. Legacy systems represent a significant corporate investment and asset, but the underlying technology and architecture make it difficult to extend the application to meet emerging customers needs and integrate new technologies and derive future value. **Undertaking a modernization initiative is complex and sometimes feels like a daunting task – but it is crucial to the future success of your company.**

Symphony is helping companies like Google, Misys, Emdeon, and Yahoo! to rapidly move forward with their modernization strategies:

- **Assess:** We begin with a detailed analysis of the existing product assets (platform, architecture, code re-usability) to assess the current state and gain an understanding of the objectives of the transformed system.
- **Plan:** The results of the assessment provide the basis for a detailed modernization strategy and roadmap, including architectural and platform recommendations.
- **Develop:** Symphony can provide access to skilled software engineering talent to build the next generation product quickly. Supported by Centers of Excellence in Java, .NET, SOA, and SaaS, our teams quickly ramp up in productivity.

Symphony's approach is built upon its leadership in global product engineering:

- Leading provider of global software product engineering services over 150 clients
- Delivered more than 1,000 product releases in 2007
- Proven modernization practices, software development process, SOA and SaaS expertise developed in Centers of Excellence (COE)

Given you have a large and complex organization with modernization issues known only to you, I am writing all the members of the senior executive staff including <<EXEC A>>, <<EXEC B>>, and <<EXEC C>> to determine the executive(s) who may have an interest in an introduction to Symphony Services and our approach to modernizing software products.

We would like to provide the appropriate executive(s) a 30-minute overview focused on our standards-based methodology for effectively revitalizing legacy products. The call will be informative and factual, and have real world references and led by one of Symphony's

modernization consultants. A concise summary is simply the best and most respectful use of everyone's time. We will follow up with your executive assistant in the week to find out if you are willing to schedule the presentation.

Thank you for your time, and I am hopeful you will see the benefit of our new modernization programs.

Respectfully,

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