

FTP IS FINE
IF YOU
DON'T NEED...

...AUTOMATION



This is Bob. Bob spends night and day at the office initiating, terminating and monitoring data movement via standard FTP. He hasn't had a break all day. Now he dreams of a better way.

Bob, wake up and smell the coffee!

There's a better way! Sterling Commerce's CONNECT family of software products enable people like Bob to collect, distribute and automate the movement of data for seamless application integration.

For automation, opt for a CONNECT solution for:

- 24 x 7 unattended operations
- One-time, recurring or continuous job scheduling
- Reduced manual intervention

...RELIABILITY



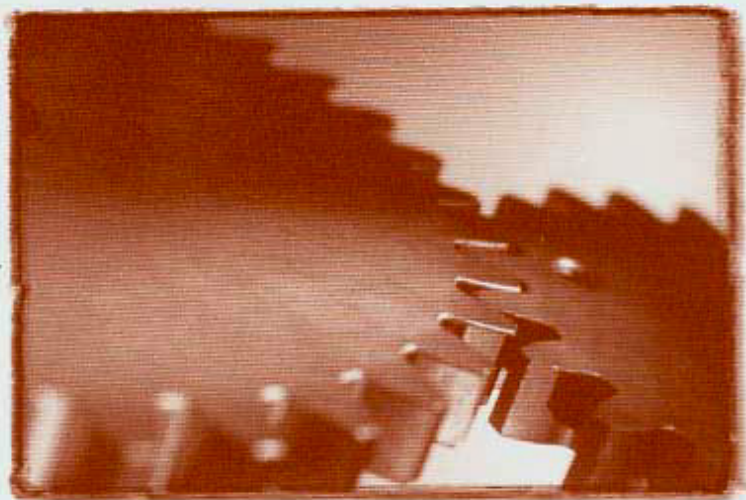
Warning! Warning! Data has been lost. Of course, Bob didn't know until the intended receiver called to let him know. Now, Bob has to restart the transfer of yesterday's transactions, and report the loss of a day's worth of orders to his manager. It looks like another long day at the office.

Bob, get a life! For reliability choose a CONNECT solution.

CONNECT solutions provide:

- Checkpoint/restart capabilities that recover work in progress – allowing work to resume from the point-of-failure rather than the beginning of a file
- Status flags that indicate whether a transfer is complete or incomplete
- Dynamic protocol routing which can automatically invoke an alternative transfer route in the event the primary network is unavailable

...APPLICATION INTEGRATION



Bob is continually reengineering business processes – struggling to achieve greater efficiency and lower inflating costs, When he's not agonizing over that, he's absorbed with worries about Y2K and daily maintenance. Bob could join the circus with all the juggling experience he has.

Bob, don't join the circus, choose CONNECT:Direct for application integration

CONNECT solutions -

- Integrate with existing applications – delivering Y2K solutions for meeting critical business windows
- Maximize productivity by reducing manual intervention
- Remove the need to develop adjunct applications to do complex scheduling and automation with integrated scripting language
- Save valuable resources – time, money and people

THE DECISION IS YOURS.

Are you destined to lead a life like Bob, by betting your business on FTP - a program that provides little control, security, reliability, scheduling or automation? The clear choices are **CONNECT:Direct™** - the industry standard for mission-critical application-to-application data exchange and **CONNECT:Mailbox™** - the premier data collection and distribution solution.

WHAT ARE YOU GOING TO CHOOSE?

For more information on Sterling Commerce's alternatives to FTP, call us at **972-868-5802** or **1-800-311-9775** or visit our Web site at www.sterlingcommerce.com/3/bob and don't forget to request your **FREE CONNECT vs. FTP White Paper**.

Yes!

I am interested in learning more about the benefits of **CONNECT** over simple FTP.

- Send me the **FREE CONNECT vs. FTP White Paper**
- Have a sales representative call me at _____

To receive more information, please fill out the following information and drop the card in the mail or:

- Call us at 1-800-311-9775 or 972-868-5802, or
- Visit our Web site at www.sterlingcommerce.com/3/bob

Have you ever had any file transfers fail or miss a batch-processing window?

YES NO

Are you having any problems integrating your file-based applications?

YES NO

Have these problems resulted in any loss of time, money or resources?

YES NO

Do you currently have a project underway that requires advanced data movement capabilities for mission-critical applications?

YES NO

Name: _____ Title: _____

Company: _____

Address: _____

City: _____ State/Province: _____ Zip: _____

Phone: _____ Fax: _____

E-mail: _____