

## [logo / letterhead]

<first name> <last name>, <title>  
<company>  
<address>  
<city>, <ST> <Zip>

**“Sometimes it seems like every technology ‘solution’ is just a whole new set of problems....”**

Dear Colleague,

Getting good information to support key technology decisions is far too difficult. There’s plenty of advice to be had, but it’s all coming from competing vendors and providers. The problem is figuring out which solutions are actually going to solve your problems.

In-house technology teams aren’t as helpful as you might expect, either. They all have their own agendas and biases, destroying their objectivity. Plus, there’s no assurance that they fully understand the critical linkages between technology resources and bottom-line business results.

Good news: Now you can get the information you need to support your company’s important technology decisions. Find out how, from the business technology expert – Kanizsa Consulting – by calling 1-8xx-xxx-xxxx, or sending an email to xxxx@kanizsa.org.

### **Our fingers are on the pulse of technology...**

Kanizsa knows technology and how to enhance its effectiveness in achieving your business objectives. Contact Kanizsa today and find out how you can:

- ✓ **Get timely, accurate information** – IT stands for *Information* Technology. If it can’t deliver information, then why is it there? You’ll find out how to eliminate the problems with technology personnel, processes, and systems that impede the smooth flow of information...
- ✓ **Reign in out-of-control technology expenses** – Are you getting the biggest bang for your technology buck? How would you even know? Spending too much means inefficient application of resources. See where you stand...
- ✓ **Understand the true cost of legacy systems** – Legacy systems require costly resources and hard-to-find skills. It’s tempting to delay replacing these systems, but their costs can increase without warning, hindering business growth and placing the organization at risk...
- ✓ **Boost service levels** for both internal and external customers. Unstable systems are a major problem, and the technology isn’t always to blame. Learn how to optimize service levels to meet business needs – next month, next quarter, next year...

...and much more. Kanizsa Consulting helps companies connect technology with business needs, productively and profitably. Find out how your company can benefit – call 1-8xx-xxx-xxxx today, or send an email to info@kanizsa.org.

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### **...but our eyes are on the bottom line**

Kanizsa knows tech, but we work on behalf of the business, ensuring that technology resources are being applied strategically and efficiently to support bottom-line results.

### **Why Kanizsa Consulting?**

Kanizsa Consulting is led by veteran senior technology executive and business consultant [name]. We offer a broad array of technology-ROI-enhancing services, saving companies millions in unnecessary spending and achieving maximum business value from IT resources.

As outside advisors, we make recommendations unfettered by company politics, agendas, personal biases, or preferences for the status quo. And unlike the big consulting firms, which look for steady revenue streams to support top-heavy organizations, our goal is to identify your issues, develop a solid plan, and then move on.

### **Call for a free consultation**

Find out how I can help your organization slash unnecessary IT costs and boost your return on every technology dollar. Call today for a free initial consultation, at 1-8xx-xxx-xxxx, or send an email to [info@kanizsa.org](mailto:info@kanizsa.org).

I look forward to hearing from you.

Best regards,

[name]  
President, Kanizsa Consulting

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enc.

p.s. Last year, companies wasted billions on failed or ill-advised IT projects. Make sure you're not pouring your company's precious IT dollars down the drain. Call today and find out how Kanizsa Consulting can help.