

Dear Client,

Is Your Company Sitting On Top of Untapped Value?

One of the most frustrating professional experiences I have as a leader of an I.T company is when I see organizations that have invested in new business systems without taking advantage of the potential benefits and value these systems enable.

I believe, the reasons why these companies do not unlock the potential of their business systems, are due to:

- o a lack of awareness of the possible system improvements
- o a lack of appreciation of the business case for improvements
- o the system not keeping pace or supporting business changes
- o existing functionality not being fully exploited

Unlock your system's potential and win a **"Business Improvement" Award!**

The Professional Advantage **"Business Improvement" Awards** were conceived with a view to increasing our clients' awareness of the value that may be unlocked within their systems. We aim to encourage you to tap the potential value of your system along with the added element of recognition and fun!

The **"Business Improvement" Awards** will recognise those clients who illustrate how their improvement in the use of Microsoft technology resulted in additional benefits and value to their business. To get you off to a fast start we have launched a website providing resources as well as a list of system improvement ideas and projects that are increasing value for our clients. The website also contains the relevant information you need for the competition. You can find it at www.pa.com.au/bia

I look forward to hearing about your upcoming project!

Yours Sincerely,



Derek Rippingale
Joint Managing Director