September 1, 2009

Mr. Alex Rodriguez
ABC Distributing Company
123 Mahalo Street
Honolulu Hi 96800

Dear Mr. Rodriguez:

Employee productivity is one of the keys to making your business a success. Your employees' time is valuable. Increased productivity increases profits. Everyone recognizes these basic facts.

Continued business growth has placed increased demands on your information systems. As more employees spend more time accessing your database, performance issues have become apparent. In the near future, your database will reach maximum size limitations.

Your database is installed on a lightweight database server called MSDE which, according to Microsoft, is intended to allow no more than five concurrent users[1]. This was ideally suited for your first year of operation; however we have noted a dramatic increase in usage by your staff. Additionally MSDE does not take full advantage of your current server hardware capabilities and suffers from several performance limitations.

To support the increased demands on your database, I highly recommend upgrading from MSDE to Microsoft SQL server 2005 Workgroup Edition. Below are some of the many advantages of upgrading to SQL server:

- Provides vast performance improvement for multiple users
- Eliminates limit on database size
- Provides data management tools including backup/restore and query analysis
- Allows full utilization of system hardware capabilities
- Provides reporting capability

MSDE vs. SQL Workgroup Comparison Chart:						
	Max CPU's	Max Memory	Maximum Database Size	Report Builder	Backup & Recovery	Cost [2]
MSDE	2	2 GB	2GB	No	No	No cost
SQL Workgroup	2	3 GB	No limit	Yes	Yes	$1540

Note: Additional information about SQL Server for Workgroups is available on the Microsoft website: http://www.microsoft.com/sqlserver/2005/en/us/Workgroup.aspx

[1] http://msdn.microsoft.com/en-us/library/ms811092.aspx#msdeforvs_topic7
[2] $739 for 1 server and 5 users, plus five additional users at $146 ea.

At High Performance Systems, we understand what it takes to keep your business running smoothly. Upgrading to SQL Server for Workgroups will provides substantial performance improvements, remove the physical size restriction, and provide the tools needed to effectively secure and manage your data.

Our Analysts are available to perform the SQL upgrade; please let me know if you would like a labor quotation.

I look forward to meeting with you to discuss this proposal.

Mahalo

Erik Nagley
Sales/Analyst Engineer
Entronix Consulting