

FORTUNE



Deliver a Consistent Value Message

Cincom's Totally InteGrated EnterpRise System

TIGER

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October 13, 2003

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Annuity*

*AmerUS
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Insurance Company*

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Music Group*

*Blue Cross Blue Shield
of South Carolina*

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Ernst & Young*

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Fannie Mae

Federal Express

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*Great American
Insurance Company*

Highmark

*Ing (U.S.) Financial
Holdings Corp.*

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MetLife

Nationwide

Penn State University

Prudential Financial

Purdue University

The Trane Company

Getting Customer Communications Right – Cincom Can Help

Tin cans and smoke signals did the trick in the past. Now you need to communicate to customers across a vast network of media and touch points. How well you communicate in this multi-channel reality determines if your value proposition is differentiating you from your competition. Consistent. Personally relevant. Backed up with a service experience that aligns with your message.

We all want to do communications right, but it is easier said than done.

Getting a unified view of customer data into each touch point is the first step toward driving consistency. The Cincom TIGER System can provide you access to customer data now located in disparate places. Our Knowledge Builder can then initiate rules-driven text and scripting into each touch point – the call center, the web, the branch or agent office, the ATM, the wireless device. Delivering the messages comes easier with Cincom Call Center and Cincom Document Management technologies.



“Customer Communications in a Multi-Channel Environment”

Cincom invites you to an exclusive preview of the next in our series of Financial Services On-Demand Webinars, offering new insights from some of the leading experts in the industry.

- Exclusive Preview, November 10, 2003, 2:00 p.m. EDT
- Brian Huff, Lead Analyst Contact Center and CRM Technologies, Datamonitor, Inc.
- Register for preview at <http://www.cincom.com/vip>.

Tame Sarbanes-Oxley With TIGER

In the wake of recent financial scandals, the Sarbanes-Oxley Act of 2002 requires public companies to validate the accuracy and integrity of their financial management. The processes and documentation required for compliance are rigorous; companies must have established procedures for meeting their reporting obligations, and CEOs and CFOs must personally certify that their companies' statements are complete and accurate.

Because data needed for compliance is often stored in disparate places, it is difficult to pull it all together in a timely manner. This leaves management exposed to SEC review.

Cincom TIGER pulls that data together, fast and efficiently into a single view where you can resolve inconsistencies before reporting and retain the consolidated data in one location for as long as you need to comply.

Visit www.cincom.com/SO for information about Sarbanes-Oxley and how Cincom TIGER can tame the beast.

P.S. Look for our continuing series of cover-wraps, “The Six Most Difficult Issues Facing Financial Services Managers,” around future editions of *FORTUNE*, or see them all at www.cincom.com.

A photograph of a tin can hanging from a rope against a clear blue sky. The rope is made of natural fibers and is knotted at several points. The tin can is a standard metal can, likely a tin can, and is hanging upside down. The background is a bright, clear blue sky.

The Challenge: Delivering a Consistent Value Message Across a Multi-Channel Communications System

When it comes to multi-channel communications systems, we're well beyond tin cans. But too often messages coming out of one customer touch point have little or no alignment with messages at other touch points. Customers get confused and irritated when ads proclaim a value proposition that is not delivered at the point of contact.

Cincom's extensive research studies reveal most providers are adopting a customer-centric direction. This calls for using unified customer data to keep messages and service consistent and relevant across all touch points.

Get your free copy of our research study titled "Communicating With One Voice – Across All Channels" to learn the strategies and solutions that can make communications a powerful differentiating voice for your business.

Download this strategic research study at www.cincom.com/fortune3. While you are there, you can also get free copies of our other research on "Understanding Customers" and "Improving Channel Productivity" and register for our Customer Communications Webinar on November 11.



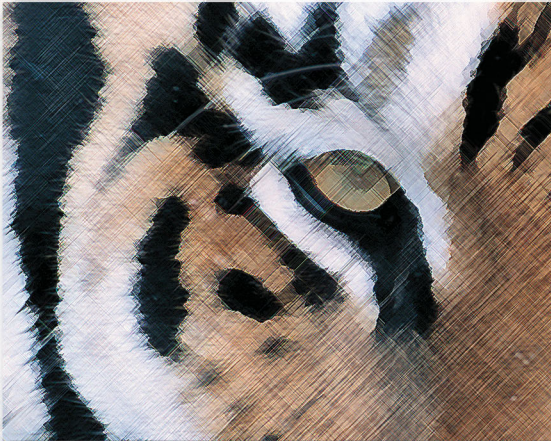
Call 1-800-2CINCOM or e-mail info@cincom.com to learn more.

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Tame Sarbanes-Oxley With TIGER

CINCOM'S

Totally InteGrated EnterpRiseSM SYSTEM



We understand, as you do, that never before has compliance to government regulations been more critical than now. The penalties are substantial, but keeping trust with your customers is even more important. The Cincom TIGER™ System can help you.

You know that Sarbanes-Oxley requires consistency in financial reporting that has never before been demanded. Because data needed for compliance is often stored in disparate places, it is difficult to pull it all together in a timely manner. This leaves management exposed to SEC review.

Cincom TIGER pulls that data together, fast and efficiently into a single view where you can resolve inconsistencies before reporting and retain the consolidated data in one location for as long as you need to comply.

Ask yourself: How many of your divisions are currently compiling financial data, and how do you know the integration is consistent and complete? Any detectable gaps? How current is the data?

Tie It all toGether with TIGER.

Efficiently. By not ripping out any of your existing IT infrastructure, you won't lose what you've already invested.

Fast. As close to real-time as you need.


Inexpensively. A cost that is so comparatively low that it will make you smile.

See how Cincom can help at www.cincom.com/SO or call 1-800-2CINCOM.



Call 1-800-2CINCOM or e-mail info@cincom.com to learn more.

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Why is this man smiling?



Because Cincom has shown sustained success ... now for 35 years!

Cincom CEO, Thomas M. Nies – Then and Now

23 years ago, our ad (right) cited 1980 as our best-ever year. Seems history has a way of consistently repeating itself at Cincom. Since our founding 35 years ago, Cincom has grown ever stronger, most recently with back-to-back years of record-breaking profitability in 2002 and 2003.

At Cincom, Success Breeds Success

Cincom's unparalleled performance is enviable, across any number of measures. One indicator of our success is our return on invested capital. Excellent ROI assures that viable, strong, well-managed businesses will be around when customers need them most. Cincom's outstanding ROI and rapidly growing revenue performance has allowed us to invest in new and improved software and support to better serve our customers.

Other statistics that further verify Cincom success can be seen on www.cincom.com/pr/financial. These include

"Any way you measure 1980, Cincom had its best year ever."

In Data Base and Data Communications software, Cincom Systems is clearly the industry leader. That's true in new product sales, in revenue growth, in R&D investment and in market share. Take a closer look. We believe the results speak for themselves.

Thomas M. Nies, President

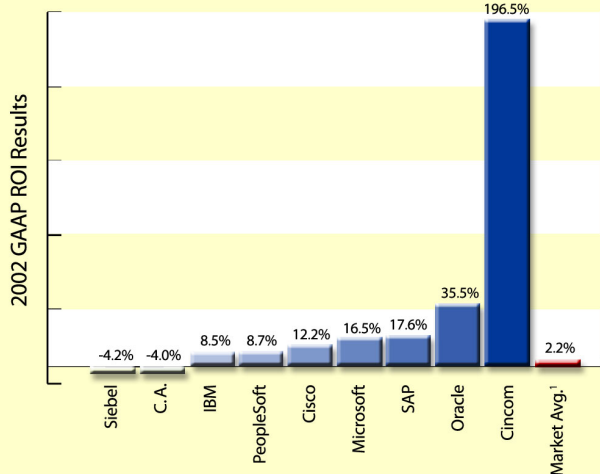
- Unit software sales increases over 1979: Mainframe DBMS—154%; Data Communications—157%; Minicomputer DBMS—195%.
- Revenues up from \$28-to-\$35 million.
- R&D growth rate continued to exceed sales growth. R&D investment up 560% from 1976; sales up 350%.
- Rapid increase in number of IMS/DL-1 and CICS users successfully converting to Series 80 TOTAL® and ENVIRON/1®.
- Cincom's share of the independent DBMS market increased to 64%—that's eight times the share of our closest independent competitor.
- Almost 67% of Fortune's top 100 and 50% of Fortune's top 500 now use Cincom DB/DC software.
- Dramatic growth in new sales of our manufacturing and financial application systems.
- Client base expanded to 3,500 plus—worldwide.

Today's leaders in every imaginable industry are improving productivity through the use of Cincom DB/DC and application software. Shouldn't you consider joining the leaders?

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Return on Invested Capital

Comparative Fiscal 2002 GAAP Results



¹ Public companies trading on the New York Stock Exchange, the American Stock Exchange, and the NASDAQ National Market.

earnings per share growth, and expense and revenue per person improvements.

One reason we are able to produce strong financial success is that we use our own software to run major parts of our own business. We know first-hand the kind of value that managers can produce with Cincom software. But the figures we are most proud of are the terrific ROIs that our clients achieve, numbers that are among the best in the world.

Take a closer look at Cincom. We will compare well, feature by feature. But more important, we'll demonstrate how you can create significant economic value for your firm. Cincom is the safe and the smart choice for customers who want best value and ROI from software for data access and integration, process automation, business communications and manufacturing enterprise management.

May we politely suggest that you "Take a closer look. We believe the results speak for themselves."

CINCOM
The World's Most Experienced Software Company™