

## ***Worried about tackling a software project?***

### ***One whose:***

- user expectations are very high
- cost to develop and support must be less than half that of similar systems
  - to be competitive, or even affordable
- sheer size is a major concern

## ***Are you faced with tough requirements on software?***

### ***Software that:***

- must operate on many different platforms and operating systems now, e.g.,
  - client server / large databases / parallel processors
  - legacy systems

with new requirements likely in the near future

- requires interfaces to
  - graphics (GUIs)
  - database management systems (SQL)
  - communication networks (TCP/IP)
  - multiple languages (C, C++, C#, Java, COBOL, etc.)

and with new interfaces likely to appear

- must be extremely flexible in terms of future upgrades and extensions
- involves complex real-time control subsystems
  - that should be simulated *prior* to building them
- is historically difficult to test and move to a live environment

***Turn these classic software concerns into your competitive advantage  
by using***

***VisiSoft the Visual Software Environment***

# *VisiSoft the Visual Software Environment*

*Can help you to:*

## **Improve Your Software Productivity**

**Cut the time and cost to:**

- **develop mature reliable products by factors of 2 to 5,**
- **maintain and upgrade them by factors of 3 to 10.**

**Take advantage of a truly modular environment - one that provides real reuse**

- **build and control huge libraries of plug-in modules,**
- **tailor existing modules for new and different applications painlessly.**

**Use the only *direct graphical representation* of software to maintain precise control over the largest and most complex systems imaginable (many millions of lines of code)**

## **Insulate Your Software From A Changing Environment**

**Gain the benefits of the most portable software environment ever - gain total *operating system independence* as well as platform independence.**

**Minimize special code by using *standardized interfaces* to different**

- **DBMSs**
- **GUIs**
- **Communications Networks**
- **Multi-Core Chips**

## Move Ahead Of The Competition

- Gain market share by:
  - Improving the quality of your products
  - Cutting the time to get new products and upgrades out the door
- Model your business markets
  - then model and optimize your operations and control systems
  - then convert the models directly to operational software
  - then test your operational software in a simulated environment
- Put yourself *years ahead of the competition*

When it comes to:

- *Software quality improvement,*
- *productivity improvement,*
- *run-time speed improvement,*
- *insulation from a rapidly changing environment*
- *simplicity of upgrades and extensions*

there's never been anything close to it!

*VisiSoft - the competitive advantage - it's years ahead!*

# *Why does a product become a standard?*

## *Relative to competing products:*

- It's *easy to learn*.
- It's the *best economic solution*. It saves people lots of:
  - *time*
  - *money*
  - *energy*
- It's a *great solution* to a wide variety of problems.
- It really *works!*. Try it and see.
- Users *can't believe the speed*.
- When people see how easy it is to use for difficult tasks, they *never want to work hard again*.
- It's a solution that's *easy to switch to*.
- The *price is right*.
- *Once people switch, they're hooked*.

*These are the reasons people are switching to VisiSoft*

*It won't cost a thing to find out.*

**Just ask Marge at Prediction Systems, Inc.**

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