Q: *What happens when you test our competitors' products side-by-side with ODE II?*
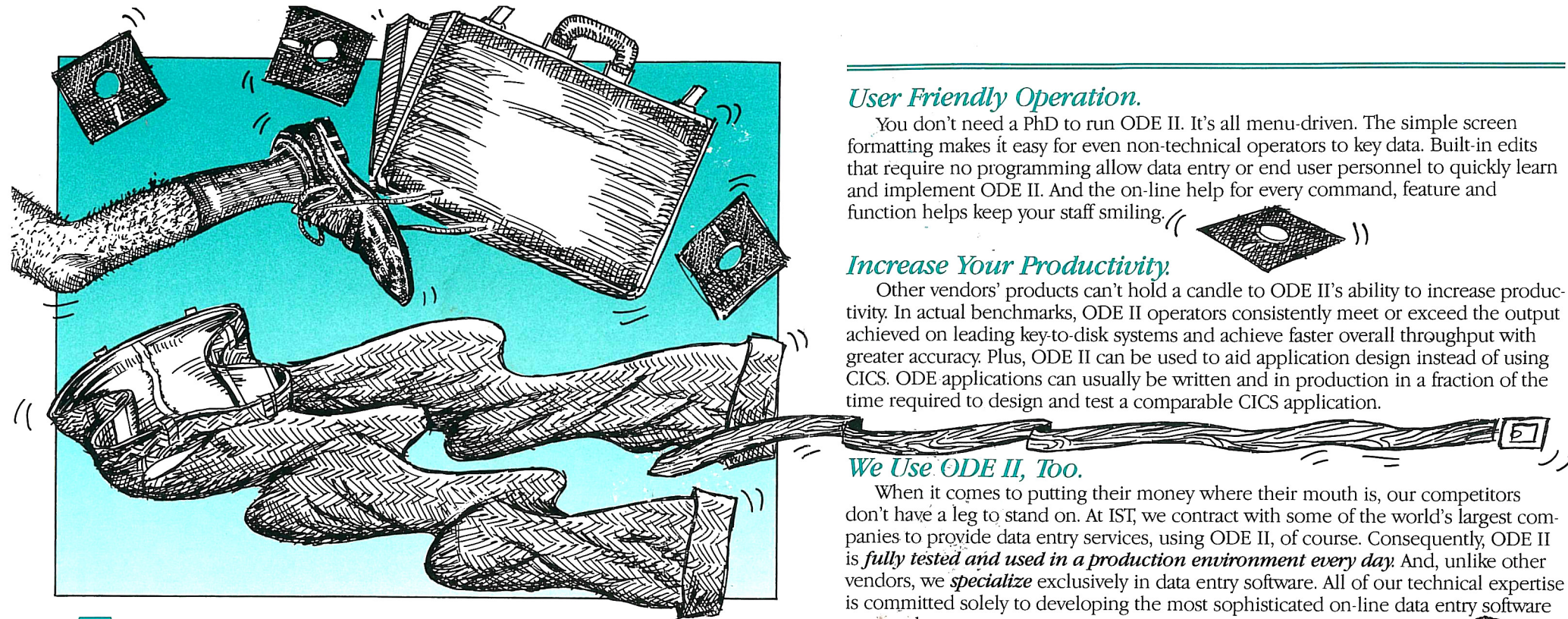
A: *We beat their pants off.*

That's right. In head-to-head competition, we really embarrass the other guys. They just don't have a chance against ODE II's state-of-the-art, on-line data entry software. ODE II is feature-rich (but *you* don't have to be rich to use it). And its near-faultless operation simply beats the competition hands down.

This explains why *71 of the* Fortune *100 companies already use ODE II*. And, why IBM selected ODE II as its data entry choice in its prestigious Marketing Assistance Program. ODE II replaces even the most 'advanced' key-to-disk or key-to-tape hardware systems for a fraction of their cost. With ODE II, you don't need specially dedicated hardware. Using the power of mainframe computers, ODE II makes data entry available to anyone in your firm via a 327x terminal or your IBM PC. ODE II operates as an application of CICS or VTAM on any IBM mainframe.

Also, utilizing the ODE/MBA module, applications can be downloaded to a PC for keying and verification, then reloaded to the mainframe for processing.

And these are just the basics. Read on to see why our competitors are shaking in their boots·

User Friendly Operation.

You don't need a PhD to run ODE II. It's all menu-driven. The simple screen formatting makes it easy for even non-technical operators to key data. Built-in edits that require no programming allow data entry or end user personnel to quickly learn and implement ODE II. And the on-line help for every command, feature and function helps keep your staff smiling.

Increase Your Productivity.

Other vendors' products can't hold a candle to ODE II's ability to increase productivity. In actual benchmarks, ODE II operators consistently meet or exceed the output achieved on leading key-to-disk systems and achieve faster overall throughput with greater accuracy. Plus, ODE II can be used to aid application design instead of using CICS. ODE applications can usually be written and in production in a fraction of the time required to design and test a comparable CICS application.

We Use ODE II, Too.

When it comes to putting their money where their mouth is, our competitors don't have a leg to stand on. At IST, we contract with some of the world's largest companies to provide data entry services, using ODE II, of course. Consequently, ODE II is *fully tested and used in a production environment every day*. And, unlike other vendors, we *specialize* exclusively in data entry software. All of our technical expertise is committed solely to developing the most sophisticated on-line data entry software you can buy.

More For You At Half The Cost.

ODE II is priced at about *half* of what our competitors charge. That's right. Let the other vendors wheel and deal. With ODE II there are no hidden cost 'options.' You get the whole kit-and-kaboodle—including program language—for one low fee. Period.

Unconditionally Guaranteed.

Plus, IST gives you a full *90-day unconditional guarantee*. That's how sure we are you'll decide on ODE II. And our toll-free help line gives you access to our support staff 24 hours a day, 7 days a week. No wonder our competitors are running scared!

The Bottom Line.

Here's the bottom line. Our competitors count on mere name recognition to sell their products. But ask yourself, what's in a name if that name can't stand up to the test that really counts?

Think about it—in just six years, we've installed ODE II in over 500 firms nationwide. IST's strong financial support assures us that we can easily install 500 more. Without resting on our laurels, mind you.

Isn't it time *you* put ODE II to the test?

Call us *NOW* to arrange for your free no-obligation 30-day evaluation. Or send in the attached postage-paid card, today. Find out for yourself why the others are just too big for their britches.