

FREE Seminar FOR YOUR Custom Software Project

What: A FREE Discovery Phase Workshop to provide a roadmap for your custom software development project

Where: At YOUR company in Los Angeles, Orange, Riverside, San Bernardino, or San Diego Counties (or at PDSA offices in Tustin, CA)

Cost: FREE (a \$2,000 value)

Presenter: Paul D. Sheriff

Time: 3 hours

PDSA, Inc is the region's leading business software consulting company. We do something very different in our industry. We develop custom applications successfully, on or before deadlines and within budget 98.2% of the time since we opened our doors in 1991.

78% of all Custom Software Projects FAIL

This FREE Workshop, Held at YOUR OFFICE, Will Help Your Project Succeed, On Time and Under Budget

My name is Paul D. Sheriff and I'm the president of PDSA, Inc, the region's leading business software consulting company. We do something very different in our industry. We develop custom applications successfully, on or before deadlines and within budget – 98.2% of the time since we opened our doors in 1991.

I have a very special offer for you: It's a FREE Discovery Phase Workshop – held at your office – during which we will create a clear plan describing the steps you need to take to make your project successful. It will be based on our staff's 102 combined years of custom development experience coupled with your specific business goals.

Problem Defined. Problem Solved.

You tell us what you want to fix, what you have to spend, what you want to measure and what you want to accomplish. We'll use this information to fully grasp your business challenge and develop the first step in creating a successful project.

When Will This Make Money?

Most projects are undertaken to either reduce costs or increase revenue. We'll figure out what kind of payback you can expect for solving this business problem.

Our Secret Weapon: The Anti-Screw Up Roadmap

We'll use our proprietary project planning system (perfected during 786 successful, *on-time* and *under-budget* jobs) to create your customized, practical and ready-to-build project roadmap. You'll know where you're going before you get there.

YES! I want schedule PDSA's FREE Discovery Phase Workshop!

To take advantage of this terrific offer, you must:

- Have a business problem that needs to be solved
- Supply the appropriate people to work with us
- Devote the time and resources to this project
- Be a company in Los Angeles, Orange, San Diego, Riverside or San Bernardino Counties ONLY

To schedule your FREE Discovery Phase Workshop, please contact Michael Krasowski at PDSA, Inc. (714) 734-9792 x223. To learn more about PDSA, Inc., visit our web site at www.pdsa.com.

Scheduling is subject to availability and qualification. Customers must be willing to provide some background information that will be incorporated into the presentations.

If you haven't received our **FREE CD:**



"3 out of 4 Custom Applications Will Fail! Here's How You Can Succeed!"

Log on to **www.pdsa.com** and order it today.

PDSA Magazine Ads

FREE Seminar FOR YOUR Custom Software Project

What: A FREE 3-hour .NET migration seminar

Where: At YOUR company in Los Angeles, Orange, Riverside, San Bernardino, or San Diego Counties (or at PDSA offices in Tustin, CA)

Cost: FREE (a \$1,200 value)

Presenter: Paul D. Sheriff

Time: 3 hours

Paul D. Sheriff is president of PDSA, Inc, a custom software development firm. He is the Regional Director for Microsoft Partners, and the author of 5 books and 134 articles on development technique and strategy.

No Developer Should Touch A Line Of .NET Code Until They've Seen This FREE Seminar

My name is Paul D. Sheriff and I'm the president of PDSA, Inc, the region's leading business software consulting company. We do something very different in our industry. We develop custom applications successfully, on or before deadlines and within budget – 98.2% of the time since we opened our doors in 1991.

I have a very special offer for you: It's a FREE 3-hour seminar (held at your office!) during which I explain the very real benefits of migrating to .NET, including detailed case studies. This seminar will show you specific techniques in developing company-changing .NET applications, common mistakes to avoid in your development, and the pros and cons of .NET applications.

Here's what I'll cover:

Introduction:

The 7 Most Common Pitfalls of Migrating to .NET—And How to Avoid Them

Do you know all the potential pitfalls that you could run into when migrating to .NET? Do you know the benefits that .NET will give you over your current development environment? In this session you will learn the best practices for migrating your applications, and you will see how creating a good architecture up-front will help you develop new .NET applications in a fraction of the time. I'll also present a roadmap for moving from ASP or VB 6.0 to .NET.

Seminar:

Will Your .NET Application's Security (or Lack Thereof) Devastate Your Company? Not After You Learn These Development Strategies

Security should be an integral part of your development process, not something you throw in at the end. Learn how proper .NET development enhances your security strategy. You will be given a roadmap of the different security items you need to consider.

Killer, High-Speed, Blockbusting Web Apps or Sloppy and Slow Web Apps: Which Do You Want?

Creating a flexible web application is more than just putting together a bunch of ASPX pages. Learn the top 5 techniques to make an ASP.NET application sizzle! See demonstrated techniques such as: configuration management, creating a base page class, and creating a data-driven menu system. See how to benefit from User Controls and effective exception management. Learn how optimizing your architecture will increase your code reuse from one ASP.NET application to another.

Sign up for your FREE Seminar today and we'll include these free gifts:

- 1) One signed copy of Paul Sheriff's book, *ASP.NET Developer's Jumpstart*.
- 2) All of the sample code used in your seminar.

YES! I want Paul Sheriff to teach me the latest in .NET technologies!

To take advantage of this terrific offer, you must:

- Guarantee at least 5-10 attendees (including at least 1 manager)
- Provide facilities (or come to PDSA)
- Be a new client to PDSA
- Be a company in Los Angeles, Orange, San Diego, Riverside or San Bernardino Counties ONLY

To schedule your FREE 3-hour .NET Migration Seminar, please contact Michael Krasowski at PDSA, Inc. (714) 734-9792 x223. To learn more about PDSA, Inc., visit our web site at www.pdsa.com.

Scheduling is subject to availability and qualification. Customers must be willing to provide some background information that will be incorporated into the presentations.

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