Catalyst

MARKETING PROGRAM

# *Fax-On-Demand Service*

Generate more visibility for your company and products by taking advantage of an information service designed to bring SunSoft™ Catalyst℠ developers and thousands of Sun® end users closer together.

The Redgate Buyer Wire service, formerly Catalyst Wire, is a sure-fire way to deliver your public relations and advertising messages, plus all your latest product information directly to interested Sun end users — including Solaris™ SPARC® and x86 users — via an automated fax-on-demand system. The Redgate Buyer Wire service, offered through Redgate Communications Corporation, extends your ability to reach customers by providing you with a direct line of communication to thousands of potential buyers, all of whom are specifically requesting information about your company

By using Redgate Buyer Wire, you can keep end user subscribers up to date about the products and services you offer, every week, all year long.

Whether you want to send out news articles, data sheets, price lists, promotional offers, or product briefs, joining the Redgate Buyer Wire service can simplify distribution of these materials to prospective customers — your information will be delivered straight to interested buyers in the Redgate Buyer Wire proprietary database. There's no blind solicitation and no wasted distribution.

| **Features** | **Benefits** |
|---|---|
| • Information delivered via fax-on-demand service | • Fulfills end user requests immediately |
| • Ability to update your materials weekly | • Provides the latest information to end users |
| • Targeted distribution | • Eliminates waste — materials are sent only to end users who request them |
| • Question of the Week | • Receive valuable feedback and input from Sun end users |
| • Low cost — minimal annual membership fee plus actual usage costs | • Controllable costs monitored by transmission time of documents |
| • Toll-free number that can be published in your marketing materials | • New media complement to other marketing programs |
| • Sales lead generation | • Capture lead information from requesting subscribers |

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## Redgate Buyer Wire Overview

SunSoft is pleased to offer the Redgate Buyer Wire service through Redgate Communications, as a progressive and interactive service to help developers reach customers and prospects. Redgate Buyer Wire membership provides Catalyst developers with a fast and efficient method for distributing their product and company information directly to interested end users via fax-on-demand technology

- As a Redgate Buyer Wire member, developers post their materials to the Redgate Buyer Wire fax library, and can update their materials as often as once a week.
- A weekly fax bulletin is sent out to all end user subscribers listing the documents that are available. Subscribers select listings that interest them and call the fax-on-demand number to retrieve those materials.
- A large base of Sun end users in the U.S. subscribe to the Redgate Buyer Wire, all of whom depend on the service to keep informed about the latest developments in their areas of interest.
- Subscriber information is maintained in a proprietary database that, upon request, can provide information about end users who have requested your company's materials.
- Customer feedback is important to every developer. Redgate Buyer Wire members can obtain direct feedback from qualified Sun users by sponsoring a Question of the Week survey.

## How to Join

Developers must be Catalyst members to join the Redgate Buyer Wire service. To join the Catalyst program call SunSoft and request an application at 1-800-SUNSOFT or 1-510-460-3267.

Redgate Buyer Wire membership is effective for a twelve month period. The membership fee is $500.00 entitling your company to post materials in the Redgate Buyer Wire fax library on a weekly basis. In addition, your company is billed for actual usage costs of the Redgate Buyer Wire fax-on-demand service, when subscribers request your company's information. Actual usage costs are billed and payable by your company at the fax transmission time rate of $1.00 per minute. Payment terms are net 30 from date of invoice.

To become a Redgate Buyer Wire member or obtain more information about the service, please call:

Redgate Buyer Wire Coordinator
Redgate Communications Corporation
221 Main Street
Suite 480
San Francisco, CA 94105
Phone: 1-415-777-3911
Fax: 1-415-777-0896

This service is available to Catalyst developers worldwide. Service availability, prices, terms, and conditions are subject to change without notice. Developers agree to be bound by the terms of the service agreement provided with the program.



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2550 Garcia Avenue, Mountain View, CA 94043-1100 USA • 415 960-3200 • Fax 415 961-6070

Printed in USA 6/94 94224-001