**VITO LETTER COPY—OPTION A**

Dear <insert name>:

I’m following up with you given your recent review of *The Cloud Without Questions*—a guide that outlined seven secrets to selecting an ERP solution.

I hope you found the insights in the guide useful—they’re intended to help leaders like you who may be facing a major technology decision in response to the operational challenges that can come with growth. Challenges like:

* Controlling profitability and efficiency as headcount and sales increase
* Connecting teams and functions that growth seems to push further apart
* Integrating information from disconnected systems to see what’s happening across the business
* Working efficiently with new partners, expansions, and acquisitions

If your IT solutions and infrastructure can’t address these issues, they may be constraining your growth rather than accelerating it.

It doesn’t have to be that way!

Attached you will find an overview of SAP Business ByDesign which is a cloud-based ERP solution that is built from the ground up for businesses like yours—made for fast-growing businesses that need a platform to help them grow even faster.

Here’s one real-world example that might interest you:

*Utopia Global—a growing technology consulting firm and SAP Business ByDesign customer—saw a 28% reduction in days sales outstanding, 30% reduction in project administration time, and a 20% improvement in HR efficiency. All while driving 20-30% business growth.*

Please take a look at the attached document for more details on SAP Business ByDesign. I’ll follow up in a few days to talk further. At that time, I’d like to learn more about the challenges your business is facing, and perhaps discuss how we can help. In the meantime, if you have any questions, please don’t hesitate to reach me directly at <INSERT DDA CONTACT INFO.>

Kind regards,

<DDA SIGNATURE>

**VITO LETTER COPY—OPTION B (lead w/ stats)**

Dear <insert name>:

I’m following up with you given your recent review of *The Cloud Without Questions* with a few real-world facts you might find interesting:

*28% reduction in days sales outstanding*

*30% reduction in project administration time*

*20% improvement in HR efficiency*

*All while driving 20-30% business growth*

Those are actual data points from Utopia Global—a growing technology consulting firm. They were dealing with the operational challenges that often accompany consistent growth. And to keep growing, they needed to be leaner, more connected, and more efficient.

SAP Business ByDesign was the answer for Utopia Global. And if you’re struggling with the complexities of a managing a growing business, it could be the answer for you, too. It may be the powerful foundation you need to scale, compete, and run your business your way.

I have attached a brief overview of SAP Business ByDesign—a cloud-based ERP solution that is built from the ground up for businesses like yours.

I’ll follow up in a few days to talk further. At that time, I’d like to learn more about the challenges your business is facing, and perhaps discuss how we can help. In the meantime, if you have any questions, please don’t hesitate to reach me directly at <INSERT DDA CONTACT INFO.>

Kind regards,

<DDA SIGNATURE>