Hi «FIRST»,

You are being sent this message because your organization or one of your clients has licensed DidItBetter Software’s **Add2Exchange Enterprise** synchronization software. I am reaching out via email but would like to talk to you in person if you wish.

Since your **free upgrades period** is coming to a close shortly, we recommend renewing your software assurance for your free updates and upgrades, and we have an **unbelievable special going with Add2Exchange Enterprise UNLIMITED RELATIONSHIPS for all folder types which also includes all licenses for all essential tools and 4 hours of Premier Remote support!**

As important, we would like to discuss **any upcoming Exchange migration** you have planned for this installation and provide the resources you can use to ensure a smooth migration, which are included in this offer.  We also want to offer you a **free license transfer** and get you on Premier Remote Support so one of our certified engineers can help support and train you on best practices and optimize your environment with you. You are in control!

**The Who, What, Why, and How:**

Add2Exchange Enterprise is used by organizations in many industries including healthcare, legal, financial, construction and real estate, hospitality, government agencies (including city, state, federal), military & defense agencies, manufacturing, non-profits, professional sports & entertainment, and many other organizations and businesses, probably just like yours.

We create information relationships and we have created some interesting ‘webs’ of information in the last 23 years we have been in business and would like to show you what you can do with it within your organization.

**Why Crossgrade to the Add2Exchange Enterprise Sync Suite Unlimited Edition and Tools and Support?**

* Infrastructure Changes:  If you are planning on migrating to Exchange 2007 or 2010 or 2012, or replacing the server Add2Exchange is installed on, we have licenses available for two essential tools -- the Recovery and Migration Tool and the Add2Exchange Toolbox and a FREE license transfer.
* Don’t count relationships – offer this to other departments
* Make any kind of relationship – Instead of only one folder type; you can make any kind of relationships!

The ease of relationship creation and management is the most common comment.  The Enterprise edition is used by large and small organizations, for its “Set it and forget it”, or built in Zero Administration capabilities.  This accomplished through the [Relationship Group Manager](file:///f:\didit\letters\our%20docs\Relationship%20Group%20Manager), the most popular feature of Add2Exchange Enterprise, the ability to setup Exchange Distribution Groups with the members who should be synchronized. Create a relationship template with its own rules of the relationship, and then attach the two, and Add2Exchange will add new relationships when people are added, and remove relationships when they are removed.  **Pretty Simple.**  It can even create new folders in the destination for you automatically.  Group relationships allow you to manage both the smaller “full mesh” relationships and the large “one to many” or “many to one” relationships on an on-going basis just through membership in the attached distribution lists.

Another popular feature is the [GAL Sync](http://www.diditbetter.com/gal-sync-for-contacts-edition.aspx)  feature in the Contacts edition. This will do automatic replication of unexcluded Global Address List members. [GAL Sync Relationships](http://guides.diditbetter.com/a2e-guide/gal_synchronization_relationsh.htm) & [Initializing GAL Sync](http://guides.diditbetter.com/a2e-guide/initializing_gal_synchronizati.htm?zoom_highlightsub=gal).

Also, and this is the biggest thing:  NOW a savings of over $1400.  These crossgrade value bundle offers include **unlimited relationship licensing** so as your organization grows, you don’t have to worry about counting relationships as you add new users to the sync mix. Just add the new user to the distribution list and they get or give their information.

[**Best Value OPTION 1:  Add2Exchange Enterprise Sync Suite Value Bundle – ALL Folder Types Supported, UNLIMITED Relationships all Essential Tools and Premier Support time**](http://store.diditbetter.com/products/add2exchange-enterprise-sync-suite-value-bundle-sale?dibs_referral=tina%40diditbetter.com)

* + - * Unlimited Relationships license of Calendars, Contacts, Tasks, Posts, Notes, AND Post it Notifier
      * Relationship Group Manager license!  Make template relationships and attach to distribution lists for it to spin off and remove relationships!  Effortless administration.
      * Global Address List (GAL ) Sync feature (with pictures) – exclude service accounts, make a GAL template and connect to the distribution list.  Start the service.
      * [Recovery & Migration Manager Add-on tool](http://www.diditbetter.com/a2e-rmm.aspx) license to assist with smooth in place information for Exchange 2003-2012 Migrations.
      * Add2Exchange [ToolBox](http://www.diditbetter.com/a2e-toolbox.aspx) license to move Add2Exchange or use the Surgeon General tool
      * Professional Installation and Certification Service with your 4 hours of Premier Remote/phone support with one of our certified DidItBetter Software engineers for help with your Add2Exchange installation, updates, upgrades, relationship set up, relationship therapy, migration/moves, or troubleshooting.
      * Free email support on the licensed solution
      * Free chat support when a support attendant is available (9–5 EST)
      * Free online support resources including forums, archives, technical bulletins
      * Free software upgrade assurance for free updates and upgrades available for download from our website for an optional 1, 2 or 3 years

[With 1 year free upgrades: $1595 (reg. $1995)  
With 2 year: $1795**(**reg. $2195)With 3 year: $1995 (reg. $2395)](http://store.diditbetter.com/products/add2exchange-enterprise-sync-suite-value-bundle-sale?dibs_referral=tina%40diditbetter.com)

[**OPTION 2:** **Add2Exchange Enterprise Value Bundle -- 1 Folder Type with UNLIMITED Relationships and essential migration and support tools and 4 hours of Premier Remote support**](http://store.diditbetter.com/products/add2exchange-enterprise-xgrade-value-bundle-1ft?dibs_referral=tina%40diditbetter.com)

Same deal as Option 1, but includes an unlimited relationship license for only 1 folder type – choose calendars or contacts with GAL Sync or tasks or posts or notes.

[With 1 year free upgrades: $1295](http://store.diditbetter.com/products/add2exchange-enterprise-xgrade-value-bundle-1ft?dibs_referral=tina%40diditbetter.com)

[With 2 year: $1595](http://store.diditbetter.com/products/add2exchange-enterprise-xgrade-value-bundle-1ft?dibs_referral=tina%40diditbetter.com)

[With 3 year: $1795](http://store.diditbetter.com/products/add2exchange-enterprise-xgrade-value-bundle-1ft?dibs_referral=tina%40diditbetter.com)

***NOTE*: *So for just $200 more you can have ALL FOLDER TYPES with UNLIMITED RELATIONSHIPS!***

***Who said you can’t have it all?***

**As you can see, the Add2Exchange Enterprise Crossgrade Value Bundle is a great all-in-one deal!**

… Or if ”price is king” and you don’t need any migration tools, unlimited relationships and have email support, you could just renew your existing license. If this option is interesting to you, email me back and I will work up a custom quote.

A la Carte Options: Renew the license for 1, 2 or 3 years and add the Essential Tools and Premier Remote Support Bundle for only $575. There is a sale of $50 off when purchased with your renewal.

If you have any additional questions, I can be reached at the number below.

With Regards,