

YOUR DATA DOESN'T HAVE TO BE AS UNDISCIPLINED AS WILD BRONCOS

A horse symbolizes beauty, power, and utility. A perfect relationship between form and function. But, first, expert horsemen must tame these beasts. It's only then that others can work in perfect and harmony with them . . . finding ever more productive ways to tap their potential usefulness.



The importance of control and discipline applies no less to your information systems.

INTRODUCING
VIS'S
SGML / XML
CONSULTING

WHY NOT LET OUR SGML EXPERTS REIN IN YOUR INFORMATION SYSTEMS?

The larger and more complex your information systems the greater your need for organization and standards. That's why SGML has become the choice of so many information-intensive businesses.

Letting a few horses run wild may not be a problem; letting a thousand run wild may be costly and unwise. In the same sense, your large and complex data systems may need to be reined in with just the right publication solution. And this requires unique knowledge, large resources and diagnostic competence.

Why VIS? We're a no-nonsense, "nuts and bolts" organization focused on *results*. When you bring your problems to our stable of experts, we'll dig in our spurs and immerse ourselves in your data systems, rejecting the notion of "one size fits all."

We won't tie up the horses until we find practical, cost-effective solutions to your unique problems. Our track record assures your success. No matter how complex.

Remember, your data problem is our life's work.



VIS Mission. Our mission is to:

- Evaluate your systems to determine the optimal publication solution, without preconceptions.
- Do document analysis to create effective information models.
- Add functionality to meet precisely your needs.
- Use "best of breed" technologies.
- Support and maintain your publication systems.
- Strive for the ultimate in quality and customer satisfaction in all endeavors.
- Meet or exceed your expectations.

ELEVEN IMPORTANT REASONS FOR SADDLING UP AT VIS

1. We'll blaze *You a Trail to Electronic Publishing*
SGML/XMI, for many, is the optimal pathway to "electronic publishing." It's become one of the hottest topics in today's documentation World.

Paperless delivery systems-tape, floppy disk, CD-ROM, Internet and Intranet-are today's competitive necessities. And accessibility and interactivity are its watchwords.

Let VIS show you the easiest way to the future.