

AS SEEN IN FORTUNE MAGAZINE



THE STRONG SERVE

SERVING CUSTOMERS IS DEMANDING

Every organization exists to serve the demands of others. The more effectively and efficiently an organization serves customers, the stronger and more successful it becomes.

Throughout our 35 years, and even now, despite one of the most challenging economic climates, Cincom is successfully serving the demands for software systems that:

- Improve profits significantly
- Achieve rapid ROI
- Gain unparalleled competitive advantage
- Grow revenues better
- Cut costs dramatically

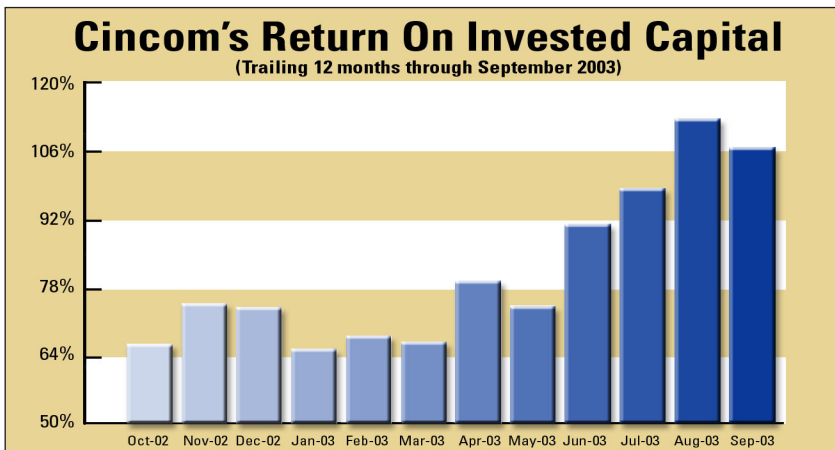
And, as our customers succeed, we succeed.

THE CINCOM PROOF

- Our customers typically reap at least \$20 of economic value for every \$1 investment in Cincom software.
- Profit improvement of \$60 billion on \$3 billion investment with Cincom.

Because we deliver such high-value returns to our customers, Cincom succeeds:

- Cincom's fiscal 2003 ROIC is nine times better than the software industry.*
- Cincom's fiscal 2003 ROIC is over 40 times better than the average for all US businesses.*
- Cincom's fiscal 2003 new sales increased over 40%.
- Cincom's fiscal 2003 ROIC is over 100%.



THE SUSTAINABLE PROOF

Cincom's strong historical performance enables us to continue to strengthen our technologies and support to sustain ever-higher ROI for our customers.

- Over \$3 billion in total revenue produced since our inception
- R&D staffing increased by 24% in the last 12 months
- Over 5,000 customers served worldwide
- 18 straight years of generating over \$100 million dollars in revenue
- Fiscal 2003 EPS almost tripled former record fiscal 2002 EPS

CINCOM'S SERVICE MISSION


We have a clear-sighted mission: We exist to serve our customers, and we are determined to be the very best software firm possible.

Call us, or e-mail us, today!

The sooner you do, the quicker your firm will be able to gain the significant benefits that so many thousands of other organizations that have been served by Cincom have realized.



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* Hoovers reports the average 2002 ROIC for all US businesses is 2.7% and for the Application Software Industry is 10.9%