

# SUCCESS

*When you are faced with a complex project and the critical solution you need is a \$500,000 to \$5 million custom software application, failure is not an option.*

## SUCCESS

**100% success on every mission-critical project.**

*Failure is not an option when you're faced with a complex project and the critical solutions you need is a \$500,000 to \$5 million custom software application. Only success is acceptable. And since our founding in 1988 that exactly what we've delivered - 100% success every time - in an industry where 60% of all projects fail.*

*In a business climate where over-promising and under-delivering seem to be the norm, RDA stands apart as a no nonsense company with a proven process and a solid track record of success.*

## ADVANCED

**Working at the leading edge of advanced technology.**

*Complex business problems call for state-of-the-art solutions. That's why our engineers are always working at the leading edge of the current technology wave and preparing for the next.*

*We were early with Internet-based solutions, early with Java and we'll be there again for wireless, XML and whatever else the future brings.*

*And what makes it all possible is our people - seasoned engineers who average more than nine years of industry experience and thrive on solving the toughest challenges.*

## PREDICTABLE

**A proven process that guarantees your success.**

*Partner with RDA and you can comfortably predict the outcome of every project. Our proven development process always delivers the same result - 100% success.*

*We call it ROOP - RDA's Object-Oriented Process - a milestone-based approach that combines best of breed*

*iterative processes with object-oriented analysis and design. ROOP focuses resources, spurs ingenuity, minimizes risk and accelerates delivery times. In fact, we're so confident in our process, we offer you fixed-price, fixed-time commitments on any project - an unprecedented practice in this industry.*

## TESTED

**85% of our new projects come from satisfied clients.**

*100% success refers to more than our completion rate. We consider a project complete only after you've called it successful. That's why corporations with the highest expectations and most complex projects turn to RDA and stay with RDA. In fact, our mission-critical work has led to multi-year partnerships with clients such as NASD, Pfizer and Sallie Mae. For RDA, repeat business is the norm.*

*What's more, a unique spirit of collaboration bonds our team with yours. We work together with your internal business and IT personnel, opening our process, sharing knowledge and serving as your trusted guide from start to finish.*

## PROVEN

**High profile client experience that benefits you.**

*Our work for these recognized leaders across a variety of industry sectors helps us bring insightful solutions to your business.*

·EDS  
·NASDAQ  
·Zurich Insurance  
·Sallie Mae  
·LifeMinders  
·Pfizer  
·JP Morgan  
·V-Span

·Lynk Systems  
·Access Vanguard  
·AnnuityNet  
·Ernst & Young  
·UPS  
·BDP International  
·Bisys

## LEARN MORE

*RDA stands by to help you develop custom software solutions that mean business. For more information, contact Steve Meier at 800.816.0333, ext. XXX or [meier@rdacustomsoftware.com](mailto:meier@rdacustomsoftware.com).*

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