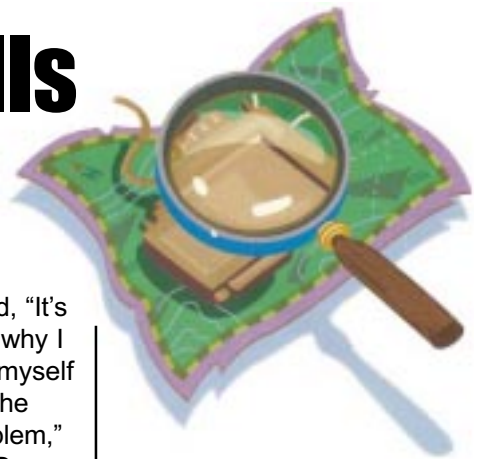# Why some software sells more than others.

Success. All software developers strive for it. Now, Don Gall was on top of the world. Software protection made all the difference. Especially in Europe and Asia. Sales were four times better than before. He is the founding father of Sentinel - the guru of software success.

Struggling Software Sales

One day, trekking through the coffee fields of Java, Don ran into his old college buddy Simon Seagull. "Don, my sells are well below expectations." Simon explained his plight, "My software should sell like yours, Don!" Yet despite critical acclaim Simon's company, SimonSays Software, teetered on a financial tightrope. "What's your secret, Don?"

They spent hours analyzing potential problems. They looked at everything.

The Key to the Problem

Finally, Don leaned back and asked the assumptive question, "What about protection - are you using Sentinel?"

Nervously, Simon sipped his coffee. His hands shaking as his eyes darted through the room. "No, I didn't think I needed to."

Don's chair slid out from under him and he crashed to the floor. Amazed in disbelief, Don cried, "You What?!" Grabbing his tattered scrapbook, Don pulled out photos of his travels. "Ever been to Seoul? Prague? Anywhere? Ten bucks will buy you anything, even bootlegged copies of software."

Don's Road to Success

Thumbing through the scrapbook, Don shared his experiences. "Back in the 80's, I was in your shoes - beaten, battered and bruised." Simon listened. "Then, after a heart breaking trip around the world, I called the Software Publishers Association (SPA)."

"I could hardly beleive it. They told me developers lose billiions of dollars each year. Why? Illegal copied software. In some countries there are nine pirated for each legal copy sold."

Simon was disgusted, "It's just not fair." "That's why I commited myself to solving the piracy problem," explained Don. Simon's eyes lit up. "The dongle!" he shouted.

Don corrected him, "Not just any dongle - the dongle that paved the road to success for over 30,000 developers world-wide - Sentinel."

Successful Developers Use Sentinel

Don pulled a stack of letters out of his gunny sack. "All of these people tell the same story." Don read about a successful developer from California who swears she wouldn't be in business without Sentinel. Another company says protection costs less than litigation, plus they don't have to spend time and money supporting illegal users. Others confessed they wouldn't market products internationally without protection. The hours flew by, story after story, Simon learned Don Gall's secret. To succeed is to protect. To protect is to secure with Sentinel.

Most Advanced and Widely Used Dongles in the World

Backed by the world leader in software protection, Rainbow Technologies, the Sentinel Family of hardware keys is the most diverse and comprehensive selection available. For DOS, Windows, OS/2, Macintosh, LAN, UNIX and others. They're simple to install, and are the most reliable and compatible available.

Rainbow offers just-in-time delivery and the largest technical support and engineering staff in the software protection industry.

Call Don Gall today for a low cost **Sentinel Evaluation Kit** - complete with a working dongle!

SENTINEL
SECURING THE FUTURE OF SOFTWARE

When you need a dongle, You need Sentinel.
The only dongle Don Gall will use.

PERICO AS

Lilleakerveien 4 inng.1A, N-0283 Oslo, Norway
Tel: +47 2206 4050 Fax: +47 2206 4051
web: www.pericosecurity.com
e-mail: info@perico.no

AUTHORIZED **RAINBOW** TECHNOLOGIES DISTRIBUTOR