



## BUYER'S GUIDE - How to Select the Right Product (Page 4)

### DISTRIBUTION PHILOSOPHY

**The Upgrade Rut!** While PATTSY has been DESIGNED FOR the IP practitioner, competing systems frequently need to be DESIGNED BY the IP practitioner. This is not an O P Solutions marketing gimmick, it is fact. Some competitors boast that their systems can be customized and designed to any client's whim. The problem... said customization is not an option but frequently a requirement. While we have deployed our "off the shelf" version in hundreds of organizations across the globe and at times performed modest changes, many competitors simply cannot implement their product without performing substantial customizations. By contrast, our approach since creating PATTSY in 1990 has been to constantly solicit feedback from our community and build the resulting suggestions into the core product, thereby enabling our customers to implement PATTSY "off the shelf." As a natural follow-on, we are also able to upgrade our customers without fanfare when industry changes dictate a new version. Multiple competitors have required years of painstaking effort to bring their client base up to their current technology. By contrast, we are able to quickly distribute our patch upgrades via email and our website, with no hassle!

### THE BELLS AND WHISTLES

**Last but not least!** Users of PATTSY enjoy some of the most advanced supporting features in the industry including but not limited to letter and forms generation, image linking, PTO connectivity tools, email interface... and the list goes on. Please proceed to the additional information section of the PRODUCTS TAB for further details.