

THE EVIL MASTERMIND™

2ND
EXCITING
ISSUE



THE SALES CALL

SourceGear Fortress

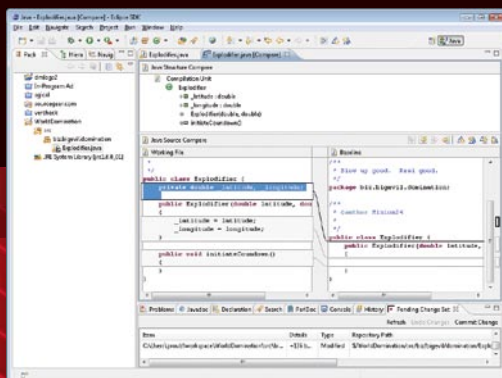
A cross-platform
Application Lifecycle Management
solution for small and midsize teams



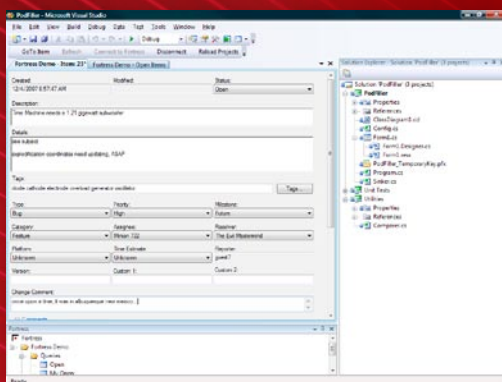
FREE for a single user
Competitively priced for teams



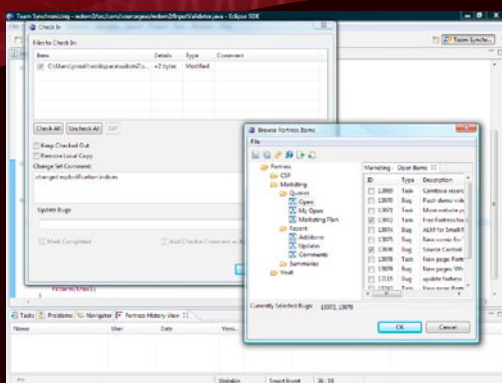
TOOLS FOR SMALL AND MIDSIZE TEAMS



Version control



Work Item Tracking



Full-featured integration with Visual Studio
and Eclipse

WWW.SOURCEGEAR.COM



SourceGear DiffMerge is a full-featured application for
comparing and merging files. SourceGear is pleased to
offer this "best of breed" application **at no cost**. DiffMerge
is available for Windows, Mac OS X and Linux.

Download it today at www.SourceGear.com



story

paul roub
jeremy sheeley

art

john woolley

editor

john o'neill

editor-in-chief

evil
eric sink

TWO HOURS LATER, AT AN UNDISCLOSED LOCATION SOMEWHERE 4 MILES SOUTH OF SCRANTON, PA.

BIG EVIL CORP

PARDON ME FOR A MINUTE. I NEED TO MAKE A QUICK CALL.

BACK IN CHAMPAIGN, IL, SOURCEGEAR FOUNDER ERIC SINK IS WORKING AWAY WHILE HAVING YET ANOTHER CUP OF COFFEE WHEN HE GETS THE CALL.

HEY, JOHN, FLIGHT OK?

OH, YEAH, YEAH, VERY NICE... GOOD PEANUTS...

...ARE YOU AWARE THAT THESE PEOPLE ARE **EVIL**?

YEAH, THAT CAME UP. BUT, THAT'S WHY I SENT YOU.

YOU'RE A SALES GUY.

IF ANYONE UNDERSTANDS EVIL, IT'S A SALES GUY.

GOOD EVENING, MR. O'NEILL.

FOLLOW ME.

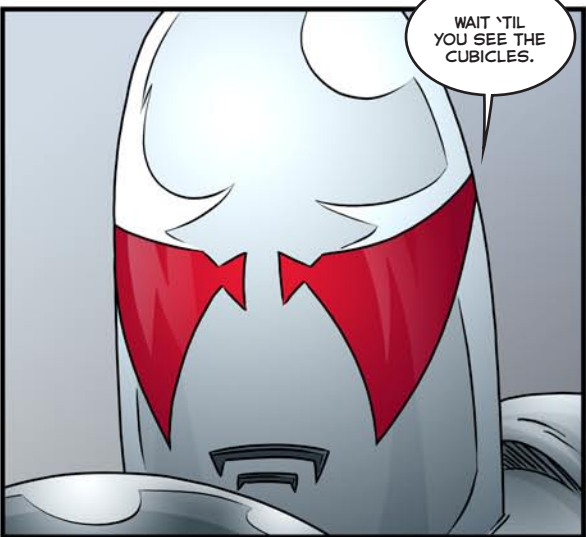
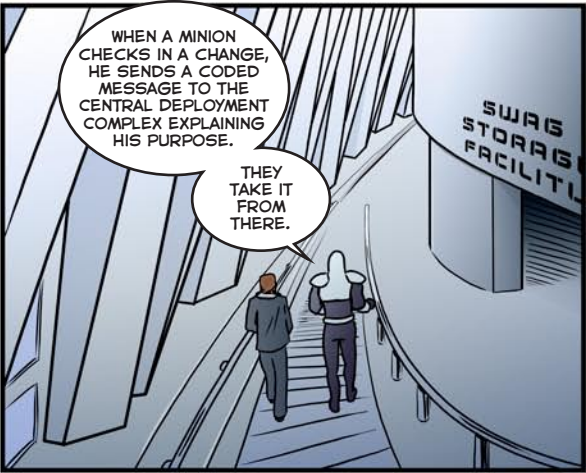
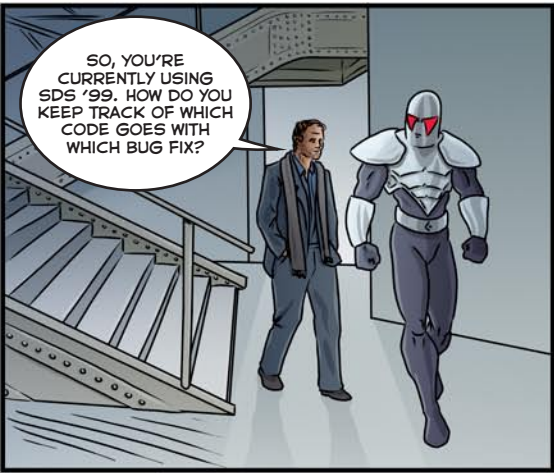
NO, NO. THEY'RE NOT **"SALES EVIL,"** THEY'RE **"EVIL EVIL!"**

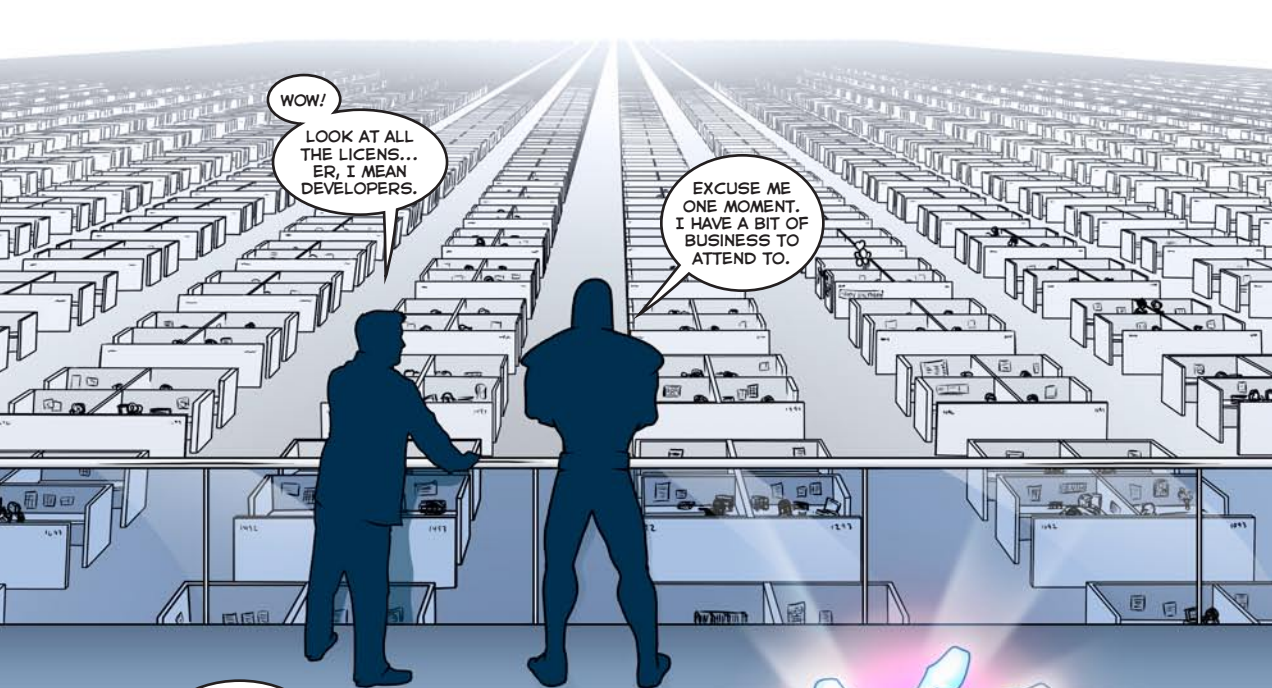
YEAH? WELL, MAYBE IF YOU UPGRADE THEM FROM SOURCE DESTRUCTION SYSTEM '99, THEY'LL CHEER UP A BIT.

BESIDES, THEY'RE WILLING TO WAIVE OUR NORMAL VOLUME DISCOUNTS, IF WE ALLOW THEM TO PAY IN DIAMONDS.

HEY, LOOK, I GOTTA GO. I'M PICKING UP A HAMSTER FOR MY DAUGHTER TONIGHT. I'M SURE YOU'LL BE JUST FINE.

EASY FOR HIM TO SAY... I'LL BET THE HAMSTER ISN'T **EVIL**...





WOW!

LOOK AT ALL
THE LICENS...
ER, I MEAN
DEVELOPERS.

EXCUSE ME
ONE MOMENT.
I HAVE A BIT OF
BUSINESS TO
ATTEND TO.



ONE OF MY
DEVELOPERS
HAS A LOCK ON
A DOCUMENT I
NEED.

HIS
INDENTATION
HAS PROVEN
SUB-PAR.

KA-BLAM



UH OH...
WHO BOUGHT IT
THIS TIME?

I THINK
IT WAS
1124.

CRAP!
HE OWED ME
20 BUCKS.

322

1323

1326

1327

1122

YOU
KNOW...

THE
COLLABORATION
FEATURES OF
SOURCEGEAR
FORTRESS
COULD HELP
WITH THAT
PROBLEM.

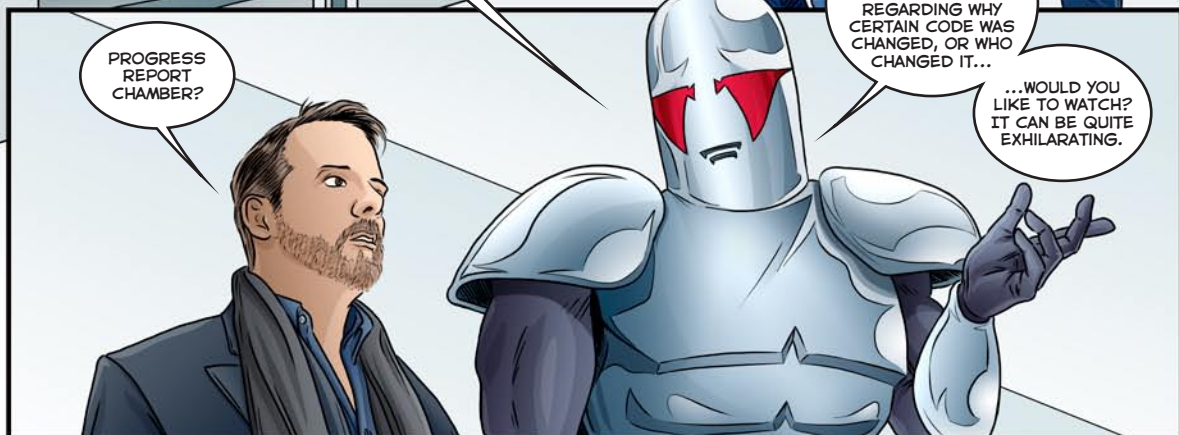
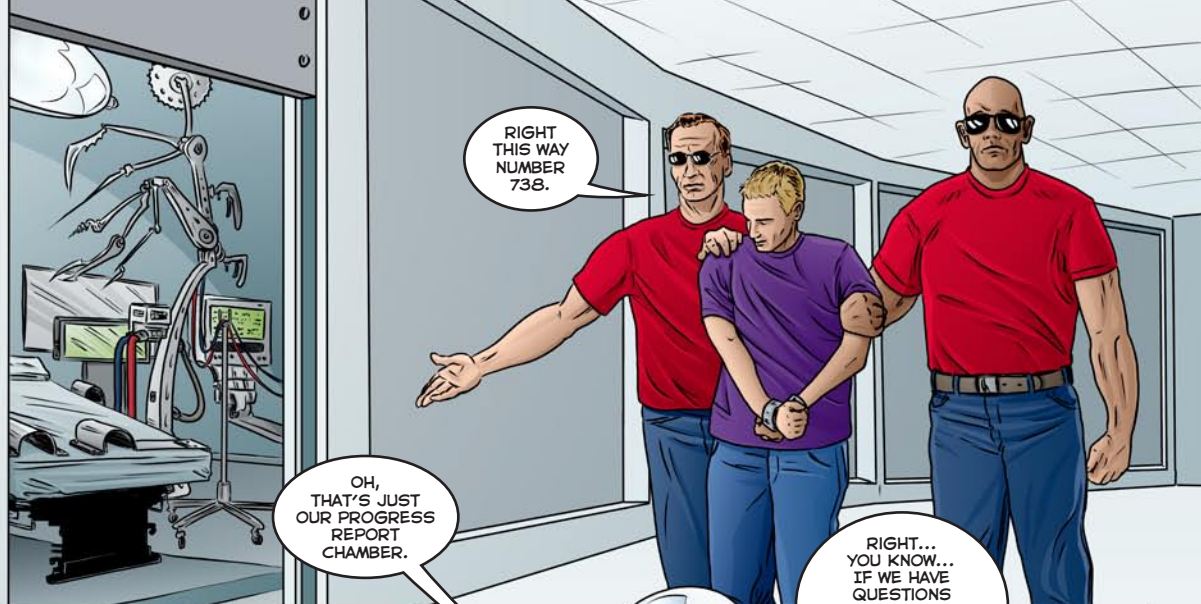
PROBLEM?

WHAT
PROBLEM?

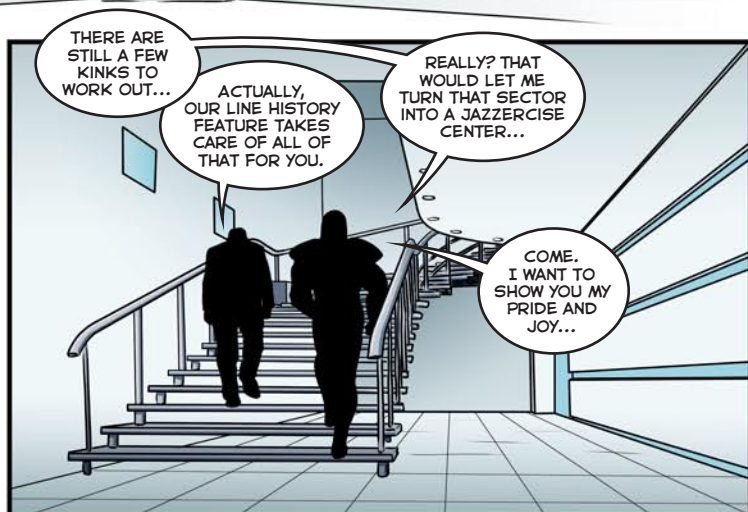
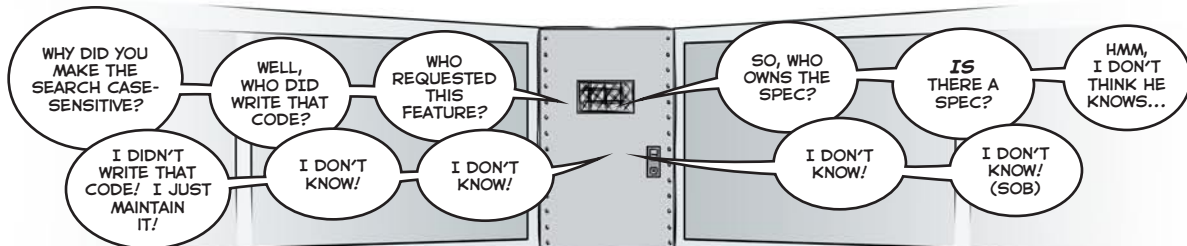
OH...
ER...

HEY! WHAT'S
GOING ON
OVER
THERE?

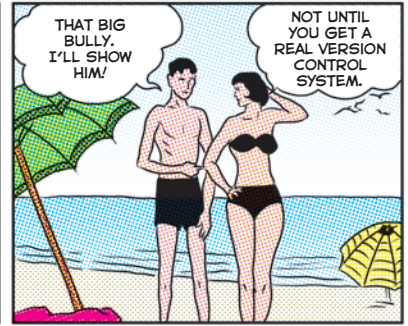
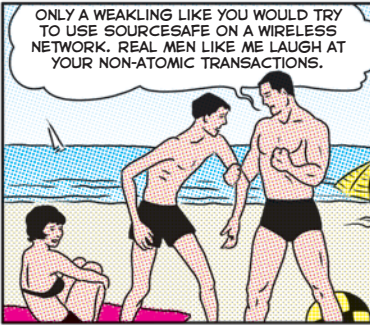
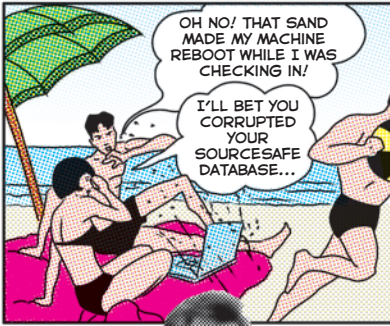




AAAAAAAAARRRRRRRRGGGGGGGHHHHHHH

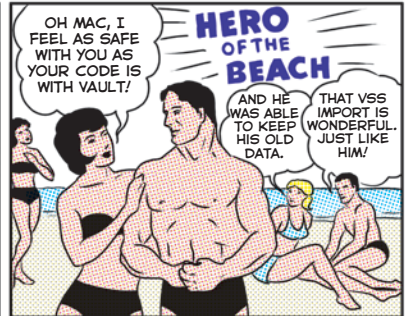
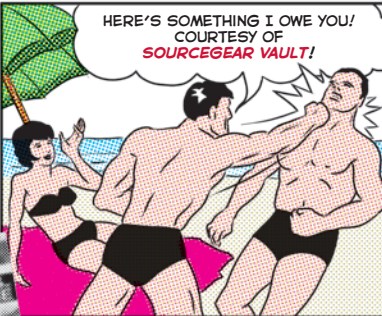
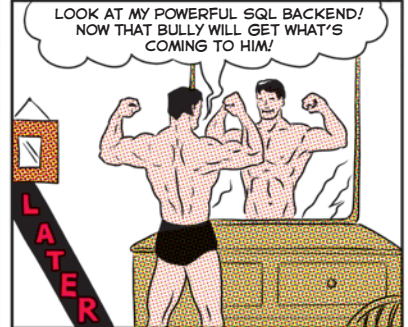
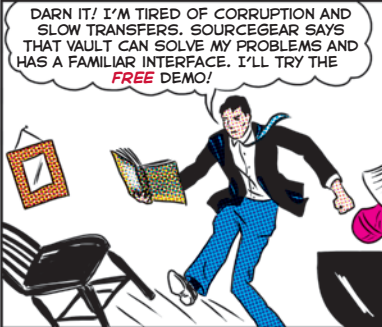


THE INSULT THAT MADE A MAN OUT OF "MAC"



Officially declared "Not A Legend!"

Eric Sunk



WIN THIS VALUABLE TROPHY



Let Me PROVE I Can Make YOU A NEW PROGRAMMER!

MAKE MONEY AND WIN NEAT PRIZES TOO!
EARN \$200 — \$500 — \$1000
OR MORE EVERY WEEK OF THE YEAR

Track BUGS "America's Most Irritating Pastime"

ALSO WIN NEAT FREE PRIZES
REGULARLY SUCH AS

BICYCLE — TYPEWRITER — CASSETTE RECORDER —
CAMERAS — WATCH — RADIOS — SLEEPING BAG —
SPORTING EQUIPMENT — MODELS — Many Many
More.

Join untold millions of others who labor every week over spreadsheets, whiteboards, and email to manually keep track of who updated the login page. Experience the shared joy of releasing to production without that essential new header file.

Over 80 gazillion developers bang their heads against cubicle walls daily!

With ad-hoc bug tracking, you'll receive: NO help, NO automations, NO confidence, and NO good night's sleep. Act now and receive a sense of unease that someone may have checked in a change and not updated the file manifest on that Priority-1 bug from the VPI! We'll even throw in the growing realization that your tools should be taking care of the bookkeeping for you, while you get on with your real work.



Print Name and Address Below
GRITTY PUBLISHING CO., Williamsport, Pa. 17701 GK-124
I'd like to sell GRIT for profits and prizes.

Name _____
Male or Female _____ Age _____ Date Born _____ Year _____
In Care of _____
Street and No. _____ R. F. D. _____
Post Office _____ State _____
Zip _____

Print Your
Last Name
Priority Here

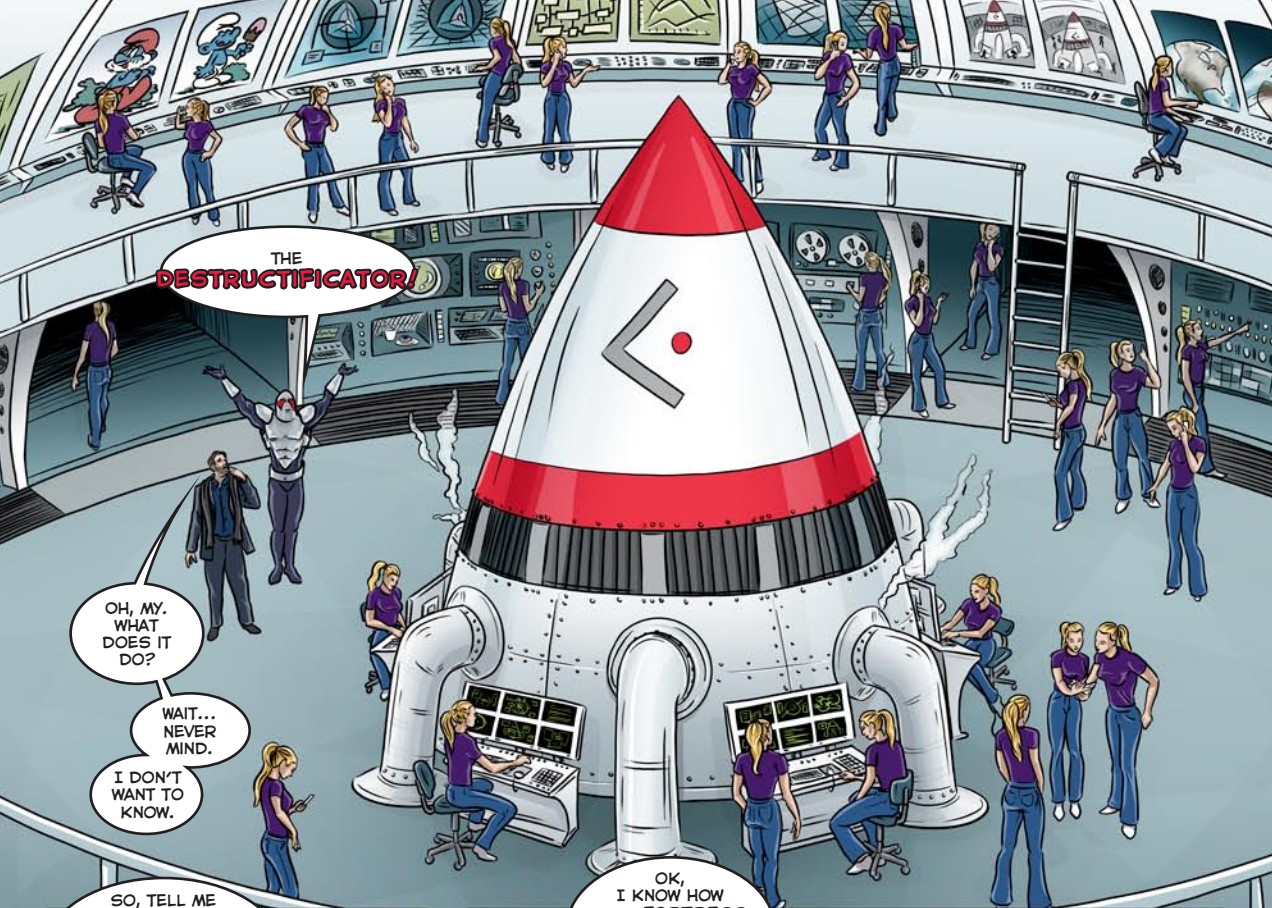
WTF?!?



Figure out who checked in that busted code in seconds with **SOURCEGEAR FORTRESS!**



\$499+S/H



THE
DESTRUCTIFICATOR!

OH, MY.
WHAT
DOES IT
DO?

WAIT...
NEVER
MIND.

I DON'T
WANT TO
KNOW.

SO, TELL ME
MR. O'NEILL. HOW
MANY OF MY MINIONS
CAN USE A SINGLE
LICENSE IF THEY SHARE
THE SAME GENETIC
CODE?

YOU KNOW, I
THINK I'LL HAVE
TO CHECK THE
KNOWLEDGE BASE
ON THAT.

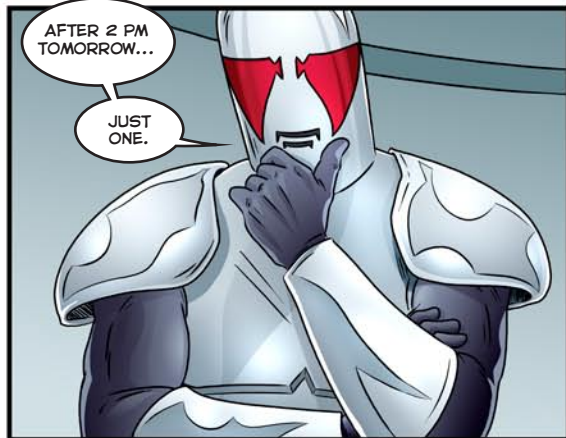
OK,
I KNOW HOW
WELL **FORTRESS**
INTEGRATES WITH
ECLIPSE AND
VISUAL STUDIO ...

...BUT, DOES
SOURCEGEAR
HAVE ANY PLANS
TO INTEGRATE WITH
DOOMSDAY DESIGN
STUDIO 2.9.4?



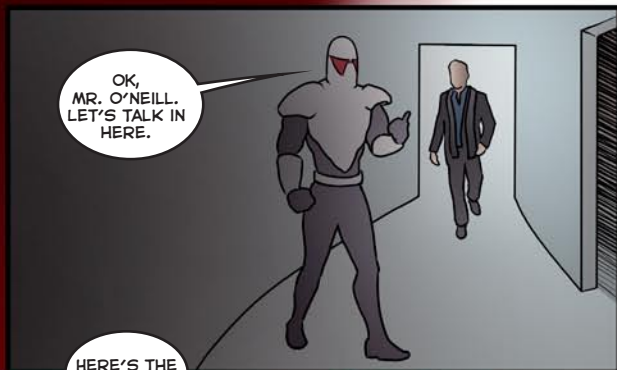
I'M REALLY
NOT ALL THAT
FAMILIAR WITH
THE WHOLE EVIL
INDUSTRY...

...CAN
YOU TELL ME
APPROXIMATELY
HOW MANY
COMPANIES
USE THAT
I.D.E.?



AFTER 2 PM
TOMORROW...

JUST
ONE.



OK,
MR. O'NEILL.
LET'S TALK IN
HERE.



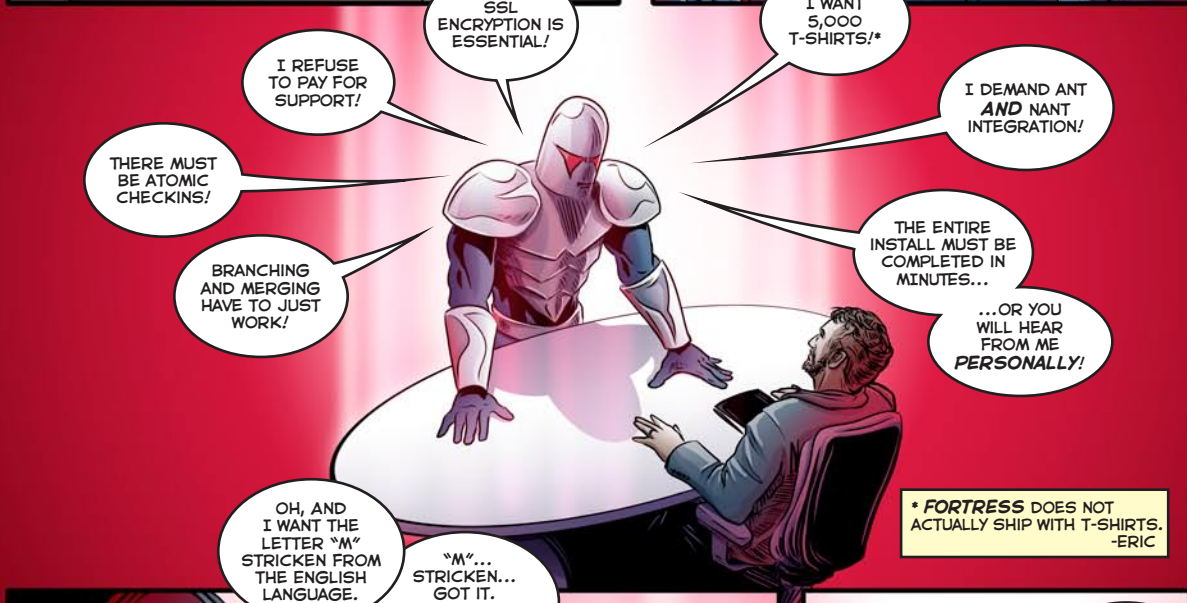
HERE'S THE
DEAL...

...I LIKE
THE NAME
"FORTRESS."

SO, WE WILL
PROBABLY
BUY. BUT...



...THERE
ARE
CONDITIONS.



SSL
ENCRYPTION IS
ESSENTIAL!

I REFUSE
TO PAY FOR
SUPPORT!

I WANT
5,000
T-SHIRTS!*

I DEMAND ANT
AND NANT
INTEGRATION!

THERE MUST
BE ATOMIC
CHECKINS!

BRANCHING
AND MERGING
HAVE TO JUST
WORK!

THE ENTIRE
INSTALL MUST BE
COMPLETED IN
MINUTES...

...OR YOU
WILL HEAR
FROM ME
PERSONALLY!

OH, AND
I WANT THE
LETTER "M"
STRICKEN FROM
THE ENGLISH
LANGUAGE.

"M"...
STRICKEN...
GOT IT.
I DON'T SEE ANY
ROADBLOCKS
HERE.

JUST LET
ME RUN SOME
NUMBERS.

* **FORTRESS** DOES NOT
ACTUALLY SHIP WITH T-SHIRTS.
-ERIC



OH, AND
I WANT THE
LETTER "M"
STRICKEN FROM
THE ENGLISH
LANGUAGE.

"M"...
STRICKEN...
GOT IT.
I DON'T SEE ANY
ROADBLOCKS
HERE.

JUST LET
ME RUN SOME
NUMBERS.



DO NOT
DISAPPOINT ME
MR. ONEILL.



OH, BOY...

BACK AT SOURCEGEAR, THE RAMIFICATIONS OF JOHN'S SALE ARE FELT IN EVERY FACET OF THE COMPANY...

OPERATIONS...

24,157
INDIVIDUALLY
PACKAGED,
INDIVIDUALLY SHIPPED
CDS?

IS HE
KIDDING?!?

5,000
T-SHIRTS?!?
WHERE'S O'NEILL?
I'M GONNA KILL
HIM!

PRODUCT PLANNING...

YOU SEE...
THE THING IS,
THE OBLITERATE
COMMAND DOESN'T
DO EXACTLY WHAT
YOU THINK
IT DOES.

I SEE.
I GUESS WE'LL
JUST HAVE TO TAKE
OUT WICHITA THE
OLD FASHIONED
WAY.

TECH SUPPORT...

SO, I THINK THE
CONNECTIVITY TROUBLE
WITH YOUR UNDER-SEA
LAIR MAY BE DUE
TO THE 28K
MODEMS.

DEVELOPMENT.

I DEMAND
THAT YOU CREATE
AN ALTERNATE
FORTRESS BUILD
OMITTING ALL
INSTANCES OF THE
LETTER "M"!

UM... JEREMY,
IT TAKES MORE THAN
THE MASK TO BE
INTIMIDATING...

AND ERIC HAS PROBLEMS
OF HIS OWN...

...WHAT DO
YOU MEAN, "THE
HAMSTER BURNED
DOWN THE
GARAGE?"



LETTERS TO THE EDITOR

I Want To Hear What You Have To Say...

I've seen your magazine ads, read the comic book, got the T-shirt -- but I gotta ask, why spend all this time and money on ads that have nothing to do with your product?

-- T.S., Palmer, AK

That's a question we've heard more than once, and one we've asked ourselves as we've been doing the ads and the comics. The first part of the answer is that, in this issue, we've tried to stay a little more "on-message" and actually allude to product features. But keeping things fun comes first, which leads to the second part of the answer -- the point is to get you interested, have a little fun along the way, and start some conversations. Like this one. Seriously, when was the last time an ad caused you to get in touch with the company behind it?

Hey, love the comics, looking forward to the next installment. I do have one question, though -- aren't you afraid people will be confused as to what SourceGear actually does? I mean, the comics don't really go into Vault or Fortress in any kind of detail.

-- R.F., Fort Lee, NJ

This has come up a few times in the past. What does a lizard have to do with auto insurance? You saw the ads, you came and found us -- and there's plenty of product information on our site (not to mention the white papers at the back of the comic books). Plus, I think it's unlikely that anyone thinks we're making death rays.

T.E.M. is an awesome mascot -- but I wonder if it's really helping you to do all these ads that aren't about Fortress or Vault. What if people read them and think you make comics? Or death rays?

-- J.S., New York, NY

We assume that the readers of your better software development periodicals, and attendees at the fine trade shows where we exhibit, are perfectly capable of recognizing

the difference between SourceGear and BigEvil.biz. Hint: one exists. Also, I don't think T.E.M. would appreciate being called a "mascot". And unlike SourceGear, he DOES have a death ray. Just something to keep in mind.

I went to your site, and couldn't find out where to buy any Evil Mastermind merchandise. The guitar looked really cool, and I'd like some T-Shirts. But all I see is software. What's up with that?

-- B.P., Seattle, WA

Huh. Umm... the goofy fun stuff? The shirts, guitars, comics? All free. We're just that nice. Have a software team in need of help? Want to track, manage, build your code with less stress and greater confidence? That's where we accept all major credit cards.

I have to say you're really missing an opportunity to get serious, bullet-pointed, feature-matrixed product information out there. Come on, it's advertising 101 -- Describe Your Product.

-- K.W., Westlake, OH

- **Every one else does it**
- Comics are more fun
- Comics are easier to notice in a magazine (you noticed, after all)
- Sorry, there's no fourth bullet, I'm just having fun. Please move on.

So I was wondering -- how come your comics are never really about your software?

-- N.C., Wilmington, DE

We're mean. Mean, mean, cruel software people. Out to confuse and perplex. And frankly, we're selfish. We want to keep our awesome software to ourselves.

Saw your ads in a couple of magazines -- and I noticed they didn't really explain what Fortress is. That doesn't seem like a great idea. Why don't you get serious?

-- P.W., Minneapolis, MN

Why don't YOU get serious? Huh? Ever think about that? Who's serious now, Mister Letter Writer Guy?

Have you ever thought of doing ads that are more, I don't know, normal? How come the comics have nothing to do with the products?

-- J.O., Chicago, IL

Your call is very important to us. Please stay on the line, and your call will be answered in the order in which it was received.

Comics? Who's gonna take you seriously with the evil guys and the T-shirts and all? Why not talk about what you're selling? For reals?

-- A.J., Frederick, ME

Really? You want it more dry? More staid? More text-y? Fine. We'll show you. We'll show you all...

Has anyone pointed out that your ads don't really make it clear what you do?

-- D.W., Hollywood, FL

Sorry for that last response. I'm not sleeping well. Splinters. If I have to explain this again, I'm just gonna start banging my head on the keyboard.

Why is it that your comics aren't really about your software?

-- M.B., Gainesville, GA

akjkljrlfksdv---ls#\$\$%)~sSL~KLAD'KDF'/aagee

You know what you guys should think about? Ads that are kind of about Fortress or Vault. 'Cause your current ads aren't. Has anyone mentioned that?

-- S.G., Carlsbad, CA

Next issue: 16 pages of people typing. It will be fantastic. E.



Vault

The Version Control Tool
For Small and Midsize Teams

Reliability

Vault was designed with reliability as its top priority. Your source code is a critical asset. Under the hood, Vault stores all repository data in SQL Server.

Remote access

Vault was built to work over any Internet connection. The communication between client and server uses compression and deltas for performance as well as SSL for security.

Visual Studio integration

Vault has supported integration with Visual Studio since its 1.0 release. With Vault 4.0, this feature is greatly improved.

Eclipse integration

Our Eclipse plugin allows access to a Vault repository from within Eclipse 3.2 or any IDE based on same.

Cross-platform

With the Eclipse plugin and command-line client, Vault supports most platforms where Java is supported, including Linux, Solaris and Mac OS X.

Seamless transition

Vault was designed to be a painless transition for SourceSafe users. The user interface is familiar and friendly. Vault can import all your SourceSafe data, including history. All major features of SourceSafe are present, including Share and Pin.

Atomic checkin transactions

When you checkin a set of changes together, the entire change set will either succeed or fail as a unit. You never get a change set which is half committed to the repository, so your repository never ends up in a half-baked state.

Affordability

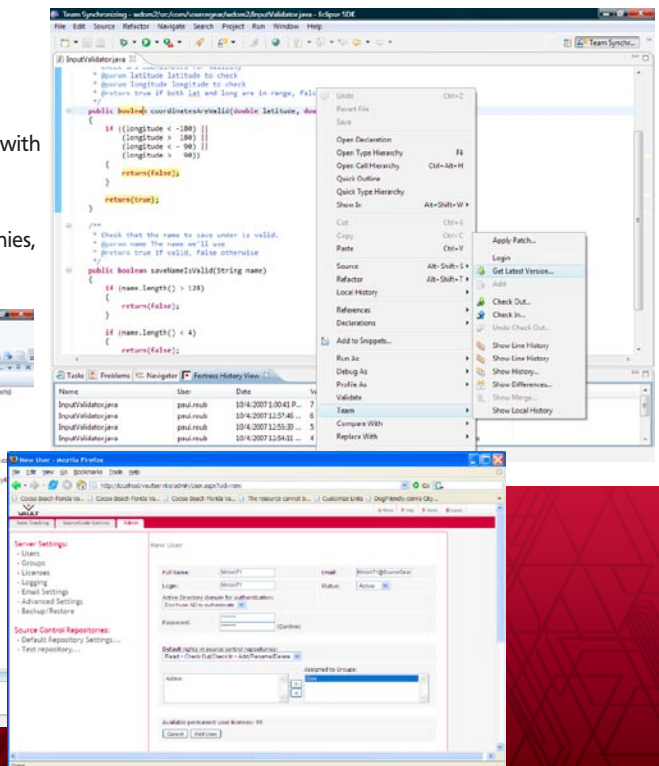
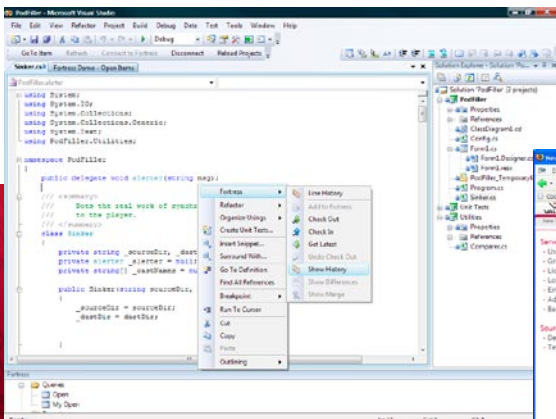
At \$249 per user, we have priced Vault at a level where it makes good financial sense for most any company doing software development. As we have continued to improve the scalability and performance of our product, an increasing number of enterprise customers have come to appreciate the simplicity and value of Vault as well.

Excellent customer support

SourceGear is ten years old, stable and profitable, but our company is still small enough to deliver outstanding service. We take pleasure in doing whatever it takes to help our customers be successful with our products.

Popular

Vault is being used at over 10,000 companies, large and small, all over the world.





Version control

The version control features of Fortress are built on the technology from SourceGear Vault, a product which has been shipping since 2003 and is used by over 10,000 organizations around the world.

Work item tracking

Fortress work item tracking features are seamlessly integrated with version control.

Remote access

Fortress was built to work over any Internet connection. The communication between client and server uses compression and deltas for performance as well as SSL for security.

Visual Studio and Eclipse integration

Fortress provides excellent integration into Visual Studio 2005 and Eclipse 3.2. Developers can enjoy the benefits of version control and bug-tracking conveniently located in the IDE where they do the rest of their work.

Cross-platform

With the Eclipse plugin and command-line client, Fortress supports most platforms where Java is supported, including Linux, Solaris and Mac OS X.

Builds

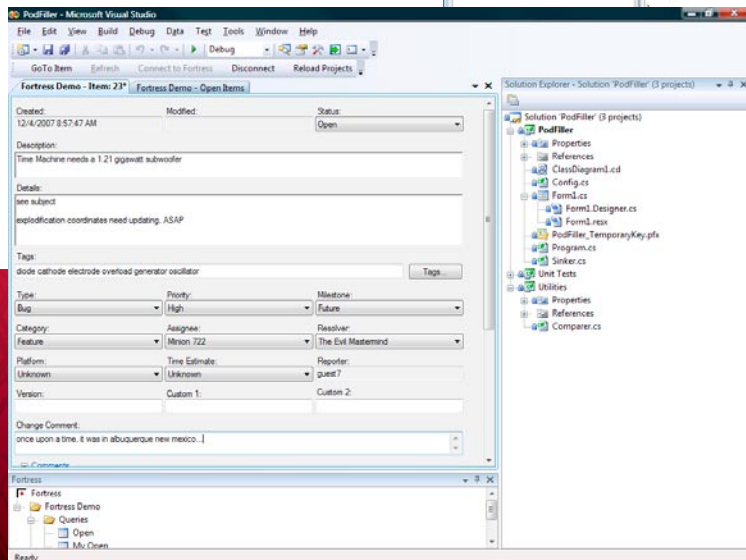
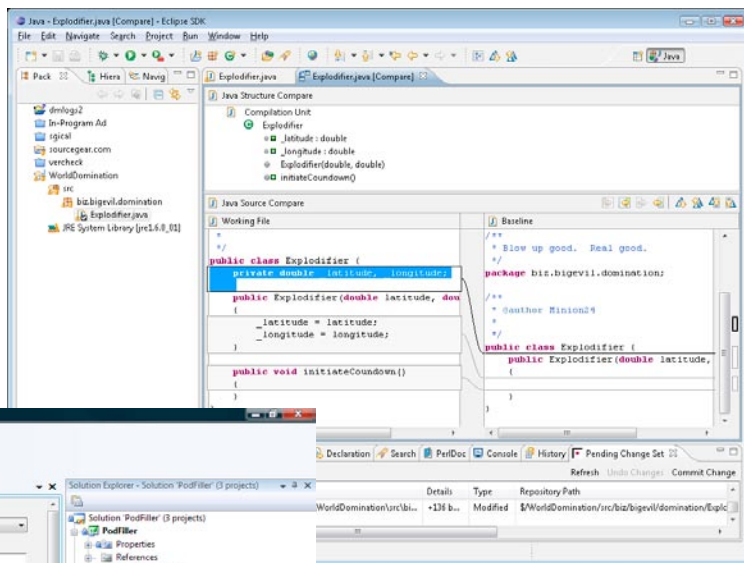
Fortress supports excellent integration with NAnt and CruiseControl.NET.

Affordability

We believe that large enterprise companies are not the only ones who can benefit from a seamlessly integrated ALM solution. At \$499 per user, we have priced Fortress where it makes good financial sense for companies both large and small.

Excellent customer support

SourceGear is ten years old, stable and profitable, but our company is still small enough to deliver outstanding service. We take pleasure in doing whatever it takes to help our customers be successful with our products.





sourcegear™

TOOLS FOR SMALL AND MIDSIZE TEAMS

SourceGear offers cross-platform development tools for small and midsize teams. Vault, our popular version control system, is a compelling replacement for SourceSafe — bringing you painless branching, atomic commits, excellent remote performance, and full VSS imports. SourceGear Fortress combines the source-control power of Vault with integrated issue tracking and continuous integration support. Both tools offer Visual Studio and cross-platform Eclipse IDE integration, so your whole team gets the same first-class toolkit. Both Vault and Fortress are FREE for single users, and competitively priced for teams.

**YOUR FIRST STEP TOWARD
WORLD DOMINATION**

www.SourceGear.com

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1.217.356.0105