CONTACT: Christine Thomas
or
Johanna Fiore
Ashton-Tate
213/204-5570

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BACKGROUND: Corporate Account Program

With the usage of microcomputers in the corporate sector
expanding rapidly, software vendors have a unique opportunity to
assist MIS/DP departments with specialized programs to support
their in-house user community.

After extensive field research, conducted with data
processing professionals across the country, Ashton-Tate has
defined and implemented a major product and support effort--the
"Corporate Emphasis" program--keyed to the needs of corporate
America.

"Products that meet requirements for desktop processing,
application development and information resource sharing were
paramount throughout our fact-finding discussions with corporate
micro software users," said Karen Orton, Ashton-Tate's director
of corporate marketing, "and Ashton-Tate's family of software
products, dBASE III and Framework, effectively address those
needs."

She explained that the new Corporate Emphasis program was
designed to complement the product offerings with support efforts
that large corporate users require and demand.

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To launch the new effort, Ashton-Tate will present the program elements to large corporate accounts and authorized Ashton-Tate dealers during a five-city seminar tour. Set for April 1 through 24, the meetings will be staged in Los Angeles, San Francisco, Dallas, Chicago and New York.

Two sessions introducing the program will be held in each city. The first day will play host to Ashton-Tate's corporate dealers. On day two, a session will be directed at corporate MIS/DP professionals responsible for micro software evaluation, purchasing, implementation, support and training.

"Because of the complexity of today's corporate environment, we must provide more than quality products," said Edward M. Esber, Jr., president and chief executive officer, Ashton-Tate.

"We are committed to maintaining and enhancing our position as a full-service software company offering the best products and support programs including service, training, information exchange programs and product and technical support specifically designed for the corporate community, " Esber said.

Primary elements of the new Ashton-Tate Corporate Emphasis program include:

PRODUCT   SUPPORT

*On-Site Technical Support -- Ashton-Tate systems engineers, housed in the company's U.S. field offices, will assist corporations on-site in application development.

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*Telephone Support -- Ashton-Tate has implemented a dedicated corporate phone line to provide high-level technical information to software support personnel within large companies and organizations.

TRAINING SUPPORT

*Training Classes/Specialists -- Special teams, maintained at Ashton-Tate district offices in New York, Chicago, Washington, D.C., Dallas and Los Angeles, will develop customized product training approaches for varied corporate customers. In addition, Ashton-Tate specialists will provide "train the trainer" workshops to teach corporate staff how to conduct courses on Ashton-Tate products.

*Training Materials -- Designed for classroom use or self-study, Ashton-Tate-developed training materials encompass all company product lines. Included are textbooks, workbooks, student demonstration diskettes with practice drills and an admistrator's guide with classroom aids for "stand-up" instruction. Materials are adapted to a wide range of computer skill levels, from beginners to power users and programmers.

*Third-Party Referrals -- Ashton-Tate will provide companies with current lists of local authorized third-party training centers to help provide corporate users with supplementary training resources.

INFORMATION EXCHANGE PROGRAMS

*Publications -- The Corporate Emphasis program will provide three informative, new periodical publications aimed at

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select needs of users in large organizations. <u>Tech Notes</u>, a technical magazine published monthly for in-house corporate micro software support groups, offers detailed information on Ashton-Tate products and tips on usage and applications. <u>Corporate Update Newsletter</u>, designed for customer executives, will provide corporations with relevant Ashton-Tate product and support information. Focused on the business user of Ashton-Tate products, the <u>Ashton-Tate Quarterly Review</u> provides practical application case studies, programming, usage tips and techniques, plus excerpts from books produced by the Ashton-Tate Publishing Group.

*Computer "Bulletin Boards" -- Information about Ashton-Tate products is available via the Source and One Point subscription bulletin board services.

*Feedback Systems -- Ashton-Tate will solicit feedback from corporate customers on their evolving needs through an advisory board of representatives drawn from the corporate sector. In addition, regional meetings attended by corporate accounts, key Ashton-Tate executives and product managers will be staged twice each year. These meetings will provide a forum for the exchange of information between Ashton-Tate and its corporate user base. The company has also established a corporate user group program, which maintains a speakers' bureau, user group product kits (including demonstration disks and product literature) plus information on how to start an Ashton-Tate user group.

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