

## Background



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### COPORATE FACT SHEET

#### COMPANY BACKGROUND

Founded August 1980

Headquarters 20101 Hamilton Ave.  
Torrance, California 90502  
(213) 329-8000

Description A leading developer and marketer of microcomputer business productivity software. The company's products include dBASE III PLUS, a complete relational DBMS that includes built-in multi-user capability for local area networking as well as a single-user capability; Framework II, an advanced, integrated package offering full featured word processing and spreadsheet, and dBASE II, the all-time best-selling microcomputer relational database management system (DBMS) for 8-bit microcomputers. For fiscal 1986, ended January 31, 1986, the company had record revenues of \$121.6 million and net income of \$16.6 million.

In December, 1985 the company acquired MultiMate International Corp., producer of several word processing packages, including the best-selling MultiMate Professional Word Processing Series.

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PRODUCTS

## dBASE III PLUS

The successor to dBASE III, the industry-standard DBMS for 16-bit microcomputers, dBASE III PLUS is the most complete relational database management system (DBMS) for IBM Personal Computers and fully compatible microcomputers. dBASE III PLUS provides depth, power, ease-of-use, and multi-user and single-user capability.

dBASE III PLUS features a Framework-like, pull-down menu interface, making the product's power readily accessible to beginning users. Advanced functions such as the Screen Painter, Advanced Query System, View (full relational capability), and the Applications Generator can be used without the need to learn a programming language.

For experienced users, dBASE III PLUS includes more than 50 enhancements to the dBASE programming language, incorporating the features and benefits of the dBASE Developer's Release, including Runtime+.

Each dBASE III PLUS package has built-in multi-user capability for local area networks, as well as single-user capability for LAN or stand-alone PC operation. All data and programs written in dBASE III are compatible. In addition to file locking capability, dBASE III PLUS features record locking, eight levels of password protection and high-speed data encryption/decryption to provide true multi-user simultaneous access to files.

dBASE III PLUS  
LAN Pack

It allows up to three users to access and share dBASE III PLUS on a local area network. It includes three dBASE III PLUS access programs and three full sets of documentation.

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**Framework II**

An integrated package that is the successor to the company's acclaimed Framework product, Framework II combines a faster, larger and more powerful spreadsheet with an advanced word processor that includes an 80,000-word spelling checker, page breaks, and built-in mailmerge.

The two primary applications of word processing and spreadsheets are supported by fully-integrated telecommunications, graphics, database and outlining functions, in addition to an expanded programming language.

**dBASE II**

The first successful full-function relational database management system for storing, retrieving, editing and manipulating information on microcomputers, dBASE II quickly established itself as the standard for 8-bit computers.

A second dBASE II product is RunTime, a core version of dBASE II that provides developers with all the features necessary to market their dBASE applications as stand-alone products.

**MULTIMATE LINE**

The MultiMate product line features two of the best-selling word processing packages in corporate America -- MultiMate Advantage and the MultiMate Professional 3.3 Series. The line also includes the Just Write word processor, the MultiMate On-File and GraphLink utility packages, and two hardware products; the MultiMate Business Advantage Keyboard and Communications board.

**PUBLISHING**

Ashton-Tate's Publishing Group is the largest such unit among all micro software vendors. Established in 1983, it develops and markets books, book/disk packages and software add-ins that help computer users better understand and use hardware and software products. Since its inception,

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the group has released more than 40 publications, including Everyman's Database Primer for dBASE III PLUS and Framework II: An Introduction. The group also publishes The Ashton-Tate Quarterly, a quarterly magazine.

#### MARKETING

Ashton-Tate has the most extensive marketing and distribution network in the microcomputer software industry. The company markets and distributes its software products and related books and periodicals worldwide, primarily through dealers, distributors, hardware and software OEMs, value-added resellers (VARs), and its own sales force, which generates leads for dealers.

#### INTERNATIONAL

The company has a sophisticated international network of distribution, ranging from subsidiaries in West Germany, Italy, the Netherlands, Spain, the United Kingdom and Australia to agreements with distributors in several countries, including New Zealand, Mexico, France and Brazil.

The company serves the Japanese market through Nippon Ashton-Tate, a company formed under a joint venture agreement with Japan Systems Engineering (JSE) of Tokyo. Ashton-Tate also worked jointly with major European hardware manufacturers, such as Olivetti, Ericsson and IBM, to distribute its products.

#### MANAGEMENT TEAM

Edward M. Esber Jr.	president, chief executive officer
Roy E. Folk	executive vice president, marketing and strategic planning
Ronald S. Posner	executive vice president, sales and international
Norman H. Block	executive vice president, finance and administration

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E. Charles Ellison	vice president, domestic sales
Harvey Jeane	vice president, product development
Robert Carr	chief scientist
Robert D. Gafford	vice president, consumer communications
Lawrence Benincasa	vice president, new business development
Barry Berke	vice president, operations
David Russian	vice president, controller

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