

ASHTON·TATE



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INFORMATION

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ASHTON-TATE PIONEERS

INTERNATIONAL MARKET

Soon after Ashton-Tate began in 1980, the company became an industry pioneer in the United States with its best-selling dBASE II.

Today, the company is a pioneer once again, as it expands its overseas operations to increase its share of the expanding international microcomputer software market.

"In just two years, Ashton-Tate has captured a significant share of the exploding global market," said Ronald S. Posner, executive vice president, sales and marketing of Ashton-Tate. "Now we're moving aggressively to expand our overseas operations. We're committed to producing and marketing foreign language versions of our products around the world."

Posner commented that Ashton-Tate has recently announced a number of developments, most notably:

* Ashton-Tate's intention to enter into a multi-million dollar distribution agreement with ACT (Applied Computer Techniques), Great Britain's largest microcomputer manufacturer. Under the terms of the proposed agreement, ACT will distribute Apricot versions of Ashton-Tate business software in Europe and the U.S.

* A \$10 million distribution agreement with French software distributor La Commande Electronique (LCE). LCE distributes Framework, dBASE III, dBASE II and Friday! in France.

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* A \$2.7 million distribution agreement with Editrice Italiane Software S.p.A. to distribute Framework, dBASE III and dBASE II in Italy.

* The appointment of Sistemas Gerenciales Aplicados of Mexico City as a master distributor. This agreement will better serve Mexican end-users by making technical support available locally.

"These agreements include our full marketing support programs," said Posner. "As part of our commitment to the end-user, we plan to provide training, technical support and marketing support to all our overseas customers.

Ashton-Tate first moved into foreign markets in early 1983 and almost immediately became a significant presence. dBASE II was quickly established as the leading microcomputer database management system worldwide, with over 350,000 copies shipped to date. For the fiscal year ended January 31, 1984, international sales and exports accounted for 17 percent of the company's total revenues.**

The introduction of dBASE III and Framework in Europe during the summer of 1984 allowed Ashton-Tate to consolidate its leadership position in microcomputer database management systems and to establish a strong base in the market for integrated software products.

Today, Ashton-Tate has subsidiaries in the United Kingdom, the Netherlands, and West Germany. The company's software products are available worldwide through master distributors in France, Australia and Japan and other key markets.

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According to David Patrick, international sales and marketing director for Ashton-Tate, the success of dBASE II in the foreign marketplace paved the way for future growth.

"Because of our early entry and success in the international marketplace, Ashton-Tate is well-known and respected in Europe," Patrick said. "As we introduce new products into the marketplace, we are better equipped because of our reputation and our existing marketing and distribution network."

That network, Patrick says, has already made dBASE III and Framework highly successful in the European market. Both products are "taking off." Framework, in fact, has been named "Software Product of the Year" by a major French computer magazine, Decision Informatique.

Foreign-language versions of Ashton-Tate software products also are extending the company's reach into overseas markets. Ashton-Tate believes that dBASE II's international success has been due in large part to its translation into 11 languages including Japanese. Framework and dBASE III will be translated into a total of six foreign languages by the end of the first quarter of 1985.

Patrick says that continued success in 1985 will be based on a corporate accounts strategy and relationships with leading computer manufacturers like ACT.

"This year we will concentrate on reaching corporate accounts, he said. "We plan to be supporting and working with large corporations. The outlook is excellent."

* According to estimates of IDC.

** Based on pro forma net revenues of \$39.8 million.

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