

Background



For release: August 19, 1986

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ASHTON-TATE'S SUPPORT AND SERVICE FACT SHEET

Corporate Support and Services Program

CORPORATE SUPPORT PROGRAM

- o \$4,000 annual base cost covers:
 - a dedicated Ashton-Tate Corporate Service Representative
 - toll-free telephone support
 - previews of pre-release versions of Ashton-Tate products
 - product introduction kit
 - potential membership on the Corporate Advisory Board
 - meetings with Ashton-Tate executives
 - "train the trainer" seminars
 - subscriptions to the Ashton-Tate Quarterly, TechNotes, Corporate Update Newsletter
 - discounts on Ashton-Tate publications
 - CompuServe and Ashton-Tate's electronic bulletin board
- o for \$2,000, corporations can receive the Corporate Support Program at additional company locations

(more)

- o corporations can add program elements, according to their specific needs.
- o Marketing Information Service -- This free program includes:
 - product introductory literature kits
 - one sample copy of TechNotes and the Ashton-Tate Quarterly
 - one yearly subscription to Corporate Upgrade Newsletter
 - advance notification of Ashton-Tate events

CORPORATE SOFTWARE CARE PROGRAM

- o provides two alternatives for maintaining up-to-date software.
 - The Annual Maintenance Plan charges a yearly flat fee for each software package and covers all upgrades and updates. Prices are:
 - \$275, 1-24 units
 - \$250, 25-49 units
 - \$225, 50-99 units
 - \$200, 100 units and up
 - The Corporate Upgrade Program is for users who wish to upgrade products on a case-by-case basis. Prices to upgrade to the new non-copy protected versions of dBASE III PLUS and Framework II are:

Quantities	1-24	25-49	50-99	100-249	250 & Up
dBASE III PLUS & Framework II	\$45	-----	-----	-----	-----
dBASE III & Framework	\$175	\$150	-----	-----	-----
After Dec. 1	\$225	\$212	\$200	\$188	\$175
dBASE II & Friday!	\$275	\$263	\$250	\$237	\$225

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Custom Support Plan

- o offers four-level technical product support service

BASIC SUPPORT

- o Free for 90 days and includes:
 - unlimited technical telephone support

EXTENDED I

- o \$50 per year, per product, and includes:
 - 10 technical support calls
 - 30 percent discount on books and book/disk packages from Ashton-Tate's Publishing Group
 - 10 percent discount on a one-year subscription to the Ashton-Tate Quarterly

EXTENDED II

- o \$80 per year, per product, and includes:
 - 20 technical support calls
 - 30 percent discount on books and book/disk packages from Ashton-Tate's Publishing Group
 - 10 percent discount on a one-year subscription to the Ashton-Tate Quarterly

PROFESSIONAL SUPPORT

- o \$150 per year, per product; \$100 per year for any additional product, and includes:
 - 20 technical support calls, which are fed into the Express Support Queue and handled by senior support technicians
 - an electronic mailbox at Ashton-Tate

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- a utility diskette containing "power" utilities and routines to be used with Ashton-Tate products
 - a remote debugging service through use of Norton-Lambert's Close-Up. Service is priced at \$75 per hour.
 - a subscription to CompuServe and Ashton-Tate's online forum, plus \$15 worth of free connect time
 - a one-year subscription to TechNotes
 - 30 percent discount on books and book/disk packages from Ashton-Tate's Publishing Group
 - 10 percent discount on a one-year subscription to the Ashton-Tate Quarterly
- o Lapses in service are subject to 25 percent restart fee.

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