

CORPORATE STRATEGY

Seek Leadership in 4 Broad Areas within
Packaged Systems Software Market

1. Integrated Systems Software
2. Easy-to-Use Software
3. Distributed Database Management
4. Portable Software — implemented across
major markets

PERFORMANCE MEASURES

	FY1982A	FY1983A	FY1984E
A. Financial			
1. Revenue Growth	\$890K	\$3,025K	\$8,500K
2. After-Tax Profitability	\$48K	\$244K	\$1,000K
	4%	9%	12%
3. Earnings Per Share	\$.01	\$.05	\$.20
4. Return on Shareholders Equity	4%	16%	60%
B. Marketing Measures			
1. Installations	70	196	850
2. Estimated Market Share (VAX)	8%	15%	22%

ORGANIZATIONAL DEVELOPMENT

	FY1982	FY1983	FY1984
1. Total Staff Headcount	26	70	125
2. Senior Management:			
- VP, Sales — Al Sisto			
- VP, Marketing — Pete Tierney			
3. Middle Management:			
New Hires:			
- Dir., Marketing — Stu Schuster			
- Dir., New Sys Envs. — Mike Scott			
- Mgr., Accounting — Penny McGrath			
- Mgr., Eastern Region — Chris Dozier			
- Mgr., Product Mktg. — Ed Forman			
Promotions from within:			
- Dir., INGRES Dev't — Paul Butterworth			
- Dir., Admin. Svcs. — Ari Bowes			
- Mgr., Central Region — David Bowers			
- Mgr., INGRES Internals — Bob Kooi			
- Mgr., User Interfaces — Joe Cortopassi			
- Mgr., Customer Support — Peter Schmitz			
- Mgr., Conversions — Greg Batti			
- Mgr., Admin. Services — Suzanne Gutierrez			

1983 RTI MILESTONES — HIGHLIGHTS

I. Marketing

1. Public Relations campaign initiated
 - 30 Articles in last 90 days
2. Marketing literature revised
 - INGRES Brochure
 - INGRES Slides, Transparencies and Script

II. Sales

1. 8 New Office Openings — plus Berkeley & Columbia, MD
 - Burlington, MA
 - Danbury, CT
 - Newport Beach, CA
 - Houston, TX
 - Naperville, IL
 - Toronto, CANADA (1984)
 - Atlanta, GA
 - New Jersey (1984)
2. Regional Sales & Service Management
 - Eastern Region — Columbia, MD
 - Central Region — Chicago, IL
3. Super-micro Market Entered — Major OEM Accounts Signed
 - NCR
 - AT&T - Information Systems
 - Sun Microsystems

III. International Distributors Signed

- Mesarteam, ITALY
- Inenco A/S, Scandinavia

1983 RTI MILESTONES -- HIGHLIGHTS

IV. Product Development

A. Major INGRES Versions released

- INGRES VAX/VMS V2.0 -- Spring 1983
- INGRES VAX/UNIX V2.0 -- Fall, 1983
- INGRES VAX/VMS V2.1 -- Winter, 1983

B. Major New Products released

- Report-By-Forms
- Graph-By-Forms
- Applications-By-Forms
- INGRES/Net -- for DECnet

C. Major Performance Improvements

D. INGRES Reengineered for Portability

- Micro INGRES V2.0 -- Fall, 1983
- Central Version -- VAX/VMS, VAX/UNIX
- INGRES 3B/UNIX

FY1984 RTI OBJECTIVES

A. Financial

1. Revenues & Profits -- More than 3 times FY1983
2. EPS -- More than 4 times FY1983

B. Sales & Marketing

-- Move company from TECHNOLOGY-DRIVEN to
BALANCED STRENGTHS in technology and marketing

1. Expand North American sales coverage
2. Sign additional major OEM accounts
3. Complete Worldwide Distribution Network
4. Marketing -- "Out-think and out-execute our competitors"
5. Make INGRES a household word

C. Technical

1. Extend Product Leadership

- Performance
- Increased support for building production
commercial applications
- User Interfaces --
 - . More
 - . Better integrated
 - . Easier to use
- Begin development of products for new markets
 - . IBM Mainframes

FOUNDATIONS OF RTI'S SUCCESS:

- I. Excellent people
- II. Clear strategic focus
- III. Management strength
- IV. Commitment to Common Values -- "Corporate Culture"
 - Technical Excellence in Products
 - SUCCESSFUL INGRES Customers
 - Recognize and reward individual contribution
 - Team-spiritedness -- Make RTI an enjoyable place to work