

News



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ASHTON-TATE AND SPSS INC. TEAM UP TO INTRODUCE dBASE STATS

TORRANCE, CA, July 17, 1989 -- Ashton-Tate Corporation (NASDAQ:TATE) today announced it has begun shipping dBASE STATS, a new statistical software package developed by SPSS Inc. of Chicago, Illinois.

Designed for use with dBASE III PLUS and dBASE IV, dBASE STATS allows users to perform a wide range of statistical analyses on dBASE data. The product is currently available at microcomputer software stores nationwide for a special introductory suggested retail price \$299.95 through August 31, 1989. The regular suggested retail price is \$399.95.

"The dBASE family of software has allowed users to take the first important step in gathering data, organizing it and putting it into readable forms such as sales reports and customer profiles," said Rick Gibson, director of UCAN (United States and Canada) tactical marketing at Ashton-Tate. "With dBASE STATS, those users can now take the next step by exploring pertinent trends, patterns and relationships in their data using advanced statistical analysis techniques."

Based on SPSS/PC+ software, the PC standard for

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statistical analysis, dBASE STATS features a complete set of important statistical tools, including analysis of variance (ANOVA), correlation, cross-tabulation, curve-fitting, T-tests for paired and independent samples, and a variety of graphical analysis techniques including box plots, histograms and bar charts.

"The types of analyses dBASE STATS offers provide a dBASE III PLUS or IV user with the tools to find relationships, make forecasts, test assumptions and organize and summarize data in many ways," Gibson asserted. "We refer to it as taking raw data and turning it into useful information."

Gibson added that market research findings among dBASE users showed that approximately 25 percent of those responding were downloading data into spreadsheets to perform statistical analyses which can now be done directly with dBASE STATS.

dBASE STATS works in a number of ways. The product can be called from within dBASE III PLUS or dBASE IV, or it can be used as a stand-alone package. It directly reads or writes dBASE III PLUS or dBASE IV database files with up to 256 fields and an unlimited number of records.

"The wealth of data in a company's dBASE III PLUS or dBASE IV system can be very valuable in marketing, administration, research and other functions of the organization," said Lynn Zingraf, SPSS market manager. "But, in the past, organizations didn't have the statistical analysis tools to turn that data into information for business purposes. dBASE STATS extends a dBASE user's ability to perform analyses in an easy and effective way

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because it offers the familiar dBASE user interface along with the appropriate statistical procedures of SPSS."

Special care has been taken to ensure dBASE STATS' ease-of-use, according to Gibson. It features a dBASE IV-style Control Center interface, which uses pull-down menus, pop-up windows and status lines familiar to dBASE IV users. There is also the alternative of opting for a command line interface. In either mode, on-line help is available with one keystroke and a glossary is also provided to assist with statistical terms.

"Our main goal is to provide an effective decision support tool with statistical analysis power to users who may have only minimal statistical training," said Gibson.

dBASE STATS output also offers a number of options. Findings can be printed visually with graphs and plots alone or in a report format. High-resolution output is available through direct access to CHART-MASTER, Ashton-Tate's presentation-quality chart program. dBASE STATS also writes files in formats compatible with Ashton-Tate's high-end color graphics package, DRAW APPLAUSE. In addition, dBASE STATS reads and writes files from Lotus 1-2-3, Symphony and MultiPlan.

"When you compare a product like dBASE STATS with spreadsheet programs such as Lotus 1-2-3, the improvement is immediately clear," Gibson said. "While Lotus 1-2-3 requires the user to develop formulas in many cells to analyze relationships between numbers, dBASE STATS analyzes the raw data from an actual database, which could range from personnel records to customer account information."

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System requirements for dBASE STATS include an IBM PC XT, PC AT, PS/2 Models 50, 60, 70 and 80, or 100% compatibles; one floppy and hard disk drive; MS-DOS 2.1 or higher; a minimum of 512K-bytes of memory; and a monochrome monitor. The product also supports a math coprocessor.

"By joining forces, Ashton-Tate and SPSS have married the standards in microcomputer database management and statistical analysis," Gibson concluded. "We are confident our users will find the combination unbeatable."

SPSS Inc. develops and markets statistical analysis, data management and presentation software that operates on most models of all major computers. Headquartered in Chicago, SPSS is a dominant supplier of data analysis and display software with over 1 million users worldwide. Applications include all forms of survey analysis for market research and product testing, personnel evaluation, decision support, health care analysis and computer performance evaluation. Sales to customers are divided almost equally among academic institutions, government agencies and businesses.

Based in Torrance, California, Ashton-Tate markets best-selling microcomputer business applications software for DOS, OS/2 and Macintosh environments. Products are available in six major categories: database management systems, word processing, graphics integrated decision support software, spreadsheets and desktop publishing. The company offers a variety of software applications, tools and utilities under the Tate Publishing software label, as well as a library of

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best-selling computer hardware and software-related books and periodicals. Ashton-Tate also markets a comprehensive line of service and support programs for individuals, corporations and government agencies.

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