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ASHTON-TATE'S CORPORATE EMPHASIS PROGRAM
SUPPORTS MAJOR ACCOUNTS AND DEALERS

With the use of microcomputers in the corporate sector expanding rapidly, software vendors are faced with the challenge of assisting MIS/DP departments with specialized programs to support their in-house user community.

Ashton-Tate's Corporate Emphasis Program is tailored to large corporations that have centralized support, service and purchasing of microcomputer systems. The program began April 1, 1985 to meet the growing needs voiced to Ashton-Tate by corporate users needing increased support.

The program provides technical support, training, and important information for corporate MIS/DP professionals about issues such as application development and information resource sharing. It also sustains a dialogue between these managers and Ashton-Tate, and among the managers and users themselves.

The Corporate Emphasis Program, launched with a successful five-city tour in April 1985, is based on extensive field research conducted by Ashton-Tate among DP professionals across the U.S. In each city on the tour, the company staged a two-day program discussing specialized support for Ashton-Tate's

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widely-used software products, dBASE II and dBASE III, the standard in microcomputer database management software, and Framework, its acclaimed multi-purpose package.

Sessions with the corporate DP managers were preceded by full-day seminars for corporate software dealers covering sales tips and strategies, as well as the critical issues being discussed with the corporate computer users.

"Ashton-Tate products have earned a reputation for excellence. The Coporate Emphasis Program responds to the complexity of today's corporate environment, which demands top-quality service, training, technical support, and information exchange programs as well as excellent products," said Edward M. Esber Jr., president and chief executive officer of Ashton-Tate.

The ongoing program is composed of several primary elements, including three periodicals for corporate users published by Ashton-Tate: TechNotes, a monthly technical magazine for in-house software support groups; Corporate Update Newsletter, a bi-monthly for computer managers; and The Ashton-Tate Quarterly, for business users of Ashton-Tate's products.

The elements of the program are:

Product Support

On-Site: Ashton-Tate systems engineers located in its
U.S. field offices will assist corporations in
application development.

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Dedicated Telephone Service: Ashton-Tate has installed a dedicated telephone line to provide high-level technical information to software support personnel within large companies.

Training Support

Classes and Specialists: Ashton-Tate teams located in district offices in New York, Chicago, Dallas, Los Angeles and Washington, D.C., will develop training approaches for corporate customers. Ashton-Tate specialists will conduct "train the trainer" workshops to teach corporate staff how to conduct courses on Ashton-Tate products.

Materials: Ashton-Tate training materials cover the company's entire product line, are designed for classroom or self-study, and are written for the full spectrum of users, from novice to expert. They include textbooks, workbooks, demonstration diskettes with practice drills, and an administrator's guide with classroom aids for stand-up instruction.

Third-Party Referrals: Ashton-Tate will provide corporations with current lists of local, authorized third-party training centers, for supplementary training resources.

Information Exchange Programs

Publications: TechNotes offers detailed information on Ashton-Tate products and tips on usage and applications. Coporate Update Newsletter adds product and support information for MIS managers. The Ashton-Tate Quarterly provides practical application case studies, programming, usage tips and techniques, and excerpts from books produced by the Ashton-Tate Publishing Group.

Computer Bulletin Boards: Up-to-date information about Ashton-Tate products is available electronically via The Source and One Point subscription services.

Advisory Board: Ashton-Tate plans to sustain a dialogue with corporate customers on their evolving needs through an "advisory board" drawn from the corporate sector.

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Regional Meetings: The company will also hold regional
meetings twice yearly to allow corporate users to speak
directly with key Ashton-Tate executives and product
managers.

Corporate User Group: Ashton-Tate will support the group
with a speakers' bureau, user group product kits
(including demo diskettes and product literature), and
other information.

Software Dealer Program

All Ashton-Tate products are sold to major accounts by
authorized software dealers. The Corporate Emphasis Program tour
reached these dealers with its day-long seminar on corporate
sales. Topics included sales tips and strategies, and major
issues facing their corporate customers -- networking,
micro-to-mainframe links, application development processes, and
information resource sharing.

Attending dealers received a presentation set of slides
and a script, and a sales manual. The tools are designed to help
them present Ashton-Tate products and support services
professionally to their corporate customers.

"Through our field research, we learned that continuing
support from the software vendor is just as important as the
product itself, and is a key consideration before purchase," said
Karen Orton, Ashton-Tate's director of corporate marketing. "The
Corporate Emphasis Program is designed to foster dealer sales of
Ashton-Tate products. The company has no plans to sell directly
to large accounts."

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"The Corporate Emphasis Program," Esber said,"represents Ashton-Tate's continuing commitment to maintaining and enhancing our position as a full-service software company offering the best products and support programs."

Ashton-Tate is one of the leading microcomputer software companies worldwide. The company also includes a publishing unit, which produces books as well as a quarterly magazine. For the fiscal year ended January 31, 1985, Ashton-Tate had revenues of $82.3 million.

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