Rebuttal 101

Antonio R. Rajan
Vice President, Worldwide Sales
TopSpeed Corporation
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Objectives

- Objections
- Why Clarion is the right choice
- TopSpeed is your Partner
- Important Announcement
- Summary

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Objections

We only buy Microsoft products

We Only Buy Microsoft Products

- Microsoft wants to own YOU!
- Microsoft make faultless products!!
- Clarion complements Microsoft
- Test Clarion in a non strategic application

MS answer to most any problem "Upgrade"

Objections

Other products must be better. They are
advertised

Mitsubishi - Dealer Software Project - Projected at
2 years with 6 developers with VB

Mitsubishi Study

Other Products Must Be Better. They Are Advertised

- Versus Visual Basic
  - Support of both 16 and 32 bit environments
  - Shorter learning curve
  - Fastest application execution speed
  - Data Dictionary - *Loved*
  - Unified app development. PC, Internet, Intranet
  - Single Executable
  - Embedded Report Engine

Other Products Must Be Better. They Are Advertised

- Versus Powerbuilder
  - Single environment for both 16 and 32 bit
  - Much shorter learning curve
  - Fastest application execution speed
  - No knowledge of SQL needed
  - Unified application development. PC, InterNet, IntraNet
  - Much cheaper

Other Products Must Be Better. They Are Advertised

- Versus Delphi
  - Single environment for both 16 and 32 bit environments in one code base
  - What is Borland's commitment to Delphi
  - What is Borland's commitment to Borland
  - Embedded Report Engine
  - A 4GL business language versus Pascal
  - Borland Database Engine

BORL - closing all Europe offices but France

Objections

We can not find Clarion programmers

We Can Not Find Clarion Programmers

- Hire the best programmers and train them
- Productivity gains
- User groups
- Web-site

Objections

There are no books on Clarion

There Are No Books On Clarion

- Excellent documentation
- Easy product
- Write applications versus reading books

Objections

Who is TopSpeed?

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Who is TopSpeed?

- HBO
- Borland
- In business 15 years
- Focused on development tools

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Objections

Is TopSpeed going to be around in 5 years?

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Is TopSpeed Going to Be Around in 5 Years?

DevCon 1996

- Clarion for Windows 1.5
- Oracle Connect
- 22 Accessories
- 5,000 Direct Mail pieces a month
- Re-active Sales Operation

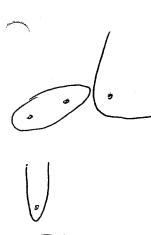CORPORATION

Is TopSpeed Going to Be Around in 5 Years?

DevCon 1997
- Clarion for Windows 2.0 / Clarion for Windows Report Writer
- TopSpeed ODBC Driver — *Ver 2.0 Released*
- Clarion 4
- Internet Connect
- 46 Accessories
- 20,000 Direct Mail pieces a month
- Pro-active Sales Operation

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Is TopSpeed Going to Be Around in 5 Years?

- Major revenue growth 1996/1997
- TopSpeed is Profitable
- Committed in growing Sales
- Committed in growing Marketing
  - Vice President of Marketing
  - PRx — *Image enhancement New Logos*
  - Product re-identification and imaging

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Is TopSpeed Going to Be Around in 5 Years?

- Strategic Alliance Partnerships
  - Netscape, Oracle, IBM, Informix, Pervasive
- Press Reviews
  - Visual Developer (March 1997)
  - InfoWorld (June 1997)
- Corporate Penetration

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TopSpeed Corporate User List

Alcoa	Gates Hudson	Pacific Gas & Electric
Allied Signal	General Motors	Paramount Pictures
American Airlines	GTE Mobilnet	Rockwell
American Express	Hewlett Packard	Rohm & Haas
Amoco	Honeywell	Sara Lee
Associates Corporation	IBM	Sears Roebuck
AT&T	Internal Revenue Service	Social Security Adm.
Blue Cross/Blue Shield	Labor World	Sony
Caterpillar	Latham & Watkins	Spalding Sports
Continental Grain	Lockheed Martin	Sprint
Coopers & Lybrand	M & M Mars	Texas Instuments
Dana Corp	Merck	Thrifty Rent a car
Dean Witter	Merrill Lynch	Unisys
Deloitte & Touche	Mitsubishi	United Airlines
Department of Defense	Office Depot	Universal Studios
DeSoto Mills	Olde	US Air Force
Ernst & Young	Norfolk Southern	US Army
Federal Aviation Adm.	Office Depot	US Dept of Energy
F.B.I.	Ohio Edison	Zenith Electronics

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Why Clarion is the Right Choice For You

- Products are leading edge
- Customer satisfaction very high
- Improved Services (Consulting, Technical Support, Education)
- Team TopSpeed

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TopSpeed is Your Partner

- Sales Involvement
- * Promotional material / Case Studies — Free
- * Reference Accounts
- Your contacts within corporations (Charlie Bright & Federal Express)
- Local technical support to TopSpeed sales department

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Important Announcement

- Client-Server fast growing
  - Less network traffic
  - The more powerful computer, the server, handles the work of database management
  - Easier to use client applications

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Important Announcement

Priority?

TopSpeed is committed to Client- Server
- ✓ Oracle
- ✓ AS/400 — *Finalizing*
- Informix
- SQLServer
- SQLAnywhere
- Sybase
- Scalable SQL

All have front end products

Coming

Guessing #1

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small Independent Developers that want to Get the Job Done and move on

Important Announcement

※ • <u>Pervasive customers same as TopSpeed's</u>
  • 75% of all accounting software in U.S uses Btrieve
  • Tremendous sales growth
  • IPO in August 1997
  • Synergy between two companies
  • Synergy between products

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Important Announcement

TopSpeed and Pervasive
Join Forces*!*

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Important Announcement

- Strategic Alliance between TopSpeed and Pervasive
  - Technology — *Making a Super-charged Driver for SSQL and Btrieve*
  - Sales — *Joint*
  - Marketing — *Joint*
  - Clarion/Scalable SQL

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Starting 10/1/96 Get BTISSQL for free in New Boxes

2 User Netware & NT

Summary

- Continuous flow of leading edge technology
- Excellent development centre
- Sales & Marketing growth
- Recognized by editors, analysts and others (Informix, IBM, Pervasive)
- TopSpeed and Pervasive Join Forces ("Client-Server in the box")
- TopSpeed and YOU have a Solid future

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