

# **Marketing Vertical Market Software**

**A Do-It Yourself Approach**

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**DEVCON 93**

# FIGURE 1 - MAILING LETTER

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Dear Legal Professional

1 Time Matters™ is a software package designed specifically for the legal profession that completely integrates your Calendar (including tickler items), Contact, and Case information. Time Matters can reduce your Professional Liability Insurance premiums, reduce your office operating costs, supercharge your document generation capabilities, and put you in control of the multi-person work environment. Time Matters has been carefully reviewed by the Florida Bar and is used successfully by law firms throughout the country. The Program is available with a 30-day money-back guarantee for \$149.00. Please take a moment to consider what Time Matters can do for you.

2

## Reduce Your Costs

Every year you renew your Professional Liability Insurance, and every year the premiums are higher. On the renewal form, many companies ask, "Are you using computerized Calendaring or Docketing?" Many insurance companies offer premium discounts when you can say, "Yes!"

They offer these discounts with good reason. Scheduling related incidents are the fastest growing source of liability claims against Attorneys... and they are the most difficult to defend against. It's not only missing deadlines and appointments, but the effects of last minute personnel substitution or inadequate preparation when you're suddenly made aware of a deadline or appointment.

Time Matters can also save you money by increasing the productivity of you *and* your staff. For example, in a few keystrokes, your staff can produce finished Notices of Hearings and Depositions (with envelopes) directly from *your* Calendar. How often does your staff generate documents by re-typing them from scratch or by constantly modifying existing documents? Using Time Matters, they will be able to fully utilize WordPerfect's™ powerful document generation capabilities. All of this adds up to less time wasted on routine tasks, increased productivity, and reduced costs.

Computerized calendaring, information management, and document generation is fast becoming a standard in business, but has been slow to catch-on in the law office... Why? Because the needs of a law office are very different from those of business... and most software is really designed for business. Time Matters was designed from the ground up in law offices for law offices. The Florida Bar said it best when they reviewed our software (Florida Bar News - Jan 1, 1992):

3 *"The makers of this program seem to have a very clear sense of how a law office operates and what it would find most useful."*

The Florida Bar

4

## Get Dynamic Scheduling Working For You

Time Matters was developed on the premise that scheduling in the law office is highly dynamic, with conflicts and rescheduling the rule, not the exception. In a law office, it is not enough for a calendar to simply *show* a conflict. Effective scheduling requires immediate access to the contact information of the parties, a means of documenting the changes, and the immediate issuance of notices and confirmations. Dynamic scheduling requires a calendaring system that includes information to *resolve* conflicts, *contact* the parties, *record* your actions, and *evidence* the changes.

Time Matters is a true dynamic scheduling system that puts all Calendar, Contact, and Case information for you *and* your associates in one easy-to-find place... right on your Calendar!

*"[Time Matters] allows you to manage and export a great deal of useful information."*

The Florida Bar

## FIGURE 9 - DOCUMENTATION STYLES(continued)

Daily Calendar

Calendar Menu

### Calendar Menu

Figure 3-1 displays the procedures available from the Calendar Menu. The Calendar Menu Procedures manage all Event and ToDo records.

*Calendar Menu  
Manages Event And  
ToDo Records.*

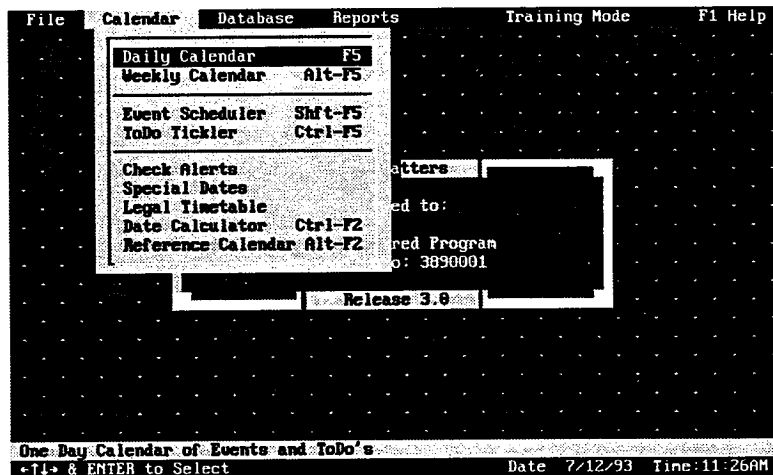


Figure 3-1 Calendar Menu

- Press **[F5]** until "CALENDAR" is highlighted. If the screen does not appear as in Figure 3-1, press **[ENTER]** to open Calendar Menu.

### Daily Calendar

The Daily Calendar displays the Events and ToDo's for one Attorney or Group, for one day.

- Press **[ENTER]** with the highlight bar on "Daily Calendar".

If User Preferences are set to *Express Entry* you will go directly to your Calendar for the Attorney and Date entered on the Program Login screen. If you are not using Express Entry, the cursor will be on the Goto date field.

## FIGURE 8 - DOCUMENTATION STYLES

### Getting Started

① →

This Manual uses a "tour-through-the-Program" approach to introduce you to the many features of Time Matters. This approach is supplemented by an extensive Index at the end of this Manual to take you directly to areas in question. At any time, press the F1 Help key for additional information from the On-Line Help System.

The tour includes a step-by-step *training* approach using Sample Data. The Sample Data was loaded into your computer during the Program installation. All Sample Data is kept in a separate directory on your hard drive (i.e. the TUTOR directory). The Program must be started in Training Mode to access the Sample Data.

② →

***Make sure that "Training Mode" appears at the top of the Main Program Menu screen when you start the Program.***

There is no danger of damaging real data during training, as long as you are in Training Mode. Entries made in the Preferences and Security sections will also be in the Sample Data directory when in Training Mode. You will need to enter your permanent settings when you use the Program in Normal Mode.

### Starting the Program

③ ↓

***Simply Omit the /T Startup Switch To Start Program In Normal (Non-Training) Mode.***

④ →

The Program *must* be started in the Time Matters Program directory (usually "TM"), unless a custom configuration has been implemented, as described in the Supervisor's Manual. Substitute your own drive and directory as required in the following instructions:

- Press **C : ENTER** to change to the Program drive.
- Press **C D \ T M ENTER** to change to the Program directory.
- Press **T M SPACE / T ENTER** to start the Program.

The /T switch will start the Program in Training Mode. You should add /M if you have a monochrome monitor and /K for a laptop computer style keyboard (i.e. no numeric keypad on the right). Information on other start-up switches is in the Supervisor's Manual.

## FIGURE 2 - MAILING LETTER(continued)

### Supercharge Your Document Generation Capabilities

The practice of law depends on translating information into documents. Once you have used Time Matters to integrate your Calendar, Contact, and Case information for dynamic scheduling, you have a system to quickly and easily generate all your legal documents. Time Matters information can be sent directly to WordPerfect as ready-to-use document merge files... producing completed pleadings, notices, complaints, letters, forms, etc. in a few easy keystrokes.

Many law offices have long under-utilized the powerful merge capabilities of WordPerfect. It is well known that standard legal documents make excellent WordPerfect *primary* merge files (the *standard forms*). However, it is often difficult to organize Calendar, Contact, and Case information into WordPerfect *secondary* merge files (the information that goes into the standard forms). Time Matters' ability to easily generate these secondary merge files from information already available on your Calendar is the key to fully utilizing WordPerfect's merge features. Even complex WordPerfect merges are reduced to simply selecting the desired document from Time Matters.

*"I was delighted by [Time Matters'] mail merge feature, which is flexible and easy to use... [its] mail merge is even easier to use than Abacus Law's Comparable feature."*

The Florida Bar

### Take Control of the Multi-Person Environment

Almost everything accomplished in a law office involves several people. Time Matters' ability to have everyone's Calendar, Contact, and Case information immediately available is a real time saver. In fact, Time Matters can even combine the schedules of several people on just one Calendar!

Time Matters' ability to *control* access to information is as powerful as its ability to *provide* access to this information. You can specify who can view, add, change, or delete individual items on Calendars on a person-by-person basis. For example, you can grant rights to view your calendar, but not to make *changes* (...and still prevent the viewing of any one particular item). This extends to Contacts and Cases, where you can make individual items private on otherwise public files.

*"Law Offices that need to have ready access to the schedules of a large number of Attorneys yet protect confidential information from prying eyes will appreciate the highly structured nature of the program."*

The Florida Bar

Accompanying this letter is a description of the many features of Time Matters and samples of the beautiful calendars and reports produced by the Program.... but there is nothing like using the Program itself. Order the Single User license for just \$149.00. This comes with a 30-day money-back guarantee. At any time you may upgrade to a Multi-User license, with the full purchase price of the Single User license applied to the Multi-User price. If you want to start right in with a Multi-User license (with the same money back guarantee), you can buy your *first* 5 user license for \$449.00, and *additional* 5 User licenses for \$349.00. On a ten user network, this comes to about \$79 per workstation. Use the enclosed Order Form or call 1-800-DATATXT (328-2898) to order.

*"...an intelligently designed docket manager for an extremely reasonable price."*

The Florida Bar

Thank you for taking time to consider our product, because as we both know... *your Time Matters!*

All the Best,

Robert Butler, Managing Director  
Data.TXT Corporation

# FIGURE 3 - BROCHURE(First Page)

## A Brief Tour of Time Matters...

One of the very first things Time Matters™ does is to remind you of Events and ToDo's and lets you know that someone has put something on your Calendar!

The Today's Alerts screen greets you as you enter the Program with a precise summary of what's important now... Press SHFT F7 to print a complete report, or press ENTER with any Event or ToDo highlighted to see all the details on each item.

And talk about details! ...such as the complete address and phone numbers of the parties involved... complete case information... and by attaching DataTXT™ Notes, just about anything you could possibly want to know (more on DataTXT in a minute).

File	Calendar	Database	Reports	Training Mode	F1 Help
Date: 7/23/93	Today's Alerts for Robert Brown				Shift F7 Print
Current User: TR					
		Event Alerts		New Events Exist	
<hr/>					
7/23/93		9:00AM Deposition Smith v Smith			
7/23/93		12:30PM Conference with Client Smith v Smith			
7/28/93		10:30AM Meeting with Client Smith v Smith			
New	7/30/93	8:00AM Meeting with Client Molina v United Builders			
New	7/30/93	10:30AM Deposition Gordon v Hammersmith			
New	8/05/93	9:00AM Trial Molina v United Builders			
<hr/>					
		ToDo Alerts		New ToDo's Exist	
<hr/>					
New	1	7/23/93 Pleading Abel v State of Florida			
New	1	7/23/93 File Appeal Katz v Thornduke			
	2	7/23/93 Pleading Chelise v City of Hialeah			
	2	7/23/93 Notice Rogers v Rogers			
	3	7/23/93 Discovery Lee v All County Insurance			
<hr/>					
Events and ToDo's Alerted for Atty/Group Shown					
F1 & ENTER to Review    ToDo's/ToDo's    A Accept New    D ToDo Done    ESC Return					

Today's Alerts Screen Opens After Login

After getting current on Today's hot items, Time Matters can express you right to your Daily Calendar. And what a Daily Calendar it is... showing Events and ToDo's at the same time... and your Memos... and Case References... and any descriptive text you may want to add. Also, Calendar start times and time increments are set by you... simply change from 15, 30, or 60 minute increments according to your preferences!

Want to see your partner's Calendar? Type in his or her initials... Want to see all your partners on the same Calendar?... Type in the Partners' Group initials.

On most Calendar systems, ToDo's are secondary items... sort of miscellaneous reminders. However, in a law office, the ToDo's are every bit as important as the Events... and so they are in Time Matters.

Notice the F2 Search and F10 Process keys are shown on the above Calendar. Full records processing is available directly from your Calendars for both Events and ToDo's. This means you can Search, Tag, and Process individual records, or selected groups of records, directly from your Calendar (as well as all your major record lists, such as Contacts and Cases).

Records processing includes the ability to print reports that show only selected records from your Calendar, merge records directly from your Calendar to WordPerfect™, and make global changes to many tagged records at one time (even across multiple dates). Global changes may include shifting Events and ToDo's to other dates, reassigning records to another person's Calendar, and changing the record's status code (such as when a Case is settled, or a meeting is canceled, etc.).

File	Calendar	Database	Reports	Training Mode	F1 Help
Date: 7/23/93	Atty/GRS/Robert Brown				F2 Search F10 Process
Events					
8:30AM	Deposition Smith v Smith A				
9:00	Don't forget to ask about the				
9:00	"Business" trip to the Cayman				
9:00	Islands last June 12, 1992				
9:30					
10:00					
10:30					
11:00					
11:30					
12:00PM	Conference with Client Smith v Smith A				
1:30					
1:00					
2:00					
2:30					
3:00					
ToDo's					
1	Abel v State of Florida				A
1	Katz v Thornduke				A
F1 Hour ** Date ENTER Update ToD ToDo INS add DEL delete ESC Return					

The Daily Calendar Focusing On Events

File	Calendar	Database	Reports	Training Mode	F1 Help
Date: 7/23/93	Atty/GRS/Robert Brown			J	Process Menu
Events					
8:30AM					
9:00	Deposition Smith v Smith				
10:00	Don't forget to ask about the				
11:00	"Business" trip to the Cayman				
12:00PM	Islands last June 12, 1992				
ToDo's					
1	Pleading Abel v State of Florida				
1	File Appeal Katz v Thornduke				
2	Pleading Chelise v City of Hialeah				
2	Notice Rogers v Rogers				
	Use CCIS Process Servers - They				
	are the only firm who can serve				
	the Defendant				
3	Discovery Lee v All County Insurance				
3	Discovery Florida v White				
2 Record(s) Tagged All Tagged (1) Records will be Processed 8:34AM					
F1 & ENTER Selects ESC Return					

Daily Calendar Focusing on ToDo's

## FIGURE 4 - BROCHURE(Last Page)

### Program Highlights...

- Completely integrates Calendar, Contact, and Case information for the entire practice.
- Daily and Weekly Calendar that shows Appointments and Tickler items at the same time, for one, or many people.
- Calendar Alarm warns you of upcoming Events.
- Timer to track the length of calls and work.
- Automatic Telephone Dialer works in all areas of Program, including directly from Calendars (requires modem).
- Today's Alerts Screen opens when you log in to remind you of Today's important items, and new items entered by others while you were out of the Program.
- Complete record tracking, including who made the changes, when they were made, and exactly what was changed and what it was changed to.
- Security right down to the individual record level, controlling view, add, change, and delete rights for each User for each Attorney.
- User Definable fields to customize the Program.
- Incredible new DataTXT™ technology (patent pending). Create your own completely custom forms with data entry fields using simple word processing techniques. These data fields are mergable to WordPerfect. DataTXT forms can be copied, moved, or attached to any main record in the Program, and exported to other programs.
- All information mergable to WordPerfect, with unique pre-merge feature to customize the primary merge document (your standard form) just before merging.
- Application Launcher, that automatically runs WordPerfect merges and macros, completely automating legal document production from within Time Matters.
- Includes sample "intelligent" WordPerfect merge files for letters, labels, and envelopes. These merge files can eliminate spaces if there is no middle initial, lines if there is no title or second address line, etc.
- Automatic Legal Date Calculator with Legal Timetable that enters all settings for standard legal due dates and deadlines, even for different jurisdictions.
- Specify your own Legal Holidays and Special Dates. Time Matters will automatically warn you before scheduling anything on these dates.
- True *bi-directional* Group Scheduling, including Ad Hoc and Permanent Groups. Enter an item on a Group Calendar and all Member Calendars are updated automatically in "real-time" (and vice versa).
- Search data by Case, Attorney, Reference Code, Status, or even miscellaneous words and phrases.
- Tag and process individual records, including global changes, such as reassigning attorneys, changing the Event or ToDo's status or date (and tagging and processing works even on Calendars).
- Selectable and formula-based reoccurring (repeating) Events & ToDo procedures (i.e. can advance schedule meetings based on 1st Monday of the month, 2nd Tuesday, etc.).
- Enter all lookup information and reference codes directly as needed without returning to Program setup.
- Detailed Lists and Reports. Also, special Laser Calendars, including the Pocket-fold Calendar and Report showing Today's Schedule, Today's Alerts, phone numbers of current Contacts, and your overall schedule for 1 to 7 weeks.
- Multiple data file configurations allowing separate Program databases for different groups, departments, or even different office locations.
- Simple Archiving system keeps Program fast by placing inactive data in a separate, but readily accessible file.
- Hot-key to any part of the Program in one keystroke.
- Uses familiar Word Perfect keys for routine functions, like SHFT F7 to Print, F7 to Exit, etc.
- Highly customizable, including setting screen color preferences, Calendar times, and dozens of preferences for how the Program works.
- Training Mode allows new users to learn Program without fear of interfering with critical real-world information.
- On-Line Help with information about active keys, about each procedure, answers by subject index, and complete On-line User Manual. In all, over 600 Help Screens immediately available just by pressing F1.
- Includes a User Manual of over 240 pages with screen graphics on nearly every page. This Manual works with sample data to take you step-by-step through the Program. Also, includes a separate Supervisor Manual addressing typical hardware, operating system, and setup issues.
- No Maintenance or Support Contracts required. Program is designed to be self-maintaining with a complete Utilities Program to repair files, backup and restore data files, setup custom data file configurations, delete temporary files, archive and retrieve inactive data, re-load training data, etc.
- Includes 60 Days FREE Telephone Technical Support, plus 24 hour Fax-Back and Bulletin Board Service, with answers to most frequently asked questions.
- Not copy protected. Registration required before entering more than 100 records.
- Much, much, more...

### Requirements...

- **Operating System** - DOS 3.3 or later. Compatible with Windows 3.x (includes Icon and PIF file) and OS/2 2.x.
- **Processor** - 100% IBM AT compatible with 286, 386, 486, Pentium (586), or equivalent.
- **Hard Drive** - 6 MB available hard disk capacity required, 8 MB recommended.
- **Conventional Memory (RAM)** - Maximum 510K required. This may be reduced to 420K on 386 or later computers with 96K available Upper Memory Blocks (UMB).
- **Network** - Any 100% DOS compatible Network including Novell 2.x, 3.x, Lantastic 3.x, 4.x, 5.x, WorkGroups for Windows, Invisible Net, etc.
- **Printers** - Any DOS compatible printer for standard Lists and Reports. HP LaserJet II or later, or any printer that can emulate the HP LaserJet II, is required for Laser Calendars.

## FIGURE 5 - SENDING ENVELOPE

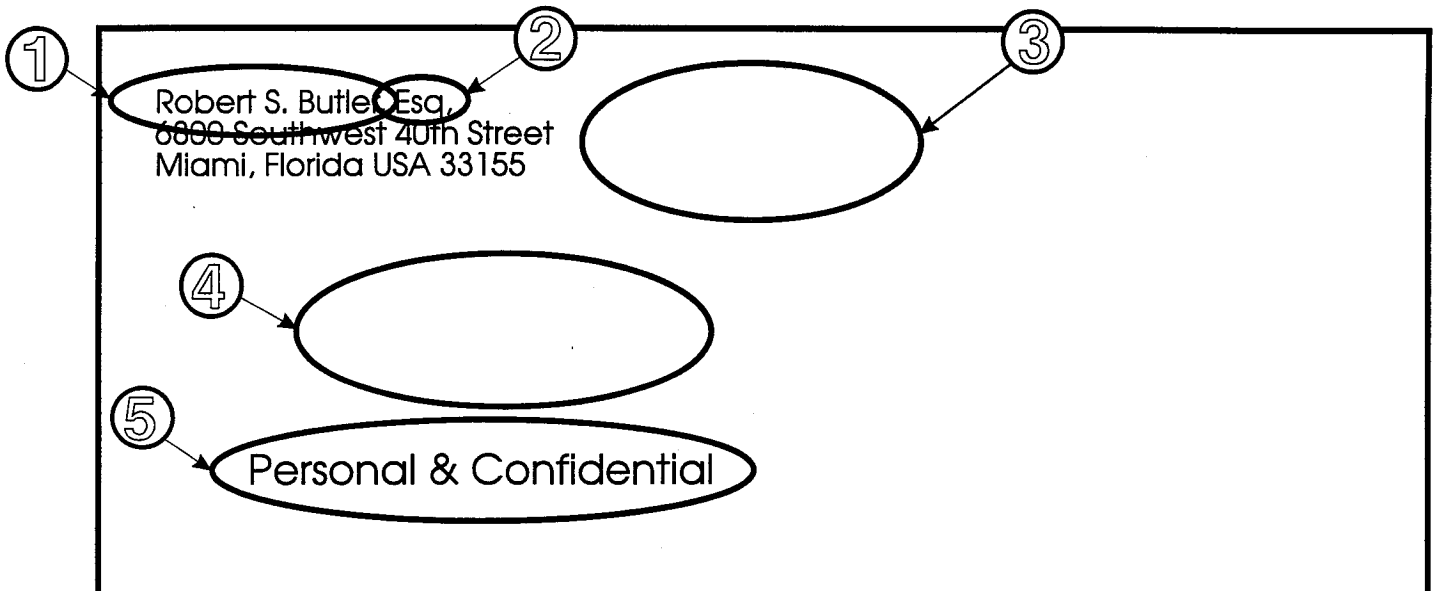
### Good Sending Envelope

**Data.TXT Corporation**  
*Where Data Becomes Information™*  
6800 SW 40th STREET - SUITE 501  
MIAMI, FLORIDA USA 33155

Home of  
**Time Matters™**  
*and everything that* Software

**Time to Get Yourself Organized  
and Start Saving Money On Your  
Professional Liability Insurance!**


### Bad Sending Envelope






## FIGURE 6 - ORDER FORM

### Good Order Form

 <b>Time Matters™</b> <i>and everything that</i>	<input checked="" type="checkbox"/> <b>YES, My Time Matters!</b>	<b>Order by Phone 1-800-DATATXT (800)328-2898 30-DAY MONEY BACK GUARANTEE</b>
	<input type="checkbox"/> Single User License - \$149.00 ea. (Purchase Price can be Applied to Multi-User Upgrade) . . . . .	
Name _____	<input type="checkbox"/> First Multi-User License (First 5 Users) - \$449.00 . . . . .	
Address _____	<input type="checkbox"/> Additional Multi-User License (5 More Users) - \$349.00 ea. (Number of 5 User Licenses - ____ x \$349.00 =) . . . . .	
City _____	<input type="checkbox"/> Florida Residents Must Add Sales Tax (Dade County 6.5% - All Others 6.0%) . . . . .	
State _____ Zip _____	<input type="checkbox"/> C.O.D. (Add \$5.00) . . . . .	
Phone (    ) _____ Ext. _____	Shipping - Federal Express . . . . .	9.00
FORM OF 993	Make checks payable to Data.TXT Corporation Orders shipped same day received - Printed on Recycled Paper	
	<b>TOTAL</b> _____	

### Bad Order Form

 <b>Time Matters™</b> <i>and everything that</i>	<input checked="" type="checkbox"/> <b>YES, My Time Matters!</b>	<b>Order by Phone 1-800-DATATXT (800)328-2898 30-DAY MONEY BACK GUARANTEE</b>
	<input type="checkbox"/> Single User Version - \$149.95 ea. (Upgradable to First 5 User for \$300.00) . . . . .	1
Name _____	<input type="checkbox"/> First Multi-User Version (5 Users) - \$449.95 ea. (Includes Free Clarion Report Writer - \$79 Value) . . . . .	2
Address _____	<input type="checkbox"/> Additional Multi-User License (5 Users) - \$349.95 ea. (No. ____ x \$349.95 =) . . . . .	
City _____	<input type="checkbox"/> Florida Residents Add Sales Tax (Dade County 6.5% - All Others 6.0 %) . . . . .	
State _____ Zip _____	<input type="checkbox"/> Handling - Check Enclosed (No Charge) . . . . .	.00
Phone (    ) _____ Ext. _____	<input type="checkbox"/> Handling - Federal Express COD (Add \$5.00) . . . . .	
	Shipping - Federal Express (Add \$9.00) . . . . .	9.00
	<input type="checkbox"/> Send Additional Information . . . . .	5
	<b>TOTAL</b> _____	
	6	

**FIGURE 7 - MAILING COSTS/REVENUE**

<b>Mailing Costs (Cents per Piece)</b>		5000 Pieces	
		Low	High
<b>Artwork &amp; Service Bureau</b>			
Artwork		4	8
Service Bureau		2	4
<b>Artwork &amp; Service Subtotal</b>		6	12
<b>Printer</b>			
No. 10 Sending Envelope		3	4
No. 9 Business Reply Envelope		3	4
Letter 8.5 x 11 2 side 2 color		7	9
Brochure 11x 17 4 color		25	35
Samples 8.5 x 11 2 side 1 color		1	3
Order Form 1 side 2 color		2	4
<b>Printer Subtotal</b>		41	59
<b>Postage &amp; Handling</b>			
Envelope Stuffing		5	7
Postage 3rd Class		15	18
Postage Metering & Bundling.		2	3
<b>Postage &amp; Handling Subtotal</b>		22	28
<b>Mailing Labels</b>			
One Time Use - Sorted by Zip		5	8
<b>Cost Per Mailing (Cents)</b>		74	107
<b>Total Expenditures</b>		3700	5350
<b>Average Net Revenue Per Unit</b>			
6 Months - Incl Upgrades & Service		185	225
<b>Number Sales to Break Even (#)</b>		20	24
<b>Number Sales to Break Even (%)</b>		0.4	0.5