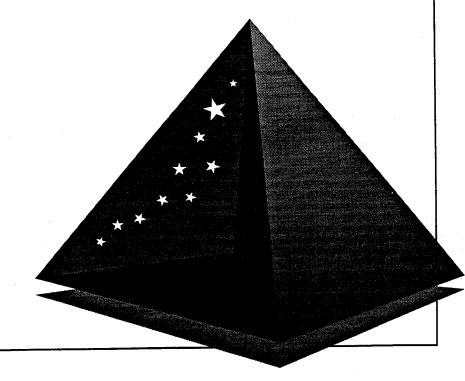
## DEVCON 94

# DEVELOPING AND MARKETING VERTICAL MARKET SOFTWARE A PRODUCT APPROACH

Bob Butler





Demo-hotissue, Has no Demo, has money back

### **Developing and Marketing Vertical Market Software**

A Product Approach

Bob Butler - one Full time gy 5 telecomoffing

DATA.TXT Corporation (305)663-8968 CompuServe 76660,1514

**DEVCON 94** 

Direct Mail

#### FIGURE 1 - MAILING LETTER

1. Dis Problem-Emstionall-low low response rate: - slow response - unpredice

2. Never know if you have agood

list entil done

Time Matters

3. Bad theme

4. Mail Several to your selfand others to test post office

5. Use a Non-stal size envelope to get people to open it

Dear Legal Professional Deay it all in the First Paragrah

Time Matters™ is software designed for the legal profession that puts Calendar, Tickler, Contact, and Case information together in one convenient place. Time Matters has been carefully reviewed by the Florida Bar and is available for review through the American Bar Association Law Technology Center. The Program is available with a 90-day money-back guarantee and 6 months Toll-Free support for \$149.00. Please take a moment to consider what Time Matters can do for you.

(2) Reduce Costs and Increase Productivity Make a claim

Every year you renew your Professional Liability Insurance, and every year the premium costs are higher. Many insurers ask on the renewal form... "Are you using computerized Calendaring or Docketing?" Insurance companies often 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.

Time Matters can also reduce costs 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.

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):

"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." by a bud party recommendation The Florida Bar

#### 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. Dynamic scheduling requires a system that includes information to resolve conflicts, contact the parties, record your actions, and evidence the changes. Anyone who has had to manually change the many records associated with a Case that is rescheduled, settled, assigned to another Attorney, etc. using a general business calendaring system can appreciate the value of a dynamic scheduling system designed specifically for the law office.

Time Matters is a true dynamic scheduler that controls all Calendar, Tickler, Contact, and Case records for you and your associates from one easy-to-find place... right on your Calendar!

DATA.TXT CORPORATION - Where Data Becomes Information<sup>TM</sup> 6800 SOUTHWEST BIRD ROAD - SUITE 501 • MIAMI, FLORIDA USA 33155 • (800) DATATXT (328-2898)

#### FIGURE 2 - MAILING LETTER(continued)

#### **Supercharge Your Document Generation Capabilities**

claim

Once you have used Time Matters to integrate your Calendar, Tickler, Contact, and Case information for dynamic scheduling, you can quickly and easily generate many of 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, etc. in a few keystrokes.

Many law offices have long under-utilized the powerful merge capabilities of WordPerfect. Most legal documents make excellent WordPerfect *primary* merge files (the *standard forms*). However, it is often difficult to organize Calendar, Tickler, Contact, and Case information into WordPerfect *secondary* merge files (the information that *goes into* the standard forms). Time Matters can easily generate these secondary merge files from information available on your Calendar. Even complex WordPerfect merges are reduced to simply selecting the desired document from a Time Matters menu. You don't need to know anything about WordPerfect merging, macros, etc.

"I was delighted by [the] 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

Time Matters puts everyone's Calendar, Tickler, Contact, and Case information in one place eliminating the annoying information searches that are part of everyday life in a law office. <u>Time Matters' group calendars can even show the schedules of several people on the same Calendar!</u>

Time Matters' ability to *control* access to information is as powerful as its ability to *provide* access to this information. Program security can specify who can view, add, change, or delete *individual items* on Calendars and Ticklers 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 particular item). This extends to Contacts and Cases where you can also make individual records private.

"Law offices that need to... 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 useful 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 90-day money-back guarantee and 6 months of Toll-Free technical support. 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. Or start with a Multi-User license (with the same guarantee) and buy your first 5 User license for \$349.00. Additional 5 User packs are only \$149.00. Call 1-800-DATATXT (328-2898) for additional information or to place your 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

Prices do not include shipping, handling, and sales taxes - Printed on Recycled Paper

#### FIGURE 3 - BROCHURE(First Page)

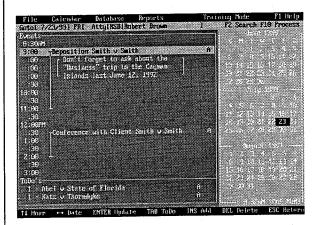
#### A Brief Tour of Time Matters...

, 2 3

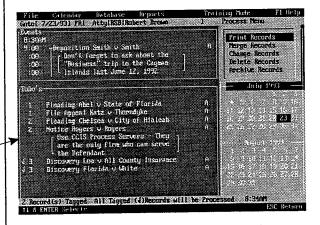
One of the very first things Time Matters™ does is to remind you of Events and ToDo's and lets you know that someone has put something on your Calendar!

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.

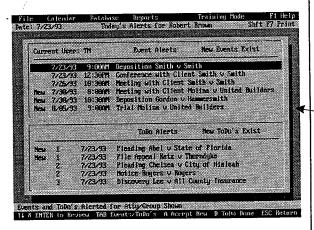
And talk about details! ...such as the complete address and phone numbers of the parties involved... complete case information... and by attaching DataTXT<sup>TM</sup> Notes, just about anything you could possibly want to know (more on DataTXT in a minute).



The Daily Calendar Focusing On Events



Daily Calendar Focusing on ToDo's



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 Word-Perfect™, 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.).



#### FIGURE 4 - BROCHURE(Last Page)

(that the user wants, Not Technical)

#### 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<sup>TM</sup> 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 premerge 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 nearly 300 pages with screen graphics on nearly every page. This Manual works with sample data to take you step-by-step through the Program. Also, addresses 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 6 months TOLL-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 within 90 days of installation of Program.
- 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 5 MB available hard disk capacity required, 8 MB recommended.
- Conventional Memory (RAM) Worst case maximum 550K required (520K with hard drive using virtual memory). 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, & 4.x, Lantastic 3.x, 4.x, 5.x, & 6.x, Windows for WorkGroups, Invisible Net, PowerLan, etc.
- Printers Any DOS printer for Standard Lists, Reports, & Calendars. HP LaserJet II or later, or printer that can emulate HP, required for Laser Lists, Reports, & Calendars.



#### FIGURE 5 - CLASSIFIED AD

- Don't \* meed bis color and "
you want people culling ready to buy

- Have aplan

- Review competitors adds, ose same Mags, but smaller adds, try to get near escompetitors adds

you want to work with the proffessional ad rep and build a rep.

Key phrases

Media Kit - Samplest (send me one)

RATECARD

Circulation - whats cir?

Time Matters

Law Office Calendar, Tickler, Contact, & Case Management Software for PC's & Networks

Time Matters contains all the Alarms, Reminders, Dialers, beautiful Calendars, etc. you expect from ACT, On-Time, WP Office, etc. plus information, security, and productivity vital to every law practice...

"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."

Florida Bar News

\$149 Single \$349 5 User

90 Day Money-Back Guarantee 6 Months Toll-Free Tech Support

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Rates are negotiable - you can get long term rates without the Comitment. 3 no term 12 ms rate

TARE SHEET 4.5 Sq. Inches
40,000 Circulation
\$200.00 per Month

GROSS / NET \$1.11/Sq In/1000/Mo

For every addyou place you can get a 15% discount it you are not using an agency. You have an in house agency

Demographics - bive me your Demogogs



#### Law Office Calendar, Tickler, Contact, & Case Management Software for PC's & Networks

Time Matters contains all the Alarms, Reminders, Dialers, beautiful Calendars, etc. you expect from ACT™On-Time™, WP Office™, etc. plus information, security, and productivity vital to every law practice...

- Completely integrates Calendar, Tickler, Contact, and Case information for the entire practice.
- True Group Calendars... See your partners, staff, litigators, or any other groups on one calendar.
- Pocket Calendars & Ticklers with alerts, notes, and current Case and Contact information.
- Special Legal Date Calculator & Legal Timetable.
- Conflicts of Interest... Checks all Calendar, Tickler, Contact, and Case records, memos, notes, etc.
- Incredible new DataTXT<sup>™</sup> Forms technology. Create your own custom data entry forms using simple word processing methods.

"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.

Florida Bar News

Completely integrates with WordPerfect<sup>™</sup> to produce instant documents. Select records from any Calendar, Tickler, Contact, or Case List, then select a document from a menu. You don't need to know anything about word processing, merging, macros, etc.

"I was delighted by [the] mail merge feature, which was flexible and easy to use."

Florida Bar News

Optional item-by-item Security on Calendars, Ticklers, Contact, and Case Lists. Control who has rights to view, add, change, and delete records for each User and for each Attorney. Keep tracking records of who changed what... and what they changed it from and to.

"Law offices that need to... protect confidential information from prying eyes will appreciate the highly structured nature of the program."

Florida Bar News

#### Many more useful features...

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

Florida Bar News

\$149

\$349

Single User

First 5 Users Additional 5 User Packs \$149 each

90 Day Money-Back Guarantee 6 Months Toll-Free Technical Support

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Remember... Your Time Matters!

ye are not MS get your story

Problem - Getting lot of sole practices \$149 was sort of a loss leader, wanted to reach Big Firms

likes infor packed Adds

22.5 Sq Inches 40,000 Circulation \$800.00 per Month \$.88/Sq In/1000/Mo

-low price, money back, easier sale.



August '94
Get FREE copy of
Time Matters
by Windows
Shipping Sept. '94

#### Law Office Calendar, Tickler, Contact, & Case Management Software for PC's and Networks

Time Matters™ contains all the Alarms, Reminders, Dialers, beautiful Calendars, etc. you would expect from ACT™. On-Time™ WP Office™ **plus** information management and features vital to every law practice...

- Completely integrates Calendar, Tickler, Contact, and Case information for the entire practice.
- True Group Calendars... See your partners, staff, litigators, or any other groups on one calendar.
- Global Changes... Change the Dates, Status, etc. for all records for a Case, Atty, etc. in one step.
- Special Legal Date Calculator & Legal Timetable. Checks for Statute of Limitations, calculates Statutory Deadlines for any Jurisdiction, etc.
- Conflicts of Interest... Checks all Calendar, Tickler, Contact, and Case records, memos, notes, etc.
- Pocket Calendars & Ticklers with alerts, notes, and current Case and Contact information.
- Search and Report on any record by Case, Atty, Date Range, Reference, Status, any Text, etc.
- Wonderful new DataTXT<sup>™</sup> Forms technology. Create your own custom data entry forms using simple word processing methods.

"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.

Florida Bar News

Completely integrates with WordPerfect<sup>™</sup> to produce instant Letters, Notices, Legal Documents, etc. Select records from any Calendar, Tickler, Contact, or Case File, then simply select the desired legal document from your list... The next thing you know you're in WordPerfect ready to print finished documents!

"I was delighted by [the] mail merge feature, which was flexible and easy to use."

Florida Bar New

Optional item-by-item Security on Calendars, Ticklers, Contact, and Case Lists. Control who has rights to view, add, change, and delete records for each User and for each Attorney, plus make any individual record private. Optional audit trail keeps track of who changed what and when... and what it was changed from and to.

"Law offices that need to... protect confidential information from prying eyes will appreciate the highly structured nature of the program." Florida Bar News

Many more useful features... Call for complete Info Pack!

\$149 Single User \$349

\$1,790

Drew in

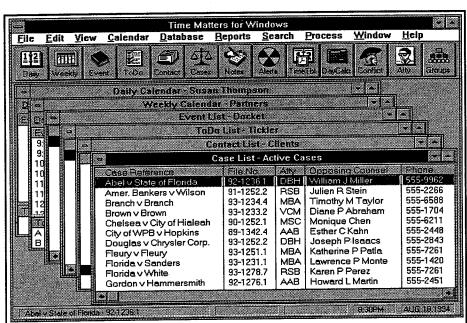
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First 5 Users

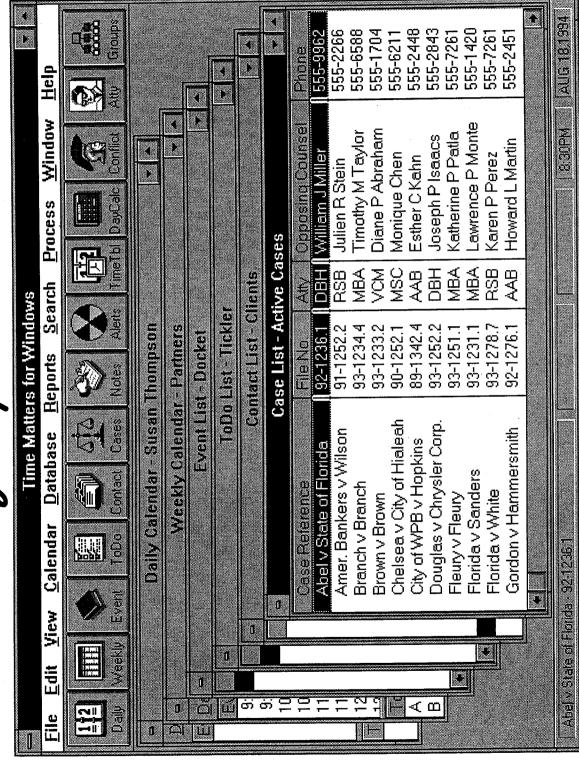
Inlimited Site License

Additional 5 User Packs \$149 each

90 Day Money-Back Guarantee - 6 Months Toll-Free Technical Support

1-800-328-2898

# Coming September '94.1



#### FIGURE 10 - DOCUMENTATION STYLES

Starting the Program

**Getting Started** 

#### **Getting Started**



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.



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



Simply Omit the /T Startup Switch To Start Program In Normal (Non-Training) Mode. 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.
- D Press CD TM 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 11 - 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.



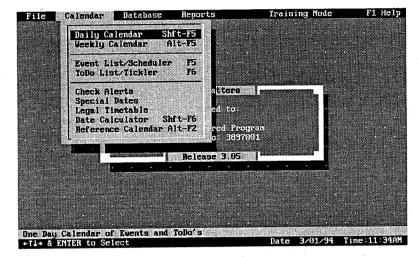


Figure 3-1 Calendar Menu

Press Juntil "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 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.