

S O F T W A R E A G C O N N E C T I O N S W I N T E R I S S U E Vol 11, No. 1, FEBRUARY 1986

INDUSTRY INSIGHTS

A frequent criticism of my freshman English themes was the word "bones" scribbled in red alongside a laboriously crafted paragraph. My professor insisted that any worthwhile work always required a strong skeleton and a final product with flesh artfully molded over that skeleton. That word in red indicated that I had left part of the skeleton exposed and ran the risk of losing my audience.

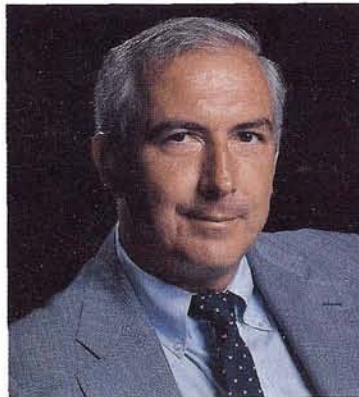
I have often thought of that criticism as I have watched how we in the data processing industry have begun to assimilate the PC into comprehensive data processing solutions for the end-user. We have more bones than the prehistoric wing of a museum and sorely need sculptors for the skillful fleshing out of that powerful skeleton.

To do this properly, we at Software AG are proceeding in the following manner:

In any solution we will always emphasize the power of the PC rather than the PC itself.

We will seamlessly compensate for capabilities lacking on the PC. Examples of this are integrated access to corporate data and the corporate communications network. We must also keep our solutions open so that we can smoothly incorporate capabilities from other vendors. An example of this would be the integration of a PC-based word processing system.

We will continue to take fuller advantage of the new capabilities that the PC adds. Its



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decisecond response time, scratch pad, spread sheet and word processing capabilities are currently useful, but they become much more powerful when they are an integral part of the business solution making effective use of the mainframe resources.

We will continue the trend from bones to flesh by treating our products as modules in a solution. We feel that no end-user should be aware of CON-NECT, COM-POSE, SUPER NATURAL, or the NATURAL/CONNECTION. These products provide needed functions to the PC user but he will always see an integrated menu with functions that are an appropriate logical subset of his company's entire data processing capability.

We are just as worried about "bones" between COM-POSE and CON-NECT as we are between NATURAL/CONNECTION and SUPER NATURAL. To our target PC user, a bone is a bone is a bone.

* This trend towards integration is probably most obvious to you at present in comparing NATURAL CONNECTION Version 1 with NATURAL CONNECTION Version 2. But you will also begin seeing the same fleshing out in future releases of SUPER NATURAL, CON-NECT and our decision support products. Our objective is to make both ourselves and our data processing customers look more like sculptors than paleontologists to our mutual end-users. In this effort, we feel many of you have the experience we need and we will be looking for your feedback more than ever.

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