



The FileMaker Advantage for Workgroups

Fast, easy, inexpensive way to track people, projects, and things



DIRECT FROM YOUR BRAIN TO YOUR DATABASE

It's common sense that the person who best understands a problem is in the best position to solve it. Yet most workgroup database applications require a programmer to intervene between the workgroup "business expert" and the solution. The price: high programming costs, long development times, and a burden on the IT group.

Now your workgroup's own subject matter experts and managers can transfer their knowledge directly into a database solution that all workgroup members can share. With FileMaker Pro, anyone with enough programming savvy to create a spreadsheet can design and develop workgroup database solutions that look like your traditional paper forms. No complicated indexes to develop. No SQL queries to set up. No delays.

And FileMaker Pro and FileMaker Pro Server integrate easily into your IT infrastructure, as well. They support standards, such as ODBC, JDBC and XML. Allow publishing to departmental intranets or the Internet with the click of a button. Scale to support simultaneous access by up to 250 users without recoding. Support IT requirements for server administration, database utilization monitoring, and automated back-ups. And offer an intuitive development interface in recognition that in workgroups, change is constant.



TAKE ADVANTAGE OF FILEMAKER PRO FOR:

- EXPENSE MANAGEMENT
- PURCHASE ORDER TRACKING
- PROJECT/COST MANAGEMENT
- PRODUCT CATALOGS
- MOVIES, GRAPHICS, PICTURES, AND SOUND FILES.
- DOCUMENT MANAGEMENT
- MARKETING SURVEYS (BINGO CARD RESPONSE SYSTEMS)
- INVENTORY
- EVENT MANAGEMENT



FileMaker Wins

Compare FileMaker Head-to-Head Against Microsoft Access

With FileMaker Pro, your workgroup can design, develop, and deploy multi-user databases faster and with less expense than with Microsoft Access and SQL Server. In fact, whether your chief criterion is development speed or cost of ownership, FileMaker Pro wins over Access and SQL Server for workgroup-deployed applications serving more than 100 simultaneous users.

CREATE MULTI-USER DATABASES FASTER

Workgroup subject matter experts—who understand what the solution needs to do and stand to gain the most—can design, develop, and deploy a FileMaker Pro database. Often in days or weeks instead of months or years.

Workgroups not only have urgent productivity needs, they know how to solve them. And when workgroups have the tools to design their own standards-compliant solutions, IT is freed to focus on more visible, business-critical projects. With the intuitive FileMaker interface—immediately familiar to Microsoft Office users—non-programmers can develop databases and prototype their solutions on the desktop. In fact, years of experience show that FileMaker customers often create and deploy robust workgroup solutions in 1/3 to 1/20 the time it takes using Access and SQL Server, Oracle, or other software.

Build an application just as you would sketch it out on paper. Just create a field; specify whether it contains text, numbers, date, time, and so on; label it; and click Done. Later you can move and reposition fields and add colors to make your database interface look just like the paper forms that workgroup members are already accustomed to using. To keep pace with rapid changes in the business environment, you can make changes in the time it takes to describe them. Prototype the solution first, try it out, and then refine it as your workgroup needs evolve.

The screenshot displays a FileMaker application window titled "Expense Tracker.fp5" with a menu bar (File, Edit, View, Insert, Format, Records, Scripts, Window, Help) and a status bar (12:05 PM). The main window shows a "WEEKLY EXPENSE REPORT" for employee Susan Kenwood (EMP NO. 1254, EXT. 1234, DIV. 44, PROJECT Sales Meeting, WEEK ENDING 3/31/2000). The report includes a table for "PURPOSE OF TRIP" (Sales Presentation to Regional Team) and a detailed "WEEKLY EXPENSE REPORT" table with columns for days of the week (Saturday 3/25/00 to Friday 3/31/00) and a "TOTAL" column. The report lists various expenses such as Mileage, Airfare, Auto Rental, Parking, Taxi, Lodging, Hotel, and Company Car Expense, with a total of \$249.36. Other sections include "TELEPHONE", "PERSONAL MEALS", "BUSINESS MEALS", "ENTERTAINMENT", "OTHER EXPENSES", "AIRLINE TICKETS/FARE CREDIT", "FOREIGN CURRENCY EXCHANGE", and "EMPLOYEE" information.

CITIES OR TOWNS VISITED	FROM	TO	Saturday 3/25/00	Sunday 3/26/00	Monday 3/27/00	Tuesday 3/28/00	Wednesday 3/29/00	Thursday 3/30/00	Friday 3/31/00	TOTAL
MILES	RATE/MI									
AIR FARE	(Company Charged)									
AUTO RENTAL										
TOLLS & PARKING										
AIR, RAIL, BUS FARE (Exp. Pk.)										
TAXI LIMOUSINE (including Tip)										
LODGING, HOTEL, HOTEL										
COMPANY CAR EXPENSE										
TOTAL TRIP SUB-TOTAL										
TELEPHONE										
PERSONAL MEALS - Breakfast										
PERSONAL MEALS - Lunch										
PERSONAL MEALS - Dinner										
BUSINESS MEALS (Incl. A, B)										
ENTERTAINMENT (Incl. A, B)										
OTHER EXPENSES (Incl. A, B)										
OTHER SUB-TOTAL										
TOTAL										

Exhibit A—Expense report solution, created by a departmental subject matter expert.

FileMaker Pro TIME advantage over Access + SQL Server

Developing databases with Access and SQL Server is time-consuming and requires knowledge of Visual Basic, SQL and/or C++. The programmer must specify primary keys and index fields, set up SQL queries, develop separate reporting modules, and manage other development chores. With FileMaker Pro, any subject matter expert who can create a spreadsheet can design, develop, and deploy a multi-user database solution. Reporting and query capabilities are built into FileMaker Pro and require no additional programming or other applications.



ENJOY LOWEST TOTAL COST OF OWNERSHIP

FileMaker is the least expensive way to develop, extend and support workgroup database solutions.

Database costs include not only product purchase, but programming, later modification, expansion to more users, Web-enabling and user support. Workgroups and IT departments know that software purchase costs typically represent only about 20 percent of the total cost of ownership over several years. With FileMaker Pro, you save every step of the way, from solution design to deployment, support, and Web-enabling:

- **Programming** – Your workgroup’s subject matter experts can create databases and design their own reports and forms, eliminating the costs of hiring SQL programmers. And if you hire a FileMaker Pro consultant, the solution is likely to be ready sooner—for lower costs and faster ROI. For example, one company hired a FileMaker consultant to replicate a \$125,000 Oracle call-center application. Total cost: \$10,000—a savings of more than 90 percent.
- **Deployment** – A FileMaker Pro application developed on the desktop can be deployed on FileMaker Server for simultaneous access by up to 250 users without any code modification. What’s more, your workgroup can share its database with people outside the workgroup, with different access privileges, using FileMaker’s built-in security.
- **Support** – Supporting Access databases can drain IT resources, especially if the person who developed the database – and knows its idiosyncrasies – should leave the company. In contrast, FileMaker Pro applications feature a straight-forward, intuitive interface and structure that require little or no special knowledge to view and modify.
- **Web-enabling** – With the Instant Web Publishing feature in FileMaker Pro, publish simple database applications to your company intranet with the click of a button. The same layout you developed for the desktop appears in the browser—without any time-consuming, expensive HTML coding. And FileMaker works well with leading Web authoring tools, simplifying the creation of professional, customized Web sites using dynamic data.

FileMaker Pro COST advantage over Access + SQL Server

The largest cost components of database solutions are development, deployment, and support. The total cost of ownership for Access and SQL Server solutions soars because all three tasks require a programmer skilled in Visual Basic, writing SQL queries, and/or C++ programming. The intricacies of programming contribute to an effort that can take months. With FileMaker solutions, in-house subject matter experts develop and deploy powerful solutions, easily maintaining them as workgroup needs change. And with the intuitive toolbars and pull-down menus in FileMaker Pro, most projects can be completed in a fraction of the time of comparable Access and SQL Server solutions.

Exhibit B:
Exhibit tracking solution, created by departmental subject matter expert in less than a day, and published to the Web with just a few mouse clicks.

SCALE FOR WORKGROUP NEEDS WITH THE CLICK OF A BUTTON

FileMaker Server 5 scales easily to support up to 250 simultaneous FileMaker Pro guests

And FileMaker Pro solutions not only scale to support large workgroups, but large, powerful solutions. Each application can include up to 50 tables of up to 2 gigabytes apiece, for a total of 125 tables on a single server.

Workgroups that want to make applications available via the intranet can take advantage of FileMaker Pro 5 Unlimited. For low-volume applications, such as a finance department intranet, use the Web server built into FileMaker Pro 5 Unlimited. For higher-volume applications, such as a Human

Resources intranet application for a global company, FileMaker Pro 5 Unlimited can leverage popular Web servers.

It's the nature of good databases to become more popular. With the built-in networking in FileMaker Pro, you can extend your database to up to 10 *simultaneous* users simply by selecting a checkbox. To serve up to 250 simultaneous users, just open the application from within FileMaker Server: no code changes are needed.

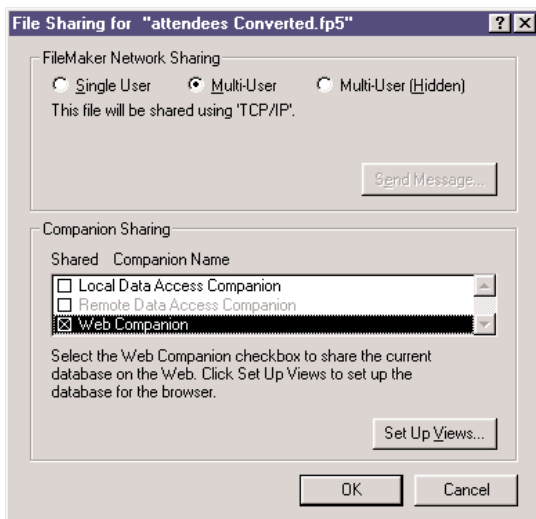


Exhibit C: Share your application to up to 10 simultaneous users with the click of a button. Or deploy it on FileMaker Server to accelerate workgroup performance with up to 250 users. In either case, no code changes are needed.

FileMaker Pro GROWTH advantage over Access + SQL Server

Client/server. Extending Access databases to more than three or four users requires the purchase of SQL Server and client access licenses. It also requires additional coding to deploy the application on SQL Server, as well as ongoing support from IT programmers.

Intranet: When you attempt to move an Access database to the Web, formatting applied during forms creation is lost, requiring hours to re-create with a Web authoring tool. With FileMaker Pro 5 Unlimited, in contrast, converting a Microsoft Excel file to a FileMaker Pro database and then publishing it to the Web takes just five mouse clicks.

Choose the balance between workgroup autonomy and IT central control

Whether your IT group encourages workgroups to deploy their own solutions or prefers centralized control, FileMaker Pro solutions fit the bill.

Workgroups that operate independently can offload IT of time-consuming tasks such as creating databases, adding users, creating reports, and administration. In organizations with centralized IT control, the IT group itself can take advantage of FileMaker Pro for rapid application development.

Regardless of who develops a FileMaker Pro database, IT maintains access to the data because FileMaker supports standards such as ODBC, JDBC, and XML. FileMaker Pro Server can reside in the server room, where IT can apply standard automated back-up procedures and monitor database utilization and performance.

And IT can maintain control of intranet access with FileMaker Pro 5 Unlimited. When the FileMaker Web Server Connector is installed on the Web server, all requests are subject to the same security scheme used elsewhere in the enterprise.

SHARE DATA WITH WINDOWS AND MAC USERS

Only FileMaker supports mixed-platform workgroups

In mixed-platform workgroups, FileMaker Pro gives you the ultimate in flexibility. Host the same database on either a Windows or Macintosh server, and allow access from either Windows or Macintosh clients, or both. And FileMaker uses the TCP/IP protocol, so your telecommuting employees can access the database via the Internet from a home computer.

TAILOR YOUR DATABASE TO THE WAY YOU DO BUSINESS

FileMaker Pro enables you to easily incorporate your business rules into your database, creating powerful applications without skilled programmers.

The best database applications operate the way your workgroup does—for example, reminding managers to send letters to customers who make major purchases, or calculating project costs based on the hourly rates of various team members. With FileMaker Pro, capturing and enforcing business rules is as simple as adding a calculation field or building a list of tasks. For a project tracking database, add a calculation field to display cost elements based on the billing rates for different departments and tasks. For a customer history database, create a script to trigger an e-mail to account managers whenever a customer should be sent a card or thank-you note.

CONTROL THE THINGS YOU CAN CONTROL

For the fast, easy, economical way to design, develop, and deploy workgroup applications, contact FileMaker today. Invest your workgroup energy and budget in your work—not your database.

**For more information,
please visit www.filemaker.com
or call 1-800-325-2747 to talk with a
sales rep.**

FileMaker INTEROPERABILITY advantage over Access + SQL Server

Access databases support Windows clients only, so workgroup members with Macintosh computers cannot access the database. Though SQL Server can support Macintosh clients, the effort requires extensive programming. FileMaker Pro Server provides out-of-the-box support for both Windows and Mac OS clients.

FileMaker FLEXIBILITY advantage over Access + SQL Server

Applying business rules in an Access/SQL Server application requires a skilled programmer to interpret the business rules that the business expert explains. When your business rules change, you'll need to do it all over again. With FileMaker Pro, no matter how simple or powerful the business rule, the subject matter expert simply selects options from a list of choices and then arranges them in order.

FileMaker Product Family

FileMaker Pro 5



Enables a single user to create, manage and share information and projects in workgroups of up to 10 guests.[†]

FileMaker Server 5



Increase network performance and centralize administration of FileMaker Pro files with up to 250 guests.[†]

FileMaker Pro 5 Unlimited



Unlimited sharing of FileMaker files over the Web with built-in support for leading Web servers.

Includes FileMaker Pro

FileMaker Developer 5



Author custom solutions for the Web, FileMaker Pro, or the runtime application (included).

Includes FileMaker Pro

If you use FileMaker Pro 5 with other FileMaker products, those other FileMaker Products must be version 5 or later.
[†]Each FileMaker Pro guest requires an additional licensed copy of FileMaker Pro.