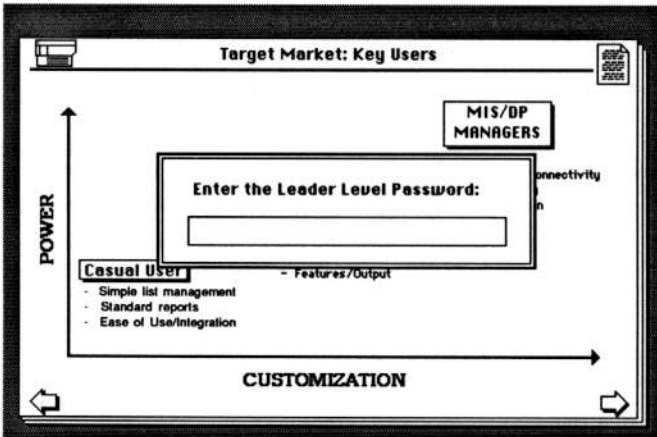
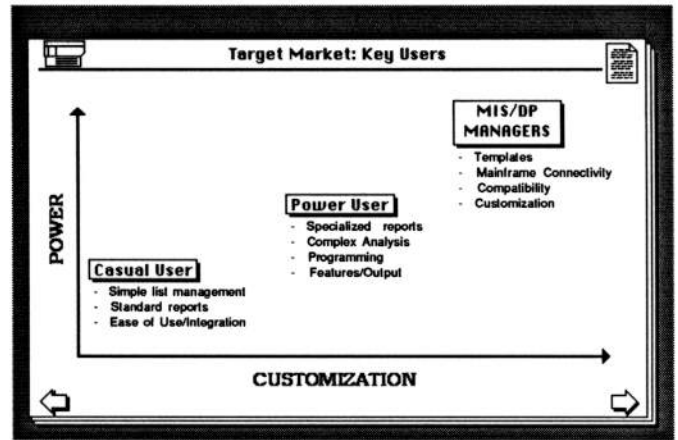
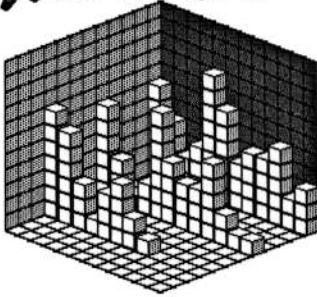


Sales/Marketing



Target Market: Key Users

Who uses databases? Like spreadsheets and word processing, databases are used by a broad range of people. Database users in corporations fall into three main groups: Casual Users, Power Users and the MIS/DP staff.

Casual users are managers, secretaries, assistants and other professionals who need to maintain some sort of personal database. Typical applications may include customer lists, telephone lists and price lists. Casual users also tend to use various "standard" reports developed by specialists. They are interested in ease of use and integration factors that make the Macintosh and database combination an ideal choice.

Power users tend to be department level Computer Specialists and/or

RETURN

