

EVER FEEL LIKE YOUR FILING SYSTEM IS OUT OF CONTROL?



IT'S TIME FOR DB MASTER™

BY



FROM


Pete & Pam Computers

DB MASTER DESIGNED FOR A GROWING BUSINESS



(1) Each item of information is called a "FIELD."

(2) The FIELDS that are displayed on your screen at one time are called a "PAGE."

(3) One to nine PAGES are combined into a "FORM."

(5) All of the RECORDS using the same FORM are combined and stored together on disks as a "FILE."

(4) Each filled-in FORM is called a "RECORD."

Your files have grown to the point where it seems your business has more records than you ever imagined possible. It's getting more and more difficult to stay on top of the day-to-day details. Everything seems to have expanded. Customer files. Employee files. Supplier records. Price lists. Accounts Payable. Accounts Receivable. Inventory records. Until it's almost impossible to keep track of all the information the way you should. The way you *have* to if you want to manage your business more efficiently *and* stay ahead of competition. Sound familiar?

Even if things haven't yet gotten out of hand it's time you looked into DB MASTER, the file management system from Stoneware. It just makes good business sense. DB MASTER is a quick, easy and extraordinarily efficient way to turn an Apple II personal computer into an effective file management tool. It puts you back in control. DB MASTER is the industry-leading business software program designed to make all that information work *for* you instead of against you. DB MASTER handles your information gathering and reporting tasks quickly, and it frees up your space and your people. You'll notice the difference in your bottom line.

You don't have to be a computer wiz to work with DB MASTER. We've kept it simple. Instead of row upon row of file cabinets, you have an Apple II. Instead of reams of paper and stacks of file folders filled with records, you call up all the information you need on the screen. The terms you need to know are simple and logical: **FIELD, PAGE, FORM, RECORD** and **FILE.**

WHY DB MASTER?

Because DB MASTER is the acknowledged leader, the best business data base manager you can buy for the Apple II or the Apple II Plus. It's the top selling business program in the field, and it was voted the #1 business program for the Apple II by the people best suited to know—people who use business programs every day. Sure, there are other data base systems for your Apple II. But if you're not using DB MASTER, you're simply not getting all you could be from your data base management program.

We designed DB MASTER to make your life easier. Think of it as a "problem solver." In today's competitive business world, solving those problems could mean the difference between winning and losing.

ELIMINATES THE HASSLE



UPDATING FILES

When a company you deal with moves, or a client gets married and changes her name, you need to update the appropriate records—especially if your mailing list or billing information is generated from those records. If you're faced with several filing cabinets filled with folders, making those simple changes can be a complicated, time-consuming job.

Relax. DB MASTER makes updating records quick and easy. All you've got to do is call up the name of the company or client on the screen. It takes about three seconds. When the record appears, make the appropriate changes right then. It's over and done with. Immediately. No re-typing an entire record. No anxiety. And as soon as you've made the change, say from "Colleen Patterson" to "Colleen Smith," DB MASTER refiles it where it belongs. It's all over in less time that it used to take you to walk over to the filing cabinet.

And it's easy to correct, change or edit any *part* of a record. Imagine the time savings for constantly updating records like inventory or job records.



SEARCHING RECORDS

It always seems to happen at the wrong time. You need some important information in a hurry. But if someone else is using the file you need, or if it's somewhere in one of several filing cabinets stuffed with records that are not *quite* in order, all you get is frustration. In there somewhere may be the right record, but there's just no way to find it without leafing through the whole mess.

With DB MASTER finding the record you want takes about *three seconds*. You just call up the name, say, "Mark Piper," or invoice number "38956," and there it is in front of you. No worries. No misfiling.

But what if you don't know the whole name or the exact number you're after? No problem. DB MASTER's "Search" method makes it simple to find what you're after. For example, you can call up all the "Pipers" and stop when you recognize the right one. You don't even have to know the name. If all you really know is that it begins with a "P," for instance, you can use DB MASTER's "Wild Card" feature. It'll give you every name in your file that begins with a "P." The same goes for a range of numbers. Punch in the digits you know, and you'll get a series to choose from. Try *that* with your filing-cabinet system.

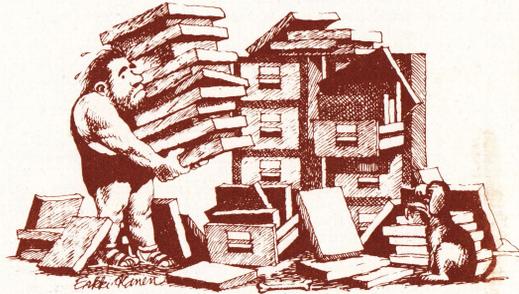
GENERATING REPORTS

It used to be when you needed specific information from your records for analyses and presentation to a client, you had to make an appointment for the next day—so there would be time for someone to search the records, gather the proper information, type up the report, and make enough copies for everyone involved.

Not anymore. With DB MASTER, you can have the information you need in front of you in a fraction of the time. And at a fraction of the cost. Not to mention the added time you'll have to study and analyze the information.

Not only that. DB MASTER allows you to generate reports that contain only the *specific* type of information you want, from *specific* records, in a *specific* format from the data stored in your records.

When information is too difficult and time consuming to compile and present, you may only see it once a month or so. DB MASTER allows you to analyze that information in detail *every day* if you wish. And it's kept current, so you can react to it quickly. Just think what that might mean to your management capabilities. Not to mention the over-all efficiency and profitability of your business.



EXPANDING FILES

It can happen before you know it. A changing business means more and more files. But the more room you need for files, the less there seems to be. You've added more people, more equipment, more capacity. The trouble is, you find yourself trying to add more file space, when what you really need is more *work* space. Those filing cabinets full of folders can be costing you too much—in time, in space, in money.

DB MASTER solves the problem. It provides plenty of expansion capability to meet the needs of most normal growing businesses. The floppy diskette version, for example, can be expanded to contain up to 387,000 individual records. Need more? The DB MASTER Special Edition, for hard disk systems, can be expanded to contain up to 7 million individual records.

Of course, the number of records you may store in your particular business depends on several variables—like the number of characters in each record and the kind of information storage you require. But whatever the special record-keeping and formatting needs you have, one thing remains clear. With DB MASTER, adding new records and expanding existing ones is quick and efficient.

DB MASTER FITS YOUR NEEDS

Because not all businesses are alike, Stoneware offers DB MASTER in both floppy diskette and hard disk versions. One is just right for your application.

DB MASTER VERSION THREE

It's the acknowledged industry leader. It has proven itself to be the most practical, efficient, and versatile of any of the floppy diskette data base managers for the Apple II. It's designed to handle all the normal information storage and retrieval functions you'll likely ever need. And DB MASTER Version Three is loaded with special features.

- **Dynamic Prompting™** gives you a variety of choices on the screen so you can see what to do next and be informed of the options available.
- **Daily Update Lists** allows printing of records added or edited on the current date.
- **Multiple Sort Keys** provides fast, convenient records sequencing.
- **Powerful Report Generator** with special options, includes the ability to make last minute changes to printer and report parameters. Provides 24 additional computed fields.
- **Audit Trail Option** allows you to print a hard-copy of each new record as it is added to the file.
- **Computed Fields**, up to 10 per record, which are automatically re-computed and displayed each time a record is edited.
- **Calculator Mode** for performing math functions with field values.
- **Totaling in the Search Mode** displays on screen a running summary of records found and a field's sum, average and standard deviation, once you've identified the field to be totalled and which records to use.
- **Short Form Capability** allows you to display only a portion of your form for rapid repetitive editing.
- **Multiple Volume Files** flow to extra disk.

Hardware Requirements: Besides your Apple II or Apple II Plus, use of DB MASTER requires: 1 to 4 Apple Disk Drives (2 recommended); a Disk Operation System (DOS) 3.3, or the Language System; and an optional printer.

DB MASTER SPECIAL EDITION

Our file management program for hard disk systems. It's the most powerful data base manager available for the Apple II. It's designed for those applications that need the greater flexibility, capacity and faster access that hard disk data storage offers.

The Special Edition provides all the features of Version Three, plus some important extra benefits:

- **Faster Access**—Extra memory means faster file access, and program modules run significantly faster. Hard disk systems can store up to the equivalent of 130 floppy diskettes.
- **Easier to Operate**—All data files can be stored on the hard disk, eliminating disk swapping. An alphanumeric field can be up to 100 characters long (floppy diskettes are limited to 30 characters across).
- **File Transfer**—a transfer program is included so that DB Master files can be transferred from floppies to hard disk.
- **Networking Capability**—with certain systems, multiple users can read the same file simultaneously.

Hardware Requirements: The DB MASTER Special Edition requires an Apple II Plus (48K), a 16K RAM Card, one Apple disk drive, and a hard disk system.



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DB MASTER LETS YOU INCREASE POWER

Stoneware offers some powerful accessory software packages for DB MASTER. These auxiliary products are designed to give your system the added capabilities and power you may need for special data management tasks.

UTILITY PAK #1

This package significantly increases the power of your system, and provides users with four of the most popular supplementary programs. Available for both DB MASTER Version Three and DB MASTER Special Edition. Both versions include:

- **Restructure** provides the ability to add, delete change fields in an existing DB MASTER file without re-entering all of your data.
- **Replicate and Merge**—Replicate lets you create copies of your files, except for the data itself, so you can easily reproduce formats for multiple uses. The Merge function combines all of the data into one file for processing and analysis.
- **"Crashed" File Recovery** feature allows information on a damaged diskette to be recovered onto a new set of diskettes.
- **Translator** allows you to access standard Apple text files in DIF™ format—including VisiCalc™

UTILITY PAK #2

Compatible with both the Version Three and Special Edition versions of DB MASTER, this package of accessory programs features:

- **Global Editor** permits editing of all of the records in a file, or any group of records you select. It also allows you to delete all or selected records.
- **Mailing Label Printer** allows printing of up to nine lines per label and up to 100 copies per run.
- **Transaction File Merge** means you can take two or more files with the same format and modify the records in one file based on the data in others.
- **Print Data Entry Forms** provides printed sheets in both 40 and 80 column formats, as well as the "short forms" you see on the screen. Prints multiple copies automatically.

STAT PAK

This is the complete accessory statistics package for both DB MASTER versions. It performs statistical analyses on data contained in the DB MASTER files. It uses values from any numeric, dollar/cents or computed fields, and it enables you to perform a number of sophisticated statistical tests.

