

Date: Fri, 12 May 95 15:43:14 EST
From: "Livingston Davies" <daviesl@ccgate.cadkey.com>
Message-Id: <9504128003.AA800319609@ccgate>
To: datacad-dbug@world.std.com
Subject: DataCad for Windows
Sender: datacad-dbug-approval@world.std.com
Precedence: bulk
Reply-To: datacad-dbug@world.std.com

Ken Parrish was a good contributor during his entire time at the Company. I wish him well at whatever he does next and am sorry if he feels he has not left on the best of terms. It will be no surprise to anyone that we have been changing our AEC strategy and that Ken was not privy to those plans. I believe that our ability to produce real, shippable product has improved significantly in the recent past. Ken was excellent at developing underlying technology, but our need now is to produce actual product, something we have had difficulty doing over the past few years. I am sure Ken will do well at his next assignment.

To clarify Cadkey's commitment to the AEC market it seems appropriate to mention the following. I realize not all of this will be relevant to all DataCAD users, so please consider only that which is relevant to your own situation:

CADKEY history with DataCAD:

- We assigned the DataCAD team to develop Cadkey's Next Generation development environment. We banked our future on the DataCAD developers. This required tremendous faith from senior management.
- In regard to the DataCAD product specifically; we launched our most aggressive (and expensive) advertizing and promotion campaign to date for any product in the company's history. Obviously there was backing from senior management.
- We have worked to seek broader acceptance of the DataCAD product line. The customer base continues to grow at record rates. This growth is absolutely the result of a strong DataCAD Team with senior management support for promoting the DataCAD product line.

The truth is that Cadkey Incorporated remains steadfast in its support for the DataCAD AEC product line.

- We have actively promoted a stronger product line management team to oversee the continued growth and improvement in the product line.
- We have significantly increased the staffing of our AEC activity. We expect to be able to deliver an object oriented Windows product before the end of the calendar year. The product is well on its way.
- We are working closely with Soft-Tech to address the needs of high end users of DataCAD. We are in the process of doing a market test of a new product called DataCAD Gold which is based on the Spirit product

which has been so successful in Germany and is itself an extension of DataCAD. This assures both high end functionality and upward compatibility with the lower cost versions of DataCAD.

We expect to be able to meet the needs of both high end architects and of the more price sensitive building construction users.

In short, we remain committed to DataCAD. Although there is always a down side to the departure of good people, it also implies opportunity. I believe you will see significant, positive results.

Regards,

**Livingston Davies
President, Cadkey Inc.
daviesl@cadkey.com**