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Microtecture Acquisition Completed

Friday, July 14, 1989, was a major day in CADKEY's history. In Charlottesville, Virginia, Livingston Davies, President of CADKEY, INC., completed the acquisition of Microtecture Corporation. The acquisition is significant not only for CADKEY and for DataCAD users, but also for the CAD industry.

"DataCAD has established an excellent position and reputation in the marketplace," Davies said. "The resources that CADKEY can bring to bear on the development of the DataCAD product line will result in increased market share."

"We recognize," he added, "that DataCAD users have made a significant investment in their systems and software. We intend to protect their investment. The needs of the users and their businesses will be the driving force behind new developments in the DataCAD products." Davies concluded, "We look forward to helping the growth of their businesses and ours, as part of the CADKEY family."

Ted Heywood said, "We shall integrate Microtecture into CADKEY, INC. as the A/E/C product group." Ted Heywood will be the Director of the new A/E/C product group. "This group will have a clear focus on developing, marketing and selling products for the A/E/C market, beginning with the DataCAD product set."

With the closing completed on July 14, the relocation to Manchester, Connecticut, will take place during the week of July 17-21. "We are delighted," Heywood continued, "that the key marketing, development, and technical-support people from Microtecture have chosen to join us. We expect that they will be present at CADKEY and ready to build a new and exciting future for the A/E/C product group on July 24."

"On paper," he added, "moving plans always look very clear, simple, and organized. There will undoubtedly be a fair share of confusion in the beginning. When you call CADKEY about A/E/C products, please have patience and understanding."

According to Heywood, CADKEY's regional Sales Engineers will be responsible for the organization, management and support of the dealer channel and their customer base of end users. The A/E/C product group will strongly support the Sales Engineers' activities.

Heywood noted that CADKEY's Technical Services group will have a separate support capability focused on DataCAD products. Over time, the Technical Services group will become completely cross-trained in the DataCAD products to expand support resources.

Heywood also mentioned that CADKEY's present International Sales/Support, Educational Sales and Government Sales groups will handle DataCAD products in their respective areas, also strongly supported by the A/E/C product group.

The advertising, promotion; and distribution of the DataCAD product set will be expanded. "We distribute through expert dealers," Ted Heywood said. "It is reasonable to assume that some CADKEY dealers will qualify to distribute the A/E/C products, and that some DataCAD dealers will qualify to distribute CADKEY products." Qualification will be done by the regional Sales Engineers, on an individual basis. "They look forward to hearing from you, and to working together with you," he added.

"Welcome!" Heywood concluded, "to an exciting and mutually beneficial expansion, and a new chapter in our history."

CADKEY Introduces Southeastern Regional Sales Engineer

Scott Wilkman, National Sales Manager, announced on July 7, 1989, that Ron Weavil has become CADKEY's Sales Engineer for the Southeastern Region (North Carolina, South Carolina, Georgia, Florida, Alabama, Mississippi, and Tennessee). Ron will be based in Raleigh, North Carolina.

Ron brings extensive experience in civil and architectural engineering to his new role in CADKEY. He is a long-time DataCAD user, with wide-ranging experience in sales, training, testing, and technical support of Microstructure Corporation's products.

WELCOME NEW DEALERS!

CADKEY takes great pleasure in announcing that four new dealers have recently joined us...

Applied Engineering Sciences Group, Ltd., Canada, Alfred Hunka, President.
CAD Integrators, Inc., Ian Vickers, President.
Joy's Computers & Supplies, Jim Joy, Owner.
Red Deer Systems, Teresa Peterson, President.

We look forward to a long and mutually profitable relationship with each of you. And, if we may be of service to you, please do not hesitate to call.

TRAINING SCHEDULE AT CADKEY, INC.

We have Training dates at CADKEY's World Headquarters in Manchester, Connecticut, scheduled through October, 1989. Please call Lisa Varvelli in the Product Support Department to register, (203) 647-0220.

Course	Aug.	Sept.	Oct.
Introduction to CADKEY 3	7-9 28-30		16-18
Advanced Geometric Modeling	10-11	7-8	19-20
System Customization		13-15	25-27
Introduction to CADL		18-20	31-2
CADKEY SOLIDS		11-12	23-24

1989-1990 Engineering Guide in Preparation

If you have a CADKEY-compatible product that you would like to market, or if you know of someone who does, contact Chris Penna, Third-Party Program Manager, (203) 647-0220.

FLASH!! 15-Character .PRT Filenames Available for CADKEY 3 (V3.5)

For more information, contact Geri Engineering, 655 Skyway, Suite 122, San Carlos, CA 94070, (415) 594-0102.

SALES FORUM

Yearly Evaluation Builds Customer-Dealer Communications

Ed Johnson of CAD MicroSystems, Culver City, California, has developed a sure-fire technique for helping to build strong relationships with his company's customers: a yearly performance review. "This evaluation has two purposes," Ed explained. "The customer has an opportunity to review our performance as a dealer in a formal manner, and to assess the amount of success that he/she (the customer) is having with CADKEY." On the other hand, "the dealer has a chance to review the extent to which the customer is taking advantage of CADKEY's capabilities, and to help the customer to find new ways to increase productivity."

CAD MicroSystems' evaluation process involves a personal meeting between the dealer and the customer in which they jointly work through a questionnaire addressing:

1. CAD MicroSystems' service and support.
2. CAD system's equipment, networking, etc.
3. CADKEY's capabilities.
4. Customer's productivity increase due to the system.
5. 3-D utilization.
6. CIM utilization: FEA, CAM, other third-party application software.

Each of these areas receives a rating based on a scale of 1 (poor) to 5 (excellent). The customer rates the dealer on the first three items, and the dealer rates the customer on the second three.

Shortly after the review meeting, usually within one week, the CAD MicroSystems' Sales Engineer sends a written report, in the form of a letter, to the customer summarizing the conversation and the rating for each of the six areas that were discussed. The letter closes with an update on any action items that developed during the meeting.

In addition to building customer satisfaction and reviewing the performance of his sales and support staff, Ed said, "We get a side benefit. If the review is positive, our written response to the customer becomes a great reference letter. We make sure that it includes specific information and quotes so that it is very realistic as well as positive."

Make Your Business Card A Sales Tool!

John Mateau of Cornerstone Technology, Inc., Windsor, Ontario, Canada, reminds customers of CADKEY's strengths with a few well-chosen testimonials printed on the back of his business card.

With John's permission, **focus** reproduces the text that graces the back of his card:

And The Winner Is . . . CADKEY

Product of the Year in the CADD Category. PC Magazine (1988).

Editor's Choice. PC Magazine (March 1986 & August 1988).

"Number One 3-D PC-based CADD System."

National Software Testing Laboratory (May 1988).

"CADKEY stands out as one of the most streamlined and comprehensive, full-featured, 3-D design and drafting packages I've seen on a PC."

Engineering Tools (February 1988).

TRADE SHOW UPDATE

See CADKEY at the following trade shows in 1989:

SIGGRAPH, August 1-4
Hynes Convention Center
Boston, MA, Booth #2921

AUTOFACT, October 31 - November 2
Cobo Conference Center
Detroit, MI, Booth #2300

FEDERAL COMPUTER CONFERENCE
October 23-25
Washington Convention Center
Washington, DC, Booth #2718

COMDEX / FALL '89
November 13-18
Las Vegas Convention Center
Las Vegas, NV, Booth #W0148

Call Danielle Provencio, Trade Show Manager, for the availability of discounted admission tickets one month before the show.

Dealers Present CADKEY 3 at Regional Trade Shows

SME APEX SHOW, September 12-14
Grand Center, Grand Rapids, MI, Booth #305
CIM Solutions

FABTECH INTERNATIONAL, October 9-12
Chicago O'Hare Exposition Center
Chicago, IL, Booth #1038
Anderson-O'Brien Associates

NCGA C4 (CAD, CAE, CAM, CIM)
September 13-15
Santa Clara Convention Center
Santa Clara, CA, Booth #206-208
Poelman's Design Service

BUFFALO COMPUTER AND BUSINESS SHOW
October 10-12
Buffalo Convention Center
Buffalo, NY, Booth #255-257
QMC Technologies, Inc.

ROCHESTER MACHINE TOOL SHOW
September 13-15
Riverside Convention Center
Rochester, NY
CNC Systems

SME APEX SHOW, October 10-12
St. Paul Civic Center
St. Paul, MN, Booth #321
Anderson-O'Brien Associates

ROCHESTER COMPUTER AND BUSINESS SHOW, September 19-21
Riverside Convention Center
Rochester, NY, Booth #131-133
QMC Technologies, Inc.

COMPUTER AND OFFICE AUTOMATION EXPO
October 11-12
Astrohall, Dallas, TX
MLC CAD Systems

SME APEX SHOW, September 26-28
Sabin Cincinnati Convention Center
Cincinnati, OH

TENNESSEE INDUSTRIAL SHOW, November 14-15
Chattanooga Convention Center
Chattanooga, TN, Booth #1001-1002
Soft Touch Systems

CENTRAL OHIO INDUSTRIAL PRODUCT EXHIBITION, September 27-28
Ohio Center, Columbus, OH, Booth #206
CIM Solutions

DAYTON INDUSTRIAL EXHIBITION, December 5-7
Dayton Convention Center
Dayton, OH

SME APEX SHOW, October 3-5, Infomart, Dallas, TX, Booth #307, MLC CAD Systems

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