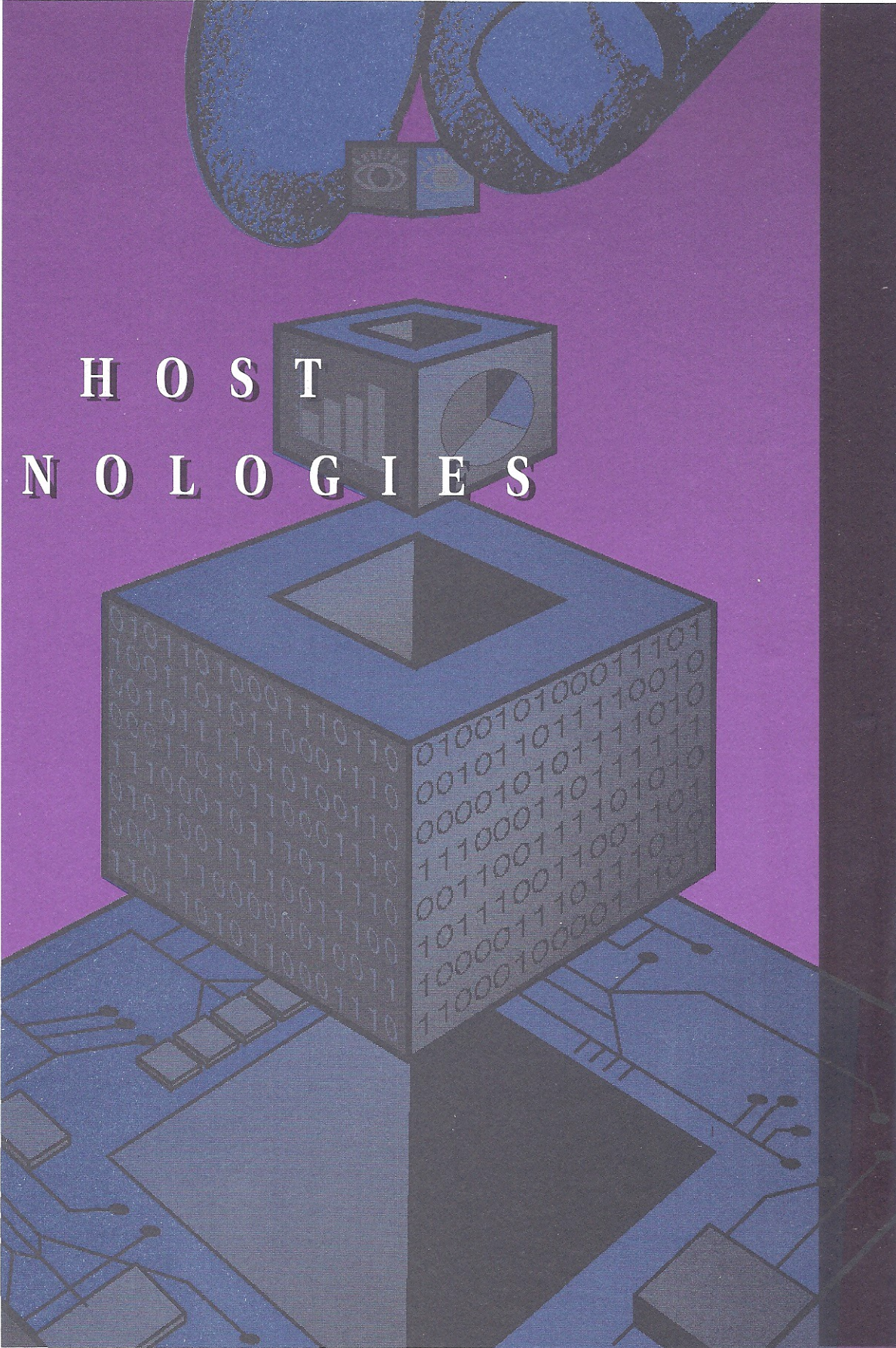


# TECHNOST



ENHANCING THE VALUE OF  
YOUR HOST SYSTEMS

- FOCUSED ORGANIZATION
- ENHANCED PRODUCTS
- EXPANDED SUPPORT



## CHOICES FOR THE 21ST CENTURY

### LEVERAGING YOUR HOST APPLICATIONS

At Dun & Bradstreet Software, we are proud to offer business solutions that fit your needs today, and in the future. These solutions will continue to optimize your host technology investments and take full advantage of emerging technologies.

Entering the 21st Century will require you to make technology choices now, in 1995, long before the Year 2000. These choices will have a considerable impact throughout your organization – in staffing, in hardware, in software and in business processes. In order to make these choices, you will need to understand the impact of multi-vendor, multi-operating system environments. You will need to understand new technologies and emerging trends. You will need to determine if they are flexible enough to withstand changing business requirements. And, you will need to do this without jeopardizing your existing investments in software, hardware and expertise.

While client/server technology continues to expand, our Host customers have clearly told us that they will continue to utilize their existing technology long into the future. Eighty eight percent of our customers plan to continue using our host applications. In fact, they plan to use our host applications either exclusively or in conjunction with our client/server solutions. The bottom line - whatever choice you make, Dun & Bradstreet Software is committed to delivering the best technology solutions for your business application needs.

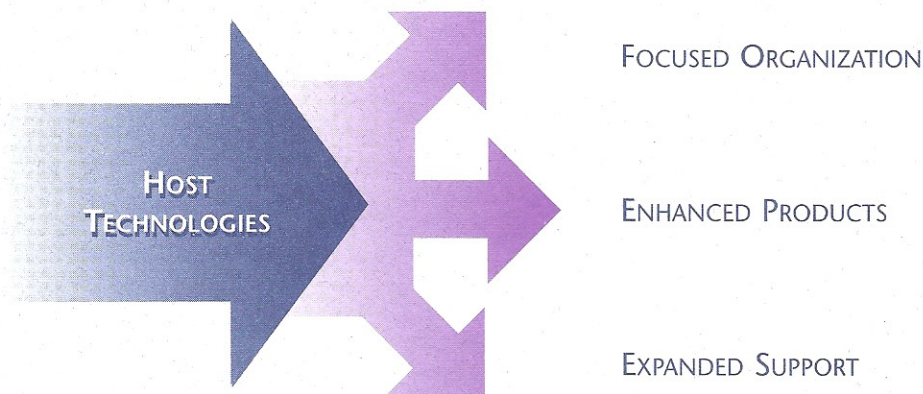
### HOST TECHNOLOGIES FOCUS

According to media reports and recent client surveys, host product sales will continue to grow by as much as 30% per year, through the Year 2000. In response to this continued need for robust host applications, we have significantly increased our investment in development and support. As a result, we are ready today with enabling technologies for the future.

We have made more than 150 enhancements to our host applications that address many of the system requirements, performance improvements and functional enhancements that you have been asking for. In the future you will see support for new versions of IBM COBOL; EDI; a new graphical user interface; imaging, workflow and multimedia technologies; and more flexible reporting. We are continuing to add to our suite of support and consulting programs, and to help you extend the return on your host investments into the next century, we are implementing support for the Year 2000 processing, today.

Our Host Technologies Organization is dedicated to enhancing the value of your host systems investments. Our plan is to continue to offer you reliable, feature-rich products that provide solutions for complex, high-volume processes. Our goal is to offer a full range of products that allow you to maintain robust host applications, and add client/server functionality at your own pace, if and when you choose. Let's review some of our new areas of focus – organization, product enhancements and support, in more detail.

OVER 150 PRODUCT ENHANCEMENTS





## DELIVERING ON YOUR INVESTMENT

### 1) REFOCUSED, REVITALIZED HOST TECHNOLOGIES ORGANIZATION

In order to meet the distinct needs of our host customers, our Host Technologies Group is now structured as a separate, more agile business unit. Headed by Cliff Bateman, the Senior Vice President of Host Technology, the headcount of the Group has been increased significantly, with a strong focus on adding to our support and development teams. This refocused group is dedicated to enhancing the value of our customers' host systems, helping you to continue to leverage and build on your host investments.

### 2) NEW TECHNOLOGY / FUNCTIONALITY

#### **New Enterprise Workstation Platform and Graphical User Interface**

Our new front-end workstation platform and tools will take you into the next generation of technology, and provide for unmatched flexibility and adaptability. An intelligent, object-oriented user interface, with a Windows™ look and feel, will provide increased user productivity and improved performance. The tools provided with the workstation platform will incorporate knowledge-based features and industry standard visual development tools. And graphical and flexible enterprise reporting and analysis will be available via point and click operation.

Workflow / imaging will support the paperless environment and your business process integration initiatives, along with multimedia integration which will provide for CD-ROM documentation, interactive training and alternative storage methods. This platform will be adapted to all products, with general availability in early 1996.

#### **Scaleable Platforms and Parallel Processing Environments**

We will deliver support for the IBM Server 500 System/390 platform and others, giving you a wider range of compatibility and scalability choices for the 21st century. And following in step with IBM on Parallel Technology directions, we will leverage IBM's CMOS technology and its parallel processing environments. CMOS technology is the same air cooled technology architecture (versus water cooled) that is used in the PC and PowerPC(RISC) chip technology. Whether the parallel technology involves vertical structures within one system or is structured on the horizontal design via the Sysplex, we will enable applications to meet your needs. Delivery is scheduled to begin in 1996.

#### **Full Suite of Integrated Applications**

Competing in the global market mandates timely access to a wide range of accurate business information. Dun & Bradstreet Software delivers a comprehensive, integrated product line serving customers' financial, human resources, manufacturing and materials management information requirements. Our solutions are cross-industry and industry-specific, meeting the needs of customers in Financial Services, Banking, Insurance, General Business, Government, Healthcare and Manufacturing; and they are functionally integrated, so they work together. The benefit to you is that the applications have a common, generic structure and allow for common functions across all applications, eliminating redundancy and inconsistency.

#### **Year 2000 Enablement**

As the Year 2000 draws nearer, applications throughout your organization will be affected, creating very real business problems that will get worse if your software is not Year 2000 enabled. Dun & Bradstreet Software has addressed this Year 2000 problem for you. In fact, we have invested millions of dollars in enabling all of our core applications to support the century change – money you won't have to invest. By simply keeping your maintenance contracts current, you gain immediate access to Year 2000 upgrade versions as soon as they become available. The first is already available, and they will continue to be available through 1998, to give you ample time to implement the solution. And every upgrade release will include a detailed migration guide to explain what changed in the application, why it was changed, and the date method used. We will also provide conversion programs to update historical files, keeping you up-to-date on all Year 2000 issues related to our applications, and we will even assist you in resolving integration issues with non-D&B Software applications.

#### ENTERPRISE WORKSTATION: OUR NEW TECHNOLOGY INTEGRATION PLATFORM

- EASY TO USE GUI FRONT-END
- WINDOWS™ COMPLIANT INTERFACE

#### FULL SUITE OF COMPREHENSIVE, INTEGRATED SOLUTIONS

- FINANCIALS
- HUMAN RESOURCES
- MANUFACTURING
- MATERIALS MANAGEMENT



STAYING ON MAINTENANCE ALLOWS  
YOU TO CONTINUE TO LEVERAGE YOUR  
INVESTMENT

- SUPPORT PROGRAMS THAT MEET  
YOUR NEEDS
- ENHANCEMENTS THAT PROVIDE THE  
LATEST FUNCTIONALITY

### Coexistence in a Client/Server Environment

While most of our customers plan to maintain their host applications, some have indicated their desire to coexist with client/server applications as their business needs change. To manage this coexistence and sharing of data, we have developed SmartStream Path™ and SmartStream Connection™. These tools allow you to integrate applications residing on different platforms, automate many large tasks such as extracting and converting host data for server databases, and reduce the effort and risk associated with co-existence strategies. SmartStream Path also helps ensure that all the steps necessary for successful implementation are followed, such as transferring built-in accounting policies from a host application to SmartStream®.

### Complementary Business Services and Technologies

Dun & Bradstreet is collaborating with many of the leading service providers, consulting firms, and systems integrators to provide complementary business services, such as process reengineering, as well as additional capabilities, such as laser printing of checks for our Payroll and AP solutions, and facsimile-enabled purchasing processing for our Purchasing solutions. We expect to begin delivering these in the latter part of 1996.

### 3) EXPANDED, COMPREHENSIVE SUPPORT AND SERVICE

Staying on maintenance allows you to continue to leverage your investments. By taking advantage of our Customer Select™ program, you can choose the most effective service program based upon your specific support needs - Basic, Standard or Premier. And by utilizing our new software support tools, many of our clients are finding that they can resolve over half of their support questions electronically. These services can be complemented with additional education, consulting and custom documentation services depending on your organization's needs.

To support the increasing number of clients that are taking advantage of our maintenance programs, we have renewed our focus on field support and have added a substantial number of support professionals. Many of these are dedicated client executives and customer advocates, which allow us to provide proactive communication from each of Dun and Bradstreet Software's offices.

## FUTURE READY - A REALITY

Dun & Bradstreet is committed to our Host customers, through the Year 2000 and beyond. These are just a few of the ways that we are furthering our commitment to you and to the products that you depend on to run your business. With these new Host Technology enhancements, you will be able to continue leveraging and building on your investments in existing systems. Together, we are investing in the future - today.

For more information about leveraging your host applications or about our host technologies focus, please call: 1-800-290-7374 (ext. 755) or 1-404-239-4636 (ext. 755)

or Fax 1-800-475-3950

or Email: [solutions@dbsoftware.com](mailto:solutions@dbsoftware.com)

## Dun & Bradstreet Software

 a company of  
The Dun & Bradstreet Corporation

CORPORATE HEADQUARTERS  
3445 Peachtree Road, NE  
Atlanta, GA 30326-1276  
404/239-4636 ext. 755  
1-800/290-7374 ext. 755  
Internet: [solutions@dbsoftware.com](mailto:solutions@dbsoftware.com)

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