

Ashlar-Vellum Channel Partner Newsletter February 2006

Announcing Quick Start ConsultingSM

On March 1st Ashlar-Vellum begins a new service in the United States. Quick Start Consulting is a new one-on-one tutorial service using WebEx and the telephone. The idea is to give someone that little bit of extra hand-holding needed to quickly make them productive. It's like having a friend in your office say, "Let me show you just a couple of things that will really make this program easier."

Purchased in one-hour increments, its retail price is set at US\$150 per hour. Your standard discounts will apply. In the month of March, we will be offering one hour of Quick Start Consulting FREE with all new Graphite and Argon licenses, and two hours with Xenon and Cobalt.

Emails and a postcard announcing the new service will be sent out within the United States on or about March 1st.

We are looking for a few more Channel Partners or power users in any time zone who would like

to contract with us to provide this service to new users. This is a quick way to make a few additional dollars doing something that you already love to do. If you or someone you know would like to become a Quick Start Consultant contact Shane Walker.



A printed postcard announcing Quick Start will be mailed in the U.S. around March 1st.

New ISO Images to Include Disk Art

With the release of this newest update to Graphite v7.6r2, the ISO images necessary for local manufacturing will be updated as well. Now we will be including the updated artwork for printing the CD on the ISO disk. If you're one of our Channel Partners who does your own disk manufacturing in your local country, this means that you'll have everything you need on that single ISO CD. You can print the disk label and

manufacture the CD with this single resource. It's just one more way that we're all working to make things easier for you.



Graphite v7.6 r2 Ready for Release



Graphite v7.6 release 2 has passed QA and is ready for release. This new version supports the Swedish language and has a number of fixes specifically for the Japanese market.

Technical Articles on the Website

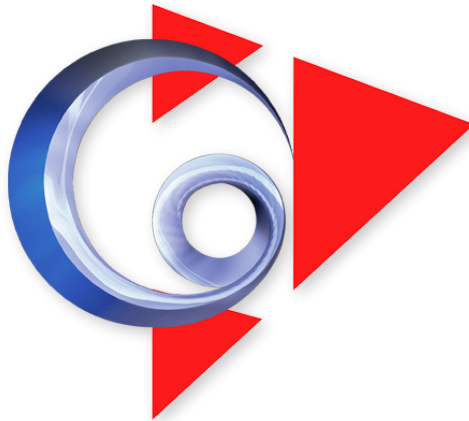
We have a new spot on our website for technical articles that are of assistance to our customers. The first to appear are the file translation articles for Graphite and the 3D modeling products that appeared in the third and fourth quarters of *The Design Explorer* user newsletter. From the top menu on the home page go to **Support>Articles** or just

click on <http://www.ashlar.com/sections/support/articles/articles.html>.

We plan to add more articles of technical interest here in the future. If you have suggestions or would like to contribute, please send a note to Julie at julie.bou@ashlar.com.

Service Pack 1 Release to Include Cobalt Share

Service Pack 1 for Cobalt, Xenon and Argon is approaching release from Development to QA. With this service pack will be the updated version of Cobalt Share. We're starting new documentation for Share now. Expect this new service pack around the end of the second quarter of the year.



Graphite on Intel Mac

Our QA department has been hard at work and can now say that Graphite operates on the Intel Mac under Rosetta.

Cobalt, Xenon and Argon v7.2r3 have also been tested and have anomalies with the Design Explorer under Rosetta.

Welcome to our UK Resellers

Ashlar-Vellum would like to welcome direct communication with our CAD resellers in the United Kingdom working under Computers Unlimited. In the past, all communications passed through CU and often did not reach these valuable people directly. Now, while these resellers

will purchase through CU, we will communicate directly with them, offering our resources to help them increase sales in their areas.



The development department is aware of these issues and is working on a plan to fully support the Intel Mac in the near future.

Upgrade Options on the Website

Ever had a customer say, "I've got Vellum X.X. What can I upgrade to and what are the benefits?" Our sales department gets this question a lot.

Now you have an easy resource with all the information to answer

this question. On our website under **Products>Upgrades**, click on the graphic that says *What are my Upgrade Options?* You'll find a list of all products that it's possible to upgrade *from*. Click on the right one and you'll see the

products you can upgrade to and more importantly, *why* you'd want to do it.

New Images Being Prepared for the Gallery

Victoria Roik and our team in Kiev, under the direction of Austin's

Sarah Slaughter, are making great progress on getting all of our customer-created files into our Digital Asset Management system. Occasionally referred to as "that DAM project" this has been a huge undertaking. Part of the project has been to prepare images for posting in our website Gallery. When Julie Bou visits our web/marketing support team in Kiev the end of this month, they



From left to right: DAM project lead Victoria Roik with Julie Bou, Maria Bondarenko and webmaster Tatyana Zavyalova.



will begin to post these graphics to the website with the assistance of Tatyana Zavyalova. Look for new things to appear in mid to late March as this enormous undertaking begins a new phase.

Another New Success Story

Rio 21 Design's award-winning Spirit sun umbrella is now a success story on the website at <http://www.ashlar.com/sections/gallery/success-stories/success-stories/in-the-spirit.html>. You'll also find PDF's in 8 1/2 x 11 and A4 formats attached and ready to print for customers.

While a number of our success stories come from the United States, we are actively working to create a greater global presence. Currently we have one story from Brazil, one from Japan, six from the United Kingdom and one

from New Zealand. We would dearly love to have additional stories from around the globe. These stories create exposure for the end user on an international basis. If you know of customers with a story to tell about Graphite, Cobalt, Xenon or Argon, we want to tell it. While interesting projects are always welcome, sometimes how our products solved a problem in the everyday work of less glamorous industries is more compelling to new customers. You will not have to write the story, nor will the customer. Just put us in touch and perhaps facilitate

any language barriers. Ashlar-Vellum will do the rest, writing and producing a story that reflects both the customer and our software in the best light.



The Direct Marketing Utility

The Direct Marketing Utility is one of Ashlar-Vellum's most valuable corporate assets. Designed by Sarah Slaughter and Robert Bou, and managed by Jimmy Mills, it is used as a database front-end that evaluates each customer individually and compiles customized offers. Not only can we offer the right products to each individual, we can craft the overall marketing piece to appeal to a customer's own industry using customized text and graphics in e-mails, faxes, and mailed communications. We will be testing this expanded system over the next few months, fine tuning it as we go.

The process works like this:

1. Define the project, identifying the audience, the offer and the level of customization.

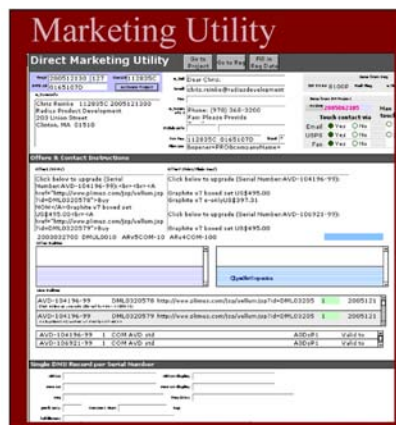
2. Create the generic marketing piece, such as e-mail, fax, letter, postcard.
3. Pull customers into Direct Marketing Utility from our customer database. The utility evaluates each name based on parameters set up in step one, usually based on some combination of:
 - a. Location in the world
 - b. Value Added Reseller assigned
 - c. Customer type (COM, ACO, STU)
 - d. Products owned
 - e. Contact info available (e-mail address, mailing address, fax)
 - f. Contact permission
 - g. Budget (inexpensive e-mail vs. expensive printed postcard)
 - h. Number of desired customer touches

i. Industry (NEW!)

The utility exports smart merged data based on the parameters.

4. Revise generic marketing piece to include custom data including specific text, graphics, photos and product offers.
5. Upload to broadcasting system (e-mail and fax) or print physical mailings and post.

We'd like to help you provide powerful personal solutions to your clients too. If you would like for us to do a particular communications blast using email, mail or fax to your specific customers with your particular set of messages, please contact Jimmy Mills to see how we can support you.



The Direct Marketing Utility evaluates customers individually and compiles a customized offer for each.