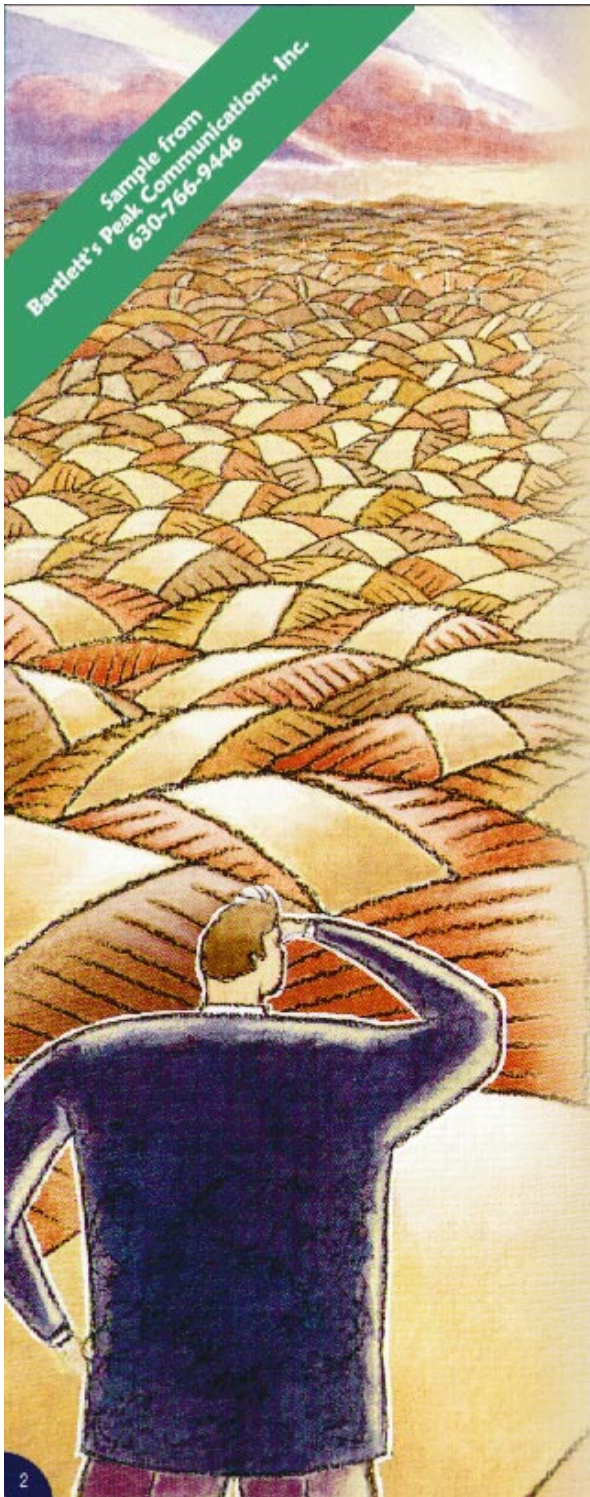


Sample from  
Bartlett's Peak Communications, Inc.  
630-766-9446

ShowCase<sup>®</sup>  
CORPORATION

# HOW TO BECOME A MARKET LEADER





Sample from  
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## SO YOU WANT TO BE A MARKET LEADER

Be forewarned. In the information age, it's no longer as simple as just "building a better mousetrap."

No matter what your business, you have more competition—and your customers have more choices—than at any time in history. If you're waiting for customers to beat a path to your door, you're following, not leading. You need to be out in front—providing not only a better "mousetrap," but a faster, smarter way to build it, market it, deliver it, service it and continually improve it.

We know. ShowCase Corporation is in the business of helping companies stay ahead. And in the process of developing and providing software solutions to help our clients succeed, we've pulled ahead of the pack ourselves.

## FIRST, DECIDE WHERE YOU WANT TO GO

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### START WITH INSPIRATION...

ShowCase Corporation began with a clear mission: Give businesses the power to extract timely, meaningful information from their AS/400 databases—with just a click of a mouse.

In 1989, three senior IBM AS/400 lab architects left IBM to form ShowCase Corporation. They envisioned a way to provide direct access for end-users to the AS/400 database without negatively impacting system resources or data security. The products they planned to develop would have built-in flexibility, enabling each company's data warehousing solution to evolve in response to its dynamic business environment and its changing end-user data access needs.

Almost immediately, they began creating superior tools for Windows desktop access to the vast resources of the IBM AS/400 computer. In just over a year, the first ShowCase product was being marketed by IBM to AS/400 customers.