The ATS Directory of U.S. Software

A software guide for overseas buyers

The ATS Directory of U.S. Software is the most comprehensive source of American business, industrial, and scientific software available to the overseas buyer today. This powerful catalogue puts over 55,000 programs right at your fingertips—including all important *new* programs as they come on the market. To find out more, turn the page....

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NEW EDITION

We'll find the programs you need—*free!*

Our Software Locator Service gives you immediate access to more than 55,000 of the most powerful U.S.A. software packages available today—including some 500 new programs that come on the market each month.

ATS simplifies and improves purchasing decisions. Thousands of products can be searched to locate the product which fulfills a specific requirement. Prices and specifications of competing products can be compared quickly and easily.

You simply tell us your application and the hardware you use. We'll search our computerized ATS Locator database to come up with the programs that meet your needs—and your system. We can even pinpoint those programs that fall within the price range you specify.

The ATS Locator database covers more than *55,000 products in 150 categories and 103 industries.* Software is available for *over 1,000 different operating systems—mini, mainframe, and micro.* Each, month the best of the newest business, industrial, and scientific programs published in the U.S. are added to the ATS database.

What you get

The Locator Service produces a computer report listing all of the packages that fit your specifications. This report is air-mailed to you within 48 hours after you place your search order. For each program, the report lists a wealth of information including:

- Vendor name, address, and phone number
- Serial number of the software package
- Program name and the date it was first published
- Whether the program is part of an integrated package and if so, the names of the other programs sold in the package
- Whether the program source code is sold separately and if so, the price
- Whether the vendor provides enhancements and updates and how much these updates cost
- Hardware, operating systems, and minimum memory required to run the program
- Type of media on which the program is supplied
- Price of the program
- Whether the program is available from other vendors and if so, the names of these vendors
- A concise description of the program and its features

How to order from the ATS Software Locator Service

After making your software selection through ATS Electronic Software Locator, you may order the package from ATS directly. We'll arrange for export licensing, if required, and deliver the software already configured for your system.

If your order is over $1,000 (U.S. dollars), the Software Locator Service is *free.* For order under $1,000, the cost of the Locator Service is $100.

The ATS Electronic Software Locator service contains product listings for a broad range of categories including the following:

- CAD/CAM (Computer-Aided Design/Computer-Aided Manufacturing
- Medical-related software
- Education and training
- Financial analysis and support systems
- System and utility software
- Industry-specific software

The ATS technical experts stand ready to assist you in placing your order to your full satisfaction.

Nine powerful reasons why you should buy from ATS:

1 We can save you time and money.

The software you are now paying a programmer to create may have already been written by a programmer in the U.S.A. Before you pay for custom software, *call us first*. If the software you need already exists, our ATS Software Locator Service can find and order the program for you. The result is a considerable savings in time, effort, and money.

2 A single source.

You deal with *one* firm—ATS—for all your software requirements. The need to keep track of separate orders, payments, invoices, and shipments from half a dozen or more suppliers is eliminated.

3 We're export specialists.

We know the details of trading and shipping products overseas. When we ship your order, we use the fastest, most economical, most reliable carrier available. And we make sure the paperwork is in order, so there are no delays and you receive your software quickly. (Software not subject to U.S. Department of Commerce export regulations is shipped within 48 hours of receipt of your order.)

4 Volume discounts.

If you plan to make cumulative purchases of over $10,000 (U.S. dollars) per year, you'll be entitled to receive a volume discount that can add up to considerable savings.

5 We test every product in our catalogue.

That's right. Every product listed in the ATS Directory of U.S. Software has been tested to meet our high standard of excellence. Our screening process makes use of user-surveys, DP consulting firms, third-party reviews, as well as our own hands-on testing. We screen every new product to make sure it passes our high standards for ease of use, power, versatility, speed, price, documentation, and performance *before* we add it to our catalogue of proven, field-tested software products.

6 We're more than exporters.

We're consultants, too. We can work with you on an individual basis—to provide software to meet *all* your needs. Because we sell to the demanding distributor and dealer market, we have to be reliable and responsive to our customers' needs. And we are.

One example of our dedication to service is our fully computerized export operation. We use fax and electronic mail so we can communicate with you during *your* business hours. And the ATS Software Locator Service uses a computerized on-line database that allows us to quickly find the software you need.

7 Inside information on the latest innovations.

New software products come on the market so fast that any printed catalogue becomes dated as soon as it is published. But not the ATS Directory. Thanks to our on-line Locator Service, we have access to complete information on the newest business and scientific programs the instant they become commercially available. If there's a new product out there that can meet your needs, we can find it.

8 Turnkey systems available.

In addition to software, ATS is a leading exporter of hardware (including IBM and Apple). As a result, we can offer turnkey systems for specialized applications.

We can provide compatible hardware for the software you develop. Or, we can design and integrate a complete system from scratch. We'll tailor a package of hardware and software to your specific application. We'll test the system in our laboratory to make sure it performs according to your specifications. And, all ATS turnkey systems are shipped fully assembled—ready to use and covered by warranty.

9 An information resource.

In addition to our Software Locator Service, we offer a "DP Information Search Service." This service provides access to timely information on specialized DP topics.

How does it work? You simply tell us the topic you're interested in. We search our on-line database of 530 journals, newsletters, tabloids, and conference proceedings and provide you with a list of available articles.
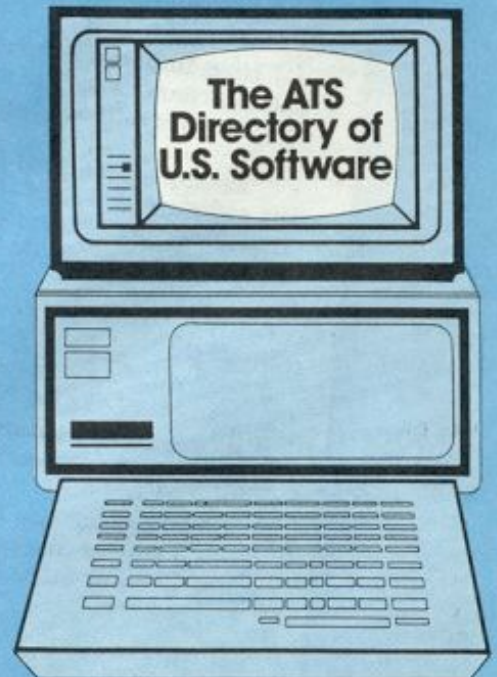
For each article, the list gives you the source, author, and a summary of the article. We can also deliver to you the full text of any article—on paper or electronically. The database gives you access to the latest writings on the DP field, because it is updated with 5,000 new entries each month.

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The ATS
Directory of
U.S. Software

Dear Overseas Buyer,

Welcome...

...to the most comprehensive catalogue of U.S.A. software available today.

With the ATS Directory of U.S. Software on your desk, you have instant access to more than 55,000 of the most powerful programs for business, industrial and scientific applications available today.

The catalogue itself contains listings of some 400 programs. But that's only the beginning.

The Directory also introduces you to our special ATS Software Locator Service—an on-line database, a huge source of information accessed by computer—listing over 55,000 products.

Our most popular programs are listed in the catalogue, but if you need a program that isn't listed, tell us. We'll find it for you—and even order it for you—through our Software Locator Service. (The service is described in more detail on page 4 of this directory.)
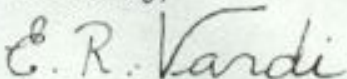
ATS is the single source for overseas buyers who need business, industrial, and scientific software. We offer programs in all major areas including accounting. Application generators. Banking systems. Communications. Database management. Engineering. Environments. Financial planning. Graphics and presentation aids. And more.

We also specialize in turnkey systems for vertical markets—the fast growing area of providing personal computer software and systems to specific businesses and professionals—as well as low-cost, top-performance CAD/CAM systems. *All* programs in the catalogue run on the IBM PC as well as the operating systems listed in the individual product descriptions.

Most important, we're dedicated to helping foreign Data Processing (DP) dealers and distributors do business more profitably. We sell *exclusively* to agents and distributors; ATS does not sell to end users.

We appreciate your interest in ATS and are ready to serve you. Just tell us the software you need—and we'll get it for you. Efficiently. At a reasonable cost. Your order is important to us and we are confident you'll see that reflected in the quality of our products and the way your order is handled.

Sincerely,

E. R. Vardi

**E.R. Vardi, President
American Techmart Services**

P.S. Instructions on how to order from the catalogue or use the ATS Locator Service appear on page 4 . If you have any questions, please feel free to call, write, or telex directly.