

Selling Microsoft® Chart Version 2.0

How to improve your software sales picture.

Now, even more versatile than ever.

New Microsoft Chart Version 2.0 takes our original boardroom-quality graphics program—already recognized as the most versatile graphics program for IBM® Personal Computers and compatibles—a giant step further.

■ Microsoft Chart 2.0 supports even more output devices, like laser printers, film recorders, and the IBM Enhanced Graphics Adapter card. So it can create just about any presentation materials right in the office, including slides in over 177 colors, color or black-and-white overhead transparencies, and even video presentations.

■ Microsoft Chart 2.0 can be linked directly to more programs than ever before, including Lotus® 1-2-3®. So charts can be created with a minimum of effort.

■ Microsoft Chart 2.0 has more data points and batch printing, so it's faster at making more detailed charts.

As always, full-featured boardroom-quality graphics.

There's one thing we didn't do in the evolution to Version 2.0. And that's take away any of the power and versatility of the original.

Gallery of 45 pre-designed chart formats of eight major chart types lets your customers get started quickly. Each format is displayed right on the screen, so switching between alternatives is fast and easy.

Custom charts are simple to create, since every modification can be seen as it's made. It's "see what you get" charting at its best—in up to 16 colors. And any custom format can be saved and reused.

Adding text to charts can be done just as easily. Even text-only charts can be created.

Versatile presentations can be created with ease using Microsoft Chart. Print multiple charts. Overlay charts. Add labels, arrows, and legends. Choose from a variety of fonts.

Three things to look for in a charting program:

Versatility, versatility, versatility.

Because that's what your customers are looking for—a program that lets them design charts that meet their specific needs, *whatever* their needs are. And Microsoft Chart 2.0 shines in all three areas.

First, because of all the ways a chart can be custom-designed to communicate exactly what anyone wants it to say. Saves time by eliminating the need to print extra drafts to design visually attractive charts.

Second, because of the wide variety of output devices supported by Microsoft Chart 2.0—including full support of the Polaroid Palette, with 177 colors, 640 x 400 resolution, exposure setting control, and batch mode printing. Microsoft Chart 2.0 also supports the IBM Enhanced Graphics Adapter and Hewlett-Packard plotters and printers. So customers can use the latest printing technology to produce charts that match their budget and output-quality requirements.

And third, because of the number of ways data can be entered—either directly or with a built-in command to establish a direct link between Chart and programs such as Microsoft Multiplan®, Lotus 1-2-3, Symphony™, and dBASE II® and dBASE III™. With a permanent link, when figures change in a program like a spreadsheet, the linked chart is automatically updated.

The competition draws a blank.

Microsoft Chart 2.0 offers an extremely high degree of functionality, versatility, formatting, and resolution.

Chart draws circles around low-powered charting programs like PFS Graph, part-time charting portions of integrated programs like Lotus 1-2-3, Symphony, and Framework, and less versatile programs like Chartmaster and Graphwriter.

Corporate users have found these integrated charting programs so unsatisfactory that research conducted by Lotus indicates that

24% of 1-2-3 users plan to buy an *additional graphics package* within the next year—some 240,000 users.

The difference is that Microsoft Chart 2.0 does nothing but charts, so it naturally does a better job than an integrated program. And, using built-in links to 1-2-3, the data from a 1-2-3 spreadsheet can be loaded into Microsoft Chart with one simple command.

Who uses Microsoft Chart.

The person who is most likely to use Microsoft Chart is a somewhat sophisticated computer user who will appreciate the tremendous versatility that Microsoft Chart 2.0 offers.

Some other key aspects about a potential Microsoft Chart user and how Chart can fit into his or her work:

Owens a spreadsheet program such as Microsoft Multiplan, Lotus 1-2-3, or Symphony and works with numbers daily. Would appreciate the ability to link spreadsheet data with Microsoft Chart to easily create business graphics.

Works in a Finance, Information Systems, Planning, or Marketing Department, and is therefore often making presentations to

others. Wants to customize charts to accurately and effectively communicate—one of Microsoft Chart's strong points.

Makes professional presentations that not only communicate information, but also reflect well on him or herself. The visual quality of charts created with Microsoft Chart is important to this user. Will also welcome the variety of output devices supported by Microsoft Chart 2.0, especially because many presentations are made with a slide or overhead projector.

Analyzes financial data—the largest single application for PC graphics. And Microsoft Chart 2.0 can perform eight built-in statistical functions, logarithmic scales, and axis range control for sophisticated analysis.

Selling Microsoft Chart: A few examples.

Use: Financial Analysis

Comment: "Turning my spreadsheet numbers into charts helps my associates—and me—see the big picture better."

The Microsoft Chart Solution: Link popular spreadsheet programs such as Microsoft Multiplan, Lotus 1-2-3, and Symphony directly to Microsoft Chart for quick charts of any numbers. Use any of eight functions for data analysis.

Use: Presentation of Information

Comment: "I make presentations to the Executive Committee every week—and the Board once a month. They have to look good."

The Microsoft Chart Solution: Use any of a large number of output devices to turn charts into professional, full-color presentation tools. Make overhead transparencies, slides, or videos, as well as printed or plotted charts.

Use: Scientific Presentations

Comment: "The information I present must fit a specific format our company has developed. And it has to look the same every time."

The Microsoft Chart Solution: Create your own custom chart formats. Modify the chart you create with Chart's "see what you get" display. Save custom formats for future use.

System Requirements

IBM Personal Computers and compatibles	<ul style="list-style-type: none">■ 256K memory■ DOS 2.0 or higher■ One double-sided disk drive■ Graphics adapter card:<ul style="list-style-type: none">—IBM Color/Graphics Monitor Adapter—IBM Enhanced Graphics Adapter—Hercules Graphics Card—Compatible cards
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0985 Part No. 098-035-642