

NEW FROM BORLAND

Borland Introduces Reflex, The Greatest Analytical Tool Since The Couch

INTRODUCING REFLEX, THE ANALYST.

If you use Lotus 1-2-3™, dBASE® or PFS File™, you need Reflex™—because it's a totally new way to look at your data. It shows you patterns, relationships and interrelationships you didn't know were there, because they were hidden in data and numbers.

Reflex is the first database that separates the trees from the forest. The first database that understands that what you see depends on how you look at it.

The first database that probes relationships—then shows them to you in various graphic forms—scatter, line, bar, stacked bar and pie charts.

The first database to break the bonds of traditional DBMS (Data Base Management Systems) and give a dramatic visual turn to data analysis.

Reflex makes graphic leaps far beyond 1-2-3. With Reflex, when you look, you see.

HOW THE CRITICS REACT TO REFLEX

"The next generation of software has officially arrived."

Peter Norton, PC Week

"Reflex is one of the most powerful database programs on the market; its multiple views; interactive windows and graphics, great report writer, pull-down menus and cross tabulation make this one of the best programs we have seen in a long time...The program is easy to use and not intimidating to the novice...Reflex not only handles the usual database functions such as sorting and searching, but also 'what-if' and statistical analysis...it can create interactive graphics with the graphics module. The separate report module is one of the best we've ever seen."

Marc Stern, InfoWorld

"What you see, then, is an interesting hybrid of a database and a spreadsheet that is ideal for analyzing tabular data."

Adam B. Green, InfoWorld

"More flexible than spreadsheets, this easy-to-use database analysis package presents information with visual clarity...Reflex is for you. The flexibility of switching between different views of the data lets you see relationships you may have previously overlooked...Without 'what-if' analysis, key variables—such as cost of goods sold or travel expenses—may be out of hand but unnoticed. The type of analysis to uncover such a foible is awkward to do on a spreadsheet; yet, it may mean the difference between success and failure in a competitive situation."

Ira H. Krakow, Business Computer Systems

REFLEX OPENS MULTIPLE WINDOWS WITH NEW VIEWS AND GRAPHIC INSIGHTS.

You use Reflex's Form View to build your database; the List View lets you put data in tabular List form; the Graph View gives you instant interactive graphic representations; the CrossTab View gives you amazing "cross-referenced" pictures of the links and relationships hidden in your data. Report View allows you to import and export data to and from Reflex, 1-2-3, dBASE, PFS File and other applications and prints out information in the formats you want. In fact, Report View is probably the best 1-2-3 report generator you can buy today. It's also the cheapest—and you're getting all the other features free.

The commands for all five Views are consistent—so you're not stuck learning five different ways to get something done. And because Reflex uses advanced windowing techniques, you can see several views on the screen at the same time—without having to switch back and forth. You get the picture—and the pictures—all at once—if that's the way you want to look at things.

Modify a number and all your Views—List, Form and Graph—are immediately updated, on-screen. Changing a number changes the picture—which is mighty handy when you're analyzing (let's say) sales figures by salesperson; or you're in "What-If" country asking yourself "What if we could add 2.5% in January sales?" "Show me."

"Give me the picture." "Show me what happens when we shift 11% of Nebraska's inventory to the new store in Hawaii."

"Show me how many Gizmo 28's we have in every store in every state as of midnight last night and what happens to our East Coast stocks if the shipping strike lasts more than a week." "Show me."

So Reflex shows you. Instant answers. Instant pictures. Instant analysis. Instant understanding.

HOW IN THE WORLD CAN BORLAND SELL A PHENOMENAL PRODUCT LIKE REFLEX FOR ONLY \$99.95?

At \$495.00, Analytica's original price, Reflex was a bargain. Acclaimed by critics and praised by users, Reflex also got our attention at Borland International. We were so impressed by Reflex that we bought the company!

To celebrate that, we're making business software history by offering Reflex—FOR A LIMITED TIME—for ONLY \$99.95! (Offer good through March 31, 1986).

That's \$395.05 off the original price—which is a pretty good return on your toll-free phone call.

We think Reflex should be an "automatic product," a "standard" that every PC owner should own. That's why we priced it at \$99.95. Naturally we've added our 60-day money-back guarantee and Borland's Reflex is not copy-protected.



BORLAND
INTERNATIONAL

4585 Scotts Valley Drive, Scotts Valley CA 95066
Phone (408) 438-8400 Telex 172373

Trademarks: Reflex is a trademark of BORLAND/Analytica Inc. Lotus is a registered trademark and Lotus 1-2-3 is a trademark of Lotus Development Corporation. dBASE is a registered trademark of Ashton-Tate. PFS is a registered trademark and PFS File is a trademark of Software Publishing Corporation. IBM PC, XT, AT, PC-DOS and IBM Color Graphics Adapter are registered trademarks of International Business Machines Corporation. Hercules Monochrome Graphics Card is a trademark of Hercules Computer Technology.

Inquiry 42 for End-Users
Inquiry 43 for DEALERS ONLY.

REFLEX™ THE ANALYST™

NOT COPY-PROTECTED

To order by Credit Card call (800) 255-8008, CA (800) 742-1133.
Available at better dealers nationwide. Call (800) 556-2283 for the dealer nearest you.

YES! Rush Reflex to me.
Send me _____ copies.

60-DAY MONEY-BACK GUARANTEE

\$99.95
This price includes shipping to all U.S. cities. All foreign orders add \$10 per product ordered.

System requirements.
IBM® PC, XT, AT and compatibles. 384K RAM minimum. IBM Color Graphics Adapter®, Hercules Monochrome Graphics Card®, or equivalent. PC DOS® 2.0 or greater. Hard disk and mouse optional.

Name: _____
Shipping Address: _____
City: _____
State: _____ Zip: _____
Telephone: _____

Subtotal: _____
(CA res. add \$6 tax per copy) _____
Amount Enclosed: _____
Payment VISA MC BankDr # Check _____
Credit Card Exp Date: _____
Card # _____

COD's and Purchase Orders WILL NOT be accepted by Borland. California residents add 6% sales tax.
Outside USA add \$10 and make payment by bank draft, payable in US dollars drawn on a US bank.

Copyright 1985 Borland International BI-1020 A