



Approach⁹⁷

Key Features and Benefits:

Approach is the critics choice for combined power and usability. With no programming necessary, even first-time users can be productive immediately.

- ♦ Revolutionary PowerClick reporting lets you point and click your way to sophisticated reports.
- ♦ Dynamic crosstabs and compelling charts help you make better business decisions.
- ♦ Unique architecture provides fast, direct connectivity to virtually any database format.
- ♦ Built-in connections let you publish and save to the Internet without learning HTML.
- ♦ New programming capabilities mean the easiest database to use is now the easiest database to program, too.

It brings an unbeatable combination of power and usability to your desktop. And beyond.

Lotus Approach. It can help just about anyone manage information more effectively. Why? Because in addition to being powerful, Approach is incredibly easy to learn and use. In practically no time, you'll be using it to report on corporate data, analyze sales, prepare invoices, track prospects, customers and employees. Even leverage all your information resources, wherever they are, including the Internet.

After all, the business world is changing, and Approach is keeping pace. New Approach 97 helps you take advantage of the exciting new ways people are working today — without sacrificing ease of use.

So, in addition to the advanced data management capabilities Approach has always brought to your desktop, you also get access to the wide world of information and communication. It all starts with Approach 97.

Getting the most out of your business data has never been so easy.

What do you want to get out of your business data?

Maybe you need to report on your company's sales figures. Or compile a list of prospects in your region — and get a mailing to them fast. Or publish a new order form on the Internet so your customers can access it.

Whether you're a manager, salesperson, consultant, financial analyst, marketing expert — or any professional — you need a fast, easy way to query, report on and analyze information.

Which is why you need Lotus Approach.

Approach speaks your language.

Approach was designed from the ground up for general business users, which means it speaks the same language you do, right from the start. When you open your data files, you see your data immediately in a professional intuitive form. It's right there, ready for you to work with. And instead of programming commands, you use familiar terms like find, mailing label and report to complete your tasks.

Once you're up and running, Approach has built-in assistants to guide you through every step, whether you're performing analyses, designing reports, conducting searches, or just creating mailing labels.

Approach is also the only database with PowerClick reporting, a revolutionary tool that lets you sort, group and calculate data just by clicking on SmartIcons. Best of all, you see exactly how your report will appear in print as you refine it. No wonder Approach has won over fifty major awards and honors.

It's fully relational, fully powered.

Although it's easy to use, Approach packs a lot of punch. Its full relational power allows you to build applications that combine information from multiple sources. Flexible analysis capabilities mean you can look at data just about any way you want, including charts, dynamic crosstabs and worksheets.

And for those who need to program, LotusScript gives you the power to develop custom business solutions quickly and easily. With the innovative new LotusScript and Macro Recorder, you can record keystrokes and mouse clicks to generate code automatically. Clearly, the easiest database to use is now the easiest to program, too.

With full support for today's connected world.

Today, nobody works alone. And neither does Approach. Its high-performance data access technology offers fast, direct connections to information stored in dBase, Paradox, DB2, Oracle and other databases to help people work together. It lets users share files over all the most popular LANs. It even works seamlessly with Lotus Notes and with other Lotus desktop applications.

Most important, Approach now gives you fast, easy ways to move data between your database and the Internet, intranets, and the World Wide Web. Using Approach's built-in connections, you can now open and save an Approach file to the Internet for fast distribution. Enjoy one-click access to Lotus technical support. You can even publish an Approach report on the Web in a single step, without having to learn HTML.

Easiest database to learn and use.

- ◆ Top Ratings! Winner of more than fifty awards and honors, including PC Magazine Editors' Choice 1996.
- ◆ Enjoy Instant Productivity! Intuitive interface uses familiar terms like form, report, mailing label and find.
- ◆ A LOTUS EXCLUSIVE! InfoBox. Easily apply fonts, color, lines, macros, label names, field order, check boxes, radio buttons and more with this compact palette that floats above your work.
- ◆ Action Bar. Saves time and shortens learning curves by putting common commands at your fingertips.
- ◆ Approach Assistants. Quickly build reports, forms and more with the help of online assistants that guide you in the look, layout and analysis performed.

Build your database in record time.

- ◆ Over fifty Database Templates. Build your database with one of Approach's predesigned templates for common uses like customers, orders and personnel.
- ◆ SmartMaster Applications. Generate complete solutions quickly by using these ready-to-customize applications designed for real business problems such as contact management, order entry, personnel tracking and more.

Field definition.

- ◆ Choose from nine different field types and a wide variety of point-and-click validation rules and default value options.
- ◆ Fast Format. Duplicate style attributes by inheriting them from one object and applying them to others.
- ◆ Produce reports, forms, mailings and analyses with unprecedented ease.
- ◆ A LOTUS EXCLUSIVE! PowerClick Reporting. Sort, group or calculate data by simply clicking on SmartIcons. See how data will appear in print as you work.
- ◆ Sophisticated Query Capabilities. Find information in an intuitive, easy-to-use fashion by typing search criteria into existing forms, reports and worksheets. Search for data using wild card, range, function, case sensitive and "sounds like" criteria.
- ◆ Custom Groupings. Define grouping options in reports and analyses by day, quarter, year, month, first letter, first two letters — just about any way you want.
- ◆ Intuitive Forms. Build forms that expedite data selection and enhance data viewing with options such as drop-down lists, radio buttons, macro buttons, repeating panels and more.

Mail merge.

- ◆ Perform automatic mail merges with multi-page form letters. Print envelopes and mailing labels.
- ◆ Charting. Turn data into powerful charts. Choose from 120 different looks.
- ◆ Crosstabs. Perform sophisticated data analysis simply by dragging and dropping fields to obtain your desired result. Drill down on a chart or crosstab summary to see the detail data underlying it.
- ◆ Worksheets. View and analyze your data in familiar spreadsheet-like tables.

Take advantage of full relational power.

- ◆ UNPARALLELED! Direct Connectivity to data. Enjoy native database speed and functionality when working with information stored in dBASE, DB2, Paradox, Notes, Oracle, SQL and more. Even create new databases in any supported format.
- ◆ Join up to fifty Database Tables in one file. Even join tables with disparate file types with a single mouse click. Create custom business solutions — quickly and easily.
- ◆ Custom Menus. Tailor your application by designing menus to match your specific needs.
- ◆ Point-and-Click Macros. The easy way to automate repetitive tasks such as phone dialing, data import and export, sending mail, conditional branching and automatically launching other files.

A LOTUS EXCLUSIVE! LotusScript.

- ◆ Create sophisticated cross-product applications using LotusScript's object-oriented programming capability.
- ◆ NEW! Automated LotusScript and Macro Recorder. Automatically records keystrokes and mouse clicks and generates the appropriate code to create scripts and macros. Saves time, simplifies training.
- ◆ A LOTUS EXCLUSIVE! Tight integration with Lotus Notes. Put Approach to work on live Notes data. Supports Notes/FX and NotesFlow.
- ◆ ENHANCED! Object Linking and Embedding (OLE). Seamlessly share data with other OLE 2.0 applications, with Approach serving as either server or container. Includes full support for OLE 2.0 visual editing.
- ◆ Share information with your team — and with the world.
- ◆ Plug-and-Play Networking. Increase team productivity on Novell NetWare, NetWare Lite, Microsoft LAN Manager and Windows for Workgroups, Banyan VINES and Artisoft LANtastic networks by sharing files with no additional set-up required.
- ◆ TeamMail. Speed decision-making by distributing Approach files across any VIM- or MAPI-compliant mail system, including Lotus Notes and cc:Mail.

NEW! Open/Save to Internet.

- ◆ Distribute any Approach file quickly and easily by opening and saving it directly to the Internet/intranets.
- ◆ NEW! Publish to Internet. Turn Approach reports, charts, and forms into HTML documents in a single step, without having to use HTML.
- ◆ NEW! One-Click Internet Link. Connects you with Lotus technical support and the SmartSuite reference library for fast, easy access to the most up-to-date solutions.

System Requirements

An IBM PC or compatible 486 or higher, Windows 95, Windows NT 3.51, Windows NT 4.0 or higher. 8MB or more of RAM; 20MB free disk space minimum (45MB for full install). A VGA or higher resolution monitor; mouse or other pointing device.



For more information, call
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