Annual report (two-page spread)



APPLIX

Our Customers Are Saying ...

Applix: The Prescription for Savings. Bristol-Myers Squibb Company started using TM1, [later purchased by Applix] ten years ago, and by 1997 it was being used by all its operations around the world for budget and forecasting collection and analysis. The company is using Applix TM1 to find new ways to save time and money. According to Dave Macera, Manager of Financial Planning and Budgets, "We've realized an incredible return on our investment. In the initial phase alone, we saved more than \$0.5 million. And we've reduced the time it takes to do our consolidation work by 40%. That has freed us up to do analysis, which is crucial to our business."

Clairol is a division of Bristol-Myers Squibb.

"Applix TM1 delivers first query results 625% to 2,300% faster than competing products."

- Analytical Processing Benchmark-1

Visa Charges Ahead With Applix. Visa has been using Applix TM1 since early 1996. Because of the product's versatility, Visa uses Applix TM1 for various financial functions including accounting, planning and reporting, risk management, and analysis of billing data. According to Nirmal Tunwal, Pricing Manager, "We can look at our data in so many ways now—ways we didn't know were possible before. Management is delighted with Applix TM1 because they can use real-time data to make better and more informed business decisions. Applix TM1 gives us the competitive edge."