Quintus plans to ride Mustang.com's $290 million success

Bakersfield e-mail firm began its bumpy rise in age of

ing stock price before the deal was announced.

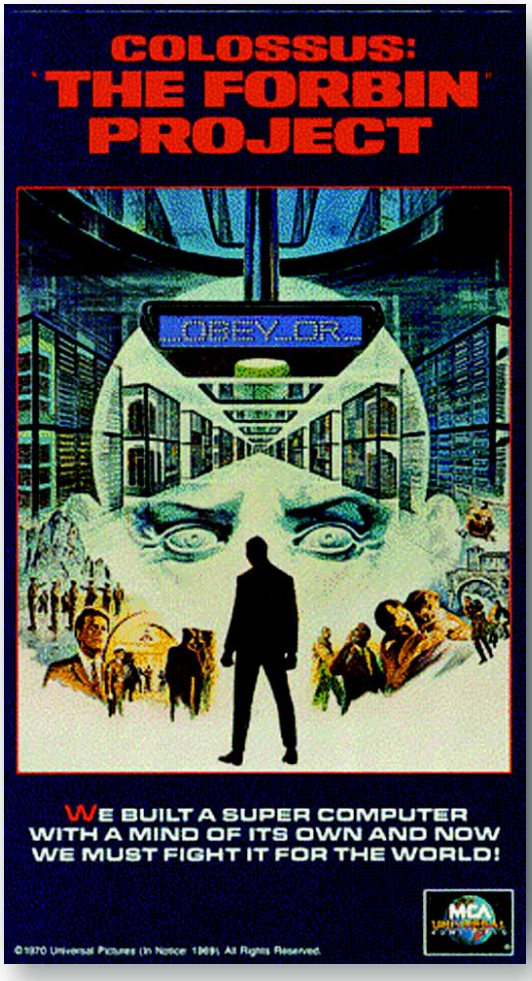
It's been a wild ride for Mustang, a

in losses and failed software products followed as the company rushed toward financial ruin.

software.

"I look at this (sale) as vindication, not only for myself, but my entire

Share value on Nasdaq



In the beginning was Colossus,
a BBS software program by Dan Plunkett that allowed computers
and their users to link up for
conversations, games and file trading.

Colossus is, of course, a reference to the 1969 film
Colossus: The Forbin Project,
in which a supercomputer designed by Dr. Forbin
to control defense systems for the United States,
discovers and links up with “another system” in the USSR,
called The Guardian.

In the movie version of the story,
Colossus and Guardian take over the world,
with menacing consequences.

In the real life version,
Colossus and the Forbin Project gave birth
to Wildcat! and Mustang,
and ultimately helped ordinary people
connect with a multitude of “other systems” around the globe.

These connections
brought visionaries together, and helped create
the foundation for what we now call
the Information Superhighway.

We at Mustang are proud of our contribution
to the world of online communication, and we hope this book
will help you share the fond memories
we all have of the Mustang days.

Acknowledgements

by Jim Harrer

Thousands of hours of work, representing the combined efforts and dedication of a lot of people, were involved in order to bring WILDCAT! to you. I would like to thank a few of the people who have made a difference along the way.

From Little Rock, Arkansas, Scott Hunter was instrumental in helping me set up one of the first bulletin boards on IBM equipment. We sharpened our programming skills in Turbo Pascal while working on the Colossus project together. Most important, Scott was the one who encouraged me to start coding WILDCAT! after I left the Colossus group.

Where do you turn when a routine is just not working out? More than once for me, it has been to John Friel, known for his work on the Forbin Project's QMODEM. John always listens patiently, then points me in the right direction while offering a few words of incentive. All of the download protocols, along with the windowing and ANSI code found in WILDCAT! are a result of John's timely assistance and generosity. Needless to say, WILDCAT! and QMODEM work in perfect harmony with each other!

The Beta test sites consisted of select veteran system operators from the United States and Canada. There was no relief from this elite group and their "wish lists", as they called them. Steve Gerber (Writer's Exchange), John Coon (Software Exchange), and Bruce McPherson (Wit's End) have hammered the code (and my wits!) until the program met their demands and expectations.

One of our original Alpha sites is also the company who was contracted to write the WILDCAT! documentation. Jim Harvey's Words & Music company has bent over backwards to help us, even when we didn't quite know what we wanted. We don't hesitate to recommend his company's services to anyone who realizes the importance of professionally written documents.

Another Alpha site, Rick Heming left his prior corporate job in January '87 to become my partner at Mustang Software. Rick is responsible for WILDCAT!'s color's, message receipt and forwarding, and other "bells and whistles" in the program. In addition to keeping our company in check, his quick wit and humor have made the twelve to eighteen hour days fly by!

A word of thanks also goes out to Randy Freeman, an associate programmer for Mustang who was kind enough to lend not only his programming insights, but also his time and access to system hardware when we needed a favor on short notice.

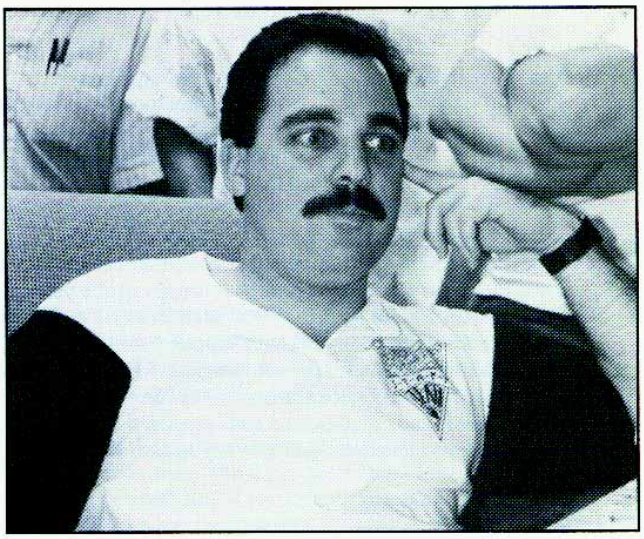
My new bride Debbie is one of these rare ladies who understood my dream of making Mustang Software and WILDCAT! a reality, and has been both supportive and tolerant during the evolution. Thanks, Deb!

There are others, but I was only allowed this much room, so I'll close by thanking all of Mustang's WILDCAT! board users and the local IBM user group for their support!

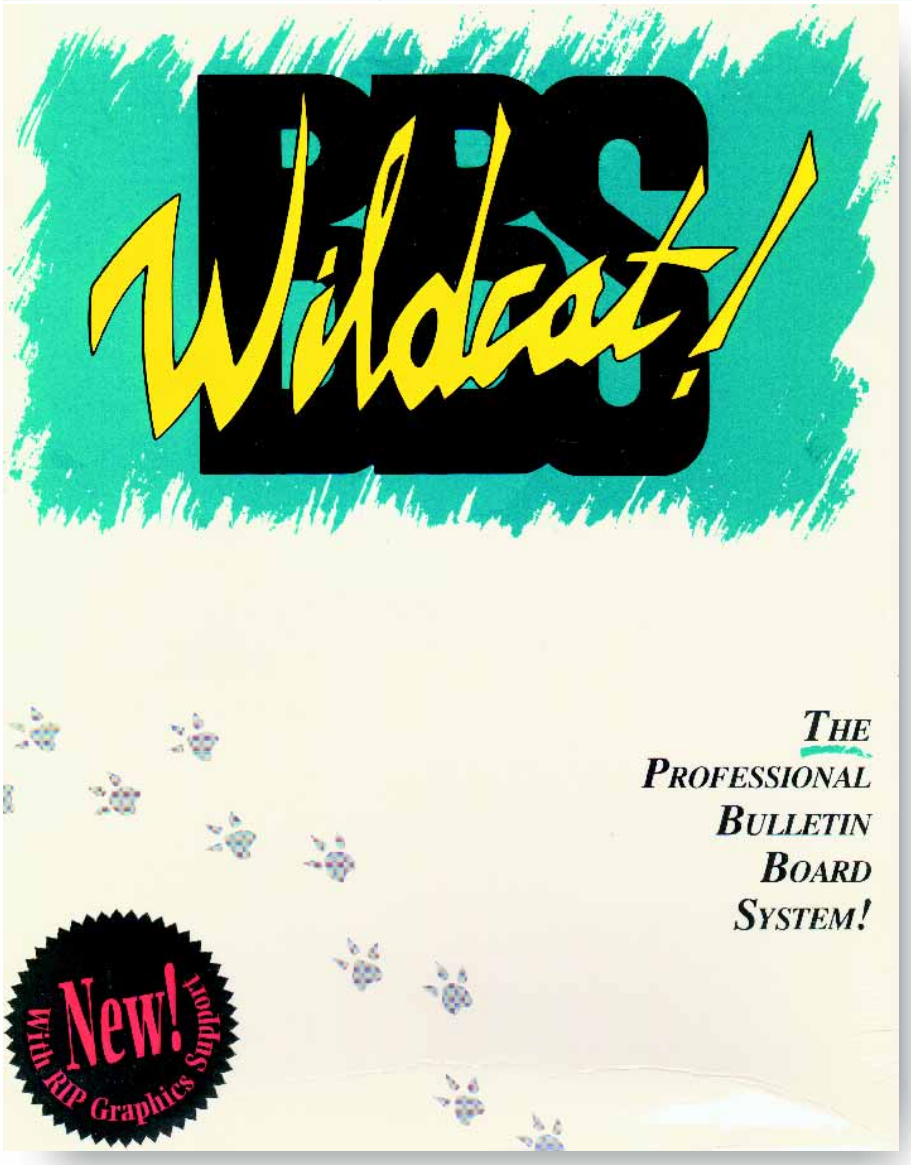
Jim Harrer

President
Mustang Software Inc.
P.O. Box 2264
Bakersfield, California 93303
(805)395-0223

Jim Harrer is president and founder of Mustang Software Inc. (MSI), one of the top four BBS software vendors in the world . Their Wildcat 3.0 BBS product has an installed base of some 15,000 users. MSI recently acquired the Qmodem terminal communications package as well. A frequent vendor at shows such as NetWorld and COMDEX, Mr. Harrer has also held his own conference of BBS operators in Bakersfield California in July of 1991 with 135 attendees.

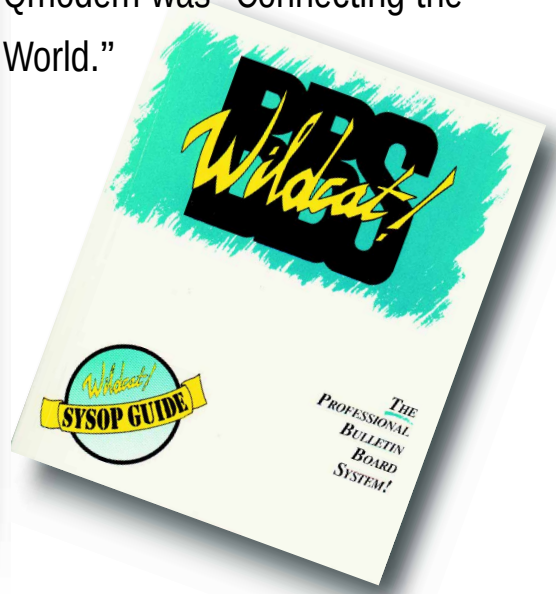


Jim Harrer of Mustang Software, Inc.



The Wildcat days:

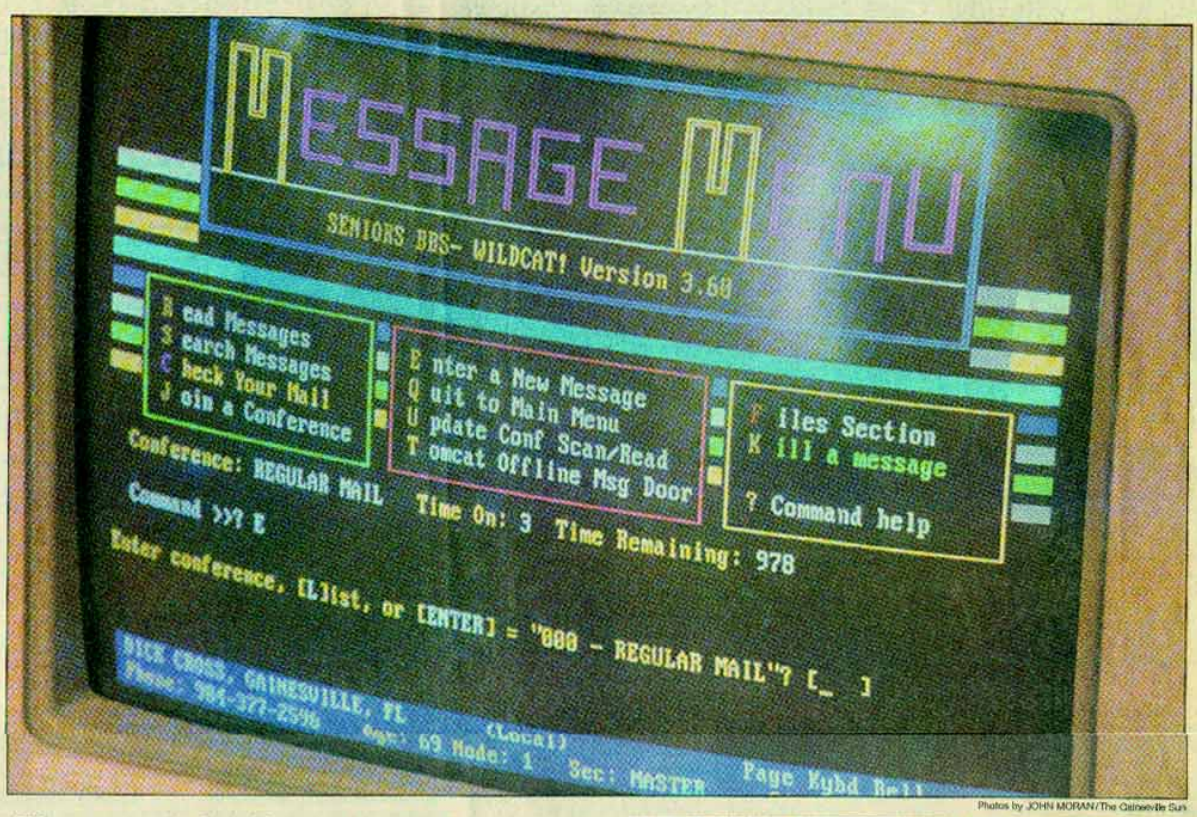
Initially touted as the BBS software with “Power, Speed and Flexibility,” version 2 of Wildcat! was for “When you only have time to call the very best.”
The slogan for Wildcat! 3 and Qmodem was “Connecting the World.”



The Gainesville Sun
Sunday, April 25, 1993

HORIZON

'Call of the Wild' too tame 6D
Rails best way to see Europe 11D



Photos by JOHN MORAN/The Gainesville Sun

Electronic bulletin boards open up world of information

Computer chronicles

By BOB ARNDORFER
Sun staff writer

Plastered with raggedy notices, the trusty old cork bulletin board long has served people's communication needs. Need a roommate? Post a note. Have a pet to sell? Pin it up. Got a gripe? Express yourself.

Today, though, people who really want to reach an audience are discarding their Post-It pads and communicating by computer — exchanging information on electronic bulletin boards, across town and around the world.

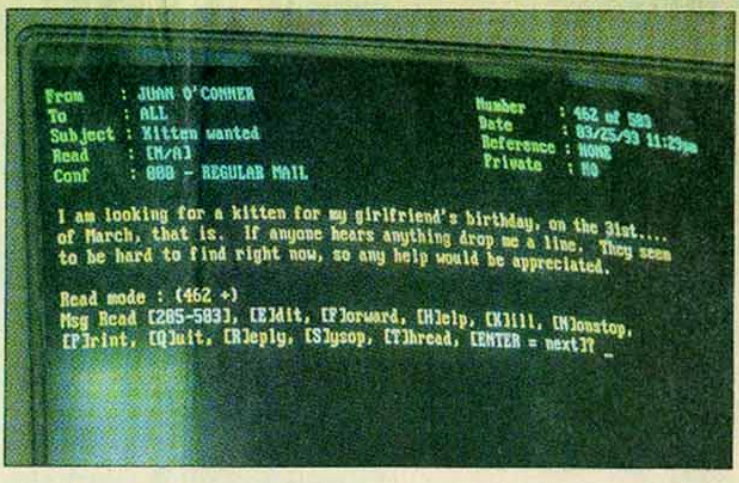
With a personal computer and a modem — a device that connects a PC to a telephone — the wisdom of the ages, as well as life's silliness, literally is at people's fingertips.

Need tickets to a concert in Philadelphia? Want to know what a Rolls costs? Yesterday's humidity in Rio? Want to pay your bills electronically? Have a need to vent your feelings about the tragedy in Waco?

Just tap into a "board."

"It makes the world a very small place," said Diana Nagy, 37, a University of Florida doctoral student and teacher who conducts re-

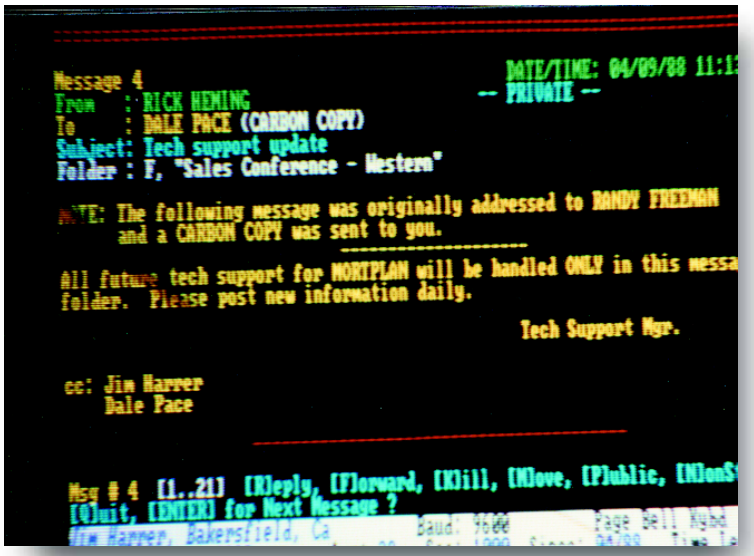
See BOARDS on Page 4D



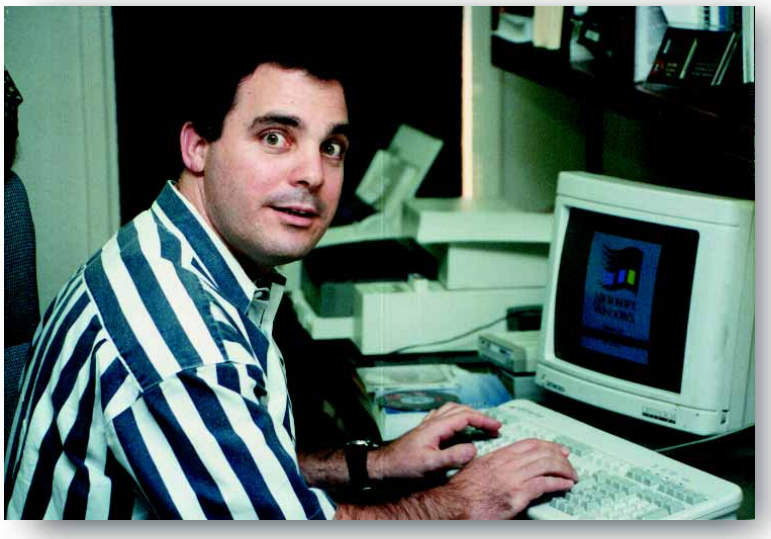
Dick Cross, above, operates the Seniors Board, one of more than 40 electronic bulletin board systems in the Gainesville area. Each BBS has a series of menus, top, and Cross's message menu lists some of functions. By tapping one key, he can search the list of messages from other users, then — TAP — select one to read. People use BBSs for many purposes, as shown by the note, left, that appeared on Cross's board.

"I really fell in love with the whole idea of being online," Jim says about the early days — "the concept of online communities, where I could sit at the dining room table in Bakersfield, and communicate with other people around the world."

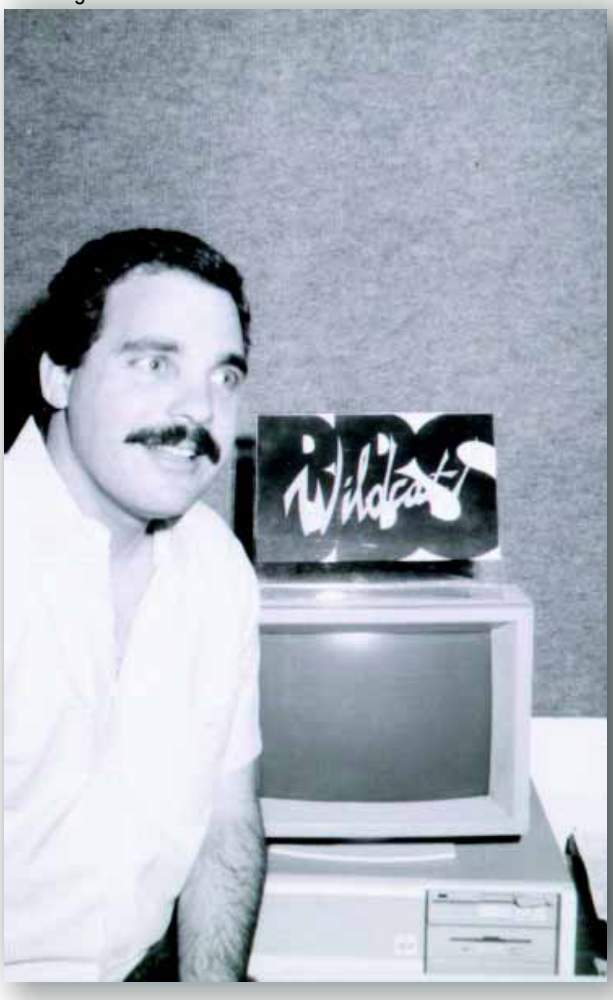
- Jim Harrer



Mustang's Fidonet address was 1:206/2901. The original name for the Mustang Software Wildcat! technical support BBS was "The Cathouse." That name later changed to "Mustang HQ BBS." The BBS ran on a dozen or more IBM XT clones on a long table against the back wall of the office. Each computer had a keyboard and monitor connected, and on at least one occasion a caller was disconnected when a wild Ping-Pong shot directed the ball at a keyboard.



"We used to think it was pretty exciting just to get one order. When two or three would come in on the same day, it was pretty exciting. We'd clap, hurray, high-5. It was very exciting." -Lynn Wright



Hobbies grow into worldwide business

A CHANCE MEETING three years ago of two computer hobbyists resulted in creation of a Bakersfield business that is selling software packages worldwide today.

Jim Harrer, manager of an oil-fields supply company, had gone to B. Dalton Bookseller seeking publications on personal computers. His father's machine shop had installed computers.

"I was sitting there with this puzzled look on my face and made some remark like 'There's not much here,' to the fellow next to me," Harrer recalls.

Harrer

The other fellow turned out to be Rick Heming, an investigator for the law firm Chain & Younger and a new owner of an IBM-PC. The conversation led to more serious talk, which was to lead to formation of a partnership, Mustang Software. In January of this year it became Mustang Software Inc., making sales in all 50 states and 20 countries. Harrer said they anticipate sales in excess of $500,000.

Key to their marketing success is a software telecommunications package called "Wildcat," which has many prestigious users, including some computer manufacturers. Hewlett-Packard is among the names on the client list. Pan Am issues the software to its pilots so they can call home base from airports or hotel rooms, the entrepreneurs say.

Heming

"We simply had no idea how people would use Wildcat," Heming said. "At first we thought it would be just for kid hobbyists."

"When we started, we figured if we could sell three or four copies, we could go out and have a nice meal," Harrer said.

The first month eight packages were sold at $89 apiece. Today Wildcat sales bring in $15,000 a month and the demand is growing. The latest price is $129.

Wildcat is only the most popular of Mustang's software packages. In January they came out with "Mortplan," a loan analyzer designed for real estate offices and other businesses concerned with such things as amortization rates. "PrtLabel" does exactly what the name implies, allows the user to print labels.

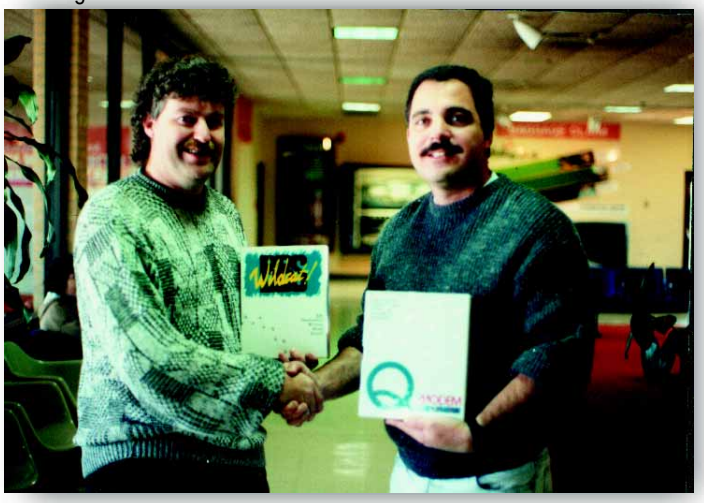
Neither claims educational or work backgrounds in computers. Harrer, 31, has an associate of arts degree from Bakersfield College. He worked for Grant Supply Co. for seven years

Why is Wildcat! BBS

The World's Most Popular BBS Software?

Just ask a few of our customers...

3M Corporation * 800 Software * 900 Support Inc. * 9th Wave, Inc. * AB Dick Company * ABB Industrial Systems * ACCEL Technologies, Inc. * ADC Fibermux Corp. * ADG Graphix * AIR-serv, Inc. * ARCO AmPm * ASP * AST Computers * AT&T * ATI * Abbott Labs * Access Software * Accounting Today * Accusoft * Acer America Corporation * Acordia School Benefits Inc. * Acropolis Software * Actel Corporation * Adams State College * Adaptec * Advance News Networks * Advanced Micro Devices * Advanced Micronet Solutions * Advantis * Advertising Design * Aeon Publishing * Aetna Life & Casualty * Affiliated Foods * Agri-Mark, Inc. * Air Canada * Air Force Quality Institute * AirSep Corporation * Aircraft Technical Publishers * Akron Standard * Alabama-Tennessee Natural Gas * Alaska State Museum * Albert Einstein College * Alberta & Southern Gas * Alberta Dept of Energy * Aldus Corp. * Alfred Benesch & Company * All American Steel * Allied Signal * Alps Electric * Always Technology, Inc. * Amalgamated Sugar * American Council for the Blind * American Airlines * American Automobile Association * American Bar Association * American Chemical Society * American College of Cardiology * American Cotton Shippers * American Express * American First Mortgage * American Gas Association * American Heart Association * American Lung Association * American Medical Association * American Muscle Car Publishers * American Radio Relay League * American Real Estate Exchange * American Red Cross * American Republic Insurance * Ameritech Mobile * Amoco Corp. * Amtrak * Andersen Consulting * Annex Telecommunications * Apollo Trust Company * Apple Computer * Applied Educational Systems * Arbitron Incorporated * Archdiocese Of Philadelphia * Arche Technologies, Inc. * Architek America Corporation * Aries International * Arizona Dept of Revenue * Arizona State University * Arkansas Children's Hospital * Arkansas State Purchasing * Artisoft * Arvin Industries * AskSam Systems * Aspect Telecommunication * Aspen Research Group, Ltd. * Associated Newspapers, Ltd. * Association of British Insurers * Association of Political Professors * Asymetrix Corporation * Atari Corporation * Atlanta Journal & Constitution * Atlantic Communications * Attachemate Corporation * Aurora Public Schools * Autodesk, Inc. * Automotive Service Association * Avantos Performance Systems * Aztech Labs Inc. * BASF Corporation * BBC * BMI * BP Oil Company * Babbages Software * Bailey Controls Company * Bakersfield Californian * Ball Corporation * Baltimore County Public Schools * Bank of New York * Baylor Instruments * Bechtel Petroleum Operations, Inc. * Beech Aircraft Corporation * Behrens Inc. * Belknap Business Forms * Bell Atlantic * Bell Canada * Bell South * Bendix/King Radio Corp. * Berkley Administrators * Best Lock Corporation * BetaSoft, Inc. * Bismarck Tribune * BitSoft Technologies * Blue Cross Blue Shield * Boardwatch Magazine * Boca Raton News * Boca Research * Booz, Allen, & Hamilton Inc. * Borg-Warner Automotive * Borland * Braniff International * Brigham Young University * Bristol Myers Products * British Aerospace Inc. * British Medical Association * British Telecom * Budget Rent-A-Car * Bureau of Indian Affairs * Bureau of the Census * Burlington Industries Inc. * Burlington Northern RR * Business Week * Butterworth Legal Publishers * Button & Dietz Inc. * Byte Magizine * CAD Industries, Ltd. * CHIPS & Technologies, Inc * CIGNA * CKEK Radio * California Dept of Education * California Dept of Justice * California Milk Producers * California Public Employees Retirement Fund * California State University * Canada Post Corporation * Canadian Broadcasting * Canadian Coast Guard * Canadian Nuclear Association * Canon USA * Capital Cities/ABC Inc * Cargill Ltd. * Carolina Power & Light * Casino Data Systems * Caterpillar Inc. * Catholic Voice Publishing * Cedar Ridge High School * Cellular One * Center for Disease Control * Central Intelligence Agency * Central Maine Power Company * Central Point Software * Century 21 Classic Properties * Cessna Aircraft * Chapman Instruments * Charleston Police Dept * Charlotte Douglas Int'l Airport * Chase Manhattan Bank * Chase Scientific * Chemical Bank * Chemical Manufacturers Assoc. * Chevron Chemical * Chicago Board of Trade * Chicago Computer Society * Chief US Probation Officer * Chiquita * Chrysler * Ciba-Geigy Corp. * Cincinnati Gas & Electric * Cirrus Logic * Citibank * Citicorp Credit Services * Citizens Bank * City National Bank * City of Austin * City of Baltimore * City of Dallas * City of Diamond Bar * City of Houston * City of Los Angeles * City of Oakland * City of Phoenix * City of Portland * City of San Francisco * City of San Jose * Civil Air Patrol * Claris Corporation * Clavier Pianos * Coca Cola Enterprises * Coldwell Banker * College of William & Mary * Colonial Penn Insurance Company * Colorado Memory Systems * Colorado State University * Colossus Library Network * ComServ Systems Inc. * Commonwealth Edison * CompUSA * Compaq Computer Corporation * CompuCom Systems Inc. * Compuadd * Computer Buyers Guide * Computer Sciences Corp. * Computer Shopper * Computerland * Concentric Research Corp. * Conner Peripherals * Consolidated Business Forms * Coopers & Lybrand * County of Los Angeles * County of Sacramento * County of San Diego * Crane Supply * Criterion Broadcast Services * Cummins Allison Corporation * Curtis Industries, Inc. * Da Vinci Systems * DacEasy * Dahlberg Inc. * Dallas Semiconductor * Dana Corporation * Dauphin Technology * David Advertising * Daytronic Corporation * DeMolay International * Dean Witter Reynolds Inc. * Deere & Company * Delco Electronics * Dell Computer Corp. * Delta Airlines * Dictaphone Corporation * Digicom Systems, Inc. * Digital Equipment Corporation * Douglas Aircraft Co. * Dover Elevator Systems * Dow Chemical Co. * Duke Power * Duke University * Dunlop Slazenger * Durand Communications * Dustin Discount Software * DynaMark * Dysan Int'l * EDS * ESPN Inc. * Eastman Kodak Company * Economic Policy Institute * Eggbead Software * Electronic Arts * Electronic Book Technology * Embassy of Spain * Emerson Radio Corporation * Entre Computer Center * Epson America * Exide Corporation * FMC Corporation * Faegre & Benson * Federal Aviation Administration * Federal Bureau of Investigation * Federal Bureau of Prisons * Federal Express * Federal Reserve Bank * First Interstate Bank * First Of America Bank Corporation * First Union National Bank * Florida State Legislature * Fluke Corporation * Ford Aerospace Corporation * Fortune 500 Network * Fuji America Corporation * Fujitsu Microelectronics * Future Domain Corp. * GTE * GVC Technologies * Gannett Communications * Gates Rubber Co * Gateway 2000, Inc. * General Electric * General Motors * General Services Administration * Genoa Systems Corporation * George Mason University * Georgetown Law School * Georgia Dept of Labor * Georgia Dept of Revenue * Georgia State Parks * Girls Scouts of America * Goldman Sachs & Co. * Government Computer News * Grange Insurance * Grolier Electronic Publishing * Gulf Coast Chemical * Gulfstream Aerospace Corporation * H&R Block * Hanover Shoes * Harrah's Hotel & Casino * Harvard Medical School * Hauppauge Computer * Hayes Microcomputer Products * Hewlett Packard * Hitachi America * Home Business News * Honeywell * Hong Kong Telecom * Hughes Aircraft * Hyprotech Ltd. * Hyundai Electronics America * IBM * Indiana Youth Institute * Industrial Safety Services * Infotel, Inc. * Ingersoll Rand Company * Inland Steel * Intel Corp. * Intelisys Inc. * InterMail Sales Inc. * Internal Revenue Service * International Monetary Fund * International Paper * Iomega Corporation * Iowa Legislature * JDR Microdevices * JVC Musical Industries * Jenkens & Gilchrist * Jergens Corporation * Jet Propulsion Laboratories * John Wiley & Sons, Inc. * Johnson & Johnson * Johnson Controls,Inc. * K-Mart * KALW 917 FM Radio Station* KFOR-TV * KFOR/KFRX Radio * KIRO Television, Inc. * KVUE TV * Kenwood USA Corp. * Kidder Peabody * Kinkos Copies * Kye International, Inc. * LAN Times * Land Rover North America * Landmark Title Co. * Liberty Mutual * Lockheed Corporation * Logitech * Lone Star Energy Company * Los Angeles Computer Society * Los Angeles Public Library * Los Angeles Times * Lotus Development * LucasArts * MCI * Macola, Inc. * Maine State Library * Mannesmann Tally * Marconi Instruments Limited * Martin Marietta * Maryland Dept of Personnel * Massachusetts Institute of Technology * Masterclip Graphics Inc. * Maxis Inc. * McGraw-Hill, Inc. * Media Vision, Inc. * Megahertz Corp. * Merrill Lynch * Michigan Bell * Michigan State University * MicroAge * Microdyne Corp. * Micropolis Corporation * Microprose * Microsoft * Minnesota Mutual Life * Minolta Corporation * Misko, Howie, and Sweeney * Missouri Gas Energy * Missouri State Library * Mita Corporation * Mitre Coporation * Mitsubishi Electronics * Mobil Oil * Monarch Press * Moore Business Forms * Motorola * Mouse Systems * NASA * NCR Corp. * NEC Electronics Inc. * NOAA * NTSB * NYC Transit Authority * National Cotton Council * National Dairy Board * National Public Radio * National Semiconductor * National Weather Service * Navy League * New Jersey Bell * New York Telephone * Nikon Corporation * Norfolk Southern Corporation * North Carolina State University * Novell Inc. * Ogilvy & Mather * Ohio State Patrol * Olivetti North America * Olympus America, Inc. * Oracle Corporation * Oregon State Police * Owens Corning Fiberglass * PC/Computing * PGA Tour * Pabst Brewing Company * Pacific Bell * Pacific Commware * Pagesat, Inc. * Paine Webber * Panasonic * Peachtree Software * Peat Marwick * Penn State University * Pepsico * Phoenix Police Dept * Pitney Bowes * Planet Systems, Inc. * Playboy Entertainment * Polaroid Corporation * Port of Oakland * Post-Newsweek Cable * Practical Peripherals * Price Waterhouse * Princeton Financial * Promise Technology * Prudential * Quarterdeck Office Systems * Radio Shack * Raytheon * Reuters * Ricoh Corporation * Rockwell International * Ross Laboratoris * Rutgers University * Ryder Truck Rentals * S.C. Johnson Wax * SAE * SPIN Magazine * SPSS, Inc. * Salt Lake Tribune * Samsung Electronics America * Sandia National Labs * Seagate Technology * Sears, Roebuck & Co. * Sega of America, Inc. * Sharp Electronics * Shell Oil Co. * Siemens * Sierra Club * Silicon Graphics Inc. * Six Flags * Smith & Wesson * Social Security Administration * Software City * Software Etc. * Sony Corporation * Southern California Edison * Southland Corp. * Spectra-Physics * Spectrum Holobyte * Sports Illustrated * Sprint * Stanley Tools * State of Arizona * State of California * State of Connecticut * State of Florida * State of Minnesota * State of New Jersey * State of Texas * State of Washington * State of Wisconsin * Strategic Simulations Inc. * Subway * Summagraphics * Sun Life of Canada * Supra Corporation * Swiss Telecom * Sysco Food * TDK * TV Guide * Telecom Australia * Tennessee Hospital Association * Texas A&M University * Texas Ethics Commission * Texas Instruments * The Iams Company * The Nashville Network * Thomas-Conrad * TicketMaster * Timeslips * Toastmasters International Inc * Toronto Star Newspaper * Toshiba * Toyota * Travelers Insurance Co * Traveling Software * US Air Force * US Army * US Census Bureau * US Customs * US Dept of Commerce * US Dept of Education * US Dept of Health & Human Services * US Dept of Housing & Urban Development * US Dept of Labor * US Dept of Natural Resources * US Dept of Transportation * US Dept of the Interior * US Drug Enforcement Admin. * US General Accounting Office * US Gypsum * US Marine Corps * US Navy * US Nuclear Regulatory Commission * US Office Of Personnel Management * US Postal Service * US Robotics * US West * Underwriters Laboratories * Unisys Corporation * United Nations * United Parcel Service * United We Stand America * University of Alabama * University of Arizona * University of California * University of Colorado * University of Illinois * University of Kansas * University of Kentucky * University of Miami * University of Michigan * University of Minnesota * University of Missouri * University of Nebraska * University of North Carolina * University of Southern California * University of Tennessee * University of Texas * University of Washington * Upjohn Company * Utah State University * Vanderbilt University * Ventura Publisher * Veterans Administration * Viacom International * Virgin Games * WALC * WAWL * WBNS-TV * WBRA-TV * WITL * WKOW-TV * WLAG-FM Productions * WPIC * WUMC * WVEC-TV * Wal-Mart * Walden Software * Walgreens Drug Store * Walker Research * Walt Disney Studios * Wang Labs, Inc. * Warner Bros. * Washington State Ferries * Weekly Reader * Weitek * Wells Fargo Bank * Western Digital Corporation * Western Geophysical * Western Union * Westinghouse * Whirlpool * Windows Magazine * Wisconsin Dept of Transportation * Wm Wrigley Jr. Company * WordPerfect Corporation * Wyse Technology * Xerox Corporation * Yamaha International * Z-Soft Corporation * Zenith Data Systems * Ziff-Davis Publications * Zoom Telephonics * ZyXel

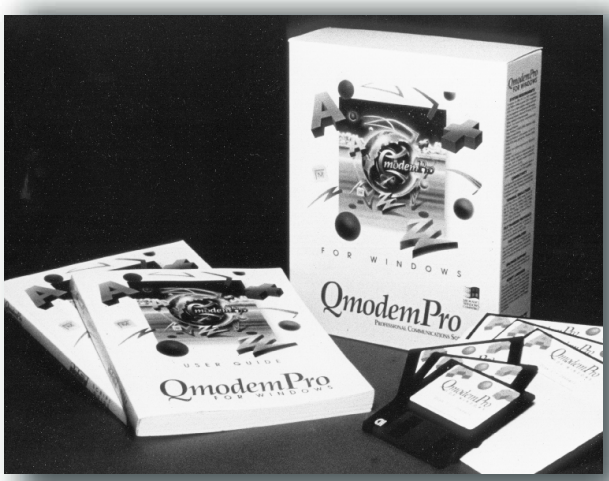


"I didn't ever think it would turn out as big as it would," says Jim. The reason I wrote Wildcat was to challenge myself to see if I could do it. It wasn't for the money — we used to kid ourselves that maybe we could sell enough a month that we could go have a nice dinner somewhere." -Jim Harrer

Mustang acquires Qmodem

Even today, Qmodem is recognized as one of the all-time classic "shareware success stories." Originally developed by John Friel and the Forbin Project, Qmodem was purchased by Mustang late in 1991, with the goal of providing a complete online experience for BBS callers as well as Sysops (system operators).

Mustang quickly released Qmodem version 5, a commercial version of the shareware Qmodem SST, then released QmodemPro for DOS, which bundled the Off-Line Xpress mail reader program written by Greg Hewgill.



Bakersfield firm acquires software line

Mustang says purchase will enlarge existing 'bulletin board' system

By JOE D. STEVENSON
Senior business writer

Mustang Software Inc. of Bakersfield used its appearance at COMDEX, the giant computer show going on in Las Vegas this week, to announce acquisition of new "BBSoftware" (bulletin board software) lines to augment its Wildcat! program.

Jim Harrer, president and chief executive officer, announced that Mustang is acquiring Qmodem communications software from The Forbin Project of Cedar Falls. He said Qmodem is used by more than 70,000 individual and corporate users as a generic communications tool to connect to MCI Mail, CompuServe Mail and other personal mail systems.

According to the Mustang release, Qmodem author John Friel will join Mustang's in-house engineering staff as head of the new Qmodem Software R & D Division. Such features as an off-line mail reader, a smart menu and full, interactive mouse support will be among his first projects.

Harrer

Earlier this month, Mustang signed an agreement with Technique Computer Systems of Victoria, Canada, to acquire three high-performance BBSoftware programs, SLMR, Tomcat! and T-Net. Greg Hewgill, the author, and Scott Brynen will join the Mustang staff to refine the programs, which will be repackaged in January by Mustang Software.

"The key to successfully harnessing the power of the BBS lies in the flexibility of the tools placed in the user's hands," Harrer said. "In the coming months, Wildcat! will become one of the most productive tools in the communications arena. We are poised for a breakthrough."

Mustang also has entered an agreement with EMS Group of London, which represents more than 250 U.S. computer companies in marketing their products in Europe. The Mustang group is meeting with a group of EMS distributors at COMDEX this week.

The firm's products will be distributed in the United States, Canada and Europe.

Mustang claims to be the No. 1 supplier of BBSoftware, with 3 million monthly users of its Wildcat! product.

Wildcat! was created in 1987 by Harrer and his vice president, Rick Heming, who thought it would be something that would interest young computer hobbyists. It found a spot in the bulletin board market, and the firm, incorporated in 1988, has been growing ever since. The system has 10,000 registered users worldwide. Wildcat! is on the shelves of the 250-plus Software Etc. stores nationwide.

...at QmodemPro for Windows

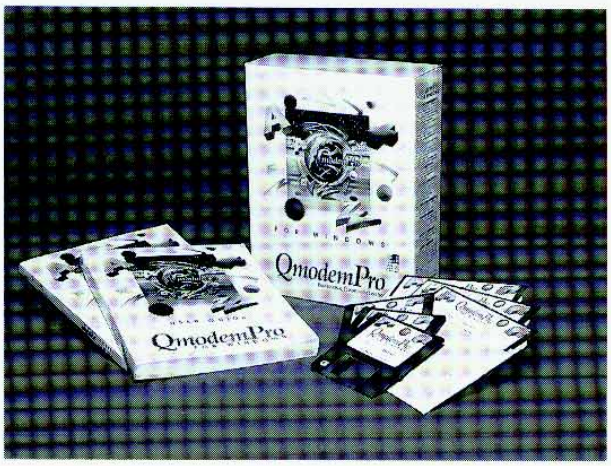
by Lori L. Bloomer

When you're buying any application that you plan to use frequently, often it's not the lengthy list of features that makes you buy, but, the little things that make all the difference. And with *QmodemPro for Windows,* you have not only an impressive list of features to work with, but a whole lot of little things that make using the program a pleasure.

First, the big things: *QmodemPro* is not just a data communications package of the sort we're familiar with, but is instead a true answer to the user who asks, "Why do I have to buy a half-a-dozen programs to use all the capabilities of my fax/modem?" *QmodemPro* can perform both data communications and fax transmissions with ease, from the same phonebook, without ever leaving the program.

This might even be the penultimate *Windows* telecomm package, negating the necessity to spend $199 for a comm program and another $149 for a fax package. It doesn't come with, say, a library of a hundred cheesy fax cover sheets. It *does,* however, come packaged in a simple interface that's not only user-friendly, but aesthetically pleasing. *QmodemPro* is not only one of the easiest communications programs to use, but it's also the handsomest one we've seen.

QmodemPro, unlike many communications packages, doesn't look like a DOS program with a few icons and pull-down menus added as *Windows*-dressing. It has a sleek, fully-customizable interface, which will allow you to do such things as placing wallpaper behind your terminal view. You can use any standard BMP file to liven up your online time.

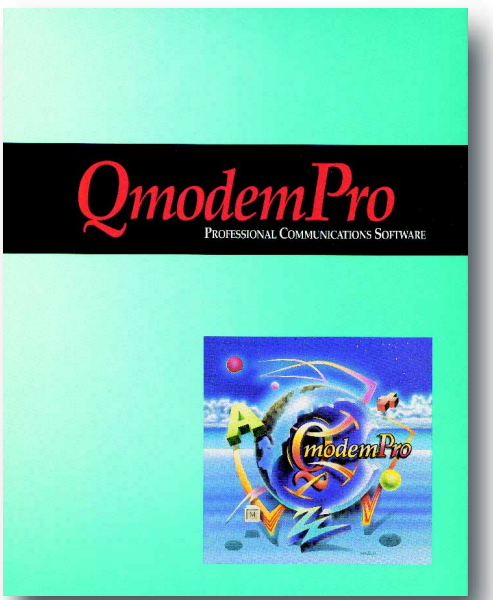


The whole process of installing *QmodemPro,* from opening the box to getting the program up and running, took under ten minutes. The setup program prompts you to select the type of modem (or fax/modem) you have from a list of over 170 different modems, and sets up all the communications protocols automatically. The user won't have to monkey with the settings, for the most part — this is a boon for new telecomm users who don't have the slightest idea what "parity" or "stop bits" might be.

What's more, once you get it up and running, it includes a script which will automate setup for three of the major online services (CompuServe, MCI Mail, and GEnie). This makes life easier for users who've only dealt with these services through a proprietary front-end package, such as *CompuServe Information Manager for Windows* (*WinCIM* for short). If you don't know that CompuServe's settings are E, 7, 1, you don't need to with *QmodemPro.*

The manuals are well-written, and friendly, with one 300-page user manual, and another 230-page script programming guide. Every one of the menu commands are explained in detail, with illustrations in many cases. The language is simple and easy to follow. This package isn't just for the beginning user. *QmodemPro* will grow as you do, and its capabilities are stunning even for a power user. It utilizes full background operation under *Windows.* The Batch Upload file command will automatically send a file

QmodemPro
for Windows 95
VERSION 2.0
The Premier Communications Solution for Windows 95
See A Few Of QmodemPro's Features For Yourself.
QmodemPro's Host Mode let's you operate a mini-BBS on your own PC.
Configure QmodemPro's tool bar so that the features you use most are just a mouse click away.
Standard Windows 95 user interface makes performing common tasks, like uploading files, faster and easier than ever.
Order QmodemPro now...
By phone: Call 1-800-663-7292
By FAX: Call 1-805-873-2599
By BBS: Call 1-805-873-2400
By mail: Return the enclosed order form today.
Mustang Software Inc.
6200 Lake Ming Road
Bakersfield, CA 93306
Blast Into Cyberspace Wi
The First On-lin
Communicatior
Software For
Windows 95.


QmodemPro
PROFESSIONAL COMMUNICATIONS SOFTWARE

FOR WINDOWS
QmodemPro
PROFESSIONAL COMMUNICATIONS SOFTWARE

D8 Sat., Nov. 11, 1989 The Bakersfield Californian

Kern firm to display software

By JOE D. STEVENSON
Senior business writer

A Bakersfield software company, Mustang Software Inc., will be one of 1,700 exhibitors Monday through Friday at COMDEX, billed as "the computer industry's annual meeting" in Las Vegas.

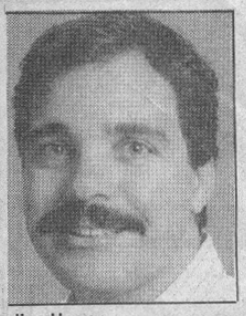
Mustang will introduce Brainstorm, a software package that Rick Heming, vice president/marketing, describes as "a local area network idea manager."

The Bakersfield firm also will showcase Wildcat! 2.1, the latest version of its bread-and-butter product programmed for businesses to communicate with customers and outside sales people. Both programs are designed for IBM-compatible personal computers.

"The first thing we're hoping to do is get a little more exposure to distributors," Heming said. "We also will be seeking exposure to the corporate environment."

Heming and Jim Harrer, president, will spend the entire week at the exhibit. Four other staff members also will participate. Family members of the exhibitors also will take part in manning the booth.

Rick Heming
...seeks exposure for firm



Jim Harrer
...Mustang president

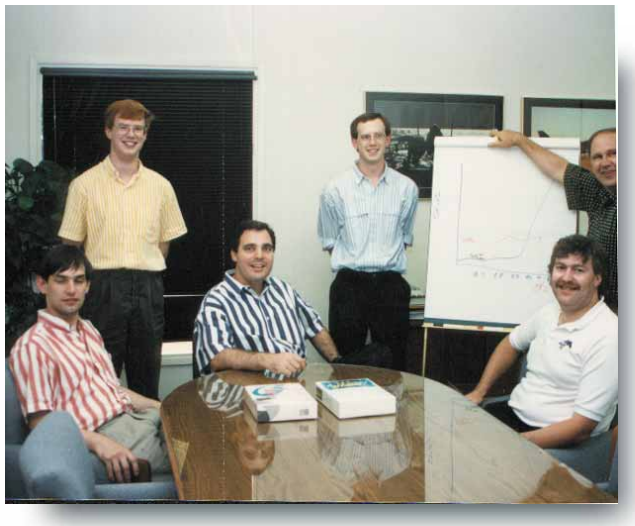
Mustang has rented two exhibit spaces in the Hilton Hotel, next to the Las Vegas Convention Center. Heming said the exhibitors are spread out over 10 locations in Las Vegas. The local firm also will man a hospitality suite at Ballys. Heming and Harrer are arranging a news conference on their products in the convention center Wednesday at 2 p.m.

Heming said the local firm expects to get exposure beyond its own exhibit space. McGraw-Hill will be showing computer writer John Dvorak's latest book at several locations. Heming said Mustang wrote the program for the diskette that is included with the book and provided some of the material in the book.

The local firm also is providing U.S. Robotics with Wildcat software. U.S. Robotics will include the software with each modem it sells at the computer show.

Heming describes Brainstorm as a package that can be loaded into an IBM-PC network of a large or small company, allowing for an exchange of ideas.

Mustang Software was founded by Harrer and Heming about three years ago. They offer computer consulting services and software packages. The firm is located at 5301 Office Park Drive.

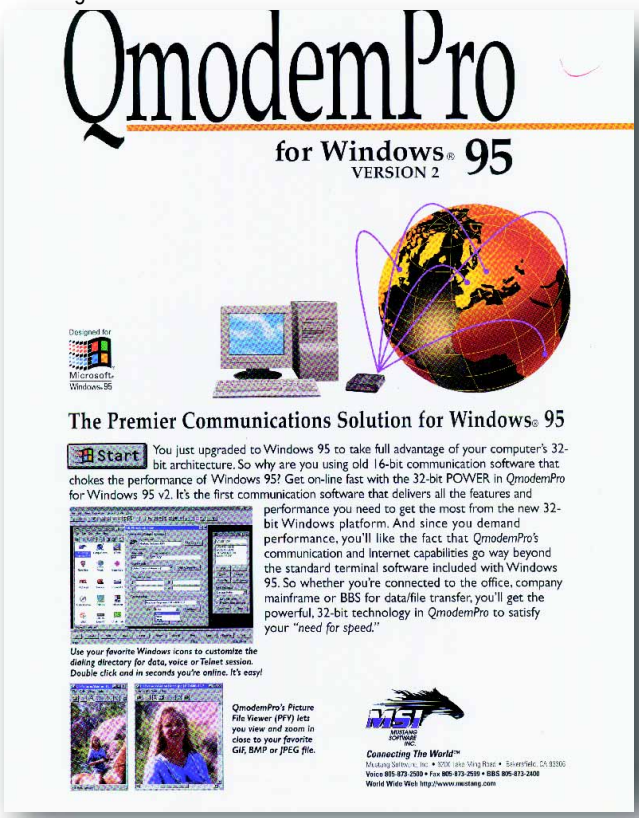


The world of Windows

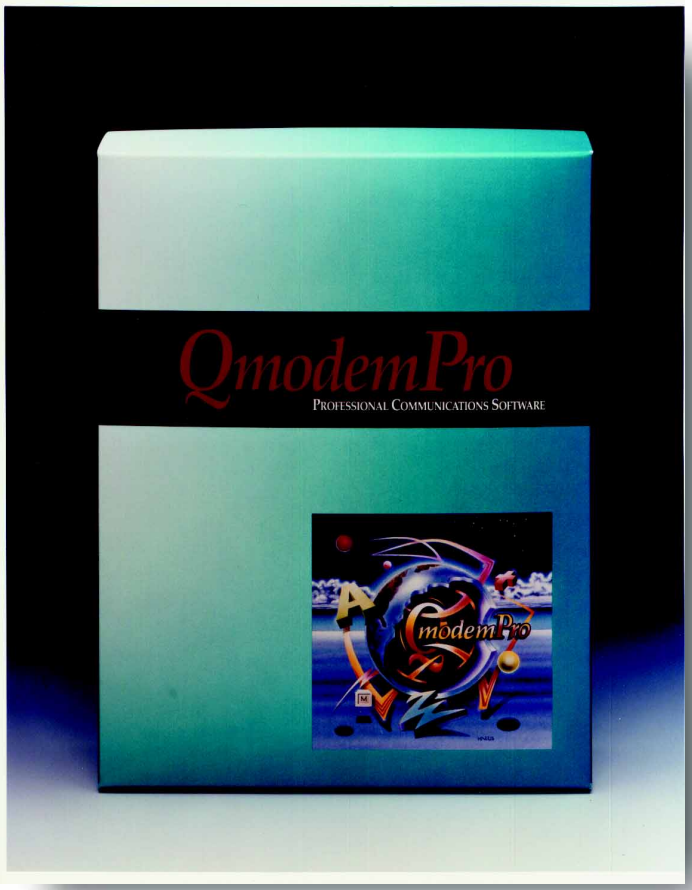
With Windows 3.1 rapidly being adopted as the operating system of choice for business and home users, Mustang engineers immediately began work on a Windows version of Qmodem.

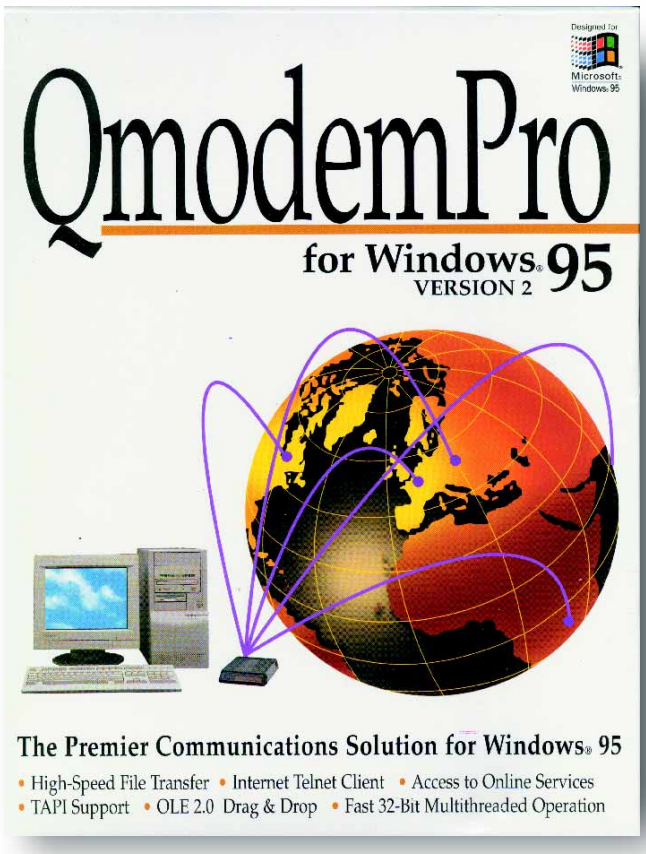
MEET THE 1994 INNOVATOR

Creativity Is Their Watchword
By Douglas Bartholomew and Susan Connelli

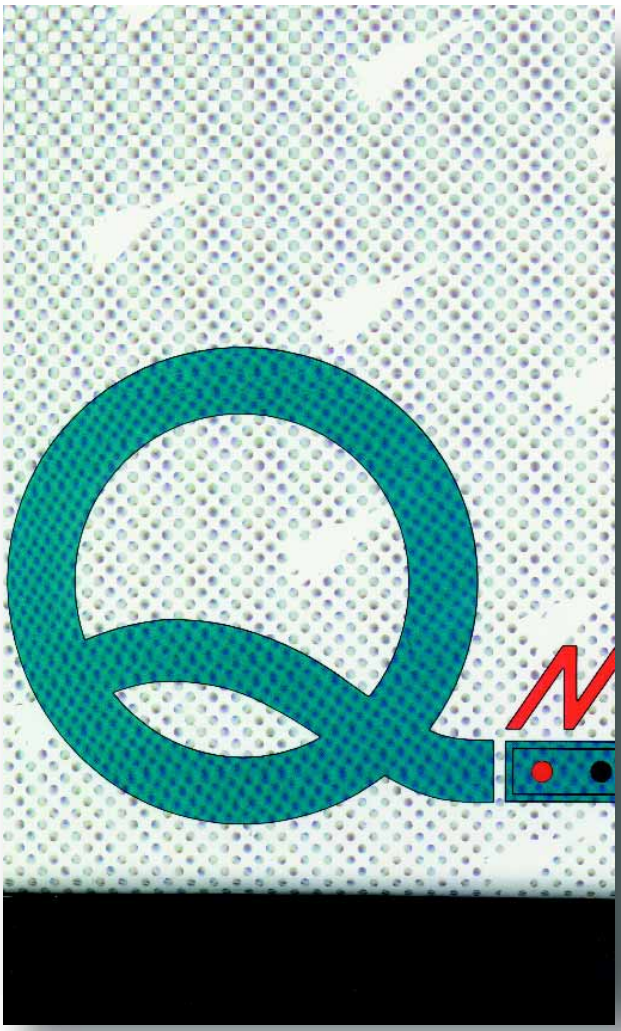


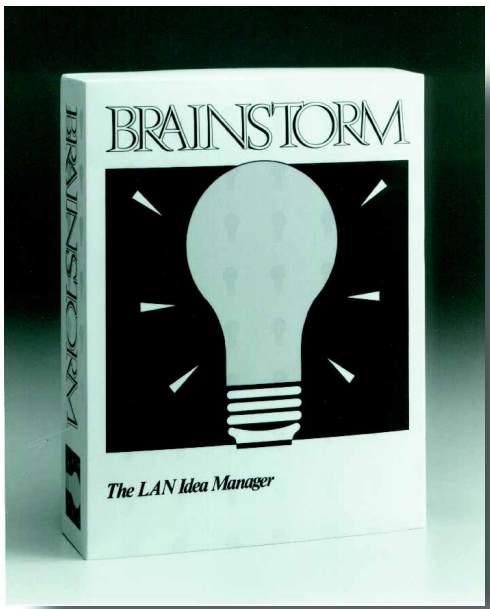
QmodemPro for Windows version 1.0 was an immediate success, and was followed in 1995 by QmodemPro for Windows 2.0, a 32-bit version designed specifically for Windows 95.





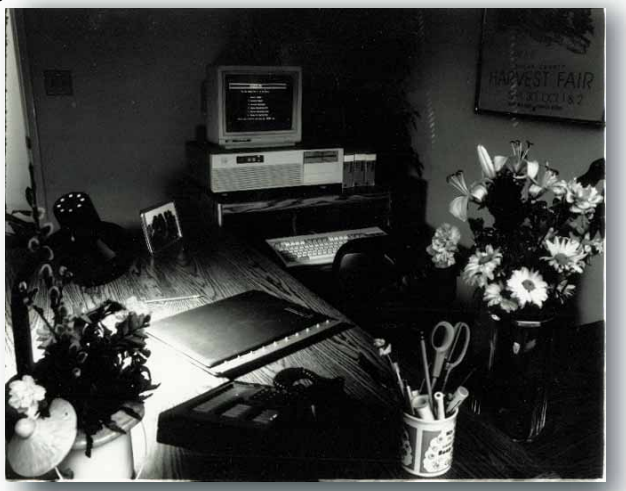
modem
Professional Communications Software For Your P.C.
modem

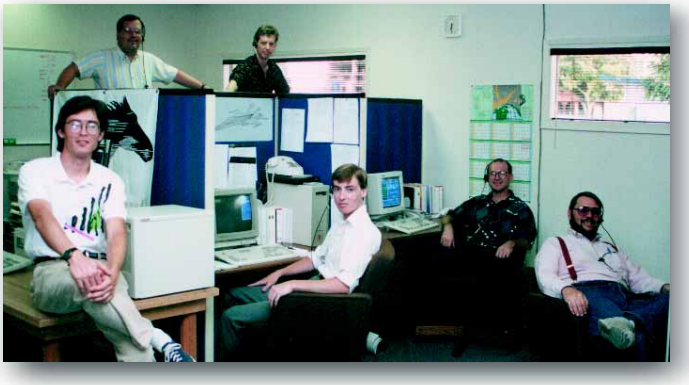



BRAINSTORM
The LAN Idea Manager

modem
Professional Communications Software For Your P.C.
modem

BBS
Wildcat!





Campus-like atmosphere

By 1993 it was obvious that Mustang was outgrowing its rented office space in downtown Bakersfield. The management team began searching for a new location, one that provided the “creature comforts” that made the sometimes long working hours bearable, and provided room to grow. The goal was to create a “campus like atmosphere,” in Jim Harrer’s words, a showplace that the team could feel proud of.

The perfect site was found in late 1993, about 12 miles east of downtown Bakersfield, near the mouth of the scenic Kern River Canyon. Jim Harrer and Rick Heming purchased the building and began renovations that included a state of the art Aspect phone system, high speed LAN cabling throughout the building, creation of office and work areas for engineering, customer service and technical support, extensive landscaping and even a lunchroom with pinball games and free self-serve sodas.

JOHN HARTE / THE CALIFORNIAN

Rick Heming, left, and Jim Harrer of Mustang Software Inc. stand outside their new office.

Byte-sized joy

Bakersfield-based software firm celebrates office opening

By JOE D. STEVENSON
Senior business writer

Jim Harrer and Rick Heming are having a party tonight.They're celebrating a dream come true — Mustang Software Inc.'s move to its own "campus" at 6200 Lake Ming Road, across Alfred Harrell Highway from Rio Bravo Resort.

More than 200 invited guests are expected, more than 100 of them from out of town. More than seven years ago when they started the software company, they would have been challenged to squeeze a dozen people into their hole-in-the wall office on Office Park Drive.

Heming had the first bulletin board system in Kern County. Today Mustang Software, Inc. is the leading single-source supplier of bulletin board systems — or BBS as they are known — and related software in the world, according to computer trade publications.

The campus is a 12,500-square-foot office building built for Nickel Enterprises in 1980. Mustang Software bought it for $900,000 with an SBA-504 loan. They closed escrow in November and moved the operation from 17th Street in December. Mustang has leased the west wing of the building to George Nickel and Nickel Enterprises, with the rent sufficient to meet more than half the monthly mortgage payments.

The intervening months have been spent fine tuning their operation there. Such things as connecting 79 telephone lines were involved in the move.

"We decided we wanted to invest in a building about 1990," Harrer said. "Our goal was to get in good enough financial shape so we could build or put our roots anywhere."

"We got talking about a campus setting, and then we'd look at each other a shake our heads and laugh," Heming added.

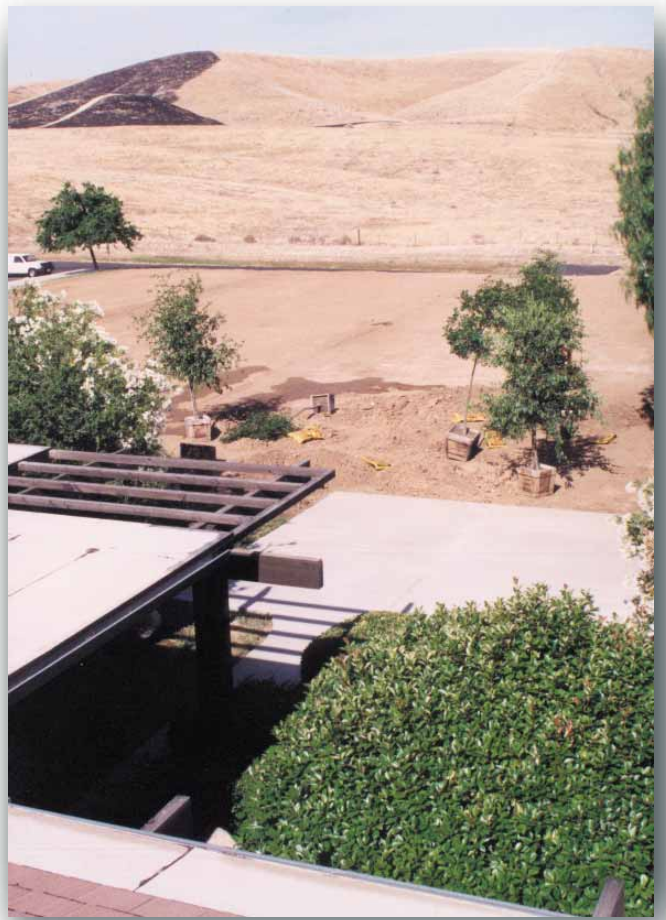
When the building came on the market through Pat Thompson, a real estate agent with Haymond-Watson, everything went well until they went for a bank loan.

"We had no debt and money in the bank but we couldn't find a local bank who would make us a loan," Harrer said.

They were working through Jay Bingham of Mid-State Development Co., packager of SBA loans. Bingham finally found an independent bank in Salt Lake City willing to finance the deal. Under

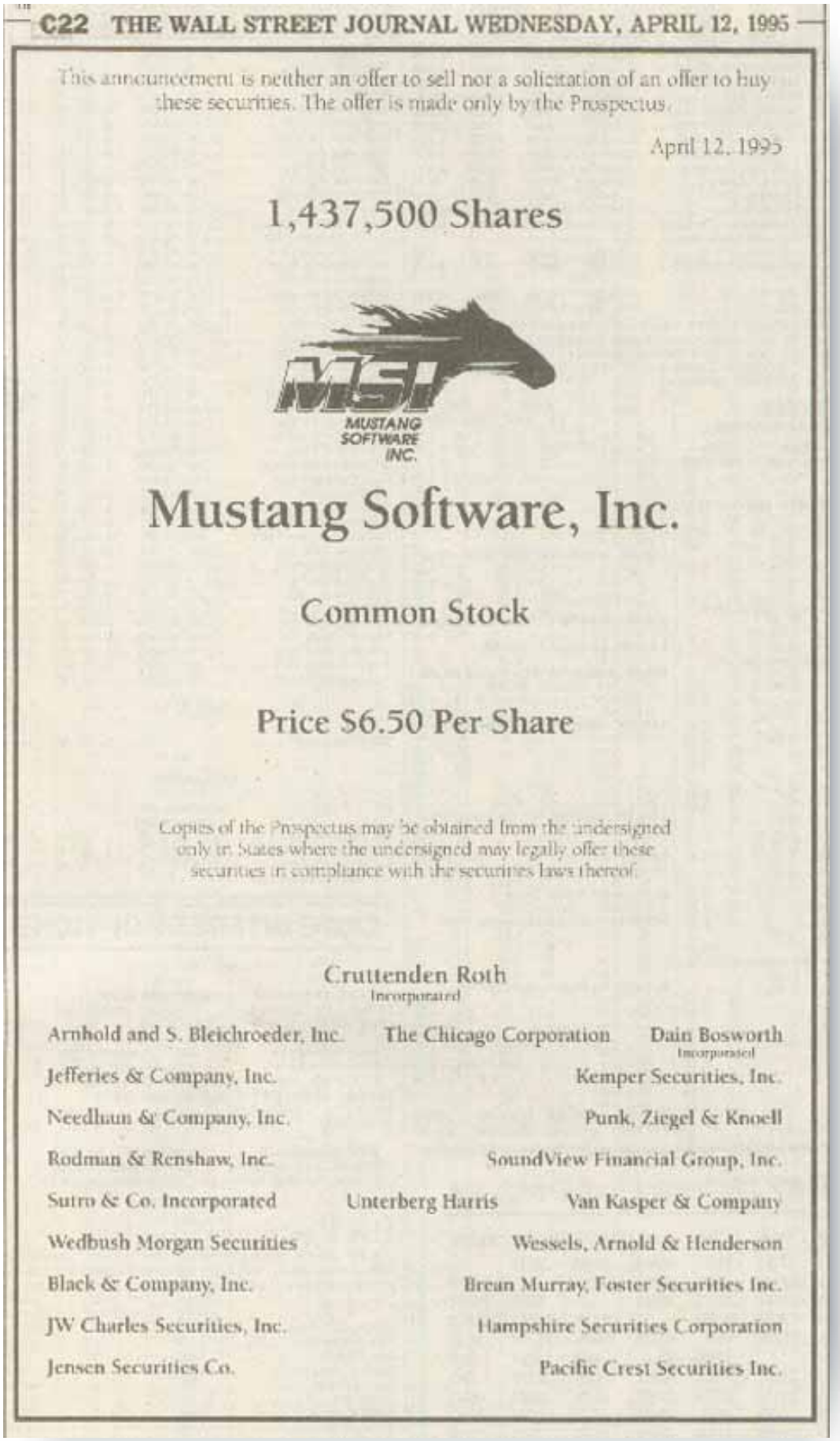
► Please turn to SOFTWARE / D10

At various times of the year, the hills surrounding the building are populated by sheep, off-road vehicles, hang gliders and turkey vultures. A few hundred yards away are Lake Ming, home to power boat races in the summer time, and the Rio Bravo Resort, a world-class tennis complex complete with hotel and gourmet dining.



"One thing I really loved was how well I was received and liked at Mustang," Dan says.
"I really appreciate that. It's just amazing how much Jim and everyone else took a shine to me. It's a great family."

-Dan Cooper



C22 THE WALL STREET JOURNAL WEDNESDAY, APRIL 12, 1995

This announcement is neither an offer to sell nor a solicitation of an offer to buy these securities. The offer is made only by the Prospectus.

April 12, 1995

1,437,500 Shares

MSI
MUSTANG SOFTWARE INC.

Mustang Software, Inc.

Common Stock

Price $6.50 Per Share

Copies of the Prospectus may be obtained from the undersigned only in States where the undersigned may legally offer these securities in compliance with the securities laws thereof.

Cruttenden Roth
Incorporated

Arnhold and S. Bleichroeder, Inc. | The Chicago Corporation | Dain Bosworth Incorporated

Jefferies & Company, Inc. | Kemper Securities, Inc.

Needham & Company, Inc. | Punk, Ziegel & Knoell

Rodman & Renshaw, Inc. | SoundView Financial Group, Inc.

Sutro & Co. Incorporated | Unterberg Harris | Van Kasper & Company

Wedbush Morgan Securities | Wessels, Arnold & Henderson

Black & Company, Inc. | Brean Murray, Foster Securities Inc.

JW Charles Securities, Inc. | Hampshire Securities Corporation

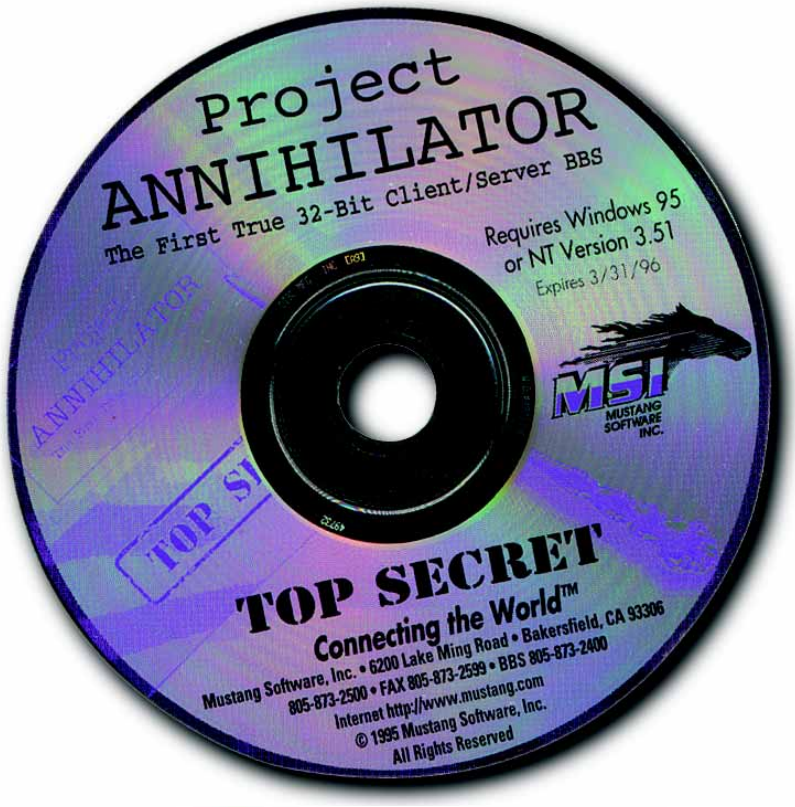
Jensen Securities Co. | Pacific Crest Securities Inc.

Going public

In 1996, Mustang became a publicly traded corporation. The Initial Public Offering raised sufficient capital to see the company through the lean times ahead, and allowed the team to focus on developing new products to meet the challenge of the Internet.

In a sense, the IPO was a also validation by the investment community of the vision and talent that went into every Mustang product.

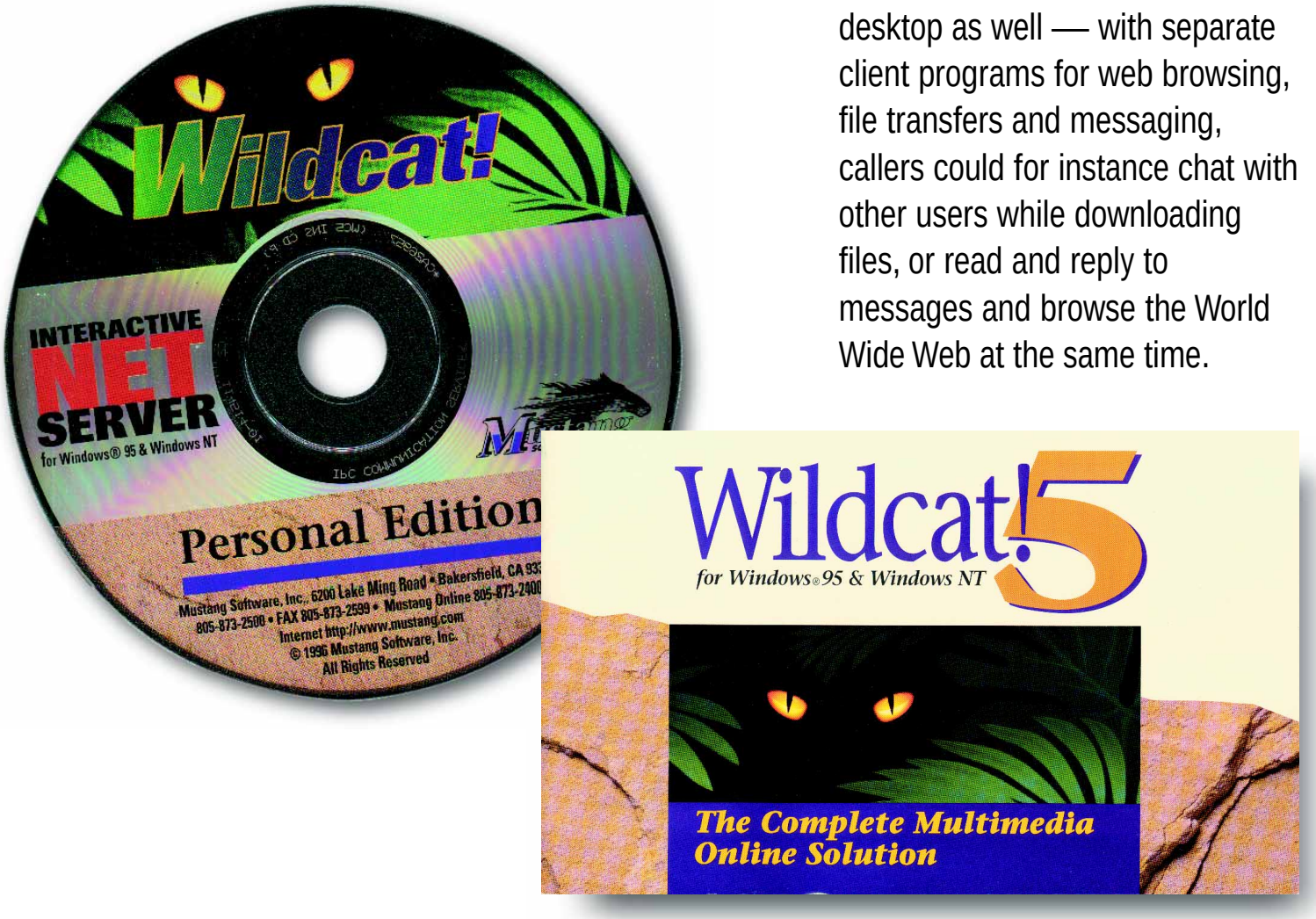
"All through Mustang's history we've always been viewed as a company that has vision and leadership. I get a reward out of knowing that I had somehow had a chance to facilitate that." -Jim Harrer



Project Annihilator

Project Annihilator was the code name for the all-new Windows 32 bit version of Wildcat! BBS. The new Windows 95, and particularly Windows NT, allowed for high performance multi-tasking client/server applications that no longer were constrained by the memory limitations of DOS.

This was the first fully graphical BBS, with support for web-style graphics as well as the traditional text interface. The multitasking ability extended to the caller's desktop as well — with separate client programs for web browsing, file transfers and messaging, callers could for instance chat with other users while downloading files, or read and reply to messages and browse the World Wide Web at the same time.



Building customer loyalty

One element that has always distinguished the Mustang team is its attention to customer service. From the very earliest days, customers were made to feel special and important, and everyone on the Mustang team felt strongly committed to earning customer loyalty.

One story Jim Harrer likes to relate is how, when the shareware orders for Wildcat! BBS first began coming in, "I went and bought a world map and as we would sell, we would put pins in the cities. We would sell one in Chicago, then come back two months later and believe it or not there would be pins within a certain mile radius all around the original pin."

Mustang Software tries new marketing tactics

By LOIS HENRY
Californian staff writer

Wild horses, moose and a wildcat might seem more appropriately thrown together on a rerun of the old Wild Kingdom television show than in the high-tech computer biz.

But the show's placid host, Marlin Perkins, won't be encouraging his faithful sidekick, Jim, to wrestle any big cats in this lineup.

Bakersfield's Mustang Software Inc. has teamed up with Moose Logic Technologies Inc. of Woodinville, Wash., to sell Mustang's Wildcat! 5 Net Server software package.

In fact, Moose is the latest in a string of about 40 outside consultants and "value-added resellers" that Mustang has signed up to stimulate sales of Wildcat! 5, according to Mustang President Jim Harrer.

A value-added reseller is a consultant, or outside company, that sells and installs software packages and tweaks them to more exactly fit the customer's needs. In Moose's case, it will be teaming Wildcat! 5 with another software package by Citrix Systems Inc. to build "virtual" offices for people who work on the road or out of their homes.

An upswing in sales using resellers may take a bit longer to see, but, Harrer said, once sales get rolling they usually do better than straight retail.

"We released Wildcat! 5 on

► Please turn to MUSTANG / B9

Thursday, August 22, 1996 — Mutual funds — THE BAKERSFIELD CALIFORNIAN

MUSTANG: Latest Wildcat product is designed to help individuals set up web pages

► Continued from B6

March 25 and we determined early on that our retail sales didn't take off as high as we'd hoped," Harrer said. "The reason is there aren't an overwhelming number of people going into the retail market for web servers. They are going to consultants like Carney's Office Supply and Lightspeed Net, and those are the people we need to work with."

The latest Wildcat! product is designed to help individuals and businesses set up their own web pages with a number of special features that make the pages more interactive than regular pages. Wildcat! 5 allows people visiting the page to enter into chats with other visitors. Or the page can be designed so people can post and receive messages. All a visitor needs to engage in the chats is the Wildcat! navigator, which is freely distributed and already has been downloaded by millions of Internet users.

"The idea is, we engage people by taking the information presented on the web site a step further so it's not one-dimensional," Harrer said. "We're building virtual online communities within cities so people can talk about what's happening locally. The Internet is great but we're bringing it back locally."

Wildcat! 5 also has dial-up capabilities, meaning a business or group can set up a web site with links to the Internet.

What that means is, individuals don't necessarily need an Internet service, such as America Online, to get on the Internet. A person with a home computer and a modem can simply dial into a specific web site and, if that site has Wildcat! 5 with Internet links, that person can then slide right onto the Internet and avoid the monthly fees of an Internet service.

"We've broken down the barriers," Harrer said. "And until a few years from now when everyone will have an Internet connection through PacBell or one of the cable companies, this is a great opportunity for us."

Mustang could use a such an opportunity.

According to its second quarter earnings report, the company lost about $1.3 million in the first six months of 1996, with about $650,000 of that loss coming in the last three months. Those losses come on top of a $1.1 million loss for 1995 after the company went public in April 1995.

A portion of those losses were blamed on poor sales of Microsoft's much-hyped Windows '95. Mustang had created communications software, QmodemPro, to work with Windows '95 and when Windows 95 flopped, it took QmodemPro down with it. As QmodemPro sales have limped along, sales of other Wildcat! products in the first quarter of 1996 slowed in anticipation of the release of Wildcat! 5.

At the same time, Mustang boosted its spending on research and development as well as marketing and sales for Wildcat! 5.

Second quarter revenues, or sales, were up in 1996 when compared to the second quarter of 1995. Revenues in the second quarter this year were $1.26 million compared with $932,000 in 1995. But it wasn't enough to offset the increased spending and slumping sales of previous quarters.

Mustang's bumpy ride also has pushed down its stock prices from about $7 a share to about $2 a share, according to John Purcelli, a computer industry analyst for AG Edwards.

Because of its recent troubles and the fact that Mustang is only now getting into the Internet market, Purcelli wondered if the company could compete without aligning itself with a larger company.

Mustang made its initial success manufacturing software for bulletin board systems (BBS). Wildcat! 5 represents Mustang's change in focus to become an Internet software company.

Netscape and Microsoft already are mixing it up as Internet servers and Purcelli wondered if there is room on the market for Mustang.

"Mustang has dial-up and that's something the big boys don't have," Purcelli said. "But in the network browser/server market, it's a mind-share game. Mustang needs to get people to think of it as a competitive browser/server and that's going to be a hard barrier to crack."

If a large company, like Pacific Bell, were to start using Wildcat! 5, he said, that would help in name recognition.

Harrer disagreed that Microsoft and Netscape have the market all but sewn up. There are plenty of niche markets Mustang can and will exploit, he said.

That may be true, Purcelli said, but if Mustang continues to lose money at the rate it has over the last two quarters, it may not have the ability to stay competitive.

Harrer recognized the company has had losses but said that is just the cost of doing business.

"We're not in this business for the last couple of quarters or the next two," he said. "We're in this business for the long term. We've completely re-engineered ourselves and now it's just a matter of marketing the product."

Mustang Software, Inc.
Jim Harrer
President
Program Development & Marketing
P.O. Box 2264
Bakersfield, CA 93303
(805) 395-0223

It was clear from the pattern of sales that customers were “evangelizing” the product to their friends — something that only happens when there is a high level of customer loyalty.

From the earliest days, Mustang took a unique approach to managing customer information. In 1992, Robert McMenamy was hired to create a central storehouse for all customer information: pre-sales promo contacts, products purchased, technical support calls, account and payment information. From any desktop in the company, a Mustang team member could look up a complete history for each customer.

A revolutionary idea at the time, the concept of maintaining all information about a customer in a central repository is now, finally, considered a basic necessity for most companies.

Many stopping by Mustang's Comdex booth

By JOE D. STEVENSON
Senior business writer

"It's absolutely crazy here," said Jim Harrer, speaking Thursday by cellular telephone from the Mustang Software booth at Comdex, the giant computer show in Las Vegas.

"There must be over 200,000 people here," said the president and chief executive officer of Mustang Software of Bakersfield. "We have a 20-by-20-foot booth and it's been wall-to-wall people all week."

The show closes a five-day run today. Harrer said about 1,000 people a day have visited the booth. He said most have been business people wanting to learn how to set up their own computer bulletin board. He said a lot of computer corporation people have checked out their products.

This is Mustang's seventh showing at Comdex. This year they've had a staff of nine manning the booth. The company has grown to where it is the world's largest producer of bulletin board software.

Mustang Software is using Comdex to introduce Wildcat! 4.01, the first updating of what is now the world's most widely used bulletin board system since Version 4 was relased last July.

The bulletin board system provides a means for callers to leave, receive and view messages and files. The user needs only a telephone line, a personal computer, a modem and bulletin board software to set up an electronic board.

Also being introduced is the QmodemPro for Windows communications software, which allows up to five users to simultaneously access the program's data transmitting capabilities.

The Las Vegas show is spread out over two convention centers.

Mustang Announces *WildCat!* 4.01

--- New Release Adds Features, Fixes More Than 60 Bugs ---

(SN) -- **Mustang Software** has just announced the upcoming release of ***WildCat! version 4.01***. The new version, announced only two months after the release of ***WildCat! version 4.0***, offers several new features and fixes a number of reported bugs found in the original release.

WildCat! version 4.01 includes one major new feature system operators should appreciate -- the ability to pack message bases with ***wcPACK*** on-the-fly, while the system is up and running and callers are posting and reading E-mail. ***wcCODE***, the company's new extremely flexible system design engine, has also been enhanced with more than 25 new features.

Mustang President and CEO Jim Harrer said the new version is being released at no charge to ***4.0*** customers, and said it also fixes nearly 70 bugs which were found in the program. "We found some skeletons in the closet," he admitted. "But, consider this: we had 186 beta testers for ***version 4.0***, but the product shipped to 8000 customers in the first eight days after its release."

Naturally, Harrer said, 8000 customers can find problems 186 testers might not encounter. "Still, there were no runtime errors and most fixes were essentially cosmetic," he said.

Harrer explained there some file-locking issues which needed fixing quickly, thus the rapid upgrade release. "Actually, the first round of major problems we hit came from compatibility problems with third-party programs and utilities," he added.

The new version is available free of charge to all registered ***WildCat! 4.0*** system operators, and can be downloaded from the **Mustang Support BBS**. Call 805-873-2400 to download your copy. For more information about all of **Mustang's** products, contact: **Mustang Software**, 6200 Lake Ming Road, Bakersfield, CA 93306; 805-873-2500 (voice).

***Mustang's** Vice President, Operations, Rick Hemming, demonstrates the latest version of **WildCat!** to an eager **ONE BBSCon** crowd.*

***NOTICE!** A date or "Comp" following y
your subscription's expiration date or
date or NO mailing label indicates thi
NOW to avoid missing future issues! Dis*

JOHN FRIEL III
PO Box 2264

Bakersfield CA 93303 USA

Tuesday, October 18, 1994 Business/stocks

Mustang rides into top 500

Kern software firm impresses magazine

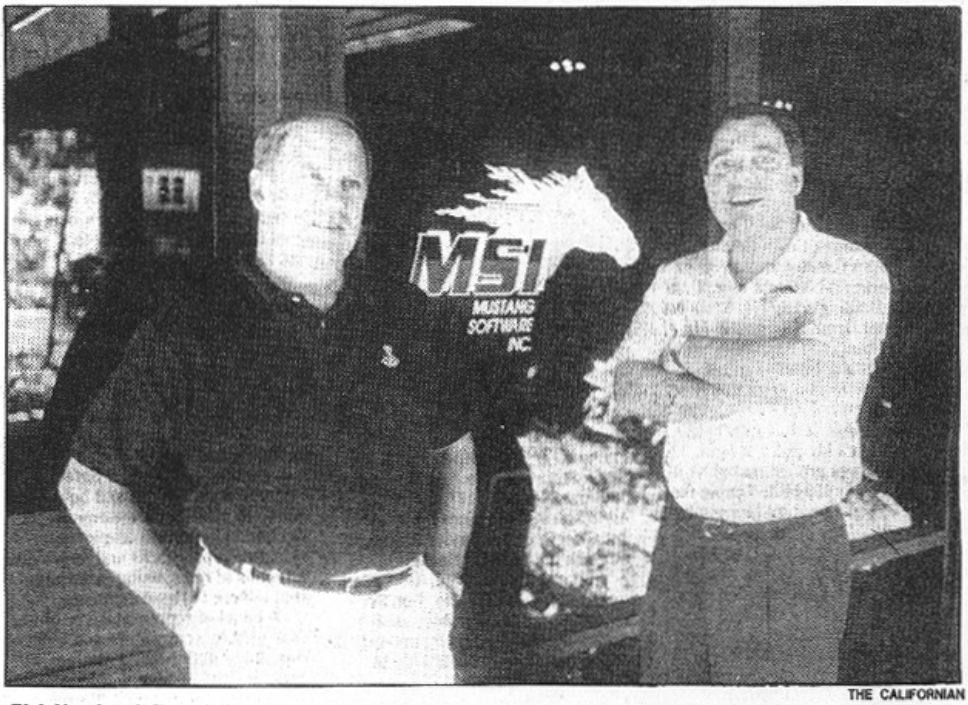
Mustang Software, Inc., of Bakersfield has made Inc. Magazine's annual listing of America's 500 fastest-growing private companies. Mustang Software is ranked No. 469 on the 13th annual list. The special Inc. 500 issue goes on sale today.

Mustang Software specializes in writing software products for the electronic on-line community. In 1987 it released its first software product, The Wildcat bulletin board system.

"A lot of my friends thought I was nuts leaving the oil business to start a software company to sell a bulletin-board-system product," said Jim Harrer, MSI's president/CEO. "Back in 1987 we didn't have a lot of bulletin-board systems. The most popular software titles at the time were RBBS and FIDO, which were both available free. So the idea of selling a bulletin-board package to a very small market sounded crazy to most."

The company was formed in 1986. Harrer and Vice President Rick Heming met after Harrer read Heming's bulletin board and responded via E-mail. They were computer hobbyists. When they developed the first Wildcat, they hoped to sell enough to take their wives to dinner, Harrer said.

Today, an estimated 4.5 million people use their computers to connect to on-line information services such as CompuServe, Prodigy and America On-line as well as electronic bulletin-board systems which use Mustang's Wildcat product.



THE CALIFORNIAN

Rick Heming, left, and Jim Harrer, founders of Mustang Software, at Mustang campus at Rio Bravo.

Mustang Software was sold more than 30,000 copies of its Wildcat system, and added a new general-purpose communications program for dialing into bulletin-board systems called QmodemPro to its product line in 1992.

Today, Mustang Software employs 45 people at its office in Bakersfield. The office is the former Nickel Enterprise building at Rio Bravo, which the company bought about 11 months ago.

Wildcat and QmodemPro are sold through normal retail outlets, such as Software Etc., CompUSA and Micro Center. QmodemPro for Windows recently received the Dvorak Award for the "Most Outstanding Telecommunications Product" in Atlanta.

Mustang was the only San Joaquin Valley company to make the Inc. 500 list this year.

Seventy-three of the Inc. 500 companies are California-based, 35 are in Florida, 33 in Massachusetts, 25 in Texas and Virginia, 24 in New York, 23 in Illinois, 21 in New Jersey, 19 in Maryland, 16 in Ohio, 15 in Michigan and Washington, 14 in Pennsylvania, 13 in Colorado and Georgia, 12 in North Carolina, and 11 in Missouri.

As a group, companies on the Inc. 500 boosted their collective revenues from $541 million in 1989 to more than $7 billion in 1993. The companies also created nearly 47,000 new jobs over that period, with the average company posting a 1,868 percent annual growth rate.

To be selected as a member of the 1994 Inc. 500, a company must have been independent and privately held through the 1993 fiscal year; must have shown at least $100,000 in 1989 sales, but no more than $25 million; and must have shown a sales increase between 1992 and 1993. Rankings are determined as a function of percentage sales growth over the period 1989-1993.

COMPUTING: 'Everyone knows they should have a computer'

Continued from F1

le or she is ready to plunge in, join he computer age, get a mailbox on Compuserve so he can communicate ith Rush Limbaugh. So where hould the reader turn?

Mail order is the cheapest way to o, local experts say.

"Find a friend who's into computers and ask a few questions," aid Larry Garlock, a self-roclaimed computer nut and owner f five computers, three of which re in his bedroom. "If you are ooking into mail order, don't jump nto the lowest price you see in the the equipment. There are also traveling computer marketplaces with heavily discounted equipment.

And don't be afraid to buy used, Garlock said.

"You can get some great deals used but it's definitely buyer beware. Get your friend who's into computers to check the computer out with you."

It's also not out of the question to have a computer built for you. Make sure this person is reputable and has been in business for five years, said Sharp, who has had four computers built for him. With custom built, the consumer gets what he wants. The limitation is that the first-time buyer doesn't always know what he wants.

Sharp suggested buying a computer with at least two megabytes of RAM, a clock speed of 33 megahertz or better and 80 megabytes of storage.

Look for the deals where they bundle up printer, monitor, keyboard and software. Most experts

COUPLE: Pictures exchanged

Continued from F1

He began sending her pictures of his parrot, Bart, drinking beer with a cowboy hat on. She in turn sent him newspaper clippings of exploding cows. They discovered they had a common interest in Elvis sight-

they married six months after that. She works as a technical writer for Mustang Software.

They have turned a common interest into a mutual passion.

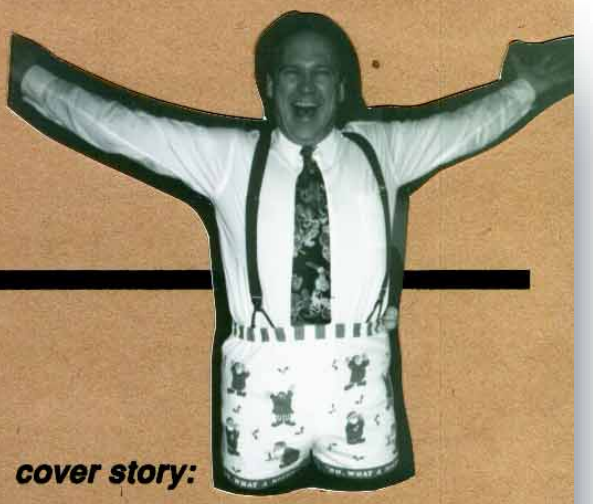
"I just enjoy thinking about computers," Barnes said with a smile.

GQ

Geek Quarterly

America's fashion guide for the professional man

June 1992



cover story:

The Men of MSI

The men behind the myth show off their "BESTBBS"

BOXERS- women love them, you hate them - MSI execs show you some fun compromises...

The Madonna syndrome: UNDERWEAR AS OUTERWEAR...will Santa survive?

SEXUAL FANTASIES...Oh, what to wear!

WHAT WOMEN REALLY WANT: A cad's guide

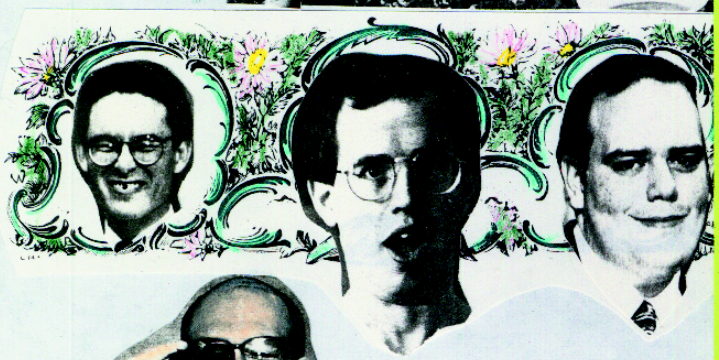
PLUS + a man's guide to sexy holiday fashions

GQ

Geek Quarterly

America's fashion guide for the professional man

January 1993



cover story:

It takes BIG feet

To climb the corporate ladder at MSI - find out how!

CAROL MERRELL- The men of MSI show their best impersonations of the woman behind curtain number 2...

Pedophilia - Are you just a little too old to seduce that young thing?

BABY BOOK - The mothers of team MSI reveal favorite mug shots of their *darling* sons...

FANTASY FILMS - An amateur's guide to directing intimate home videos

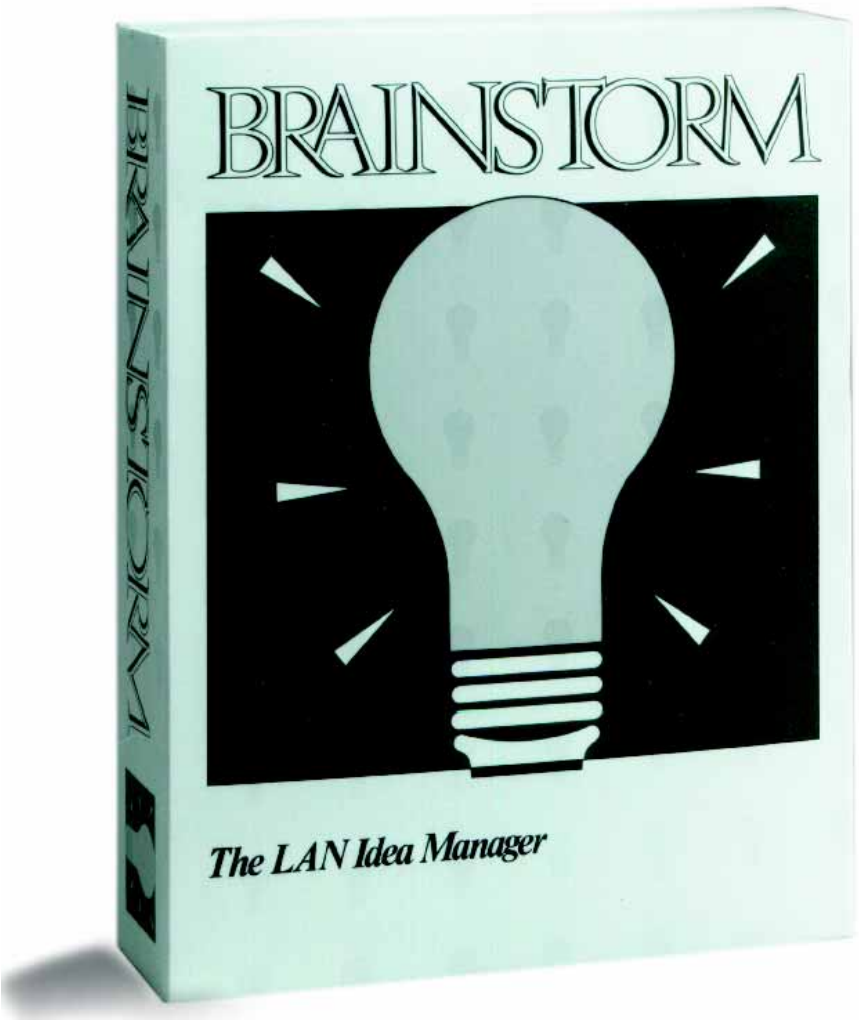
Plus - a complementary insert on sex, laws, and video tape!

COMPANY PICNIC - Should you or shouldn't you? A man's guide to social drunkenness

(we recommend that you don't always follow the boss' lead!)

Mortplan

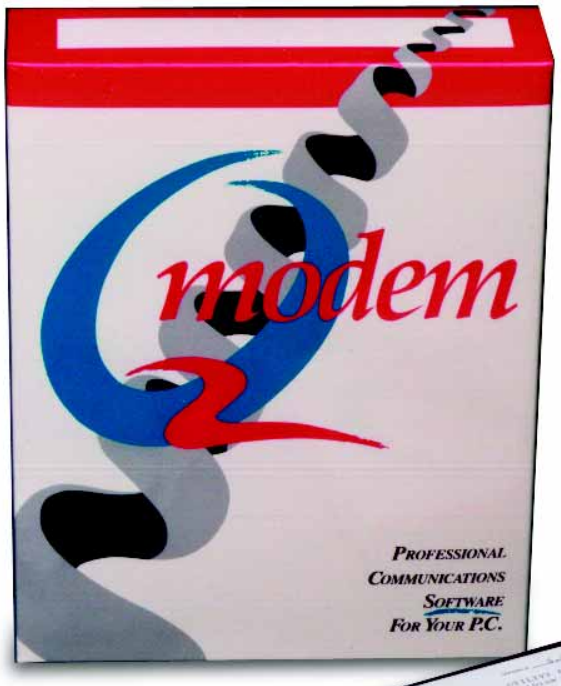
This shareware program calculated mortgage amortization tables for any combination of principal amount, interest rate and amortization period.



Brainstorm

A networkable groupware conferencing application, that was way ahead of its time, Brainstorm allowed network admins to create online discussion forums for near real-time “meetings.”

QmodemPro

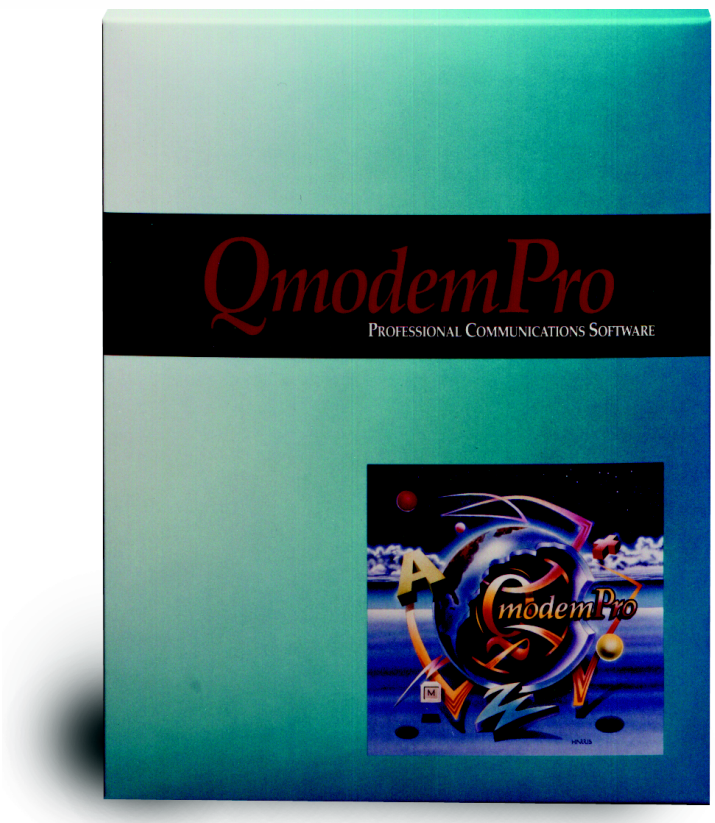


Mustang acquired Qmodem from the Forbin Project in late 1991. The shareware version Qmodem SST had been recognized for years as one of the best communication applications available, easily outclassing its commercial competitors in features, performance and versatility.

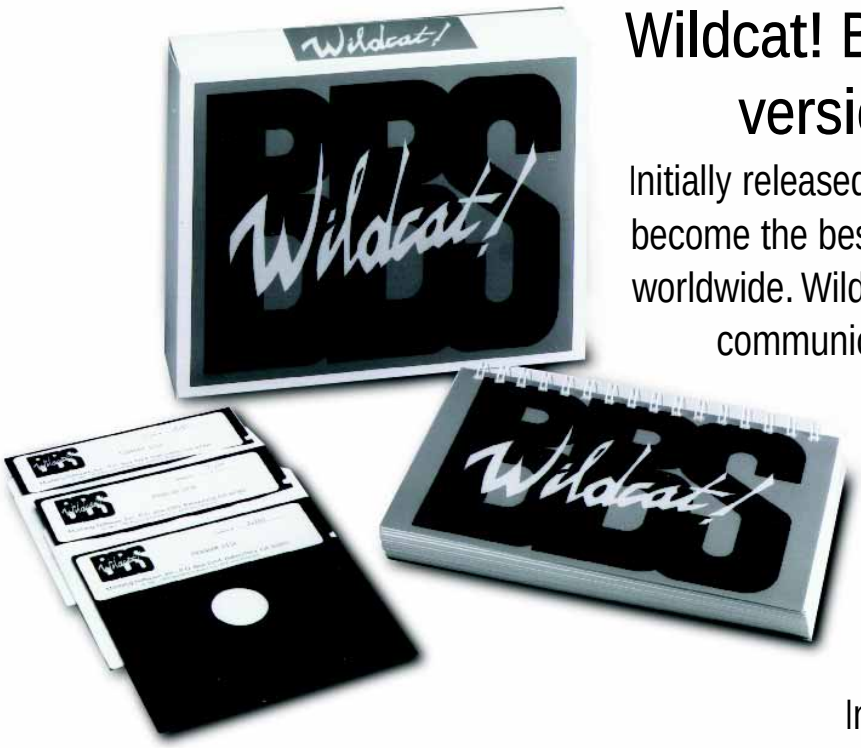
Updated and repackaged as QmodemPro, Mustang released it as commercial software that users could buy from any software store. As the state of computing hardware progressed, QmodemPro kept pace — with DOS and Windows versions that could send and receive faxes as well as data.

"The industry changes too fast for any one individual to keep up with it. Often you can move faster as a group."
-Greg Hewgill

QmodemPro provided computer users with an "end to end solution" — anyone needing data communications capability could purchase all the necessary software from a single source, from the end user dialing the modem to the BBS operator receiving the calls. It was a marketing innovation that the Mustang team can understandably feel proud of.



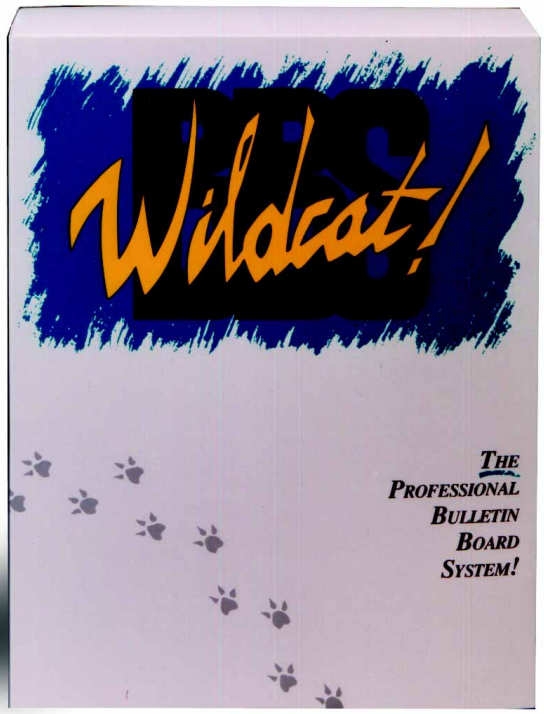
The Internet has for the most part replaced BBSs for users looking for an online experience. Nevertheless, QmodemPro in its various versions (DOS, Windows 3.1 and Windows 95/98/NT4) continue to fill a need for a small niche of customers.



Wildcat! BBS versions 1 through 5

Initially released as “shareware,” Wildcat! went on to become the best-selling BBS software program worldwide. Wildcat! allowed computer users to communicate with each other using PCs and modems over regular phone lines. The “shareware” concept encouraged people to distribute copies of the program to their friends.

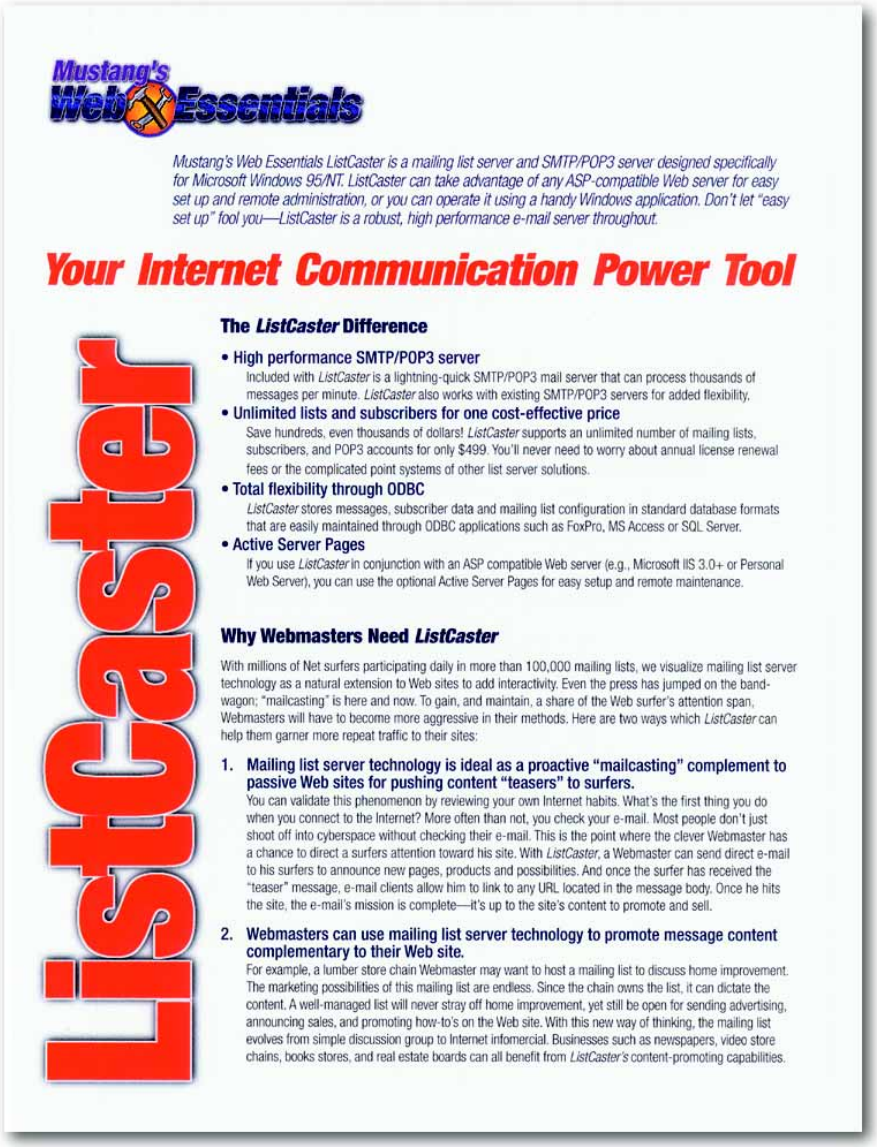
In contrast to commercial software, shareware users could “try before they buy,” then pay a reasonable registration fee to the program’s author to continue using the program. Registration generally brought benefits such as printed manuals, technical support and additional functionality.



"The first thing I ever did at Mustang was to redesign the WIN Server box. That was a lot of fun. From there came Web Essentials, IMC [now Mustang Message Center], and logos. It was a blast. I just loved it." -Dan Cooper

BBSs (Bulletin Board Systems) were a key component in the shareware distribution model — a public BBS attracted callers by providing libraries of shareware files to download. Corporations, government and institutions also found BBSs useful. Most high-tech companies (hardware and software) provided a BBS for their customers to use for technical support, product updates and fixes. Government and institutions used BBSs to disseminate information to the public. Starting with version 3, Wildcat! BBS was the first BBS software to be distributed through regular commercial channels. Aspiring Sysops (System Operators) could purchase the product from their local software store, and have their own BBS up and running within hours.

Version 4 of Wildcat! added limited Internet connectivity, and was the last version written for MS-DOS. It also had code that allowed it to run in OS/2.



Mustang's Web Essentials

Mustang's Web Essentials ListCaster is a mailing list server and SMTP/POP3 server designed specifically for Microsoft Windows 95/NT. ListCaster can take advantage of any ASP-compatible Web server for easy set up and remote administration, or you can operate it using a handy Windows application. Don't let "easy set up" fool you—ListCaster is a robust, high performance e-mail server throughout.

Your Internet Communication Power Tool

ListCaster

The *ListCaster* Difference

- **High performance SMTP/POP3 server**
  Included with *ListCaster* is a lightning-quick SMTP/POP3 mail server that can process thousands of messages per minute. *ListCaster* also works with existing SMTP/POP3 servers for added flexibility.
- **Unlimited lists and subscribers for one cost-effective price**
  Save hundreds, even thousands of dollars! *ListCaster* supports an unlimited number of mailing lists, subscribers, and POP3 accounts for only $499. You'll never need to worry about annual license renewal fees or the complicated point systems of other list server solutions.
- **Total flexibility through ODBC**
  ListCaster stores messages, subscriber data and mailing list configuration in standard database formats that are easily maintained through ODBC applications such as FoxPro, MS Access or SQL Server.
- **Active Server Pages**
  If you use *ListCaster* in conjunction with an ASP compatible Web server (e.g., Microsoft IIS 3.0+ or Personal Web Server), you can use the optional Active Server Pages for easy setup and remote maintenance.

Why Webmasters Need *ListCaster*

With millions of Net surfers participating daily in more than 100,000 mailing lists, we visualize mailing list server technology as a natural extension to Web sites to add interactivity. Even the press has jumped on the band-wagon; "mailcasting" is here and now. To gain, and maintain, a share of the Web surfer's attention span, Webmasters will have to become more aggressive in their methods. Here are two ways which *ListCaster* can help them garner more repeat traffic to their sites:

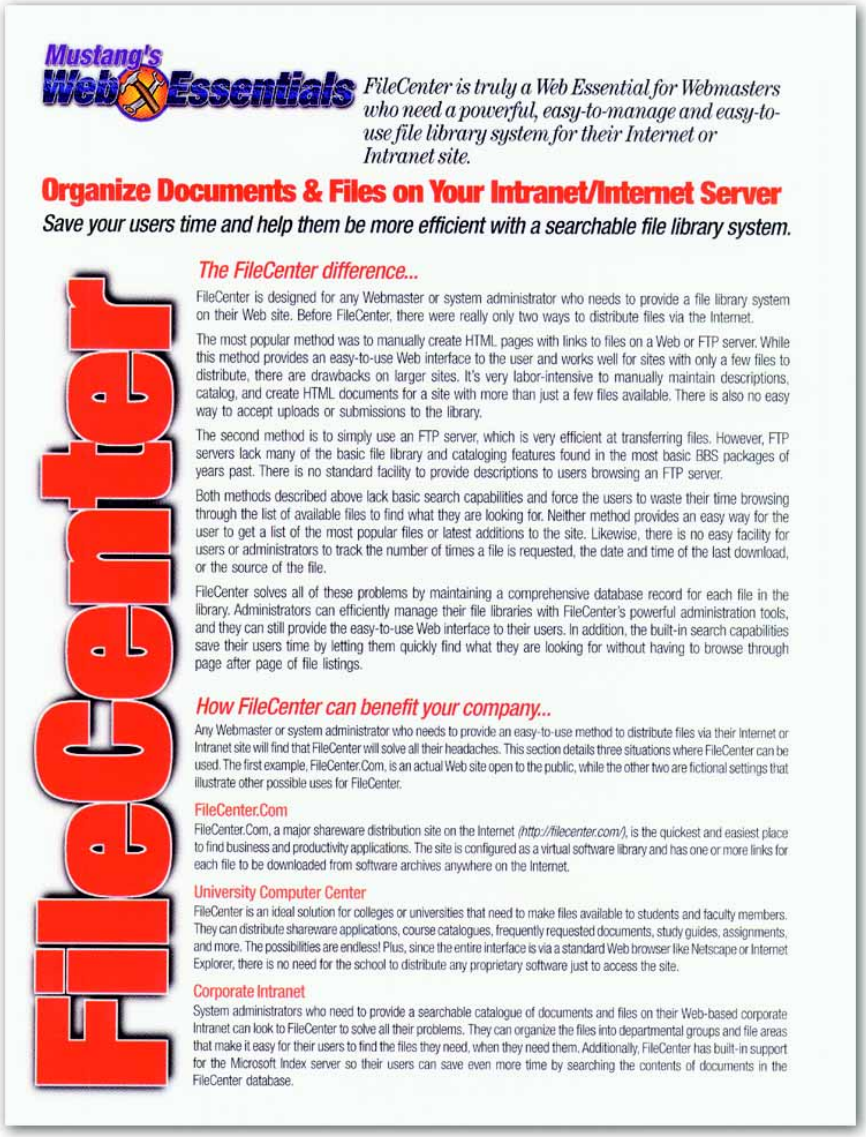
1. **Mailing list server technology is ideal as a proactive "mailcasting" complement to passive Web sites for pushing content "teasers" to surfers.**
   You can validate this phenomenon by reviewing your own Internet habits. What's the first thing you do when you connect to the Internet? More often than not, you check your e-mail. Most people don't just shoot off into cyberspace without checking their e-mail. This is the point where the clever Webmaster has a chance to direct a surfers attention toward his site. With *ListCaster*, a Webmaster can send direct e-mail to his surfers to announce new pages, products and possibilities. And once the surfer has received the "teaser" message, e-mail clients allow him to link to any URL located in the message body. Once he hits the site, the e-mail's mission is complete—it's up to the site's content to promote and sell.
2. **Webmasters can use mailing list server technology to promote message content complementary to their Web site.**
   For example, a lumber store chain Webmaster may want to host a mailing list to discuss home improvement. The marketing possibilities of this mailing list are endless. Since the chain owns the list, it can dictate the content. A well-managed list will never stray off home improvement, yet still be open for sending advertising, announcing sales, and promoting how-to's on the Web site. With this new way of thinking, the mailing list evolves from simple discussion group to Internet infomercial. Businesses such as newspapers, video store chains, books stores, and real estate boards can all benefit from *ListCaster's* content-promoting capabilities.

MUSTANG'S WEB ESSENTIALS
ListCaster
LIST SERVER WITH SMTP/POP3

ListCaster

The first in Mustang's new *Web Essentials* product line, ListCaster is a mailing list server for Windows NT. ListCaster allows webmasters to easily administer outbound email distribution based on a list of user addresses, or set up interactive discussion groups.

Mustang
ListCaster



Mustang's Web Essentials

FileCenter is truly a Web Essential for Webmasters who need a powerful, easy-to-manage and easy-to-use file library system for their Internet or Intranet site.

Organize Documents & Files on Your Intranet/Internet Server

Save your users time and help them be more efficient with a searchable file library system.

FileCenter

The FileCenter difference...

FileCenter is designed for any Webmaster or system administrator who needs to provide a file library system on their Web site. Before FileCenter, there were really only two ways to distribute files via the Internet.

The most popular method was to manually create HTML pages with links to files on a Web or FTP server. While this method provides an easy-to-use Web interface to the user and works well for sites with only a few files to distribute, there are drawbacks on larger sites. It's very labor-intensive to manually maintain descriptions, catalog, and create HTML documents for a site with more than just a few files available. There is also no easy way to accept uploads or submissions to the library.

The second method is to simply use an FTP server, which is very efficient at transferring files. However, FTP servers lack many of the basic file library and cataloging features found in the most basic BBS packages of years past. There is no standard facility to provide descriptions to users browsing an FTP server.

Both methods described above lack basic search capabilities and force the users to waste their time browsing through the list of available files to find what they are looking for. Neither method provides an easy way for the user to get a list of the most popular files or latest additions to the site. Likewise, there is no easy facility for users or administrators to track the number of times a file is requested, the date and time of the last download, or the source of the file.

FileCenter solves all of these problems by maintaining a comprehensive database record for each file in the library. Administrators can efficiently manage their file libraries with FileCenter's powerful administration tools, and they can still provide the easy-to-use Web interface to their users. In addition, the built-in search capabilities save their users time by letting them quickly find what they are looking for without having to browse through page after page of file listings.

How FileCenter can benefit your company...

Any Webmaster or system administrator who needs to provide an easy-to-use method to distribute files via their Internet or Intranet site will find that FileCenter will solve all their headaches. This section details three situations where FileCenter can be used. The first example, FileCenter.Com, is an actual Web site open to the public, while the other two are fictional settings that illustrate other possible uses for FileCenter.

FileCenter.Com

FileCenter.Com, a major shareware distribution site on the Internet *(http://filecenter.com/)*, is the quickest and easiest place to find business and productivity applications. The site is configured as a virtual software library and has one or more links for each file to be downloaded from software archives anywhere on the Internet.

University Computer Center

FileCenter is an ideal solution for colleges or universities that need to make files available to students and faculty members. They can distribute shareware applications, course catalogues, frequently requested documents, study guides, assignments, and more. The possibilities are endless! Plus, since the entire interface is via a standard Web browser like Netscape or Internet Explorer, there is no need for the school to distribute any proprietary software just to access the site.

Corporate Intranet

System administrators who need to provide a searchable catalogue of documents and files on their Web-based corporate Intranet can look to FileCenter to solve all their problems. They can organize the files into departmental groups and file areas that make it easy for their users to find the files they need, when they need them. Additionally, FileCenter has built-in support for the Microsoft Index server so their users can save even more time by searching the contents of documents in the FileCenter database.

MUSTANG'S WEB ESSENTIALS
FILECenter
FILE LIBRARY SYSTEM

FileCenter

Another *Web Essential,* FileCenter and the filecenter.com web site provide a simple way to make file libraries accessible to users without requiring them to navigate confusing command-driven FTP servers.

Mustang
FileCenter

Internet Message Center

(now Mustang Message Center) Internet Message Center was initially a solution to a problem Mustang was having, keeping track of incoming email to "sales@mustang.com," "support@mustang.com," and other "generic" email addresses. There was no way to know if or when a particular customer's email had been received, and no way to follow up to ensure that each incoming message received a timely reply.

In a flash of insight, Jim Harrer wondered why email couldn't be routed, logged and reported on in the same quietly efficient way Mustang's state-of-the-art Aspect phone system handled hundreds of incoming and outgoing calls each day.

A few brainstorming sessions later, the Mustang engineering team had a specification for an entirely new way to handle email with consistency, logic and accountability. With the course ahead well-mapped out for them, Mustang's engineers brought the first version of Internet Message Center to market in record time.

The result brought immediate acclaim from the computer press, and dozens of awards.

"In all honesty I've made friends and gotten to know people that I am going to know for the rest of my life. That really has been something that I treasure most about the whole experience, the opportunity to know everyone, become part of their lives, families, friends."

Mustang Message Center

BURSTING WITH FEATURES!

32,760 File Areas

Free-form menu trees

FILE_ID.DIZ and DESC.SDI support

Local Sysop Node (even in Single Line)

RIP, ANSI, and TTY auto-sensing

Activity audit trails

FREE technical support

Event processor

Chat system with action words, multiple channels and language filter

Downloadable bulletins

LAN, Desqview, OS/2 and Windows friendly

Support for newest 28,800, V.FC and v.34 modems

28 Sysop utilities including:

Access to Doors and wcCODE applications (over 200 available)

wcDRAW screen drawing utility

MakeMenu menu tree designer

.GIF Thumbnailer

wcMAIL .QWK mail processor

wcECHO .QWK netmail processor

Built-in message spell checker

MAKEQUES questionnaire facility

wcFILE CD-ROM file description processor

International language support

wcPROMPT prompt editor

1.54 ready including dynamic RIP menus

wcPACK message packer

wcMODEM modem setup utility

Caller ID modem support

wcNODE activity viewer

Access to fax-on-demand (wcPRO add-on)

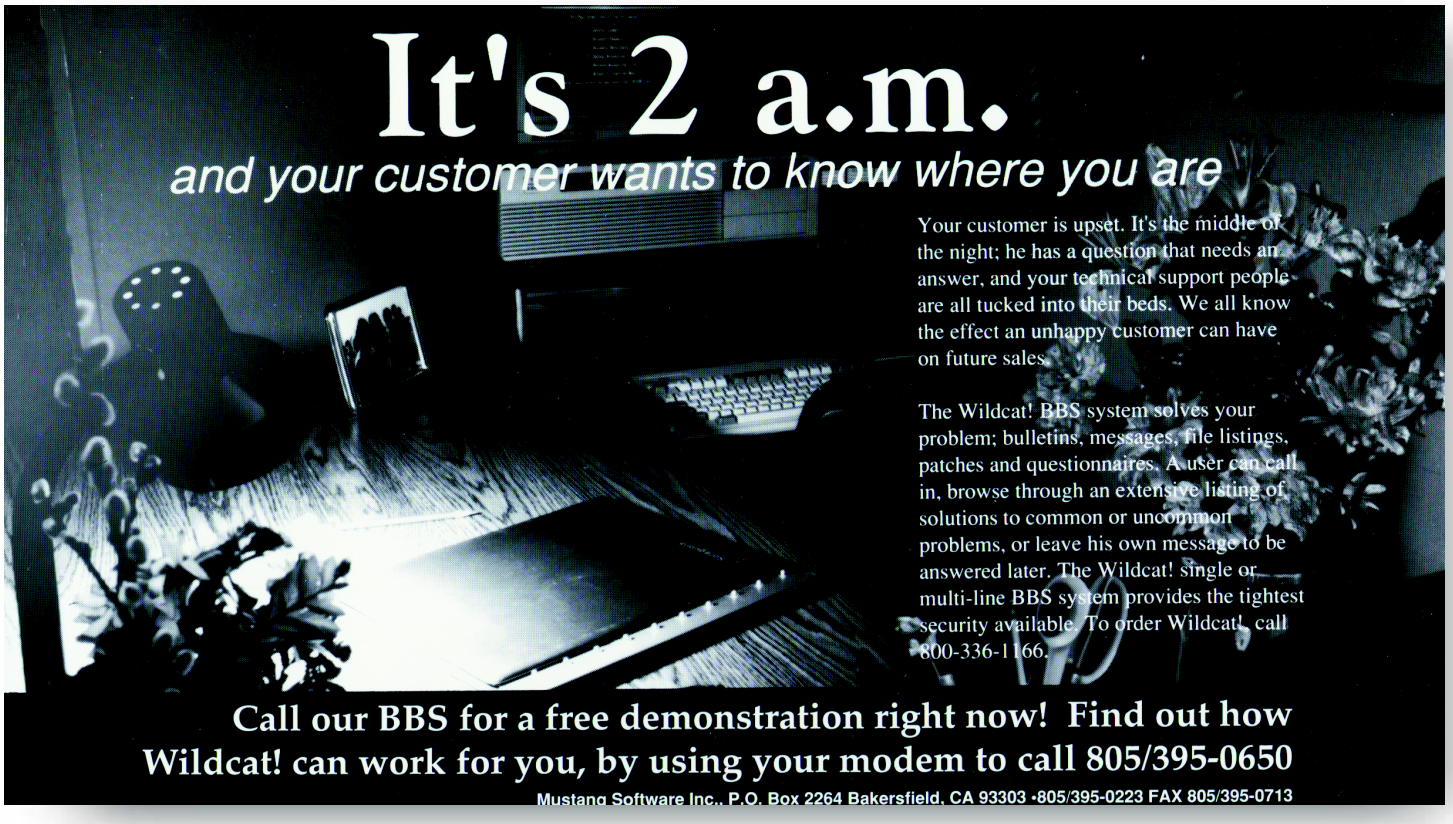
Session scrollback and capture

Access to Internet E-mail, Usenet News and MHS (wcGATE add-on)

32,760 Message Conferences

Access to custom Wildcat! applications (wcCODE add-on)

MUSTANG SOFTWARE PACKS MORE INTO THE BOX THAN ANY OTHER MANUFACTURER



A Powerful Cat from the Big Horse

Mustang releases Wildcat! 4, and with it a dizzying barrage of new features.

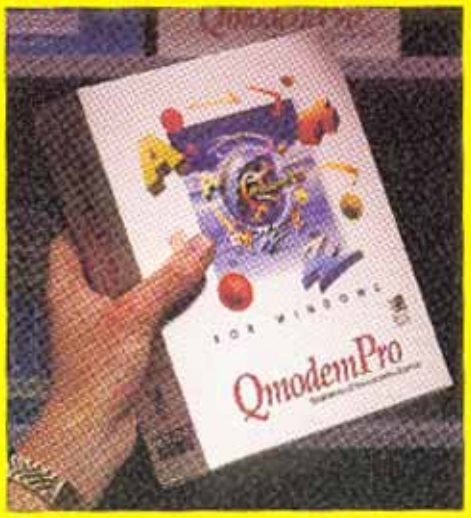
After 11 months of development followed by more time in beta, Mustang

The creative process can take many forms; often inspiration is called in and then patience, then stamina, anger, frustration, and finally (when things go as planned) elation. This time around Mustang followed all the usual steps, but for a little of that inspiration they turned to their customers.

"We have given the sysops almost total freedom over how they set up their board since Wildcat's menu system is no longer strictly hierarchical," said Harrer. " Virtually all commands can be linked to any other command via weCODE applications (detailed later) now with the direct access it has to the Wildcat! code. With weCODE we don't just run a single line of code at a time but the entire program is compiled and hooks into Wildcat!'s core engine to run at full speed."

fact, access
has been bo
Availabl
back to 198
product of a
leadership p
We "didn
people woul
added featu
those that "
for the sake
Some of t
Wildcat! inc
FLEXIBILITY
ating menus
mation. "We
to use our st
(Main, File,
Harrer. "Th
menus." In
Wildcat! fea
associate m
commands t
The new sys
MAKEMEN
structures.
FILE AREAS A
now support
and messag
Harrer puts
CD-ROM ch
these areas
customers s
CHAT: The c
pletely raw

WINDOWS COMMUNICATIONS SOFTWARE FOR YOUR MODEM



Your On-Ramp To The Information Superhighway

~~$139~~ $99 Special!

HURRY. OFFER EXPIRES MAY 31, 1994

QmodemPro for Windows gets you where you want to go on the information superhighway. This power-packed communications software features:

- Data and fax communications
- 34 terminal emulations including RIPscrip
- Multimedia sound support
- GIF Viewer
- High-speed data transfers (even in background)

Turn this card over or call:

800-208-0615

Only MUSTANG SOFTWARE

Could Introduce The Industry's

FIRST BBS SUITE.™

You know what you need: a multi-user system with LAN connectivity as well as dial-in access, robust database management, E-mail gateways, fax-on-demand services, and a programmable RIP graphical user interface. And here it is: the Wildcat! BBS Suite™ from Mustang Software.

Think of the control and convenience at your fingertips. Think of the time and money you'll save. Think how productive your company will be when you implement the most powerful BBS package in the industry.

For only $999, you get everything you need to move your corporate environment into a new world of online communications with Wildcat!, The World's Most Popular BBS Software™. The BBS Suite includes our top-of-the-line Wildcat! MultiLine Platinum BBS, wcPRO Utilities package, wcGATE Internet/MHS mail gateway, and wcCODE Custom Online Development Engine. All in one easy-to-use integrated package. And only an industry leader like Mustang Software could bring it to you.

The wcPRO Utilities provide you with flexible user, message and file database power. You can create custom reports with more than 20 pages of online statistics, develop command line macros for nightly batch processing, and export BBS data into other formats for your other applications. Our relational database handling makes managing your BBS callers, files and messages quick and easy. The wcPRO Utilities package also includes our fax-on-demand processor, wcFAX, so your customers or other outside sales people can request data online and receive product literature, forms and other documents via their fax.

A sophisticated messaging gateway, wcGATE, enables your callers to send and receive Internet E-Mail and news right from your BBS without having to know a single Internet command. Built-in support for satellite connections means your staff can have a constant flow of Internet information at their fingertips. wcGATE also allows you to transfer BBS messages to your company's favorite MHS compatible E-Mail package. Outside salespeople and remote offices can leave messages on the BBS and have them directed to the appropriate mail box on your LAN using Novell's Message Handling Service (MHS).

wcCODE allows you to develop custom applications to enhance or change Wildcat!'s operation. BASIC-like syntax combined with an Integrated Development Environment makes it easy to use the more than 200 built-in functions, including access to Wildcat!'s internal operations. You can create applications like on-line order systems or callback verifiers, or customize Wildcat!'s user interface to give you the ultimate corporate bulletin board system.

And the list of advanced BBS features goes on. Your users will also enjoy wcCHAT, our new online conferencing chat system, which features public and private channels, Sysop-definable action words, even moderated conferencing. Wildcat! supports CD-ROM technology via our utility wcFILE, so you can add files to your BBS quickly and easily. You'll appreciate wcMAIL, our .QWK mail door for off-line messaging, that now imports and retrieves messages faster than ever with message sizes up to 64KB in length. For customer response polls, tap into the power of MAKEQUES, a full-featured questionnaire editor to create online surveys with yes/no, multiple choice, free form and formatted input fields.

Everything you need to set up and control a complete BBS environment is available in one solution. Everything in our suite is written and supported by Mustang Software. And at $999, The BBS Suite saves you hundreds of dollars over buying each package separately.

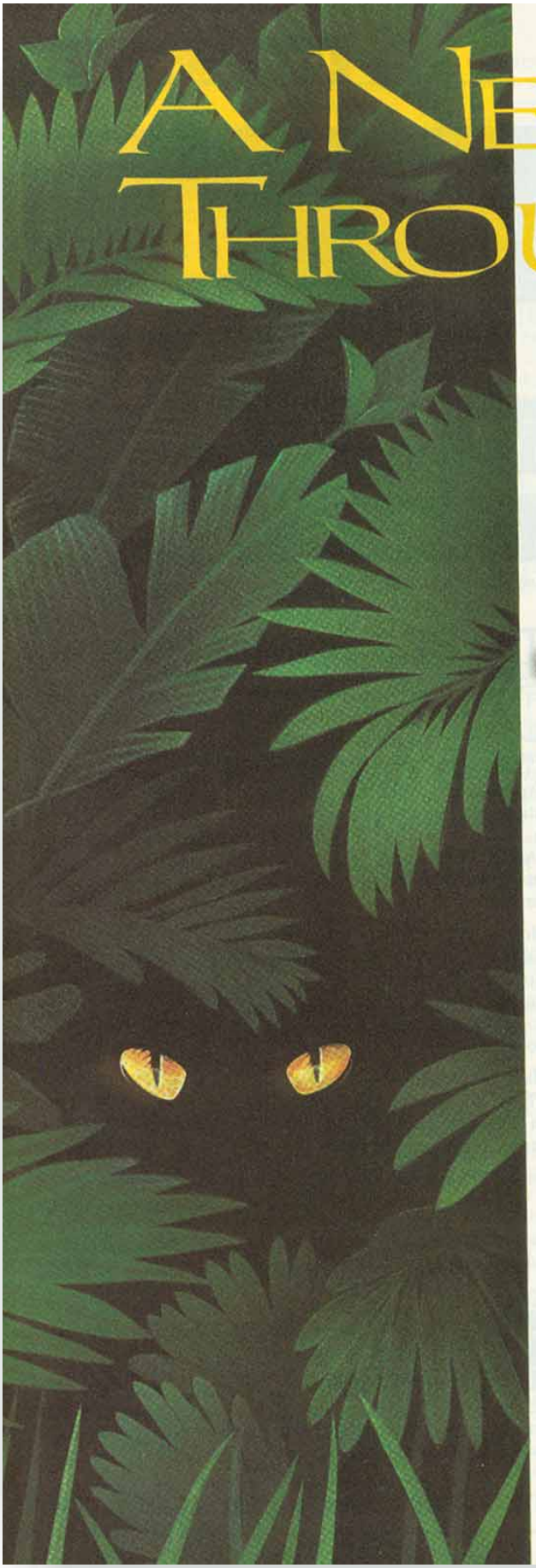
If you've been considering setting up a corporate or business BBS for live, interactive communications, this is the *only* way to go. Give us a call today. We'll save you a lot of time and money. And give you the ultimate BBS tool: The BBS Suite.

Call Today
800-807-2874

MSI MUSTANG SOFTWARE INC.

Connecting The World In '94

Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306
805-873-2500 • FAX 805-873-2599 • BBS 805-873-2400



A New Cat's Through The

The king of the jungle has done it again: Wildcat! 4 by Mustang Software. By listening to you, our valued customers, Wildcat! has become The World's Most Popular BBS Software.™ Now, we've given Wildcat! even more to roar about with more than 250 new features and enhancements. See for yourself why Wildcat! has become the BBS product everyone's talking about. And learn about the new features that our competitors won't have for months to come.

Powerful New Features

GIF Thumbnailer. Before downloading multiple .GIF files, your callers can download a thumbnail preview, which allows them to get a true idea of what the .GIFs contain without relying on the description.

Online Spell Checker. Your callers will appreciate the ability to spell check their text before saving their message. We've also added search and replace, block cut and paste, and a host of other new word processing features, which makes this the most powerful online full screen editor in the industry.

Online Scrollback and Capture. Now, Wildcat! Sysops can scroll back through the user's activity while they're online, without interrupting the caller. You can also turn on a screen capture file, which will record the entire session to disk.

Powerful and Fun Chat System. Your callers will enjoy Wildcat!'s entirely new Chat system, which features public and private channels, sysop-definable action words, and even moderated channels. We've also added goodies like multilingual support, profanity filter, alias names, squelching, and a whole lot more.

Eight lines, one computer...

No problem.

Introducing Wildcat! IM The new 'Intelligent Multi-Port' version of WILDCAT! is a special release designed for BBS installations requiring up to 8 incoming lines on a single PC, with or without LAN connectivity. Multiple PCs of 8 lines each can be connected in a LAN setting, up to the maximum of 250 nodes. WILDCAT! 'IM' shares all the features and functionality of the rest of the WILDCAT! product line, while taking advantage of the most popular intelligent multi-port serial cards in the industry, the DigiChannel COM/8i, PC/8e or PC/8i.

More Than Just 8 Lines The eight-line per PC capabilities of WILDCAT! IM are just the beginning. In a LAN setting you can set up multiple 8-line systems combined with local connectivity for all your network users. A 16 or even 32 line BBS now takes only a fraction of the space required previously, and adds the convenience of local LAN access.

Wildcat! IM Packages WILDCAT! IM is only available in a 250 node configuration, and is priced at $799. A special WILDCAT! IM+ package, which includes WILDCAT! IM software, DESQview 386/QEMM and a DigiChannel COM/8i serial card and cable, is package priced at $1,999.

Another breakthrough from the programmers at MSI

SYSTEM REQUIREMENTS:

COMPUTER

An 80386/33 is the minimum system required for operation. As the number of BBS lines and line speeds increase, faster processing may be needed. An 80486 system will operate all eight lines at full throughput, even with the newest high-speed modems.

MEMORY

A minimum of 8MB of RAM is required. To improve file access speed, additional RAM can be utilized for virtual RAM drives and disk cache.

MULTI-PORT BOARD

The WILDCAT! IM version is specifically designed to operate with intelligent serial port cards from Digi International, Inc. The DigiChannel COM/8i, PC/8e or PC/8i cards make use of on-board microprocessor support for communication activities.

MULTI-TASKING

The multi-tasking chores on a WILDCAT! IM installation are handled by DESQview 386 from Quarterdeck Office Systems.

MSI
MUSTANG SOFTWARE INC.

See your local software dealer or call MSI at 800 999-9619 for product information.

Mustang Software, Inc.
P.O. Box 2264 Bakersfield, CA 93303

QmodemPro

PROFESSIONAL COMMUNICATIONS SOFTWARE

FOR WINDOWS

No other communications software does Windows like QmodemPro.

All the power and performance of Mustang Software's QmodemPro communications software is now ready to plug into the Windows environment.

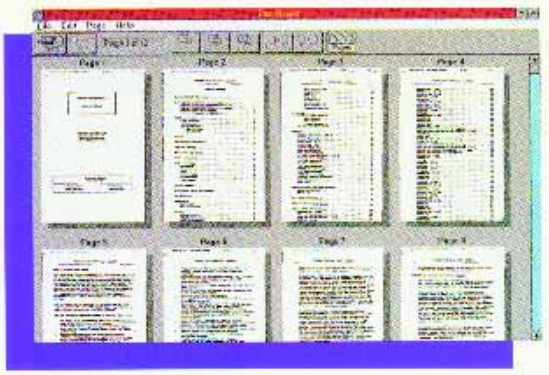
QmodemPro for Windows v1 is the first and only communications software that supports both data and fax communications in one easy-to-use package. And it offers the widest range of file transfer options, terminal emulations and user-support features. Two new reasons why more than 80,000 current QmodemPro users will be able to communicate better than ever.

With QmodemPro for Windows v1, you can make the Windows multitasking environment work for you. Use it to download files or capture data in the background while you work in a word processor or spreadsheet application. Qmodem includes a built in .GIF viewer that lets you view .GIF graphics files and even zoom a .GIF or .BMP file, or mark and copy portions of the picture to the Windows clipboard. And QmodemPro for Windows is the first software to support RIPscrip, the defacto graphics standard for BBS systems worldwide.

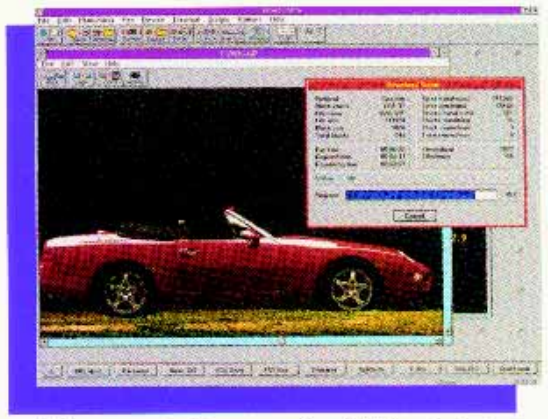
QmodemPro also supports sound cards, so you can assign Windows Wave soundfiles to specific events in your communications session. This means you can have a WAV file played when you connect to a BBS, when your download is complete, and during other events like connect, dialing, file transfer success and failure. QmodemPro is that powerful. And that versatile.

We're talking a new language.

QmodemPro for Windows contains a brand new Script Language for QmodemPro (SLIQ) that gives you unparalleled power, speed and flexibility. The host mode even allows you to create a mini-BBS. Based on the BASIC language structure, it adds extensions for the Windows communications environment and includes a Quicklearn feature for creating scripts without learning the language. A compiler is included for compiling fast, secure scripts. We've also included a powerful script debugger and full editor.



QmodemPro's FAX viewer lets you preview multiple FAX pages and make your choice of pages for expansion, viewing and printing.



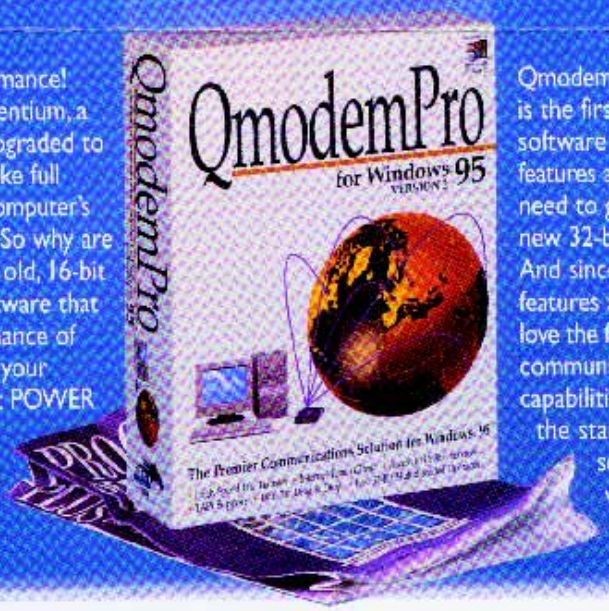
What you see is what you get...live .GIF file viewing during download shows you the graphic as the file is being received.

QmodemPro provides more than 30 terminal emulations including the popular RIPscrip graphics used by thousands of bulletin board systems.

From the makers of Wildcat!

Paper beats rock.
Rock beats scissors.
Scissors beats paper.
32-bit beats 16-bit.

You demand performance! You just bought a Pentium, a 28.8 modem, and upgraded to Windows® 95 to take full advantage of your computer's 32-bit architecture. So why are you still settling for old, 16-bit communication software that chokes the performance of Windows 95? Give your computer the 32-bit POWER in QmodemPro for Windows 95.

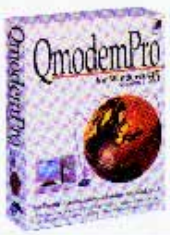


QmodemPro for Windows 95 is the first communication software that delivers all the features and performance you'll need to get the most from the new 32-bit Windows platform. And since you want dynamic features and ease of use, you'll love the fact that QmodemPro's communication and Internet capabilities go way beyond the standard terminal software included with Windows 95.

QmodemPro Crushes Procomm.

The Premier Communications Solution for Windows® 95

Whether you're connecting to the office, company mainframe or BBS for file and data transfer, get the 32-bit power in QmodemPro to satisfy your "need for speed."

Designed for Microsoft Windows 95 + = 

MSI MUSTANG SOFTWARE INC.

Connecting The World™

Available at Software Etc., Babbages, Computer City, CompUSA, Electronics Boutique, Egghead, Best Buy, Fry's, Staples and other software outlets for $129 or less. Registered Qmodem/QmodemPro customers call for upgrade pricing

Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306
Voice 805-873-2500 • Fax 805-873-2599 • BBS 805-873-2400
Internet http://www.mustang.com

800-999-9619

© 1995 Mustang Software, Inc. All names are trademarks of their respective companies

Advertising

By david wolfe

QmodemPro

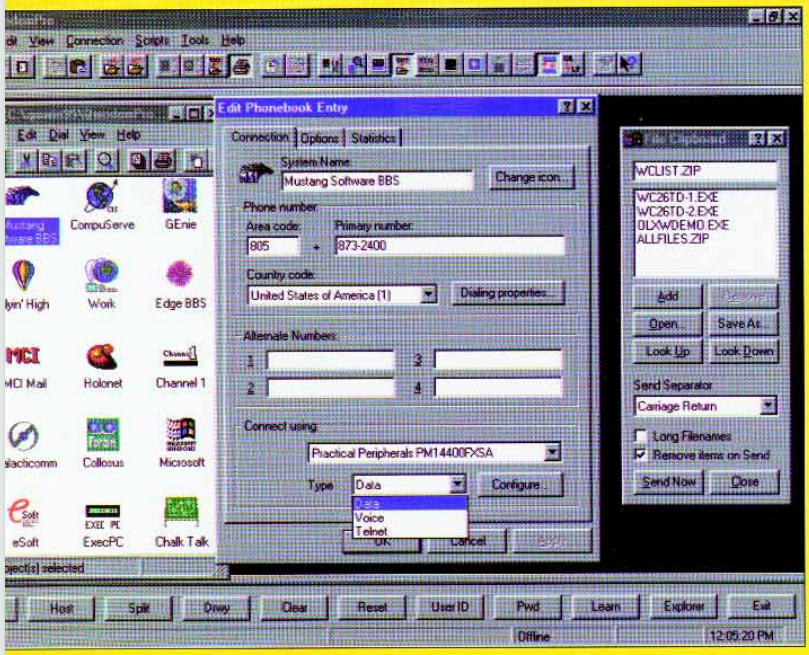
It's 32-bit, multithreaded, programmable, and built for Windows 95.

Qmmunication

That low, bass-filled rumble you've been hearing — the one that's steadily been getting louder since, oh, August of '95 — is not an indication you need an otolaryngologist. Rather, it's something I often refer to as the incessant reverberation of "The Vendor Stampede Phenomenon."

Surely you've heard it, or of it — It's that sound made by the throng of software vendors porting their applications over to the Windows 95 format.

But way ahead of that throng — in fact, the first telecommunications vendor to port over its software — was Mustang Software. Its long-popular package has hit the ground galloping under its latest moniker: QmodemPro for Windows 95 (QMW95).



The phonebook in QmodemPro for Windows 95.

Telecommunications '95 — a primer

Whether you swear by Windows 95 (or at it), you can't deny that it's here to stay. And with its introduction comes a different approach to PC computing that places a great deal of reliance on the operating system itself rather than letting the applications have full reign. This has been a trend in PCs ever since Windows was first introduced and something that Mac users delight in pointing out these days.

The first wave of telecommunications software was all DOS based (I'm talking PC stuff now). At the time most of us were pretty happy with that — what was the alternative?

Then came Windows.

Microsoft didn't even seem to give a hoot about telecommunications when Windows first appeared. So naturally, most first-generation Win-comm software stunk — bad.

Then Microsoft got (a little) hip, and when

by mustang

The choice of communications enthusiasts for more than 9 years!

QmodemPro

PROFESSIONAL COMMUNICATIONS SOFTWARE

Professional Communication Software With E-Mail Capture, Reply and Management.

The Solution

QmodemPro is the first communication software program to offer a total solution to the needs of today's telecommunications enthusiast. It lets you take control of your electronic connectivity needs with a full suite of emulations, protocols and intuitive commands, and is the first communications program to also offer integrated electronic mail management.

In addition to offering dial-out and host capabilities, *QmodemPro* retrieves E-Mail from MCI, CompuServe and bulletin board systems. Its accompanying mail reader makes it easy to reply to messages off-line, and features a full 124,000 word spell checker. Replies can be sent back to the originating system or routed to other mail services, BBS systems or even to a FAX machine. The FAX send capabilities of *QmodemPro* can be used with any Class 1 or Class 2 FAX modem.

Although *QmodemPro* incorporates some of the newest technology in the communications arena, we think you'll find it the easiest to use program of its kind. Choosing a modem configuration is as easy as picking your modem brand from the list of over 125 in the Quick-Config menu. From installation to your first on-line experience, *QmodemPro* guides you through your session with full context-sensitive help and intuitive mouse support.

No other communications software even comes close to the power, features and performance of QmodemPro!

The phonebook tracks all needed information for up to 4095 entries.

Sending a FAX couldn't be easier and can even include a graphic on your cover page.

The address book in OLX makes it easy to send carbon copies or to forward messages, even to other services.

They couldn't top Synchronet.™

So we did.

Introducing Version 2.0

PCMS™

Synchronet v2.0 unveils PCMS, the Programmable Command and Menu Structure. At the heart of PCMS is *Baja*™, an easy to use basic-like programming language and compiler that allows flexible command shell programming without external programs or add-ons. Because compiled command shells are loaded dynamically upon user logon, multiple BBS structures can be available for your users to choose from; including emulations of other BBSs, complex graphical user interfaces, foreign language shells, and custom applications.

SMB™

Version 2.0 provides a level II implementation of the new SMB message base format for high speed, high volume, multi-network message storage and retrieval. SMB is highly extensible to support future needs including multimedia!

OS/2

Coming soon! Synchronet for OS/2, the 32-bit big brother of Synchronet for DOS. Finally, a powerful and feature rich 32-bit BBS will soon be within your grasp.

Free Demo

Download the free demo today!
(714) 529-9525 14.4Kbps V.32bis
(714) 529-9547 28.8Kbps V.FC

Synchronet for DOS v2.0

2 node	$ 99.00
4 node	$199.00
8 node	$299.00
16 node	$399.00
250 node	$499.00

Digital Dynamics®
PO Box 501 Yorba Linda, CA 92686
(714) 529-6328 voice
(714) 529-9721 fax

Compare 8 nodes on a single 486

	Synchronet	Wildcat!IM	PCBoard/M	MajorBBS	TBBS
Node license*	$299	$799	$440	$508	$895
Programmable	Yes	No	Extra	Extra	Extra
Multiple command shells	Yes	No	No	No	No
Intelligent DigiBoard	Yes	Yes	Yes	No	No
Int14h device support	Yes	No	Yes	No	No
Standard serial ports	Up to 10	No	Up to 4	Up to 2	Up to 2
Caller ID security	Yes	No	Extra	Extra	No
Nested security logic	Yes	No	No	No	No
Multichannel chat	Yes	Extra	Yes	Yes	Yes
Private user chat	Yes	No	Extra	Yes	Yes
Offline reader support	Yes	Yes	Extra	Yes	Extra
QWK networking	Yes	Yes	Extra	No	Yes
FidoNet import/export	Yes	Yes	Yes	Yes	Yes
PostLink (RIME) support	Yes	Extra	Yes	Extra	No
Includes RIPscrip menus	Yes	Yes	No	Yes	No
Novell/DOS LAN support	Yes	Yes	Yes	Yes	No
Enhanced CD-ROM support	Yes	Yes	Yes	No	No
Incoming FAX support	Yes	No	No	No	No
Chat between doors	Yes	No	No	Yes	No
Bidirectional file transfers	Yes	Yes	Yes	No	No
DOS door support	11 types	2 types	2 types	No	No
FILE_ID.DIZ support	Yes	Extra	Yes	Yes	No
Offline NetMail	Yes	Yes	Extra	No	Yes
Offline/Remote file requests	Yes	No	No	No	No
Real-time configuration	Yes	No	Yes	No	No

Features and prices compiled from vendor supplied information 2/94, are subject to change without notification. Wildcat!IM, PCBoard/M, MajorBBS, TBBS, QWK, FidoNet, PostLink, RIME, RIPscrip, Novell, and DOS are trademarks or their respective companies. Third party utilities may be required for some message network technologies.
* for 8 nodes Wildcat!IM requires a 250 node license, PCBoard/M requires a 10 node license, TBBS requires a 16 node license.

If you haven't checked out Synchronet yet, crank up your modem and download a demo. There isn't a faster, more feature rich BBS available anywhere from anyone. Synchronet combines the robust interactive nature of a multiuser BBS with the speed, power and flexibility of a multinode system.

It was innovative out-of-the-box features such as intelligent variable timeslicing, ARS™ security, RIPscrip, enhanced CD-ROM, and easy to use fully integrated message network support that made Synchronet a multinode powerhouse. And now, with version 2.0, custom programmability, lightning fast high volume messaging, and much more makes Synchronet *the* sysop's choice for BBSing in the 90's.

Synchronet BBS version 2

Multinode Bulletin Board System Software

"WILDCAT! 3.0… a New Breed of Cat."

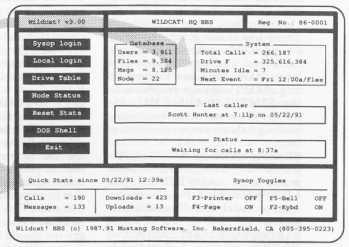
Right From The Start

Information *on your most important system-wide statistics, including users, files, messages, and node ID number. System toggles are also displayed on screen.*

Quick statistics *can be reset from the idle screen here, or from any of the 65,000 events available 24 hours a day. A daily reset keeps the sysop informed.*

Local activity buttons *for login as sysop or user, drive space display, node status for all lines with caller activity information, and access to a DOS shell and menu facility for running other programs. Console activity can be password locked.*

More Information *including total calls, main drive space , how long since the last call and the next pending event.*



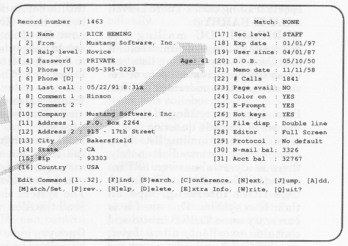
User Maintenance

Multiple access. *This screen can be accessed from the sysop menu (naturally), but also after reading every message to enable editing users sending, receiving, or being discussed in a message. Exiting user maintenance immediately returns to the message you left.*

Full demographic *information including a second screen with an alias name and user-specific conference and file area access overrides.*

Control by conference *(1,000 of them) for co-sysop status, user title, log-on time and more.*

Match by security or expiration date *to view all who meet your criteria, then [W]rite them a message explaining the changes with immediate return to the user record.*

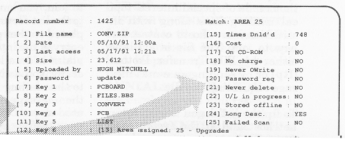


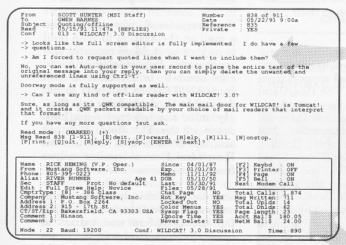
File Maintenance

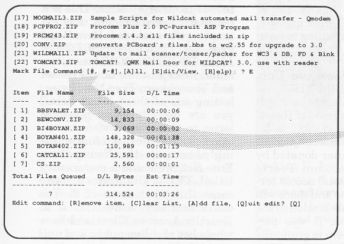
Database security *Only the files you specify in the B-Tree indexed database can be downloaded, and you can catalogue up to 2 billion files from 1,000 file areas and 4,000 subdirectories.*

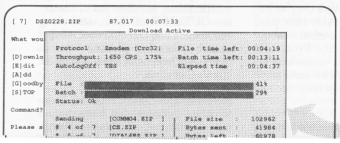
6 Keywords *provide fast indexed file searches. They can be entered by the caller, or generated from the description.*

Description text *starts with a brief 65 character field and allows an extended description up to 15 lines of 80 characters.*









The Big Picture

Message quoting *is available either automatically or on a line-by-line basis on request.*

Full screen editor *The visual editor includes support for cursor commands, full doorway control including Home, End, PgUp, PgDn, etc., and WordStar commands.*

Net & Echomail messages *can be tossed directly in and out of any WILDCAT! conference with Binkleyterm, D'Bridge or Front Door.*

File attachments *to a message result in an additional command line option to [D]ownload the attachment, with immediate return to the message after completion.*

VGA/EGA resolution *for the sysop allows the local screen to use enhanced display modes to view a complete user record on screen with the active user display above.*

Marking Files

File listings *can be formatted as* ***single*** *line , **double** line or **full** file information display. Get full [I]nformation on any file including the extended 15 line description, [V]iew a compressed file, [D]ownload or [M]ark files after each screen display.*

Mark files *by numbers such as 1-5, 7, 9 rather than typing the cryptic filenames. Continue to view the listing until you have marked all desired files, then request a download and preview your marked list.*

File Search *based on name, keyword, uploader or description text also allows file marking of found files for later download.*

File Transfer

Batch downloads *are supported using internal Ymodem, Ymodem-G, Zmodem, and Kermit, and a special batch emulation for sending batches of previously marked files using Xmodem, Xmodem-CRC and 1K-Xmodem. External protocols can be added easily. Ymodem-G reaches 1750+cps!*

Batch uploads *using all internal and external protocols is fully supported with optional virus checking of each file.*

Full status *is displayed on screen including batch and file percentage scroll bars along with other statistics.*

"WILDCAT! 3.0… a New Breed of Cat."

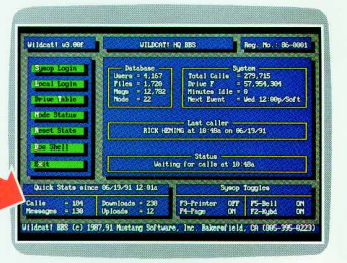
Right From The Start

Information on your most important system-wide statistics, including users, files, messages, and node ID number. System toggles are also displayed on screen.

Quick statistics can be reset from the idle screen here, or from any of the 65,000 events available 24 hours a day. A daily reset keeps the sysop informed.

Local activity buttons for login as sysop or user, drive space display, node status for all lines with caller activity information, and access to a DOS shell and menu facility for running other programs. Console activity can be password locked.

More Information including total calls, main drive space, how long since the last call and the next pending event.



User Maintenance

Multiple access. This screen can be accessed from the sysop menu (naturally), but also after reading every message to enable editing users sending, receiving, or being discussed in a message. Exiting user maintenance immediately returns to the message you left.

Full demographic information including a second screen with an alias name and user-specific conference and file area access overrides.

Control by conference (1,000 of them) for co-sysop status, user title, log-on time and more.

Match by security or expiration date to view all who meet your criteria, then [W]rite them a message explaining the changes with immediate return to the user record.

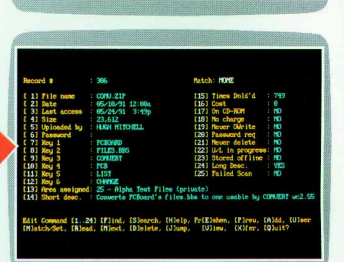
File Maintenance

***Database security.** Only the files you specify in the B-Tree indexed database can be downloaded, and you can catalogue up to 2 billion files from 1,000 file areas and 4,000 subdirectories.*

6 Keywords provide fast indexed file searches. They can be entered by the caller, or generated from the description.

Description text starts with a brief 65 character field and allows an extended description up to 15 lines of 80 characters.

Name of uploader, # of downloads, date of last download, stored on CD ROM or off-line are all tracked for each file.



Mustang Software, Inc.

P.O. Box 2264, Bakersfield, CA 93303
For Orders Only
(800) 247-6385
For Office/Inquiries (805) 395-0223
For a BBS Preview (805) 395-0650

It's a killer. WILDCAT! 3.0 has been completely re-written with over 75 new features and speed to spare. This cat is out of the bag and ready to make your BBS the best around.

The Big Picture

***Message quoting** is available either automatically or on a line-by-line basis on request.*

***Full screen editor** The visual editor includes support for cursor commands, full doorway control including Home, End, PgUp, PgDn, etc., and WordStar commands.*

***Net & Echomail messages** can be tossed directly in and out of any WILDCAT! conference with Binkleyterm, D'Bridge or Front Door.*

***File attachments** to a message result in an additional command line option to [D]ownload the attachment, with immediate return to the message after completion.*

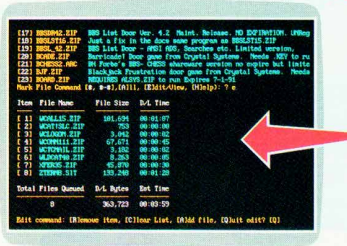
***VGA/EGA resolution** for the sysop allows the local screen to use enhanced display modes to view a complete user record on screen with the active user display above.*

Marking Files

***File listings** can be formatted as **single** line, **double** line or **full** file information display. Get full [I]nformation on any file including the extended 15 line description, [V]iew a compressed file, [D]ownload or [M]ark files after each screen display.*

***Mark files** by numbers such as 1-5, 7, 9 rather than typing the cryptic filenames. Continue to view the listing until you have marked all desired files, then request a download and preview your marked list.*

***File Search** based on name, keyword, uploader or description text also allows file marking of found files for later download.*



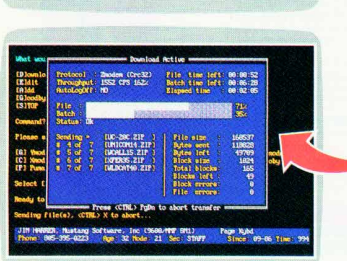
File Transfer

***Batch downloads** are supported using internal Ymodem, Ymodem-G, Zmodem, and Kermit, and a special batch emulation for sending batches of previously marked files using Xmodem, Xmodem-CRC and 1K-Xmodem. External protocols can be added easily. Ymodem-G reaches 1750+cps!*

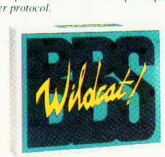
***Batch uploads** using all internal and external protocols is fully supported with optional virus checking of each file.*

***Full status** is displayed on screen including batch and file percentage scroll bars along with other statistics.*

***99 files** can be uploaded or downloaded per request using any internal transfer protocol.*



While it's impossible to tell you everything about WILDCAT! 3.0, we *can* say, feature-for-feature, no other BBS comes close. Get your hands on the world's fastest growing BBS system–that just got better.

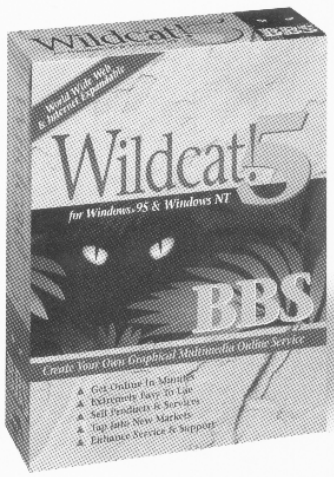


Available at Software Etc stores nationwide!

Wildcat! 5

for Windows® 95 & Windows NT

The World's Best Selling Online Software

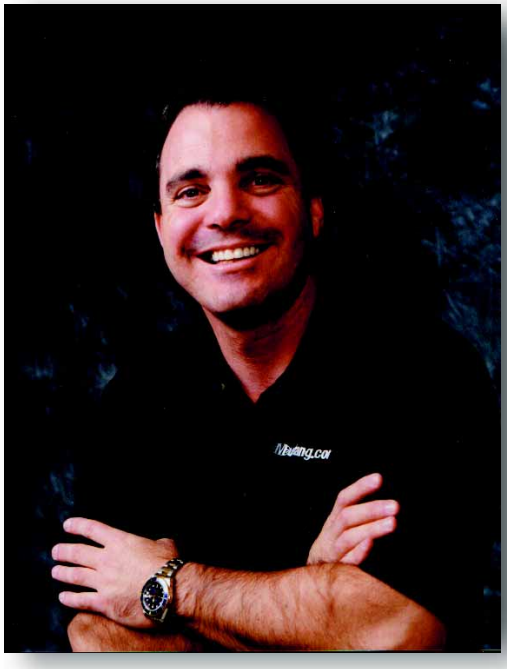


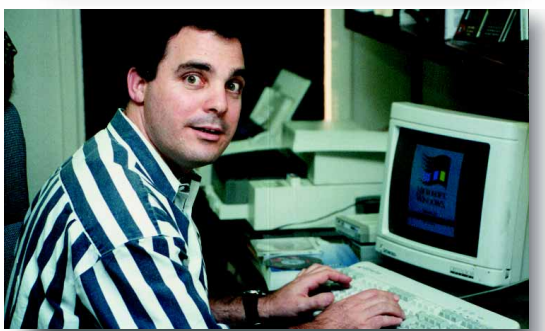
Target Customer

- Corporations that need an online presence or want to improve communications with customers, outside salespeople and remote offices.
- System administrators tasked with creating a presence on the World Wide Web but need more features than a simple Web page.
- Entrepreneurs wanting to start their own online service for profit.
- Computer and online enthusiasts who want to provide a way to communicate with others with similar interests to share ideas, files, messages, and chat.
- Organizations who need an easy and inexpensive media to communicate electronically with members and the public.

Top Selling Features for Wildcat! 5

- **All in one solution.** System administrators creating an online presence will like Wildcat!'s Web interface and additional online service support including E-mail, messaging and document retrieval.
- **Graphical User Interface uses HTML.** Wildcat!'s menuing system is based upon HTML, the easiest and most popular interface on the Internet. Members point and click on hypertext links and icons to browse the system.





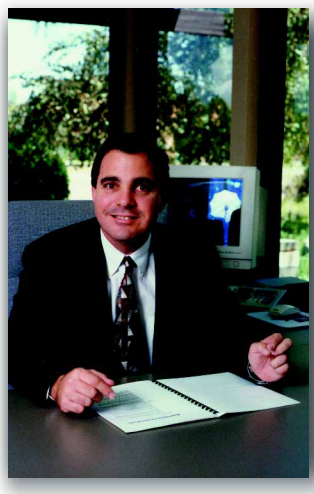
Jim Harrer

Jim Harrer's brush with destiny began with an IBM PC Junior, a 300 baud modem and a CompuServe account. Like the computer that played the title role in *Colossus The Forbin Project* , Jim quickly discovered "there is another system."

In those days, the original IBM PC was the benchmark for "PC compatibility." Ironically, IBM's own PC Junior was one of the least "compatible" systems. Like many who bought these early personal computers, Jim discovered through necessity that he had a knack for programming.

Two encounters — one online and one in the real world, set the wheels in motion for what would ultimately become Jim's consuming passion. Not incidentally, the partnerships Jim developed during the early days helped change the world of online computing.

Through CompuServe's IBM PC Junior forum, Jim discovered computer bulletin board systems (BBSs), and decided he wanted one of his own. While online, he met Scott Hunter and John Friel, and began work on the first of many BBS software projects: converting RBBS-PC to run on the PC Junior.

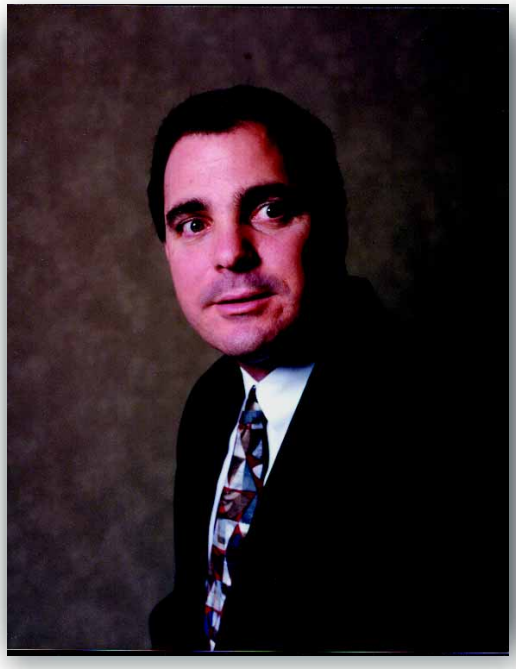


"I really fell in love with the whole idea of being online," Jim says about the early days — "the concept of online communities, where I could sit at the dining room table in Bakersfield, and communicate with other people around the world."

Shortly after the RBBS project was underway, Scott introduced Jim to Dan Plunkett. Dan was working on a BBS program called Colossus, written in Borland's Turbo Pascal. After beta testing the code for most of the summer, Jim was invited by Dan to take over development of Colossus so Dan could spend more time on school work. Jim readily agreed.

For the next year, Jim and Scott worked on Colossus, with help from some code supplied by Qmodem author John Friel. Then the real world intervened, and Jim put aside the Colossus project for several months.

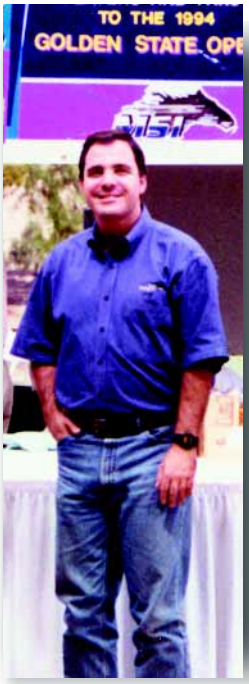
In 1985, Jim decided to start writing a new BBS program from scratch, using the experience he'd gained online through collaborations with Plunkett, Hunter and Friel. That was the beginning of Wildcat! BBS and

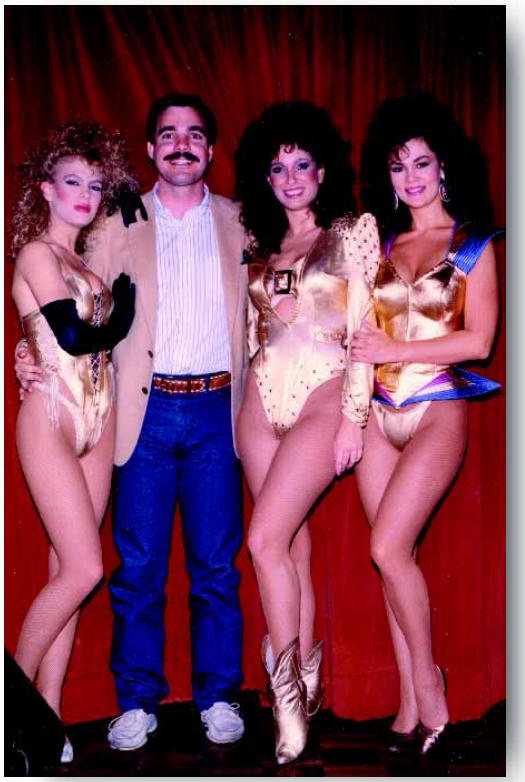


Mustang Software. In 1987 Jim released the first version of Wildcat! BBS as shareware, and sold 580 copies that year. It soon became time to put the consulting work aside and concentrate on writing and selling software.

"I didn't ever think it would turn out as big as it would," says Jim. The reason I wrote Wildcat was to challenge myself to see if I could do it. It wasn't for the money — we used to kid ourselves that maybe we could sell enough a month that we could go have a nice dinner somewhere."

Jim and the other early members of the Mustang team made a conscious choice to grow the business according to what customers wanted. From the beginning, everyone pitched in to help with everything from order processing and shipping to attending trade shows and organizing conferences to show off the product line.

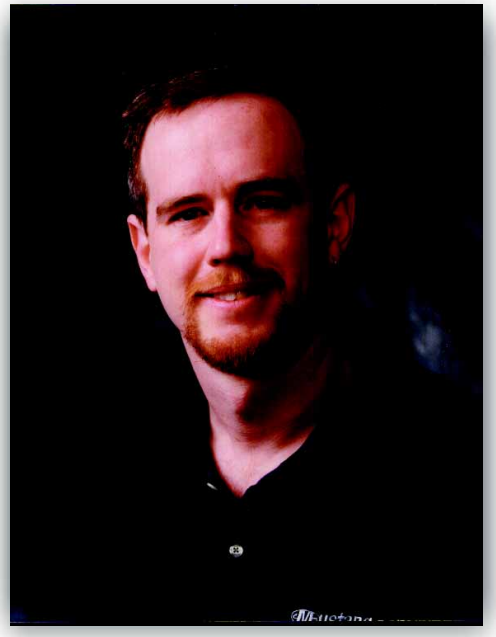




"We would listen to our customers, get inspired by their ideas, then we would be accountable back to those customers," says Jim. "I dragged everyone to those things, Comdex too. The customers in turn were inspired by our enthusiasm." That enthusiasm has translated into intense customer loyalty, and strong word-of-mouth sales. Mustang's customer-centered approach has stayed with the company throughout its history, even during the darkest days when, in 1997, the market for BBS software evaporated practically overnight, thanks to the Internet.

A year later, the company was clearly turning around, with a new product line and growing industry validation of Jim's customer service vision. That, and the fact that Jim has turned a few good ideas into a multi-million dollar company not once, but twice.

"My proudest memory is seeing all the people who stayed through the terrible times in 1997, who stayed through that with just a belief in the people that they bonded with — and then to see those people rewarded in the end." Looking back on what Mustang has accomplished, Jim points out "we really helped define the online BBS community and we led the way to developing the eService business today."

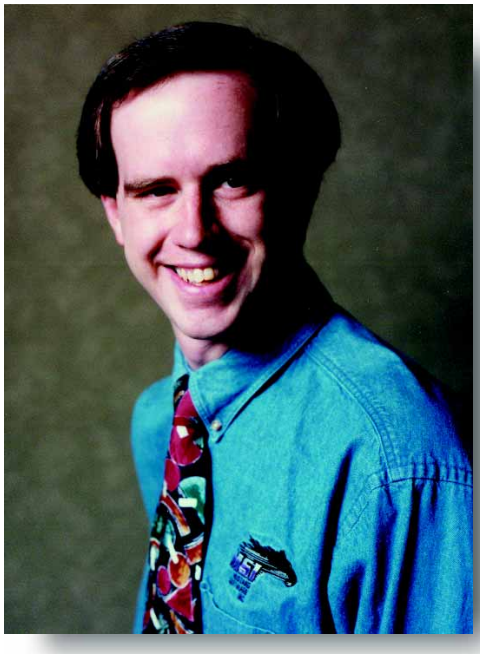


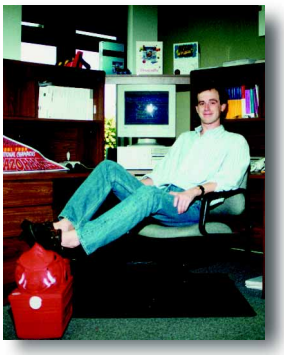
Scott Hunter

In 1985, Scott Hunter was a high school student in Arkansas, using an IBM PC Junior to connect to CompuServe. Like Jim Harrer and Rick Heming, Scott was keenly interested in the BBS scene, and it wasn't long before Scott got hooked up with Jim Harrer, John Friel and other key figures in the early days of online communications.

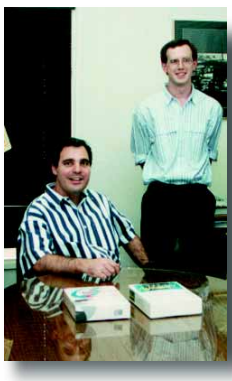
It would be more than a year before Scott would meet some of his online friends face to face. "I convinced my parents that a great birthday present would be to send me and a friend to Comdex," Scott says. Comdex, held each autumn in Las Vegas, is *the* big event for the computer industry, and Rick and Jim were there to promote Wildcat! BBS. "I don't remember much about that meeting," Scott says, "other than that I was just a kid and those two guys were *old*."

A few months after that first meeting, Jim called Scott and invited him to come work for Mustang in Bakersfield. Scott quickly settled into a routine: during business hours he handled technical support calls for various Mustang products, which, besides Wildcat! BBS included Mortplan, a mortgage calculator; Prtlabel, a label printing utility, and Brainstorm, a groupware conferencing program that was way ahead of its time. At night, after the phones stopped ringing, Scott programmed. And programmed. And programmed.



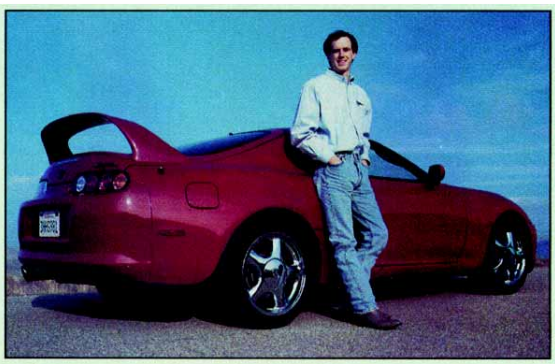


Scott is now Vice President and Chief Technical Officer at Mustang. "To me, the coolest thing about Mustang is the people," Scott says. "There is a set of people who have been at Mustang forever. That's the most impressive part of it for me."



Scott Hunter, 27, vice president of engineering for Mustang Software, Inc., gets to wherever it is that he is going in a hurry in his 1994 Toyota Supra, with an inline six cylinder twin-turbo engine producing 340 horsepower. He is responsible for supervision and coordination of the program development teams for all of the company's products.

He and Harrer have known each other since 1985 when he was part of a long-distance programming team for the Colossus BBS. Besides driving his road-rocket, Hunter is an avid basketball and football fan.◆



Lynn Wright

Throughout Mustang's history, Lynn Wright has been the person customers identify most as the voice and personality of the company.

Lynn first worked with Jim Harrer at an oilfield supply company in Bakersfield. Their experience at that company gave them plenty of ideas on how to run a business for the benefit of its customers.

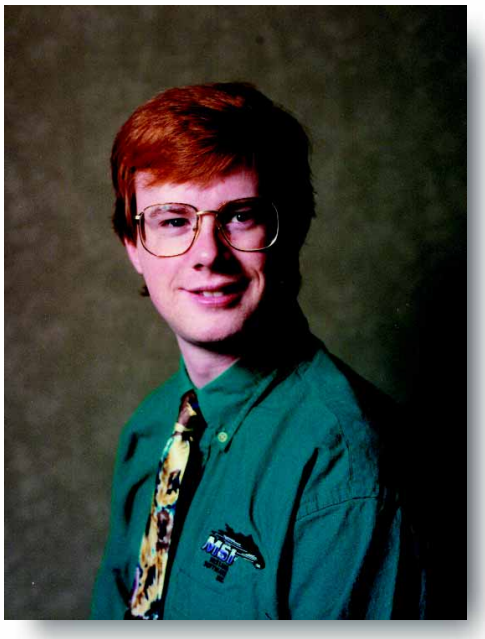
Jim left the oilfield supply business to start Mustang in 1986, and Lynn joined the company a few months later. "We basically did everything together in those days,"

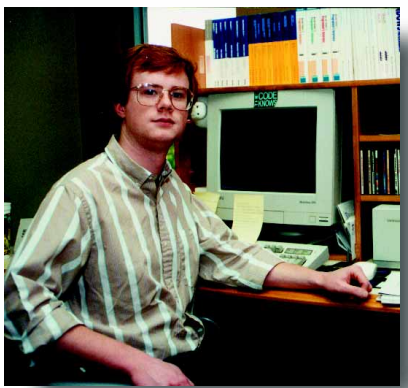
Lynn recalls.

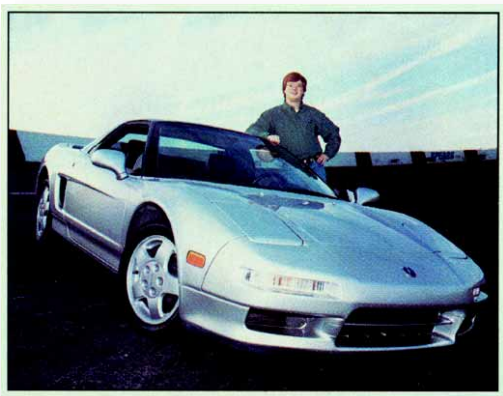
"Answering phones, taking orders, customer service, building product, shipping, accounting, payables, everything."

Lynn says the teamwork was really fun. "We never questioned if something could get done or was possible, we never had to worry about people saying 'that's not my job'. Everyone pitched in and did what they had to do. We were really a great team."

Lynn's role through the years at Mustang has remained centered on meeting the customers' needs. As Vice President of Customer Service, she now heads up a team that is well balanced in terms of their skills, interests and roles within the company.







Greg Hewgill, 24, senior engineer for Mustang Software, Inc., is especially proud of his 1991 silver Acura NSX sports car as is evident by the posters of the car in his office. Hewgill is a 1992 graduate of the University of Victoria, Canada, with a double major in mathematics and computer science. Hewgill has been writing shareware software since 1989 and is best known for his SLMR (Silly Little Mail Reader) QWK mail reader.

With Mustang since January of 1992, Hewgill has been involved with Wildcat! 4.0, OLX, Qmodem Pro for Windows and developed wcCODE. When he is not busy programming, he enjoys snow skiing most of all.◆

Greg Hewgill

In 1989, Greg Hewgill was studying mathematics and computer science at the University of Victoria in Canada, and writing useful software programs for himself and his friends. Greg was an early and active participant on the local BBS "scene" in Victoria, and he was soon receiving requests from local BBS operators to write utility programs. Greg was already an old hand at programming by this time. He wrote his first program at the age of 10, and by age 14 he was making money writing software.

One local BBS Sysop, who was running a Wildcat! BBS, persuaded Greg to write a mail "door" that allowed users to download messages and read them off-line, using a standard mail packet format that was already in use on other BBS platforms.

Marketed as shareware, the mail door, called "Tomcat," was an instant success among Wildcat! Sysops. It wasn't long before Greg's programming skills were noticed by Jim Harrer. Despite a full course load at university and a number of other ongoing shareware projects, Greg found the time to work for Mustang on some components for Wildcat! 3.0.

One of Greg's most rewarding experiences came during one early visit to Bakersfield: "We came down here from Victoria shortly before Wildcat! 3.0 was released. I was talking to Scott Hunter while he worked on a bug. Scott had to go somewhere, so he told me, 'Sit down, you fix it', then he left so I fixed the bug."

In 1991, Mustang bought the rights to Tomcat, SLMR (Silly Little Mail Reader, which became Off-Line Xpress) and TNet (a program that allowed Wildcat! BBSs to share public message forums between other BBSs), and invited Greg to join the Mustang team as an employee in 1992.

Since joining Mustang, Greg has played a central role in product design and development. Among Greg's biggest accomplishments was Wildcat! 5, which he designed "from ground zero." Current projects include Mustang Message Center and custom integrations with other business applications. In his "spare" time, Greg remains active in the online community contributing to the "open source" GNU project.

Chris Rechtsteiner

Chris Rechtsteiner was a Director of Business Development for the Electronic Commerce Division of Rockwell International when he first noticed Mustang and its suite of "Web Essentials" products. The initial contact came at a trade show, where Chris saw a demo of the new Internet Message Center.
Chris says "It was like seeing the holy grail."

He immediately felt that this was a product, and a company, he had to learn more about. Chris's role at Rockwell was to find exciting new products and technology that could work well in concert with Rockwell's own extensive line of products and services.
One of the things that attracted Chris was the clarity and the honesty of the vision. "A lot of people will see something but not be able to execute and drive it. Jim clearly saw what he wanted to do, and goes about it methodically and strategically: taking new ideas, bringing them to market — build your own door and then walk through it."

With Chris's experience and contacts in electronic commerce, Mustang has been able to position itself in the big leagues, beating larger, well-financed competitors at their own game. "We really set the pace for what people are going to look back at as a tremendous market shift in the way people conduct business. Business will remember what happened and what we did. The challenge is making sure that story gets told and that people understand it."

"In all honesty I've made friends and gotten to know people that I am going to know for the rest of my life. That really has been something that I treasure most about the whole experience, the opportunity to know everyone, become part of their lives, families, friends." -Chris Rechtsteiner

Dan Cooper

Dan's first experience with computers was different from most of the other people at Mustang. Trained in Marketing & Advertising graphic design, Dan was used to working with traditional materials — paints, pens, illustration boards and photography, producing "mechanicals" that were then used to make printing plates.

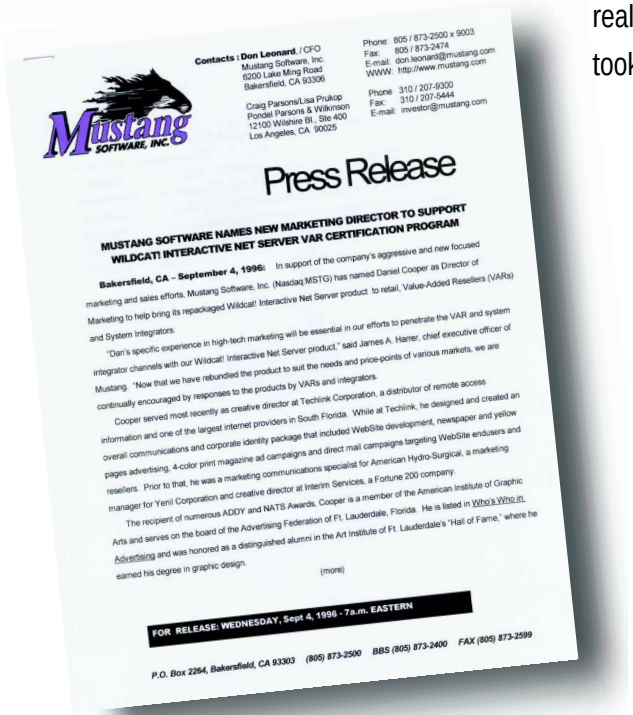
"Computers changed all that," says Dan. "The first time I did a complete design project on the computer, without ever picking up a piece of illustration board, I knew the world of graphic design had changed forever." Dan made the most of the experience, and was soon designing web sites for the smallest and the largest clients — "everything from big tire companies to local doctors' offices." His Internet design expertise led to a referral to Mustang, where he was asked to critique the company's then-current packaging, brochures and overall corporate design theme.

Always a straight shooter, Dan's blunt critique led to a job offer. "I always knew this Florida boy would someday make it to California," he says.

On his first time in California: "I flew to LAX then took a commuter plane to Bakersfield. On the way I saw the mountains go away, then the flatlands started to appear. I had no idea where Bakersfield was." Dan has since adjusted to the California way of life, and is currently working in Mustang's Santa Monica office.

Dan has been part of the Mustang team since 1996. "One thing I really loved was how well I was received and liked at Mustang," Dan says. "I really appreciate that. It's just amazing how much Jim and everyone else took a shine to me. It's a great family."

"It's like a 24 hour buffet ... it's a beautiful thing"



Mustang SOFTWARE, INC.

Contacts : Don Leonard, / CFO
Mustang Software, Inc.
6200 Lake Ming Road
Bakersfield, CA 93306
Phone: 805 / 873-2500 x 9003
Fax: 805 / 873-2474
E-mail: don.leonard@mustang.com
WWW: http://www.mustang.com

Craig Parsons/Lisa Prukop
Pondel Parsons & Wilkinson
12100 Wilshire Bl., Ste 400
Los Angeles, CA 90025
Phone 310 / 207-9300
Fax: 310 / 207-5444
E-mail: investor@mustang.com

Press Release

MUSTANG SOFTWARE NAMES NEW MARKETING DIRECTOR TO SUPPORT WILDCAT! INTERACTIVE NET SERVER VAR CERTIFICATION PROGRAM

Bakersfield, CA – September 4, 1996: In support of the company's aggressive and new focused marketing and sales efforts, Mustang Software, Inc. (Nasdaq:MSTG) has named Daniel Cooper as Director of Marketing to help bring its repackaged Wildcat! Interactive Net Server product to retail, Value-Added Resellers (VARs) and System Integrators.

"Dan's specific experience in high-tech marketing will be essential in our efforts to penetrate the VAR and system integrator channels with our Wildcat! Interactive Net Server product," said James A. Harrer, chief executive officer of Mustang. "Now that we have rebundled the product to suit the needs and price-points of various markets, we are continually encouraged by responses to the products by VARs and integrators.

Cooper served most recently as creative director at Techlink Corporation, a distributor of remote access information and one of the largest internet providers in South Florida. While at Techlink, he designed and created an overall communications and corporate identity package that included WebSite development, newspaper and yellow pages advertising, 4-color print magazine ad campaigns and direct mail campaigns targeting WebSite endusers and resellers. Prior to that, he was a marketing communications specialist for American Hydro-Surgical, a marketing manager for Yeni Corporation and creative director at Interim Services, a Fortune 200 company.

The recipient of numerous ADDY and NATS Awards, Cooper is a member of the American Institute of Graphic Arts and serves on the board of the Advertising Federation of Ft. Lauderdale, Florida. He is listed in Who's Who in Advertising and was honored as a distinguished alumni in the Art Institute of Ft. Lauderdale's "Hall of Fame," where he earned his degree in graphic design.

(more)

FOR RELEASE: WEDNESDAY, Sept 4, 1996 - 7a.m. EASTERN

P.O. Box 2264, Bakersfield, CA 93303 (805) 873-2500 BBS (805) 873-2400 FAX (805) 873-2599

Don Leonard

Don Leonard joined the Mustang team in 1993. Don was not a newcomer — he had been working with Jim and Rick in various capacities starting in 1988, beginning with the installation of a network in Don's accounting firm, and ending with Mustang as a client. Don's consulting work for Mustang led to a job offer as Chief Financial Officer.

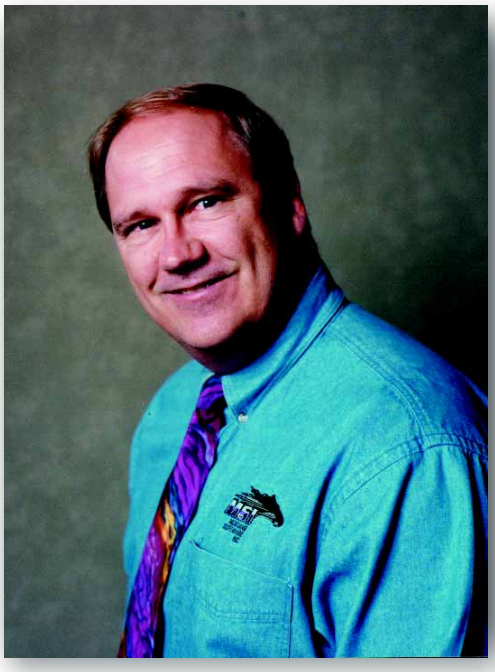
"It was a very big step," says Don of his decision to move from his professional practice as a CPA, to a fledgling software company. "We talked about an IPO, about the growth of the company and where it was going," Don recalls. "I looked at the products and the industry, and saw the potential."

What was it like taking the company public? "It was exciting, interesting, overall a very good experience. We did the IPO in record time — we first met with the bankers in December of 1994, started the paperwork in January 1995, and closed the deal on April 5. It was a lot of hard work, but it was worth it." But that's not the whole story — during the final two weeks leading up to the IPO date, Don was recovering from a surprise attack of chicken pox, and still managed to accompany Jim on the "road show" where they presented the company to Wall Street.

With the sudden public acceptance of the Internet, Don and the rest of the management team watched as the BBS industry underwent a painful transition. "If it wasn't for the IPO, we wouldn't have made it," Don says. As it was, the Internet overwhelmed most of Mustang's competitors. "The IPO allowed time for us to reinvent ourselves."

Don, like everyone else, had some tough choices to make during that time. "I looked at the new Internet Message Center product and thought it was an excellent idea," Don says, as he explains his decision to stay on board. "Sure we had doubts, we knew our products had always been excellent, but there was no way to know if the market would accept it."

In the end, Don's confidence paid off. "The experience here has been the best I could have imagined. That stems from the people," Don says. "We always endeavored to hire nice people — it makes all the hard work worth it. We've got great people."



Rick Heming

By the time Rick Heming first introduced himself to Jim Harrer in the "computer" aisle at B. Dalton Books, Rick was already an old-timer in the world of online computing — a world that measures epochs in weeks or months instead of centuries.

Imagine, if you will, this first encounter: Jim, the clean-cut businessman, is browsing the bookstore shelves for something that would shed some light on the mysteries of the PC Jr. Rick, meanwhile, looking like a biker with a zealous gleam in his eye, sidles up to Jim, introduces himself and asks if Jim needs help finding the right computer book. They talk for awhile, and Rick invites Jim to the next meeting of the Kern Independent PC User Group.

Rick, by this time, was already on line with not one but two Bulletin Board Systems (BBSs). In the early 1980s, there were exactly *no* BBSs in Bakersfield, or nearby Fresno, or even Sacramento. There were perhaps one or two in Los Angeles and San Francisco, and a few more scattered around the continent, all of which were a long distance call away. There were, of course, "real" online services such as CompuServe and The Source, but those charged by the minute. Still, the thrill of discovery made the high cost *almost* worthwhile.

Rick's reaction to the lack of local online communities was to start his own, using RBBS, a BBS software program developed and distributed for free, with BASIC source code, by the Capitol PC User Group in Washington, DC. He quickly discovered that if you set up a BBS, people actually send the good stuff to you. "What could be better than that?", he muses. "All the fun of being online, but the cost is shared by the people calling."

"I remember waiting in bed to hear the printer go off, which means someone connected," said Rick about the early days of BBSing. He'd jump up, run into the computer room and watch the screen as people connected to the BBS.

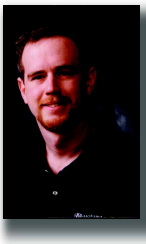
Rick Hemming, 44, vice president and partner with Harrer, is in charge of technical support, corporate communications, product production and non-technical aspects of product development for Mustang Software, Inc. Hemming covers the gambit of road machines with a red 1993 Mazda RX-7 twin-turbo and a 1994 black AMC Hummer equipped with a roof rack, ladder, power everything and "run flat tires."

Hemming first entered the computer industry in 1984 as a hobbyist and co-founder of Bakersfield's IBM PC users group and later acted as a PC consultant throughout central California. He met Harrer while browsing the software section of a local bookstore leading to the eventual development of the Wildcat! BBS. When he is not behind the wheel of one of his two vehicles, Hemming enjoys snow skiing, collecting antiques and traveling.◆

1986

- Jim Harrer and Rick Heming team up to offer computer consulting services as a way to fund the development of Wildcat! BBS and other shareware programs.

1988



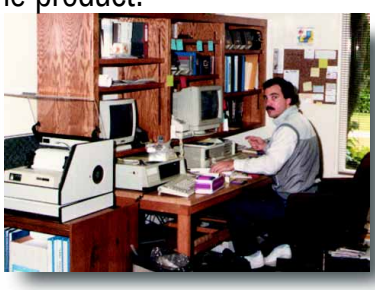
- Lynn Wright joins the Mustang team.
- Scott Hunter joins the Mustang team.

1989

- Wildcat! version 2 released. It is now possible to connect more than one caller to the BBS at the same time.
- Mustang hires its first two full time tech support staff: Alan Luck and Steve Crippen. Steve is still with Mustang.
- Mustang hosts its first Sysop conference in Oklahoma City, OK.

1990

- Mustang outgrows its southwest Bakersfield office, moves to new location in downtown Bakersfield.
- Wildcat! BBS is the first BBS software product to enter retail distribution through Ingram Micro. Buyers can now walk into any software store and purchase the product.



September, 1991 $3.95

BOARDWATCH

GUIDE TO THE WORLD OF ONLINE SERVICES MAGAZINE

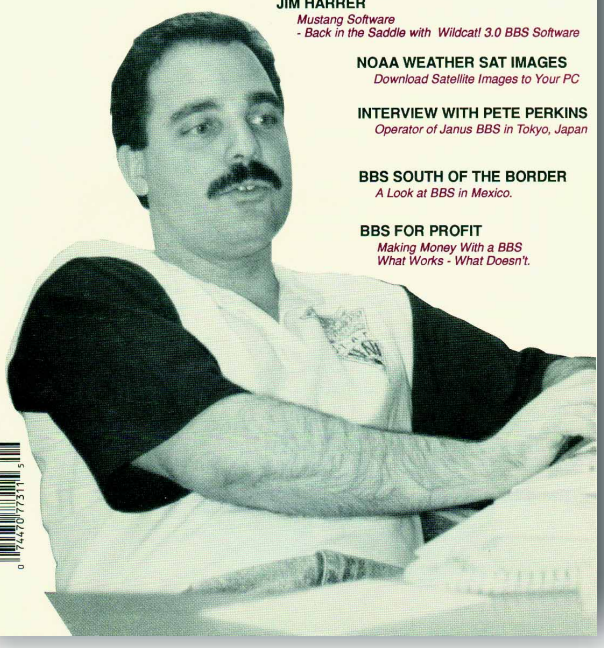
JIM HARRER
Mustang Software
- Back in the Saddle with Wildcat! 3.0 BBS Software

NOAA WEATHER SAT IMAGES
Download Satellite Images to Your PC

INTERVIEW WITH PETE PERKINS
Operator of Janus BBS in Tokyo, Japan

BBS SOUTH OF THE BORDER
A Look at BBS in Mexico.

BBS FOR PROFIT
Making Money With a BBS
What Works - What Doesn't.



REVIEWERS CORNER

WILDCAT! Sets a New Standard For Bulletin Board Software

by John C. Dvorak

The *WILDCAT!* BBS System from Mustang Software, Inc. is a full-featured electronic bulletin board system that manages messaging, file transfer, and does it well. Any computer with a modem can connect to another computer running a *WILDCAT!* BBS and send files, receive files, read bulletins, and leave messages. Connection speeds, using normal phone lines, range from 300 to 38,400 baud. Let's face it, electronic communication is the way of the future.

WILDCAT! handles the caller traffic smoothly. It can be installed as a single line BBS or a multi-line system. The changes I discovered between prior versions and the recently released version 2.0 make it a solid competitor, especially when combined with the ease of setup and context sensitive installation help. The message system operates differently than other more traditional BBSes, but I understand it is undergoing changes to accommodate multiple forums in a release scheduled later this year.

Overall, *WILDCAT!* is an excellent host system that manages to deliver exceptional performance and features without demanding power-user status from the system operator.

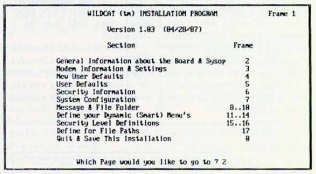
The package I received for evaluation was the Professional Release 2.0P. Version 2.0 is distributed in three configurations: *WILDCAT!* 2.0S is a single line release which includes the same features as the other two releases with the exception of file and record locking for multi-line or network operation; Version 2.0N is the Network/Multi-line release which will operate from 1-10 lines or network nodes; Version 2.0P is the Professional Network/Multi-line release which expands the node count to 1-250, and also includes the PRO! Series Utilities. The PRO! Series is a set of five companion programs which greatly enhance the sysop's ability to perform sweeping alterations to the message, file, and user file on the system. Both multi-line releases also function on any local area network providing access to the BBS in LAN settings. Although the review here address the Professional release 2.0P, all features discussed apply equally to other program levels unless noted.

INSTALLATION & CONFIGURATION

WILDCAT! is not copy protected. Installation does put you through a process of entering your registration number into the program one time. I was uncomfortable with this procedure at first but found it does nothing to protect the disk or restrict the program use whatsoever.

My setup of *WILDCAT!* began with copying the program and support files from six diskettes (three with the single line version) to specific subdirectories on the hard disk. This process assumes some DOS knowledge but is relatively straightforward. The configuration program MAKEWILD is the heart of the install process. Nineteen screens walked me through each step of the configuration, asking specific questions about my setup parameters. Anytime I was unsure of my answer, pressing F1 provided extensive help. Each help field contains the entire explanatory text from the manual - this is the way it's supposed to be done.

As anyone who has ever attempted to configure a BBS system knows, modem initialization can be one of the most frustrating aspects of the entire process. *WILDCAT!* eases the anxiety in this area by providing a point and load system. Your only chore is to highlight your modem model from a window list and press ENTER. All 30 modem setup parameters on two screens are automatically filled in properly, needing only minor adjustments such as a different com (communications) port number.



The entire configuration process can take from 1-3 hours depending on the level of complexity established for your particular system. A single-line BBS using the standard menus and support files can be set-up and answering calls within an hour. My test system answered immediately on the first ring.

FEATURES:

Features in electronic bulletin board software can be approached from two directions. The remote caller, who is the ultimate target of the software, views the host from his perspective and judges it by the features offered to him as a caller. Mustang Software has addressed the caller's needs with the latest features, but their attention to my needs as the system operator is what sets *WILDCAT!* apart from other BBS systems.

Rather than maintain text lists or data files containing the valid user names, files available, or messages, *WILDCAT!* saves this information in databases with fast B-Tree sorting and multiple indexed fields. It pays off with virtually instant data access. A second advantage to the database concept is record based locking rather than full file locking. Major manipulation

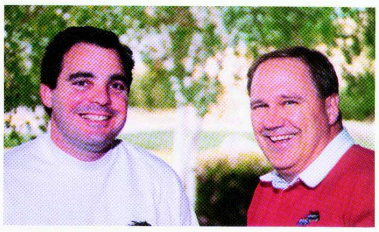
A closer look

Whether you've ever encountered a Qmodem communicator in the past is not an issue here. QmodemPro for Windows begins at the beginning, assumes very little and takes its operators by the hand to a table where they're fed a beautiful palate of rich but digestible grub. And though it is similar to other Windows-based communicators (Telix, for instance) QMP/W takes one down a somewhat different path. In learning the program, at each turn, it seems, there's so much more to be had.

For instance, the built-in RIP support is designed in a fashion that ends up appearing to make things too simple. Say there's a RIP board you want to call. When entering its number in QMP/W graphical phone book, simply click on the RIP emulation and revise the path to the RIP icons and you're set. And if the RIP board needs to send you new icons, it's simple to do. Though we sought them, a couple test runs of this feature found no glitches.

Downloading has its own nice features. All the usual numbers are supplied to track performance, but the brow raising comes during download of graphics. The instant a download session is initiated, up pops a window displaying the graphic as it spills down the screen. We know, we know — big deal, you've all seen this before. Well, try clicking on the Zoom icon in the toolbar just above the image and as the pic is coming down the image is blown up in inerements (depending on how many Zoom-clicks) so one can concentrate on a detailed area. Suppose you want just a piece of the graphic — use the mouse to select the section you want and copy it to the clipboard. The viewer is quick and not-so-dirty — that little icon above the image depicting a printer? Click it and out comes the pic on your printer.

While inside QMP/W users are presented with a number of options. Again, with the click of a toolbar icon one can jump to the versatile Host mode, Split the screen, open the Doorway mode, Clear the buffer, Reset, View a GIF (anywhere on the system) go to Quicklearn (for creating scripts without learning the new SLIQ script language),

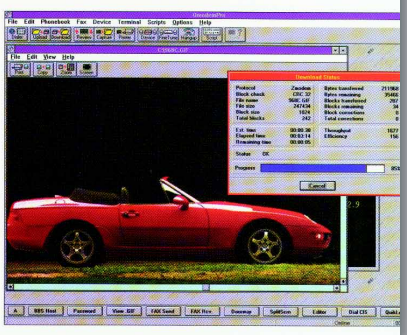


Top: Jim Harrer (left) and Mustang vice president Rick Heming.

Fine Tune baud and parity, Capture and Fax.

The last of which we tested a number of times without fail. Windows makes it easy for QMP to ask the user where the document-to-be-faxed is located. Just click on the directory, etc., and the page is on its way. A cover page feature is included, as is the ability to view received faxes. While not as robust as, say, WinFax Pro, this one gets the job done fine. (We should note version 1.1 allows for faxing from anywhere in Windows via the printing command, much like WinFax Pro. This followed the initial, and warranted, poor reaction to its absence. While we're on the subject of remedied shortfalls, it is notable that version 1.01's Host mode cannot answer both data and fax calls. "We found a lot of our customers want to be able to receive a

CONTINUES ...



telecomputing

PREMIER ISSUE

WILDCAT! Sets a New Standard for Bulletin Board Software

The WILDCAT! BBS System from Mustang Software, Inc. is a full-featured Electronic Bulletin Board System that manages messaging, file transfers, and does it well. Any computer with a modem can connect to another computer running a WILDCAT! BBS and send files, receive files, read bulletins, and leave messages. Connection speeds, using normal phone lines, range from 300 to 38,400 baud. Let's face it, electronic communications is the way of the future.

WILDCAT! handles the caller traffic smoothly. It can be installed as a single line BBS or a multi-line system. The changes I discovered between prior versions and the recently released version 2.0 make it a solid competitor, especially when combined with the ease of setup and context sensitive installation help. The message system operates differently than other more traditional BBS systems, but I understand it is undergoing changes to accomodate multiple forums in a release scheduled later this year.

The package I received for evaluation was the Professional Release 2.0P. Version 2.0 is distributed in three configurations: WILDCAT! 2.0S is a single line release which includes the same features as the other two releases with the exception of file and record locking for multi-line or network operation; Version 2.0N is the Network/Multi-line release which will operate from 1-10 lines or network nodes; Version 2.0P is the Professional Network/Multi-line release which expands the node count to 1-250, and also includes the PRO! Series Utilities. The PRO! Series is a set of five companion programs which greatly enhance the sysop's ability to perform sweeping alterations to the message file, and user file on the system. Both multi-line releases also function on any local area network providing access to the BBS in LAN settings. Although the review here addresses the Professional release 2.0P, all features discussed apply equally to other program levels unless noted.

Wildcat!

Installation & Configuration

WILDCAT! is not copy protected. Installation does put you through a process of entering your registration number into the program one time. I was uncomfortable with this procedure at first but found it does nothing to protect the disk or restrict the program use whatsoever.

My setup of WILDCAT! began with copying the program and support files from six diskettes (three with the single line version) to specific subdirectories on the hard disk. This process assumes some DOS knowledge but is relatively straightforward. The configuration program MAKEWILD is the heart of the install process. Nineteen screens walked me through each step of the configuration, asking specific questions about my setup parameters. Anytime I was unsure of my answer, pressing F1 provided extensive help. Each help field contains the entire explanatory text from the manual — this is the way it's supposed to be done.

As anyone who has ever attempted to configure a BBS system knows, modem initialization can be one of the most frustrating aspects of the entire process. WILDCAT! eases the anxiety in this area by providing a point and load system. Your only chore is to highlight your modem model from a window list and press ENTER. All 30 modem setup parameters on two screens are automatically filled in properly, needing only minor adjustments such as a different com port number.

The entire configuration process can take from 1-3 hours depending on the level of complexity established for your particular system. A single-line BBS using the standard menus and support files can be set-up and answering calls within an hour. My test system answered immediately on the first ring.

Features

Features in Electronic Bulletin Board software can be approached from two directions. The remote caller, who is the ultimate target of the software, views the host from his perspective and judges it by the features offered to him as a caller. Mustang Software has addressed the

continued

Overall, WILDCAT! is an excellent host system that manages to deliver exceptional performance and features without demanding power-user status from the

john c. dvorak

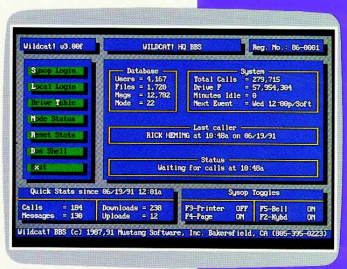
A Completely New Breed of WILDCAT!

Wildcat! VERSION 3

No Other BBS Software Even Comes Close To The Power, Features and Performance of WILDCAT! Version 3.

Catch The Cat!

Powerful PC/LAN Bulletin Board Software For Single-Line, Ten Lines Or Up To 250-User Systems



Version 3 gives you full control of all activities with a minimum of effort.

MUSTANG SOFTWARE INC.

WILDCAT! Sets a New Standard for Bulletin Board Software

The WILDCAT! BBS System from Mustang Software, Inc. is a full-featured Electronic Bulletin Board System that manages messaging, file transfers, and does it well. Any computer with a modem can connect to another computer running a WILDCAT! BBS and send files, receive files, read bulletins, and leave messages. Connection speeds, using normal phone lines, range from 300 to 38,400 baud. Let's face it, electronic communications is the way of the future.

WILDCAT! handles the caller traffic smoothly. It can be installed as a single line BBS or a multi-line system. The changes I discovered between prior versions and the recently released version 2.0 make it a solid competitor, especially when combined with the ease of setup and context sensitive installation help. The message system operates differently than other more traditional BBS systems, but I understand it is undergoing changes to accomodate multiple forums in a release scheduled later this year.

The package I received for evaluation was the Professional Release 2.0P Version 2.0 is distributed in three configurations: WILDCAT! 2.0S is a single line release which includes the same features as the other two releases with the exception of file and record locking for multi-line or network operation; Version 2.0N is the Network/Multi-line release which will operate from 1-10 lines or network nodes; Version 2.0P is the Professional Network/Multi-line release which expands the node count to 1-250 and also includes the PRO! Series Utilities. The PRO! Series is a set of five companion programs which greatly enhance the sysop's ability to perform sweeping alterations to the message file, and user file on the system. Both multi-line releases also function on any local area network providing access to the BBS in LAN settings. Although the review here addresses the Professional release 2.0P, all features discussed apply equally to other program levels unless noted.

Wildcat!

Installation & Configuration

WILDCAT! is not copy protected. Installation does put you through a process of entering your registration number into the program one time. I was uncomfortable with this procedure at first but found it does nothing to protect the disk or restrict the program use whatsoever.

My setup of WILDCAT! began with copying the program and support files from six diskettes (three with the single line version) to specific subdirectories on the hard disk. This process assumes some DOS knowledge but is relatively straightforward. The configuration program, MAKEWILD is the heart of the install process. Nineteen screens walked me through each step of the configuration, asking specific questions about my setup parameters. Any time I was unsure of my answer, pressing F1 provided extensive help. Each help field contains the entire explanatory text from the manual — this is the way it's supposed to be done.

As anyone who has ever attempted to configure a BBS system knows, modem initialization can be one of the most frustrating aspects of the entire process. WILDCAT! eases the anxiety in this area by providing a point and load system. Your only chore is to highlight your modem model from a window list and press ENTER. All 30 modem setup parameters on two screens are automatically filled in properly, needing only minor adjustments such as a different com port number.

The entire configuration process can take from 1-3 hours depending on the level of complexity established for your particular system. A single-line BBS using the standard menus and support files can be set-up and answering calls within an hour. My test system answered immediately on the first ring.

Features

Features in Electronic Bulletin Board software can be approached from two directions. The remote caller, who is the ultimate target of the software, views the host from his perspective and judges it by the features offered to him as a caller. Mustang Software has addressed the

continued

Overall, WILDCAT! is an excellent host system that manages to deliver exceptional performance and features without demanding power-user status from the

john c. dvorak

smarter at how we deal with paper documents, because they won't be restricted by HTML format. We have to be able to take that, make some intelligent decisions about how to restructure it into an HTML document and let others post it on the Web. That's where we've got some internal development or licensing to do.

MY LIFE AS A WEBMASTER

My Next Server: A Web BBS?

I want to let you in on one of the big secrets of my computing career: I used to run a bulletin board system. No, not one of *those* BBSs. This one was part of a reasonably respectable local computer publication in Dallas. And my life as a sysop has remained secret because I quickly tired of the knowing looks people gave BBS operators. The raciest thing on *this* BBS was a listing of other bulletin boards.

I also didn't much care for the attitude of corporate IS friends who thought of BBSs — if they thought of them at all — as amateurish. I didn't hang around in the BBS community very long, but I was there long enough to make a few friends, one of whom is Jim Harrer, co-founder of a company called Mustang Software Inc., headquartered in much too sunny Bakersfield, CA.

Mustang is the publisher of Wildcat, a leading BBS software package. And, as you may have heard, this is a business that's going away pretty quickly. Old commercial BBSs are becoming Mom-and-Pop Internet service providers, also a dying breed as the big players start competing in big ways.

The newest version of Wildcat, 5.0, does everything a BBS ought to do, plus serve up HTML pages. You get messaging, file transfers, security, polls/questionnaires, teleconferencing/chat, and a bunch of other goodies. These features work pretty well because Jim & Co. have been building BBS software for a decade now. Wildcat 5 supports both TCP/IP and dial-up access, as well as FTP, Telnet and UUCP. The server will also happily give dial-up users full Internet access. Yes, it works just fine on your existing local area network. And you'd be hard-pressed to spend much over $1,000 for the software.

Browser Dependent For Now

There is, as there tends to be in such discussions, a gotcha in all this. And here it is right now: The really cool features in Wildcat 5 require Wildcat Navigator, the company's browser-with-the-client-apps-built in. Harrer promises that quicker than the Mozilla legal department can complain about his use of the word Navigator, he'll have helper apps or Java applets available. This will allow the Wildcat 5 web server to be browser-independent and still offer all the goodies to users. (There is a

LAN TIMES®

OCTOBER 7, 1991 McGRAW-HILL'S INFORMATION SOURCE FOR NETWORK MANAGERS

Wildcat! a Serious Bulletin Board System

Users and system operators will find a lot to like about this polished program

BY PETER STEPHENSON

Over the years there has been a widespread notion that computer bulletin board systems (BBSes) are either toys for kids or places where hackers congregate to plan nefarious deeds. While both situations may be true, serious bulletin boards also provide a wealth of services for corporate users.

However, until recently, there have been a few areas of difficulty that have impeded the spread of BBSes within the business world. For one thing, most BBS systems are not friendly to local area networks. They also lack such professional touches as strong security and professional support.

Now, with the release of Wildcat! 3.0, Mustang Software is out to change all that. This new version of Wildcat! is professional from stem to stern. It is a well thought out, cleanly implemented, and thoroughly tested software product worthy of much larger software developers.

FEATURES. Wildcat! 3.0 is a feature-rich program. There is a lot to like about the program, from the perspective of both user and system operator.

Some Wildcat! features are actually hooks for third-party add-ins. For example, while Wildcat! doesn't provide a virus scanner for checking file uploads, it does provide a DOS hook for using third-party scanners and programs to manage them. In this case, there is an excellent third-party program called Catscan that makes use of any of the popular virus scanners. Using Catscan and Wildcat's DOS hook, you can verify that files placed on the board are virus free.

Wildcat! comes in a variety of configurations, from a single-user test drive to the 250-user professional version. In terms of features, all versions are pretty much equal. Wildcat! differs from most BBS programs in that it is extremely configurable. You can set the board up to provide anything from a flashy system with lots of color to a plain vanilla system that resembles a large platform E-mail package.

You do all customization with a text editor and a setup utility that comes with Wildcat! called Makewild. Makewild lets you set up file and message areas, user levels, and various security aspects of Wildcat!.

You can have 1,000 message areas or "conferences" and as many file areas. The message areas can be either public or private. In a corporate environment, that means that various departments can have both private areas for department-specific conversations and other areas, in addition to E-mail, that are public to everyone.

File areas allow you to not only provide files for downloading but also designate the groups that have access to them. For ad hoc file transfers between individual users, Wildcat! allows users to send messages to each other, as in regular E-mail systems, and attach any binary or text file to the message. The file is available only to the recipient of the message.

Unlike most other systems, Wildcat! allows customization of screens in color without the use of an ANSI driver. Instead of ANSI codes, Wildcat! uses a special system of enclosing colors and control codes in the "@" delimiter—for example, @PAUSE@ pauses a screen. This allows customization with a standard text editor.

The BBS provides extensive capabilities that assist the system operator as well. Menus are well laid out and you can customize any text string in the program including prompts, menus, messages, or user help. The board can be set to almost manage itself using preplanned external "events." When an event runs, Wildcat! ceases its own operation and runs an external program such as file backup. Thus, you can program events to manage the system during off hours without having to interrupt the daily use of the board or require the system operator to spend time after hours.

Wildcat! supports virtually all popular modems and is very well behaved with them. You can use Wildcat!'s modem setup program to write preconfigured modem strings to the nonvolatile RAM of most popular modems including sophisticated high speed units like the Telebit Trailblazer. Having set up and run earlier Wildcat! systems and having used other popular BBSes, we came to appreciate Wildcat! 3.0's extensive features early on. We rate the program's features Excellent.

NETWORK SECURITY. We always wish security on our networks could be just a little bit better. However, bulletin boards are notorious for having poor security. When the board is resident on a LAN, security holes can spell disaster. Wildcat! 3.0 is the most secure BBS we have ever used. There are a few areas where BBSes are particularly risky.

For example, when you use a BBS to run an external application program (called a "door" in BBS lingo) there is the danger that during the process of loading the door, the user will be able to gain access to the network directly instead of being restricted to the board. Once at the network prompt, of course, the user can roam about your LAN at will.

We tried every trick we could think of to interrupt the processing of a door and drop to the network's DOS prompt. Wildcat! thwarted us at every turn. On our system we would never, in the past, have permitted any doors because of the danger of intrusion into the LAN. We now run Patricia Hoffman's Virus Summary, a hypertext program that acts as a door and allows users to browse a file of data on over 500 viruses. The program runs flawlessly and we know of no way to defeat it and gain unauthorized access to the LAN.

Wildcat! is very much aware of the user privileges on the network. We ran the board on a 3Com 3Plus Share LAN and we tested it on a Netware LAN. Callers into the board never get near enough to the LAN to need to be users on it, and network users are as restricted as they would otherwise be considering their user rights.

Passwords are encrypted and, although user lists can be available, there is no way users can see password files. With 1,000 different user levels allowed, you can build a system that is as customized as you wish, taking into account privacy of user's information. One interesting application of the many security levels is the ability to configure a single Wildcat! system into several different boards.

The customization can extend to every feature of the BBS. Depending upon the caller's security level, he or she will be guided to the appropriate sub-board. The caller is completely unaware of any other board or sub-board and is isolated from other board's files and messages. We rate network security Excellent.

NETWORK INTEROPERABILITY. Wildcat! 3.0 is a very well-behaved system. We ran the board with Certus LAN, a TSR security program, and were unable to introduce conflicts that would cause the program or the LAN to crash.

As we mentioned earlier, Wildcat! was designed for use with other programs and utilities. We found DOS hooks and other special capabilities such as a built-in mail door (for use with offline mail readers) to be well-behaved and to coexist peaceably with network features.

Configuration of the network to accept Wildcat! is trivial compared to many other network applications that need extensive LAN preparation before installation. If there is a weakness in Wildcat!'s interoperability, we would have to point to some modems which are, themselves, not particularly well-behaved.

For example, we tested the BBS with a Forval high-speed modem. We found that the BBS and the modem simply could not coexist, even though there is a setup in Wildcat! for that particular modem. We were disappointed that the BBS had difficulty recovering gracefully when the Forval went to sleep and could not be awakened, or when the Forval made Wildcat! think that it was receiving a call, even when it wasn't. We blame the modem for the problems, but we wish Wildcat! could have handled them a bit more gracefully. We rate network interoperability Good.

PERFORMANCE. Wildcat! 3.0 is, in the vernacular of BBSers, a screamer. From the perspective of network users, the board operates at very high speed. Its proprietary database system permits almost instantaneous location of users, messages, and files. Even when accessing the Mustang corporate BBS, which has thousands of users, dozens of file and message areas, and, during the beta test cycle, hundreds of messages per day, we had no difficulty locating users and messages. Text searches in messages were fast and accurate.

Navigating through menus was rapid, and Wildcat! has an option that lets designed users bypass opening welcome screens and go directly to the main menu after logging in. One complaint of veteran BBSers is that most boards with color

LAN TIMES RATING

Wildcat! 9.0 (LNTR)

Criterion	Weighting	Score
Features	150	Excellent
Security	100	Excellent
Interoperability	100	Good
Performance	150	Excellent
Manageability	100	Excellent
Installation and Use	100	Excellent
Documentation and Support	100	Good
Error Handling	100	Good
Overall Score		**Excellent**

PRODUCT SUMMARY

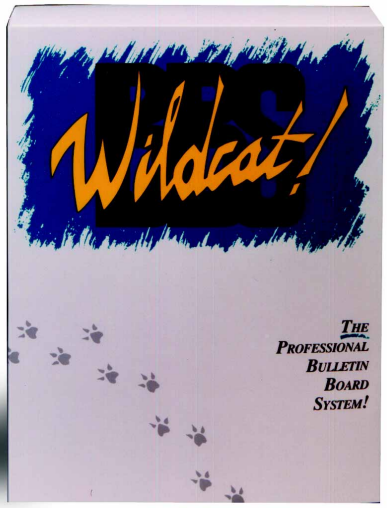
List Price:
Single node: $129
Up to 10 simultaneous users: $249
Up to 250 simultaneous users: $449

Requires:
2MB of storage space on file server; 350KB RAM on client workstation; Hayes-compatible modem (speeds up to 57,600bps are supported). Wildcat! runs on a variety of MS-DOS-based networks, including Novell, Banyan, 3Com, and Lantastic.

Pros:
Wealth of features, excellent performance and security, easy to use.

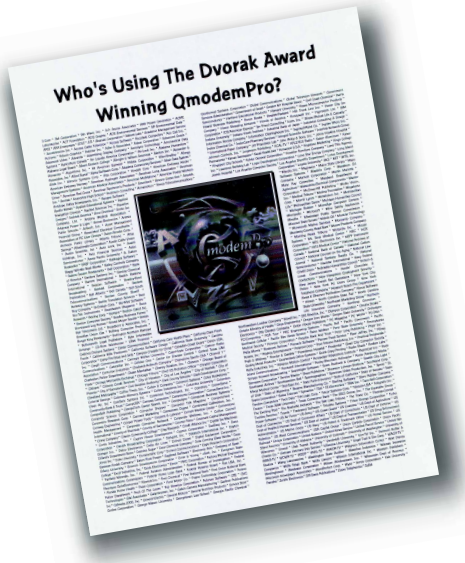
Cons:
Error handling and documentation could be improved.

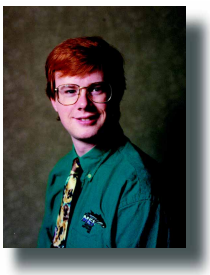
(LNTR) = Recommended for networking
*For an explanation of scores see section opener.



1991

- Sold 4000 copies of Wildcat! BBS.
- Mustang Software Inc. acquires Qmodem from the Forbin Project.
- Wildcat! version 3 released.
- Gara Zeigler joins the Mustang team.
- Mustang hosts its second Sysop conference in Bakersfield, CA.
- Politicians coin the phrase “Information Superhighway” to describe a national or international infrastructure that would link computers in business and households around the world.
- SLMR (“Silly Little Mail Reader”) and Tomcat (off line mail downloading add-on for Wildcat! BBS) acquired by Mustang Software, Inc.





One of Greg’s most rewarding experiences came during one early visit to Bakersfield: “We came down here from Victoria shortly before Wildcat! 3.0 was released. I was talking to Scott Hunter while he worked on a bug. Scott had to go somewhere, so he told me, ‘Sit down, you fix it’, then he left so I fixed the bug.” - Greg Hewgill

1992

- Greg Hewgill joins the Mustang Software team.
- John Friel III and The Forbin Project, Inc. receive the 1992 Dvorak award for Qmodem terminal software package.

1993

- Sold 11,000 copies of Wildcat! BBS.
- Don Leonard joins Mustang Software Inc. as Chief Financial Officer.

1994

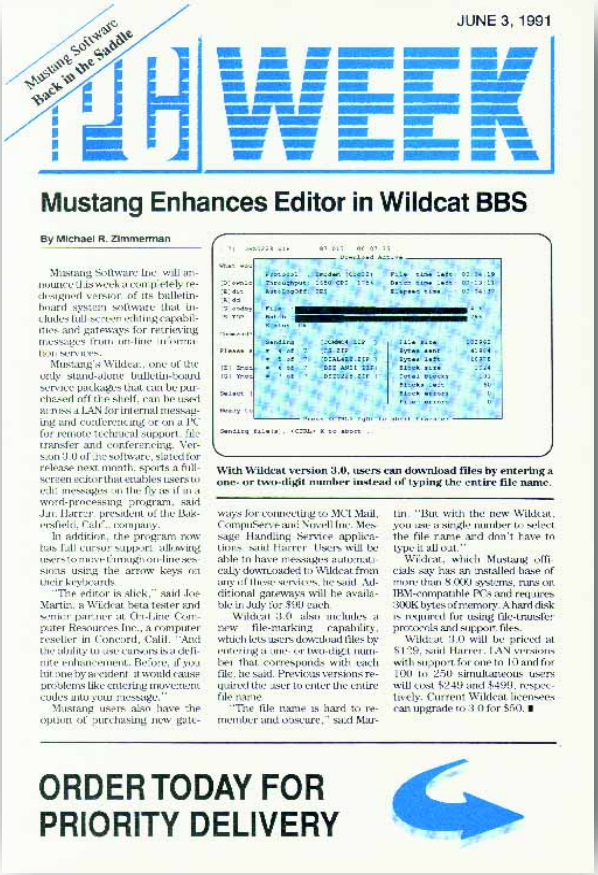
- Sold 15,000 copies of Wildcat! BBS. Gross sales top $5 million for the first time.
- QmodemPro for Windows released.
- Another Dvorak award: Qmodem Pro for Windows, Mustang Software, Inc ., Outstanding PC Telecommunications Software.

January, 1991 $3.95

BOARDWATCH MAGAZINE

Electronic BBS and Online Information Services

A ROGUES GALLERY OF BBS SOFTWARE AUTHORS
(Left to Right) Jim Harrer of Wildcat - Fred Clark and David Terry of PCBoard
Rick Heming of Wildcat - Phil Becker of TBBS - Ken Goosens of RBBS
Wynn Wagner III of Opus and Vince Perriello of BinkleyTerm



Mustang Software Back in the Saddle

JUNE 3, 1991

PCWEEK

Mustang Enhances Editor in Wildcat BBS

By Michael R. Zimmerman

Mustang Software Inc. will announce this week a completely redesigned version of its bulletin-board system software that includes full-screen editing capabilities and gateways for retrieving messages from on-line information services.

Mustang's Wildcat, one of the only stand-alone bulletin-board service packages that can be purchased off the shelf, can be used across a LAN for internal messaging and conferencing or on a PC for remote technical support, file transfer and conferencing. Version 3.0 of the software, slated for release next month, sports a full-screen editor that enables users to edit messages on the fly as if in a word-processing program, said Jan Harrer, president of the Bakersfield, Calif., company.

In addition, the program now has full cursor support, allowing users to move through on-line sessions using the arrow keys on their keyboards.

"The editor is slick," said Joe Martin, a Wildcat beta tester and senior partner at On-Line Computer Resources Inc., a computer reseller in Concord, Calif. "And the ability to use cursors is a definite enhancement. Before, if you hit one by accident it would cause problems like entering movement codes into your message."

Mustang users also have the option of purchasing new gateways for connecting to MCI Mail, CompuServe and Novell Inc. Message Handling Service applications, said Harrer. Users will be able to have messages automatically downloaded to Wildcat from any of those services, he said. Additional gateways will be available in July for $90 each.

Wildcat 3.0 also includes a new file-marking capability, which lets users download files by entering a one- or two-digit number that corresponds with each file, he said. Previous versions required the user to enter the entire file name.

"The file name is hard to remember and obscure," said Martin. "But with the new Wildcat, you use a single number to select the file name and don't have to type it all out."

Wildcat, which Mustang officials say has an installed base of more than 8,000 systems, runs on IBM-compatible PCs and requires 300K bytes of memory. A hard disk is required for using file-transfer protocols and support files.

Wildcat 3.0 will be priced at $129, said Harrer. LAN versions with support for one to 10 and for 100 to 250 simultaneous users will cost $249 and $490, respectively. Current Wildcat licensees can upgrade to 3.0 for $50. ■

With Wildcat version 3.0, users can download files by entering a one- or two-digit number instead of typing the entire file name.

ORDER TODAY FOR PRIORITY DELIVERY

LAN TIMES

OCTOBER 7, 1991

LAN TIMES RATING

Wildcat! 9.0 LAN TIMES

Criterion	Weighting	Score
Features	150	Excellent
Security	100	Excellent
Interoperability	100	Good
Performance	150	Excellent
Manageability	100	Excellent
Installation and Use	100	Excellent
Documentation and Support	100	Good
Error Handling	100	Good
Overall Score		**Excellent**

November, 1991 $3.95

BOARDWATCH MAGAZINE

GUIDE TO THE WORLD OF ONLINE SERVICES

CONSERVATION/NATURE BBS
Ecology On-line - National Listing of BBS and List Servers Devoted to Keeping it Green.

NEW COMPUSERVE MHS HUB
National Mail Hub Service for Local Area Networks

PSILINK
Nationwide Internet E-mail Service at $19 per Month.

FSUUCP
UNIX Communications for DOS Machines. Internet Mail by Laptop

WILDCAT! BBS BUYS QMODEM
Jim Harrer of Mustang Software (right)
John Friel of QModem (left)
An Exchange of Communication

Go For The Pro !

CompuServe Mail

MCI Mail

.QWK Mail

FAX Mail Delivery

File Attachments

Cut and Paste Between Messages

Full Mouse Support!

THE MOST POWERFUL INTEGRATED OFFLINE MAIL MANAGER... *IN THE WORLD !*

Combined with a proven terminal communications package... QmodemPro

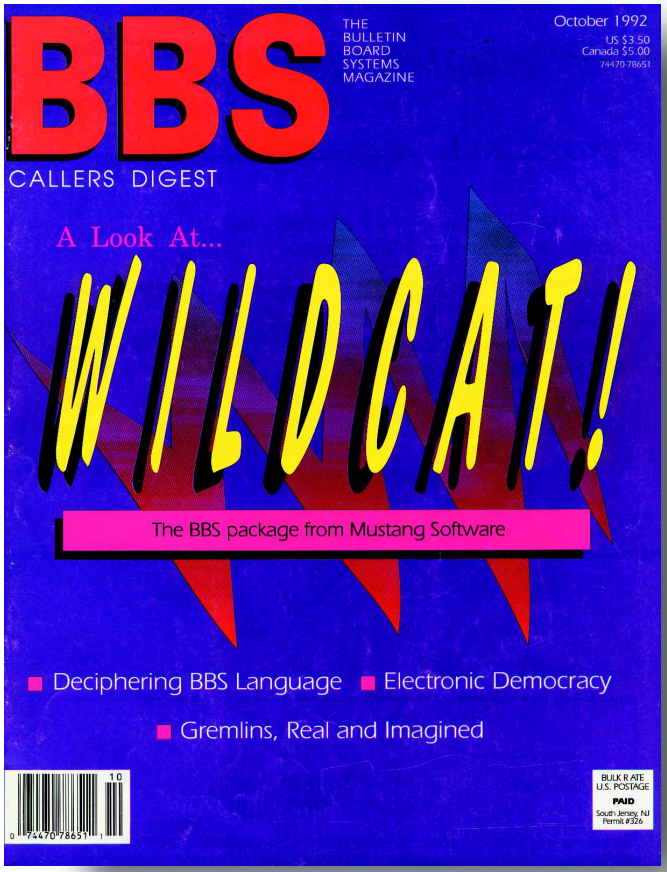
Dialing groups allow you to "pull the trigger" and let QmodemPro *go get all your mail...NO MATTER WHERE IT IS!*

FREE TEST DRIVE!
Call Today and Ask For Special Offer "QB100"

See your local software dealer or call MSI at:

800-999-9619 For product information

Mustang Software Inc.
P.O. Box 2264 Bakersfield CA 93303

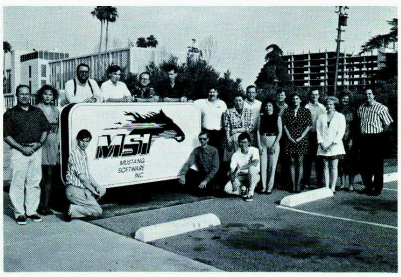


COVER STORY

WILDCAT!

MUSTANG SOFTWARE'S SUCCESS STORY

BBS Callers Digest recently spoke with Jim Harrer about the evolution of Mustang Software's Wildcat! BBS software from its beginning six years ago.



BBSCD: Today we noticed MSI employs 19 people, some of our readers might not know your company's history, can you give us a brief background.

MSI: Sure, I started Mustang in 1986 when I decided to leave Grant Supply Company, an Oil Field Supply division of Grant Corporations out of Tulsa, Oklahoma. However, it might be more interesting if I back up a bit in order to show you how we have come full circle.

BBSCD: Jim, could you first name all the fine people that make up the current Mustang Software team?

MSI: Sure Richard, from left to right they are: Rick Heming, Lynn Wright, Herb Dunn, Scott Brynen, Robert Cole, Osiel Rodriguez, Steve Crippen, John Friel, Weston Fryatt, Gwen Barnes, Jim Pappe, Alan Fuerbringer, Judy Crafton, Greg Hewgill, Donna Halle, Scott Hunter, Jennifer Huber, Gara Zigler, and Jim Harrer

BBSCD: Now if you would, please continue with a little history.

MSI: Well, as I was saying, I purchased my first computer back in 1985. Like many managers back then, I didn't know a thing about computers and it bothered me a great deal. Grant hadn't downsized, so we didn't have any PC's at the local offices. So one day I stopped in my local Computer-Land and walked out with a PCjr, Printer and 300 baud modem. My next stop was the local bookstore where I met Rick Heming while looking over the latest PC-MAG and COMPUTE! Rick told me about his BBS and gave me the phone number.

BBSCD: So I guess you walked out of the bookstore with a load of magazines?

MSI: Sure did, I purchased every magazine that had a PCjr section and picked up a book on CompuServe as well. Then I went home, logged onto Rick Heming's BBS called KERNCOM and thought how neat this was. All at 300 bps! Later that night I figured my way around CompuServe and read all the messages in the PCJR Forum. That is where I met Scott Hunter, he had purchased a PCjr a few months before me and he told me about a program called QmodemJr.

"I believe by incorporating data, fax and graphics into one integrated package. It makes us stand out from our competitors..."
—Jim Harrer

Breaking windows

QMPW was written by Mustang's "hot-shot" software engineering team of Hunter and Greg Hewgill. It's the company's first foray into the Windows environment and, as Harrer puts it, both are pleased by the positive response the product has been receiving from all directions.

"John [Friel]...was able to continue to work and upgrade our DOS version while the Windows release was under development," Harrer said. But he got "his feet wet in Windows by writing the install program."

Harrer believes the group succeeded quite nicely, pointing out some distinguishing highlights: "QmodemPro for Windows has the first Windows-based communications program to actually support RIP graphics. We also added send and receive fax support and a GIF viewer with zoom capabilities," as described previously.

It's this and the addition of the pow-

CONTINUES ...

As a teen, Harrer said he was very involved in the Air Force Auxiliary's Civil Air Patrol Cadet Leadership Program "which gave me the leadership training and confidence to manage people and skills needed to develop 'high performance teams' like we have at MSI."

(We witnessed that management style from afar: It was a Saturday when Harrer fielded our questions and his staff was working against another product-release deadline. He wasn't home watching a game, he was in the office all day...Sunday, too. Granted, it's on a large campus in the foothills where Frisbees are as much a part of lunch as ham, but hey.)

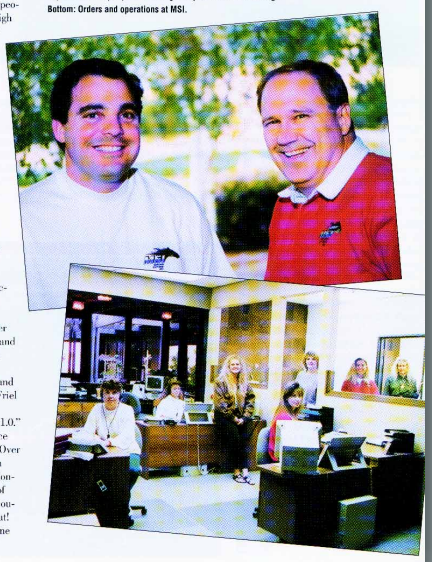
A self-taught Turbo Pascal programmer, Harrer claims Wildcat! was nothing more than "my serious attempt to learn how to program." Probably thousands of sysops out there are happy the attempt was successful.

Harrer later met John Friel (Qmodem's author) and Scott Hunter (current vice president of research and development at Mustang) in a most appropriate way: online.

It happened "when I was stuck and needed some help," Harrer said. "Friel actually gave me his Xmodem and Ymodem protocol code for Wildcat! v1.0."

The online meetings struck a nice key with Harrer for, as he puts it, "Over half of our staff members have been hired as a result of building a relationship with us online." To boot, "all of our tech support specialists and a couple of our engineers are still Wildcat! sysops and love working in the online field."

Top: Jim Harrer (left) and Mustang vice president Rick Heming.
Bottom: Orders and operations at MSI.

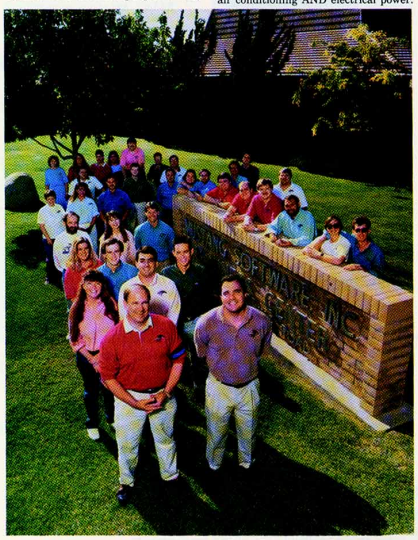


WILDCAT! BBS VERSION 4.0

Three of the Boardwatch crew traveled to Bakersfield California for the weekend on June 10 - ostensibly to look over the new Wildcat! BBS version 4.0 from Mustang!Software!Inc.!. Actually, we wanted to see their new office complex, drink some beer and eat chicken at the barbecue they were hosting for Wildcat!sysops! to get a preview of the new release - and maybe check out some alarming rumors concerning the women of nearby Fresno. It was planned as an idyllic weekend away.

Turns out to have been a bit of work. Mustang has suffered some success in the past couple of years with their Wildcat! BBS software package and the QmodemPro terminal program. They claim to have an installed base of some **30,000** Wildcat! bulletin boards fielding about a million calls per month, and some **80,000** users of QmodemPro. They sold nearly **11,000** copies of Wildcat in 1993. The event of June 11 was a kind of open house where about 150 Wildcat BBS operators and faithful ventured to Bakersfield to see the new wares and tour the new Mustang headquarters building. The company is reported to have paid some **$980,000** for an isolated campus-like building on Lake Ming Road outside of Bakersfield. We arrived in Bakersfield on Friday, to a city-wide power outage, and got some mileage out of the "final testing" wisecracks. It was a very warm evening in Bakersfield.

But Saturday turned out to be a full day of classes on the new 4.0 version - with air conditioning AND electrical power. Instead of the tidying up of features we expected, this new Wildcat represents some significant changes in direction for the product, nearly **250** new features, and is described by the company as a top to bottom re-write. Whatever you thought you knew about Wildcat! - it's changed.



NOT THE SAME FOUR SCREENS ANYMORE

BBS software is unlike word processors, spreadsheets, or any of the other "categories" of software available. For one thing, we've never all actually agreed on what a BBS is, much less on what the software should do. Bulletin Board software packages are nearly enough operating systems or development platforms, and it is often the case that hundreds of add-ons, utilities, and additional programs are developed by the user base to extend the functions of the BBS. What a BBS is, and what features the software should embody, tend to revolve around what you think a BBS should do, and what you think should be done on a BBS. There may be a loose consensus, but this is still very much an emerging genre.

One of the more inflammatory questions over the years has centered around the user interface. The "common interface" camp eschewed complicated labyrinths of menus and byzantine services for a couple of standard operating screens with very standardized commands. F for files, G for Goodbye, etc. You could tailor the ANSI screen of the main menu, but the keys always worked the same way. This did let callers navigate a new system with some familiarity, and made it easier for software developers to write communication utilities that depended on certain functions being in the same place. But it also led to a suburban tract housing sameness to the increasingly vast BBS-scape.

The other school of thought held that the entire BBS should be the creative expression of the BBS OPERATOR - not the BBS software author. This view noted that BBS software should be a design tool properly in the hands of the owner.

I kind of knew how this one would come out. In the early 80's I wrote a program titled PROFIT PLAN that allowed you to generate various break-even analysis

a variety of fixed costs, variable costs, and other loading factors to determine that at a certain price you would need to sell a given amount of product to break even. Or conversely, the price required to breakeven at a certain unit sales. Neat idea and in fact sold quite a few of them for the day. It was easy to use, but naturally, with each customer there came one more suggestion for how to improve it. My first hint.

And I was not alone. There were a number of people, even in 1980 and 1981, who were writing programs and all sorts of financial modeling programs were popular. Our collective view of programs and programming of the day caused all of this to appear rational. About that time Dan Bricklin's VISICALC program crested into popularity and the world changed.

Actually, I had written a spreadsheet - forcing all users to do it Jack's way. VISICALC empowered the user to do it HIS way - and it became a TOOL - rather than a PROGRAM. The difference is crucial. The entire personal computer revolution, and similarly today's communications revolution, revolves around empowering the USER - even if it equips him to do stupid things. You designed your own breakeven analysis, or whatever, using a spreadsheet. You could even make mistakes. You could do ugly, nightmarish things that could ruin your bid on an enormous construction job, causing you to lose millions of dollars. You could do things that didn't even make enough sense to cause damage. The power to create is the power to make ugly. But in every case, given a choice, computer users overwhelmingly choose software tools over software programs.

program camp. You ran Jim's four screens, and the company even had a paternalistic view of "their callers" wanting them to feel at home on any Wildcat! BBS they called. No more. With Version 4.0 Mustang has completely gone for the "BBS as a design tool" paradigm. Life will be more complicated, but much more powerful, for Wildcat! BBS operators of the future.

The tale starts with the basic BBS functions. There are approximately 52 things you can do on a Wildcat BBS - list files, read messages, go to other menus, enter a questionnaire, etc. Now, the sysop can assign any of them to any key on any menu he wants, and have as many menus as he likes, with one menu calling another up to 1000 levels deep. Your BBS can look very much like YOUR BBS, as pretty, or as ugly, as you can make it.

But the company has implemented something I've been raving about alone in the woods for years - basically a CAD program for BBS software design. Their **wcPRO** utilities let you design screens, set all options and display characteristics, and mouse about through a pictorial menu tree to see how it all fits together. At a mouse click, you can go view the screen as a caller would see it - even RIP graphic screens. You can logon to the BBS, even when there isn't one yet, and navigate about, then return to your design efforts to fix all the things that are broke. They make it look easy. **wcPro** is $99 and also includes some fax utilities that will allow callers to fax themselves documents as easily as downloading files.

That represents an entire change in philosophy and a whole new Wildcat! BBS. But it isn't what pasted me to the wall in Bakersfield. Greg Hewgill, who we are assured will soon shave whether he needs to or not, has created an masterpiece of software they call the **wcCODE** - Custom Online Development Engine.

At **$149**, **wcCODE** is a QuickBASIC compiler in an editor environment that looks like Borland's old TurboBasic. But think of it as a BBS BASIC. In addition to the full BASIC command set (never standardized but that's the idea), wcCODE also includes all RIP graphics commands, all 52 Wildcat BBS functions, some special functions to easily access message bases and user databases, and a few comm specialties as well. Anything EXISTING in Wildcat

can be done from this program, and a lot more as well.

It compiles your code into **.WCX** files. The **.WCX** files can be run as events. They can be tied to any key on any menu so that when a caller presses that key, it runs the **.WCX** program. In fact, you can write a **.WCX** with the name **LOGON.WCX**, and from the moment the modem answers, your **.WCX** program is in control. Since Qmodem has a very similarly structured script language now, you could conceivably write an entire automated terminal function in Qmodem, and an entire comm server application in **.WCX**, and you don't actually have a Mustang designed BBS or terminal program in your way AT ALL.

We kept looking for the wall on this one. We can't find it. You don't need to EVER use ANY of Wildcat, you can design your own BBS from scratch. Or simply tailor a few things. The new model strains the terminology. Scott Hunter, trying to demonstrate the power of this thing to the attendees, variously referred to the programs as **wcCODE** applications, **.WCX** files, scripts, and repeatedly "doors" which has been the usual model for add-ons to Wildcat in the past. Finally, Mustang President Jim Harrer came to the front of the room bellowing that they were NOT doors and shouldn't be called doors. He then took a few questions from the crowd and in less than four minutes had himself called them doors three times. It's a change in thinking - even for Mustang.

.WCX files can also call DOS batch files, other **.WCX** files, etc. And they can reach into the caller database for example to fetch CALLER ID data stored there by the modem, or the

VOL. 7, NO. 10 May 10, 1993

FEDERAL COMPUTER WEEK
THE NEWSPAPER FOR THE GOVERNMENT SYSTEMS COMMUNITY

Mustang Corrals USPS Bulletin Board Contract

By BRAD BASS

Mustang Software Inc. last month installed a 128-line bulletin board system at the U.S. Postal Service's National Customer Support Center (NCSC) to let high-volume mailers track the status of their mailings.

The $110,000 contract, though relatively small in dollar value, marks a victory in the company's scheme to penetrate the federal market with the popular *WILDCAT!* BBS package. Although *WILDCAT!* has captured the lion's share of the commercial BBS market, it has yet to make a huge impact in the federal government.

Mustang president and chief executive officer Jim Harrer said 20,000 copies of *WILDCAT!* have been installed worldwide, and more than 4 million people log onto a *WILDCAT!* BBS each day. But only about 5 percent of those users are in federal agencies, such as NASA, the Federal Aviation Administration, the Internal Revenue Service and various Defense organizations.

Company's Largest BBS

The USPS project is the largest BBS in the seven-year history of the company, which expects its federal business to increase this year as a result of *WILDCAT!*'s position on the General Services Administration's schedule.

Company officials have now embarked on an awareness campaign to inform federal users of the advantages of BBS vs. electronic mail. Unlike e-mail, a BBS is not limited by that proprietary technology that prevents access to a broad range of users, Harrer said.

In addition, a BBS can serve unlimited users for a few hundred dollars as opposed to e-mail packages that include licensing charges, which vary depending on the number of users.

"A typical bulletin board system is going to have 1,000 users after six months," he said. "If we sold *WILDCAT!* on a per-user basis, we'd price ourselves out of the market."

Another aspect of Mustang's game plan is to refute the notion of BBSs as technology used by people to exchange ideas on esoteric topics. "Too many people think about this as a hobbyist technology," he said. "We want to use this [USPS contract] as a stepping stone to make other people think about technology. We want to educate government users on how they can use this technology to build a wide-area network."

By incorporating *WILDCAT!* into WANs, agencies can link conferences via modem and stimulate open debate and cooperation among users anywhere in the organization, Harrer said.

If this claim sounds the same as the pitch used to sell groupware, that is because Harrer views *WILDCAT!* as the same type of product as Lotus Development Corp.'s Lotus Notes and other groupware packages.

"The folks who make Lotus Notes may not agree with this, but bulletin board systems were the first groupware," he said.

The 128-line USPS system dwarfs most BBS applications, which generally start off with about eight lines. The system will give high-volume mailers *access to the center's delivery activity* reports, which keep track of time-sensitive mailings, Harrer said.

A retailer, for example, could log onto the BBS to find out the status of his mailings advertising a sale. The system would display the latest information on the status of the mailing as reported from post offices across the country.

Mustang installed the USPS system as a subcontractor to Integrated Solutions Inc., Riverside, Calif. The sole-source contract includes the $800 BBS software as well as 128 modems, 16 486-based PCs, and storage and backup systems.

USPS manager Michael Murphy said the BBS, installed last month in Memphis, Tenn., fields about 16,000 calls per month. He said more than 1,000 post offices in Ohio, Pennsylvania, New Jersey, Maryland, Virginia, West Virginia, North Carolina and Kentucky are now on-line to the BBS. The entire country — more than 6,000 post offices — will be on-line by the end of June, he said.

Murphy said he decided to go with a BBS because it would be easy for users to access it with their existing equipment, and it would save employees the effort of having to develop a system themselves. "We looked at some alternative approaches. But when we looked at developmental efforts, it became obvious we could use a commercial product that already existed," he said. "We looked at the bulletin board environment as one that a large number of people are familiar with, so it was a minimal investment on the user side."

Joel Olson, technical staff support electronic engineer at the Federal Aviation administration's installation in Belleville, Mich., said FAA users in the region use *WILDCAT!* as their primary file transfer tool. Although the FAA uses e-mail to send messages across the country, Olson said Michigan users settled on *WILDCAT!* because it "interfaces nicely" with the regional Novell Inc. NetWare 2.15 local-area network.

"The FAA is national, so every region has developed its own procedure for handling information dissemination and other things," he said. "In this region, the preferred method is using a bulletin board system to transfer information quickly and easily between various units in the field. *WILDCAT!* turned out to be the best solution. It's very easy to use."

MSI MUSTANG SOFTWARE INC.
Mustang Software, Inc.
P.O. Box 2264, Bakersfield, CA 93303
Office: 805-395-0223 FAX: 805-395-0713
Orders: 800-999-9619

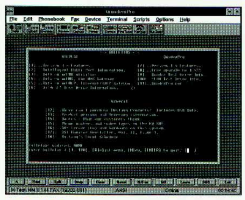
QMODEMPRO 1.0

Flexible Comm Package

My search for a Windows communications program that's as easy to use as my old DOS standby, Qmodem, has ended. QmodemPro for Windows is here. In addition to its complete set of async communications tools, QmodemPro also includes a module to send, receive and print faxes.

Installation is easy, and after Mustang's technical support diagnosed an incorrect modem setting that I hadn't detected, I was up and running.

QmodemPro's main screen has a status line that shows time on-line, communications rate (bits per second) and so forth. Above the status line, a macro bar displays buttons for running user-defined macros. A toolbar at the top of the



QmodemPro's main screen offers a toolbar, status bar and macro buttons. You can copy text from the main display window during a session.

screen provides shortcuts for frequently used commands, such as accessing the dialing directory, uploading or downloading and hanging up. The main section of the screen is the display area for the communications session. During a session, you can mark, copy and paste information, and scroll backward to view previous screens. You can also take a snapshot of a screen or save upload or download information — date, time, filename and any errors encountered — to a log file.

Each entry in the dialing directory can have a primary phone number and four alternates, as well as a user ID and password that can be used in a log-on script. For one-click dialing, you can assign an icon to each directory listing. QmodemPro tracks each directory entry, listing the number of calls and the date of the last call.

Best of all, you can group directory entries. When you select a group, QmodemPro can dial until it connects with the first service or until it connects with all of the services in the group. You can also edit settings for all members of a group at once.

QmodemPro supports over 30 terminal emulations, including TTY; Wyse; VT 52, VT 100 and VT 102; and ASCII. The standard file transfer protocols are all supported, from ASCII to Zmodem.

QmodemPro makes uploading and downloading easy. A dialog box displays estimated, elapsed and remaining time, as well as total blocks and bytes transferred and error messages. A gauge shows progress graphically. QmodemPro includes a file viewer.

If you use QmodemPro to connect to a service that uses Wildcat! BBS software (also from Mustang), you'll be able to use a graphics mode called RIPscrip emulation. With GUI features such as buttons, RIPscrip provides a Windows-like interface.

The fax module doesn't stand up to a dedicated fax program, such as Delrina's WinFax Pro, but it will rasterize and send ASCII text files, as well as .BMP and .PCX files, and add a cover page. You can view, print or delete incoming faxes, but you can't annotate them or rotate pages received upside down. In receive mode, it runs in the background until a call is detected. A single button click switches from the fax facility back to standard communications.

QmodemPro's Script Language Interface (SLIQ) can be used to automate a log-on or a complete session. You can record keystrokes in QuickLearn mode, and an editable script will be created. The language is fairly powerful, with support for arrays, data types, dialog boxes, if/then/else and case statements, user-defined functions and so forth. You cannot, however, import scripts from DOS.

A host mode lets QmodemPro act as a mini-BBS so that you can receive a call from another PC and transfer files. Host mode includes security to restrict access, so you could even use it for remote access to your own computer while you're on the road.

At times, QmodemPro tends to look more like a ported DOS application than one built from the ground up for Windows. For example, the tool bar isn't customizable. And while the phone book can be sorted, you can't rearrange entries with drag-and-drop or even with menu picks. Most options are logically arranged, but some are frustratingly hard to find. For example, trying to find out how to change the wait time between dialing numbers required poring over menus and dialog boxes, as there are no obvious entries for this subject in the index or on-line help.

Despite these reservations, QmodemPro is an excellent choice. The user guide includes practical directions for some frequently perplexing tasks, such as connecting to another machine to transfer a file. The uncluttered screen and a clear user guide make it a good choice for communications novices.

— *James E. Powell*

WINFO FILE

QmodemPro for Windows 1.0
Price: $139; upgrade from DOS version, $50
In Brief: The QmodemPro communications program is easy to learn, and it includes a powerful scripting language.
Hard Disk Space: 5.5MB
System Resources: 8%
RAM: 4MB
Mustang Software Inc.
P.O. Box 2264,
Bakersfield CA 93303
800-999-9619, 805-873-2500

COMPUTE MAY 1994

PRODUCTIVITY CHOICE

Power and flexibility are yours when you log on with this easy-to-use Windows terminal program.

Denny Atkin

QMODEMPRO FOR WINDOWS

Whether you want to explore your local BBS or start surfing the Internet, you won't find a much smoother vehicle for your cyberspace journeys than QmodemPro for Windows. Mustang Software has taken a powerhouse terminal program and wrapped it in an inviting Windows covering, making for one of the best combinations since Reese's covered peanut butter with chocolate.

The original Qmodem was a classic shareware terminal program for DOS. It matured into one of the best PC communications programs available, growing powerful without getting too complex. A couple of years ago, the program was purchased by Mustang Software, publishers of the Wildcat! BBS, and enhanced and re-released as QmodemPro, a commercial terminal program. (Mustang still allows the older Qmodem 4.x versions to be freely distributed as "tryware" for its enhanced commercial offerings).

QmodemPro for Windows is built on the foundation of its mature DOS ancestor, but it's not a DOS program with a Windows interface carelessly slapped over it; it feels like a Windows program through and through. A well-considered user interface, smooth multitasking capabilities, icon-based dialing capabilities, and drag-and-drop integration with the Windows File Manager make this follow-on *superior to its predecessor.*

The program has a full set of features for the professional user who needs to log on to corporate mainframes, including Kermit transfer protocol; full emulation of terminals such as Data General, Hazeltine, Televideo, and DEC VT; and support for using networked modems. But unlike many other commercial terminal programs, QmodemPro provides a complete set of features for BBS users as well.

Perhaps the best of these is support for RIPscrip, a graphical terminal emulation supported by many BBSs which provides mouse support for menu selections and displays 640 x 350 graphics in 16 colors. Navigating a BBS that has full RIPscrip support is a snap and is a much more visually interesting experience. Other terminal emulations, such as standard IBM ANSI, work flawlessly and provide a number of configuration options such as font and window size. A split-screen option is handy for use in live online chat sessions. My only complaint is that the font size isn't adjustable in RIPscrip, so characters are awfully small on a 1024 x 768 Windows screen.

Transfer protocols include XMODEM (standard, CRC, and 1K variants) YMODEM (standard and -G), ZMODEM, Kermit, ASCII, and CompuServe B+. Options can be adjusted for each protocol when appropriate such as 16 or 32-bit CRCs for Zmodem, and whether to autostart download with protocols that support that feature. Protocol transfers were very solid, with no errors encountered on fast V.32bis downloads while multitasking.

An example of the superb integration of QmodemPro into the Windows environment is the ability to drag and drop files from the Windows File Manager into the upload selection dialog box — file selection has never been easier than this.

One nice feature is the ability to view GIF images as they're being downloaded. The GIF viewer supports multiple Zoom levels, printing images, copying them to the system clipboard, and slide-show-style display of multiple images. A file viewer shows files in hexadecimal or ASCII formats, and there's a nice built-in text editor with search and replace, auto-indent, and word-wrap.

QmodemPro has one of the best phone books I've seen in a terminal program; it's packed with features, but it's not overly complex. There are three interfaces for selecting numbers to

COMPUTER SHOPPER

QMODEMPRO FOR WINDOWS 1.0

QmodemPro Gets Online Graphically

A classic communications program finally makes an elegant debut in the Windows environment.

BY JIM FREUND

Windows

In the early days of PC telecommunications, three shareware products pioneered reliable ways to get online: Procomm, Telix, and Qmodem. In recent years, Qmodem has been distributed commercially by Mustang Software Inc. (MSI), best known for the BBS package Wildcat. Now MSI has released QmodemPro for Windows as its first Windows entry.

The features which made Qmodem popular under DOS have arrived in Windows intact. QmodemPro's interface is clean and simple to use; without having to master the package, you can create dialing directories, get online, and create scripts to automate future logins. Extensive online help, along with a pair of well-written manuals, make it easy to delve further into the feature set.

The installation routine handles most of the complex setup issues. You can choose whether to have the dialing directory automatically load when launching QmodemPro, and whether to maintain a log of your calls, files transferred, and files sent or received.

The program's screen design makes excellent use of the available real estate. Beneath the title and menu bars is a toolbar featuring most of the functions you might need while online. You can maintain different macro files, each storing up to 40 macros, for different services. The macros can be activated using hotkey combinations, or you can simply click on one of the 10 optional macro buttons at the bottom of the screen. The leftmost button lets you cycle through the various hotkey shift state levels — displaying the Shift-key or Ctrl-key macros, for example. Spending a little time customizing this handy feature can return major dividends by having just about any command, script, variable, or text string available for each system you log into.

The majority of QmodemPro's display is taken up by the terminal screen. Some other Windows telecom packages (notably Procomm for Windows) have given this area short shrift. Qmodem, by contrast, offers an interesting enhancement that allows you to select different screen formats when the window is resized to anything less than its normal maximized state. One method reduces the size of the terminal screen while maintaining all menus and buttons, while another assures easy readability of your online screen while sacrificing a portion of the upper toolbar and scaling down the macro bar.

QmodemPro provides a variety of simple, reliable protocols for uploading and downloading data.

The program's dialing directory offers flexibility and power. Entries can be displayed as icons or as a list. Each entry includes support for up to five dial-up numbers; the terminal emulation and transfer protocol the

QmodemPro for Windows 1.0

Mustang Software Inc.
P.O. Box 2264
Bakersfield, CA 93303
1-800-999-9619
Fax: (805) 873-2599
BBS: (805-873-2400; CompuServe: GO PCVENA
Sugg. List price: $99
Requires: 4Mb RAM; 5Mb hard disk space, Windows 3.0 or higher.

PCComputing
June 1994

USABILITY: *Point-and-click connections and macro.*
PERFORMANCE: *Performs file transfers in background.*
TECHNOLOGY: *Automatic RIP support.*
VERDICT: *Best communication application for BBS junkies.*

New! SOFTWARE:
QmodemPro for Windows

A Quick Fix for Online Addicts

There's no shortage of Windows-based communications packages. From Datastorm Technologies' ProComm Plus to Digital Communications Associates' CrossTalk to Delrina's WinComm Pro, many companies offer some combination of icon-based dialing directories, macro buttons, on-the-fly terminal and emulation switching, and customizable desktops. Mustang Software's relative latecomer, QmodemPro for Windows, at first appears no different — it abandons QmodemPro for DOS's emphasis on scripting and off-line mail management for the fashionable GUI goodies of the competition.

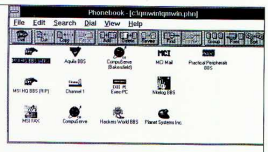
But this is more than me-too software. As befits a communications package from one of the leading makers of bulletin board software, QmodemPro for Windows is specifically tailored to the needs of the die-hard BBS surfer.

RIP Roaring QmodemPro for Windows is unique in offering built-in support for RIPscrip, the de facto standard for graphical BBSs. With RIP (Remote Imaging Protocol) support enabled, users can navigate a BBS by mouse instead of by a cryptic keyboard menu.

And you don't have to know whether the BBS you're calling supports RIP: Simply define RIPscrip as your default terminal emulation, and the program will automatically enable it for mouse use if the BBS supports it. Otherwise, the program falls back to standard ANSI emulation.

QmodemPro for Windows' icon-based dialing directory — which can also be viewed in list form — is designed for the online junkie. You can specify up to five alternate phone numbers for each system you call, include your name and password, designate a script file, and choose from more than 50 icons (including ones for commercial services like CompuServe and MCI). For the more organized cyber-surfer, QmodemPro for Windows lets you attach notes to each entry, group entries in categories, and even sort them by a variety of attributes.

Connect in a Snap: QmodemPro for Windows incorporates all the essentials of Windows-based communications. Just click on a button to launch a session, upload or download a file, toggle a capture file, change the terminal emulation or file-transfer protocol, change the baud rate and parity settings, start a macro, or disconnect.



What's on the Menu: Instead of impenetrable, cluttered DOS menus, RIP graphics let you point and click to where you want to be. There is one caveat, however: BBSs implement different levels of RIP — the first screen you see might look graphically oriented like the one shown at left, but you may have to use keyboard commands at different levels.

Fax Features And as far as we know, QmodemPro for Windows is the only communications package to integrate some basic fax features — emphasis on *basic*. This is no WinFax Pro from Delrina, and you won't be able to fax from within other applications*. But QmodemPro for Windows will let you send and receive text and graphics files, define and select a cover page — and it even keeps a log of all fax transmissions. The program also includes a fax viewer that lets you view, rotate, and zoom in on your faxes.

Another nifty feature that most of the other communications packages don't have is drag-and-drop file uploads. QmodemPro for Windows lets you select multiple files from the Windows file manager and drag them onto the Upload button for timesaving batch file transfers.

QmodemPro for Windows is a standout package — with everything that the other Windows communications programs offer in usability and flexibility, plus RIPscrip and fax support that make it a nice all-in-one solution for the on-line buff. SHYAMALA REDDY

FILEBOX

QmodemPro for Windows
System Requirements: A 386 system or higher, 4 MB RAM.
Hard Disk Minimum: 5MB.
Modem Models Supported: over 300
Terminal Emulations Supported: 34.
The Competition: Delrina's WinComm Pro comes the closest in its feature set.

* The current version (1.10) of QmodemPro for Windows supports sending faxes from any Windows application through the use of a fax printer driver. - *MS!*

Mustang Software, Inc., Box 2264, Bakersfield, CA 93303 • 800-999-9619

PC Letter
Volume 12 Issue 8

MY LIFE AS A WEBMASTER

My Next Server: A Web BBS?

I want to let you in on one of the biggest secrets of my computing career: I used to run a bulletin board system. No, not one of *those* BBSs. This one was part of a reasonably respectable local computer publication in Dallas. And my life as a sysop has remained secret because I quickly tired of the knowing looks people gave BBS operators. The raciest thing on *this* BBS was a listing of other bulletin boards.

I also didn't much care for the attitude of corporate IS friends who thought of BBSs - if they thought of them at all - as amateurish. I didn't hang around in the BBS community very long, but I was there long enough to make a few friends, one of whom is Jim Harrer, co-founder of a company called Mustang Software Inc., headquartered in much too sunny Bakersfield, CA.

Mustang is the publisher of Wildcat, a leading BBS software package. And, as you may have heard, this is a business that's going away pretty quickly. Old commercial BBSs are becoming Mom-and-Pop Internet service providers, also a dying breed as the big players start competing in big ways.

The newest version of Wildcat, 5.0, does everything a BBS ought to do, plus serve up HTML pages. You get messaging, file transfers, security, polls/questionnaires, teleconferencing/chat, and a bunch of other goodies. These features work pretty well because Jim & Co. have been building BBS software for a decade now. Wildcat 5 supports both TCP/IP and dial-up access, as well as FTP, Telnet and UUCP. The server will also happily give dial-up users full Internet access. Yes, it works just fine on your existing local area network. And you'd be hard-pressed to spend much over $1,000 for the software.

Browser Dependent For Now

There is, as there tends to be in such discussions, a gotcha in all this. And here it is right now: The really cool features in Wildcat 5 require Wildcat Navigator, the company's browser-with-the-client-apps-built in. Harrer promises that quicker than the Mozilla legal department can complain about his use of the word Navigator, he'll have helper apps or Java applets available. This will allow the Wildcat 5 web server to be browser-independent and still offer all the goodies to users. (There is a beta version of the browser-independent version available at www.mustang.com, but it was just posted last week and it's not yet running properly on my system).

Other Wildcat 5 features include an ODBC kit for database connectivity, electronic commerce/subscription support, and a user billing system. Future releases promise support for Internet Relay Chat, Network News Transport Protocol, Simple Mail Transport Protocol, Dynamic HTML, and the Point-to-Point protocol. With all these features and add-ons, it's possible to build an in-house information service that's almost, but not quite, as rich a user experience as America Online or Compuserv.

Messaging
A Quarterly Bulletin from Novell
NetWorld '91 Special Edition
October, 1991

PROFILE OF A SUCCESSFUL THIRD-PARTY PRODUCT

WILDCAT! Version 3 from Mustang Software Integrates Bulletin Boards and NetWare MHS

WILDCAT! can serve as a true wide area network for NetWare MHS E-mail.

Latest version of popular BBS provides access to MHS-routed mail

With the growing prevalence of bulletin board systems (BBS) in business, their increasing interface with well-established electronic mail services is a logical and necessary extension of BBS capabilities. This is certainly true of Mustang Software's WILDCAT! BBS, which can integrate electronic mail from NetWare MHS.

Mustang Software recently unveiled WILDCAT! Version 3. It is a complete rewrite of their popular software, which already has an installed user base of more than 8,000 system operators (sysops). Along with this version, an optional gateway program that allows connection between the BBS and NetWare MHS will become available in October 1991. With Mustang Software's WC/MHS gateway for WILDCAT!, users can receive all of their point-to-point E-mail in one central location —the BBS. But a BBS really shines when three or more people, in any number of remote locations, want to carry on a running discussion on a particular topic. WILDCAT! can serve as a true wide area network for NetWare MHS E-mail.

Bulletin boards offer easy access to centralized information

WILDCAT!, like all BBS, enables users to send and receive messages, documents and files. Anyone can access a BBS—all that is needed is a personal computer, a phone line and a modem.

Basically a hobbyist activity in the late 1970s, BBS burst on the business scene in the 1990s, driven primarily by the explosion in modem sales and the increasingly high transmission speeds of these devices. There are now more than 30 million modem users scattered throughout North America. With the faster modems (9,600/14,400 bps), BBS operates at an even higher level of efficiency, making them increasingly suitable for business.

How WILDCAT! works with NetWare MHS

To have WILDCAT! and MHS work together across local area networks operating on NetWare, all you need is the WILDCAT! BBS, WC/MHS gateway and NetWare MHS. In this example, NetWare MHS is running and operating on a dedicated LAN workstation.

In order to better understand how all these components work together, let's set up a typical scenario. Assume we have offices in California, Houston and New York. WILDCAT! WC/MHS gateway and NetWare MHS have been installed on the client server at each location. Users may execute WILDCAT! from their workstation or may dial in to a WILDCAT!- dedicated workstation via modem connection.

These users need to be able to send private E-mail to other company employees regardless of their location. In addition, project team members located at different locations need to be able to discuss their project issues as a group and among individual members. This is known as "conversation" mail, enabling users to read thoughts from other members in a non-restrictive fashion, keeping the message subject (or thread) intact.

WILDCAT! Version 3 supports up to 1,000 separate "message conferences." Think of a conference as a separate message base which can handle both public and private messages. You can configure WILDCAT! so conference access is limited based on the user's security profile. This makes it ideal for project teams who need a separate

P.C. LETTER
The Insiders Guide To The Personal Computer Industry
Volume 9, Issue 10 David Coursey, Editor May 17, 1993

RIP MEANS DEATH TO DULL BBS INTERFACES

Now Local Bulletin Boards Can Compete With The Big Systems

RIP allows bulletin board operators to add graphic elements, borders, buttons, and animation to their screen displays.

MUSTANG SOFTWARE'S JIM HARRER WAS IN last week showing me the new version of his Wildcat! BBS and QmodemPro communications software supporting the Remote Imaging Protocol graphical interface. Developed by a company called Telegrafix, in Huntington Beach, Calif., RIP allows bulletin board operators to add graphic elements, borders, buttons, and animation to their screen displays. Yes, the client software has to support the RIP protocol, but that should be a given once enough BBS software vendors sign up.

This matters because local bulletin boards must go graphic in order to survive. RIP offers a reasonably low-overhead means of accomplishing this. A dial-up demo at 38,400 bits per second (possible with an ordinary V.32bis/V.42bis off-the-shelf modem) was very acceptable from a performance standpoint with CGA-quality graphics. VGA resolutions should be available later this year.

Given enough time, a local BBS operator — a group which increasingly includes corporate IS organizations and vendor product support — could develop a BBS which would look at least as good as Prodigy and be just as easy to use. When RIP becomes common in communications software, users will be able to call these BBS systems and get a nice graphics and mouse user interface without having to think about it, similar to what America Online and Prodigy provide today.

Being able to provide such an interface, especially if RIP really does become a standard, should ensure the continued growth of both hobbyist and corporate BBS systems. The nice thing about this industry, small though it may be, is that the leading vendors can all sit down in a room or send E-mail and get something like this together. Already, most of the major BBS software providers have signed up to support RIP and we can expect the communications software companies to provide client support as RIP-enabled BBSes start to come on-line later this year.

The RIP version of the Wildcat! BBS also adds new faxing capabilities, allowing system operators to make text and graphics files available to users via fax. Callers can select fax documents while on-line and have them sent to their fax machine. This is the sort of feature corporate customers can use to tremendous advantage, especially in product support or publishing applications.

A few introductory words about Mustang Software are probably in order, especially for anyone interested in setting up their own BBS, perhaps as a remote E-mail gateway or for customer support. Harrer's company, based in Bakersfield, Calif., is the only BBS vendor concentrating on the business market. While many companies provide E-mail links to other BBSes, Wildcat! also provides local area network and MHS connectivity, allowing the BBS to sit on a Novell network for easy access by desktop users. This makes Wildcat! the obvious choice for customer support applications because all the in-house users can easily log-on and check messages without having to leave their NetWare desktop machines.

Mustang also recognizes the support needs of corporate customers, whose BBSes are run as part of their business rather than for kicks, and provides excellent support. The software is also pretty much bomb proof and, being one of the best-selling BBS systems, has lots of third-party add-ons. And, if you're looking for a DOS communications package, Qmodempro is tremendously nicer than ProComm. This is a company I have no trouble recommending.

Wildcat! Version 3.9 bulletin board system for MS-DOS, available in several configurations beginning at $129. QmodemPro, Version 1.5, communications software for MS-DOS, $99. Both from Mustang Software, P.O. Box 2264, Bakersfield, CA 93303. Phone: (805) 395-0223.

PRODUCT REVIEWS

Wildcat! Ver. 3:

Create Your Own Secure On-Line Bulletin Board

SUMMARY

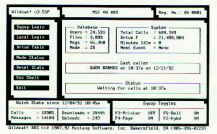
Extensive features make this BBS an excellent choice for an office communications hub. Outstanding technical support is a big bonus.

SPEC SHEET

Mustang Software
P.O. Box 2264
Bakersfield, CA 93303

Sales Information: 800-999-9619 or 805-395-0223, 8 a.m. to 5 p.m. weekdays (Pacific time)
Requirements: 384K of RAM; hard drive; modem; DOS 3.3 or later
Return Policy: 30-day money-back guarantee
Support: 805-334-2240, 9 a.m. to 5 p.m. weekdays (Pacific time)

*Since this article, MSI has changed its policy to offer free, unlimited telephone support.



Wildcat! version 3 is the latest incarnation of Mustang Software's successful and popular bulletin board system. It's a significant upgrade from version 2.5, boasting over 75 additional features, including a full-screen ANSI editor, expanded menu customization, enhanced conferencing, and better security.

There are three flavors to the software: the $129 Wildcat! Single Line, a one-line version ideal for personal use that allows one caller at a time; the $249 Wildcat! Multinode, a multi-line version for small to medium-size businesses that accepts up to 10 outside callers or inside network users; and the $499 Wildcat! Professional, which allows up to 250 simultaneous callers and is designed for corporate use.

Wildcat! offers 1,000 conference areas, with each area able to draw on a pool of 1,000 file areas–up from the former version's 26 conference areas and 26 file areas. That provides tremendous flexibility in offering a BBS with a multitude of topics, which lets callers zero in on specialized sections. And callers can now log on at a maximum speed of 57.6 kilobits per second (Kb/s), faster than the previous 38.4Kb/s.

The number of security profiles or levels has increased from 50 to 1,000, so you can be particularly selective in limiting access to conferences and files. With this version, you can easily copy and modify the three default profiles to limit a caller's on-line time, file access, download ability, bps rate, and other actions. If you need to, you can override the profile, and grant callers additional file and conference areas.

Changing parameters is accomplished by simply selecting items and options from a variety of screens. For generic setups, Wildcat! can practically be run right off the automatic installation. Yet you'll probably want to tinker and tweak your BBS to make it your own–and Wildcat!'s screen and prompts facilitate customizing colors, text, and ANSI graphics.

File descriptions can be up to 15 lines long, up significantly from the two-line descriptions in version 2.55. A particularly clever enhancement is the ability to mark individual files for later retrieval–even if you scroll to another screen.

As always, Wildcat! supports FidoNet and PCRelay, so you can hook into those wide area networks to exchange files and messages. For direct file transfer, Wildcat! now supports Kermit in addition to the usual array of protocols, including Xmodem, Ymodem, and Zmodem variations. You can do batch file transfers of up to 99 at once, which beats the six in the previous version. What's more, you can batch transfer files under a non-batch protocol like plain Xmodem, although you'll have to press the PgDn key for each file.

The 388-page sysop guide does a good job of explaining the nuances of installation and setup. When I did run into trouble—I kept locking up the computer—I called Mustang's technical support. A knowledgeable technician answered on the second ring, and meticulously picked his way through my parameter settings until he had cheerfully navigated me to a solution.

While I'm impressed with Mustang's patient and efficient technical support, the company gets points off for a 90 day-limit on free telephone support*. If you want telephone support after the 90-day limit, Mustang offers a $50 per year Auto-Upgrade Plan that also guarantees you three to four minor updates.

Unlimited on-line support is available via America Online, CompuServe, GEnie, and Mustang's own BBS.

Wildcat! offers extensive features, excellent performance, and a flexible environment to turn your BBS into a communications hub. When you consider the outstanding technical support and a 30-day money-back guarantee, you'll find, as I did, that Mustang delivers a powerful BBS package.

Russ Lockwood

Product Reviews

SUMMARY

A mouse-driven interface, tighter ties to CompuServe and MCI Mail, and fax-sending ability make a big step forward for this terrific communications program. And a $99 list price makes it a great buy.

SPEC SHEET

Mustang Software
P.O. Box 2264
Bakersfield, CA 93303

Sales Information: 800-999-9619, 805-395-0223, 8 a.m. to 5 p.m. weekdays (Pacific time).

Mail-Order Price from Mustang: $99.

Shipping Cost: $10 for Federal Express second day, or dealer option.

Requirements: 384K of RAM; hard drive with 2MB of free space; Hayes compatible modem; DOS 3.3 or later.

Return Policy: 30-day money-back guarantee; defective disks exchanged within 90 days of purchase.

Support: 805-334-2240; 9 a.m. to 5 p.m. weekdays (Pacific time); 805-395-0250 (BBS); CompuServe: GO PCVENA; GEnie: QMODEM RT.

Upgrade Policy: $35 plus $10 shipping (Federal Express second day).

Qmodem Pro:

Communications Classic Gets Facelift, New Features

Mustang Software's Qmodem has always been a powerful, full-fledged communications program. In its new incarnation as Qmodem Pro, it adds a clever mouse-driven interface, fax-sending capability, and a completely rewritten off-line mail reader that ties into CompuServe and MCI Mail. The program includes terminal emulation, a scripting language, group file transfers, and a text editor. At $99 direct from Mustang ($63 to $69 from mail-order vendors), Qmodem Pro is one of the best bargains in shrink wrap.

The most noticeable change is the interface. Borrowing elements from Windows yet maintaining the speed of character-based screens, Qmodem Pro's menus zip through program parameters and options with panache. You can still invoke commands with the faithful Alt-key combinations, but a mouse is faster and much more efficient.

The program defaults to start in terminal mode: a blank screen with a status line along the bottom. Pressing the mouse button pops up a menu bar across the top of the screen. Selecting an option—the dialing directory, for example—produces a dialog box with specific settings and options. All this mimics Windows to an extent, though you can't create simultaneous sessions in multiple windows.

On the whole, the new interface is an improvement, allowing faster program setup and use. But it caused occasional problems. For example, the QLEARN button recorded every move as promised, even if that meant overwriting the current script. As a result, I managed to blow out the original MCI Mail script included with the program. However, once you locate options and figure out how they work, all your communications sessions will proceed smoothly.

The rewritten Off-Line Xpress mail reader—dubbed OLX—adds the ability to be used with CompuServe and MCI Mail. OLX automatically logs onto a BBS or on-line service, downloads your electronic mail, and logs off. It then kicks you into Qmodem's text editor or your favorite word processor to let you reply to mail off-line. After that, OLX logs on to the system again and uploads your messages.

OLX works like a charm, using your ID and password from the dialing directory to transfer mail with remarkable efficiency, which translates into lower on-line charges. The MCI Mail transfer was especially impressive—it was not only faster than a manual log-on, but had a slight edge over my current SmartCom III scripts. OLX even indexes messages for fast selection and reply. It's a slick operation.

The program's text editor offers competent text and editing functions, but you're better off switching to your own word processor if you don't understand its WordStar-like commands. The new 112,000-word spell-checker is another plus, though it uses a clumsy two-step process to correct misspellings. It can be set to automatically kick in each time you complete a new message.

Qmodem Pro also includes the ability to send—but not receive—ASCII and PCX files. To switch modes from file transfer to fax sending, you simply check off an option in a dialing directory entry.

If problems arise, the 386-page manual is ready to help you with a massive index, clear text, and numerous screen shots. Mustang offers unlimited tech support—if you can get through the busy signals. At press time, Mustang was investigating ways to let registered users cut ahead of those who downloaded the free test-drive version from the company's 24-hour, 20-line BBS. CompuServe and GEnie forums are also available.

The addition of CompuServe and MCI e-mail transfers in OLX is enough to recommend Qmodem Pro, although the snazzy interface doesn't hurt. And the fax-sending capability is an appealing bonus. Qmodem Pro is a terrific communications program at a great price.

Russ Lockwood

PC MAGAZINE

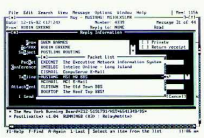
JANUARY 12, 1993

Communications Software
By Joe Salemi

First Looks

QmodemPro Integrates E-Mail and Fax with On-Line Communications Manager

With the release of QmodemPro, Mustang Software has delivered on the promises it made when it bought the popular shareware program Qmodem from John Friel in early 1992. It's an entirely new program, completely rewritten by Friel and Mustang, but the price remains a very reasonable $99, or $35 upgraded from previous versions of Qmodem. The program includes a new version of the Off-Line Xpress (OLX) mail reader that can read and reply to electronic mail downloaded from CompuServe or MCI Mail, and it can even route messages through those services to fax numbers, or Internet and MHS gateways. The built-in address book in OLX 3.0 has been expanded to hold names, user IDs, preferred e-mail service, and fax numbers. You can even read a message from one service and route your reply to a different service. Mustang has included a real-time spell-checker that you can use to check your messages before sending them off. OLX lets you attach one binary file to a message, and QmodemPro will automatically upload it when it connects to the appropriate service. The one-file limitation is a minor annoyance for MCI Mail users (MCI supports multiple file attachments), but Mustang is exploring ways of supporting multiple files in a future version. QmodemPro's dialing directory has also been enhanced. The mail packet name for a particular service can be included as part of its directory entry, and QmodemPro will automatically flag the entry in the list to let you know that you have messages waiting to be read or uploaded. Commands have been added to the script language to completely automate the process of calling a service and exchanging mail. Each entry supports five alternate phone numbers; if the first is busy, QmodemPro will try the next one on the list. One nice addition is the Group feature, which lets you add any number of directory entries into a named group. You can tell QmodemPro to dial the group instead of individual entries, and it will go through the list and handle any on-line actions until it connects with every service in the group. QmodemPro's tightly integrated e-mail features significantly raise the standard for communications software and make it the product of choice, especially if you subscribe to a number of on-line e-mail services.



Messenger: *QmodemPro's tightly integrated e-mail features let you access many services.*

List Price: QmodemPro, Version 1.0, $99; upgrade from prior Qmodem versions, $35.

Requires: 384K RAM, 2MB hard disk space, DOS 2.0 or later. Mustang Software Inc., P.O. Box 2264, Bakersfield, CA 93303; 805-395-0223; fax, 805-395-0713

"QmodemPro's tightly integrated e-mail features significantly raise the standard for communications software and make it the product of choice, especially if you subscribe to a number of on-line e-mail services."

MSI
MUSTANG SOFTWARE INC.

Redefining Telecommunications in '93

smarter at how we deal with paper documents, because they won't be restricted by HTML format. We have to be able to take that, make some intelligent decisions about how to restructure it into an HTML document and let others post it on the Web. That's where we've got some internal development or licensing to do.

MY LIFE AS A WEBMASTER

My Next Server: A Web BBS?

I want to let you in on one of the big secrets of my computing career: I used to run a bulletin board system. No, not one of *those* BBSs. This one was part of a reasonably respectable local computer publication in Dallas. And my life as a sysop has remained secret because I quickly tired of the knowing looks people gave BBS operators. The raciest thing on *this* BBS was a listing of other bulletin boards.

I also didn't much care for the attitude of corporate IS friends who thought of BBSs — if they thought of them at all — as amateurish. I didn't hang around in the BBS community very long, but I was there long enough to make a few friends, one of whom is Jim Harrer, co-founder of a company called Mustang Software Inc., headquartered in much too sunny Bakersfield, CA.

Mustang is the publisher of Wildcat, a leading BBS software package. And, as you may have heard, this is a business that's going away pretty quickly. Old commercial BBSs are becoming Mom-and-Pop Internet service providers, also a dying breed as the big players start competing in big ways.

The newest version of Wildcat, 5.0, does everything a BBS ought to do, plus serve up HTML pages. You get messaging, file transfers, security, polls/questionnaires, teleconferencing/chat, and a bunch of other goodies. These features work pretty well because Jim & Co. have been building BBS software for a decade now. Wildcat 5 supports both TCP/IP and dial-up access, as well as FTP, Telnet and UUCP. The server will also happily give dial-up users full Internet access. Yes, it works just fine on your existing local area network. And you'd be hard-pressed to spend much over $1,000 for the software.

Browser Dependent For Now

There is, as there tends to be in such discussions, a gotcha in all this. And here it is right now: The really cool features in Wildcat 5 require Wildcat Navigator, the company's browser-with-the-client-apps-built in. Harrer promises that quicker than the Mozilla legal department can complain about his use of the word Navigator, he'll have helper apps or Java applets available. This will allow the Wildcat 5 web server to be browser-independent and still offer all the goodies to users. (There is a

THE MAGAZINE FOR SMALL-BUSINESS OWNERS

YOUR company

• FALL 1994

THE INNOVATORS

MEET THE 1994 INNOVATORS

Creativity Is Their Watchword
By Douglas Bartholomew and Susan Comolli

YOUR COMPANY'S CALL LAST SPRING FOR nominees for the 1994 Innovators Awards elicited hundreds of responses, and we, the editors, would like to thank those who sent entries. Each one had a fascinating story to tell. Among our readers, courage and determination abound. Three owners stood out as pioneers. The envelope, please!

MUSTANG SOFTWARE

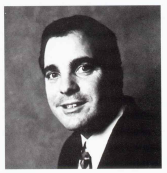
Making Connections

Giving away your product may sound like a surefire recipe for disaster. But for Mustang Software, a pioneering supplier of programming for the computer bulletin boards that are so popular today, offering "shareware" was a marketing ploy that opened the door to success.

Founder Jim Harrer, who started Mustang in 1986 with $5,000 of his own money, had a great idea but no financial backing. The software he created with Rick Herning, now the company's vice president for operations, allowed customers – individuals, organizations and businesses – to set up their own computer bulletin boards in order to exchange information.

Eight years ago, the concept of bulletin boards was pretty new. "The idea that I could sit in my living room while strangers contacted me on my computer fascinated me," Harrer says. To attract customers, Mustang, located in Bakersfield, California, offered its software free to people through an on-line service. If potential customers liked the program after trying it, they could order copies and register as users for $129.

What was to keep someone from merely using the software without paying for it? Not a whole lot, except that Harrer, a shrewd businessman who had worked in the cutthroat oil-supply business during the 1970s, slyly offered only an older version of his software as a freebie. Users could take a free spin, but if they really wanted a new Mustang, they had to buy it.



Software developer Jim Harrer succeeds with a pioneering product and imaginative marketing.

Lots of people did. In 1987, 582 people registered their Wildcat! bulletin board software. Today, there are over 30,000 Wildcat! owners, with more than one million people per month sending or receiving messages on these bulletin boards.

Mustang is creative in other ways as well. The company sells QmodemPro, a communications program that allows callers to dial in and connect with their favorite computer bulletin board system. The marketing synergy offered by the two products gives Mustang a leg up on the competition. "Mustang enjoys an interesting position in this market," observes Jack Rickard, editor and publisher of Boardwatch Magazine, a Littleton, Colorado, publication that covers the computer bulletin board industry. "They're the only software developer I know of that offers both ends of this technology."

Who uses Wildcat!? The Gemology Institute of America runs a Wildcat! bulletin board. So do the 4,000 Red Cross chapters, which use it to get information about local disasters. The operator of three dry cleaning stores in southern California has his store managers use Wildcat! to upload sales information daily.

What's next? Excited about the firm's latest release, Wildcat! version 4, Harrer has set his sights on passing the $5 million mark on sales this year. *–D.B.*

MUSTANG SOFTWARE INC

Connecting The World
Mustang Software, Inc.
6200 Lake Ming Road
Bakersfield, CA 93306
805-873-2500
FAX 805-873-2599
BBS 805-873-2400

GOVERNMENT COMPUTER NEWS

September 5, 1994

INTERVIEW: **Jim Harrer,** Bulletin Board Entrepreneur

'Mr. BBS' recalls how it all got started

At age 37, Jim Harrer is a self-made man and something of a legend in the PC industry.

Harrer is president and chief executive officer of Mustang Software Inc., Bakersfield, Calif., the company he founded in 1986. After studying criminal justice at Bakersfield Community College, Harrer left just shy of graduating and went to work in Bakersfield for the Grant Corporations, a Tulsa Okla., oil-field pipe outfitter.

He started as an inside sales clerk and had become district manager for the central California region when he left the oil business in 1986 to start his electronic bulletin board software company. More than 30,000 system operators today run Mustang's Wildcat! BBS, written in Turbo Pascal.

GCN senior editor Florence Olsen interviewed Harrer recently in Washington.

GCN: What kinds of security concerns do government agencies have about BBSes?

HARRER: If an agency putting up a BBS says, all we're going to do is have eight dial-in lines—no local access—is that going to be secure? The answer is yes. It's 100 percent secure if everybody is just dialing into the BBS.

But if you are going to have any kind of LAN connectivity with dial-in, you should be aware that the people on the LAN can access information, because of the open structure of BBSes. We're starting to close that gap. Within six to nine months, our BBS will become more of a client/server system. We now store user passwords in a nonstandard, data-type field, which means the system operator can't see the passwords. In all previous versions of Wildcat!, to take one example, the system operator always had an opportunity to look at user passwords. Our philosophy is that the system operator shouldn't know what your password is.

Most BBSes today run on LANs. There are so many neat things about doing that. The person that maintains the BBS post office can do it right from the station on his desk; he doesn't have to dial in. He can post new information, make a file available right from his station, read all his mail. He doesn't have to eat up the dial-in lines.

> "I think BBSes are going to be like service station minimarkets, except they won't serve up gasoline and coffee."

GCN: Who in the government runs the largest BBS with your software?

HARRER: Probably the Postal Service in Memphis, Tenn. They use Wildcat! to track bulk-mail deliveries. They're running a 128-line system there, and they take more than 100,000 calls a month. They were looking at doing the tracking on an IBM AS/400, but they chose a BBS because it was so much cheaper.

GCN: Now that many agencies are trying to do more things on line, are you selling more BBS software?

HARRER: In 1993, our sales to the federal government were 22 percent of our units sold, which is extraordinary for us. So our federal market has grown. I think a lot of that is because we were able to get on General Services Administration schedule.

We also have a value added reseller in Camp Springs, Md., Application Programming and Development Inc. Mark Burnett at APDI is doing a dynamite job with our system. He adds a text search and retrieval system to Wildcat! for government agencies that want to put all of their public documents on line.

GCN: What role will BBSes play on the information superhighway?

HARRER: I think BBSes are going to be like service station mini-markets, except they won't serve up gasoline and coffee.

When most of us think of the superhighway, we think of the Internet. When BBSes are linked to the Internet, each BBS becomes a domain off the Internet backbone. If you call into our BBS, which is mustang.com on the Internet, you immediately have an Internet e-mail address: *your first name, last name @ mustang.com.* The Internet does a lot of things, but I like to tell people that first and foremost, it gives us an international messaging address scheme.

GCN: How are local governments using BBSes?

HARRER: I was in Diamond Bar, Calif., which launched a pilot program called City On-Line using Wildcat! for the on-line engine. Everybody in the city

First Impressions

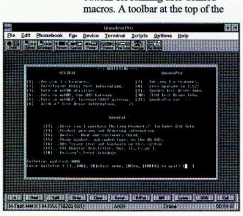
QMODEMPRO 1.0

Flexible Comm Package

My search for a Windows communications program that's as easy to use as my old DOS standby, Qmodem, has ended. QmodemPro for Windows is here. In addition to its complete set of async communications tools, QmodemPro also includes a module to send, receive and print faxes.

Installation is easy, and after Mustang's technical support diagnosed an incorrect modem setting that I hadn't detected, I was up and running.

QmodemPro's main screen has a status line that shows time on-line, communications rate (bits per second) and so forth. Above the status line, a macro bar displays buttons for running user-defined macros. A toolbar at the top of the screen provides shortcuts for frequently used commands, such as accessing the dialing directory, uploading or downloading and hanging up. The main section of the screen is the display area for the communications session. During a session, you can mark, copy and paste information, and scroll backward to view previous screens. You can also take a snapshot of a screen or save upload or download information — date, time, filename and any errors encountered — to a log file.



QmodemPro's main screen offers a toolbar, status bar and macro buttons. You can copy text from the main display window during a session.

Each entry in the dialing directory can have a primary phone number and four alternates, as well as a user ID and password that can be used in a log-on script. For one-click dialing, you can assign an icon to each directory listing. QmodemPro tracks each directory entry, listing the number of calls and the date of the last call.

Best of all, you can group directory entries. When you select a group, QmodemPro can dial until it connects with the first service or until it connects with all of the services in the group. You can also edit settings for all members of a group at once.

QmodemPro supports over 30 terminal emulations, including TTY; Wyse; VT 52, VT 100 and VT 102; and ASCII. The standard file transfer protocols are all supported, from ASCII to Zmodem.

QmodemPro makes uploading and downloading easy. A dialog box displays estimated, elapsed and remaining time, as well as total blocks and bytes transferred and error messages. A gauge shows progress graphically. QmodemPro includes a file viewer.

If you use QmodemPro to connect to a service that uses Wildcat! BBS software (also from Mustang), you'll be able to use a graphics mode called RIPscrip emulation. With GUI features such as buttons, RIPscrip provides a Windows-like interface.

The fax module doesn't stand up to a dedicated fax program, such as Delrina's WinFax Pro, but it will rasterize and send ASCII text files, as well as .BMP and .PCX files, and add a cover page. You can view, print or delete incoming faxes, but you can't annotate them or rotate pages received upside down. In receive mode, it runs in the background until a call is detected. A single button click switches from the fax facility back to standard communications.

QmodemPro's Script Language Interface (SLIQ) can be used to automate a log-on or a complete session. You can record keystrokes in QuickLearn mode, and an editable script will be created. The language is fairly powerful, with support for arrays, data types, dialog boxes, if/then/else and case statements, user-defined functions and so forth. You cannot, however, import scripts from DOS.

A host mode lets QmodemPro act as a mini-BBS so that you can receive a call from another PC and transfer files. Host mode includes security to restrict access, so you could even use it for remote access to your own computer while you're on the road.

At times, QmodemPro tends to look more like a ported DOS application than one built from the ground up for Windows. For example, the tool bar isn't customizable. And while the phone book can be sorted, you can't rearrange entries with drag-and-drop or even with menu picks. Most options are logically arranged, but some are frustratingly hard to find. For example, trying to find out how to change the wait time between dialing numbers required poring over menus and dialog boxes, as there are no obvious entries for this subject in the index or on-line help.

Despite these reservations, QmodemPro is an excellent choice. The user guide includes practical directions for some frequently perplexing tasks, such as connecting to another machine to transfer a file. The uncluttered screen and a clear user guide make it a good choice for communications novices.

— James E. Powell

INFO FILE

QmodemPro for Windows 1.0
Price: $139;
upgrade from DOS version, $50
In Brief: The QmodemPro communications program is easy to learn, and it includes a powerful scripting language.
Hard Disk Space: 5.5MB
System Resources: 8%
RAM: 4MB
Mustang Software Inc.
P.O. Box 2264,
Bakersfield CA 93303
800-999-9619, 805-873-2500

FIRST LOOK LAPTOP BUYER'S GUIDE & HANDBOOK

...at QmodemPro for Windows

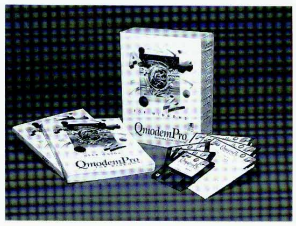
by Lori L. Bloomer

When you're buying any application that you plan to use frequently, often it's not the lengthy list of features that makes you buy, but, the little things that make all the difference. And with *QmodemPro for Windows,* you have not only an impressive list of features to work with, but a whole lot of little things that make using the program a pleasure.

First, the big things: *QmodemPro* is not just a data communications package of the sort we're familiar with, but is instead a true answer to the user who asks, "Why do I have to buy a half-a-dozen programs to use all the capabilities of my fax/modem?" *QmodemPro* can perform both data communications and fax transmissions with ease, from the same phonebook, without ever leaving the program.

This might even be the penultimate *Windows* telecomm package, negating the necessity to spend $199 for a comm program and another $149 for a fax package. It doesn't come with, say, a library of a hundred cheesy fax cover sheets. It *does,* however, come packaged in a simple interface that's not only user-friendly, but aesthetically pleasing. *QmodemPro* is not only one of the easiest communications programs to use, but it's also the handsomest one we've seen.

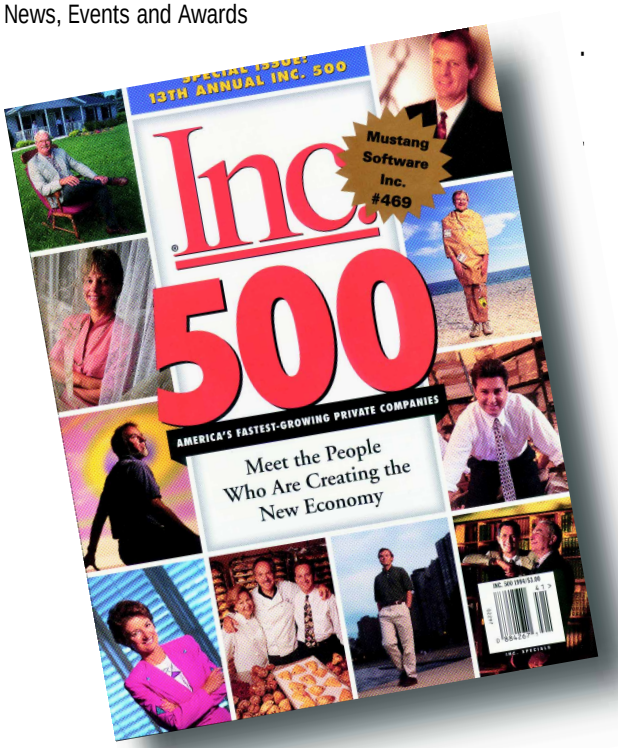
QmodemPro, unlike many communications packages, doesn't look like a DOS program with a few icons and pull-down menus added as *Windows*-dressing. It has a sleek, fully-customizable interface, which will allow you to do such things as placing wallpaper behind your terminal view. You can use any standard BMP file to liven up your online time.



The whole process of installing *QmodemPro,* from opening the box to getting the program up and running, took under ten minutes. The setup program prompts you to select the type of modem (or fax/modem) you have from a list of over 170 different modems, and sets up all the communications protocols automatically. The user won't have to monkey with the settings, for the most part — this is a boon for new telecomm users who don't have the slightest idea what "parity" or "stop bits" might be.

What's more, once you get it up and running, it includes a script which will automate setup for three of the major online services (CompuServe, MCI Mail, and GEnie). This makes life easier for users who've only dealt with these services through a proprietary front-end package, such as *CompuServe Information Manager for Windows* (*WinCIM* for short). If you don't know that CompuServe's settings are E, 7, 1, you don't need to with *QmodemPro.*

The manuals are well-written, and friendly, with one 300-page user manual, and another 230-page script programming guide. Every one of the menu commands are explained in detail, with illustrations in many cases. The language is simple and easy to follow. This package isn't just for the beginning user. *QmodemPro* will grow as you do, and its capabilities are stunning even for a power user. It utilizes full background operation under *Windows.* The Batch Upload file command will automatically send a file



- Mustang Software, Inc. listed in INC. Magazine's Top 500 Fastest-Growing Private Firms.
- Mustang hosts its third Sysop conference at its Bakersfield headquarters.

Wildcat! BBS version 4.0 released.

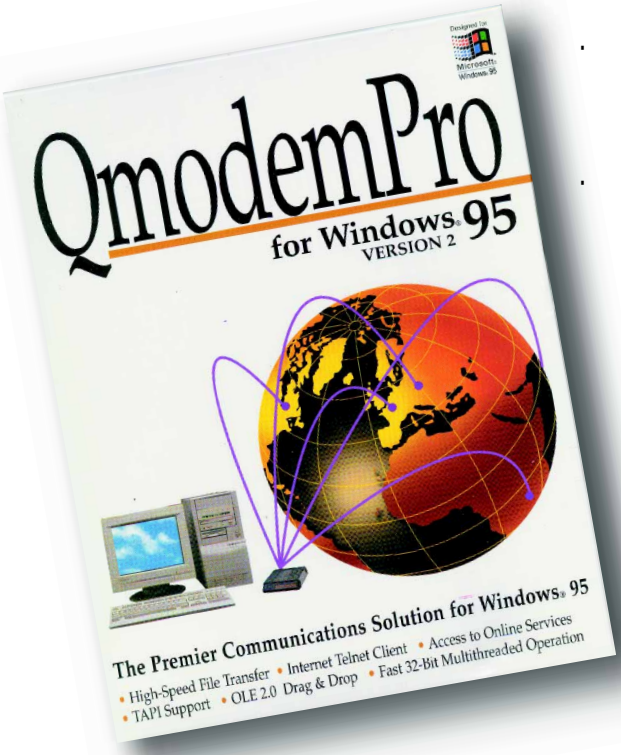
Dan Horn joins the Mustang team.

Mustang outgrows its downtown office, moves to new location in Rio Bravo area of northeast Bakersfield.

The National Science Foundation reports an 1814% growth ın web traffic. The Internet has reached critical mass.

1995

- Mustang's web site goes on line for the first time (http://www.mustang.com).
- Microsoft releases Windows 95, a (mostly) 32-bit operating system for PCs. DOS quickly loses its grip as the PC operating system of choice.
- QmodemPro for Windows 2.0 (for Windows 95) ships. QmodemPro was the first commercial communications package released for Windows 95.
- Work begins on Project Annihilator, an all-new version of Wildcat! BBS for Windows NT.



Inc.
THE MAGAZINE FOR GROWING COMPANIES
38 COMMERCIAL WHARF
BOSTON, MASSACHUSETTS 02110-3883
(617) 248-8000
TELEX: 710-321-0523 INC MAG BSN
FAX# (617) 248-8090

1 October 1994

Mr. Jim Harrer
Mustang Software
6200 Lake Ming Road
Bakersfield, CA 93306

Dear Mr. Harrer,

Congratulations! It is my pleasure to inform you that Inc. magazine has ranked Mustang Software #469 on the 1994 list of America's fastest-growing private companies.

You have earned your place within a remarkable group of companies that contribute exciting potential and sorely needed employment opportunities to your economy. Over the past decade, many large companies were shedding millions of jobs and shrinking, but the 1994 Inc. 500 generated close to 47,000 jobs and rang up more than 7 billion in sales by the end of 1993.

Inc. magazine recognizes the positive contribution each Inc. 500 company makes, both to its local business climate and to the overall health of your national economy. The substantive growth exemplified by your achievement is the result of a collective effort by you and each person within your company. Inc. applauds and admires you for your hard work and success.

I extend to you and your employees my heartfelt congratulations and wish you continued success in the future.

Cordially,

George Gendron
Editor-in-Chief

MERITUS
CONSULTING SERVICES

1899 Powers Ferry Road, Suite 205
Atlanta, GA 30339
Tel: 1 800 MERITUS

September 11, 1995

Mr. Jim Harrer
Mustang Software, Inc.
P.O. Box 2264
Bakersfield, CA 93303

Dear Jim,

I thought I would drop you a note of appreciation for Mustang Software's Wildcat BBS software. Four years ago our firm began as a joint venture between IBM and Coopers & Lybrand to provide management consulting services to the Fortune 100 manufacturing firms. We have been successfully growing with the help of your company's software.

Of our 75 professionals, only 4 to 5 may be in the office on any given day. The rest are at our clients' sites anywhere in the world. Prior to our installation of Wildcat, to try to share and distribute data among our far-flung employees we went through data communications schemes that included 3270 host (via the IBM network), token-ring, Netware / Ethernet, AS/400 and even LapLink. None of those options proved to be as successful as our Wildcat BBS system.

For over the past two years we have shared files and messages, allowed restricted access to our subcontractors, vendors and clients, and have also developed an internet post office so anyone can send a message to any Meritus consultant. The BBS and our voice mail system are the backbone of our operations. Our customers have been so impressed with the ease of use and functionality of our system that we've installed a Wildcat system for two of our major clients. And both installations were for companies that have huge data processing centers and connectivity resources. Because, best of all, the Wildcat BBS doesn't require a lot of technical support for maintenance. (I'm not only the systems director and staff, but also controller, financial planner and payroll manager.)

After hearing about your new Windows NT/95 product at *ONE BBSCON*, I think it's safe to say that we made the proper strategic selection for communications. Internet connectivity and standards will probably be more important in the future than we can now anticipate. While we have played with running remote LAN applications (Lotus Notes for example), at no time do we ever consider removing the universal access that Wildcat has given us.

Thanks for your products and your assistance in our profitability and productivity!

Robert Ulrich

A joint venture of
Coopers & Lybrand L.L.P. and IBM

SPECIAL ADVERTISING SECTION

PRODUCTIVITY UNBOUND

"The term groupware is a misnomer. Any tool that gives you access to another person is groupware."

CASE HISTORY:

COLORADO MEMORY SYSTEMS REACHES OUT TO CUSTOMERS

About five years ago, Managers at Colorado Memory Systems learned that success can be costly. The Loveland, Colorado computer-storage maker found its data backup systems shipping out the door faster than anyone had ever imagined.

That's when the customer calls for support started pouring in – hundreds of them – as well as requests for software updates and sales information.

Overwhelmed, the company looked for a solution that was cost effective and could meet its customer-service goals.

Company officials decided to set up an electronic-bulletin-board system using software from Mustang Software Inc., of Bakersfield, California.

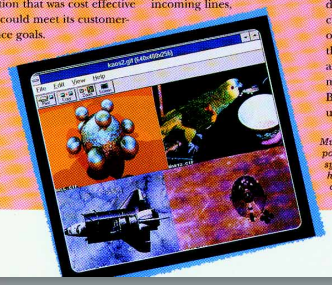
"We felt it was the best way to support our customer base," says Cheryl Ritter, who has been the BBS-systems operator, or "sysop," since its inception. Five years later, Ritter still feels that way. "I don't know how we'd live without it," she says.

From its humble beginning as a two-line system, today the Colorado Memory System's Wildcat! BBS is linked to 16 incoming lines,

answering some 5,000 customer inquiries weekly – 20 to 25 percent from overseas customers, according to Ritter's estimates.

"We run seven conferences on our bulletin board, including conferences for resellers, OEMs, and distributors, as well as one for end users. Each type of user is looking for different kinds of information," says Ritter.

Colorado Memory Systems also uses its Wildcat! BBS to distribute software updates to customers. And the company saves money because it doesn't need to have customer-service reps working odd shifts. Instead, inquiries that require a reply are answered first thing in the morning and posted on the BBS or e-mail via the Internet, usually within 24 hours.



Mustang Software's Wildcat! is a popular BBS, or bulletin-board system, that can field calls 24 hours a day with a minimum of cost and maintenance.

DELTA'S SKY MAGAZINE
APRIL 1995

S-9

WINDOWS

THE #1 RESOURCE FOR WINDOWS INFORMATION • MAGAZINE

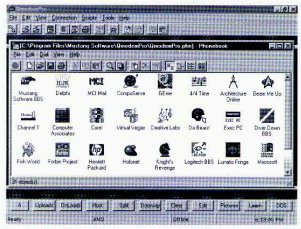
DECEMBER 1995

QmodemPro 2.0 for Windows 95 | WINLAB FIRST IMPRESSIONS

Comm App in Tune with Times

LET'S TURN BACK the clock and travel through the annals of personal computing for a moment or two. Think about the first time you got your old 8086 to hook up to a BBS or to swap files with a friend's PC. There's a good chance you used QmodemPro for your first cybersteps. QmodemPro has kept pace with the progress of PCs and it is once again – nearly a decade later – among the early offerings for Windows 95 communications. Shipped at the launch of Windows 95, QmodemPro is a full-featured communication program that rivals other popular comm choices such as Procomm Plus and Crosstalk. Like those two programs, QmodemPro offers something for everyone. It provides easy, point-and-click session launching for those who don't give a baud about how they get connected as long as they can hook up and sign on. Yet cybernauts who take pleasure in protocols will enjoy QmodemPro's more sophisticated features, such as its scripting.

Most of this version's enhancements are related to Windows 95. Befitting its new



QmodemPro displays the dialing entries as separate icons in its phonebook window. To initiate a connection, just double-click on one of the icons.

environment, QmodemPro is a 32-bit app, with support for multitasking and multithreading. Its multithreaded protocols make it possible for a comm session to continue – uploading or downloading files, for instance – while other Windows 95 applications are hard at work.

New, too, are MAPI links that work with your e-mail system to let you send messages directly from one of two other programs that come with QmodemPro – the Editor and the Viewer. By themselves, these two apps are handy for writing scripts or text messages, and for peeking inside picture files. The viewer can display .GIF, .BMP and JPEG files.

Also new and notable is QmodemPro's File List Clipboard. This feature, a variation on Windows' Clipboard, makes it easier to download files. As you pore through a BBS or online service, you won't have to keep track of filenames jotted on scraps of paper, and you're less likely to bungle a download because you mis-typed the name. With the File List Clipboard, you can simply highlight the filenames on your terminal screen while you're online and drag them to the list. When you're ready to download, a click on Send places the correct filenames on your session screen.

ONE AREA THAT has been left virtually intact from the previous version is QmodemPro's excellent dialing directory. When you click on the Phone icon button, a window opens with each phonebook dialing entry shown as an icon. Double-click on one of the icons and the dialing begins. To add an entry, select Edit/New from the phonebook's menu and fill in the connection information on the tabbed dialogs that follow. You can choose an icon to represent the new entry from QmodemPro's selection or one of your own.

QmodemPro will also import dialing directories from other comm programs, including Crosstalk and Procomm, or from a straight ASCII list. I popped a Procomm directory into QmodemPro with little more effort than pointing to it and saying "Do it." Any phonebook entry can be configured for a voice call rather than a data line link. When you use the icon to make a call, a new status box appears that shows the call's duration, gives you the option of hanging up, and logs the time and length of the call.

You can take advantage of QmodemPro's convenient dialing directory and its OLE 2.0 support to create shortcuts for specific connection setups. Just drag a phonebook entry's icon onto the Windows 95 desktop. When you want to connect to that service, you can just double-click on the shortcut. This way, you can easily initiate and complete the connection without having to worry about session settings – or even passwords if you include them in the setup. QmodemPro has added TAPI support and can encrypt passwords using the MD5 algorithm (Message Digest Algorithm) if the host also supports that encryption scheme.

Given its history and the current state of its art, you get the feeling that QmodemPro will be around for a while. In fact, I wouldn't be surprised if it turned up as the first comm program for Windows 2001.

– Rich Castagna

INFO FILE

QmodemPro 2.0 for Windows 95
Price: $129, upgrade, $69
In Brief: QmodemPro is a solid Windows 95 communications package that's appropriate for both novice and veteran communicators.
Disk Space: 7 MB
System Resources: NA
RAM: 4 MB (8 MB recommended)
Mustang Software
800-999-9619, 805-873-2500

MSI MUSTANG SOFTWARE INC.

Connecting The World™

Mustang Software, Inc.
6200 Lake Ming Road
Bakersfield, CA 93306
Phone: 805-873-2500
FAX: 805-873-2599
BBS: 805-873-2400
Internet http://www.mustang.com

Special Report
Ted Stevenson

September 12, 1995

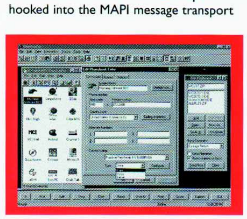
PC MAGAZINE

NEW SOFTWARE FOR NEW WINDOWS

QmodemPro for Windows 95

Mustang Software (800-999-9619, 805-873-2500) has developed QmodemPro for Windows 95 so aggressively that the company plans to ship it on nearly the same day that Microsoft ships Win 95 itself (list price, $129).

Mustang's developers kept Qmodem's excellent capacity for handling .BMP, .GIF, and JPEG images while integrating full OLE 2.0 drag-and-drop and other Foundation Class front-end features. The right mouse button delivers useful and diverse menus on different screens. The developers also hooked into the MAPI message transport so you can download files and then automatically send them directly across the local network to MAPI-enabled applications–including Mircosoft Exchange.



The program has many dialing options. It works through TAPI, taking advantage of the Win 95 32-bit communications services, but you can address the serial ports directly. The dialer can automatically send credit card information and handle international calls. The company will also deliver nearly 40 terminal emulators in the package.

Other noteworthy features include the ability to search the scrollback buffer for specific text strings and a full uninstall option. Whether you're dialing BBS systems, connecting to mainframes, or telnetting to the Internet, QmodemPro for Windows 95 has excellent power and flexibility.

MSI MUSTANG SOFTWARE INC.

Mustang Software, Inc.
6200 Lake Ming Road,
Bakersfield, CA 93306
Sales: 800-999-9619
BBS: 805-873-2400
Fax: 805-873-2599

PC WEEK

Peter Coffee

PC WEEK • FEBRUARY 20, 1995

Soft Talk

BBS packages wield powerful OS features

IT SAYS RIGHT HERE THAT "AN OPERATING SYSTEM EXPLOITS THE HARDWARE RESOURCES OF ONE OR MORE PROCESSORS TO PROVIDE A SET OF SERVICES TO SYSTEM USERS. THE OPERating system also manages secondary and input/output devices on behalf of its users." Bearing in mind this definition, from William Stallings' textbook on the subject, I suggest that one of the least-appreciated categories of operating system is the electronic bulletin board.

A BBS (bulletin board system) has all the features that we expect from an operating system. A BBS virtualizes hardware. The user who dials into an electronic bulletin board has no idea whether he's using an X86, an Alpha, or a PowerPC. A BBS manages resources, with typical parameters including user limits on session duration and disk space. A BBS ensures security, with varying levels of privileges; a state-of-the-art BBS, such as Mustang Software Inc.'s Wildcat 4, can even enhance security by querying the user at random moments for personal information such as his or her birth date.

It seems that the BBS is being overlooked in the rush to the Internet and the World-Wide Web.

With all the talk about decentralizing the workplace and making enterprises more accessible to customers, it seems that the BBS is being overlooked in the rush to the Internet and the World-Wide Web. The Plain Old Telephone System is a network of pervasive reach and almost boring reliability, and a PC capable of running a full-featured BBS is not a major investment. BBS products such as Wildcat can also support connections via LAN or WAN, with many configured for both internal and external users.

And a BBS is now more than just a passive medium. More than just a place to post files and exchange personal messages, BBSs can now deploy applications through extensions such as Mustang's wcCODE (Wildcat Custom Online Development Engine).

The wcCODE package uses a dialect of BASIC, managed through a nicely designed integrated development environment not unlike Microsoft's QuickBASIC. The wcCODE dialect is obviously tuned to the needs of composing interactive communications, with intrinsic functions such as ACTIVITYLOG (for updating one of Wildcat's databases) and ANSIDETECTED (for reporting whether a user's terminal has ANSI terminal capabilities for screen colors and cursor positioning).

But wcCODE is not just a BBS macro language; it has all the features, such as 32K-byte string and 48-bit real-number data types, to write real applications. You can write readable, well-abstracted code, using forward declarations to tell the wcCODE compiler that you're going to define a function later instead of being forced to put all your subroutines and functions at the beginning. You can access any other program on your DOS host machine, passing it a command string assembled on the fly.

I guess it's obvious that I'm impressed by Wildcat. It installs with ease, with its numerous configuration screens all supported by field-level context-sensitive help. Wildcat gives plain English descriptions of why you should care about any given parameter out of its numerous settings for user interaction, security, disk, and communications management.

Wildcat in particular, and BBS software in general, lets you concentrate on what you want to offer users rather than wrestling with how to make the thing work. Think about what a BBS could do for you.

PETER COFFEE CAN BE REACHED VIA MCI MAIL AT 357-1756 OR ON COMPUSERVE AT 72631,113.

MSI MUSTANG SOFTWARE INC.

Mustang Software, Inc.
6200 Lake Ming Road,
Bakersfield, CA 93306
Sales: 800-999-9619
BBS: 805-873-2400
Fax: 805-873-2599

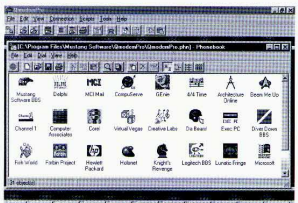
WINDOWS
THE #1 RESOURCE FOR WINDOWS INFORMATION • MAGAZINE
DECEMBER 1995

QmodemPro 2.0 for Windows 95 | WINLAB FIRST IMPRESSIONS

Comm App in Tune with Times

LET'S TURN BACK the clock and travel through the annals of personal computing for a moment or two. Think about the first time you got your old 8086 to hook up to a BBS or to swap files with a friend's PC. There's a good chance you used QmodemPro for your first cybersteps. QmodemPro has kept pace with the progress of PCs and it is once again – nearly a decade later – among the early offerings for Windows 95 communications. Shipped at the launch of Windows 95, QmodemPro is a full-featured communication program that rivals other popular comm choices such as Procomm Plus and Crosstalk. Like those two programs, QmodemPro offers something for everyone. It provides easy, point-and-click session launching for those who don't give a baud about how they get connected as long as they can hook up and sign on. Yet cybernauts who take pleasure in protocols will enjoy QmodemPro's more sophisticated features, such as its scripting.

Most of this version's enhancements are related to Windows 95. Befitting its new



QmodemPro displays the dialing entries as separate icons in its phonebook window. To initiate a connection, just double-click on one of the icons.

environment, QmodemPro is a 32-bit app, with support for multitasking and multithreading. Its multithreaded protocols make it possible for a comm session to continue – uploading or downloading files, for instance – while other Windows 95 applications are hard at work.

New, too, are MAPI links that work with your e-mail system to let you send messages directly from one of two other programs that come with QmodemPro – the Editor and the Viewer. By themselves, these two apps are handy for writing scripts or text messages, and for peeking inside picture files. The viewer can display .GIF, .BMP and JPEG files.

Also new and notable is QmodemPro's File List Clipboard. This feature, a variation on Windows' Clipboard, makes it easier to download files. As you pore through a BBS or online service, you won't have to keep track of filenames jotted on scraps of paper, and you're less likely to bungle a download because you mis-typed the name. With the File List Clipboard, you can simply highlight the filenames on your terminal screen while you're online and drag them to the list. When you're ready to download, a click on Send places the correct filenames on your session screen.

ONE AREA THAT has been left virtually intact from the previous version is QmodemPro's excellent dialing directory. When you click on the Phone icon button, a window opens with each phonebook dialing entry shown as an icon. Double-click on one of the icons and the dialing begins. To add an entry, select Edit/New from the phonebook's menu and fill in the connection information on the tabbed dialogs that follow. You can choose an icon to represent the new entry from QmodemPro's selection or one of your own.

QmodemPro will also import dialing directories from other comm programs, including Crosstalk and Procomm, or from a straight ASCII list. I popped a Procomm directory into QmodemPro with little more effort than pointing to it and saying "Do it." Any phonebook entry can be configured for a voice call rather than a data line link. When you use the icon to make a call, a new status box appears that shows the call's duration, gives you the option of hanging up, and logs the time and length of the call.

You can take advantage of QmodemPro's convenient dialing directory and its OLE 2.0 support to create shortcuts for specific connection setups. Just drag a phonebook entry's icon onto the Windows 95 desktop. When you want to connect to that service, you can just double-click on the shortcut. This way, you can easily initiate and complete the connection without having to worry about session settings – or even passwords if you include them in the setup. QmodemPro has added TAPI support and can encrypt passwords using the MD5 algorithm (Message Digest Algorithm) if the host also supports that encryption scheme.

Given its history and the current state of its art, you get the feeling that QmodemPro will be around for a while. In fact, I wouldn't be surprised if it turned up as the first comm program for Windows 2001.

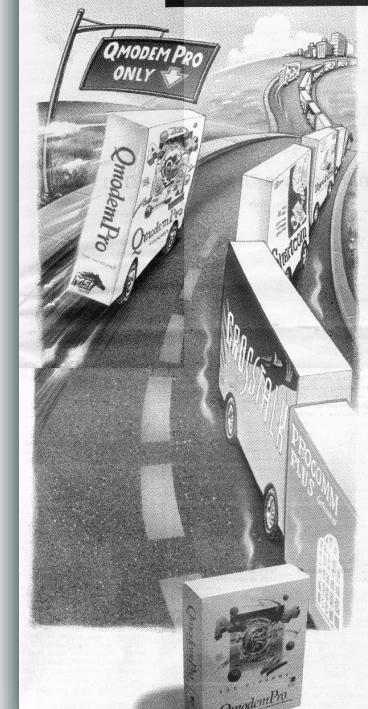
– Rich Castagna

INFO FILE

QmodemPro 2.0 for Windows 95
Price: $129; upgrade, $69
In Brief: QmodemPro is a solid Windows 95 communications package that's appropriate for both novice and veteran communicators.
Disk Space: 7 MB
System Resources: NA
RAM: 4 MB (8 MB recommended)
Mustang Software
800-999-9619, 805-873-2500

MUSTANG SOFTWARE INC.
Connecting The World™
Mustang Software, Inc.
6200 Lake Ming Road
Bakersfield, CA 93306
Phone: 805-873-2500
FAX: 805-873-2599
BBS: 805-873-2400
Internet: http://www.mustang.com

Think Of It As The Fast Lane On The Information Superhighway.



QmodemPro for Windows by Mustang Software zooms past the competition. With no roadblocks in sight. This feature-filled, power-packed communications software makes it easy for Windows users to dial into BBS systems. It's the first program to support both data and fax communications from a single phonebook. With a modem that supports adaptive answering, you can receive both fax and data calls while in Host Mode, a limited-feature BBS program that lets you set up your PC to receive incoming modem calls. You can also send a fax directly from any Windows application using the QmodemPro for Windows printer driver. It's easy. It's all in one integrated package. And it's available now.

QmodemPro for Windows is the first Windows product to support RIPscrip graphics, so you can plug into the thousands of BBSes offering graphics and full mouse support online. It also has more than 30 of the most popular terminal emulations, 10 built-in file transfer protocols including Zmodem, CIS B+ and Kermit, plus up to 40 programmable macro buttons. QmodemPro for Windows also lets you associate icons to each entry in your dialing directory, so you can create a true Windows phonebook. Each phonebook entry tracks up to 5 numbers, and groups of entries can be saved and dialed.

With QmodemPro for Windows, file transfers are made easy with features like drag-and-drop uploads from the Windows File Manager and live .GIF file viewing during downloads. The built-in .GIF viewer lets you zoom .GIF and .BMP files, or mark and copy portions of the picture to the Windows clipboard. You can put the Windows multitasking environment to work: use it to transfer files in the background while you work in your word processor or spreadsheet applications, or get in a few quick games of Solitaire. No other communications software does Windows like QmodemPro.

QmodemPro's new script language, SLIQ, gives you unparalleled power, speed and flexibility. With the AutoLearn feature, you can let QmodemPro record your scripts automatically without having to learn how to program. SLIQ scripts are compiled for fast, secure operation, plus we include a powerful script debugger and text editor.

QmodemPro for Windows also supports sound cards, so you can play your favorite .WAV file automatically when you connect to a BBS, and during other events like a successful fax transmission.

Whether you're a BBS beginner or a seasoned modem user, you'll find QmodemPro for Windows to be a flexible, easy-to-use communications tool, with twice as many features as competitive products. And at a better price: only $99 retail. (DOS version also available)

If you want to get on the information superhighway, don't get stuck in the slow lane. Move ahead fast with QmodemPro for Windows by Mustang Software.

Available Now At Software, Etc., CompUSA And Finer Software Retailers Nationwide.

Call Today 800-208-0614

MUSTANG SOFTWARE, INC. *Connecting The World In '94*

1,250,000 Shares

MUSTANG SOFTWARE INC.

MUSTANG SOFTWARE, INC.

Common Stock

Mustang Software, Inc. ("Mustang" or the "Company") hereby offers 1,250,000 shares of Common Stock. Prior to this offering, there has been no public market for the Company's Common Stock. See "Underwriting" for factors considered in determining the initial public offering price.

The Company's Common Stock has been approved for inclusion on the Nasdaq National Market upon commencement of this offering.

The Common Stock offered hereby involves a high degree of risk. See "Risk Factors."

THESE SECURITIES HAVE NOT BEEN APPROVED OR DISAPPROVED BY THE SECURITIES AND EXCHANGE COMMISSION OR ANY STATE SECURITIES COMMISSION NOR HAS THE COMMISSION OR ANY SUCH STATE SECURITIES COMMISSION PASSED UPON THE ACCURACY OR ADEQUACY OF THIS PROSPECTUS. ANY REPRESENTATION TO THE CONTRARY IS A CRIMINAL OFFENSE.

	Price to Public	Underwriting Discounts and Commissions(1)	Proceeds to Company(2)
Per Share	$6.50	$.585	$5.915
Total(3)	$8,125,000	$731,250	$7,393,750

(1) Excludes a non-accountable expense allowance payable to Cruttenden Roth Incorporated, the representative (the "Representative") of the several Underwriters, and the value of warrants to purchase up to 125,000 shares of Common Stock (the "Representative's Warrants"). The Company has agreed to indemnify the Underwriters against certain liabilities under the Securities Act of 1933, as amended (the "Securities Act"). See "Underwriting."

(2) Before deducting expenses payable by the Company, estimated to be $770,000, including the Representative's non-accountable expense allowance.

(3) Certain shareholders of the Company (the "Selling Shareholders") have granted the Underwriters a 45-day option to purchase up to 187,500 additional shares on the same terms and conditions as set forth above solely to cover over-allotments, if any. If all such shares are purchased, the total Price to Public, Underwriting Discounts and Commissions and Proceeds to the Selling Shareholders will be $9,343,750, $840,938 and $1,109,063, respectively. See "Principal and Selling Shareholders" and "Underwriting." The Company will not receive any portion of the proceeds from the sale of shares by the Selling Shareholders.

The shares of Common Stock are being offered severally by the Underwriters subject to prior sale, when, as and if delivered to and accepted by the Underwriters and certain other conditions. The Underwriters reserve the right to reject any order in whole or in part and to withdraw, cancel or modify the offer without notice. It is expected that delivery of the shares will be made at the offices of Cruttenden Roth Incorporated, Irvine, California, on or about April 12, 1995.

CRUTTENDEN ROTH INCORPORATED

The date of this Prospectus is April 5, 1995

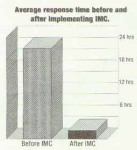
Don Leonard
Chief Financial Officer

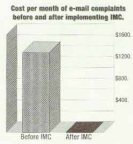
MUSTANG SOFTWARE, INC.

Corporate Headquarters: 6200 Lake Ming Road, Bakersfield, California, 93306
Telephone: (805) 873-2500 ext. 3000 Facsimile: (805) 873-2674
http://www.mustang.com E-mail: don.leonard@mustang.com

Internet Message Center

Producing a positive impact on our bottom line!





Mustang Software had a problem dealing with the ever-increasing burden of e-mail the company received. As more and more of our customers began to choose e-mail as the preferred medium to communicate with us, we had no way to quantify production or grade the efficiency of our employees. It was almost impossible to pinpoint how many messages we were receiving and how much time we spent answering those messages. **Our management team had no way to monitor the traffic levels**, so they were not able to allocate their resources effectively. In fact, their first evidence that there was a problem was when a customer complaint landed on the CEO's desk. **We were spending almost $1,500 per month just to research complaints** from customers who did not receive a timely response to their original message. ***That's around $73.51 cost per complaint.*** Plus, if you factor in the cost of lost sales, the losses could be higher by one or two orders of magnitude.

The lack of accountability and monitoring compounded the problem as there was no way to tell if an employee was letting difficult-to-answer messages just sit in their inbox, or even worse, deleting them. The only people that would know about it were the employee and the customer that sent the message.

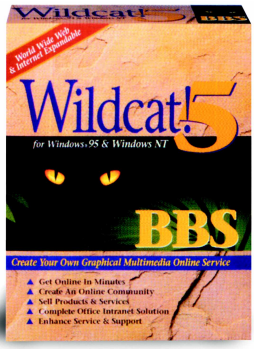
Additionally, **we had to dedicate valuable employees** to manually sort through all the messages generated by forms or links on our Web site and forward them to the appropriate personnel. **This just added to the response time, costing us more money and further aggravating customers** who were anxiously waiting for their reply.

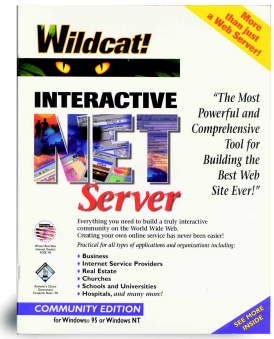
We developed Internet Message Center (IMC) to solve all of these problems. Our management team now has the tools it needs to manage the flow of e-mail from our customers and prospects. Our average response time was estimated to be one or two days before we implemented IMC, but since then, it has dropped to a little less than two hours. We were spending an estimated $6.86 to answer each message before IMC, but that has now dropped to about $4.27—a savings of almost 40%! And finally, our CEO no longer has complaints from angry customers who want to know why their e-mail isn't being answered.

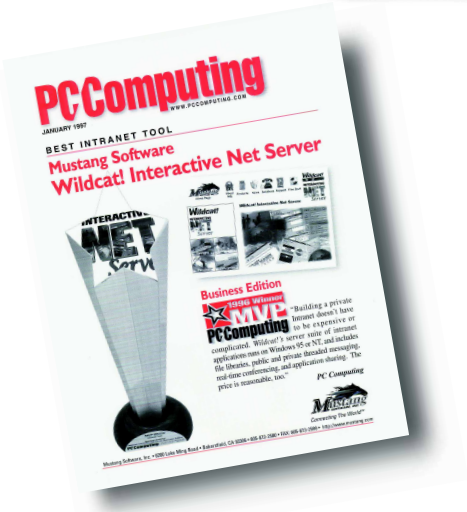
So, from my point of view, **IMC makes sense.** In fact, **we saved more than the $1,500 MSRP in our first month** of operation. IMC is having a positive impact on our bottom line, and I'm confident that it can do the same for your business too!

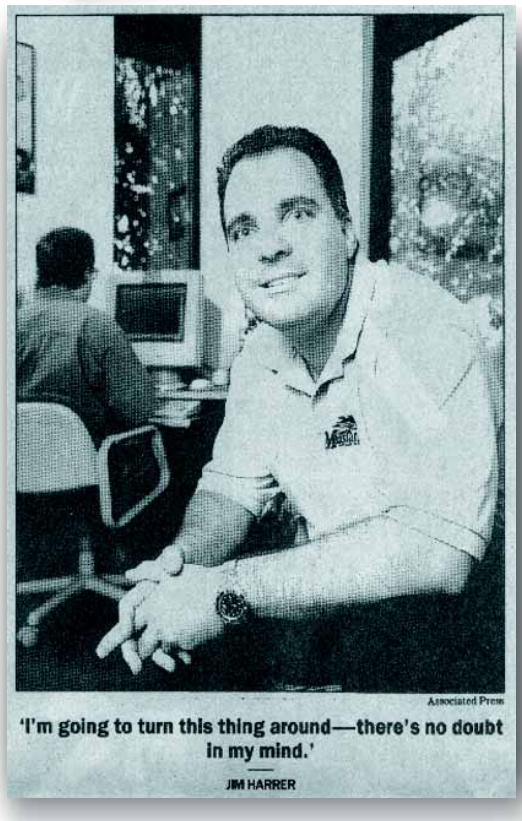
Sincerely Yours,

Don Leonard, CPA
Chief Financial Officer
Mustang Software, Inc.









1996

- Wildcat! 5.0 released. First native 32-bit Windows NT BBS, complete with Internet support.
- Mustang staff host the fourth Wildcat! BBS sysop conference, wrapping up with a gala "Evening Under the Stars" at Mustang's Rio Bravo campus east of Bakersfield.
- Wildcat! Interactive Net Server wins PC Computing magazine's MVP award for best intranet tool.
- QmodemPro for Windows version 2.0 wins Win 100 software award.
- Mustang Software, Inc. completes its Initial Public Offering, and becomes a publicly traded company (NASDAQ: MSTG).

IMC
INTERNET MESSAGE CENTER

- Daniel Cooper joins the Mustang team as VP of Marketing.
- Declining market for BBS applications forces staff cuts at Mustang. Over the coming months, most of Mustang's competitors in the BBS market closed their doors or moved on to other projects.

"I just liked the commitment, everyone was very open and honest, had no problems saying what they thought was right and wrong and what they believed." -Chris Rechtsteiner

1997

Chris Rechtsteiner joins Mustang as Executive Vice President.

The first release of Web Essentials ListCaster, a mailing list server for Windows NT.

The first release of Internet Message Center (now Mustang Message Center).

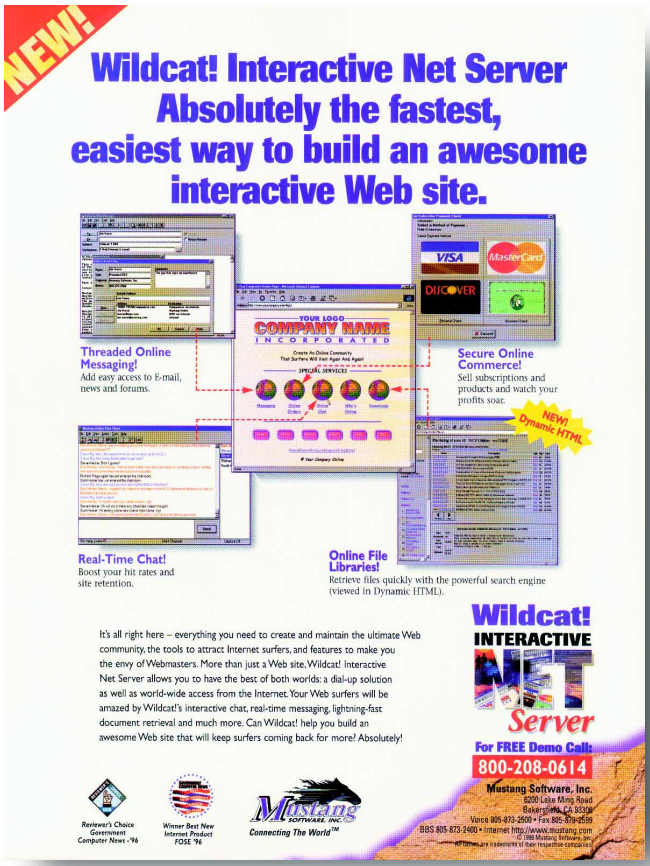
MUSTANG'S WEB ESSENTIALS ListCaster LIST SERVER WITH SMTP/POP3

Internet Message Center wins Call Center Magazine – Product of the Year for 1997.

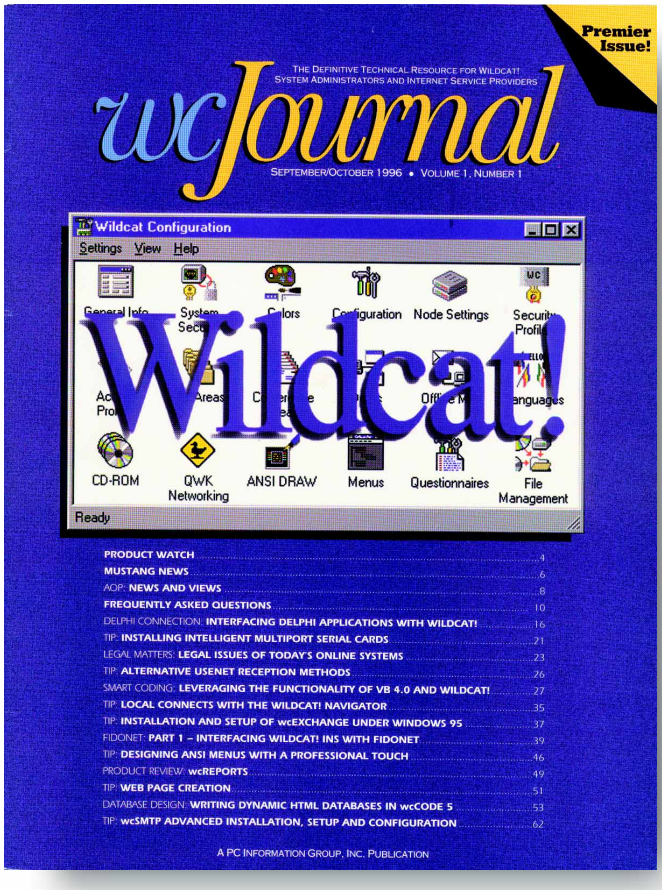
Internet Message Center wins PC Magazine – 1997 Technical Excellence Award Finalist (11/97).

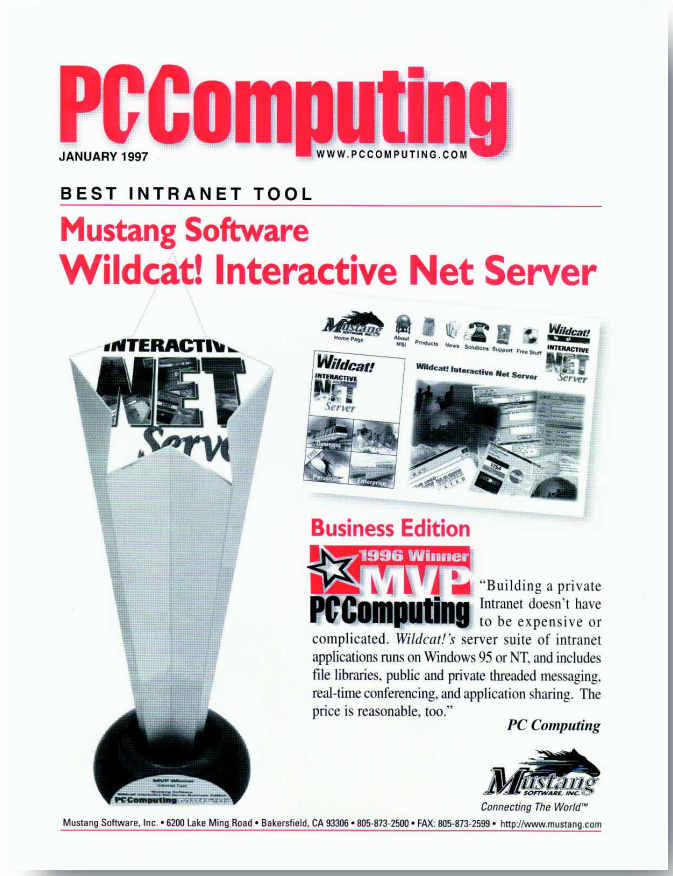
Internet Message Center wins Computer Telephony – Product of the Year 1997 Award (12/97).

Customer Support Management Magazine – Gold Best in Class - 1999 Users Choice Award
Network World – Blue Ribbon Award (4/99)
Call Center News Service – Editor's Choice Award (3/99)
Computer Telephony – Judge's Pick Award for CT Expo Spring '99 (3/99)
Call Center Solutions – Best of Show CTI Expo Fall 98 (1/99)
CTI Magazine – Best of Show CTI Expo Fall 98 (1/99)
Internet Telephony – Best of Show CTI Expo Fall 98 (1/99)
ISP Today – Product of the Year 1998 (1/99)
CTI Magazine – Product of the Year 1998 (12/98)
Call Center Solutions – Product of the Year 1998 (12/98)
Customer Support Management – Best of Show ICCM 98 (12/98)
Call Center News Service – Best of Show ICCM 98 (12/98)
Computer Telephony – Best of Show CT Expo 98 (4/98)
Telemarketing & Call Center Solutions – Editor's Choice Award (3/98)
Call Center Magazine – Product of the Year 1997 (2/98)
CTI Magazine – Product of the Year 1997 (2/98)
Internet Telephony – Editor's Choice Award 1998
Computer Telephony – Product of the Year 1997 Award (12/97)
PC Magazine – 1997 Technical Excellence Award Finalist (11/97)


NEW!
Wildcat! Interactive Net Server
Absolutely the fastest, easiest way to build an awesome interactive Web site.
Threaded Online Messaging!
Add easy access to E-mail, news and forums.
Secure Online Commerce!
Sell subscriptions and products and watch your profits soar.
NEW! Dynamic HTML
Real-Time Chat!
Boost your hit rates and site retention.
Online File Libraries!
Retrieve files quickly with the powerful search engine (viewed in Dynamic HTML).
It's all right here – everything you need to create and maintain the ultimate Web community, the tools to attract Internet surfers, and features to make you the envy of Webmasters. More than just a Web site, Wildcat! Interactive Net Server allows you to have the best of both worlds: a dial-up solution as well as world-wide access from the Internet. Your Web surfers will be amazed by Wildcat!'s interactive chat, real-time messaging, lightning-fast document retrieval and much more. Can Wildcat! help you build an awesome Web site that will keep surfers coming back for more? Absolutely!
Wildcat! INTERACTIVE NET Server
For FREE Demo Call:
800-208-0614
Mustang Software, Inc.
6200 Lake Ming Road
Bakersfield, CA 93306
Voice 805-873-2500 • Fax 805-873-2599
BBS 805-873-2400 • Internet http://www.mustang.com
Reviewer's Choice Government Computer News '96
Winner Best New Internet Product FOSE '96
Mustang SOFTWARE, INC.
Connecting The World™

BBS Popularity Contest • WebTV? • More Hypermedia
BBS
THE BULLETIN BOARD SERVICES MAGAZINE
January 1996
US $3.95
Canada $4.95
70992-35460
Qmodempro.windows95
PC Qommunication
by
mustang
More!
• Netted BBSs
• Dial-up BBSs
• Expert Tips
Constructive Surfing: Oxymoron no more
Computer Horror Stories? Cry to Lazlow/win a prize


Premier Issue!
THE DEFINITIVE TECHNICAL RESOURCE FOR WILDCAT! SYSTEM ADMINISTRATORS AND INTERNET SERVICE PROVIDERS
wcJournal
SEPTEMBER/OCTOBER 1996 • VOLUME 1, NUMBER 1
Wildcat Configuration
Settings View Help
Wildcat!
CD-ROM
QWK Networking
ANSI DRAW
Menus
Questionnaires
File Management
Ready
PRODUCT WATCH 4
MUSTANG NEWS 6
AOP: NEWS AND VIEWS 8
FREQUENTLY ASKED QUESTIONS 10
DELPHI CONNECTION: INTERFACING DELPHI APPLICATIONS WITH WILDCAT! 16
TIP: INSTALLING INTELLIGENT MULTIPORT SERIAL CARDS 21
LEGAL MATTERS: LEGAL ISSUES OF TODAY'S ONLINE SYSTEMS 23
TIP: ALTERNATIVE USENET RECEPTION METHODS 26
SMART CODING: LEVERAGING THE FUNCTIONALITY OF VB 4.0 AND WILDCAT! 27
TIP: LOCAL CONNECTS WITH THE WILDCAT! NAVIGATOR 35
TIP: INSTALLATION AND SETUP OF wcEXCHANGE UNDER WINDOWS 95 37
FIDONET: PART 1 – INTERFACING WILDCAT! INS WITH FIDONET 39
TIP: DESIGNING ANSI MENUS WITH A PROFESSIONAL TOUCH 46
PRODUCT REVIEW: wcREPORTS 49
TIP: WEB PAGE CREATION 51
DATABASE DESIGN: WRITING DYNAMIC HTML DATABASES IN wcCODE 5 53
TIP: wcSMTP ADVANCED INSTALLATION, SETUP AND CONFIGURATION 62
A PC INFORMATION GROUP, INC. PUBLICATION


PCComputing
JANUARY 1997
WWW.PCCOMPUTING.COM
BEST INTRANET TOOL
Mustang Software
Wildcat! Interactive Net Server
Business Edition
1996 Winner
MVP
PCComputing
"Building a private Intranet doesn't have to be expensive or complicated. Wildcat!'s server suite of intranet applications runs on Windows 95 or NT, and includes file libraries, public and private threaded messaging, real-time conferencing, and application sharing. The price is reasonable, too."
PC Computing
Mustang SOFTWARE, INC.
Connecting The World™
Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306 • 805-873-2500 • FAX: 805-873-2599 • http://www.mustang.com

FOCUS ON I-COMMERCE

INFOWORLD

October 6, 1997 Vol. 19, Issue 40

Internet mail-management software

Mustang product routes and tracks incoming messages

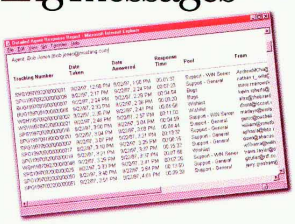
By Patrick Marshall

The best inventions are those that—like the paper clip—offer simple solutions to common problems. Count Mustang Software's Internet Message Center (IMC) 1.0, Business Edition, among that elite group.

The problem IMC solves is one faced by a growing number of sales- and service-oriented companies: routing "blind" e-mail messages to the right people.

Say you've got a Web site or advertisement that invites potential customers to contact your company via e-mail. So you create a mailbox for, say, sales@abc.com to receive the mail. Now how do you manage the hundreds of incoming messages and get them to whichever member of your sales staff is ready to jump on the lead?

Until now, the only partial answer has been to use the scripting and rules capabilities in Microsoft Exchange Server, cc:Mail, or Lotus Notes to scan the text of incoming messages and, depending on the content, forward the message to a specific individual. This solution, however, is tough to implement and generally results in a lot of misdirected mail.



I found Mustang's solution to be simpler and more elegant. It took me only a few minutes using IMC's administration module to set up a pool account to receive incoming messages. Then I created user accounts for each of my imaginary sales staff. All that's involved in creating user accounts is to specify the user's name, password, and e-mail address. Finally, I installed the client agent on each of the user's workstations.

Once the agent is launched on a user's workstation, all they need to do is click on the Get button to let the IMC server know that they're ready to receive a message. The next message in the queue will then be routed to the user's e-mail address (users can employ any POP3 e-mail client). Users get messages one at a time, so their inboxes don't fill up faster than they can handle them.

Once the message has been received, the user can respond to the sender or forward it to someone else for action.

Because staff members don't receive messages unless they indicate to the IMC client that they're available, messages won't pile up in someone's inbox while they're out to lunch or on vacation.

You can also create multiple message pools and have IMC route incoming messages to pools based on the contents of their subject lines. You might, for example, have one pool for sales-related messages and another for support.

HOT

THE BOTTOM LINE

Internet Message Center 1.0, Business Edition

Mustang's Internet Message Center (IMC) offers an easy-to-implement solution to the problem of routing "blind" incoming Internet mail. The IMC server collects incoming mail into pools and directs it to available staff, all the while keeping tabs on message flow.

Pros: Very easy to set up and administer; good message-tracking features.

Cons: Limited to Windows 95 and Windows NT for servers and clients. Platforms: Windows 95, Windows NT 3.51 or later.

COLD

NetworkWorld Fusion

www.nwfusion.com

The Web Site for Network IS Professionals

For more info:

Contact Senior Writer Paul McNamara
pmcnamara@nww.com
IMC Overview on Mustang Online
http://www.mustang.com/imc/

Mustang takes aim at 'alias e-mail'

Software helps companies sort and reply to messages

By Paul McNamara
August 12, 1997

Bakersfield, Calif. - If you send e-mail to many corporate alias addresses, for example, support@company.com or webmaster@company.com, don't hold your breath waiting for a useful response.

Mustang Software, Inc. of Bakersfield, Calif., is among a growing number of vendors addressing this challenge of how to route, answer and monitor the ever increasing volume of alias e-mail flowing into corporate and commercial Web sites. Mustang's Internet Message Center (IMC), which is client/server software that runs on top of an existing e-mail system, recently entered public beta.

IMC INTERNET MESSAGE CENTER

Analysts and customers predicted IMC will prove a welcome addition in those shops struggling to handle large volumes of Internet e-mail.

IMC Server assigns each incoming message a tracking number, issues an immediate acknowledgement of receipt to the sender, and then funnels the messages into predefined pools within its own ODBC-compliant database. Employees with IMC Agent software on their workstations request the messages one at a time, write responses and send them back through IMC Server and the company's e-mail system.

IMC Server creates detailed reports that allow managers to identify e-mail bottlenecks, track reply times and monitor the overall efficiency of the employees who do the answering.

IMC's server component runs on Microsoft Corp.'s NT Server 3.51 or higher and Windows 95, and requires a Simple Mail Transfer Protocol/Post Office Protocol 3 mail server. The client software, IMC Agent, runs on the same platforms and requires a POP3 mail client such as Microsoft Outlook or Netscape Mail.

"It looks like a great tool for companies (looking) to respond to their customers and prospective customers, as well as monitor how well the company's doing in responding to those people," said Mark Levitt, an analyst at International Data Group in Framingham, Mass.

Dell Computer Corp., based in Round Rock, Texas, is one such company.

"You do more than $3 million worth of sales a day over the 'Net and it tends to generate a lot of messages," said Kerry Harrison, an Internet development specialist at Dell. A lot in this case means up to 20,000 e-mails a day that are not addressed to a specific person.

IMC is "a pretty impressive set of technologies," Harrison said, adding that the report functions "would be very valuable."

Expected to ship Sept. 1, Internet Message Center will cost $1,500 per server.

Mustang: (805) 873-2500.

Mustang SOFTWARE, INC. Connecting The World™

Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306 • 805-873-2500 • FAX 805 873 2599 • http://www.mustang.com

PCComputing

JANUARY 1996

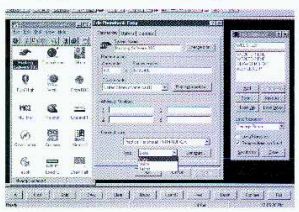
COMMUNICATIONS SOFTWARE

QmodemPro

There are lots of files online that you can download for free, but only if you have the right communications software. For fast, easy file downloads, you'll want a full-featured program like Mustang Software's QmodemPro for Windows 95.

QmodemPro includes a graphical phone book to organize all your frequently accessed BBS numbers. A telnet client lets you log in and control another computer, and you can automate tasks by building macros with the included (but complex) script language. QmodemPro supports twice as many transfer protocols as Windows 95's built-in HyperTerminal utility.

Mustang has added support for a variety of application program interfaces (APIs). Support for the telephony API (TAPI) lets you share information with other TAPI applications, such as Microsoft's Exchange Fax. Support for the Messaging API (MAPI) lets you share messages with other MAPI applications, such as Lotus's cc:Mail.



The graphics viewer lets you see graphics while they're being received. It also lets you read BMP, GIF, and JPEG files, and includes image-editing tools such as zoom and crop.

If you connect to a BBS only once or twice a year, you can get by with Windows 95's HyperTerminal. If you're online more regularly, get QmodemPro.

RICH SCHWERIN

FILEBOX

QmodemPro

Pros: Built-in phone book, graphics viewer.

Cons: Powerful but cryptic script language.

Verdict: A first-class communications program for Windows 95.

$99. Est. street price
Mustang Software
(800) 999-9619, (805) 873-2500,
http://www.mustang.com
Reader service No. 825

Mustang Software, Inc.
6200 Lake Ming Road
Bakersfield, CA 93306
Phone: 805-873-2500
FAX: 805-873-2599
BBS: 805-873-2400
Internet http://www.mustang.com

Mustang SOFTWARE INC. Connecting The World™

CMP

Computer Reseller News

For Providers of Technology and Information Solutions

http://www.crn.com

733 • February 17, 1997

Cover Illustration by Paul Watson

internetreseller

THIS MONTH'S ISSUE

Net Server Market Diversifies

by todd krieger

Now that the Internet has exploded into mass consciousness and intranets have begun to proliferate corporate culture, VARs are exploring the server offerings available for tapping the hottest and most volatile segment of information technology—Web servers.

While reports from U.K.-based research firm Netcraft Ltd. (www.netcraft.com/survey) show that the Apache Web server is the most actively deployed server, both Netscape Communications Corp. and Microsoft Corp. products continue to make great headway in garnering market share. Additionally, with the Internet being used for everything from inventory control to regional messaging, there are more openings for smaller outfits such as Bakersfield, Calif.-based Mustang Software Inc., which recently rolled out the Wildcat Interactive Net (WIN) Server.

VARs' main concern is which server solution will best integrate into their clients' existing infrastructures.

"The key is how to integrate the back end with my accounting, my communications, my file structure. How can I leverage my existing investment?" said Mike Anderson, director of strategic relations at Stamford, Conn.-based integrator USConnect.

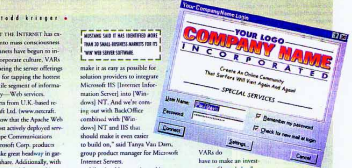
Developers such as Microsoft, Novell Inc. and IBM Corp. subsidiary Lotus Development Corp. already have large installed bases, Anderson said. Newer companies, such as Netscape, do not have this edge, he noted.

Many developers are courting channel goodwill, resellers said.

For example, Redmond, Wash.-based Microsoft offers rapid turnaround for shipping product, said Cliff Blake, president and chief executive of St. Louis-based VAR Net-Tec. Moreover, Microsoft has strived to make integration almost an afterthought.

"We try to

vendors pit branded product against new offerings that appeal to smaller clients



VARs do have to make an investment of knowledge.

This is crucial, as Netscape's diverse server offerings, which range from the all-inclusive SuiteSpot to the country-specific Certificate Server, require a base of knowledge if they are to be presented as a solution.

There is room for even more diversification. This is where a smaller vendor like Mustang can make its play. Building on its successful BBS, Mustang is finding that WIN Server, which allows for direct dial-up support and threaded messaging, is succeeding with smaller professional organizations, including churches and medical schools.

"We've identified 52 different markets," said Jim Harter, Mustang president and chief executive.

It remains the VAR's task to guide clients to the best-suited solution.

"Companies are in a hurry to integrate, driven by customers, driven by employees, and by their own business needs," said Dara Syverra Wren's Dreyfuss. "It is our responsibility to articulate the differences and features . . . that work best."

TODD KRIEGER is a free-lance writer based in San Francisco

TIPS OF THE TRADE

- Established vendors like Microsoft and Lotus are refining EXISTING channel programs for servers.
- Newer players including Netscape may find a hearing in UNDERPENETRATED segments, such as small businesses.

January 6, 1997 • Volume 19, Issue 1 • Founded in 1978

INFOWORLD

The Voice of Client/Server in the Enterprise

The Internet in the Enterprise

▶ Integrated Web server software

Back to the future: Intranets meet Wildcat! BBS

By Howard Millman

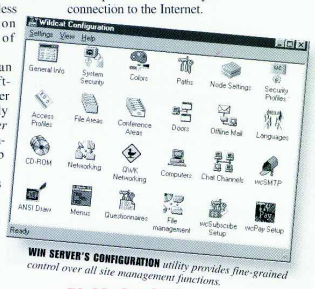
Long before the word "intranet" entered our vocabulary, thousands of character-based BBSes existed, some so small they got by with just one telephone line. Although primitive in comparison to today's graphical and content-rich Web sites, those old-time bulletin boards nevertheless managed to deliver e-mail, discussion forums, and file libraries to tens of thousands of users.

Many of those bulletin boards ran Mustang Software's *Wildcat!* BBS software. And although it took Mustang longer than it should have, the company recently released its *Wildcat! Interactive Net Server* (*WIN Server*), a software suite that combines the best features of a BBS and a Web server.

Low in cost and easy to configure, this comprehensive suite simplifies the development and management of highly interactive, high-performance Web sites. *WIN Server* deftly integrates a handful of servers that individually provide a variety of mail, electronic commerce, and Web hosting services.

Mustang also packs the suite with client-side modules, including Terminal, Chat, FTP, and Message clients, and Microsoft's Internet Explorer 3.0 browser.

Overall, the suite is well-suited for small to midsize companies that want to build an Internet or intranet site. Although the server suite will work with any Internet service provider that will grant you a static host address, you will get better performance with your own ISDN or T1 connection to the Internet.



WIN SERVER'S CONFIGURATION *utility provides fine-grained control over all site management functions.*

Dial in for data

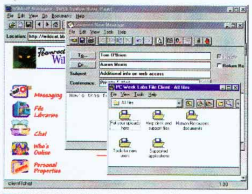
The addition of BBS features gives your users direct dial-up access to your *WIN Server* site. Capitalizing on this novel dial-up idea, via FTP and Telnet but could not keep users from accessing certain Web sites.

BULLETIN BOARD BASICS

The BBS features of Wildcat 5 are solid (see screen, below). The E-mail system was intuitive and full-featured, and even included a spelling checker. With the product's threaded messaging capabilities we could set up forums on topics that users could join at any time. The chat feature let us offer real-time private and group conferencing to users.

Wildcat 5 also provides several ways to configure the look and layout of a company's BBS and Web site. A copy of SoftQuad Inc.'s HotMetal 2.0 for Windows is included for building and editing a site's HTML pages. Wildcat 5 has its own tools for setting up menu choices in the BBS and for creating file download, chat, and discussion areas.

We were also able to build questionnaires to be filled out by new and returning visitors to the Wildcat site. These questionnaires are displayed in HTML format when the site is accessed by Wildcat Navigator or in terminal-emulation format when accessed without a browser.



FEATURES FOUND in Wildcat 5 include (from left) an attractive page interface, intuitive E-mail, and handy file-management capabilities.

Besides the Internet Connectivity Pack, Mustang offers several other add-ons to Wildcat 5. These include wcExchange, which links the BBS to Microsoft Corp.'s Exchange; wcCode, for developing BBS-based applications; and the Custom Connector, for creating an online storefront on a Wildcat 5 system.

Mustang Software, Inc.
6200 Lake Ming Road, Bakersfield, CA 93306
(805) 872-2500 • (800) 999-9619, or at
http//www.mustang.com.

PCWEEK

THE NATIONAL NEWSPAPER OF CORPORATE COMPUTING • APRIL 22, 1996 VOLUME 13, NUMBER 16 $2.95

Prowling the Web with Wildcat BBS

Mustang's bulletin-board system opens up intranet opportunity

BY JIM RAPOZA

The latest release of Mustang Software Inc.'s popular Wildcat! BBS can be purchased with Web server capabilities, making it an attractive alternative for companies that want a full-featured intranet in a single package. Wildcat! 5 may also give the image of bulletin-board systems a boost. Though useful, these simple communications systems have generally been looked on as smaller, less powerful siblings of the global Internet with its speedy World-Wide-Web servers.

Mustang's BBS, released last month for Windows 95 and Windows NT systems, is priced at $149 for two users, $349 for 16 users, and $699 for 32 users. The add-on that lets Wildcat double as a server for Web, Telnet, and FTP communications is the $249 Internet Connectivity Pack, which also includes UUCP (the Unix to Unix copy program) for access to Internet mail and Usenet groups.

Wildcat's Web connections plus its built-in groupware features–threaded messaging, E-mail, chat, and conferencing capabilities–make the BBS worth considering by companies that want to set up a low-cost intranet without purchasing a Web server. Although Wildcat has a standard BBS terminal interface, the browser that Mustang includes also gives users an attractive graphical Windows interface and the ability to view HTML pages.

And simply by virtue of being a BBS, Wildcat comes with excellent dial-in capabilities that make it easy for mobile users and those at remote offices to dial in to the system for internal information and for Internet access.

Businesses already using a Wildcat BBS should find upgrading to Wildcat 5 and the Internet Connectivity Pack particularly attractive, as it will let them place information they already have on their BBS on the Web without having to set up a separate Web server.

But though Wildcat can function as a Web server, it does have some major deficiencies. For example, it does not support CGI (Common Gateway Interface) or any other form of Web-based application development. Basic parameters, such as the location of the document root directory, also cannot be modified.

We found it harder to install Wildcat than any of the Windows-based Web servers PC Week Labs has tested, but much of the difficulty was in setting up the BBS portion of the product, especially getting the modems to work with Wildcat. This task was easier on our Windows 95 system than on our Windows NT machine because Windows 95 supports TAPI (Telephony API).

Once setup was complete, users could connect to our site over the Web and by using FTP and Telnet. Wildcat 5 uses RSA MD5 secure passwords to protect users' passwords when they are exchanged over the Internet.

It is easy to regulate the access rights of those connecting to Wildcat through FTP or Telnet, controlling who can log in and limiting what they have access to once logged in. Similar controls cannot be exerted over those connecting via the Web, however; administrators can only limit Web access by avoiding putting sensitive files or directories in the document root directory.

Anyone attaching to a Wildcat Web site using a standard browser can view regular HTML files on the site. However, in order to use the features of the Wildcat BBS, such as chat and messaging, users must have access rights, to the BBS and use Mustang's Wildcat Navigator. Wildcat Navigator, the Mosaic-like browser that Mustang includes, is also available for free on the Internet. It not only gives users access to Wildcat's BBS features but also lets them view HTML files.

BETA BONUS
Although we needed Wildcat's own browser to use all the features of Wildcat 5, Mustang just released a beta plug-in that lets other browsers be used as well.

A nice feature is Wildcat's ability to act as an Internet provider to users dialing into a site. We were able to set up Wildcat to act as a proxy HTTP (Hypertext Transfer Protocol), FTP, and Telnet server and to provide Internet mail.

Once again, however, the controls available in the FTP and Telnet proxies are much stronger than those in the HTTP proxy. For example, we were able to control what site users could access

MORE IN STORE
Later this year, Mustang also plans to offer add-ons for Wildcat that provide access to Internet Relay Chat and Usenet newsgroups.

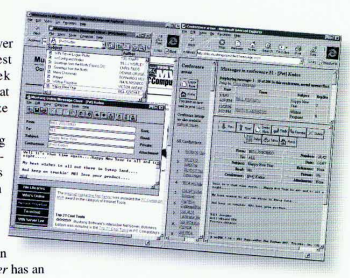
PCWEEK

THE NATIONAL NEWSPAPER OF CORPORATE COMPUTING • DECEMBER 23/30, 1996

Mustang's *WIN Server* noses ahead of the rest

LAB NOTE *Upgrade provides it all for building a small to medium-size intranet*

By Jim Rapoza



The Wildcat! Interactive Net Server (*WIN Server*) is one of the best all-in-one packages PC Week Labs has seen for companies that want to build a small to medium-size corporate intranet.

Released in November by Mustang Software Inc., the *WIN Server* is essentially an upgrade to the company's *Wildcat!* 5 BBS software. Although *Wildcat!* 5 had a built-in World Wide Web server, it was pretty basic, and most of its other Internet capabilities were of the less powerful type normally found in BBS packages. However, the *WIN Server* has an improved Web server and includes a full SMTP/POP3 (Post Office Protocol 3) Internet mail server and an FTP server. Other improvements include electronic commerce features and better support for standard Web browsers.

In addition, *WIN Server* supports message forums, real-time chats and excellent dial-in capabilities. It also can be used to provide easy Internet access to users dialing in to the server.

Of all of the intranet packages PC Week Labs has tested, including Frontier Technologies Corp.'s Intranet Genie and Hummingbird Communications Ltd.'s Columbus, *WIN Server* comes closest to covering all of the bases and, once users overcome some of the learning barriers, is also very customizable. However, companies building a very large corporate

PCWEEK PCWEEK REVIEW LABS

Mustang rounds up E-mail

Internet Message Center streamlines commercial correspondence

By Matt Kramer, PC Week Labs

Mustang Software Inc.'s Internet Message Center does for E-mail what call centers do for telemarketing operations: It simplifies internal routing to improve responses to requests for customer service, technical support and marketing information.

In PC Week Labs' tests, IMC reliably redirected E-mail coming into alias addresses, such as marketing@company.com, to the appropriate recipients. We found the process a little convoluted, however. (For users' take on IMC, see "Users like Mustang ride.")

IMC, which started shipping earlier this month at $1,500 per server license, consists of several components. The IMC Service server runs on a Windows NT server and communicates with respondents, who answer messages running IMC Agent software on their PCs. It contains extensive monitoring and reporting tools.

Getting messages distributed and answered was a lengthy process in tests. To receive an incoming message, we had to run the IMC Agent software to see if the IMC Service had sent any messages. Messages were sent to our E-mail address, where we read them with regular E-mail client software. This two-step process let us use installed software, but it would be nice to be able to read a message from the Web without bringing up an E-mail client to retrieve it.

Installing IMC was very easy because the Windows NT-based system is an add-on to current E-mail packages. We simply gave the IMC Service an account on our Post Office Protocol 3 Netscape Communications Corp. Messaging Server so it could monitor incoming messages for specific aliases. Competing products, such as ErgoTech's forthcoming WebLeader E-Mailroom, use a specific messaging server.

IMC also tracks the status of each message. During tests, when a user sent a message to a "marketing" or "sales" alias, the IMC Service logged in to our E-mail server and picked up the message. It sent a receipt message to the sender and tacked a tracking number onto each message using an Open Database Connectivity-compatible database to store the tracking data.

PC WEEK LABS EXECUTIVE SUMMARY

Internet Message Center

Corporations that must distribute E-mail requests for technical support, marketing information and so on should consider Mustang Software's Internet Message Center add-on to POP3 mail systems. The package does for E-mail what call centers do for telemarketing, automating the distribution of mail to the appropriate recipient and tracking how mail is handled.

Usability	B
Capability	A
Performance	B
Interoperability	A
Manageability	A

PROS: Works with large variety of mail systems; good tools for mail selection and distribution; extensive tools for monitoring message response.

CONS: Two-step process of distributing and reading mail can be convoluted; lacks way to integrate E-mail addresses from a directory.

Telemarketing & Call Center Solutions™

March 1998

Editor's Choice: Mustang Internet Message Center

Telemarketing & Call Center Solutions

As more and more customers are logging on to the Web and sending information requests to companies, corporate inboxes are becoming clogged and customers are being lost. Mustang Software's Internet Message Center (IMC) – Enterprise Edition was designed to solve this growing problem.

The IMC Enterprise Edition is designed to help companies cope with the growing problem of routing inbound Internet e-mail that is generically addressed, such as sales@domain.com, webmaster@domain.com, etc., rather than intended for a specific individual.

With the IMC system, when a generically addressed inbound e-mail is received, it is immediately assigned a tracking number that can be used by customers for continued inquiries and by managers for monitoring and quality control. The e-mail is put in a message pool and an acknowledgement of receipt is returned to the sender. Predefined message templates are available to add information such as FAQs, technical support hours, special promotions, etc.

E-mail messages are then assigned to a message queue where agents can retrieve them. Each original message, acknowledgement and response is stored on the IMC server. To become available to receive messages, an agent logs onto IMC. Each agent runs a POP3 e-mail client that receives incoming messages from the message pool. Each incoming message is forwarded to the next available agent in a manner similar to an automatic call distributor (ACD). IMC records when the message was forwarded to an agent.

The agent replies to the message and sends it back to the Internet Message Server. IMC looks up the tracking number in its database, forwards the reply back to the original sender, and notes the response in the master database.

For the manager, the server keeps track of each message received and each agent response. Real-time monitoring shows the number of agents logged on, and the age and status of every message in every pool. Detailed reporting provides feedback for various departments to see how many messages are being received and followed up for each message pool. IMC also records the e-mail addresses of everyone who sends a message to an IMC mailbox. Managers can view all message activity from a specific e-mail address. In addition, this information can be used to develop highly targeted direct marketing campaigns.

New features in the Enterprise Edition include: all data warehousing is stored in Microsoft SQL Server to provide faster access and better security; IMC/IE supports Microsoft's ActiveX scripting to parse the entire message header and text to unlimited mail routing; IMC/IE supports ActiveX scripting to parse the entire message header and text to ... sure the message is placed in the right queue; advanced Spam or junk mail filters designed to eliminate an estimated 90 percent of incoming junk e-mail; post priorities and service levels are now time based so that companies can see thresholds to have agents and managers easily recognize when a message has been in queue too long; agents can now easily retrieve previous e-mail messages based on e-mail address, allowing them to see the history of all e-mail messages prior to answering the current message; previously sent message can now be read from the history window; "Open Messages" allows team members or not to redirect them to another agent, and decide whether or not to redirect them to another agent. Also, IMC Reports now has 11 predefined reports.

IMC works with Microsoft Exchange, Microsoft Outlook, Lotus Notes, cc:Mail, Eudora mail and all other POP3 Internet e-mail applications including those running on Windows, Macintosh, OS/2 and UNIX.

For more information, call 805-873-2500 or see www.mustang.com.

Mustang

Fueling lasting high quality customer relationships through Internet and e-mail transactions

Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306 • 805-873-2500 • FAX: 805-873-2599 • http://www.mustang.com

1998

- First release of Web Essentials FileCenter, a web-based file library server.
- Internet Message Center wins Internet Telephony – Editor's Choice Award 1998.
- Wildcat! BBS and Off-Line Xpress product line sold to longtime third-party developer Santronics Software.
- Internet Message Center wins Call Center Magazine – Product of the Year 1997 (2/98).
- Internet Message Center wins CTI Magazine – Product of the Year 1997 (2/98).
- Internet Message Center wins Telemarketing & Call Center Solutions – Editor's Choice Award (3/98).
- Internet Message Center wins Computer Telephony – Best of Show CT Expo 98 (4/98).
- Internet Message Center wins CTI Magazine – Product of the Year 1998 (12/98).
- Internet Message Center wins Call Center Solutions – Product of the Year 1998 (12/98).
- Internet Message Center wins Customer Support Management – Best of Show ICCM 98 (12/98).
- Internet Message Center wins Call Center News Service – Best of Show ICCM 98 (12/98).

1999

- Internet Message Center wins Call Center Solutions – Best of Show CTI Expo Fall 98 (1/99).
- Internet Message Center wins CTI Magazine – Best of Show CTI Expo Fall 98 (1/99).
- Internet Message Center wins Internet Telephony – Best of Show CTI Expo Fall 98 (1/99).
- Internet Message Center wins ISP Today – Product of the Year 1998 (1/99).
- Internet Message Center wins Call Center News Service – Editor's Choice Award (3/99).
- Internet Message Center wins Computer Telephony – Judge's Pick Award for CT Expo Spring '99 (3/99).
- Internet Message Center wins Network World – Blue Ribbon Award (4/99).
- Mustang Message Center wins Customer Support
- Management Magazine - Gold Best in Class - 1999 Users Choice Award (10/99).

TPM TelePROFESSIONAL MAGAZINE
April 1998

Trade Talk

BIG NEWS, NO FOOLIN'!

by Ross Scovotti

Mustang Software, Inc. has announced a strategic relationship with Aptex Inc. Under the terms of the agreement, the two companies will work together to provide 21st century customer contact software to the call center environment. According to Chris Rechtsteiner, VP Business Development and Strategic Planning, "We've blended our e-mail ACD together with Aptex's e-mail response unit (ERU) to create the ultimate Internet contact tool for the call center market. In addition to maintaining a two-way dialog with the customer, a call center agent can actually cross-sell and/or upsell a customer in real-time over the Net...." Suffice it to say, Mustang and Aptex have managed to come up with the "real goods" that most people claim to have. With all the "Internet enablers" that enable very little, this is true innovation. I could go on and on and literally fill another page. However, you'll have to wait until the May issue to see all the details. Be sure to inspect the "What's New(s)" section carefully. However, if you just can't wait, give Chris a call at 847-658-1623.

He'd be happy to fill you in.

Mustang Software, Inc.
Enabling lasting high quality customer relationships through Internet and e-mail transactions.

Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306 • 805-873-2500 • FAX: 805-873-2599 • http://www.mustang.com

C E O I N T E R V I E W

Mustang Software, Inc. (MSTG)

JAMES A. HARRER is the Founder, President, CEO and Chairman of the Board of Mustang Software, Inc. (Nasdaq:MSTG). Before the mass-market adoption of the Internet, Mustang was the premier supplier of BBS (Wildcat!) and communications (Qmodem) software in the world. Today, Mustang is the leading supplier of enterprise E-Mail Management solutions ñ completing a full reinvention of the company under Mr. Harrer's leadership. The Internet Message Center (IMC), Mustang's flagship solution, manages web-based inquiries and corporate e-mail (sales@xyz.com support@xyz.com) for complete enterprise management of Internet-based customer interactions. Mr. Harrer's primary role is leading the vision team, which drives current and future product development. Mr. Harrer also plays a major role on the Sales and Marketing teams, offering veteran leadership to these rapidly expanding groups. Additionally, Mr. Harrer serves as a key team leader for the "Services" division of the company. Mr. Harrer prides himself as a ihands on manager, often leading sales presentations to Fortune 500 companies and can often be found onsite for many of the final "sign-offs" of the full turnkey solutions offered by the Mustang Services division. When not working, Mr. Harrer enjoys spending time with his family and can be found playing head-to-head multi-player strategy games against his ten year-old son. Mr. Harrer also enjoys Tennis, Scuba Diving and Weightlifting. Mr. Harrer also donates his time to the Civil Air Patrol Cadet Program where he teaches young people the art of Military Leadership.

Company Description

(FAN612)(12477) TWST: How about if we start out with kind of an overview of Mustang Software?

Mr. Harrer: Mustang Software's focus is on building world class e-mail and web response systems. Our goal is to help corporations manage inbound inquiries from the Internet. Often, you will see companies have web forms or mailto: addresses where you can request additional information regarding the company, its products, services, etc. We provide solutions to manage those responses in a timely, consistent fashion – and we make sure that no customer request goes unanswered. This is a reinvention of our company, which has taken the last 12 months or so for us to complete. So that's why I said that this is the "New" Mustang.

TWST: What is the difference from the old Mustang?

Mr. Harrer: Mustang was founded in 1986, and our focus at the time was, basically working with computers and modems to get people connected online, using standard phone lines. Our product line, at the time, was our Wildcat Bulletin Board System, as well as QmodemPro communication software. We built software that allowed anyone to use their computer and their modem to transfer documents to each other, send e-mail, or to chat in small communication centers called Bulletin Board Systems (BBS). We helped create the space and sold more BBS's then any other vendor.

When Internet Browsing was introduced in late '95, the new technology eradicated the need for direct communication via modems or BBSs. People now just use their modem to get on the Internet, and at that point, if they want to send a document to somebody, they e-mail it to them. They no longer say what is your modem number, or what's your BBS number. It put our company in a pretty severe tailspin. We went from having several hundred thousand customers to a handful in a period of about nine months. This was the harsh reality of the rapidly growing Internet.

TWST: Who are your prime customers now?

Mr. Harrer: Our customers today include the Microsoft Network, Time-Warner, GTE, the U.S. Mint, Ziff Davis, and other fortune 500 companies that have presence on the Web. All told, we have well over 100 companies presently using our Internet Message Center solution worldwide!

Highlights

Mustang Software Inc., builds world class e-mail and web response systems with the aim of helping companies manage inbound inquiries from the Internet. CEO James A. Harrer discusses the newest product, The Web Essentials™, Internet Message Center™, and also the new technical services division which offers systems integration, installation and ongoing maintenance. Other topics include:

- *Growth of e-mail traffic will create huge opportunities*
- *Partnership with Siemens Business Communications*
- *Expansion of System Integrator and Value Added Reseller*
- *New products – Internet Message Center, ListCaster, FileCenter*

www.varbiz.com
VARBusiness
PRODUCTS, TECHNOLOGY & BUSINESS FOR SOLUTION SELLING • FEBRUARY 1, 1997 • ISSUE: 1302

Wild! About WIN Server

Users can access Web sites without Net access

By Krista Ostertag

Section: Products – Editor's Choice

If you're looking for a Web server that you can wrap billable hours around, take a look at Mustang Software Inc.'s *Wildcat! Interactive Net (WIN) Server*. While *WIN Server* is a fully functional Web server for Windows 95 and NT, it also has direct dial-up support, keeping in sync with Mustang's Bakersfield, Calif., roots as a BBS software developer. The advantage of *WIN Server* is that you have the option to access a Web site either through direct dial-up or via any browser. With dial-up support, Mustang's virtual Winsock program lets users access a site without having Net access. They just need a phone line, a modem and the client piece, which can be downloaded free from Mustang's Web site.

With *WIN Server*, VARs can create a customized online community for vertical market niches: education, for example. Use *WIN Server* to open communication lines between teachers, students and parents. Students can get their homework assignments online and teachers can provide online tutoring after school hours. Parents can send e-mail to teachers about the progress of their children-all without the parent or teacher having to pay a monthly fee for Internet access. *WIN Server* also comes with a custom connector tool, which lets you create a customized front-end with each client's logo.

The server includes an HTTP server, an FTP server, SMTP server and POP3 server. It comes with a message system, which enables forum style chat; a file transfer system; security features, such as caller authentication and security profile controls; *wcSubscribe*, an electronic gateway for full online business transactions; real-time teleconferencing; and CGI support.

WIN Server is available in three editions; two popular VAR products are the Business edition, which supports up to 16 concurrent users and is priced starting at $1,125. The Enterprise edition, which provides support for up to 64 concurrent users, includes a Microsoft Exchange mail option and is priced starting at $2,995. Several SDKs and toolkits can be purchased separately.

Mustang Software, Inc.
Connecting The World™

Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306 • 805-873-2500 • FAX: 805-873-2599 • http://www.mustang.com

Bakersfield's Real Estate Leader
business news The Bakersfield Californian « home

Mustang rounds up new capital

Filed: *October 15, 1998*

By JAMES BURGER
Californian staff writer
e-mail: jburger@bakersfield.com

The future got brighter for Mustang Software Wednesday.

Mustang President Jim Harrer, who founded the Bakersfield company in his home in 1986, announced a crucial capitalization deal that should help the company regain the profitability it lost three years ago.

Mustang has engineered the private sale of $1.5 million worth of company stock to four private institutional investors.

The deal creates an additional 617,000 shares of Mustang common stock and 5,456 shares of preferred stock, which have been purchased by those investors. In addition, those investors will receive warrants for the purchase of an additional 237,000 shares of common stock.

They have also provided Mustang a $5 million equity line of credit that the company can draw on by issuing more stock.

Harrer said Mustang will try to avoid drawing on the equity line in order to minimize the dilution of company stock.

The deal is tentative pending a final vote by all Mustang stock holders.

On Wednesday, Mustang Software stock closed at 13Ú8 on the Nasdaq National Market, down 3U16 from Tuesday and three points from the stocks 52-week high of 43Ú8.

The Bakersfield software company lost profitability in 1995 as a wave of Internet web browsers swamped its bulletin board software. Since then it has been surviving on capital raised in 1995, when the company went public.

In an interview with The Californian last week, Mustang Chief Financial Officer Don Leonard said the company had between four and five months of working capital left. In addition, the company was in jeopardy of losing its place on the Nasdaq market because it did not meet the requirements for listing, including at least $2 million in total assets and a

office dot com SM
A service from WinStar

BUSINESS TOOLS
DAILY NEWS AND TRENDS
March 8, 1999

Managing E-Mail Poses Continuous Challenges to Web Merchants

By Jennifer LeClaire, an L2S contributing writer

E-commerce is booming, but companies that dive into it had better be sure they have a powerful e-mail management system to support it, says Jim Harrer, CEO of Mustang Software, Inc. "As consumers get used to timely and accurate e-mail responses, they will leave the phone and rely more and more on e-mail," predicts Harrer. Still, 74 percent of Internet shoppers in 1998 believed that companies responded poorly to inquiries by e-mail, according to a recent study by Jupiter Communications.

Experts stress that Web merchants must establish and follow clear policies for responding to customer e-mail inquiries. Keith Antonini, customer service director for leading online auctioneer eBay, says their policy is to respond to all inquiries in a 24-hour period. This is a daunting task considering the Internet-based company operates all divisions of customer support via-email, answering an estimated 35,000-50,000 inquiries each week.

E-greetings, a leading provider of electronic greeting cards, also has a 24-hour policy in force. Paul Lipman, vice president of business development for e-greetings, says this ensures an exceptional level of customer service.

"E-mail is an area that is very easy to under-invest in, and it is very easy to under-anticipate the challenges of making that a success in terms of what it takes to respond to e-mail in an effective, timely fashion," explains Lipman. He compares it to running a call center for a major corporation that requires systems, personnel, training and methodology. "Many companies won't really invest the necessary resources to make e-mail customer service a success, and that's a very important part of building a successful brand and building a service that encourages repeat business," insists Lipman.

Using autoresponders can help set the stage for consumer expectations and also give the consumer a sense of confidence that the message was received and his or her concerns will be addressed in a timely manner.

Experts also suggest developing a response library to help prevent e-mail operator burnout. Similar to a telephone support center, where operators perform repetitive actions, online customer service centers tend to have high turnover rates. Further, dealing with abusive customer correspondence can be prove difficult for an online operator. Chris Rechsteiner, vice president of business development and strategic planning for Mustang, says it is important to stop and assess the situation to determine the root of the problem before responding.

"Identify exactly what the issues are, by not only routing the messages appropriately to people that can handle it, but by having people who understand the issues they are being faced with. Because if you get a query coming in via e-mail, and there is a list of 10 questions that they are asking, in most cases, that's indicative of a much bigger problem," Rechsteiner explains.

Rechsteiner says a lengthy written response to every one of their issues might be the right way to handle it, but it might not. "If you interact with your customers and understand your role in supporting them, there's nothing stopping you from talking to them about it on the phone."

Mustang SOFTWARE, INC.
The E-mail Management Experts
6200 Lake Ming Road • Bakersfield, CA 93306
661-873-2500 • 661-873-2599 (fax)
http://www.mustang.com • info@mustang.com

Investor's Business Daily
FOR PEOPLE WHO CHOOSE TO SUCCEED
Computers & Technology
Thursday, March 4, 1999

Software Proves Money In Bank

For U.S. Mint, New System Adds Up To Net Gains

By Pete Barlas
Investor's Business Daily

When Jackie Fletcher accepted the job of chief information officer for the U.S. Mint four years ago, she compared the agency's electronic-mail system to the Pony Express.

The coin producer couldn't directly receive e-mail from outside its walls. It had to rely on getting its e-mail relayed to it from the Department of the Treasury.

"It was," sighed Fletcher, "very antiquated."

She would know. The Treasury's relay dumped all the Mint's e-mails in her lap. She spent hours sorting e-mails and forwarding them to the proper staff members.

Things changed late last year when the U.S. Mint bought a software system to handle its growing e-mail volume.

The agency selected Mustang Software Inc., a Bakersfield, Calif.-based firm. It's one of about 20 companies in the U.S. that sell software server packages to help companies better manage their e-mail.

Fletcher says the Mint simply had to upgrade its e-mail to respond better to customers. The Mint not only cranks out the coins that keep the economy humming, but also sells commemorative pieces and related products. Collectors seeking old coins also can get help from the Mint.

These days, the Mint gets about 630 e-mails a month. Most of them come via the Mint's Web site, http://www.usmint.gov.

In December, the Mint received more than 1,000 e-mails within a few days. This happened after it launched a promotional inquiry on its Web site asking people to describe what they wanted to see on a planned dollar coin piece.

Lucky for Fletcher, she no longer has to supervise the Mint's e-mail traffic. Mustang's Internet Message Center software handles the task of directing the e-mail automatically by looking at key words and phrases.

"When a message comes in, (the software) looks at the content and who it's from, and figures out who to send it to," said Chris Rechsteiner, executive vice president for Mustang.

More companies and organizations are looking for better ways to manage e-mail, analysts say.

"Companies are getting a lot more e-mail, but a lot of them aren't doing a good job of managing it," said Matt Cain, an analyst for Meta Group Inc., a Stamford, Conn.-based market researcher.

E-mail use is exploding. By 2004, 35% of daily business communication will be conducted through e-mail or over the Web, Cain says. That's up from about 10% now.

The number of e-mail messages sent daily in the U.S. alone is expected to reach 6.5 billion by 2001, vs. 2 billion last year, says International Data Corp., a Framingham, Mass.-based market researcher.

The Mint hopes to use e-mail to boost its "business." Excluding, of course, anyone who uses coins, the Mint has 1.2 million customers - buyers of its commemorative coins and other products.

"We're hoping to get more people interested in us so they'll want to become coin collectors," Fletcher said.

For more information about Mustang Software's award-winning e-mail management solutions call 661-873-2500 or send e-mail to info@mustang.com.

Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306
661-873-2500 • 661-873-2599 (fax) • http://www.mustang.com

Mustang SOFTWARE, INC.
The E-mail Management Experts

The Montreal Gazette
Wednesday
February 17, 1999

Time For Online Retailers To Shape Up

by ANDY RIGA

The Internet gurus who tout the wonders of electronic commerce hail cyberspace as an ideal place for companies to build strong one-on-one relationships with customers.

Online, they can offer reams of information about their products around the clock, they can process orders instantly and allow clients to monitor shipments and they can offer personalized customer service through e-mail.

The reality is a little different.

Consumers, it turns out, are increasingly dissatisfied with online shopping, according to a recent survey by market researcher Jupiter Communications. Only 74 per cent of those who rushed online to shop at Christmas were satisfied, a 14-percentage-point drop compared with a survey in July.

Some studies show 35 per cent of companies on the Net never respond to e-mails.

Problems included unavailable merchandise, high shipping-and-handling costs and slow Web sites. Another emerging problem has to do with e-mail. Some studies show 35 per cent of companies on the Net never respond to e-mails.

A few recent personal experiences showed me just how unprepared some big Canadian sites are for the E-commerce revolution. Just when consumer fears about Internet security are starting to fade, these firms are fumbling the ball by not responding to e-mails from customers, or are doing so sloppily.

Take Bell Canada, which purports to be on technology's cutting edge.

Two weeks ago, I got my first monthly statement for Bell's new Sympatico high-speed Internet service. Bell has my credit-card number on file and sends the statement by e-mail. But the statement's jumble of numbers made no sense. The headings were confusing and the numbers didn't seem to add up.

Since I was dealing with an Internet provider (Canada's biggest, in fact, with 500,000 customers) and I got the bill by e-mail, I figured the easiest way to clear up the confusion would be to shoot off a quick e-mail. I was wrong.

A week after my message went out, no response. So I called customer service and ended up on hold for 15 minutes. The guy who finally answered helped me decipher my bill. He insisted that Sympatico answered e-mail inquiries within a day or two.

Then there's Via Rail, which is trying to cash in on the surge in online travel-shopping online.

Three weeks ago, I used Via's Web site to order two tickets to Toronto with different return dates. Unlike more advanced sites, Via's didn't send me an immediate e-mail advising me that my order was being processed.

Two days later, I finally got a confirmation from Via - but one of the dates was wrong. Frustrated, I sent an e-mail to clear up the problem before the trip. No response. Instead of making the ticket-booking process more convenient, Via wasted my time.

I arrived at Central Station early on the day of my trip, expecting a problem with my ticket. There was none. It turned out to be a human error by the Via employee who sent me the e-mail: he assumed that both tickets had the same return date.

I checked my e-mail from Toronto, only to find that Via had sent a response five days after I boarded its train. In his message, the Via worker blamed the "tremendous amount of letters" Via gets and "technical difficulties" for the delay. "I see that your trip took place already, therefore no further action is necessary on my part," he concluded.

Well, thanks for your help.

I visited Via's site yesterday and found a message informing visitors that it has raised its prices, but hasn't updated its online fares database yet. "Therefore the fares quoted on our Web site are the previous fares and are not correct," the site says.

That's helpful.

Some companies that make a big splash when they go online don't seem to take customer service into account.

Book retailer Chapters, for example, invested heavily in its online venture. But try to get someone there to respond to an e-mail.

Ten days ago, I sent an e-mail asking how many points I had accumulated using my Chapters 1 Club card. I'm still waiting for a response.

Don't even ask about ActionTec Electronics, a modem-maker that took a month to respond to my query about a missing $30 (U.S.) mail-in rebate. The upshot: It no longer deals with rebates and gave me the number for a call centre that never returned my call.

Don't get me wrong: things have improved in the three years I've been using the Web for consumer research and to buy from and communicate with companies.

Some outfits, in fact, are blossoming online, providing useful services in a convenient manner.

The Canadian Automobile Association is a good example. When I used its site to order travel books for a trip this month, I received an instant e-mail reply with a list of the products I had requested. It let me know that it would take four or five days to process the order. In a week, the books landed in my mailbox.

Some companies that make a big splash when they go online don't seem to take customer service into account.

Canadian Airlines does a fine job answering e-questions. A couple of recent e-mail questions about the Canadian Plus frequent-flyer program were met with instant acknowledgements of receipt, followed by quick responses.

But with consumer expectations growing as more of us crowd online to spend money, it's startling to see how many other sites aren't ready to deal electronically with clients.

When you're ordering online, you should get an immediate response.

"It's a strange new medium and you want

(Continued on back)

FEBRUARY 1999 • VOLUME 4, NUMBER 2
CTI™

Best of CTI™ EXPO FALL 1998

CTI™ EXPO FALL 1998: BEST OF SHOW AWARDS

CTI® is proud to announce the winners of the Best of CTI EXPO Fall 98 award. With the number of exhibitors taking part it CTI EXPO (close to 300) and the number of attendees (over 15,000), the editors of *CTI*® and the technical editors of TMC Labs had their work cut out for them as they tried to find time to visit each booth, check out demos, and speak with the various exhibitors and attendees personally—all within only two days. The response to CTI EXPO Fall 1998, both by attendees and exhibitors, has been exciting and positive, and we hope that all of those who took part feel that it was time well spent.

As difficult as it was, the various editors were able to meet with each and every exhibitor, as well as collect comments and assessments from a number of attendees. There were many exhibitors demonstrating products or announcing new releases at CTI EXPO, and it is from this collection of contributors to the field of voice and data convergence that we now choose the Best of Show winners. Participants were judged on technologic innovation, and the judges placed an emphasis on feature sets, the ability to work with existing standards, and contributions to the development of future CTI products and services. We thank everyone for participating and making CTI EXPO Fall 98 such a success.

Mustang Software, Inc. – Internet Message Center

Mustang Software's Internet Message Center (IMC) is an intelligent e-mail management system, and it is designed to provide sophisticated management capabilities for e-mail workflow in mission-critical, high-volume call center operations. With a product such as IMC, a company can manage incoming corporate and customer e-mail the same way it manages its inbound phone calls—with logic, structure, real-time management, and detailed reporting.

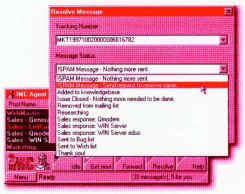
IMC represents a new product category, one that addresses the increasingly frequent (and even desperate) complaints that e-mail traffic is growing to unmanageable proportions. What's especially interesting about IMC is that it is based on a modular architecture, one designed to support seamless integration with back office and front office applications and databases, enterprise knowledge bases, workforce management solutions, and CTI middleware applications for screen pops and multimedia blended queuing to customer service representatives. For more information, call Mustang Software at 661-873-2500 or visit the company's web site at www.mustang.com.

Mustang SOFTWARE, INC.
The E-mail Management Experts
6200 Lake Ming Road • Bakersfield, CA • 93306
(661) 873-2500 • http://www.mustang.com

CallCenter MAGAZINE
TECHOLOGIES & TECHNIQUES FOR CUSTOMER SERVICE • HELP DESK • SALES & SUPPORT
February 1998

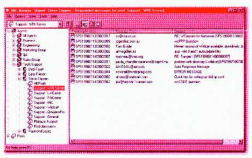
CallCenter PRODUCT OF THE YEAR 97

Product of the Year Mustang Software's Internet Message Center



Mustang Software's (Bakersfield, CA) *Internet Message Center (IMC)* is a godsend for call centers that use generic e-mail addresses for different agent groups like help desk or sales reps. The benefit of this is that any agent can pick up an e-mail message within his or her pool. There's a way to account for messages agents don't pick up or haven't answered as quickly as you'd like. When agents are out sick or on vacation, you can direct e-mail messages to other members of their pool.

IMC performs skills-based routing for these type of e-mail addresses. It assigns a unique tracking number to each incoming e-mail. It also determines the pool of agents to route the message based on the subject line and the e-mail address to which the customer sent the message.



For example, you can assign reps to answer any e-mail messages coming in to your sales reps' generic e-mail address, sales@company.com. You can further assign messages based on the customer request in the subject line. If a customer contacts a consumer electronics company's help desk about her new modem, you can have IMC read the subject line and look for the word "modem." IMC directs the message to the pool of modem experts.

IMC is a great product because it lets you route and account for e-mail messages the same way you do with phone calls. IMC creates even ACD-like reports on how many agents received e-mail messages and how quickly they respond. 805-873-2500/www.mustang.com.

Mustang Software, Inc.

Enabling lasting high quality customer relationships through Internet and e-mail transactions.

Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306 • 805-873-2500 • FAX: 805 873 2599 • http://www.mustang.com

April 1998
Computer TELEPHONY
The Magazine for Computer and Telephone Integration

Best of Show at CT Expo 98:

Best of Show at CT EXPO 98 Computer TELEPHONY

MUSTANG LEADS THE RACE IN CUSTOMER WEBMAIL MANAGEMENT

The expansion of call-center support from telephone callers to include "web callers" has triggered technology developments for both real-time voice connections *and* two-way e-mail messaging. Both were being demonstrated by call-center providers on the floor of CT Expo 98.

Voice connections were based on telephone callbacks or Voice-over-IP connections to traditional ACD systems. However, the need for effective message routing and response processing for text-based "webmail" has uncovered significant requirements for call-center staffing skills and automated solutions.

This problem was highlighted at my CT Expo session, where a member of the audience described how 25% of his call-center activity had shifted to e-mail and he had to hire very high-skilled personnel to process the text messages as compared to handling voice calls. Even then, he said, he had problems managing the cost-efficient processing responses to e-mail messages.

Managing webmail (which I define as e-mail, structured or freeform, addressed to enterprise "alias" mailboxes rather than personal mailboxes), requires the same kind of assignment routing and response oversight as telephone calls – and the call center industry is tooling up to provide it.

One of the earliest entrants, **Mustang Software**'s (Bakersfield, CA – 805-873-2500) **Internet Message Center** (IMC) has a head start and is leading the pack with its "open" approach for integrating e-mail management with "back office" applications, "front office" applications (e.g., Clarify), middleware and blending with ACD call activities.

Even more significant was Mustang's announcement at CT Expo of the integration of its "automatic message distributor" ("AMD") with **Aptex's** (San Diego, CA – 619-623-0554) **SelectResponse** content-mining software. The idea is to cost-effectively automate message processing for the two-way webmail explosion in call-center customer service.

While the Aptex e-mail response unit ("ERU") software provides automated text-message content screening and selective-message response functions, Mustang's "AMD" routes, queues, manages and tracks messaging activity in the same way that an ACD system handles telephone calls. It can integrate with telephone ACDs to "blend" CSR call handling and message handling activities or manage dedicated message-handling staff anywhere on the network.

Because of the non-real-time nature of two-way messaging, Mustang's IMC tracks both message activity via individual tracking numbers (assigned to each inquiry and provided to the sender when automatic acknowledgement messages are generated) as well as CSR message-processing performance.

The IMC provides full supervisory reporting on message handling throughput and responsiveness. With Mustang's IMC in place, messages don't get lost and message response time can be reduced to one to two hours, instead of days or weeks.

Mustang's IMC does not replace any existing technologies, but adds e-mail transaction management to existing telephone and customer-support options. It's ideal for help-desk, customer-service applications and enterprise applications where e-mail and attachments are necessary elements for communicating with a customer.

Art Rosenberg

Mustang Software, Inc.

Enabling lasting high quality customer relationships through Internet and e-mail transactions.

Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306 • 805-873-2500 • FAX: 805-873-2599 • http://www.mustang.com

FEBRUARY 1998 • VOLUME 3, NUMBER 2
CTI™
The Authority On Computer, Internet And Network Telephony

1997 CTI PRODUCT OF THE YEAR

PRODUCT OF THE YEAR

. Deal with incoming pooled e-mail (such as sales@domain.com) with the same efficiency and tracking as your call center deals with incoming phone calls.

Publisher's Outlook

BACK TO THE FUTURE

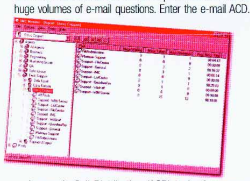
1997 Technologies Set The Pace For 1998 And Beyond…

The TMC Labs engineers spent many weeks picking the most important and influential products of 1997: You should keep this *Products Of The Year* issue as a resource and use it as a guide for all your purchasing decisions in the coming months. During the selection process, it occurred to all of us at *CTI™* magazine that, aside from the products that were introduced, a host of technologies were either invented, or came to the forefront during 1997—technologies that will be instrumental in shaping the future of most every product in the CTI market.

These technologies will certainly all be seen in products as time goes on. Consider this column an early warning system for the technologies to look for in future product acquisitions. Developers, integrators, and technology analysts can use this Outlook as a hot list of technologies that they should be familiar with—potentially examining or implementing them now or in the future. …

E-MAIL ACD

The immense popularity of the Web caught everyone by surprise, and that includes customer service departments of firms that receive huge volumes of e-mail questions. Enter the e-mail ACD.



Automatic Call Distribution (ACD) technology was originally invented for the call center market as a way to route callers to the agent most qualified to answer questions and handle the inquiry. During this process, the better ACD applications were able to give customers feedback such as estimated wait time, while offering information that helped make the wait more pleasant.

In a similar fashion, e-mail ACDs allow e-mail to be routed to the appropriate person based upon a set of predetermined, customizable rules. What's really terrific about this technology is the fact that as a corporation receives messages, the messages can be assigned a tracking number and entered into a database.

A predetermined reply can be sent based upon content in the subject or message body. Customers now get an immediate response to their e-mail with a tracking number that allows them to follow up on the problem later. As companies continue to receive an endless stream of e-mail to generic mailboxes, this type of system is a must-have to keep up with the incoming barrage.

For more information on e-mail ACDs, please contact Mustang Software at www.mustang.com. …

Mustang Software, Inc.

Enabling lasting high quality customer relationships through Internet and e-mail transactions.

Mustang Software, Inc. • 6200 Lake Ming Road • Bakersfield, CA 93306 • 805-873-2500 • FAX: 805-873-2599 • http://www.mustang.com

INTERNET TELEPHONY

The Authority On Voice, Video, Fax And Data Convergence
Volume 1/Number 2 Second Quarter 1998

INTERNET TELEPHONY™ EDITORS' CHOICE AWARD 1998

IMC
INTERNET MESSAGE CENTER

RATINGS: 0-5
- Installation:4.74
- Documentation: 4.75
- Features: 5
- GUI: 5
- Overall: A+

OVERVIEW

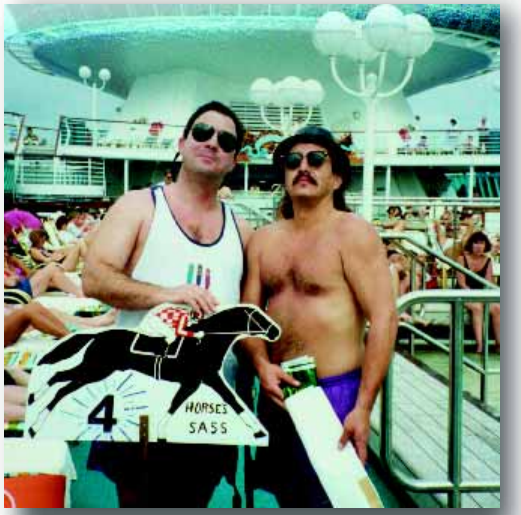
Imagine yourself as a customer. You just bought a new product that's giving you problems. An e-mail address is given as the only means of contact. Having faith that this company is different and will respond, you detail the problem via e-mail and give everything from you account number to what's the best time you can be contacted. It's five days later and your product is still giving problems. You then recall that you sent an e-mail to the company and check to see if there was a response. There's none. You're forced to call the company during business hours. When you're finally able to contact them, you get a representative who is more interest in defending his employees that solving your problem.

We've all been there before. Situations like this are bound to change anyone's perception of the company. The recommendation to your friends will probably start off like, "If you have a lot of experience with this type of product, maybe. Otherwise..." Without a doubt, the way a company handles customer e-mail is critical to its success. On the other end, how does a supervisor control all aspects of e-mail transmission? How does a supervisor deal with a customer who claims to have been continually ignored, when in reality they are merely trying to exploit the company? Another troubling situation can be the employee who simply deletes e-mail because they do not want to deal with the workload.

Mustang's Internet Message Center (IMC) does for e-mail what automatic call distributors (ACDs) do for phone calls. It is the liaison between your customer's e-mail and the employees assigned to handle them. And it's a nosy one at that! IMC's goal is efficiency through accountability. Simply put, no e-mail message is transmitted without IMC knowing about it. Its routing and record-keeping functions are the key tools that supervisors and administrators can use to ensure that e-mail transmissions run smoothly.

Customers contact a company via e-mail. IMC periodically connects to the company's e-mail server and polls for a specified number of messages. At the same time, IMC sends automatic responses, along with a tracking number, to each sender. This type of feedback immediately lets the customer know that their message was received and aids in finding it (via the tracking number) if an emergency arises. IMC then scans through the contents of the e-mail and determines which predefined pool to route the message to by interfacing with any ActiveX scripting language. A company can have

4
HORSES
SASS


4
HORSES
SASS

ildcat!
The Bulletin Board System For Your PC.
POWER
UPLOAD
SPEED
FLEXIBILITY

1992 Booth

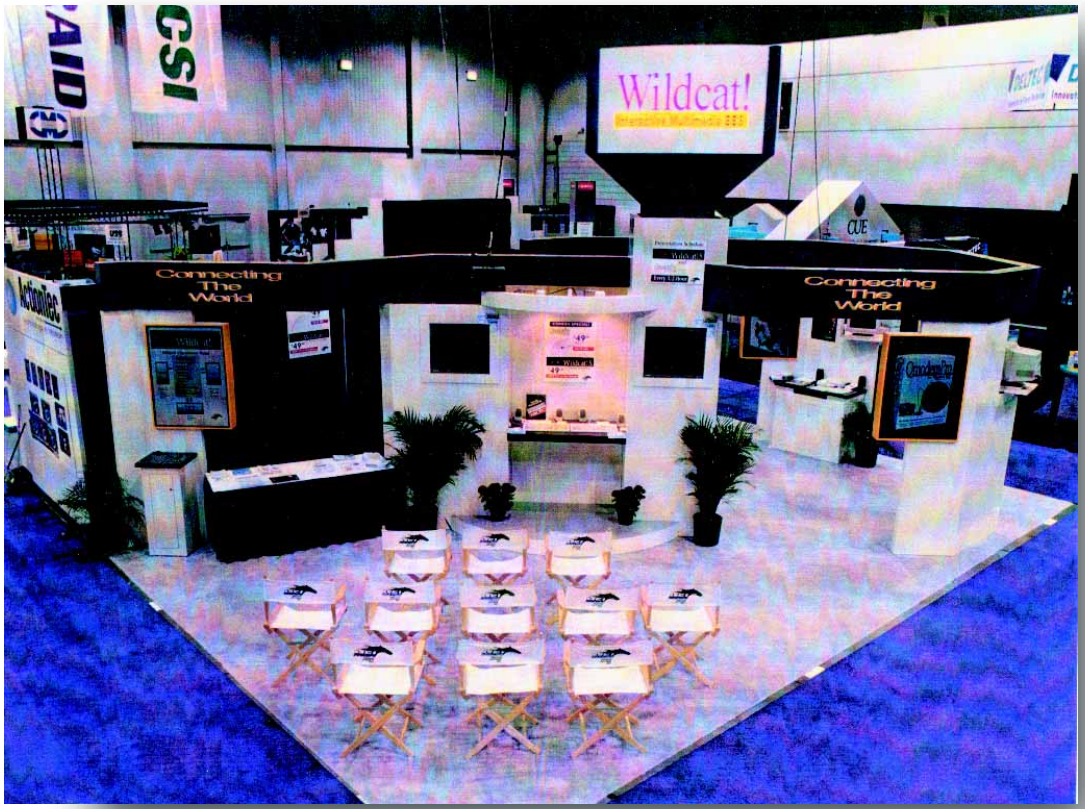
MSI
BRAINSTORM
SYSOP CENTER

MSI
BRAINSTORM
SYSOP CENTER
Become A Sysop Free!
MSI

Wildcat!

ActionTec
RAID
SCSI
Connecting The World
Connecting The World

1995 Booth


Wildcat!
Connecting The World
Connecting The World

MSI SYSOP CONFERENCE FOCUS GROUP AGENDA

Friday, July 26th, 1996

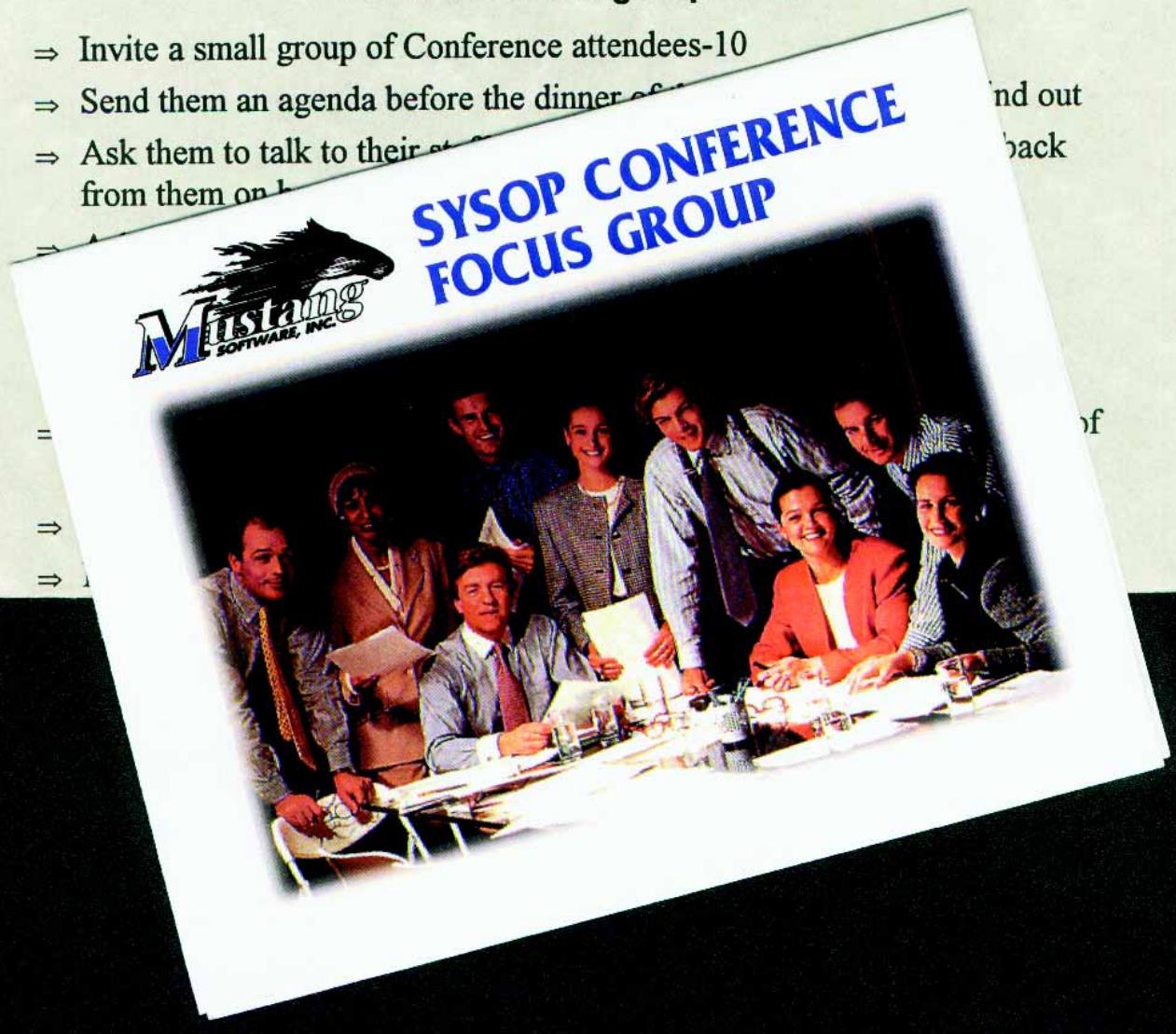
Conduct a focus-group dinner

⇒ Invite a small group of Conference attendees-10

⇒ Send them an agenda before the dinner of

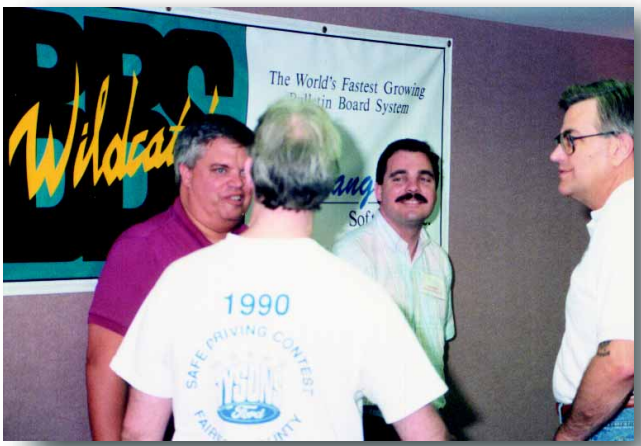
⇒ Ask them to talk to their

from them on



Wildcat!
1990

MISTRESSS
DIGS BBS
714 836-0131


Wildcat
The World's Fastest Growing
1990
SAFE DRIVING CONTEST

"We would listen to our customers, get inspired by their ideas, then we would be accountable back to those customers," says Jim. "I dragged everyone to those things, Comdex too. The customers in turn were inspired by our enthusiasm."

-Jim Harrer

"To me, the coolest thing about Mustang is the people," Scott says. "There is a set of people who have been at Mustang forever. That's the most impressive part of it for me." -Scott Hunter

MSI MONITOR

VOLUME I, ISSUE I

Mustang Offers QMODEM To WILDCAT! Sysops For $35! See full story below.

Qmodem $35!

MSI Acquires QMODEM — Offers $35 Special to Registered Users

Mustang Software (MSI) has announced a major step toward becoming a single-source supplier of BBS and related communication products for MSI customers.

The popular QMODEM communications software package will become an MSI product at the beginning of January. Right now, registered WILDCAT! sysops can purchase QMODEM for $35. In addition, QMODEM author and developer, John Friel, will join the MSI staff for program support and future product development.

Set for release January 6, 1992, QMODEM v5 is a minor revision that includes Mustang's new OLX mail-reader and a new easy-to-read operations manual.

QMODEM v5 will be available through retail stores and all Software Etc. stores at $99. Registered QMODEM and WILDCAT! owners will be able to upgrade to v5 for only $35 until March 1, 1992.

Qmodem

According to Jim Harrer, Mustang President and CEO, "Acquiring QMODEM as a complementary product for our WILDCAT! BBS offers many exciting possibilities for users of both programs. The Mustang development staff will be working with John Friel to incorporate features complementary to both products."

John Friel becomes MSI's Vice President of QMODEM R&D. According to Jim Harrer, "With the addition of John Friel to our staff, I believe we have the best development team in the telecommunications industry."

Holiday Schedule

A reminder that MSI will be closed from December 25 through January 5 to allow its employees to travel home for the holidays. Please prepare for this annual closure. Orders, inquiries and tech support should be planned around these dates.

Watch this newsletter and the trade publications for more excitement in the months ahead!

MSI MUSTANG SOFTWARE INC. Monitor

Special issue for Qmodem owners!

Volume I, Issue II

A publication for customers of Mustang Software, Inc.

New Version 5 Released

MSI Acquires QMODEM

IN A MOVE WHICH has already received widespread attention in the computer software industry, Mustang Software, Inc. (MSI) has announced the acquisition of the popular Qmodem communications software package.

MSI president Jim Harrer calls the Qmodem purchase "a major step toward making MSI a single-source supplier of BBS and related communications products." Qmodem author and developer John Friel has also joined the MSI staff, where he'll be responsible for program support and continued product development.

Qmodem Version 5 was released commercially just after the first of the year, and was a minor revision with new packaging. Although this new release is not a major change from prior releases, it contains some important new features and sports a new look. Qmodem v5 includes Mustang's new off-line mail reader Off-Line Xpress (OLX) as part of the package.

Please turn to Page 3

Accepts Registration key

Qmodem 4.51 Test Drive updates Shareware release

THE ACQUISITION and commercial release of Qmodem by Mustang Software, Inc. (MSI) does not mean the end of Qmodem as a shareware product.

"MSI has made a commitment to the shareware community to update the Test-Drive version of Qmodem on a regular basis," said MSI vice president Rick Heming, on releasing the latest Shareware version of Qmodem for public distribution.

"Our goal is to keep prior shareware registered users up to date without the need to purchase the commercial release unless it has additional features they feel are necessary for their use," Heming added.

QMODEM 4.51 TEST-DRIVE (4.51TD) is the first shareware Qmodem released with the MSI name, and is an enhanced release of the prior version 4.3x released by the Forbin Project. It corrects some

Please turn to Page 6

MSI MUSTANG SOFTWARE INC. Monitor

Volume I, Issue III

A publication for customers of Mustang Software, Inc.

Qmodem 5 gets positive response from trade press

MSI'S JANUARY 1992 RELEASE of Qmodem version 5 as a commercial product has attracted a considerable amount of interest from the mainstream computer press and, the response thus far has been very favorable. While most of the reviews comment on Qmodem's shareware roots, and its evolution and maturity as a commercial product, editors also seem fascinated by Off-Line Xpress. Here are just three examples:

> "...more price-competitive, user-friendly and feature-packed than many other communications programs..."

PC Week was first out of the gate with a January 13 story by Stephen Loudermilk. He calls Qmodem "more price-competitive, user-friendly and feature-packed than many other communications programs."

The April 1992 issue of *Byte Magazine* briefly notes the appearance of Qmodem version 5 on the retail market, and describes "a number of enhancements" to the program, including the auto-learn scripting feature and the pre-packaged configurations for over 90 different modems.

Joe Salerni devotes three full paragraphs to OLX in his half-page "First Looks" review of Qmodem in the April 14 edition of *PC Magazine*. "As more and more PC users discover BBSs and BBS networks, the availability of off-line readers will be an important factor in making those communications more efficient," Salerni comments, calling the Qmodem/OLX bundle "a smart move on Mustang's part."

Sneak preview

Wildcat! version 3.5 adds many new features

MARK YOUR CALENDARS, SYSOPS — June 21 is the date MSI's development team has slated for the unveiling of WILDCAT! version 3.5. Copies will be mailed to subscribers to the Auto Update Plan beginning June 14 in an effort to have them delivered by the release date. The rest of the world won't be able to order the new WILDCAT! until after June 21. Call 800-999-9619 to order the Auto Update plan now, and be assured of getting WILDCAT! 3.5 as soon as it is released!

There's quite possibly "something for everyone" in this new release —read on ...

Security

- Wildcards are now supported in the "filter" files BADKEYS, BADALIAS, BADFILES and BADNAMES. For instance, a sysop who wants to prevent uploads of all files ending in .GIF could put *.GIF in BADFILES.LST —any file matching that wildcard would be rejected. Variant mis-spellings of "cuss" words can also be filtered using wildcards.
- Questionnaires now support "answer required" fields, which require a user to fill in a field before proceeding to the next question. This saves sysops from the headaches of verifying new users who fail to answer important questions such as telephone number or address.
- Security-specific display files are now supported allowing statements to be placed in display files such as @IFSEC=NEWUSER@. This construct indicates that text following would be seen only by people with NEWUSER security profile. Also supported is @ELSEIF@ and @ENDIF@. The text between the @ macros is only displayed if your security profile matches.

Please turn to page 8

Auto-Update helps you stay ahead of the pack

THE AUTO-UPDATE PLAN guarantees that you will always stay up to date with the WILDCAT! minor releases. It was designed to provide IMMEDIATE MINOR UPDATES to WILDCAT! with no effort on your part so you will never get behind!

As a subscriber to the Auto-Update Plan you will automatically receive every minor update to WILDCAT! and PRO! Series Utilities that you have kept up to date for your copy of WILDCAT!. AUP subscribers receive their copies before they become available for mail ordering through Mustang Software. Minor updates covered under this plan are those falling within a major version number. Updates numbered 3.01, 3.02, and 3.5 are all minor updates to the major release Version 3. Subsequent releases of 3.6, 3.7, 3.8, etc. are covered under the plan, as long as the subscriber is current to the most recent major release.

The Auto-Update Plan costs only $50 per year! Call our sales hotline at 800-999-9619 to order.

MSI MUSTANG SOFTWARE INC. Monitor

Volume I, Issue IV

A publication for customers of Mustang Software, Inc.

New WILDCAT! IM

The summer of '92 brought a new WILDCAT! release for operating multiple BBS lines on a single PC. The new release is called the "WILDCAT! Intelligent Multi-Port" (IM) as it is used in conjunction with an "Intelligent" multi-port serial card.

To produce the new WILDCAT! IM

Eight Lines One Computer NO PROBLEM!

release, MSI teamed up with Digi International, Eden Prairie, MN., the developers of the DigiChannel Intelligent Serial Card.

"Our Intelligent Multi-Port version requires the DigiChannel 'i' or 'e' series cards," said Rick Heming, Vice-President of MSI. "Specifically, we developed this WILDCAT! version using the DigiChannel PC/8e and COM/8i cards."

"We are very pleased that Mustang Software has chosen DigiChannel as the board of choice for WILDCAT!," said Joe Diodati, director of marketing and strategic planning at DigiBoard. "We are confident that with our hardware and their software, users will be able

"LAN users receive all of the same benefits as remote users..."

to put together one of the finest BBSs on the market."

The new version of WILDCAT! (IM) offers solutions for a variety of applications. As a stand-alone BBS, the system operator (sysop) can run up to eight lines on one 386-based computer. DESQview 386, Quarterdeck Office Systems' windowing DOS operating environment, and 8mb of RAM is also required

Please turn to Wildcat! IM, page 8

New Name and New Program

MSI Releases Qmodem Pro

Almost a year after acquiring the Qmodem program from the Forbin Project, Mustang Software, Inc. (MSI), has introduced its first major upgrade. QmodemPro is the first communications software program to enable electronic mail messages to be received and answered using one integrated program, regardless of the originating E-mail source.

The new release carries the new name QmodemPro to emphasize that it is a complete rewrite of the product, the first since the original author and developer John Friel began heading up the MSI Qmodem development team last year.

QmodemPro retrieves E-mail, bringing it in to one PC/compatible environment. The user no longer needs separate programs to handle MCI Mail, CompuServe E-mail, BBS messages and other E-mail systems. In addition, QmodemPro can redirect the user's replies to any bulletin board system (BBS), E-mail service or FAX machine . . . not just the original message's source.

QmodemPro represents a "rewrite from scratch" of the Qmodem program, according to Jim Harrer, President/CEO of MSI. The company acquired the original Qmodem program from The Forbin Project, Cedar Falls, Iowa, in October 1991. The product had attracted a large user following through its nearly seven years of availability as a shareware product.

"Our goal for Qmodem has always been to produce an outstanding, mass-merchandised product that could compete on any retail shelf with the major generic communications programs," Harrer said. "In addition, QmodemPro works hand-in-glove with our other retail product line, the WILDCAT! BBS software."

QmodemPro offers more than 75 new features compared to Qmodem Version 5, the first version of Qmodem sold under the MSI label, unveiled this past January. Heading the list of new features is an enhanced off-line mail reader. This capability allows users to download packets of mail and then read the contents off-line, significantly reducing expensive long-distance call charges.

Both the mail reader and the main program feature full mouse support with pull-down menus and resizable windows.

The retail price for QmodemPro with Off-Line Xpress is $99, and it will be available in retail outlets, including all Software Etc. stores in mid-November. Orders placed with MSI direct are being processed on a first-in first-out basis, and a small backlog in shipping is expected. Special offers are available to prior Qmodem registered users and WILDCAT! sysops for a limited time. Please see the accompanying articles for discount details and a feature list.

MSI MONITOR

VOLUME I, ISSUE 1

Mustang Offers QMODEM To WILDCAT! Sysops For $35! See full story below.

qmodem $35!

MSI Acquires QMODEM — Offers $35 Special to Registered Users

Mustang Software (MSI) has announced a major step toward becoming a single-source supplier of BBS and related communication products for MSI customers.

The popular QMODEM communications software package will become an MSI product at the beginning of January. Right now, regiatered WILDCAT! sysops can purchase QMODEM for $35. In addition, QMODEM author and developer, John Friel, will join the MSI staff for program support and future product development.

Set for release January 6, 1992, QMODEM v5 is a minor revision that includes Mustang's new OLX mail-reader and a new easy-to-read operations manual.

QMODEM v5 will be available through retail stores and all Software Etc. stores at $99. Registered QMODEM and WILDCAT! owners will be able to upgrade to v5 for only $35 until March 1, 1992.

qmodem

According to Jim Harrer, Mustang President and CEO, "Acquiring QMODEM as a complementary product for our WILDCAT! BBS offers many exciting possibilities for users of both programs. The Mustang development staff will be working with John Friel to incorporate features complementary to both products."

John Friel becomes MSI's Vice President of QMODEM R&D. According to Jim Harrer, "With the addition of John Friel to our staff, I believe we have the best development team in the telecommunications industry."

Holiday Schedule

A reminder that MSI will be closed from December 25 through January 5 to allow its employees to travel home for the holidays. Please prepare for this annual closure. Orders, inquiries and tech support should be planned around these dates.

Watch this newsletter and the trade publications for more excitement in the months ahead!

MSI MUSTANG SOFTWARE INC. Monitor

Volume II, Issue I

A publication for customers of Mustang Software, Inc.

Screen editor top new *WILDCAT!* 3.6 feature

THE LATEST minor update to *WILDCAT!* offers a pleasant surprise for system operators. In addition to the usual feature updates within *WILDCAT!* itself, this time we've added a custom display file editor called wcDRAW.

wcDRAW is a menu-driven utility that creates, edits and manages the various display files, menus, bulletins and help files associated with a *WILDCAT!* BBS. It fully supports the "@" codes for color setting and user and system variables in *WILDCAT!* v3 and above. For most sysops WCDraw does away with the need for an ANSI color editor and offers additional file management features not found in any other program.

A complete feature list for *WILDCAT!* Version 3.6 and WCDRAW follows:

wcDRAW

- Uses keyboard & mouse.
- Reads *WILDCAT!* configuration and conference definition files.
- Locates display, menu, bulletin & help files for each conference.
- Files are selectable from a pick-list of every supported *WILDCAT!* filename.
- Each filename is displayed with a description of its function.
- Imports and converts ANSI, old *WILDCAT!* control system codes and current @ codes.
- Supports block copy, move, fill and stamp.
- Contains a complete @ code table and extended ASCII table.

please turn to page 8

QmodemPro Success Story

NOTABLE personality Nick Anis is one of many computer journalists to give *QmodemPro* good marks in the trade press since the product was released in late 1992.

Media response to *QmodemPro* has been very favorable so far, and the variety of coverage, from user group magazines to mass market newsstand publications, has helped spread the news about QmodemPro far beyond its traditional marketplace of BBS enthusiasts.

Computer Currents

In a recent article in *Computer Currents*, Anis calls *QmodemPro* "the best general purpose telecommunications program for transferring files and E-mail to online services and bulletin board systems available today."

"*QmodemPro* has managed to take an already good program and make it better," Anis says. "*QmodemPro's* seamless integration with OLX [Off-Line Xpress] makes it possible to create and send a fax and custom cover sheet by simply typing the message and hitting the 'Send' button."

Link-up

Meanwhile, Audrey Grosch, writing in "Link-up" magazine, talks about *QmodemPro's* Quick Device Configuration feature: "One of the more tricky aspects to personal computing is setting up a modem ... *QmodemPro* is a pure delight in this regard."

"One of the slickest *QmodemPro* features," Grosch adds, "is to attach the comunications parameters to a device, i.e. a specific modem, call it by name, and then relate it to each phone-book entry. Then, if a user decides to attach that device to a different COM port, he or she need only change the one device entry and not every individual phone-book entry."

LAN TIMES

Thom Duncan, writing in the December 21, 1992 edition of LAN TIMES magazine, also lavished praise on the new release.

"*QmodemPro's* features list is among the richest in the industry. This is a big-time communications product for serious users." Later on in the article, he says enthusiastically "Group dialing support is a feature for which Mustang ought to receive the Nobel Peace Prize."

PC Magazine

Finally, Joe Salemi of *PC Magazine* gave *QmodemPro* a very complimentary review in the "First Looks" section of the January 13., 1993 issue of the magazine. "*QmodemPro's* tightly integrated e-mail features significantly raise the standard for communications software and make it the product of choice, especially if you subscribe to a number of on-line E-mail services", Salemi said.

MSI MUSTANG SOFTWARE INC. Monitor

Volume II, Issue II

A publication for customers of Mustang Software, Inc.

QmodemPro v1.51 Adds RIP & CompuServe Forum Support

The absolute latest development in telecommunications is RIPscrip graphics, and the latest releases of *QmodemPro* has included RIP and several other welcome surprises. Perhaps the best surprise is that these new additions are included in a ***totally free upgrade!***

The new RIPscrip graphical emulation is supported by the top five BBS manufacturers and was present in force during the ONE BBSCON industry trade show. *QmodemPro*

is the first commercial communications program to ship with this new technology.

MSI also showed its new support for downloading of CompuServe Forum Mail during ONE BBSCON last month in Colorado Springs. Forum messages can be read offline using *QmodemPro's* reader, OLX

See the additional articles on RIP graphics and CompuServe Forums in this newsletter for more information on these free new features!

Wildcat! Invades the Internet

BBS sysops have been asking for connectivity to the Internet for years, and some have actually been successful in kludging together several very dissimilar packages to create an operable gateway. However, most of these ventures have resulted in a system that is a nightmare to install and impossible to maintain. Finally a fully integrated MSI alternative solution for UUCP email and newsgroup messages is available.

On October 1 Mustang released a new program to link up their popular *Wildcat!* BBS to the Internet. The new wcUUCP program was shown for the first time during the ONE BBSCON trade show held in Colorado Springs in late August. This gateway allows Internet E-Mail as well as Usenet newsgroups (public mail) to be imported directly into a *Wildcat!* Bulletin Board System.

"We realize there are thousands of people who would like to have access to the Internet for both public and private mail but don't have an easy way to do so. Our new gateway will allow any *Wildcat!* System Operator (SysOp) to provide easy access to the Internet to their BBS callers. The end result is, more individual users will have access to the Internet than ever before," said Jim Harrer, Mustang's President & CEO.

A Total Package

wcUUCP includes everything the system operator needs to send and retrieve mail from the Internet. Mustang's wcUUCP product includes a UUCICO (Unix-to-Unix-Copy-In-Copy-Out) communications program which actually transports the messages to and from the Internet service provider. No additional third party utilities or shareware programs are required, which makes it one of the most complete packages available to BBS operators today. wcUUCP fully supports file attachments to messages and automates the process of encoding and decoding these attachments. All the Sysop needs to do is connect to a Internet Host. Set-up is simple for the *Wildcat!* System Operator and the BBS actually becomes an Internet domain.

Transparent Addressing

Callers to the BBS automatically receive an Internet email address without sysop intervention. For example, when Mustang Software's BBS was connected to the Internet, it became known as mustang.com (.com means commercial). This domain name is requested from the Internet host provider and is unique for each system. Once a domain name has been established, every user on the BBS has an Internet address.

please turn to page 12

MSI MUSTANG SOFTWARE INC. Monitor

Volume 3, Issue 1

A publication for customers of Mustang Software, Inc.

WHAT'S INSIDE

Wildcat! 4 Ships 1

Let Us Convince You! 1

QmodemPro Update Adds New Features 2

The News, When You Need It: Media And Health Go On-line 3

It's Party Time — Evening Under The Stars 4

What's On Your Mind? 5

A Team Effort: Projects Require A Plan, Perfect Timing 6

Tech Tips: File Searching Made Easy 8

Mustang Product Listing 9

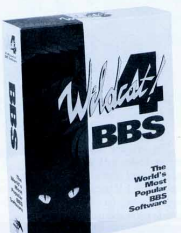
Under The Hood: What's New In Wildcat! 4 10

Letter From Our President 11

Coupons For Free Gifts From Mustang 12

The MSI MONITOR is published by Mustang Software, Inc.
The entire contents are Copyright © 1994 by Mustang Software, Inc., 6200 Lake Ming Road, Bakersfield, CA 93306, USA. Permission is hereby granted to reproduce the material contained in this newsletter, providing the source is credited and a copy of the publication in which it appears is sent to Mustang Software, Inc. at the above address. QmodemPro and Wildcat! are trademarks of Mustang Software, Inc.

Wildcat!™ 4 Ships



MAJOR UPGRADE

Wildcat! 4 delivers the goods. "When it comes to writing software, we believe that instead of telling our customers what they want, we should be asking them."

And that's exactly what Jim Harrer and his team of engineers kept in mind when they began designing the first major rewrite of Wildcat! BBS in almost three years. This major update to the World's Most Popular BBS Software™ stays true to its tradition of being easy to use, and adds hundreds of new features to satisfy the most demanding power user.

Even if you don't run a BBS right now, you'll want to read up on Wildcat! 4. With the rest of the world rushing to get on-line, how long can you, your organization, or your business afford to delay? It doesn't have to be hard. It doesn't have to be expensive. And it can even be a lot of fun.

In this issue of the MSI Monitor, we'll be talking about some of the significant new features of Wildcat! 4. We'll take you on a tour of the new MSI "campus," and we'll introduce you to two Wildcat! 4 Sysops who are on the front lines of science and health information technology. We'll also give you a peek behind the scenes at the planning and work that goes into producing a major software update.

Still waiting for a reason? *Let Us Convince You!*

If you've been waiting for just the right moment to upgrade to Wildcat! 4, we've got great news for you. Right now, if you're a registered Wildcat! owner, you can upgrade for only $50! And since your current Wildcat! add-on products may not be compatible, you can also order our newest add-ons — wcGATE, wcCODE and wcPRO — at tremendous savings!

This has been MSI's most successful new product release ever — over 10,000 orders for upgrades and new purchases were filled in the first eight weeks alone! Comments from customers have been enthusiastic! Here are just a few of the dozens and dozens we've received.

"I started out with the Wildcat! Test Drive, upgraded to version 3.9, then looked at PCBoard, RoboBOARD/FX, VBBS, Omega Point/2, Remote Access, The Major BBS, and still came back to Wildcat! And now, with version 4, we have all of the features of the above PLUS several new features of their own. GREAT WORK!"

Keith Rada
Friendly Computer Systems Online

continued on page 7 ...

MSI MUSTANG SOFTWARE INC.

Monitor

Volume 3, issue 2

A publication for customers of Mustang Software, Inc.

WHAT'S INSIDE

OLX for Windows hits the street 1
Wildcat! 4.1 ships 1
Product support highlights .. 2
Platinum Customer Access Program 3
Tech Tips 4
Sysop Reseller Program Expands .. 5
Under the hood: OLX for Windows 6
Meet Lynn Wright 7
BBS profile 8
Product info and pricing 9
Letter from the President 11
Domain services expanded for mustang.com 12

The MSI MONITOR is published by Mustang Software, Inc. The entire contents are Copyright © 1995 by Mustang Software, Inc., 6200 Lake Ming Road, Bakersfield, CA 93306, USA
Permission is hereby granted to reproduce material contained in this newsletter, providing the source is credited and a copy of the publication that it appears in, is sent to Mustang Software, Inc., at the above address. QmodemPro, Off-Line Xpress and Wildcat! are trademarks of Mustang Software, Inc.

OLX for Windows Hits the Street

MUSTANG SOFTWARE IS PROUD to announce the newest addition to its family of on-line products, Off-Line Xpress (OLX) for Windows v1.0. OLX for Windows is a QWK-compatible off-line mail reader designed to make managing your BBS e-mail easier and more fun.

Much like its older brother, OLX for DOS, OLX for Windows provides intelligent tools for BBS messaging. Features like an inbox and outbox to track personal mail, built-in spell checker, address book, cut & paste editor, multi-packet handling and excellent list management are already standard equipment for the OLX line. "We've taken the features that already work great in OLX for DOS and elevated them to a higher level. Adding new features like UUDECODE and multi-media is just icing on the cake," MSI President Jim Harrer remarks.

OLX for Windows has a retail price of $49, but current owners of any MSI product can purchase it for only $25 plus shipping for a limited time. Mustang expects the product to be sold through distribution much like MSI's Wildcat! BBS and QmodemPro for Windows communication lines.

For more features, take a look "Under the Hood" on page six.

Wildcat! 4.1 ships

While everyone else was relaxing over the holidays, MSI's engineering team was hard at work adding new features and enhancements to the already wildly popular Wildcat! 4 BBS. After several months of testing we are now shipping Wildcat! 4.10 with a new multi-database file system, enhanced OS/2 comm driver support and a new way to browse downloadable files called the ANSI Lister. We have also included intelligent Digiboard and FOSSIL driver support in all Wildcat! line-counts from Single Line up through the MultiLine Platinum.

Multi CD-ROM databases

The new file system adds the ability to have "file groups" on a Wildcat system, a concept originally designed for CD-ROM files. A group consists of one or more file areas from the pool of 32,000 available areas. "With the new system, Wildcat!'s file databases are much more portable and managing multiple CD-ROM discs is a breeze," said Paul Davis, lead engineer for Wildcat! 4. Groups can be selected by

Continued on page 10

MSI MUSTANG SOFTWARE INC.

Monitor

Volume 3, issue 3

A publication for customers of Mustang Software, Inc.

WHAT'S INSIDE

New *Wildcat!* products! 1
Customer Service 2
Tech tips 4
Grow with Mustang Software 5
Under the hood: *wcBILLING* 6
Meet Jim Sherburne 7
Profile: *wcCODE* 7
Spotlight: Biz Net BBS 8
Profile: wcPRO 11
Updates: OLX Win 1.00a 12
Meet Dan Horn 12
Internet Services! 13
Profile: *wcGATE* 14
Letter from the President 15

The MSI MONITOR is published by Mustang Software, Inc. The entire contents are Copyright © 1995 by Mustang Software Inc., 6200 Lake Ming Road, Bakersfield, CA 93306, USA
Permission is hereby granted to reproduce material contained in this newsletter, providing the source is credited and a copy of the publication that it appears in is sent to Mustang Software, Inc., at the above address. QmodemPro, Off-Line Xpress and Wildcat! are trademarks of Mustang Software, Inc.

Hot summer brings cool new update

Wildcat! 4.11 brings new look, features

It's summertime in Bakersfield but that's not the only reason it's so hot! MSI's crack engineering team has been at it again and the result is a hot new version of Wildcat!, now available as a minor update. The update features a new FILE_ID.DIZ style file listing mode, MD5 secure passwords, support for the new wcBILLING add-on package and many more new features.

The new DIZ style file listing mode got the most attention during beta testing on the MSI HQ BBS. "It's a feature that our customers have been requesting for a long time, but we didn't want to just toss it in until we knew we could do it right," said Paul Davis, lead engineer for *Wildcat!* 4. "While it's been a much requested feature, nobody expected the overwhelming positive response to the new full listing display mode during testing on our BBS."

The message editor also received some attention in this update. The automatic quoting system now automatically wraps, rather than truncates, previously unquoted material during replies. In addition, users may now have *Wildcat!* automatically spell check their messages if they wish. The auto spell check feature is an option which each user controls for their own account. They can turn it on or off via the Your Settings function in *Wildcat!*

The MD5 secure password feature is designed as a security measure for sysops who have their *Wildcat!* BBSs connected to the Internet. The system of "MD5 secure" passwords stems from the idea that on things like telnet someone can "sniff" out your connection and watch what you send to the other end. "If it happens to be your password

Continued on page 10

New!

Accounting & Billing Module for *Wildcat!*

Turning a profit with your *Wildcat!* BBS just got a little bit easier. With *wcBILLING*, the newest addition to the *Wildcat!* product line, you now have a tool to implement a real-time billing system on your BBS with the flexibility to credit or debit your caller's account balances by the minute, for reading and writing messages, uploading and downloading files, using doors and chatting.

"*wcBILLING* is more than just a billing add-on," explained Jim Harrer, president and CEO of Mustang Software, Inc. "It is also a powerful tool for documenting how your BBS resources are being used and which callers are using them the most."

The *wcBILLING* add-on module requires *Wildcat!* 4.11 or later and is available now at a suggested retail price of $149, but if you order from MSI before July 30th, 1995 you can pick it up for the introductory price of only $79. Phone in your order today at 800-663-7284. For a more detailed look at *wcBILLING* check out "Under The Hood" starting on page 6.

Mustang SOFTWARE, INC.

Monitor

Volume 4, Issue 2

A publication for customers of Mustang Software, Inc.

WHAT'S INSIDE

Wildcat! Best New Product At FOSE '96 1
Wildcat! Interactive Net Server Takes Off 1
wcExchange A Hit For Business 4
Wildcat! 5 AUP Server Now Online 5
Electronic Commerce Gateway Charges Ahead 6
HoTMetaL Pro v3.0 Upgrade Now Available 7
Move Over AOL Custom Connector Is Here 8
Under the Hood of wcReports 10
RSIS Selects Wildcat! for GSA Solution 12
Wildcat! Technical Journal Announced 16
Wildcat! Browser Independence Day 17
Logicom Inc. Joins Certified Wildcat! Reseller Program 18
Tech Tip: Wildcat! Specific HTML Tags 20
New TECHelp Program Starts October 1 23
wcCasino – New Game Pack A Sure Bet 27
Mustang's Tech Support On Cruise Control 27
Wildcat! 4.2 for DOS Hits the Boards 28
SDK Knows All, Tells All 30
View From The Top 31

The MSI MONITOR is published by Mustang Software, Inc. The entire contents are Copyright © 1996 by Mustang Software, Inc. 6200 Lake Ming Road, Bakersfield, CA 93306, USA
Permission is hereby granted to reproduce material contained in this newsletter, providing the source is credited and a copy of the publication that it appears in is sent to Mustang Software, Inc. at the above address. QmodemPro, Off-Line Xpress and Wildcat! are trademarks of Mustang Software, Inc.

Wildcat! Voted Best New Internet Product At FOSE '96

Wildcat! Wins Award Over Products From Netscape, Caldera, MCI, and askSam.

Wildcat! was selected as "Best New Internet Product" in judging at the 1996 Federal Office Systems Exposition (FOSE) held at the Washington Convention Center. The award recognized Wildcat!'s role as a dual purpose Internet and Intranet platform designed to fill government, business, and consumer needs for online interactive Web and Intranet applications.

Award nominees were judged for FOSE '96 by the editors of Government Computer News. Wildcat! bested the likes of Netscape Navigator Gold 2.0 by Netscape Communications, Inc.; The Caldera Network Desktop by Caldera, Inc.; SafeNet by MCI Communications Corp.; askSam 3.0/Professional and askSam Web Publisher by askSam Systems, Inc.; and ISYS

Cont'd pg 2

Wildcat! Interactive Net Server Takes Off

New Server Suite Allows Any Business to Create Affordable and Easy-to-Use Intranets and Commerce-Driven Web Sites

Mustang introduces the Wildcat! Interactive Net Server, targeted at businesses as an affordable and easy-to-use Intranet solution by offering the capabilities of a Web server, FTP Server, Message Server, Commerce Server, Dial-up Server and Intranet Server. "Corporations are looking for a product that provides a full-featured online system to use as an Intranet or Web server," states CEO Jim Harrer. "With the new Wildcat! Interactive

Cont'd pg 2

MSI MUSTANG SOFTWARE INC.

Monitor

Volume 4, Issue 1

A publication for customers of Mustang Software, Inc.

WHAT'S INSIDE

Wildcat Ships 1
Users Surf Wildcat! 5 – Navigate This! 1
Exciting Add-Ons 3
Certified Reseller Integrator & Developer Program 7
The Exciting Journey Ahead 8
First Internet Offers Training 9
Under The Hood Wildcat! 5 10
Tech Tips Connecting to the Internet 12
Staying On The Leading Edge With The New Electronic AUP 14
The SDK Offers World of Third Party Possibilities 16
Sysops Transform Into ISPs With Wildcat! 5 18
View From The Top 19

The MSI MONITOR is published by Mustang Software, Inc. The entire contents are Copyright © 1996 by Mustang Software, Inc. 6200 Lake Ming Road, Bakersfield, CA 93306, USA
Permission is hereby granted to reproduce material contained in this newsletter, providing the source is credited and a copy of the publication that it appears in is sent to Mustang Software, Inc. at the above address. QmodemPro, Off-Line Xpress and Wildcat! are trademarks of Mustang Software, Inc.

Wildcat! 5 for Windows® 95 & Window NT SHIPS

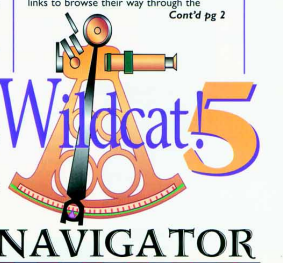
After an eighteen month development cycle Mustang released Wildcat! 5 to the public on March 25, 1996. Positioned as an interactive Web server, Wildcat! 5 promises to bridge the gap between bulletin board system technology and the World Wide Web. With greater connectivity, power and ease of use than previous versions, Wildcat! 5 is the ultimate Internet/Intranet solution. To order Wildcat! 5, call our Mustang Solutions Office at 1-800-663-7284.

For more information on this new product, check out Under the Hood and Wildcat! 5 Add-ons in this issue.

Users Surf Wildcat! 5 – Navigate This!

Bringing all the power of Wildcat! 5 to your users' fingertips is the Wildcat! Navigator. "Since we designed Wildcat! 5 to use HTML, we had to either license a browser or create our own," noted Mustang VP of Engineering Scott Hunter. "Licensing from Netscape or NetManage meant extra 'per-user' costs for our customers, and their browsers still didn't have the inter-activity of a file transfer or messaging system. Creating our own freely distributable Navigator was the best solution." Wildcat! 5 beta tester and Internet service provider Glen Brown agrees. "We're really pleased with Wildcat! 5 and the Navigator. Our customers like the ease and feel of Wildcat!. They especially like the multi-tasking ability." Through Wildcat! 5's HTML interface, the Navigator treats your members to a Web-like experience. Users click on HyperText links to browse their way through the

Cont'd pg 2



MSI MUSTANG SOFTWARE INC.

Monitor

A publication for customers of Mustang Software, Inc.

Volume 3, Issue 4

What's Inside

Interactive Multimedia	1
Mustang Introduces QmodemPro for Windows 95	1
Pre-Release Annihilator CD	1
Future Bright for DOS Wildcat! Sysops	6
Annihilator Software Developer Kit	10
AOP Advocate for Sysop Interests	10
Raytheon Aircraft BBS Takes Wing	11
Under the Hood of QmodemPro for Windows 95	12
Meet Greg Hewgill	14
Microsoft Network	14
Letter from the President	15

The MSI MONITOR is published by Mustang Software, Inc. The entire contents are Copyright © 1995 by Mustang Software, Inc. 6200 Lake Ming Road, Bakersfield, CA 93306, USA

Permission is hereby granted to reproduce material contained in this newsletter, providing the source is credited and a copy of the publication that it appears in is sent to Mustang Software, Inc. at the above address. QmodemPro, *Off-Line Xpress* and Wildcat! are trademarks of Mustang Software, Inc.

Wildcat! For Windows 95/NT Announced!

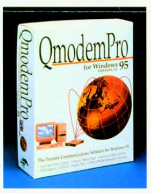
Interactive Multimedia Reaches the On-line Application Market

Mustang Software is developing a system to empower the corporate, business, small office and hobbyist community to offer full on-line multimedia to customers, staff and prospects. The development name of the project is *Annihilator* and it has entered beta testing at several hundred locations. It is targeted for release between Thanksgiving and the end of the year as *Wildcat!* 5 for Windows 95 and Windows NT.

Annihilator is a true Windows 95 or Windows NT client/server application designed to provide a BBS - based solution for a broad range of customers. It delivers an exciting interactive multimedia experience

Cont'd pg. 2

Mustang Software Introduces Industry's First On-Line Communications Software for Windows 95



New Generation Program Offers Users 32-Bit, Multi-threaded Performance

Mustang Software, Inc. shipped the industry's first aftermarket on-line communications software for Windows 95 — *QmodemPro* for Windows 95 version 2.0, in conjunction with Microsoft's release of Windows 95, on August 24, 1995. *QmodemPro* offers the consumer a wide array of features including file transfers, terminal emulation,TAPI and OLE 2.0, all utilizing full 32-bit multi-threaded technology.

Cont'd pg. 7

Get Your Pre-Release Annihilator CD available NOW!

To get you on your way to client/server technology, Mustang has created a pre-release CD of the current development of Project *Annihilator*. For $49 you can become a leading-edge Sysop taking advantage of the 32-bit BBS access in Windows 95 and NT and learn about this new system. Only 5,000 copies of this special CD release will be mastered, and they will be distributed solely as an instructional and informational demo. Although the BBS on the CD program will be operational, Mustang does not intend for you to use it as a

Cont'd pg. 8

Requires Window

Mustang Software

Monitor

Volume 4, Issue 3

A publication for customers of Mustang Software, Inc.

What's Inside

WIN Server Sports Exciting New Features	1
Mustang A Hit At VarVision Fall '96	1
The VAR Side	4
MSI Unveils New, Powerful *WIN Server* Database	5
Mustang Offers Easy Database from askSam	6
Host Worldwide E-mail Lists with wcListServe	7
Become An Internet Entertainment Provider with wcCasino Game	8
WIN Server Training Slated for February	9
Selling *WIN Server* As a Message Intranet	12
Door Author Heads Third-Party Relations Dept.	13
Tech Tip: Virtual Ports Under Windows 95	16
An Open Letter To Developers	17
Tech Tip: Commonly Used Functions of wcReports	18
The Wildcat! 3rd Party Devel. Support Program	20
White Paper-Why Develop for the *WIN Server*	22
Value Added Reseller Claims Insurance Market	26

The MSI MONITOR is published by Mustang Software, Inc. The entire contents are Copyright © 1996 by Mustang Software, Inc. 6200 Lake Ming Road, Bakersfield, CA 93306, USA

Permission is hereby granted to reproduce material contained in this newsletter, providing the source is credited and a copy of the publication that it appears in is sent to Mustang Software, Inc. at the above address. *WIN Server* and Wildcat! are trademarks of Mustang Software, Inc.

WIN Server™ Sports Exciting New Features

While everyone was out enjoying the summer vacation season, our engineers were toiling away and putting in lots of extra hours to improve the *Wildcat! Interactive Net Server* (*WIN Server*) package for our customers. Two of the biggest recent additions to the package have been support for Dynamic HTML and Virtual-Sockets.

Dynamic HTML Expands Your Universe

With Dynamic HTML support, Web surfers can log into your *WIN Server* online

Continued on page 2

Mustang A Hit At VarVision Fall `96

Both Mustang Software and the Wildcat! Interactive Net Server (*WIN Server*) were nominated for awards at VarVision Fall '96 held at the Phoenix Ritz Carlton October 20-23, 1996. Mustang was nominated for the Best Vendor category while the *WIN Server* fared equally well by being nominated for Best Product.

VarVision is a business conference where vendors such as Mustang court Value Added Resellers such as Coopers & Lybrand, EDS, MicroAge and others. Over the three days Mustang met with nearly 100 VARs (Value Added Resellers) from a wide range of specialties. Most of the VARs expressed true interest in the *WIN Server* product. "They were extremely impressed with the *WIN Server* opportunity profile sheets we laid out for them as well as our comprehensive reseller marketing campaign kits," noted Director of Channel Marketing, Kim Cooper. "Basically, we've done all the homework – they just make the sale."

Among the channel programs Mustang has in place are a generous lead referral system, quarterly sales & technical training, market development funds, and pre- and post-sales support to name a few. "We're prepared to help our partners with aggressive marketing campaigns and use our own Marketing Department for customized advertising and direct mail programs. If needed, we'll fly out to customer sites to help our VARs close deals. And for our biggest VAR partners, we'll even provide on-site training," added Cooper.

With the help of Myrtle Software's Jim Thomasson, the Mustang team was able to show a live example of how the *WIN Server* can be used in any vertical environment. His insurance application, ClaimPower, drew an enormous amount of interest from all who attended Mustang's sessions. (For more information on ClaimPower, read the article on page 30.)

Continued on page 2

Mustang's INSIDE LINE

LATEST NEWS & THE INSIDE SCOOP FOR OUR CUSTOMERS VOL.3 NO.1

INSIDE THIS EDITION:

Take the IMC Challenge	1
IMC v2.2 Now Available	1
From the Desk of the President	2
Wall Street on Demand Success Story	2
ListCaster Gets the Word Out!	3
Mustang Services Delivers	4
IMC Auto-Agent	4
Give Your FTP Server a Facelift	7
Get Free Software With Your Software	7
Calling All Customers	8

Mustang SOFTWARE, INC.

Mustang's INSIDE LINE is published by Mustang Software, Inc. The entire contents are Copyright © 1996 by Mustang Software, Inc., 6200 Lake Ming Road, Bakersfield, CA 93306, USA.

Permission is hereby granted to reproduce material contained in this newsletter, providing the source is credited and a copy of the publication in which it appears is sent to Mustang Software, Inc. at the above address.

Take the IMC Challenge

Develop the Best E-mail Response Time and Win!

Time is running out on your chance to win the super prize package worth up to $16,000! Here is the deal: Jim Harrer, President & CEO of Mustang Software is challenging your company to make a commitment to building the BEST e-mail customer service and support group possible. This is a contest that any company can win! It does not matter whether your company has 3 employees or 5000. This is your opportunity to start providing world-class customer service via e-mail! From now until the end of the year, with the IMC challenge, everyone has a chance to win!

The winner will not determined by the volume of e-mail they respond to daily, weekly or monthly, but rather by which company has the best average response time improvement during their 4 week IMC Challenge period—and how well they identify their company's success in a 500 word essay! So, if you want to improve your e-mail response time

continued on page 6

Internet Message Center –

The Fastest Way to Get the Message Answered!

IMC v2.20 Contains Powerful New Features Including an Enhanced IMC Agent Interface for even faster message response.

We are proud of the fact Internet Message Center (IMC) has received more "Best of Show" and "Editor Choice" awards than all of our competitors combined. Most impressive are the customers who have recently come on board. As Lucent Technologies, the US Mint, GTE, Time Warner, and Ziff-Davis focus on improving their web based inquiries and e-mail messages coming into their department (sales@, support@, info@ and webmaster@) mailboxes, IMC is playing a critical role in their overall customer satisfaction.

We continue to push the envelope to improve agent response time – the time it takes an agent to craft

continued on page 3

Mustang Software, Inc.
6200 Lake Ming Road
Bakersfield, CA 93306

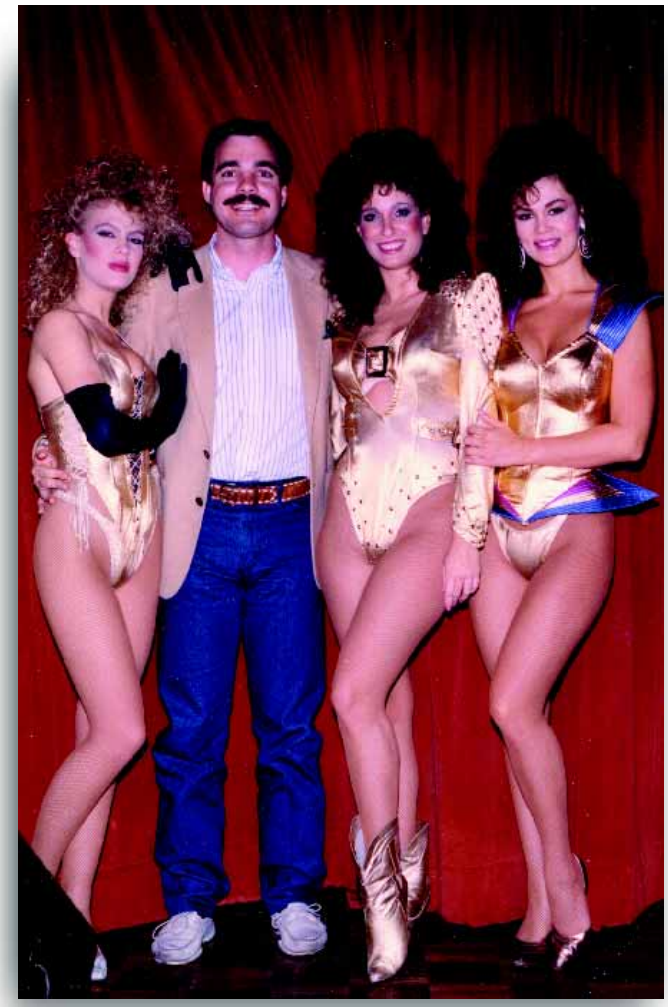
Return Service Requested

Pre-Sorted
First Class
U.S. Postage
PAID
Tampa, FL
Permit # 3239

BEST BBS

WILDCAT!
JAN CALIFORNIA CA 95
BEST BBS

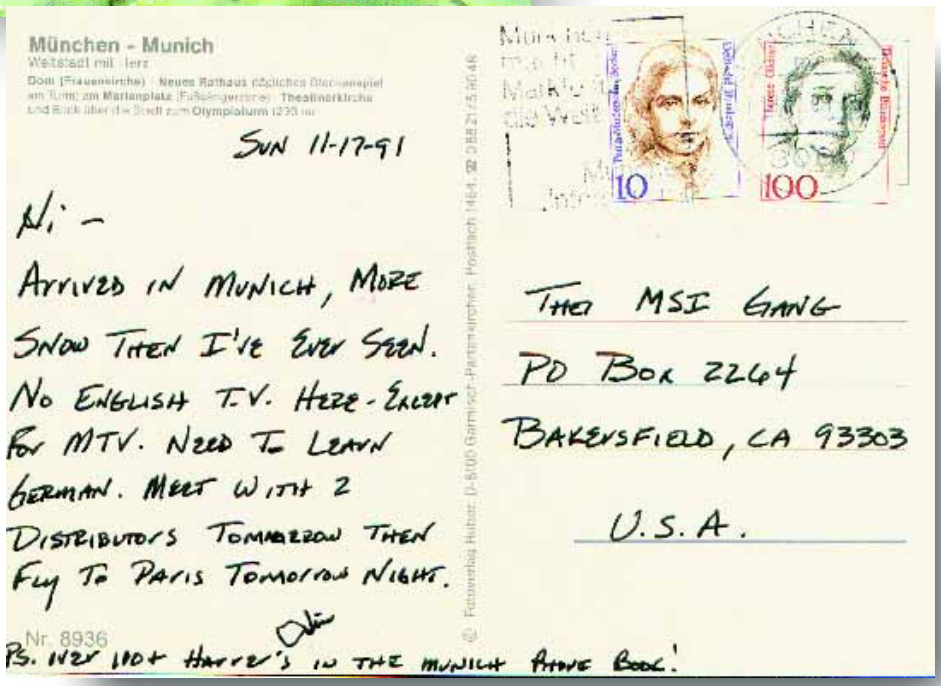
if you don’t know Jim...



JimmieRea Valentine
...and the BillBoard concepts

...you don’t know e-Mail!

Past



München - Munich
Weltstadt mit Herz
Dom (Frauenkirche) · Neues Rathaus täglichen Glockenspiel am Turm) am Marienplatz (Fußgängerzone) · Theatinerkirche und Blick über die Stadt zum Olympiaturm (233 m)

SUN 11-17-91

Hi -

Arrived in Munich, More Snow Then I've Ever Seen. No English T.V. Here - Except For MTV. Need To Learn German. Meet With 2 Distributors Tomorrow Then Fly To Paris Tomorrow Night.

Nr. 8936

© Fotoverlag Hubert, D-8100 Garmisch-Partenkirchen, Postfach 1464, ☎ 088 21/5 90 48

Thei MSI Gang
PO Box 2264
Bakersfield, CA 93303
U.S.A.

PS. Over 100+ Harrer's in the Munich Phone Book!

From Mustang Software, Inc. to Mustang.com, Inc.

Over the years, Mustang's focus has changed from providing computer consulting services, to shareware software development and support, to commercial software development.
Over time, the company name has changed as well.

When the company started in 1986, Jim Harrer did business under the name "Mustang Computer Management." In 1988, Jim incorporated the company as "Mustang Software, Inc." and did business under that name until October 1999.

During those 13 years, Mustang's products, services and marketing focus have changed. What started as a consulting business with a sideline in shareware has grown into an Internet company with prestigious clients who are well represented on the Fortune 1000 list, as well as emerging "dot-com" companies.

In October 1999, Mustang's management team rolled out a new company name and image to reflect the new focus of Mustang's software development and marketing philosophy. The change took into account the way customers were already referring to the flagship product line as "Mustang" rather than "Internet Message Center," and the emphasis on Internet technology and service as a complement to the company's software products.

On October 12, 1999, Mustang Software, Inc. officially changed its name to "Mustang.com, Inc." The name change cemented Mustang's position as a "leader in the eBusiness and eService infrastructure markets," said the press release announcing the rebranding.

The name change also introduced a new logo, web site and package design. The "horsehead" logo, in use in a progression of versions since 1991, has been replaced by a more modern, clean looking text logo signifying interconnection and communication.

Today...

The Bakersfield Californian

47 cents — higher in some areas | www.bakersfield.com | Final edition

Tuesday
February 29, 2000
High: **60** — Low: **42**

BHS goalie Muleady headed to Oregon St.
Sports, C1

Free seminars educate public on estate planning
Business, A9

Bakersfield teen-agers lend a helping hand
Eye Street, D1

Quintus plans to ride Mustang.com's $290 million success story

Bakersfield e-mail firm began its bumpy rise in age of computer bulletin boards.

By JAMES BURGER
Californian staff writer
e-mail: jburger@bakersfield.com

Bakersfield software company Mustang.com is being sold to a Fremont-based software firm.

Quintus Corp. will buy the local company for an estimated $290 million in stock.

The price represents nearly a 50 percent premium on Mustang's closing stock price before the deal was announced.

It's been a wild ride for Mustang, a small company that Bakersfield entrepreneur Jim Harrer started in his bedroom in 1986.

In the past 14 years, Harrer and his management team have built the company from infancy to success and though heart-breaking losses to a new plateau near profitability.

Mustang's Wildcat! bulletin board software was a hot product in the early 1990s but Internet Web browsers supplanted it in 1995.

Severe job cuts, millions of dollars in losses and failed software products followed as the company rushed toward financial ruin.

Redemption came in the form of a new Mustang product, Internet Message Center, which took advantage of the popularity of electronic mail to halt the company's downward spiral.

The IMC software helps corporations organize huge volumes of e-mail.

Another chapter of the story started Monday with the announcement that Mustang.com is being sold to Quintus, a company that markets Internet communications software.

"I look at this (sale) as vindication, not only for myself, but my entire staff," Harrer said.

"There were a lot of people who thought we would never be able to bring the company back."

Quintus chief financial officer Sue Salvesen said the Mustang purchase, and its IMC product, will complete her company's suite of software solutions.

With IMC, Quintus software will be able to handle phone, Internet, chat and e-mail communications for its cor-

Please turn to DEAL / A3

Share value on Nasdaq stock market

Source: Yahoo! THE CALIFORNIAN

DEAL: Company wants to remain small, but strong

Continued from A1

porate clients.

"We believe we're the leader in the market. We can handle it all," she said.

The company's goal, she said, is to stay small enough to remain nimble and responsive to customer needs but strong enough to maintain leadership in the market.

"We'll continue to expand, we'll continue to hire, except now we'll have the resources of a billion-dollar company."

— Jim Harrer
Mustang founder

The impacts of the Mustang acquisition announcement are already becoming apparent.

In a day of frenzied trading Monday, almost 1.75 million shares of Mustang.com stock changed hands.

That represents nearly seven times the average trading volume for the company.

Mustang.com stock closed at 29⅝, up 3¾ points.

Quintus stock values dropped 7½ points, to 40¾, on trading of almost 1.3 million shares.

Quintus, which has acquired two other software companies in the past three years, approached Mustang in January with the idea of a merger, Harrer said.

He said the two companies talked about how they might best fit each other both financially and culturally before making the deal.

On the Mustang side, Harrer said, competition within the market for e-mail management software made the merger a necessity.

New opponents in the market, well-backed by Wall Street, had put the heat on Mustang and its award-winning Internet Message Center, he said. Mustang, still fighting to build its sales force while shrinking its losses, couldn't handle the battle alone.

"We just couldn't afford another six to nine months to grow the company," Harrer said.

Mustang chief financial officer Don Leonard said it would have taken time for Mustang.com to make the transition to profitability.

"We were going to sustain losses for the next several quarters," he said.

Mustang did have a single profitable quarter one year ago. First quarter 1999 showed a $10,299 profit for the company, which had recorded large losses for the previous 12 quarters.

But Harrer and Leonard said the company was committed to planning for the future and they channeled Mustang's growing revenues, plus some reserves, into expanding the company sales force.

Mustang operates satellite offices in Austin, Chicago, Fort Lauderdale, Los Angeles, New York, Phoenix, Seattle and Washington D.C.

It was Mustang's technology and customer base that led Quintus to ask for Mustang's hand in merger, Salvesen said.

The company has more than 300 corporate customers who use Internet Message Center to handle e-mail communications from the public.

Mustang clients include Microsoft, Lucent, GTE, Costco, Nordstrom.com and Time Warner.

Harrer said he is proud of the growth and progress his company has shown over the past three years. The estimated $290 million in Quintus stock that Mustang shareholders will receive for their company is proof of that.

"This company, 12 months ago, was worth $10 million," he said.

Less than two years ago, Mustang.com stock was languishing around $1 a share.

Before the merger is finalized, it must receive approval from both the U.S. Securities and Exchange Commission and Mustang stockholders.

Those stockholders will receive 0.793 shares of Quintus stock for every share of Mustang stock they own.

Computed using Friday's closing figures for both companies, that would represent a 48 percent increase in the value of each shareholders' investment.

Harrer said Mustang will adopt the Quintus name but it won't leave Bakersfield behind.

"We'll continue to expand, we'll continue to hire, except now we'll have the resources of a billion-dollar company," he said.

Harrer will become the president of Quintus Online, a newly formed division of the company.

Local employees who are interested in a transfer will have that opportunity, he said. Quintus employees will have chances to move to Bakersfield.

No employee will be forced to move, he said.

The history of Mustang.com

- **Sept. 1986** — Jim Harrer starts Mustang Software in the bedroom of his Bakersfield home.
- **March 1987** — The first version of the company's Wildcat! bulletin board software ships. It is designed to let computers connect to electronic bulletin boards via modem.
- **Dec. 23, 1988** — Mustang Software is incorporated in California
- **1991** — The third version of Mustang's Wildcat! software is released, generating success for the fledgling business.
- **April 1995** — Mustang Software completes its first offering of common stock. Almost immediately following its decision to go public, the company's fortunes began to erode as bulletin board software is rendered obsolete by Internet browsers.
- **1995 and 1996** — Mustang's first attempts to develop Web browser software are overshadowed by Netscape Navigator and Microsoft Explorer. Cutbacks shrink company staff from a high of around 60 people to only 30. Mustang records heavy losses as profits plummet.
- **Sept. 1997** — Mustang releases Internet Message Center software to critical acclaim. Supporting software is also released that year. The software allows companies to efficiently route, track and answer e-mail from customers.
- **Sept. 1998** — Mustang issues an additional $1.5 million in company stock to bolster dwindling cash resources. Investors also provide a $5 million line of equity credit. The move prevents Mustang from losing its place on the Nasdaq Small Cap market
- **Nov. 19, 1998** — Mustang sells its Wildcat! software to Florida-based Santronics Software.
- **April 1999** — Mustang posts its first profit in 12 consecutive quarters, recording a $10,299 improvement in its bottom line.
- **Second through fourth quarters 1999** — Mustang again posts moderate losses as it builds a national sales force, regenerating its employee rolls to 62 people. Profits skyrocket as Internet Message Center finds a host of major clients in the business world.
- **Oct. 1999** — Mustang Software changes its name to Mustang.com.
- **Feb. 28, 2000** — Mustang.com announces a planned merger with Quintus Corp. Quintus will acquire Mustang for $290 million in stock.

THE CALIFORNIAN

a Special Thanks to

JIM HARRER

from the Mustang Team

Practically everyone who has been a part of Mustang
recognizes the unique vision that continues to drive the company.
Without that vision,
none of these successes would have been possible.
Many people, including those not mentioned in this volume,
have played a role in this history-making company,
and deserve our appreciation. In particular,
the editors of this book would like to convey a very special thanks
to Jim Harrer, for his leadership over the years.
Through good and bad times, Jim has provided the inspiration, motivation and direction
that kept the company focused on providing the best possible customer service,
both for its own customers, and enabling companies worldwide who want to provide
the same level of great service to their customers.
As we move into a new era through our alliance with Quintus Corporation,
we look forward to the possibilities that lie ahead,
and we look back with fond memories for the people,
the products and the company we know so well.

From all of us to the entire Mustang team,

THANKS FOR A WONDERFUL 14 YEARS!