Wildcat! 5 for Windows 95/NT Information

Thank you for trying the Wildcat! 5 Navigator.

Bringing all the power of Wildcat! 5 to your fingertips is the Wildcat! Navigator. This set of freely-distributable Windows programs allows you to connect to any Wildcat! 5 online system. It treats you to a multimedia experience with messaging, file transfer, chat and more. Since Wildcat! 5 uses HTML, the interface of the World Wide Web, you can use the Navigator to easily browse your way through a Wildcat! 5 system to get the information you need. The Navigator supports modem connections, and can also be run locally on a TCP/IP LAN and through the Internet. This suite of programs runs under Windows 3.1x, Windows 95 & NT in order to offer you the widest range of compatibility.

Again, thank you for using the Wildcat! Navigator. We hope it makes your online sessions more enjoyable.

For more information about Wildcat! 5 browse through this help file, contact the Mustang Sales Office at 1-800-208-0615 or point your browser to http://www.mustang.com.

Wildcat! 5 for Windows 95/NT Overview
Wildcat! 5 Add-ons
Pricing and Order Information
How a BBS can benefit your business.
What can you do with a BBS?
Mustang Software's Product Line

"No business should be without *Wildcat!*"

When you decide that a BBS is right for your company, it's important to take the time to compare BBS software to make sure you get the right one. That's what these people did. Not coincidentally, they all came to the same conclusion.

"Wildcat! has helped us immensely in offering full online support for our customers. No business should be without Wildcat!"

Jeff Boyd, GraF/X BBS

"The FAA is national, so every region has developed its own procedure for handling information dissemination. In this region, the preferred method is using a BBS to transfer information quickly and easily between various units in the field. Wildcat! turned out to the best solution. It's very easy to use."

Joel Olson, Federal Aviation Administration

"After comparing over 10 BBS packages, I found Wildcat! to be the most powerful BBS program available. I use it to run both a business and a recreational BBS. This is a true testimony to its versatility."

Jim Ciancia, Lightning In A Bottle BBS

"Wildcat! has been beautiful from the start. From the easy set-up, to the most complete set of features ever written, Wildcat! remains the best software for business."

Matthew Shussett, Sr. Product Support Specialist, Strategic Simulations Inc.

"The Wildcat! BBS Suite is undeniably a powerful BBS package. Its menu driven installation process and robust configuration utilities allow for much easier setup than is available in other BBSs. With a BBS like Wildcat!, you will never again need to use online services like CompuServe to communicate with your employees."

Bill Esposito, Byte Magazine

"I tried other programs but Wildcat! was the best and much easier to set up. The support is wonderful."

Debra Cole, TeleComm On-line

"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."

Peter Coffee, PC Week

"Why should I consider starting a BBS?"

Companies of every type and size are discovering the benefits of operating their own computer Bulletin Board Systems. Although the first companies to get involved in this area were, as you might expect, computer companies, now everyone's getting into the act.

Could a BBS be right for you? To help you answer that question, take a quick look at how three organizations are using their BBSs to provide services and improve their profit picture. Later, we'll give you a more in-depth look at each of these three organizations' BBSs.

An architectural firm in Omaha, Nebraska is using a BBS to stay in touch with branch offices and clients. They save time and money by being able to send plans and drawings electronically. Also, as a service for the public, they offer general interest files and messaging.

A medical school in Montana is using a BBS to conduct long-distance education courses and keep rural physicians informed. Health care professionals and the public can access up-to-the-minute information on health issues, drug interactions and symptoms, and even view job postings in the medical field.

A radio station in Dayton, Ohio is using a BBS to publicize concerts and coming events. This community service provides valuable exposure for the station well beyond its listening area, and it helps build goodwill and a positive public image in the community.

Self-Assessment Quiz: Is a BBS right for you?

A closer look at the BBS world.

What exactly is a BBS and why are companies starting to get interested in them?

A Bulletin Board System (BBS) is a personal computer (PC) connected to a modem and telephone line, running software that allows it to receive incoming calls from anyone equipped with a personal computer and modem. The caller can be in the same room, across town or anywhere in the world.

People can call your BBS from their computers and modems to send and receive electronic mail messages (E-mail), send and receive files (uploads and downloads), request information or purchase products.

Companies use BBSs to make it easier for their staff, customers, and potential customers to communicate 24 hours a day.

The types of services a BBS can deliver.

Mustang Software's Product Line

Mustang Software, Inc. offers a range of products for your telecommunication needs. All these products are available through your usual retail and mail order channels.

Where can I buy these great products?

Wildcat! 5 for Windows 95/NT

Bridging the gap between BBS and Internet Technology

What do you get when you combine the ease of the WWW with the power of The World's Most Popular BBS Software? *Wildcat! 5 for Windows 95/NT*, the first commercially-available 32-bit, true client/server online service system. Mustang has taken the features that make *Wildcat!* the choice of Sysops worldwide and combined it with the most popular interface for navigating the Internet: World Wide Web. The result is an exciting online service solution that can give you everything you need to run a simple two-line BBS and still have the power to create a presence on the World Wide Web, become a commercial Content Provider, or even to develop into a full-blown Internet Service Provider.

QmodemPro for Windows 95 v2

QmodemPro for Windows 95 v2 is The Premier Communications Solution for Windows 95. Dial into BBSs and online services easily with your modem or Telnet into your favorite Internet sites with the built-in TCP/IP support. True 32-bit multithreaded operation insures fast performance no matter what the task and QmodemPro's MAPI, TAPI and OLE 2.0 support guarantees compatibility with your other Windows 95 applications. Package includes GIF/JPEG/BMP file viewer, over thirty terminal emulations including Remote Imaging Protocol (RIP), multimedia sound file support, compiled script language (SLIQ), customizable Windows tool bar, programmable macro keys, transfer protocols including Zmodem, Kermit and CompuServe B+, and an icon-based dialing directory.

Suggest List Price: $129.

QmodemPro for Windows v1.11

Now the power and flexibility of Qmodem is available for Windows. QmodemPro for Windows allows you to transfer data plus send faxes directly from your Windows word processor. Package includes send and receive fax (Class 1 or 2), GIF/BMP file viewer, over thirty terminal emulations including Remote Imaging Protocol (RIP), multimedia sound file support, compiled script language (SLIQ), Windows tool bar, programmable macro keys, transfer protocols including Zmodem, Kermit and CompuServe B+, dialing directory icons, LAN modem support (NCSI/NASI/INT14) with appropriate Windows drivers, and setups for 350+ popular modems.

List Price: $99. Network 5-pack also available

QmodemPro for DOS

For more than nine years the DOS version of Qmodem has been the first choice of well over a quarter of a million pioneering communication enthusiasts worldwide. QmodemPro for DOS is available in a package designed for you -- whether you're just discovering the online community, or you're a discriminating power user who demands a high performance, thoroughly professional package.

Suggested list price: $99

Off-Line Xpress for Windows

NEW! Windows version. QWK-compatible mail packet reader for Tomcat, QMail, and more. Reading mail from BBSs has never been easier. OLX can read packets generated by any QWK compatible mail door used by most BBSs, and generates reply packets in the QWK format which can be uploaded back to the originating BBS. DOS version also available.

Suggested list price: $49

An Exciting Array Of Add-On Packages for *Wildcat!* 5.

Make your Wildcat! 5 system the ultimate online service with these intelligent add-ons. Easy installation, set up and customization combined with 32-bit performance make these products the best in the business. Plus, Wildcat! 5 engineers designed each piece to enhance any Wildcat! 5 version so you can benefit from them whether you're just starting out or have an established commercial online service.

Internet Connectivity Package (ICP)

The ICP, when combined with your Internet connection, fully integrates your Wildcat! 5 system with the Internet. This makes the resources of your Wildcat! system available to surfers on the Internet, while at the same time making the wealth of information on the Internet accessible to your users. The ICP includes:

World Wide Web (WWW) Server

The Web Server allows you to publish information from your Wildcat! 5 system on the World Wide Web. It functions as an HTTP server that fulfills page requests and allows graphical access to your system no matter what the platform. This means Mac, Amiga, PC or Unix based systems can browse your Wildcat! Web system like any other site on the WWW.

Telnet

One of the most exciting aspects of connecting your system to the Internet is that millions of online enthusiasts worldwide can access your system through telnet. Members can connect to your system through the Wildcat! Navigator or any standard telnet client. Telnet users have the same access to messages, files, bulletins and questionnaires as the modem callers. In addition to accepting inbound telnet sessions, the Internet Connectivity Package supports outbound telnet to other systems for your dial-in callers allowing them to connect to other systems on the Internet.

File Transfer Protocol (FTP)

The ICP also supports inbound and outbound FTP connections. It responds to inbound anonymous or user-id specific FTP file requests. As the Sysop you have complete control over FTP access to your file areas. Outbound FTP requests made by your users are fulfilled through the ICP Proxy Server and added to the Wildcat! download queue for transfer using normal protocols like Zmodem.

Unix-to-Unix Copy Protocol (UUCP)

The ICP additionally supports e-mail and Usenet through UUCP. UUCP is a dial-up link for moving e-mail and Usenet newsgroups to and from your Wildcat! message databases. UUCP includes a dial-out program and mail tosser that can be automated, freeing up your time to do more important things. UUCP also supports downline message feeds so you can supply e-mail and news to other sites, offices or BBSs.

Coming Soon!

In the coming months the ICP will include support for Simple Mail Transfer Protocol (SMTP), Dynamic HyperText Markup Language (DHTML), and Point-to-Point Protocol (PPP).

Eight and Thirty-two Line Upgrades

Extend the number of simultaneous connections your Wildcat! system can support by adding an eight or thirty-two line software upgrade. The line count upgrades give System Administrators the flexibility to start with lower line counts then later add lines as required. Additional lines can be configured to support Telnet, FTP, modem, and LAN connections. These software upgrades take minutes to install and allow use of existing configuration and data files. (Additional hardware may be required to support additional lines).

wcExchange Client

wcExchange is the Intranet Mail Solution for your LAN-based Wildcat! system. It allows your LAN users to receive, read and reply to their Wildcat! e-mail and all Wildcat! conferences (including Usenet) via the Microsoft Exchange In-box. This means that local users can receive instant notification of e-mail right at their desktop. System administrators looking to set up an online service who also need an e-mail system for their LAN can look to Wildcat!s wcExchange to solve their messaging needs. (Additional Wildcat! lines may be required to support wcExchange.)

wcCode - Custom Online Development Engine

With the wcCode Integrated Development Environment for Wildcat! 5 you have the ultimate tool to customize the ANSI/ASCII interface of your online service. wcCode, a structured procedural programming language modeled after the popular and easy-to-learn BASIC language, is a powerful tool for developing custom applications for any Wildcat! 5 online service. In fact, the entire ANSI/ASCII callers interface for Wildcat! 5 was developed in the wcCode language. wcCode gives you easy access to all the Wildcat! 5 user, file and message databases making it ideal for developing custom maintenance applications for your system. You get more than just a compiler with wcCode; you get a full 32-bit Integrated Development Environment (IDE) which includes a powerful programming editor with MDI and a context sensitive help engine with examples of every built-in function and sub-routine. Weve also included several example applications to help you start programming wcCode.

wcCode Plus Pack

There is no need to settle for a default interface any longer. You could conceivably rewrite the entire ANSI/ASCII interface from scratch using wcCode, but why re-invent the wheel when the actual wcCode source code for Wildcat! 5 is available? Get under the hood and modify any and every aspect of your Wildcat! 5 online system so that it meets your needs exactly. The wcCode Plus Pack requires wcCode for Wildcat! 5 and includes more than 15,000 lines of source code developed by our professional engineering team.

wcReports

How many users log onto your online service more than once a day, week or month? What is the most popular file downloaded on your system? Which message conferences generate the most activity? Is your system so busy that you need to add more nodes? These questions, and many more like them are all easy to answer with wcReports in your arsenal.

wcReports is a database management utility and more! With wcReports, virtually an information related to your Wildcat! 5 system is at your fingertips. It gives you the increased power and flexibility to access, manipulate and maintain every aspect of your Wildcat! 5s users, files, messages, and questionnaires.

Users

You can easily extract demographic and marketing information about your users, print mailing labels and calculate usage statistics. You can export user information to other formats including DBF and update information for individuals or entire Security Profiles. Match filters make it easy to select members by security profile, dates, sex, and more so you can view your users like never before!

Files

System administrators will love wcReports extended file handling. By matching on file criteria, you can create file lists for download, purge your system of files with no activity, and change prices and other flags in a matter of minutes. You can even move entire file areas, add files to the database, and freshen file information.

Messages

The message management tools in wcReports give you total access to your messaging system. You can prune your message bases, export messages as text files, and quickly browse through your conferences Ð all based on matching criteria.

Questionnaires

With wcReports, you can easily create meaningful graphs and reports based on the answers to your questionnaires and polls. You can also convert the results of your questionnaires into many formats for easy import into other applications like spreadsheets and databases.

Statistics

You no longer have to be in the dark about how to expand your services and content. wcReports also includes a comprehensive statistics processor which creates thorough reports based on your system activity in text, HTML and ANSI. Now you can base your decisions on what the busiest sections of your system are today rather than just guessing. Additionally, you can create custom command files to automate wcReports tasks when the system usage is low.

All this power could easily be released in three or four programs, but weve combined them into one powerful and convenient client/server application. Simply stated, no professional system administrator should be without wcReports!

The Auto Update Plan (AUP)

The online world is constantly changing and new technologies emerge daily. How do you stay ahead of the competition? By subscribing to the Auto Update Plan. The Auto Update Plan is the only way to keep your Wildcat! online system up to date with the latest technological advances and features! A monthly subscription costs about the same as lunch for two, and gives you instant access to the latest features for your Wildcat! system that your users will appreciate and love. Subscribers to the AUP get instant access to the latest features and technology through the Mustang Auto Update Server. As a member of the AUP you place a call or telnet to the AUP Server. The Server checks your system and automatically sends updates for your Wildcat! 5 and system add-ons. What could be more convenient? And since subscriptions to the AUP are available with payment plans to fit your budget, theres every reason to subscribe.

Stay ahead of the pack and order the Auto Update Plan.

Customer Access Programs

Mustang Software offers free technical support on all of its products for as long as you own the product. Normal technical support hours are 9 A.M. to 5 P.M. PST.

For mission-critical installations of Wildcat! 5, Mustang offers an extended technical support program. Platinum Customer Access is a special priority support program that features extended hours (5 A.M. to 8 P.M. PST) and priority access to our most experienced technical support engineers. Platinum Customer Access is available via two methods: a special Platinum Customer Access 900 number, or an annual subscription plan providing you with up to 5 hours of toll-free access.

Wildcat! Custom Connector

Market your Wildcat! system like the big online services with the Wildcat! Navigator Custom Connector. Mustang takes your full-

color art and customizes a Wildcat! Navigator with your online systems name, color graphic and phone number. We then press a gold master CD so you can make and freely distribute copies of your Wildcat! Navigator Custom Connector on CD or diskettes.

We thought of everything!

When constructing your Wildcat! 5 system, you may need additional hardware, Internet services, training classes or custom systems integration. Mustang Software has arranged special pricing with a variety of vendors to provide you with everything you need to complete your Wildcat! System. For more information contact our Solutions Office at 1-800-663-7514.

HoTMetaL Pro 2.0 by SoftQuad

Weve arranged special Sysop Pricing of HoTMetaL PRO from SoftQuad, a full-featured Web authoring tool for use with Wildcat! 5. Touted by PC Magazine (October 10, 1995) as the best HTML authoring tool for the World Wide Web, HoTMetaL PRO 2.0s numerous new features and enhancements are designed to make document creation faster and easier. And if you like HoTMetaL FREE v.2.0, youll love the extra power you get with HoTMetaL PRO 2.0. HoTMetaL PRO features automatic import and conversion of Word, WordPerfect and other files; the MetalWorks graphics program for creating web-ready image maps; support for HTML 3.0, 4.0 and Netscape extensions; word processing features like a spell checker and thesaurus; a printed manual with tutorial; and access to SoftQuads technical support.

Upgrade to HoTMetaL PRO 2.0 and Put More Power into Your Web Publishing!

COMING SOON!

THESE PRODUCTS ARE SOON TO BE RELEASED ADD-ONS FOR WILDCAT! 5

Wildcat! Open DataBase Connectivity (wcODBC)

wcODBC, Wildcat!s Open DataBase Connectivity server layer, facilitates access to any ODBC compliant database. This means outside sales people, remote offices and customers can check inventory, update product lines and place orders online using your existing databases. Secure database controls monitor database transactions from your Visual Basic front-end programs. Combined with the Wildcat! Software Developer Kit (SDK), wcODBC gives you complete control to integrate databases online, creating a cost effective alternative to third-party remote control products.

Internet Relay Chat (IRC)

Wildcat! System administrators with a live connection to the Internet will want to take advantage of the IRC server. The   hottest activity on the Internet is IRC. The IRC Module provides a link to Internet Relay Chat to expand the live discussion capabilities of your system. It functions as an IRC client for callers and supplements the existing inter-node chat built into the basic Wildcat! system.

Network News Transfer Protocol (NNTP)

An alternative to UUCP, the NNTP server module allows for real-time dynamic Usenet message handling. It provides support for network news transfer protocol messaging and processes mail from an Internet NNTP server (many providers offer NNTP mail services). It provides the link to allow callers to read and reply to Usenet newsgroups in real-time.

wcSubscribe

Are you tired of waiting for your subscription payments through mailed-in checks? Offer instant subscription access and real-time billing with wcSubscribe. wcSubscribe is an electronic commerce gateway where your Wildcat! 5 system receives and processes checking and credit card information. wcSubscribe works through modem or TCP/IP connections and offers the latest in secure transaction processing.   With wcSubscribe you can offer real-time electronic commerce and see your revenues grow. (Credit card functions require a merchant account.)

wcBilling

wcBilling will make your online service a profit center. It is the ultimate tool for System Administrators operating their   online service to generate income. You can bill your members for any action performed on your system. wcBilling includes report and invoice generation, pre-pay and post-pay models, and its fully customizable! Take total control of your Wildcat! online service today with wcBilling for Wildcat!

How to order *Wildcat!* 5 for Windows95/NT

To order or get more information on *Wildcat! 5* for Windows 95/NT and its add-ons, call the Mustang Sales Office at 1-800-208-0615 or 1-805-873-2500.

Product	MSRP	Availability
8 Pack Node Increase	$199.00	Initial Release
32 Pack Node Increase	$699.00	Initial Release
Internet Connectivity Pack	$249.00	Initial Release
wcCode	$149.00	Initial Release
wcCode Plus Pack	$349.00	Initial Release
wcExchange	$499.00	Initial Release
HoTMetaL Pro with Metal Works	$195.00	Initial Release
Platinum Access Support	$450.00	Initial Release
Auto Update Plan		
If paying monthly-first 3 months	$34.95	Initial Release
If paying monthly-additional months	$12.95	Initial Release
1 year in advance	$149.00	Initial Release
2 years in advance	$275.00	Initial Release
ODBC Database Interface	$799.00	Second Quarter
wcReports	$149.00	Second Quarter
wcBilling	$149.00	Second Quarter
wcSubscribe	$ 99.00	Second Quarter
Custom Connector	$500 - $2,000	Second Quarter

HDR, Inc., Omaha, Nebraska

"Electronic bulletin boards may soon be as commonplace in the business world as PCs themselves. Any owner of a business, large or small, would be wise to check into this new arena of communications technology."

Ron Baker, Architectural Production Manager

Henningson, Durham and Richardson Inc., an architectural firm based in Omaha, Nebraska, specializes in health care, justice and corporate architecture. They needed to update their antiquated, mainframe-based messaging system to allow staff and clients to communicate rapidly and easily. They also needed a way to send and receive drawings and other data.

All workstations on their LAN (Local Area Network) and WAN (Wide Area Network) have access to the BBS. Employees can leave messages for each other, and transfer interoffice files.

They have made their BBS available to the public as well, providing a large library of files and message bases. This gives them positive visibility in the community, and it has encouraged many of their colleagues, suppliers and clients to set up BBSs of their own.

Virtual Medical Center (VMC), Montana State University, Bozeman, Montana

HOW A BBS CAN BENEFIT YOUR BUSINESS

Can a BBS mean big business for your business? We bet it can.

Thousands of companies have already set up their own computer Bulletin Board Systems to help them boost sales, enhance customer service, market their products, make their employees more productive, and keep the news media informed.

Most likely, a BBS can do the same for your company. This handy guide will help you explore the issues involved in setting up a BBS and what you can expect it to do for you.

More businesses treat a BBS as a tool that helps them market their main product or service line rather than as a profit center in and of itself. You probably don't expect your fax machine or photocopier to generate direct revenue for your business. Likewise, the BBS is a tool that offers your customers another way to contact your company.

Besides cost-savings and increased sales, a BBS can provide more intangible benefits for your business such as goodwill and public awareness. A BBS can, with minimal additional effort and expense, improve your image in the community and provide a valuable public service.

"Why should I consider starting a BBS?"

Self-Assessment Quiz: Is a BBS right for you?

A closer look at the BBS world.

The types of services a BBS can deliver.

What advantages does BBS technology offer over other ways of taking care of business?

What kinds of companies are using BBS?

What's involved with setting up a BBS?

How to market your BBS to let others know they can use it to get information and services from your company.

"No business should be without *Wildcat!*" Customer Testimonials

How to market your BBS to let others know they can use it to get information and services from your company.

Your BBS phone number should be on every piece of printed material your company sends out with the same prominence as your Business and Fax phone numbers. Mention your BBS on business cards, letterheads, invoices, brochures, owner's manuals, advertisements, flyers and direct mail pieces.

Encourage your switchboard operators and telephone sales staff to tell callers about your BBS. Be sure staff members are familiar with the BBS and feel comfortable using it.

Mention your BBS any time you talk to the press, and send a press release about it to the editors of your trade publication or community newspaper. Make sure your trade organization knows about your BBS, too.

Spend some time to create a pleasant, well organized system. Before you go online with your BBS, ask yourself "Is our BBS one that I and my staff can be proud of? Is this the image we want to present to our customers?"

And finally, welcome callers to the BBS, make them feel at home, and be sure their questions and inquiries are handled promptly. Do everything you can to ensure the information they're looking for is easy to find, and that the information is complete. Thank them for calling, and invite them to call again.

"No business should be without *Wildcat!*"

Self-Assessment Quiz: Is a BBS right for you?

Could a BBS be in your company's future? Take this quick quiz and find out!

Would it be beneficial for us to be able to send and receive word processing documents, spreadsheet and database files, other program files, and images almost instantly, rather than waiting (and paying) for an overnight courier?

Yes	No	
Yes	**No**	Do I need to keep my outside sales force informed, even as much as 24 hours a day, and stop wasting time playing "telephone tag"?
Yes	**No**	Do employees who are out of the office for long periods of time need to keep the lines of communication open to me and others in the company?
Yes	**No**	Do I need a *gateway* to my LAN *E-mail* system that is friendly to outside callers, but respects the security of my network?
Yes	**No**	Would I like to take orders and provide product information to my customers, 24 hours a day, by data or fax without the extra expense of hiring additional staff?
Yes	**No**	Do I need a communications solution that everyone in the company can use from day one without expensive training?
Yes	**No**	Would I like for the company to get involved in my community in a positive and highly visible way?
Yes	**No**	Are any of my competitors already *online?*

Scoring the Quiz.

Even one "Yes" answer can indicate it that it is worth your while to start a company BBS. Two or more "yes" answers indicate a company BBS can help your business start doing more business right away.

A closer look at the BBS world

The types of services a BBS can deliver.

●
Messages

Electronic mail (E-mail) is one of the most popular uses for a BBS. With it, callers can send messages to individuals or departments within your company at any time of day or night. Their messages always get through, leading to improved communications and goodwill.

●
File Transfer

With a company BBS, you can have sales information, technical data, catalogs, press releases or product specifications online for your callers. You can also accept confidential bids, inquiries, or even resumes electronically. For many companies, the ability to send and receive files has boosted their sales and profits significantly.

●
Displaying Information Online

If you often have time-critical information your callers need to see to stay informed, a BBS will automatically notify callers of new information bulletins as they are logging on. Callers can view new bulletins right away, or they can capture them for later review and printing.

●
Gathering Information

A BBS can perform a valuable marketing service for your company by making it easy to know more about the people who use your products and services. You can get valuable demographic information, opinions, buying preferences, or suggestions for improved service…without even lifting a finger. All of this information can be easily gathered on a BBS via a simple online questionnaire. Then the results can be processed into a meaningful format for analysis.

Some companies even use a questionnaire to qualify callers to give them access to certain portions of their BBS that are not open to everyone, adding a level of security to their BBS.

●
Teleconferencing

If your company's BBS is equipped to handle more than one caller at a time, you can convene staff meetings online… with no need for people to leave their offices. During an online teleconference, anything that anyone types on their keyboard instantly appears on the screens of everyone who's taking part.

Teleconferencing can save considerable time and money for most companies. At-home and on-the-road staff members can participate, too. You can conduct meetings in real-time with multi-user chat, or you can start a discussion in a staff-only message conference.

●
Fax-on-Demand

Your BBS can serve as a 24-hour automated fax service for customer, allowing them to request product information, specifications, text files and anything else you can scan and put online. Callers simply select documents from a menu. Then, within minutes, those documents will appear on their own fax machine or fax modem. Callers get what they want, when they want it…and without requiring any effort on anyone's part.

●
Online Shopping

Online catalogs and order-entry make it easy to sell products and services from your BBS. As a special service, you can also set up a classified ad database so callers can sell items as well. Real estate professionals can "show" properties online, complete with pictures, while prospective buyers can post their "want lists" for hard-to-find items.

●
E-mail Access for Work-At-Home Staff

Telecommuting is one of today's smartest productivity solutions. Remote staff can use your BBS to send and receive E-mail and documents while they are on the road, as well as communicate easily with others with one centralized information center.

What advantages does BBS technology offer over other ways of taking care of business?

Using *Wildcat!* 5 for Windows 95/NT you can:

Create a hobby BBS.
Get online in minutes.
Tap into new markets.
Become a service bureau.
Create an online dating service.
Create an online shopping mall.
Increase employee productivity.
Create an electronic newspaper.
Create an online virtual game network.
Enhance customer access and support.
Become an Internet Service Provider (ISP).
Create a corporate communications server.
Offer Internet E-mail and Usenet newsgroups.
Distribute product and service literature online.
Keep customers up-to-date on the latest news.
Increase your company and product awareness.
Market and sell your products and services online.
Keep outside sales people in touch through E-mail.
Give your customers access to you 24 hours a day.
Create a wide-area network with your remote offices.
Create an online service for your business association.
Create a classified advertisement service with pictures.
Create a system for homework assignments at your school.
Gain market information through the questionnaire/poll system.
Give outside sales people access to inventory and sales figures.
Create an MLS for real estate offices through a modem or Internet.
Keep outside sales people and office up-to-date in corporate news.
Increase inside communications through the teleconference system.
Become a online information system like the big commercial services.

The list of things you can do with *Wildcat!* 5 is only limited by your own imagination...

Virtual Medical Center (VMC), Montana State University, Bozeman, Montana

"We know of health professionals who have bought computer equipment for the sole purpose of hooking up to the VMC. Knowledge of electronic technology has infiltrated into the community so much that every public health department in the state has a modem."

<div align="right">Robert J. Flaherty, MD, Project Director</div>

It's usually not too hard to find an expert opinion on a tough medical problem -- if you happen to be working in a large hospital. But what about smaller hospitals and one-person practices in sparsely populated regions? Doctors at Montana State University have a solution: the Virtual Medical Center (VMC) BBS.

Medical care specialists can request information by posting a message on the BBS. A faculty member then researches the request and responds, generally within 24 hours. The VMC file database contains a wealth of information, including health related newsletters, diagnosis and treatment recommendations, public health advisories, health information resources and health legislation information.

Health professionals can also use the VMC BBS to pursue continuing Medical Education courses. Callers can search the database by topic, date and course location to identify appropriate opportunities to further their education.

WTUE 104.7 FM, Dayton, Ohio

What advantages does BBS technology offer over other ways of taking care of business?

● **Availability -- clients, customer, prospects and staff can access a BBS when it's convenient for them.**

It goes without saying that self-serve retail stores and gas stations are here to stay. A BBS is the ultimate self-service information provider, and it's a perfect way to help those customers who already know what they're looking for. While no business should consider doing away with personalized customer service during regular business hours, a BBS can provide self-service information around the clock to those who need it, long after the front doors have closed and the switchboard operator has gone home for the day. It's a great way to increase customer satisfaction.

● **Time shifting -- you can send and receive messages whenever you like.**

Callers in different time zones no longer need to worry abut getting in touch with you during business hours. Your customers can place messages, files or online orders on the BBS after hours and overnight, ready for your staff to handle when business resumes in the morning. Overseas clients can do business with you at their convenience, instead of staying up all night just to reach you at the office.

● **Wide area communication -- anyone with a computer and modem can keep in touch.**

More and more people are using computers every day --   four and a half million of them now, with thousands more joining their ranks every day. The majority of new computers sold today have modems and communications software already installed. Your staff, customers, colleagues and prospects already know they can save time and money by doing business online, and they are eager to send business your way -- if you can offer them the convenience of online communications.

● **Electronic accuracy -- you can make sure that everyone has the right information.**

Voice-mail messages, answering machines and handwritten phone messages all have their place, but these kinds of messages can all too easily get lost, garbled, or misunderstood. The result? You have to call back to get things straightened out -- and the person you need to talk to may not be available. Online messaging, file transfers and order entry through a BBS assure you that the information is saved exactly as the caller entered it.

● **Unattended operation -- once it's set up the BBS pretty much takes care of itself.**

A well-designed BBS can be automated to the point where the only thing your staff needs to deal with is answering mail, processing online orders and reviewing files. No need to "get under the hood" during normal operation.

● **Low cost, -- compared to other ways of sending and receiving information.**

Think about how much you're currently spending on overnight couriers, conference calls and telephone tag. Are you mailing or faxing printed copies of documents you could just as easily put online? Are you waiting days, or even weeks, for printing and mailing services? Consider also the indirect costs to your business from customers who go elsewhere because you couldn't deliver the information services they needed.

What Kinds of companies are using BBS?

What Kinds of companies are using BBSs?

Almost any company or organization with a need to communicate can make good use of a BBS. We'll take you on a quick trip to three very different companies, each of them using Mustang Software's *Wildcat!* BBS software to communicate effectively and economically with their staff, clients, customers and the public.

[HDR, Inc., Omaha, Nebraska](#)

[Virtual Medical Center (VMC), Montana State University, Bozeman, Montana](#)

[WTUE 104.7 FM, Dayton, Ohio](#)

What's involved with setting up a BBS?

There are many different BBS software programs available, ranging in price from "free" public domain systems to expensive high-end custom-programmed solutions. As you think about setting up a BBS, you need to consider the direct costs such as the BBS software, dedicated phone lines, modems and computers, and the indirect costs such as overhead, training, security, and the allocation of staff to maintain the system.

●
The issue of time demands.

Choose a BBS software program that is largely self-maintaining. That frees up the Sysop, or BBS system operator, for the most important tasks: handling the mail, inquiries, and orders that come in through the BBS. Customer service, administration, processing orders, reading and answering mail are the most important areas where you should spend your time. Expect to spend no more time on the BBS than you're now spending on paper-pushing and telephone tag-and watch your productivity grow and grow.

●
The issue of cost.

Some BBS programs can cost far less over the long term to set up and operate than others. The purchase price of the software is not necessarily an indication of its long-term cost or performance. There are plenty of "free" BBS programs -- but you usually get exactly what you paid for when it comes to support or bug fixes.

Some programs offer a low initial price for a bare-bones package but require expensive add-on modules to make them usable. At the other end of the spectrum, some expensive packages pretend to offer "all things to all people" -- so long as you're a programmer with time to figure out how to put it all together.

What you should choose is a BBS program that is network friendly, easy to set up and maintain, customizable, and one that will run on virtually any ordinary computer using off-the-shelf modem hardware.

●
The issue of support.

Find a BBS software vendor that can provide customer support when you need it, with a variety of support options-one with a real "corporate presence." Look or professionalism in the way the BBS software is written, marketed and supported. Make sure the manuals are clear and easy to understand.

The best BBS software is easy for a non-technical person to set up and use, ad it offers complete functionality at a moderate price. Choose an "industry standard" program --one that is popular enough that your callers may already be familiar with using it.

●
The issue of space.

Most BBS programs can handle multiple users on a single PC. Most packages will allow you to run four or more phone lines on one computer, depending on the type of operating environment you select. Choose a package that is friendly to your Local Area Network and does not require additional computers to launch user-selected applications.

●
The issue of manpower.

A good BBS program is designed to be easy for almost anyone to use. That means you can confidently delegate the BBS operations to your administrative, sales or PR staff.

●
The issue of security.

The only type of BBS program you should consider using in your company is one that you can depend on to keep your BBS secure from unauthorized access. For maximum security and peace-of-mind, choose a program that has already proven itself with a large installed base of users.

How to market your BBS to let others know they can use it to get information and services from your company.

Where can I buy these great products?

Retail Stores Selling MSI Products

- Software Etc. - For location nearest you call (800) 328-4646

- CompUSA - For location nearest you call (800) CompUSA (266-7872)

- A-Plus Software (Canada) - For location nearest you call (800) 265-6657

- Computer City - For location nearest you call (800) THE CITY (843-2489)

The following retail stores also carry some or all Mustang Software products: Babbages, Best Buy, Egghead, Electronic Boutique, Elek-Tek, Fry's Electronics, Media Play, Software City, Walden Software, MicroCenter, Computerland, Software Spectrum.

Mail Order Companies Selling MSI Products:

- 800 Software (800) 888-4880

- SoftChoice Canada (800) 268-7638

- BBS Technologies (209) 498-0200

- Micro WareHouse (800) 367-7080

- Programmers Provantage (800) 336-1166

- Windows Exchange (800) 845-1900

- ***Wildcat!* 5 for Windows 95/NT**

Bridging the gap between BBS and Internet Technology

What do you get when you combine the ease of the WWW with the power of The World's Most Popular BBS Software? Wildcat! 5 for Windows 95/NT, the first commercially-available 32-bit, true client/server online system. Mustang has taken the features that make Wildcat! the choice of Sysops worldwide and combined it with the most popular interface for navigating the Internet: World Wide Web. The result is an exciting online service solution that can give you everything you need to run a simple two-line BBS and still have the power to create a presence on the World Wide Web, become a commercial Content Provider, or even to develop into a full-blown Internet Service Provider.

Windows 95/NT True Client/Server Computing

Forget what you've seen and heard about other BBSs claiming they are client/server applications. Many are simply a BBS with a proprietary remote terminal. Is that client/server technology? Hardly. That's because online client/server technology is more than just a proprietary terminal. It's one core program, the online server, that acts as traffic cop for multiple other processes like connection managers, E-mail gateways, and database queries.

Client/server is an extremely powerful and efficient way of computing and the direction of all workgroup applications. And it's the heart of the most powerful BBS yet: Wildcat! 5. Mustang Software recognizes that the power of true online client/server technology takes place at the host end where you can take full advantage of distributed processing to give your system the ultimate in performance and line counts. The results are that you can deliver more information at greater speed. And by isolating the heart of the system, the online server, you can provide secure, private system access.

WEB based Navigator lets users browse your online system

Wildcat! 5 is the first commercially-available online system of its kind to support the most-used interface in the online community: HTML. This gives you the power to create hypertext links and use GIF and JPEG images and WAV sounds to give your online system an exciting multimedia interface that your callers will love. Forget the old days of ANSI menus and searching through complex text options or incomplete graphical work-arounds.

The Wildcat! 5 Navigator is a standard 16-bit Windows application that gives the user a fantastic multimedia journey as if he/she is browsing the Web. And it works as well through a modem as it does through the Internet. Just like browsing the Web, your users point and click on icons and hypertext links to navigate the system. You can download files, chat and read messages all at the same time so your callers can maximize their online time. Wildcat! 5 takes the best features from the Web and Windows to create an interface that is unbelievably fast and a breeze to navigate. And since HTML is a well-documented standard from the Internet, you'll have little trouble getting your online system up and fully customized.

Windows 95/NT 32-bit Power for Mission Critical Systems

Wildcat! 5 for Windows 95/NT is a 32-bit Windows application. This means it takes full advantage of the processing power of your computer and the most advanced operating systems, Windows 95 and Windows NT, to give you a system that's extraordinarily responsive. Other single-threaded multitasking systems can't compete with Wildcat!'s multithreaded Windows operation for keeping online activity humming.

Native 32-bit Windows applications also mean no additional multitasking software or memory extenders are needed and up to 64 lines can easily be run on a single machine without loading multiple copies of the program. Wildcat! 5's extensions to MAPI, TAPI, and ODBC make it easy to interface with your existing Windows E-mail, communications and database applications. Plus Wildcat! 5 takes full advantage of the built-in TCP/IP networking in the operating systems so that you can expand your system's reach to the Internet.

World Wide Internet Connectivity and More

One of the best things about Wildcat! 5 is that it takes advantage of the Internet Connectivity built into Windows 95 and NT. Once you've got your hardware configured and the line to your Internet Service Provider in place, the sky's the limit. Choose the Internet Connectivity Package for offering inbound and outbound Telnet and FTP, WWW, PPP, Internet E-mail through SMTP, and newsgroups via UUCP. You can even expand later by adding Internet Relay Chat (IRC) and Internet newsgroups through NNTP.

No more complex third-party packages needed to give your users the access they need and want! Add LAN, ISDN, X.25 and dial-up connectivity and you've got an online solution for every need. With the power of Wildcat! 5 and these add-on packages you're well on your way to creating an online system comparable to the big online services.

Bullet-proof Bulletin Board System

Let's not forget the features that make Wildcat! the World's Most Popular BBS Software. You'll still have all the intelligent message, file, bulletin, questionnaire/polls, security and teleconference capabilities that Wildcat! is known for. Each feature is written in wcCode so you can customize each to your unique specifications.

And since Wildcat! 5 is an open-architecture system, you can develop and integrate new applications or easily change existing ones. The system is backward compatible to even allow callers with standard ANSI, VT100 or TTY terminals to access to Wildcat!'s powerful BBS features. You can also offer different languages so that your system truly has global appeal.

Wildcat! 5 Add-ons
Pricing and order information

WTUE 104.7 FM, Dayton, Ohio

"With the bulletin board, the visibility of the station is enhanced, as is its reputation for reaching out to the community. It also gives us the appearance of being cutting edge, which is especially important when some people think of radio as pure nostalgia."

Tom Carroll, Program Director

Radio station WTUE in Dayton, Ohio uses a *Wildcat!* BBS to reach out to potential listeners in the economically powerful 18 to 34 age group. Not only are these listeners smart and independent, they're the first generation to grow up computer-literate.

Callers can enter contests and win prizes, request songs, or just chat with one another on the BBS. They can easily get information the other local media outlets tend to leave out, such as the basketball schedule for the University of Dayton or concert listings for the smaller concert clubs in the area.

While the WTUE BBS does not take paid advertising, it does put the station's call letters up on every screen, leaving a positive image of the station for regular listeners as well as occasional or non-listeners.

The WTUE BBS is not just for fun -- it's also good public relations. It cuts across formats, age and other barriers, and restores the sense of community so vital to radio.

What's involved with setting up a BBS?