

FROM THE INSIDE

If you're not in, it doesn't mean you're out

OUR PHONES HAVE BEEN sizzling again; this time the fuss is over the "25 Leading PICK Software Developers" and the "4GL" cover stories in the July/August and September/October 1991 issues.

In both cases, the questions are the same. "How did *Spectrum* magazine decide whom to include in these feature stories?" and "Why weren't we included?" These are honest questions, and since we received so many calls asking the same questions, we thought they deserve an answer.



Both features were produced as a collaborative effort between *Spectrum* magazine and The Carlyle Group, a Massachusetts research firm. Collectively, our databases identified over 700 PICK-based companies that are software developers and over 60 PICK-based 4GL systems, so indeed, it was difficult to decide whom to include.

Here are the factors we used. We first solicited volume information from the hardware manufacturers. Volume, after all, is one tangible measure of market

acceptance and success. Secondly, we looked at what was known from the past. Did the companies or products receive nominations for Pro-Gramme Awards, for example? What level of other press coverage and visibility have they had?

On the subjective side, some were included above others if they had a particularly positive impact on the PICK-based market, or if they were in the forefront of technology. In the 4GL article, there were a few cases in which we omitted subjects that had

been recently covered in other articles just to spread the coverage around a bit.

And last, there is the perception of a company or product. We found that many of the companies who felt left out of the top 25 article were companies specializing in a highly vertical market, not even mentioning the word PICK in their marketing programs or keeping any ties to the PICK market. We felt that these attributes were essential to be identified as a leading PICK software developer.

— GUS GIOBBI, Chairman, IDBMA, Inc. —

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NEWS RELEASES/UNSOLICITED ARTICLES

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