

CONTACT REPORT

Non Client/Prospect File:  Media  Financial  Other \_\_\_\_\_

Contact Date: / /

INPUT

Staff: Init. \_\_\_\_\_ Init. \_\_\_\_\_  INPUT office  Client Office  Other \_\_\_\_\_

Date Written: / /

Company <i>Austin Kayne</i>	DISTRIBUTION:			Prog./Proj. ID _____
Name	Action	Info.	By When	Describe Action-F/U
Title				
Address				
<i>415 655 3820</i>		<i>x820</i>		
Phone: ( ) -				
Fax: ( ) -				

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• Change *ob* *words*

*Call*

• Call

*Wait ~~not~~ until Planning Cycle (Dec)*

Mail List Change Order  Update  Correction  Deletion  Addition\* Serial Number \_\_\_\_\_

**U.S. COMMERCIAL**

1. TYPE  Vendor  User  Investor / Financial  Media / Press  Other  EDI Newsletter

2. LEVEL  Executive  Manager  Analyst  Acquisition  International  Other

3. INTERESTS  C/S  Computer Systems  Networks  EC  Information Services —  
 EIS / CIS / Multimedia  Other  
 Industry \_\_\_\_\_  
 Software Products  
 Professional Services, SI  
 Outsourcing, Processing, Network Services

**U.S. FEDERAL**  MMAR  FPAP  FPAW  FPFA  Other

**EUROPE**  CSPR  MAAP  MSSP  MVPP  BIPR  OSPR  U.S.A.  Other

\* No names will be added without a completed Program Manager Authorization \_\_\_\_\_  
change order and program manager approval.

**CONTACT REPORT** Company \_\_\_\_\_  
Continuation

Name \_\_\_\_\_

McGalragy

**INPUT**

IT Intelligence Services

400 Frank W. Burr Blvd.

Teaneck, NJ 07666

Tel. (201) 801-0050

Fax (201) 801-0441

October 9, 1996

Ms. Diana Pare  
Austin-Hayne Corporation  
2000 Alameda de las Pulgas -- Suite 242  
San Mateo, CA 94403

via fax 415-655-3820

Page 1 of 3

Dear Deede:

As we discussed last week, I have put together a "strawman" proposal for discussion purposes which describes how INPUT can assist you.

Objectives of the Study

Austin-Hayne wants a better and more structured understanding of

- The size and growth of the employee performance appraisal software market.
- The "hot buttons" that drive the purchase of employee appraisal software
- The importance of HR consultants as a distribution mechanism (either as appraisers or advisers)

Austin-Hayne may also wish to communicate the findings, via reprints or excerpts, of the study to your customers or prospects to

- Build up your image as an authority on the issues affecting employee appraisal software
- Directly support the sales process. (This use would, of course, depend on the specific findings of the study.)

Scope of the Study

Our study will be designed so that we address your important questions, including:

- What, if any, performance appraisal software is now being used? Why (or why not) is software being used? (E.g., save time, improve consistency, satisfy EEO requirements)



- How satisfied are users with their current appraisal software? Overall satisfaction will be measured, as well as the importance and satisfaction in specific areas such as
  - Ease of use
  - Flexibility (which may conflict with "ease of use" -- this would be explored)
  - Number of features/functions supported
  - Specific features (such as language templates, rating summaries, etc.)
  - Vendor support
  - Operating environments

Note: The analysis could contrast the satisfaction of different types of users, e.g., Austin-Hayne customers; customers of competitors, users of manual systems. The ability to show this level of detail will depend primarily on sample size.

- What are the pros and cons of a standalone product versus a product that is directly linked to other HR systems?
- What is the likelihood of upgrading or acquiring new appraisal software? What are the reasons that users would do so (or not do so)?
- What influences users to consider and then select a particular appraisal software product?

We can address other issues as well (e.g., workflow, intranets), but this will give you a flavor for what can be accomplished in this sort of study.

### Methodology

This kind of study needs primary research, in this case structured telephone research. We will perform at least 50 interviews with users -- the exact number would depend on how many different market segments needed to be covered. There would probably also be 10-15 interviews with HR consultants -- again, this would depend on the scope of the research.

We will draft and review the questionnaire with you. After the interviews are completed we will tabulate and analyze the data, and then produce a report. We also recommend a presentation of results/worksession where we explore with our client how to put the results to work in their business.

This study will take 6-8 weeks.

### Fee

In a later, formal proposal we will quote a fixed fee for our professional services. After I discuss your needs in more detail I can give you a better sense of price. As a benchmark, the type of study I have described generally costs \$20,000 - \$30,000. (There will be an additional charge of 10-15% for out-of-pocket expenses -- billed at cost (mainly telephone, travel and report preparation).



## Benefits

Our clients gain multiple benefits from this type of market study:

- We will have identified the important directions in appraisal software and sized the market. We find this is especially useful for specialist firms like yourself who are often very close to their market, but have so many different (valid) impressions that an objective third party is necessary to place them into perspective.
- You will know which product characteristics are the most important to your customers and, perhaps more importantly, non-customers. This information may be used to modify your product direction and, almost always, the way the product is presented in the marketplace.
- You can use the information from the study to be recognized as an authoritative voice on appraisal software.
- You will see exactly how your customers rate your product -- and make changes. (This benefit is dependent on the survey being large enough to support multiple segmentation.)
- You can also see exactly how your customers rate your competitors' products. (This benefit is also dependent on the survey being large enough to support multiple segmentation.)
- The study's results can be used to directly support your sales and marketing activities.

INPUT has had a great deal of experience in performing similar studies. The information, analysis and recommendations have been of great assistance in helping our clients improve their position in the marketplace.

We should talk further -- to answer your questions and to help me better understand your requirements.

Sincerely,



Thomas O'Flaherty  
Vice President

Attachment

cc. John McGilvray





\*\*\*\*\*  
\*\*\* ACTIVITY REPORT \*\*\*  
\*\*\*\*\*

TRANSMISSION OK

TX/RX NO.	7350
CONNECTION TEL	1 415 961 3966
CONNECTION ID	MT VIEW
START TIME	10/09 17:48
USAGE TIME	01'26
PAGES	3
RESULT	OK



\*\*\*\*\*  
\*\*\* ACTIVITY REPORT \*\*\*  
\*\*\*\*\*

TRANSMISSION OK

TX/RX NO.	7349
CONNECTION TEL	14156553820
CONNECTION ID	
START TIME	10/09 17:46
USAGE TIME	01'31
PAGES	3
RESULT	OK



October 9, 1996

Ms. Diana Pare  
Austin-Hayne Corporation  
2000 Alameda de las Pulgas -- Suite 242  
San Mateo, CA 94403

via fax 415-655-3820

Page 1 of 3

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Sincerely,



Thomas O'Flaherty  
Vice President

Attachment

cc. John McGilvray



# PROJECT SCHEDULE

Activity	Name	Act. Days	Factor	ESD	Week														
					1	2	3	4	5	6	7	8	9	10	11	12	13	14	
Q				1															
SO		SK																	
Am				2															
RPT				2															
TOTAL PLAN SR.																			
TOTAL PLAN RA																			
TOTAL PLAN ESDs																			

Proj. Code: \_\_\_\_\_ Proj. Name: Austin-Hayne Prepared by: \_\_\_\_\_  
 Proj. Manager: \_\_\_\_\_ Date: 10-9



INPUT

CONFIDENTIAL—Property of INPUT

MAIL LIST - SEE BACK

# CONTACT REPORT

Non Client/Prospect File  Media  Financial  Other \_\_\_\_\_

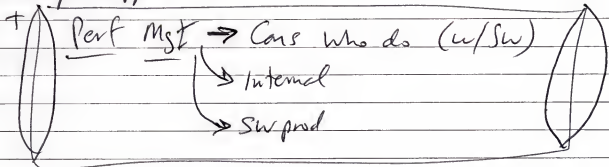
Contact Date: / /

INPUT Staff: Init. \_\_\_\_\_ Init. \_\_\_\_\_  INPUT office  Client Office  Other \_\_\_\_\_

Date Written: / /

Company	Austin Hayre	DISTRIBUTION:			Prog./Proj. ID
Name	Dee Peray	Action	Info.	By When	Describe Action-F/U
Title	Dee Peray				
Address	415 655-3800 - 3820				
Phone:	( )				
Fax:	( ) Cash				

HR "Employee Appraiser" - Same I-Net Oct 4

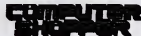


What "Practices" are emp app Scope of MHT

Mtd next week

Continued over





## Manage like a pro.

(Avantos Performance Systems' ManagePro for Windows 3.0)(one of nine evaluations of 28 software packages in "Software That Means Business") (Brief Article)

### Author

Alessandrini, Kathryn

### Full Text

#### Autocast II

Delphus

103 Washington St., Ste. 348

Morristown, NJ 07960

800-335-7487; 201-267-9269

Requires: 640K RAM; 750K hard drive or floppy drive space

List Price: \$349

#### Forecast Pro XE for Windows

Business Forecast Systems

68 Leonard St.

Belmont, MA 02178

617-484-5050

Requires: 4MB RAM; 2MB hard drive space; math coprocessor recommended; Windows 3.1 or NT, or higher

List Price: \$995; upgrade from Standard Edition, \$499

#### Modler MBA Business Analysis and Planning System

Alphametrics Corp.

111 Presidential Blvd.,

Ste. 239

Bala Cynwyd, PA 19004

610-664-6480

Requires: 386 or higher; 640K RAM; 2MB hard drive space; math coprocessor; DOS 3.0 or higher

List Price: \$1,250

#### Manage Like a Pro

ManagePro 3.0 for Windows

Avantos Performance Systems

5900 Hollis St., Ste. A

Emeryville, CA 94608

510-654-4600

Fax: 510-654-4542

Requires: 4MB RAM (8MB recommended); 7MB hard drive space (17MB recommended); Windows 3.1 or higher

List Price: \$279





Attention, overworked bosses trying to juggle numerous teams, individuals, resources, and goals: ManagePro 3.0 for Windows, a unique hybrid of project-management and PIM software, aims to turn you into a management whiz. Avantos Performance Systems' program puts you on a recommended five-step management cycle: set goals, monitor progress, give feedback, evaluate, and reward employees. ManagePro makes this core cycle explicit with a host of buttons, prompts, and other aids to usher you along the right path.

ManagePro boils down everything a manager must track to three focus areas: goals, people, and actions. The goals area offers basic project-management tools that help you plan from the top down. Using an outline view, you type the highest-level strategies and supporting goals, then enter specific tasks related to each goal and delegate them to the appropriate person or team.

New to Version 3.0 are cost- and time-management features to keep projects on schedule and under budget. Enter budget and cost figures for subgoals, and ManagePro rolls up all the figures for primary goals. Or tell ManagePro that Mary needs to have a report on your desk in six days, and it figures the due date, allowing for weekends and holidays. The program also prompts you to monitor your charges' progress and give feedback as needed.

Don't worry about using ManagePro if you have zero experience with project managers, PIMs, or even databases. The product includes many features common to those software categories, simplified to protect the techno-innocent, although experienced users of project-management software will recognize ManagePro's timeline view as a Gantt chart and its goal-status view as a task-oriented PERT chart.

New users can get right to work with job-specific templates featuring appropriate built-in goals; you'll find templates for law, accounting, sales, and over a dozen more areas. ManagePro also offers more than 30 report templates for printing calendars, timelines, to-do lists, and even simple performance reviews, though it's not intended to be a match for Avantos's Review Writer. (See the sidebar, "Take Stock of Your Workers With Employee-Appraisal Software.") A helpful tutorial guides you step by step when building your first database.

ManagePro's interface lets you double-click virtually any item for a visual depiction of its data. Click the people-status icon, for instance, and you'll see a color-coded status board, patterned after stoplight charts in expensive MIS systems. This visual matrix, with a row for each employee and a column for each management process, shows red for areas that need your attention and green when all is well.

A red light in Joe's progress column, for example, tells you it's past time to check his progress; you can double-click the red box to pop up an explanation or enter progress data, and type in notes from a meeting or phone talk with Joe to return his status to green. If Joe is a problem employee, click a coaching button for context-sensitive management advice from experts.

Point and click your way to management savvy with this program, and your subordinates will never be the wiser—just more productive, while projects that once fell through the cracks get completed on time.

---

**Type**

Software Review  
Evaluation

**Company**

Avantos Performance Systems Inc.



**Product**

ManagePro for Windows 3.0 (Human resources management software)

**Topic**

Software Single Product Review  
Human Resources Management Software

**Record #**

17 155 657





---

**Austin-Hayne Corp.**

2000 Alameda de las Pulgas, Ste. 242  
San Mateo, CA 94403  
800-809-9920; 415-655-3800  
<http://www.austin-hayne.com>  
FAX: 415-655-3820

Year established: 1993  
Ownership: Privately held  
CEO/President: David Whitney  
CFO: John Tom  
Marketing Mgr.: Diana Pare  
VP Human Resources: Susan Spiller  
R&D Dir.: Douglas Jackson

**Category**

Software, Applications  
Human Resources

**Record#**

801 304





**Austinsoft, Inc.**

9600 Great Hills Trail, Ste. 150W  
Austin, TX 78759  
800-501-1333; 512-502-1333  
FAX: 512-502-1233  
Tech support: Use toll-free no.

Year established: 1993  
Ownership: Privately held  
President: Robert Diwan  
Marketing/Sales Mgr.: Sue Disman

**Category**

Software, Applications  
Office Software

**Record#**

700 911







---

**Avantos Performance Systems, Inc.**

5900 Hollis St., Ste. A  
Emeryville, CA 94608-2008  
800-282-6867; 510-654-4600  
<http://www.avantos.com>  
Direct sales: 800-4-PEOPLE  
FAX: 510-654-1276  
Tech support: Use main no.

Year established: 1991  
Ownership: Privately held  
CEO/President: W. Norman Wu  
Finance/Admin. Dir.: Jennifer Klatt  
Marketing Dir.: Craig Kerr  
VP Worldwide Sales: Marti Pozzi  
VP Product Development: Gerald B. Huff

**Category**

Software, Applications  
Decision Support  
Human Resources  
Project Management

**Record#**

200 681





## KnowledgePoint

1129 Industrial Ave.  
Petaluma, CA 94952-1141  
800-727-1133; 707-762-0333  
FAX: 707-762-0802  
Tech support: Use main no.

Year established: 1987  
No. of employees: 28  
Gross annual sales: \$4,000,000  
Ownership: Privately held  
Chairman: Leon Williams  
CEO/President: Michael Troy  
VP Operations: Rudy Lacoé  
CFO: Jerri Brown  
VP Marketing: Ian Alexander  
VP Sales: Al Wales  
PR Mgr.: Lyndi Brown  
Human Resources Dir.: Diane Pratt

### Category

Software, Applications  
Human Resources

### Record#

202 967





## Take stock of your workers with employee-appraisal software.

(four packages reviewed)(one of nine evaluations of 28 software packages in "Software That Means Business")

### Author

Brenesal, Barry

### Abstract

Four packages for creating effective employee appraisals are reviewed. Austin-Hayne Corp's \$ 129 Employee Appraiser 2.0 offers strong flexibility. Manager create reviews by selecting a topic and narrowing their comments to a series of specific performance descriptions. Austinsoft's \$69 One Click Manager is relatively weak in its appraisal system, offering no boiler-plate text and a strictly numerical rating of performance. However, it provides a job interview module and a simplified planner for monitoring tasks and goals. Knowledge Point's \$169 Performance Now is designed to speed up the employee appraisal process without neglecting anything important. Users enter employee information, select performance factors, and supply ratings on a scale of one to five. The program generates fairly flexible descriptive text based on the ratings. Avantos Performance Systems' \$129 Review Writer 2.0 goes into more depth than the other programs, guiding the manager through such complex processes as rating goals and objectives.

### Full Text

Employee Appraiser 2.0  
Austin-Hayne Corp.  
3 Lagoon Dr., Ste. 340  
Redwood City, CA 94065  
800-809-9920; 415-610-6800  
Requires: 2MB RAM; 1.5MB hard drive space; Windows 3.1  
List Price: \$129

One Click Manager 1.0  
Austinsoft  
9600 Great Hills Trail #150W  
Austin, TX 78759  
512-502-1333  
Requires: 4MB RAM; 8MB hard drive space; Windows 3.1  
List Price: \$69

Performance Now  
KnowledgePoint  
1129 Industrial Ave.  
Petaluma, CA 94952-1142  
800-727-1133; 707-762-0333  
Requires: 4MB RAM; 9MB hard drive space; Windows 3.1  
List Price: \$169

Review Writer 2.0  
Avantos Performance Systems



5900 Hollis St.  
Emeryville, CA 94608  
800-282-6867; 510-654-4600  
Requires: 4MB RAM; 9MB hard drive space; Windows 3.1  
List Price: \$129

The employee-review process is awkward at best, and its results are so easily misconstrued that an entire subcategory of legal counseling is devoted to its outcome.

Employee-evaluation packages like the four considered here--Austin-Hayne Corp.'s Employee Appraiser 2.0, Austinsoft's One Click Manager 1.0, KnowledgePoint's Performance Now, and Avantos Performance Systems' Review Writer 2.0--can't eliminate all the pitfalls on the path to a successful performance review. But they can accelerate and streamline the process, correct mistakes, and provide effective advice.

#### Employee Appraiser 2.0

Employee Appraiser differs from other appraisal programs in a significant way: It isn't chained to numbers. There are no rating systems that force you to slot workers into a series of numerically defined categories. As a result, Employee Appraiser lets you keep your eye on employees and their work, evaluating their performance without losing sight of the human equation.

Creating reviews with Employee Appraiser is a two-step process. First, you choose a suitable review topic for a particular employee; next, you narrow potential areas of comment to a series of specific performance descriptions. The Initiative topic, for instance, suggests 14 positive descriptions such as "is very committed" and "seeks out opportunities," and 15 negative ones such as "satisfied with status quo" and "too cautious."

Once you've decided on descriptions, Employee Appraiser's attitude adjuster lets you modify text positively or negatively in small increments by clicking on arrows next to individual phrases. Taken together, these minor textual alterations provide an excellent method of customizing your employee review.

Still another attractive feature is Employee Appraiser's context-sensitive Coach, an employee guidance counselor in a box. Click it while examining text, and the Coach provides detailed guidelines for improving individual performance areas and smoothing management/employee relations. The program also records employee notes, flags spelling errors, and scans documents for potentially litigious language.

The lack of a program-generated summary report is of little matter in Employee Appraiser because you have so much specific material to draw from while building your own report. However, an option for a user-defined prioritization of topics would help determine which items belong in a summary and which should receive particular emphasis.

Combining an intuitive approach with an effective interface, plus excellent documentation and support, Employee Appraiser 2.0 is a strong candidate for your interest.

#### One Click Manager 1.0

Compared with the other three packages here, which concentrate on employee appraisal, One Click Manager offers a much broader range of features. Its all-inclusive approach makes Austinsoft's product a successful jack of all trades, but unfortunately a master of none.

As with Performance Now and Review Writer, you select employee characteristics and apply a numerical





system to establish strengths and weaknesses. Unlike those products, though, One

Click Manager doesn't propose boiler-plate text to replace your numbers. The writing, including its tone and wording, are all up to you.

Strictly speaking, One Click Manager's performance-appraisal system is the weakest of this foursome. But you shouldn't judge the program as an evaluation aid alone: It also supplies a job-interview module that helps you rate candidates via standardized questions; a simplified planner that monitors tasks and goals; and a time-management module that tracks appointments and scheduling conflicts. There's even an agenda organizer for meetings and a general ledger to track income, expenses, assets, and liabilities.

The catch, again, is that none of these features goes beyond the most basic requirements of a small business. One Click Manager's planner, for instance, doesn't begin to touch a program such as Microsoft Project, while its time-management module pales alongside a scheduler such as Elan Software's GoldMine. Overall, this integrated program is chiefly appealing as a bargain-priced, small-office starter set.

#### Performance Now

Performance Now puts the emphasis on ease of use. Every part of KnowledgePoint's program is designed to speed employee appraisal without neglecting any important element.

After you enter employee information, select suitable performance factors, and supply ratings on a scale of one to five, Performance Now generates descriptive text based on your ratings and establishes a performance average. The program proposes a summary, and automatically offers suggestions for performance improvement. You can use the five enclosed appraisal templates for management, sales/service, production, clerical, and general staff, or create your own forms and save them. There's a reminder feature so you don't overlook upcoming reviews, plus an automatic logbook that tracks previous appraisal sessions.

The text Performance Now generates from your numerical choices is surprisingly flexible, with each remark folding seamlessly into surrounding comments. Even so, it has to be said that any employee-appraisal procedure generally creates results that sound a little stilted—after all, how many different ways can you write that somebody shows leadership skills or listens well? An appraisal package can only supply the framework; the rest is up to your personnel skills.

Nevertheless, Performance Now offers the smoothest interface in this category, along with excellent context-sensitive help, a fine if noninteractive tutorial, and a transparent, responsive rating system. If you're looking for an employee-appraisal program that can lessen your workload immediately, look no further.

#### Review Writer 2.0

While Performance Now is the easiest employee-appraisal program and Employee Appraiser the most verbally flexible, Review Writer supplies the most depth. Rather than simply dropping you into a group of potential employee descriptions with an order to choose several, Review Writer guides you through the far more complex processes of employee evaluation—rating goals and objectives, rather than simply performance.

The program's QuickBuild mode gets you up and running fast in a series of seven steps, defining your appraisal's form, writing its contents, and editing and printing the results. Like Performance Now, Review Writer uses a system of numerical ratings—which, unlike similar packages', you can adjust to match to a



series of different criteria. Starting with 15 predefined templates, you can customize layouts; delete categories; show or hide employee fields; and add bitmaps and borders to the printed results.

Another distinctive feature is Review Writer's Quality Check, which monitors your review's completeness and originality. The program's AdvisorScan is on a par with Employee Appraiser's Coach, while its LegalCheck is at the head of the class—it successfully catches more discriminatory, ambiguous, or inappropriate phrasing than the other products. To be sure, none of these programs can substitute for a good human editor versed in labor law.

Review Writer's interface is simple and straightforward, and its online instructions will make you immediately productive. As a bonus, a new transfer utility in version 2.0 lets you synchronize data between remote work sites while on the road. Overall, Review Writer leads today's crop of performance-appraisal programs—but the race is impressively close.

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**Type**

Software Review  
Evaluation

**Company**

Austinsoft Corp.  
Austin-Hayne Corp.  
Avantos Performance Systems Inc.  
KnowledgePoint

**Product**

One Click Manager (Human resources management software)  
Employee Appraiser 2.0 (Human resources management software)  
Performance Now! for Windows (Human resources management software)  
Review Writer 2.0 (Human resources management software)

**Topic**

Software Multiproduct Review  
Human Resources Management Software

**Record #**

17 155 647





PC Magazine August 1996 v15 n14 p76(1)

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**Staff appraisal.**

(Austin-Hayne Corp's Employee Appraiser for Windows 3.0)(Brief Article)

**Author**

Perenson, Melissa J.

**Full Text**

EVALUATING YOUR EMPLOYEES' performance and development has never been easier. Austin-Hayne Corp.'s \$129 Employee Appraiser 3.0 for Windows adds several new features, most notably the ability to import electronic versions of your company's employee evaluation and send appraisals via e-mail using the software's MAPI support.

Austin-Hayne Corp., San Mateo, CA; 800-809-9920, 415-655-3800; <http://www.austin-hayne.com>.

---

**Type**

Product Announcement

**Company**

Austin-Hayne Corp.

**Product**

Employee Appraiser for Windows 3.0 (Human resources management software)

**Topic**

Software Product Introduction  
Human Resources Management Software

**Record #**

18 506 110

