



THE FILEMAKER MAINTENANCE PROGRAM

BENEFIT FROM TOMORROW'S TECHNOLOGY INNOVATIONS

We always recommend that our customers buy Maintenance and keep their contracts current by renewing them each and every year. Why? There are **4 reasons** why we strongly recommend the FileMaker Maintenance program.

1. Access new features and enhancements

As a participant in the FileMaker Maintenance program you will automatically get instant access to the latest FileMaker upgrades released throughout the period of your FileMaker Maintenance agreement.

Previous releases have included great new features, compatibility with the latest Windows or Mac OS and compatibility with new technologies.

2. Ensure budget simplicity

You can plan ahead for software upgrades by locking in today's price on tomorrow's technology. Regardless of how many upgrades are released during the period of your FileMaker Maintenance agreement, you pay just 20% of the price of a new software license on an annual basis. Compare this to the cost of purchasing an upgrade (60% of the price of a new software license).

In addition you can avoid lengthy internal procurement and approvals by having a single annual renewal date for which to plan.

When buying additional licenses at a later date, be sure to speak to your Volume Licensing Representative about combining FileMaker Maintenance agreements. Also ask about discounts for renewing for two years instead of one. Call your local FileMaker office for details.

3. Control when and how you deploy

Deploy new versions of FileMaker when it is convenient for you. You can keep your entire organization or department on the same version for easier maintenance and support across all desktops. Or you can download and deploy the latest release as soon as it is available; assuring your organization is using the most up-to-date features and functions available for maximum productivity.

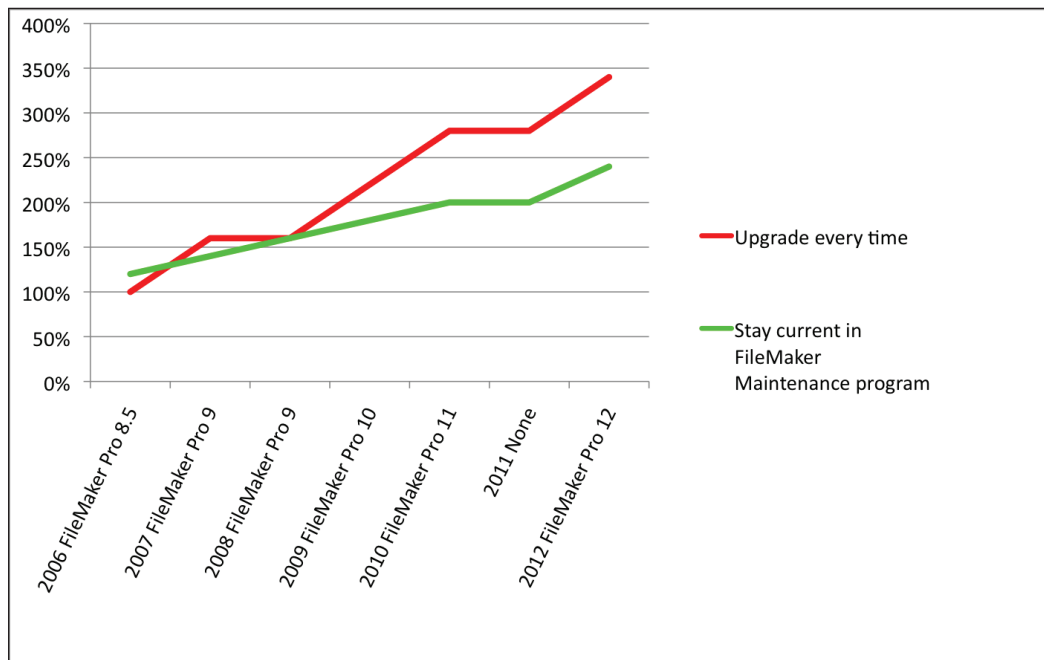
4. Make the most of your initial FileMaker investment

The best way to leverage your initial investment in FileMaker software is by staying current in the Maintenance program. It is the least expensive way for you to keep your FileMaker software up-to-date. Please see the table and graph that compares the cost of upgrades to staying current in the FileMaker Maintenance program.

Table: Cost of ownership for 7 years (2006-2012)

Year	Version	Upgrade every time	Stay current in FileMaker Maintenance program
2006	FileMaker Pro 8.5	100%	120%
2007	FileMaker Pro 9	60%	20%
2008	FileMaker Pro 9	0%	20%
2009	FileMaker Pro 10	60%	20%
2010	FileMaker Pro 11	60%	20%
2011	None	0%	20%
2012	FileMaker Pro 12	60%	20%
Total cost over 7 years		340%	240%

Graph: Cumulative cost of ownership for 7 years (2006-2012)



Notes about this table and graph:

- FileMaker, Inc. reserves the right to change its pricing and licensing programs in the future.
- The table and graph represent historical pricing data.
- FileMaker, Inc. does not represent or warrant that it will release future products.
- FileMaker, Inc. cannot comment on unannounced products or on future schedules. FileMaker, Inc. can confirm that during the last 5 years, the shortest time between versions has been 11 months and the longest 25 months.
- For the cost of 2006, the "Upgrade every time" column includes the initial purchase price and the "Stay current in FileMaker Maintenance program" column includes the initial purchase price plus the price of 1 year of Maintenance. With the launch of FileMaker Pro 9, the initial year of Maintenance was included in the license purchase.
- The cost of FileMaker Maintenance is 20% of the price of a new software license.
- The cost of purchasing an upgrade is 60% of the price of a new software license.

