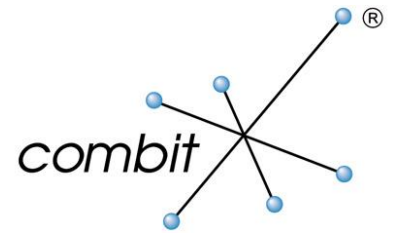


PRESS RELEASE

combit List & Label

Goals for List & Label



Interview with Jochen Bartlau, Development Manager, List & Label

"Our ambition is for List & Label to be the best report generator in the world."

Constance/Germany, 01/23/2013 – To mark the 20th anniversary of List & Label, Development Manager Jochen Bartlau reflects on his time at combit and on the evolution of List & Label.

Jochen, how long have you led the development of combit's reporting tool List & Label?

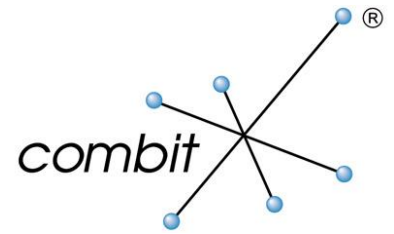
I joined combit in 1998, back in the days of List & Label version 5. I was appointed Development Manager for version 8 in 2001. I'm very grateful to be working with so many seasoned List & Label developers, and this has made for a high degree of consistency. It also means that new team members quickly get acquainted with our approach and our core values.

What stages has the report generator gone through during this time? What do you see as the main developmental milestones?

Ten years ago, List & Label was not as comprehensive as it is today, of course. Each new version introduced great new features, and we have also continuously improved performance – both to deliver appreciable gains in speed, and to implement new, processor-intensive features without sacrificing performance. With List & Label 8, the first version developed under my leadership, the milestone that comes to mind was the .NET launch early in the new millennium. List & Label already included a .NET component back in July 2001, although Microsoft's official launch of .NET (version 1.0) wasn't until February 2002. On that occasion in San Francisco, Bill Gates walked past our booth – he was just a couple of yards away – then he held up the very first VS .NET software box, lovingly wrapped as a Valentine's present. We are and have always been in the vanguard of technological progress, to the immense benefit of our List & Label customers, of course.

PDF export was another feature integrated into version 8, and it has been continuously improved ever since. Looking back on how List & Label has evolved over the last ten versions, we've seen a whole series of milestones. The report container and data providers made relational reporting and drilldown reporting possible. The object model now lets users generate reports automatically via code. And thanks to 64-bit support, extremely memory-intensive applications and in-memory data processing have become feasible. We offer a huge array of charts and gauges for representing data graphically.

In terms of support, we are responsive to our customers' requests and requirements. For instance, we offer subscription editions that include feature updates and flat-rate support. With the standard edition, customers decide for themselves whether they wish to update and how much support they'd like from us. In other words, everyone can choose the option that suits them best. The vast majority of our subscription customers who came on board in 2007 are still loyal to us now in version 18. To my mind, this proves that it's an attractive model and that the new versions have always delivered useful added value. And as our surveys show, our support is exemplary. In critical situations, we can provide customers with reliable fixes faster than any other vendor I know. And of course, that's due to our lean, agile organizational structures, which enable us to respond and help rapidly. Incidentally, the



millionth end-user began working with List & Label early in the new millennium. We can't name an exact date, because developers can usually distribute List & Label as part of their own applications without needing a license. But since then, the number must have reached several million. Releasing stable, robust software is the best way to ensure a high level of customer satisfaction: According to our latest customer survey in 2012, 97 percent of our customers are very satisfied or satisfied with List & Label.

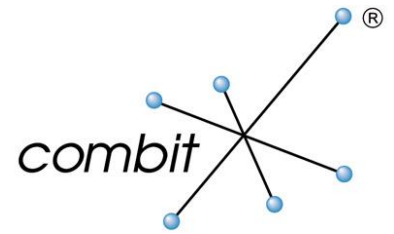
I always stress the importance of regular dialog with, and feedback from, software developers, because it helps us to safeguard LL's core selling point: it's a truly effective development tool geared to the needs of the software developer. The many face-to-face discussions we've had at our roadshows over the last ten years have been extremely valuable, and I really appreciate them.

What are the goals of the List & Label development team?

We want List & Label to be an easy-to-integrate report generator for software developers that can be tailored to their requirements. And we want to set standards in terms of features, stability and performance. Our ambition is for List & Label to be the best report generator in the world. I'm not being arrogant here, because it's the customer who decides when that goal has been reached. But it defines the course for us: we want to continue implementing customers' requests and to remain at the forefront of developments. The latest release, version 18, is clear evidence of that. To my mind, goals shape our thoughts and our actions. We want to align the future evolution of List & Label with this goal, using it as a kind of tool to constantly prompt us to ask, "What's still missing? What needs improving? What requirements have yet to be addressed?" And I'm confident that this will make List & Label even better. Many of our customers already regard List & Label as the best available report generator. And at the 2012 Community Choice Awards of DevPro Connections and SQL Server Pro, List & Label was in fact voted Best Printing/Reporting Tool, which made us all very proud.

How about your competitors? Surely there are powerful report generators on the market similar in functional breadth to the List & Label development tool?

List & Label is a stand-out product in terms of the breadth and variety of features it offers. But we have kept it from becoming bloated and unwieldy, which has happened to other suites. There are tools on the market with limited features, where components like charts or gauges have to be purchased separately and at a high price. I know of a barcode suite that is more expensive than the standard edition of List & Label, which provides all the latest barcode formats out of the box! The same applies to export formats, the types of data that can be handled, supported programming languages, etc. Looking at the development tools alone, List & Label is the report generator with the most features and the greatest flexibility. The market is currently experiencing some turmoil, with vendors being acquired or merged, and of course they will be looking for synergies. It's hard to tell which reporting tools on the market today will survive this process without being binned or swelling into business intelligence suites of monstrous proportions. List & Label has been successfully distributed on international markets for 20 years. And we engage in direct dialog because we want to turn satisfied customers into delighted customers. I'm confident that our report generator will still be around in 20 years' time – but I'm not so sure about some of our competitors' products.



About List & Label:

Since 1992, thousands of developers and millions of users around the world have been leveraging the award-winning report generator List & Label, now in its 18th version. Software developers can add powerful reporting functionality to their applications and have access to a wide variety of data display and exchange options in conventional applications, web reporting apps and in the cloud. Compared to other reporting tools, List & Label offers the greatest flexibility as regards the kinds of data that can be analyzed, supported programming languages, and number of export and barcode formats. The List & Label Designer is available in several languages and can be redistributed in applications without additional license fee. List & Label is available in three editions. Prices start at €774 for the standard edition and at €1428 for the subscription editions (including sales tax).

<http://www.combit.net/en/reporting-tool/report-generator-list-label-highlights/>

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