



Summary of Changes and Offers for FileMaker 12 Launch

Launch/announce date – April 4, 2012

Qualifying Versions for Upgrades

From 4/4/12 to 9/27/12, customers with version 9, 10 and 11 are eligible for upgrade pricing to FileMaker 12.

After 9/27/12 only customers with FileMaker Pro 10 or 11 will be eligible for upgrade pricing. Replacement media and support services for version 9 will no longer be available after 9/27/12.

New Release Special Offer

If your customers purchased shrink-wrap FileMaker Pro 11, FileMaker Pro 11 Advanced, FileMaker Server 11 or FileMaker Server 11 Advanced between March 5, 2012 and April 19, 2012 they may be eligible to receive the corresponding 12 version for free. For information on how they can get the free update, have your customers go to:

<http://www.filemaker.com/purchase/store/promos.html>

Proof of purchase must be postmarked no later than May 4, 2012 to qualify for this offer.

No More Maintenance with Volume Licensing Upgrades

With the launch of FileMaker 12, one year of Maintenance coverage will no longer automatically be included with Upgrade Volume licensing Skus. However Maintenance can be purchased as an add-on to the Upgrade order.

If Maintenance is purchased at the same time as the Upgrade the customer can order Renewal Maintenance skus; if they choose to add on Maintenance at a later date they would purchase Expired Maintenance skus.

FileMaker Maintenance Releases

Customers who have current Maintenance agreements with FileMaker will start seeing emails with their Maintenance releases on April 2, 2012. It will take several days to get all of the emails sent but the process should be complete by April 9.

The email with the Maintenance release will come from ORDERS@FILEMAKER.COM Please have your customer add this as an accepted email address so it does not get caught in their spam blocker.

File Format Change

The file format of FileMaker Pro has been changed to support new features. To use files from previous versions with FileMaker 12 products, customers must convert those files to the FileMaker Pro 12 format. (v12 is not compatible with previous versions)

FileMaker Pro 12 can directly convert existing FileMaker Pro 11, 10, 9, 8 and 7 databases. All other versions of FileMaker Pro will require a multiple product conversion.

For more information go to: <http://www.filemaker.com/products/filemaker-pro/conversion.html>

Top New Features in FileMaker Pro 12

- New! Layout Themes — Apply one of 40 stunning new themes to instantly change the look of your database.
- New! More design tools — Use alignment and drag out guides along with customizable grids to get the design precision you need.
- New! Re-designed Starter Solutions — Manage projects, content, resources, estimates and much more with all-new, professionally designed solutions.
- New! Enhanced container fields — Drag and drop files into your database, render images faster, and securely store and manage data externally.
- New! Quick Charts — Create and modify charts in a snap with the new integrated set-up window.
- New! OS design and development tools — Get design tools, themes, scripts and calculation functions to quickly build apps for iPad and iPhone

For more information on these new features, go to:
<http://www.filemaker.com/products/filemaker-pro/>

FileMaker 12 Reseller Webinars

FileMaker will be hosting two separate Channel Sales Readiness Webinars on May 16, 2012.

The times are:

8am Pacific/11am Eastern

10am Pacific/1pm Eastern

The Webinars will cover

- Key new selling features of FileMaker 12 products
- What is significant about FileMaker Go for iPad and iPhone
- What volume licensing programs are available for resellers
- Where to get sales, marketing and demo materials

To register for the 8am Pacific/11am Eastern event, go to:

<https://filemakerevents.webex.com/filemakerevents/onstage/g.php?d=579064390&t=a>

To register for the 10am Pacific/1pm Eastern event, go to:

<https://filemakerevents.webex.com/filemakerevents/onstage/g.php?d=570240926&t=a>

FileMaker Go is now FREE

The FileMaker Go 12 for iPad and iPhone apps are available free on the App Store. The free download of FileMaker Go 12 makes it amazingly easy for everyone to run iOS database apps created by FileMaker Pro 12.

For more information go to: <http://www.filemaker.com/products/filemaker-go/>

Reseller Resources

FileMaker Not-For-Resale (NFR) copy of FileMaker Pro

For channel partners who are not already registered for an NFR of FileMaker Pro you can register by filling out the form here:

<http://www.filemaker.com/purchase/resellers/news.html>

If you have already registered for an NFR there is no need to re-register. A FileMaker Pro 12 NFR with download instructions will automatically be sent via email to those already in our database.

FileMaker 12 Asset Kit

Visit the Resources Area of the FileMaker Reseller site to download, box shots, copy blocks, literature in PDF, datasheets and more.

<http://www.filemaker.com/purchase/resellers/resources.html>