

Ashlar-Vellum Channel Partner Newsletter

April 2009

Stimulus Package Working

Believe it or not you actually know someone who is benefitting from President Obama's shovel-ready stimulus package. Within the last 30 days sales to the US system of national labs and other government contractors has increased dramatically.



Long-time customer, AeroVironment, Inc., of Simi Valley, California doubled their Graphite licenses this month. Graphite is used for many projects at AeroVironments, among them the Global Observer, a stratospheric persistent unmanned aerial system.



Oak Ridge National Laboratory, was the secret skunk works in the 1940's for the "Manhattan Project," the code name for the original atomic bomb. They are now serious contributors to all types of nuclear power, medicine and safety. True to their nature for top security, this month this Tennessee-base lab has

purchased the first license of a yet-to-be announced product from Ashlar-Vellum.



Nevada's Desert Research Institute is a leader in environmental and nuclear waste research. They recently purchased Cobalt to help in the planning of nuclear waste site storage and remediation.



Sandia National Labs, in Albuquerque, New Mexico, supports US national security through science-based technology. This month they upgraded a number of their 72 licenses. When Sandia calls for technical support they tell us to "just think of it as a vacuum cleaner."



Speaking of vacuum cleaners, while best known for their Roomba robot vacuum for the

consumer market, iRobot is actually a major US defense contractor building robots to protect our ground forces, public safety professionals and maritime specialists. This month the Bedford, Massachusetts company significantly increased their number of licensed copies of Graphite.



Finally, the United Launch Alliance has requested a quote to upgrade all units owned by the two partners in this joint venture, Lockheed Martin and The Boeing Company. The number of upgrades involved will be significant when our research is complete.

This is just what's been happening in the past 30 days. If you've got contacts with government agencies in the US or anywhere in the world, now is the time to call them and see how we can help them further stimulate the economy for all of us.

Welcome Andrey

Andrey Simakov has recently joined Ashlar-Vellum doing graphic design, layout and web development.



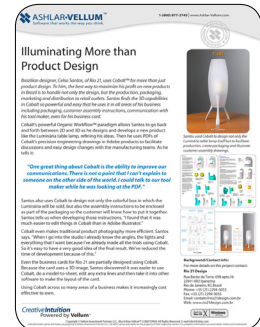
His experience in 3D modeling and system administration have quickly made him a valuable member of our team.

Credit Terms

In the current economic condition, many large corporations are seeking credit terms, sometimes up to 45 or 60 days. In an effort to discourage these companies from forcing Ashlar-Vellum to become their banks we have instituted a new policy for end-user credit terms. Effective immediately, orders that are not prepaid by credit card or bank transfer will be subject to a \$100 minimum fee up to 5% for 10 days, 10% for 30 days and 15% for 45 days. We suggest you institute similar policies so that large companies cannot take unfair advantage of small businesses.

Luminária Success Story

Thanks to Celso Santos of Rio 21 Design we have a new success story on the website.

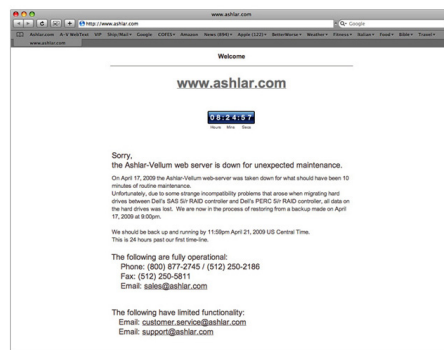


Check out how Celso used Cobalt to do not only the product design for the Luminária table lamp, but also the packaging, customer assembly instructions, communication with his tool maker, and even for his business card.

Server Down for Unexpected Maintenance

If you went to www.ashlar.com last week and found it unavailable that's because ten minutes of routine maintenance on our web server turned into over 100 hours of a painstaking and nearly unsolvable problems for Robert Bou as he attempted to install new hard drives. The new drives offered seriously needed space, but the new hard drive controller would not access the applications on the old disks. All of our customer-facing applications were on this particular server and

Rob's original goal was to set up redundancy. The very preparations we were making to avoid the problem precipitated the trouble.



Working round the clock without

sleep for more than 36 hours at a time, Robert temporarily brought www.ashlar.com on line about noon @ Wednesday using one of our other servers. The FTP download site followed several hours later, but the 15 other websites that we run to support our business, including Support Suite, took a little longer.

We apologize for any inconvenience that it may have caused you and assure you that Ashlar-Vellum is STILL in business.