



**For Immediate Release**

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**SavvyData Introduces Live Online Training for FileMaker Pro Charting**

***Brings 'Ace of Charts' Course to the Worldwide Stage***

**REDWOOD CITY, Calif. — July 1, 2010** — SavvyData today announced the successful conversion of their 'Ace of Charts' hands-on workshop to a live online instructional format. The new webinar series delivers the core of the workshop's material while also providing the advantages normally associated with online meetings. Online learners benefit by avoiding travel costs and time, and have the option to select sessions that match their level of knowledge and interest. SavvyData can now bring this knowledge to developers across the globe, via a series of standalone webinar sessions affordably priced at US\$79 each. With each session, attendees also receive working example files that they can immediately adapt for their own solutions.

Drawing on decades of experience with FileMaker Pro, information design, and technical communications, SavvyData instructors share development methods and business knowledge that reflect the changing status quo. The principles taught are identical to those guiding decision support tools costing hundreds of thousands of dollars. The 'Ace of Charts' webinar series assists developers in staying current and competitive by

showing how to streamline the process of adding graphical information displays to existing and new database solutions.

“Tight economic times and the relentless introduction of new technologies mean that FileMaker developers are operating in an ever more competitive market where learning new skills efficiently is crucial to their success” says Lee Lukehart, SavvyData’s founder and chief data visualist. “We have seen more innovation in the datavis sector in the last 24 months than in the 10 years prior. Dynamic charts and dashboards are now usually high on a client’s list of solution requirements, and people’s aesthetic tastes are becoming more sophisticated. If our FileMaker solutions don’t directly address those needs, current and prospective customers will choose a different platform. To preserve our investment in skill-building we must actively learn and incorporate the new tech where it makes sense. This turns out to be remarkably easy with FileMaker Pro.”

### **About ‘Ace of Charts’ Webinar Series**

This course reveals the Art and Science of adding data visualization to FileMaker Pro solutions. By participating in a live web conference meeting, attendees learn how to produce accurate, attractive graphs using various current charting technologies.

The webinar series consists of four sessions as described below. They are designed so that each session can stand on its own and yet contribute a particular topic to the larger whole. Sessions may be attended in any order, although starting with Session #1 is recommended. Each session is comprised of 75 minutes of live presentation and interaction, followed by a 10-minute Question & Answer period. To facilitate excellent instructor-student communication, sessions are limited to 15 attendees.

As the webinar series creator, Lee Lukehart reflects that “We tried to fit our course content into the more typical 60-minute meeting frame, but this too greatly diminished the completeness of a topic. Holding attention for 75 minutes may take more effort, but the outcome is definitely worth it. We pack a lot of know-how into that precious time.”

### Session #1 - Foundation & Overview

This session provides a high-level, condensed version of the entire series, and covers important fundamentals for the charting novice that are needed to get the most from the other sessions in the series. Three different development methods for constructing charts in FileMaker Pro are presented, to provide deployment options appropriate for any organization. The pros & cons of each approach will be explained.

### Session #2 - FileMaker-Native Graphs

This session explains how to create and configure graphs with the built-in FileMaker Pro chart object, including advanced composite chart types. We cover the three ways to provide charts with data and how placement on layouts affects each of them. Attendees will also receive working example files that they can adapt for their own solutions.

### Session #3 - Using Web Technologies

This session explains how to create and configure graphs in the FileMaker Pro web viewer layout object, utilizing popular web technologies including HTML & Flash, CSS & JavaScript, and chart services such as Google Chart API. Impressively animated charts from FusionCharts and Maani will be demonstrated, along with the techniques for their implementation. Attendees will also receive working example files that they can adapt for their own solutions.

### Session #4 - Using Charting Plug-ins

Third-party plug-ins used to be the only game in town for producing charts within FileMaker Pro. This session shows how to use functions from two plug-ins on opposite ends of the complexity spectrum: the venerable and powerful xmCHART from x2max and the more basic but highly-adaptive 360Works Chart. Attendees will also receive working example files that they can adapt for their own solutions.

Detail and registration info can be found at <http://savvydata.com/aceofcharts-web/>.

## **About SavvyData Inc.**

SavvyData knows how to make data work smarter. The consulting, development and training firm builds custom database solutions and data-driven websites, empowering clients to collect, transform and share their digital lifeblood. SavvyData conducts authorized training for FileMaker Pro in its professional training facility on the water's edge of San Francisco Bay. Onsite and custom training can also be easily arranged.

SavvyData founder Lee Lukehart is a FileMaker authorized trainer and has earned every developer certification that FileMaker has offered. He authored the popular whitepaper on FileMaker Pro Charting and the TechNet webinar on advanced charting techniques. His students appreciate his attentive manner and patience in the classroom, and report that his responsive training style makes learning new skills fast and fun.

SavvyData Inc. is based in the San Francisco Bay Area.

## **About FileMaker, Inc.**

FileMaker is the leader in easy-to-use database software. Millions of people, from individuals to some of the world's largest companies, rely on FileMaker software to manage, analyze and share vital information. The company's products are the FileMaker Pro line — versatile database software for teams and organizations, for Windows, Mac and the Web — and Bento, the personal database for Mac, iPhone and iPod touch. FileMaker, Inc. is a subsidiary of Apple.

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