

IONA Floats - Annrai Searching For A Paddle

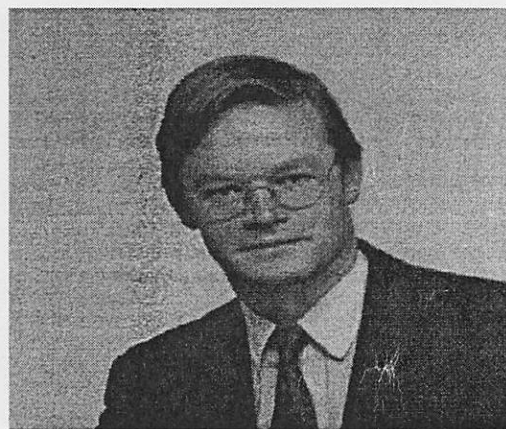
So here we are adrift on the seas of corporate finance. Although it looks like nothing has changed (**Colin** still doesn't have a clue what's going on around him), things have. We're on a different playing field and we're not even playing the same ball game. We've been sensible enough to adapt our choice of ball game to the playing field available. I mean, you don't see **Chester City** turn up at the Deva stadium and say, "lets have a game of cricket". That would be silly.

Chris and Annrai watched the launch live at the trading floor, accompanied, as all children must be, by their parents. Fortunes are no doubt being made and lost (my money's on the latter) as we speak... But all this is a million miles away, quite literally, from the rest of us. What does the IPO really mean to us? **i-contact** took the liberty of researching the issue, and here, presented to the staff, are the possible knock on effects:

- Company sponsored events involving free drink are set to rise by levels of up to **50%**. Analysts also predict that drink standards will improve dramatically. **Chateauneuf du Pape** will replace warm Harp lager across the board.
- Expect to spend a good 20% of your time 'having a quick check on the share price' at **Nasdaq.com**. As prices can change quickly rates of up to 25 times a day may be expected.
- Analysts have predicted that employees cashing in on their shares will be able to afford one, possibly two, pints in the **Pembroke**.
- The phrase "**7 Day High**" no longer refers to a week in Amsterdam. It's to do with financial stuff. You may also hear terms such as "Bed And

Breakfasting" and so on being bandied around by the 'financial experts'.

- People are going to start asking you for jobs. Or even money. Of course as far as most of us are concerned they might as well ask a stone for blood, but still, it's something to look out for.
- You are suddenly going to find yourself inexplicably attracted to certain members of staff. Good looking, charming, intelligent, people you previously only grudgingly admitted to having met are suddenly your **best** friends.



Your New Best Friend

- You will spend the rest of your life in an avaricious funk as you ponder the possible benefits and risks associated with various investment alternatives. You will talk about this endlessly. Your friends will lose interest in you. But that doesn't matter - **you've got new friends**.
- But **most importantly of all**, you will suddenly feel a **part** of the company. We will all succeed together. We will redouble our efforts in order to help the company and ourselves grow and prosper.
- At least that's what **they** think....

New Staff

Who are they? What are they up to? Most importantly what are they earning? Only **i-contact** can give you the real deal - with only some bits made up.

John Marmelstein -	PD
Ronan Bradley -	PD
Amanda Keogh -	Marketing
Martina Galvin -	Finance
Dirk Marwinski -	Professional Services
Mark Stephens -	Customer Engineering
Eamonn Saunders -	Professional Services
Alan Conway	Professional Services

And In The US...

Maha Pula, CE
Colby Tuttle, Account Manager
Peter Boonstra, Tech. Presales Engineer
Meridith Lincoln, Sales (SF)

And In Perth (at last!)

Mark Rheinlander - PD
Alison Daunt - Tech Writer

Moriarty linked to product development ART theft. Holmes and Watson investigating

It was to have been the most celebrated product release since Orbix 2.0. But now the famous ART project has crumbled amid missing project plans and furious finger pointing. It seems that late one night a mysterious thief cut the plans from their frame, rolled them up and stuck them in a little tube. That's what ART thieves do apparently. A distraught **Hugh Grant** told **i-contact** "I'm gutted. I put all my weight behind that project, and **Paul O'Neill** invested all his height. To think so much has been lost."

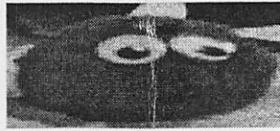
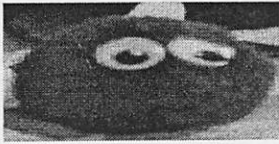


Brendan Holmes relaxing Yesterday

As Product Development comes to terms with life without ART, the prime suspect in the theft, **Tom Moriarty**, is at the centre of allegations made by amateur **detective Brendan Holmes**, who is being assisted in his investigation by sidekick **Charlie Watson**. Holmes told **i-contact** that "the theft was clearly undertaken by a man in his early forties who smoked Players Navy Cut. I can identify over 200 kinds of tobacco you know". When we put this to Moriarty he told us that he didn't smoke and was not in his early forties. Holmes remained unrepentant. "Of course he did it; his name is Moriarty. It's an open and shut case. I have deduced that the man carried a **walking stick**, made of beech and worn through about five years of use. **Tweed fibres** left at the scene indicate to me that we are dealing with a country gent of quite some means (the fibres can be traced to a particular range of made to measure Saville Row suits)."

Baffled by this outburst, Moriarty told **i-contact** "look, I live in town. I have never worn tweed in my life. I just happen to be called Moriarty. You can tell Mr. Holmes that he has a decided lack of imagination." Holmes, unrepentant, is also keen to finger Moriarty in the famous unsolved case of **Martin O'Riordan's missing chair**, and several 'mug thefts' that have led to productivity losses in engineering. Moriarty claims he wasn't even working for the company at the time. "That's alright", said Holmes, "neither was I".

At this point **Watson** intervened, pronouncing this rather lame joke at an end. "It's a nice idea, but the treatment is elementary", he told us...



Orbigrams

Return Of The News

Yes, this month news makes a welcome return to the pages of **i-contact**. Recently you may have noticed that news took a bit of a dive in this newsletter. There was, of course, a simple reason for this disappearance - nothing was happening. Yes, its true - we did nothing for two months. Happily, however, things are hotting up again, so news is back on the cards. Also I was told I'd get the sack if I didn't put it in the news. That might have something to do with it.

IPO

Of course the big news this week is the IPO. Contrary to what you may have read on the cover of the Evening Herald this is not simply an exercise in lining Annrai's pockets. Going public brings new capital into the company - helping us scale up to new heights. And as people are more interested in companies that might make *them* money, we'll find ourselves more in the public spotlight. For some of us this might be a bad thing. Of course some of us are now becoming accustomed to a new lifestyle: overheard in Toners on Tuesday night;

"I've just found out the name of the most expensive restaurant in Dublin, AND THAT'S WHERE I'M GOING!"

Products Etc.

Meanwhile life goes on in the product development world. We didn't get where we are today by not releasing products. The last month has seen the scope of Orbix increased in all sorts of ways. Orbix Smalltalk finally hit the shelves after extensive collaboration with DNS. Orbix 2 was released on the, ahem, 'popular' OS/2 platform. And evidence of increasing third party backing for Orbix was demonstrated by Bull's release of their Object Transaction Service for Orbix. All this is in addition to previous developments - the Wonderwall release and the OTS project with Transarc. That makes one more language, platform and technology in a single month.

Tradeshows

Sales, of course, are busy selling all these products in hot pursuit of their targets. They've even invested in more of those cute little headsets that make them look like people pretending to work in insurance for television commercials... Meanwhile their efforts are being backed up by a number of marketing initiatives surely set to take the object world by storm. Next week we are in attendance at Object World East in Boston, where pretty much anyone who is anyone

will be in attendance (yes, I'm not going). Our intrepid object experts are armed with all sorts of new stuff - literature, posters, pens, bags, The Orbix Journal. They've even got some product demos! Those crazy guys....

Spent The Night In 'Frisco

Representatives from our new San Francisco office, including new recruit **Meredith Lincoln**, are also set to represent the ORB at Decorum '97, as run by Trasarc. In the wake of our new foray into the transactions space our attendance here is highly strategic. Calling a show Decorum when it has nothing to do with DEC is not strategic at all though - but that's their fault, not ours.

In conjunction with our resellers / distributors department, marketing is also launching yet another newsletter, the Ionian, which will be made available to all our resellers around the world. There's 22 of them you know.

In Every Kind Of Disco

Last, but certainly not least, a special mention goes out to the oft forgotten training department. Now training over 3 classes a week, that makes over 300 object experts a month thanks to our training department. Is that a good thing, or a bad thing?

Dublin "Taxi Rank Stalker" Exiled - Boston lives in fear

i-contact correspondent **Ciaran Fennessy** dishes the dirt...

Today there is a sense of freedom for all young ladies walking the streets of Dublin. We have reliable information that the dreaded Taxi-rank stalker, Mr Ken "Bubba" Beausang, has been moved to a secure wing in an out-of-the-way office building in Boston. The move has caused controversy on the far side of the Atlantic, leaving citizens wondering how this **foul-minded pervert** ended up in a city where taxis are **even more numerable**. Some believe it was a fair trade. "Last spring we managed to palm off our biggest criminal on the Irish for a few days. Pushing president Clinton on them required a very high price, and I guess this is it" said one scared OAP.

Some of our readers may be unaware of the fear and the dread young Bubba caused on the Taxi ranks of Dublin. The famous incident goes something like this;

It was a cold wet November's evening when **Bubba** and an esteemed colleague of his, "X", decided to frequent Major Tom's. Mr. "X" had a an enjoyable night whilst Bubba was left on the flanks watching mournfully. However, that very same mournful face was soon to turn to glee when Bubba decided to get a Taxi home to a distinguished Northside suburb. Whilst waiting on his Taxi, Bubba induced conversation with a respectable young lady (being a smooth talker with the ladies). As luck would have it, she was waiting for a Taxi in the same direction, so they decided;

"What the heck - Let's share"

As the Taxi arrived at the destination of the young lady, she cordially invited Bubba in for a cup of Cocoa (little did she know that this honest gesture was like waving a red rag to a bull). So in went Bubba with a smile as wide as **Dublin Bay itself**.....Monday morning came around (with Bubba still smiling as if he had invested in IONA shares) and Bubba beckoned the gentlemen of the ground floor into the boardroom. "What's this all about!" was the cry, "Did Bubba score?" Then he spoke; "Lads, you'll never believe what happened to me this weekend. I was getting a Taxi after Major Toms, when"

You may have noticed, as you walk the streets of Dublin at night, how there are extra security cameras positioned over Taxi ranks - and you asked yourself why?

Mr Beausang has always been difficult to contact, but today when our researcher called his "company", we were informed that he was busy trying to make some contacts in Houston. The City officials have been informed.

Editors Note

You may notice when reading this story that no-one, Ken himself excepted, ever laid eyes on the lady in question. Never mind Ken, we believe you....

Awards Galore

(*tongue in cheek*) Yet **another** fabulous international Award was bestowed upon IONA Technologies last Friday. IONA was presented with the Irish Export Association award for Best Indigenous Company, as sponsored by AIB. IONA is now winner of numerous awards, so many in fact that an area of our Web site is now up reflecting our glorious past. Why not pop along and have a look. The AIB award joins numerous others, including recent triumphs in the Database Programming and Design Magazine's Database Dozen competition. We are officially one of 12 companies to watch over the next 12 months. (*tongue out of cheek*)

In yet another amazing scoop, Icontact brings you an exclusive preview of the next IONA job advertisement to be placed in the international press.

Reasons why you should join IONA

- An informal dress code. You don't have to wear a suit to work here. T-shirts are acceptable. And if you work in Product Development then it does not even need to be a clean t-shirt.
- You don't have to remember to fill in a timecard when starting and finishing work. Like, you know, you could work all weekend if you want to. (We're flexible in that way.)
- Orbix is not a Microsoft product.
- While waiting for last Christmas's payrise, you can pass the time reading Dilbert.
- We have a company policy of not testing our products on animals. Actually, it is rumoured that we have a company policy of not testing our products at all.
- Orbix is caffeine-free.
- If you like a challenge then you'll love clearcase and the structure of our source-code base.
- If you have a shallow personality then working in Product Development can make you into a better person. In particular, debugging or porting Orbix can be a character-building experience.
- When the sandwich lady comes at 11:15am, it is more fun than watching feeding time at the zoo.
- You can put an expired Orbix evaluation licence code in your signature and have a good laugh when other people mistake it for a PGP public key.
- You can post witty comments like "CORBA is not Orbix-compliant" to the comp.object.corba newsgroup on IONA's behalf.

Newman In Noone Cloning Scandal

It's the scandal rocking the nation. Scientists in Edinburgh have staggered the world by cloning a sheep. Anyone who has ever been to Wales will probably realise that spending huge amounts of government money making more sheep is a complete waste of time. But they did it anyway. Now, in a move sure to shake IONA to its very roots, VP Marketing and company eccentric Colin Newman plans to use the power of cloning to send IONA's share price through the roof.



Colin Newman, Yesterday

"It's very simple", says Colin. "We have employees like Gary Noone, who are really useful. Then we have people like lounge-style marketing guru **Ben Walsh** who, to be quite frank, don't seem to do anything at all". With this in mind Colin is ready to embark on his ambitious project immediately. "With 300 Gary Noones this company can only go onwards and upwards. We could even do some more and open some sort of 'Noone Park' where Gary Noones run free and tourists can feed them."

Scepticism has inevitably met the latest in a string of oddball ideas from Colin. "It always happens after he goes to the movies", says Sean Baker. "Remember the office in space and Apollo 13? Now it's Jurassic Park and this cloning nonsense. He has no idea of the moral implications of cloning Gary."

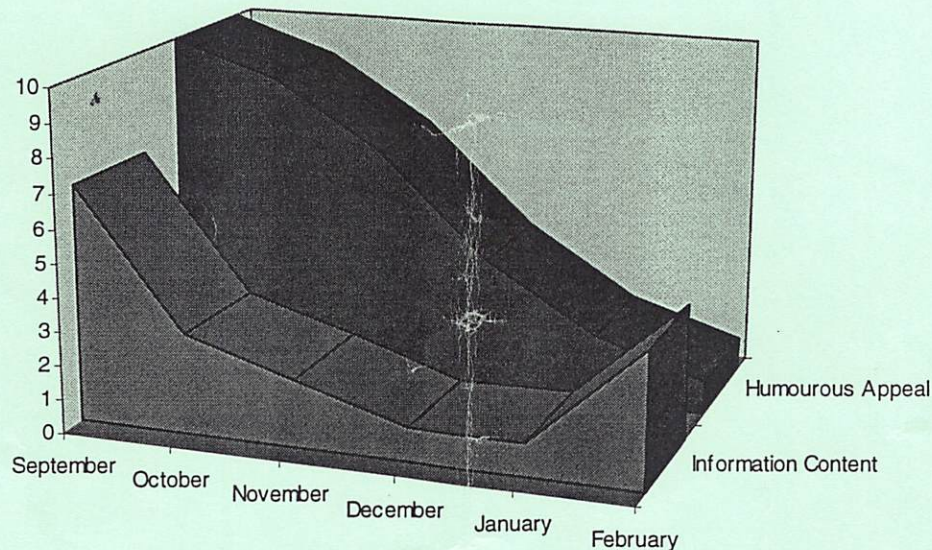
We went to ask Gary for a comment, but he was unavailable. At least that's what his twin brother told us....

i-contact Falls On Humour Index. Investors Panic

New York investors were sent into panic yesterday when latest humour figures for **i-contact** showed the newsletter to be in a funniness free-fall with no apparent end in sight. With **i-contact** now clearly labelled a 'sell' by humour analysts, it seems certain that radical restructuring will be required within the magazine.

"That story last month about boxing", analyst **John O'Toole** told us, "it just wasn't funny. The best I could manage was a wry smile. I'd rather have been watching Hale and Pace." Other IONA insiders were similarly disparaging. **Aman Kohli** told us that "the one about Chris paying for the new Pembroke interior was a load of cobblers. My five year old kid could have done that". He then pointed out that he had so far not enjoyed this issue either. Seeing as I'm learning all about Excel I thought I'd treat you all to a graph.

"Look at the joke in the next article," commented humour industry insider **Craig Ryan**. We did a thing about Alan Shearer failing the C++ test months ago. **And it wasn't funny then.**"



Source: completely made up

Despite the continued fall on the humour index, analysts are buoyed by the apparent rise in information content in the newsletter. "This is a real bonus", Gerry Carr told **i-contact**. "At long last we have access to information on all the goings on in the company. OK so it's not funny anymore, but you can't have everything".

There is also some comfort in the fact that **i-contact**'s decline has been mirrored by a prolonged fall in the Humour 100 Index. "Humour isn't what it was", said one observer. "That Tommy Cooper - HE was funny. These new 'alternative' comedians are rubbish".

Carr In Plea To Potential Zippers

IONA Zippers manager Gerry Carr has launched an emotional plea to IONA staff - "play up and play the game". The Zippers, languishing in the nether regions of the Dublin Software League, are set to compete yet again this summer for top honours in the league. Yet with as few as seven people turning up for training last Saturday, Carr is doubting IONA's commitment to the cause. "OK, so I wasn't there myself, but still", he told **i-contact**. "The worst thing is the attitude of the senior management. I make room in my budget for Ravenelli's wages - then Sean Baker says he's not coming because he's failed the C++ test. It's ridiculous. And this joke wasn't funny the first time either." (see previous article).

Potential footballers are invited by Carr to join the gang and "get stuck in". Anyone but anyone who is interested in football is invited to subscribe to <football@iona.com> in order to hear all about our training arrangements. Please.

IONA Chooses Toner's To Implement Free Drink Technology

Dublin, February 26th, 1997: IONA Technologies plc, a market leader in CORBA-based distributed object technology today announced that it would had chosen Toner's of Baggot Street as the provider of free drink.

This move clearly establishes Toner's as the leading alcohol supplier to Irish object technology firms. Toner's beat off a strong challenge from the Pembroke, another object technology booze supplier.

"Toner's quite simply provide a better product," said booze expert **Siofra Flood**. "The ambience, service, quality and price were streets ahead of the Pembroke proposal. We're delighted to have access to this technology."

Disgruntled Pembroke directors played down the deal. "IONA quite clearly wants a stripped-down pub. Toner's provides none of the ridiculous wrought-iron split levelling, offensive colours or weird metal coils over the bar. The Pembroke has added functionality in terms of cocktail sausages and chicken cojones," said someone completely fictitious from The Pembroke.

Jubilant Toner's management dismissed The Pembroke's criticisms as sour grapes. "Toner's is fully cocktail-sausage compliant and we will implementing fried chicken and all the Services in Q3 1997. We have no intention of providing non-standard weird bits of metal and feathered-effect yellow walls. We're fully compliant to the bog standard and always will be."

Orbix+Toner's is shipping immediately and has been for a while. Prices start at £2.15 for a pint of stout up to something quite extravagant for a **triple Cointreau**.

For details, contact **Gary Noone, Craig Ryan, Martin Chapman, Hugh Grant, Sam Joyce** or pretty much anyone really. You'll find them demonstrating the product most nights.