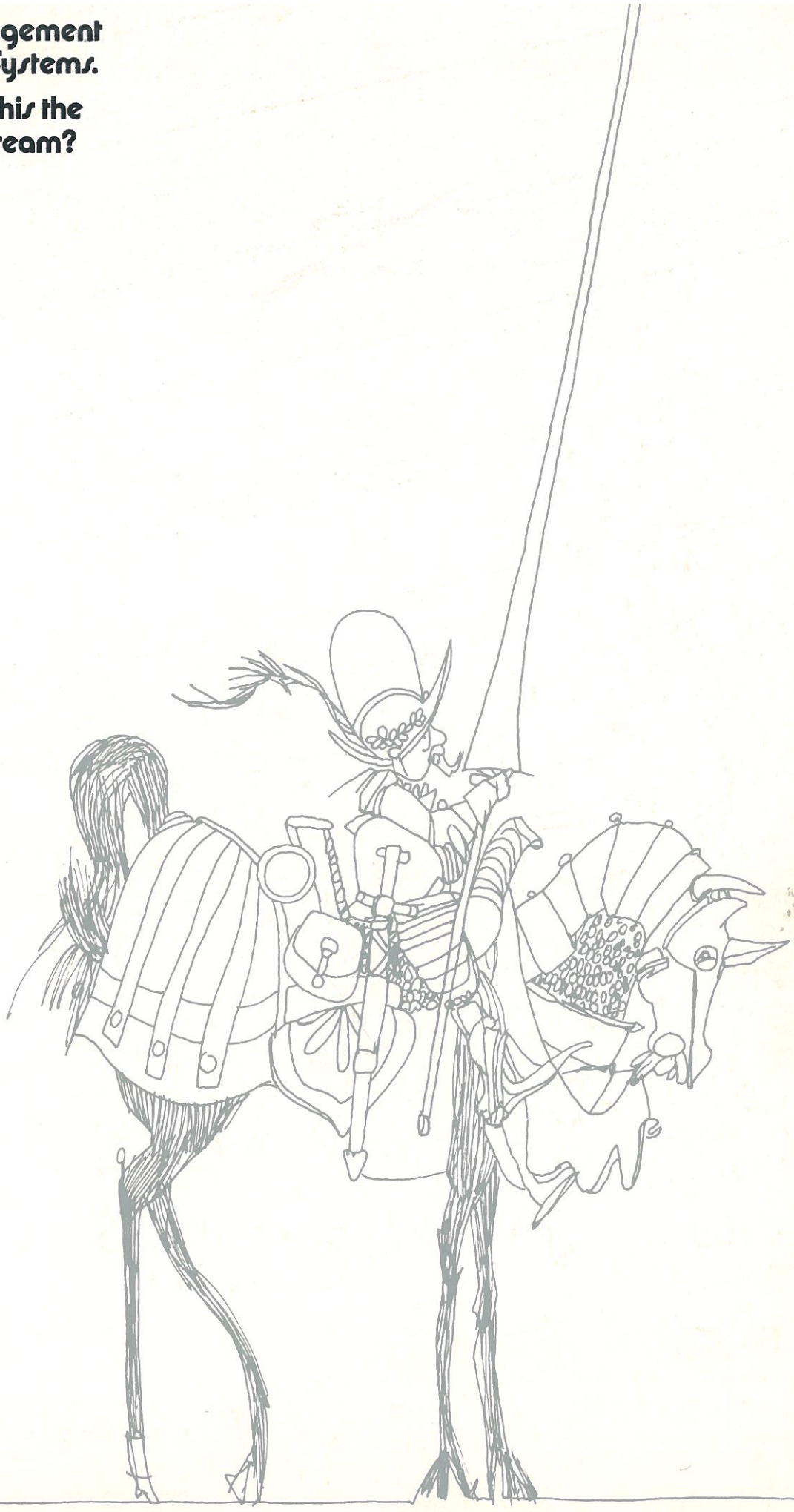
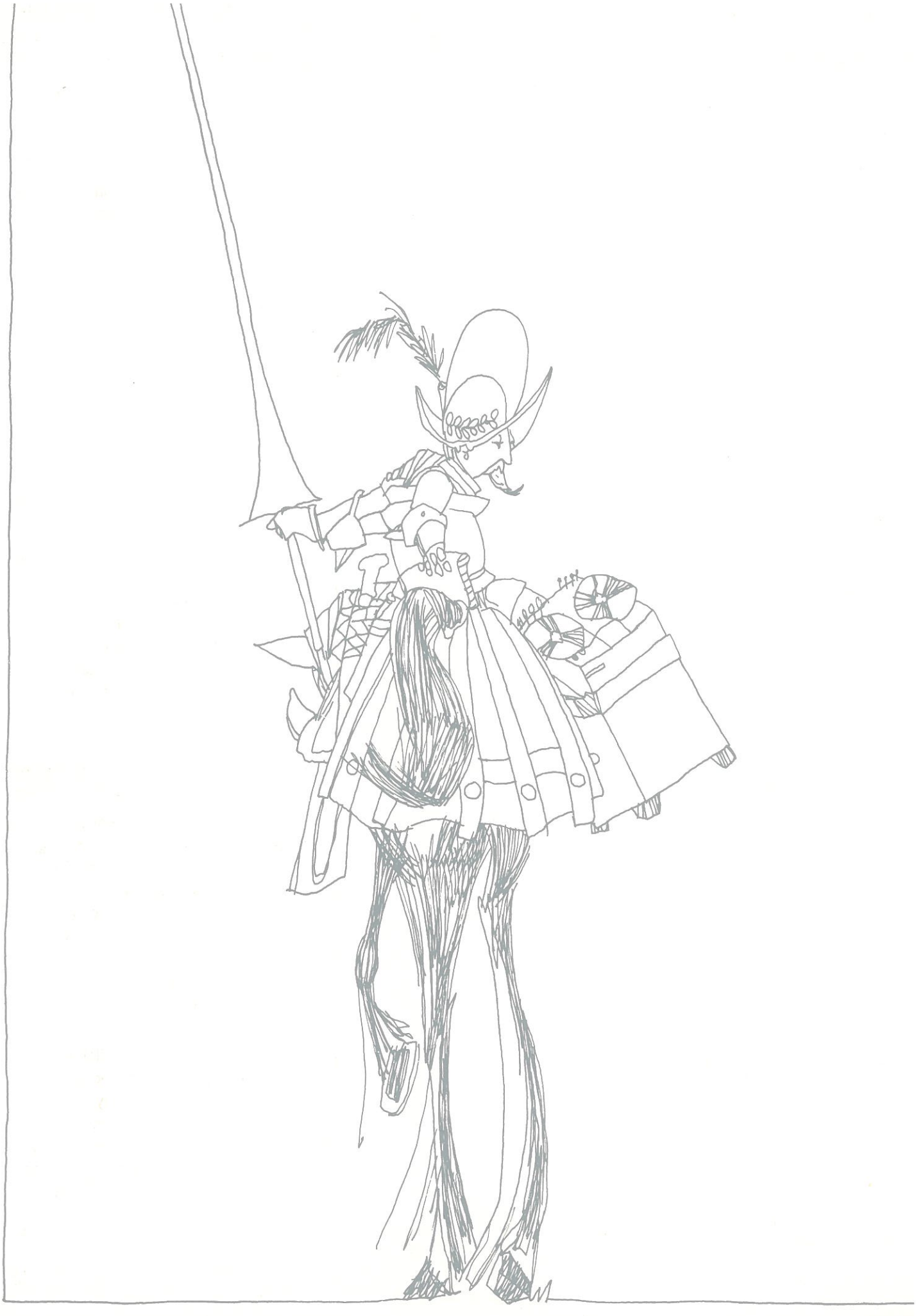
Management Information Systems.

Is this the impossible dream?





Or just an impossible approach?

Management Information Systems.

The MIS.

Perhaps no computer-oriented cc
has offered such vast potential for
operational control, reductions in
the creation of major competitive
advantages for any business ente
as does the MIS.

And yet, today, as many data proc
installations reach points of dimin
returns, with rising costs as the ru
the successful achievement of ob
the exception; and when continuc
conversion and redesign seem a
life, the MIS is falling into disfavor

It's spoken of as the hopeless obj
Viewed as "the impossible dream
Cincom Systems believes that the
not the impossible dream.

The necessary hardware and soft
products *are* available today.

A few organizations are utilizing th
tools properly. A few are achievin
Information Systems goals. And m
frustrations are the result of attem
reach MIS objectives with an impc
approach . . .

At Cincom Systems, we believe th
successful implementation of info
systems depends on a sound four

And we believe this foundation is
base itself. It must be properly ma
maintained and controlled. It mus
common, current, non-redundant
repository of data. It should confo
the general design philosophies s
for data base management systen
such leading groups as CODASYL
GUIDE and SHARE.

We further believe that this data b
approach must be made available
size users, large and intermediate
Large corporations frequently hav
divisions with small and intermedi
installations. And, many times, sm
intermediate installations grow int
complexes. For this reason, the ap
must be consistent and capable o
adjusting both upwards and dow

The data base itself must be readi
available to any application progr

properly reflected within the data immediately. The data base and application programs must be int yet independent of each other. data elements and associations a within the data base, there must l adverse effect on operational prc

The data base must have the abil survive over time. It must be able evolve responsively to changing demands within the organization

This data base must be viewed a asset of the enterprise. And like a assets, must be protected. It mus therefore, be independent of its e ment. Changes in hardware, ope systems, language or processing should have little or no effect on The user must be able to move fc in a modular evolutionary manne Conversion, as a way of life, mus eliminated.

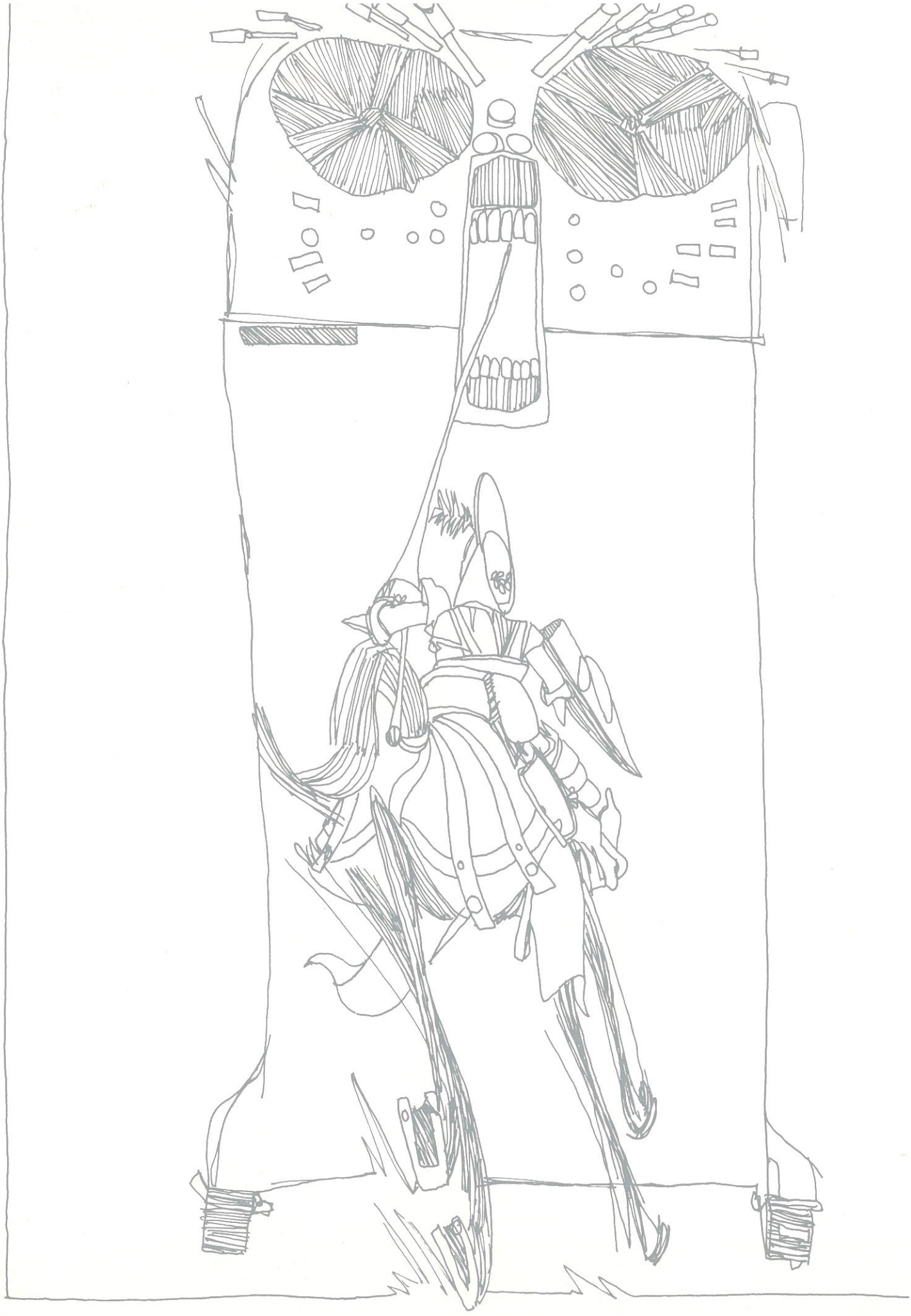
The data base must be protected damaging programming, operato error. There must be provision fo Dynamic Logging of Transaction the data base. And protection fro Concurrent Updating and Autom Base Recovery and Restoration plex situations in dynamic enviro

The system must also provide the for increasing the productivity of sonnel. And should be equally un standable and of use to all levels staff members.

Finally, this data base system mu efficient use of *all* hardware reso The system should *not* demand o user more hardware or operating overhead just to accommodate th base approach. The continuous r data processing costs must be h

Cincom Systems is convinced of "musts." And with this convictio developed the TOTAL Data Base ment System. TOTAL provides fo foregoing requirements plus man equally essential data base consi tions. For these reasons, TOTAL become the most widely and suc used system of its type in the wor

TOTAL users are leaders in manu ing, education, utility, distributior insurance and banking industries a few. Frankly, they are at the for



an impossible dream. For them, it
proper approach, with TOTAL as
Data Base Management tool. It is
approach which makes successfu
Management Information System
profitable and rewarding reality.

Just as Don Quixote had his ques
Cincom has as its mission to brin
every user, regardless of size, the
ingredients for success. If you are
Data Base or Management Inform
Systems; or if you would like to in
the results or performance of curr
systems; or eliminate a lot of curr
management headaches, or just c
— we invite you to investigate TC

You may save yourself a lot of exp
jousts with windmills.

*We would welcome the opportuni
discussing TOTAL with you and re
its potential for successful implem
within the specific design require
your firm. Simply write or call Cinc
Systems, Inc., 2181 Victory Parkw
Cincinnati, Ohio 45206. 513/961-*

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