

**Two views
of software:
a symposium
from
Cincom Systems, inc.**



the pros and cons of custom built systems: an overview.



The alternatives are all-too familiar ones: you need a specialized piece of software and you're faced with either staffing up or buying applications software on the open market.

And many times, the open market is, at least to you as decision maker, questionable.

Consider Cincom Systems' Custom Software Division.

A team of professional software people second to none in the industry.

A track record of proven successes, time after time — on numerous installations of the TOTAL data base management system and the ENVIRON/1 on-line information processing system.

Most important, though, they *get the job done*, saving you the costs of recruiting, and inordinate amount of time lost before you're anywhere near even building the software.

Because of these very real and pressing needs of the data processing user, Cincom Systems, Inc., has become one of the most productive and fastest growing companies in the industry. Thanks to the better utilization of pools of talent, users are learning that they can now find highly trained talents available:

- when they are needed
- with the specific skills required
- for the duration and costs budgeted

Read on about the specifics of Custom Software from Cincom Systems, Inc.

getting off the spot with our exclusive SE setup: an overview.

Everyone would like to have a data base and on-line engineer on staff.

However, it would be a luxury and probably very troublesome to find such an individual who's available, ready, willing and able.

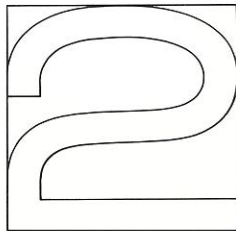
Consider Cincom Systems' Exclusive Systems Engineer Agreement.

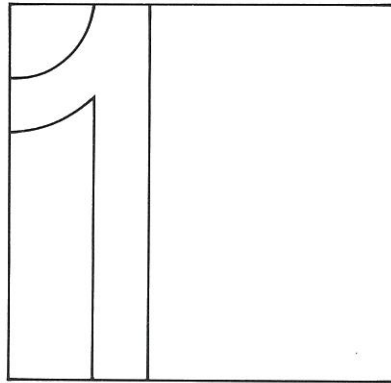
With this unique instrument, you have access to a data base (TOTAL), on-line (ENVIRON/1) systems engineer — virtually on staff — for a specified period each month.

This gives you the capability to review your system periodically. To upgrade it. Monitor it.

Plus, the many improvements the Cincom SE will point out will be pointed out to your staff; and he's available at any staff or management level you want him.

Read on about the specifics of the Exclusive SE Agreement from Cincom Systems, Inc.





**custom systems
from Cincom:
all the pros
with none of
the con.**



THE MOST IMPORTANT THING ABOUT SOFTWARE IS PEOPLE, which may sound like a self-contradictory statement to some, but which is, nevertheless, the truth.

Thus, the decision to be made when starting on a new project is whether to bring in the right *people*, on staff, or bring in an independent software vendor.

Looking at the problem objectively, we can point out many disadvantages — *people*-type disadvantages — to the idea of doing it yourself.

The immediate *job* at hand is to find experienced and qualified people to handle the tasks in an environment typified by such products as the TOTAL data base management system and ENVIRON/1 on-line information processing system.

The immediate *problem* at hand is recruiting. Do you create, produce and place your own ads? Do you retain a personnel agency? How about the interviews. Testing. Contracts, personnel policies and hundreds of other time and money eating details involved in finding the *right* people to do your job.

Another serious drawback is "what to do with these people when the special project is completed?" Top software people must be kept busy. Chances are, once the job is finished, the specialized software types will want to leave, or surely consider it. And even if they don't leave at that point, what do you *do* with them?

The answer to your problem is a company that supplies experienced, hard-working people to come in on a project basis and do the work: the software people of Cincom Systems' Custom Systems Division.

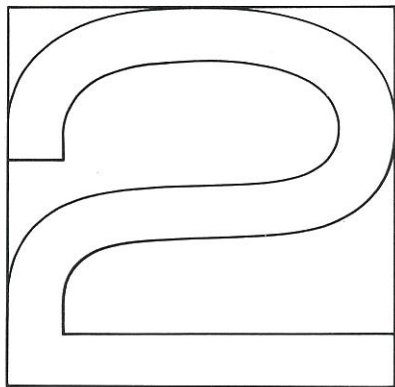
Cincom's specialists are *already* screened, tested, interviewed, hired and trained.

They have created and completed numerous custom software projects; they have years of experience. They have a broad range of experience in many different types of companies, applications and data processing environments. They are unique with respect to their expertise with the TOTAL data base management system and ENVIRON/1 on-line information processing system.

The results for you are the fastest start-up on a project as is possible; no problems once the project is finished in most cases — and all the back-up needed if problems *should* arise.

In addition, the Cincom Custom Systems Division trains your DP personnel while the project is in process.

Write or call us, and let us show you in more detail exactly what Cincom Systems Custom Systems can do for your special project... on a people-to-people basis.



the SE
service contract:
when you're
on the spot,
so is he.



THE FUNCTION OF THE EXCLUSIVE SE Service Contract is to give you and your staff regular access to this highly skilled technician.

At Cincom Systems, Inc., a qualified SE is the result of selecting the best possible candidate from the best group of proven technical people available and giving him exclusive Cincom technical training.

His technical abilities aren't needed by many data processing operations *all* of the time; however, when you're talking data base management systems (TOTAL), and on-line (ENVIRON/1), he is definitely necessary to the successful implementation and support of systems in any application area.

When you take advantage of this unique Agreement, you take advantage of a multitude of benefits.

First, we present the concepts of the TOTAL data base management system and the ENVIRON/1 on-line information processing system to all levels of your company's personnel. And our SE's *install* the products.

In addition, we provide:

- Continuing on-site training
- Systems assurance
- Applications audit and review
- Performance evaluations
- Conversion guidance
- Utility design guidance
- Debugging assistance
- Data base administrator assistance
- Systems integration guidance
- Backup and recovery design assistance

Even when your DP environment experiences major changes, the SE-customer setup continues to function smoothly.

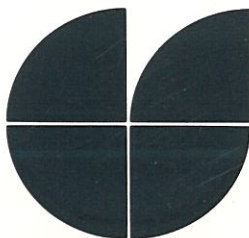
As you can imagine, these and many other benefits accrue as people, systems and situations become more complex, and the need for teamwork develops.

Please let us show you in person. Write or call Cincom Systems, Inc., and let us make an in-depth presentation of the Exclusive SE Agreement.



**whether you need
no-nonsense
custom software...
or a man
on the spot at
the right time...
you need Cincom.**

Cincom will be delighted to make the right skills available as you require them. We are committed to successful data base and on-line systems implementations. We have helped over 350 users in all industries and all environments achieve success. Big users and small. Large projects and small projects. We want you to achieve the success you deserve. If you have an interest, so do we. Why not let us take a good look at your requirements?



cincom systems, inc: we create efficiency

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