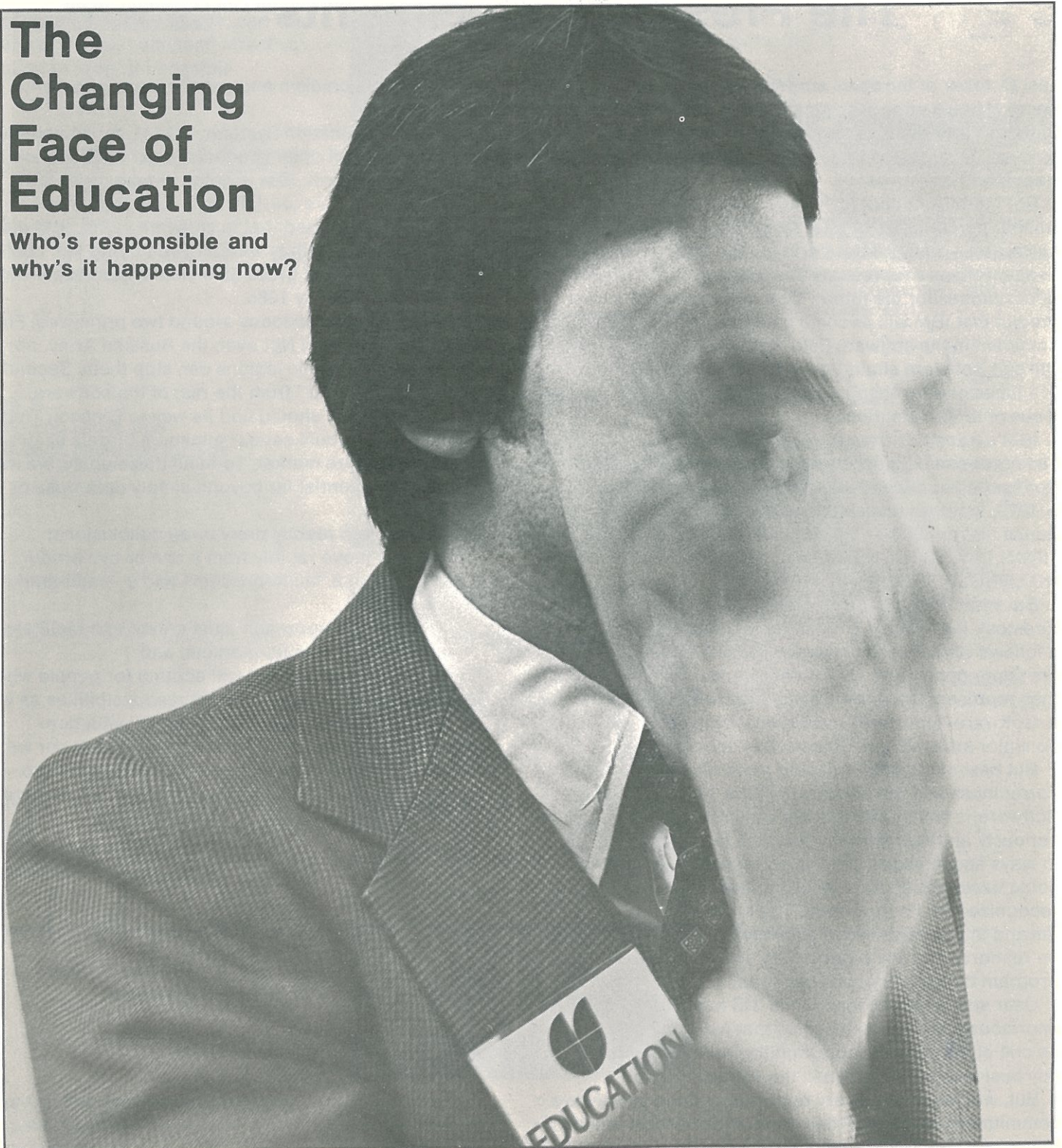


CincomWorld

February, 1979

The Changing Face of Education

Who's responsible and
why's it happening now?



The President Comments



Last October at the sales conferences following the Knock-About, some may recall that in commenting upon Cincom's intermediate and longer term marketing strategy, I suggested that "IBM is going out of the hardware business."

Not literally, of course — but on a relative basis smaller percentages of total revenue would come from hardware — and greater percentages from other markets. Today, software represents one of the greatest growth opportunities for the future. One can easily and surely predict that IBM will become extremely powerful and dominant in the software field. In the volumes that IBM will sell, software should provide net profit yields two to five times greater than hardware, thus making it the new focus of IBM's attentions.

IBM's transition from hardware to software emphasis has now been acknowledged by our industry media. The front page headlines of ComputerWorld dated February 5, 1979, featured these statements about the new IBM Series "E" or 4300 — "SOFTWARE FEES ZOOM UP," "IRON PRICES HIT NEW LOW" and "SOME SOFTWARE NO LONGER FREE."

But what does all of this mean to Cincom? First and foremost, the "Series E" and the anticipated "Series H" (if it follows similar architectural direction as the "Series E") are super good news for Cincom for two reasons. First, they represent the move from a "hardware-important" to a "software-important" market emphasis by IBM. Second, no major adversity for Cincom was announced.

But best of all, nothing could more closely confirm the correctness and the timeliness of the TIS introduction. Software is "IN"!! And in a big way. IBM will begin to seriously and substantially promote the value of software in ways and in scope that the entire software industry could never equal. As a result, software will begin to be recognized for its true value. The enormous user benefits and the correctness of approach of the TIS family will be reinforced by the biggest IBM user indoctrination program the industry has ever seen.

User and prospect reaction to TIS has already been enormously favorable. It seems that we now have before us one of the greatest opportunities ever presented to any business organization in the software field.

But, with each and every opportunity there are always commitment responsibilities. First and foremost among these, must be a redoubling of our corporate resolve to

quality, professionalism and excellence of effort and result.

TIS, E/1, Application Systems, TOTAL for all varieties of equipment, and all other products, must be first class in all ways. Let's face it. IBM is going to take its 70-80% share of the software market, as it does all markets. In 1978, it was reported that in software alone, IBM did \$800,000,000 — and they weren't even trying yet. I believe that by 1981, IBM will gross \$5 billion in software — and possibly \$20 billion by 1985.

Our goal must be to focus around two principles. First, IBM will have its way! Not even the Russian Army, nor Darth Vader and all his legions can stop them. Second, of the 20% "left over" from the rest of the software market, some 75% should find its way to Cincom. This means that we should set our minimum targets at 15% of the entire software market. To fulfill these goals, we must broaden our potential far beyond simply data-base or on-line.

From this we can readily draw three conclusions:

- 1) We must move rapidly from a one or two product company to a "multi-product" and a "multi-market" company;
- 2) Our strategic approach must create and facilitate rapid growth in multi-markets; and
- 3) Personal opportunities will abound for people who can accept new and different responsibilities as we respond to this "opportunity-laden" situation.

The opportunities now before us are beyond our wildest and most optimistic imaginings — and we must take advantage of this fortuitous situation, for it will not come again.

Sincerely,

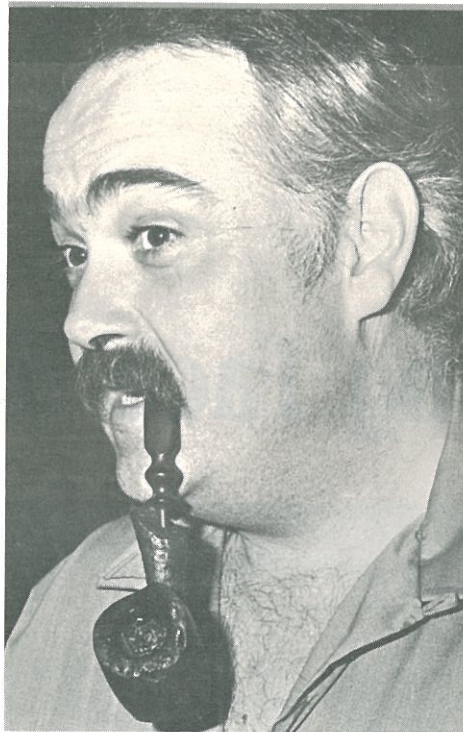
A handwritten signature in cursive script that reads "Thomas M. Nies".

Thomas M. Nies
President

Page 4

The Changing Face of Education

The Education Department is working hard to change their image, and develop the most efficient, effective education program possible.



Page 9

Marketing Close Ups

Television coverage for TIS.



Page 10

People

Bill Ohr takes an active part in his favorite sport.



Page 2 The President Comments

Page 12 Update

Page 15 Letters

CincomWorld

Volume 1

February 1979

Number 2

Published monthly for employees of Cincom Systems, Inc. Produced in the Creative Services Department in cooperation with the Personnel Department. Address communications to Editor CINCOMWORLD, 2300 Montana Ave. Cincinnati, Ohio 45211.

Publisher

Bill Ohr

Editor

Elizabeth Gould Horn

Art Director

Nancy Carlier Smyth

Photo Editor

Anthony M. Walsh

Photographer

J. Michael Reagan

Contributing Editors

Don Campbell, Europe

Carole Rechtsteiner, Cincinnati

Pat Gibbens, San Francisco

Printer

Bill Schedel

Typist

Retha Stewart

Gloria Daniel

The Changing Face of Education

"Things are changing so fast here . . . we all have to work hard just to keep up with everything." This comment, made by Joe Ramon, an instructor in the Education Department, seems to be indicative of the attitude shared by all Education Personnel. Education has become totally committed to developing a comprehensive education program — a program that's effective, efficient and professionally conducted. To realize these commitments will require the solid effort of all the Education Staff; for they have committed not only to upgrade the image of the Education Department — but to upgrade the image of Cincom Education itself.

Why this sudden focus on education? Frank Pollard, Manager of Education, attributes this concentration on the expansion of educational programs to a number of factors. The program had to be revamped to meet the challenge of increasing customer and internal demands for current product instruction, and in anticipation of future demands for TIS courses. "Cincom products are becoming more difficult to use, particularly TIS, and we need extensive education for new people in general data processing courses as well as Cincom Product Courses . . . and there's been a substantial shift in MTR's becoming salesmen. These newly hired MTR's need education."

To keep up with these increasing demands, the Education Department was expanded, which brought increased responsibilities. These responsibilities require those involved in education all over the world to be totally dedicated to

"effective, accurate and timely education."

This type of unified commitment is evident within the Education Department. As manager, Pollard feels it's his job to "work with other managers to define the requirements of education; select and coordinate the staff so that educational needs are met promptly, economically, and hopefully, profitably." His outlook is unshakably optimistic. "We're going to do education so well that it becomes profitable."

An exactly how is education "done" now? In the U.S. there are three types of education available: Internal, Ed Center, and Customer Site Education.

Internal Education is offered to Cincom employees only. It is taught by Education instructors, and often by Development Personnel (Marketing Technical Representatives or Technical Product Support people like Betsy Baxter, Jerry Gonnella, Mel Tungate, Tom Jordan and many others). Pollard believes that it's important to work closely with these technical people on all courses "to insure that what we're doing is correct, and to make sure our instructors are teaching something compatible with what exists." These internal courses are conducted in Cincinnati, and in other branch locations when a need is demonstrated for such a class or classes. "It's important not to neglect internal education because we're going into many new technical areas — and we need more experts. If this type of education can stay up-to-date and effective, it enables Cincom to hire people who may not be as experi-

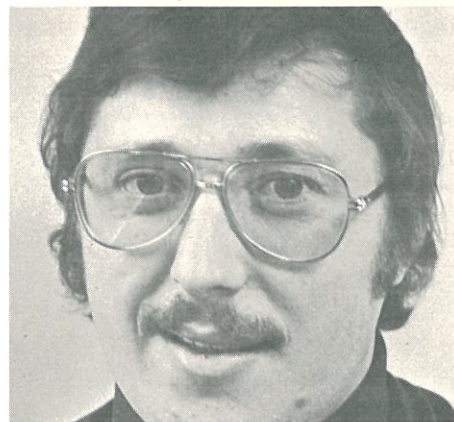
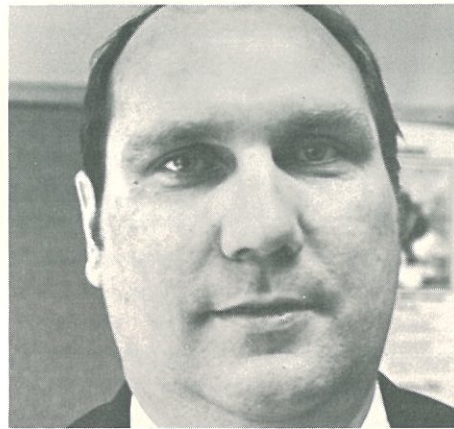
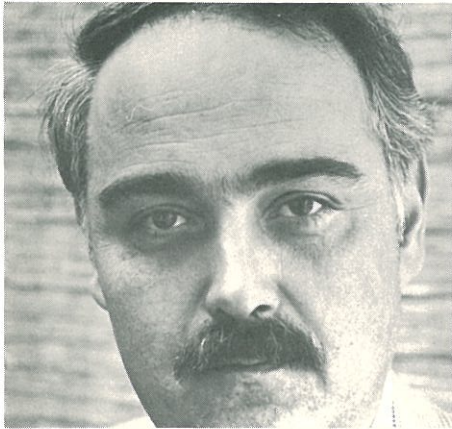
enced — then educate them ourselves."

Internal Education is also available on videotape. Classes given by Development Personnel are taped, then re-produced. They will be available for internal use at branch locations in the near future.

Ed Center Education is also available. There are presently five primary Ed Centers, (Washington D.C., St. Louis, Chicago, San Francisco, Cincinnati) and five secondary centers that are still under development (Dallas, New York, Boston, Atlanta, Pittsburgh). The Ed Centers were created for the convenience of Cincom customers. If several students are enrolled, classes can be scheduled into the Ed Center. According to Pollard, "TPS all over the U.S. will work with our instructors while they're at the Ed Center location to make sure everything's accurate." He eventually plans to have instructors in each of the Ed Center locations to handle such customer classes.

The third available alternative is Customer Site Education. In this case, an instructor will go to a customer site and give classes on a fee paid basis. This will provide maximum convenience for the customer, and by being "instructor-conducted", will "take a load off the MTR's" who were previously solely responsible for such activities.

Education in Europe operates under basically the same principles. Peter Breeze, Technical Services Manager, Europe, explains, "Customer education is done in all offices, by systems engineers. For internal education we rely on Cincinnati . . .



Left to right Frank Pollard, Carol Huber , Frank Fella, Bill Bernard, Rod Shepard, Joan Graf, Denise Hornbeck, Al Foster, Tom Kline.

“We’re going to do education so well that it becomes profitable.”

people like Jerry Gonnella and Tom Jordan . . .we’re keen on getting access to videotapes — internal education on videotape is the way we want to go.”

In Australia, Alex Donaldson (Technical Services Manager) describes their education program as being “done on a regular schedule, same as the U.S.” Customer courses are handled by MTRs and the Field Technical Liaisons. Internal classes are conducted when required. Donaldson feels that “videotape would be good for internal courses.”

This educational network could not function at all without the support of the educators. The changing face of education includes a changed “instructor.” Pollard believes that the success of the Education Department will be directly proportional to the effectiveness of the instructors. He’s making an effort to find people “who enjoy and are good at teaching . . . technical people with three to five years teaching experience who understand how to conduct effective education.”

These individuals are divided up into three teams: TIS, Telecommunications, and Data Base/Operating Systems.

Bill Bernard is Project Leader of the TIS Team. Prior to his current position, Bernard was in TPS for five years; before that, he taught math in junior high school. As leader of the TIS effort in education, Bernard identifies the team’s role as one of “reviewing the information already assembled — the early releases of manuals — and deciding how to break down the courses.” This team is developing an extensive program of courses; the first of which will be available by April 1, 1979. “Ten days of education will be available by the first of April on “TIS — DBMS ” These first classes will include external classes (to the customer base) and one day of education to the sales force.” An additional ten days of classes on “TIS — Query” will be available by July 1, 1979; another ten days on “TIS — Retrieval” by October 1, 1979.

Joe Ramon and Al Foster are also members of the TIS Team. Ramon’s

previous experience comes from working in data processing education at an insurance company. Foster was a senior programmer analyst before joining Education. Both men spend a good deal of time teaching courses at Ed Centers, as well as working with Bernard in the preparation of TIS Courses.

The TIS Team is of particular importance now, as the TIS release date nears. Pollard indicates that “TIS is definitely top priority in Education at this time.”

The Telecommunications Team is lead by Frank Fella. Before coming to Cincom, Fella was an instructor of data processing education for two insurance companies, and a programmer. He and the remaining members of the Telecommunications Team are responsible for all E/1 courses. Fella is also “dealing with the University of Cincinnati in setting up a curriculum to develop programmers in a six month time period, and working with their rehabilitation program to train the handicapped to be programmers.”

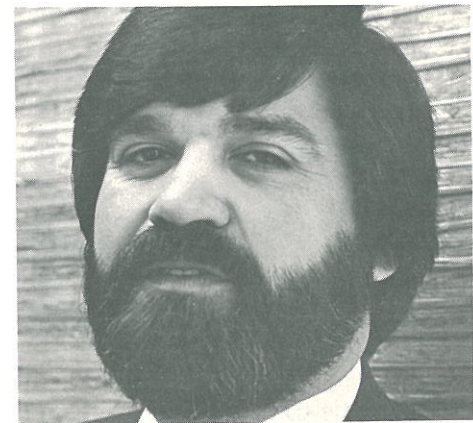
In addition to team goals, Fella



Troy Robinson



Jim Gross



Joe Ramon



Anne Romanello views an *internals* class on videotape.

also places a great deal of importance on departmental goals. "We must all work to establish credibility for our education by designing really good courses which are only taught by qualified people."

Working with Fella on the Telecommunications Team are Tom Kline and Phyllis Murphy. Kline formerly worked as a programmer analyst, at a telecommunications firm, as did Murphy (who will be joining the group March 1).

The third team, lead by Troy Robinson, is the Database/Operating Systems Team. This team is "taking care of the advanced and basic TOTAL classes, and creating classes for all of the IBM operating systems that we have here (DOS and OS)."

Robinson gained his experience as an instructor of data processing courses at a defense logistics agency in Washington, and as a programmer analyst prior to that. He feels the biggest challenge of his job is in providing "quality education for both product and non-product users", but that this challenge is being met because "everyone's enthusiastic about the whole project . . . we believe in what we're doing."

Rod Shepard and Linda Menche (who will report on March 1) work with Robinson on the Database/Operating Systems Team as instructors. Both worked as a systems analysts in former positions.

Joe Ramon and Al Foster have also been temporarily assigned to

work with Robinson on TOTAL.

This team approach seems to be working out well. Frank Fella attributes its success to the fact that "we're all new; no one has established ideas about Cincom. We compliment each other well."

The Education Staff also includes two technical writers (Carol Huber and Jim Gross) who prepare course materials such as foils, manuals and outlines; Denise Hornbeck, (Frank Pollard's secretary) who makes all travel arrangements along with other duties, and the Education Coordinator, Joan Graf.

Graf's responsibilities include "all registrations for the Ed Centers, providing class materials, scheduling classrooms, arranging for videotape showings, doing all billings — both internal and external . . . and spending ninety percent of my day on the phone just trying to keep this all coordinated." She's assisted in her efforts by Barb Sanders and Denise.

Together, all of these individuals are working to change the image of Cincom Education — to give it a new credibility and a sense of professionalism. But they can only succeed if their efforts are supported corporate-wide. "The whole company is behind us," Frank Pollard observes, "everything we do is a product of the technical support people, development, the salesmen who go out to sell the products . . . it's truly a total corporate effort." ■

MARKETING CLOSE UPS

ADVERTISING

Computer Decisions, a leading data processing publication, has announced that the Cincom advertisement featuring Eric Nies next to a terminal has received the highest readership of any software advertisement which appeared in their October issue. Statistically, our ad far exceeded our closest competition with a readership rating of 43%. This ad has drawn over 200 inquiries for information from all over the U.S. In fact, our "Child's Play" ad initiated more response from the Computer Decisions' readers than any ad which appeared in this issue.

Cincom's newest "Consider Cincom" ad will focus on the Education Department. The ad will feature several surprise talents from Cincom participating in a typical Cincom educational course. We elected to shoot the film in a Cincom classroom as opposed to a studio, so that we could capture that unique sense of professionalism inherent in our education program.

The ad copy discusses the unique aspects of Cincom's approach to education. Specifically, it emphasizes Cincom's experience in developing DB/DC, Cincom's excellent professional teachers, our workshop/format and the fact that all these great things are available on a continuous basis at twelve Cincom locations around the country.

Be sure to check out Cincom's newest celebrities in the March issues of Computerworld.

PUBLICITY

Cincom has been recognized by the trade press as a formidable leader in the data processing marketplace. A photograph and quotes from Mr. Nies were featured in the December international edition of Datamation magazine. Mr. Nies was one of four software vendor presidents from around the world whose comments and photo were included in their special section, "Software Packages Explode on World Market."

Canada's leading data processing publication Canadian Datasystems spotlighted TIS in their December software update. The article discussed the functions and benefits of the five major components of TIS.

Due to the effort of Mike Madden, a glowing article on Cincom appeared in the December 3 edition of the Dallas Times Herald. The article entitled, "The Cincom Story: An Impossible Dream is True", details Cincom's history and product development.

Data Management, the publication of the DPMA, requested an editorial from Cincom. Bill Zalud, of Data Management, was so impressed by TIS, that he offered us the editorial space in the April Data Base issue to discuss why there is a need for a TIS-like concept, and how TIS solves these data processing problems.

The January/February issue of Government Data Systems features an editorial by Neil Clarke on TIS.

TIS

Planning is now underway for the biggest media blitz to hit the industry in several years: the product launch of TIS. This well coordinated promotion consists of sales memos, news releases, meetings with the editors of major trade publications, a new audio visual show, and much more. The TIS promotion begins in April and will continue through June.

On February 5th-6th, the Los Angeles Marriott Hotel was the scene of the largest Western Region Cincom User Group Meeting ever held. Over 300 users from as far away as Colorado traveled to L.A. to hear and "see" the TIS demonstration. According to organizers Dave Clements and Mike Madden, the program was very well received. In fact, employees of Cincom User — Fairchild Industries were so enthralled by the spectacular presentation that they complained "it was a real comedown to leave the sophisticated uplifting excitement of the Cincom presentation and return home sitting in the coach section of the airplane".

The program began with the highly publicized TIS Pre-Release announcement. Speakers Walt Muir, Neil Clarke, Dave Clements and Mike Madden received favorable reviews for their speeches which accompanied the 18 projector audio/visual show.

Following the TIS presentation, the agenda continued on three tracks: a management-oriented session dealing with overall TIS strategy from

a corporate viewpoint, a technically-oriented session detailing TIS features, and an on-line TIS demonstration (Cincom's first demonstration outside of Corporate offices). These sessions were held twice in the afternoon to permit each attendee to participate in at least two presentations.

The TIS Management track began with Bob Flynn's presentation and continued with three sessions led by Cincom Users. The Management Track ended with Cincomer Kevin McQuillen's presentation entitled "Application Design and Implementation".

Shaun Fitzgerald gave the TIS Technical Overview which was followed by Mark Helfen's "Task Level Checkpoint", Dave Buchanan's "Batch Recovery Considerations", Aaron Zornes' "Distributed TOTAL Data Bases" and finally, Steve Utley's "Insider View of TOTAL 8.0".

The highlight of the presentation was the live TIS demo presented by Carol Thomas and Rick Pressler. The attendees were so impressed that many expressed a desire to order TIS as soon as it is available.

A word of appreciation to Pat Gibbens and Mark Helfen, who organized the Management and Technical tracks; and to Dave Clements, who was responsible for the execution of the meeting.

In past issues of the Enterprise, we spoke about the high success of the Canadian Computer Show. It appears that all the sales discussions and TIS buttons distributed at the show were

instrumental in creating interest in Cincom. Approximately 73 leads were generated during the show, and five of these have developed into "very hot TOTAL prospects" for the Canadian office. "In fact," comments Manager Dick Collins, "it looks like one of our show prospects will become a customer by the end of February."

The Cincom "Spotlight Report" which aired on WCPO-TV in Cincinnati

during the last Knockabout was such a big hit that the station asked to do another report on TIS. They taped it on Monday, February 19, and it will air within two weeks of that date.

The television crew interviewed Mr. Nies, who briefly discussed TIS and how its programs will enable people to work with computers more effectively. They also videotaped Peggy Lewis and Gregg Woodson working in the Computer Services Department.

Tom Nies interviewing with WCPO for an evening news report.



(continued on page 14)

PEOPLE

Bill Ohr, Manager of Personnel, takes his love of wrestling seriously. Even though he no longer coaches the sport, he still participates by officiating at local high school and college matches.

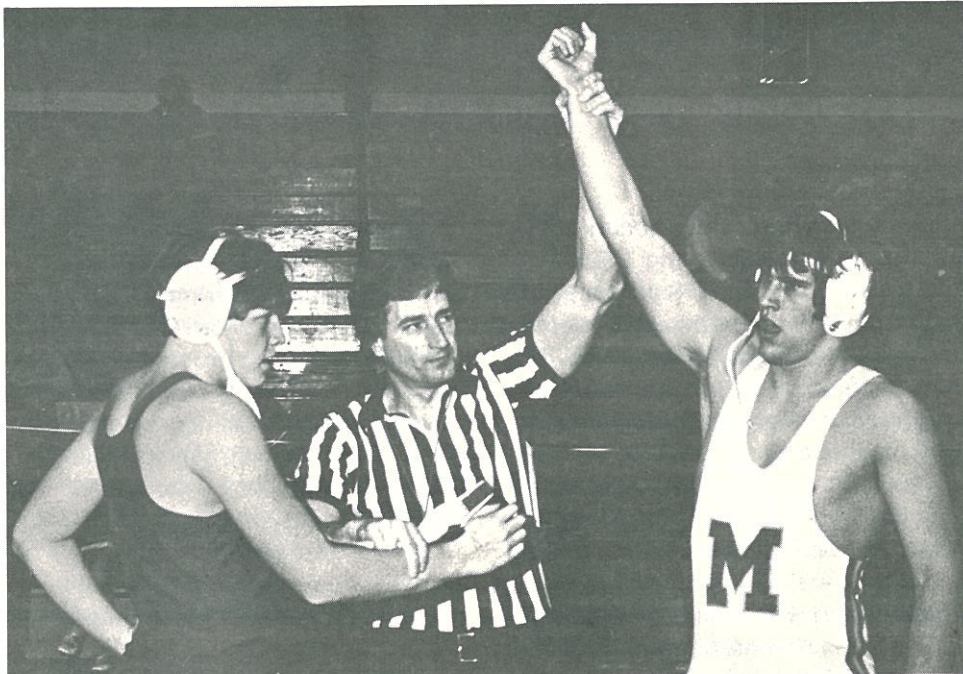
Bill's been officiating matches over the past five years. He gained a good deal of knowledge of the sport during his years as a coach of the St. Xavier High School wrestling team in Cincinnati.

"I was attracted to wrestling because it is the perfect sport. The weight classes are from 98 pounds and under to heavyweight which is 185 pounds and over. Contestants are of equal size . . . the match is six minutes straight with no timeouts . . . the sport pits strength, agility, quickness, brains, balance, conditioning and competitive spirit against each other."

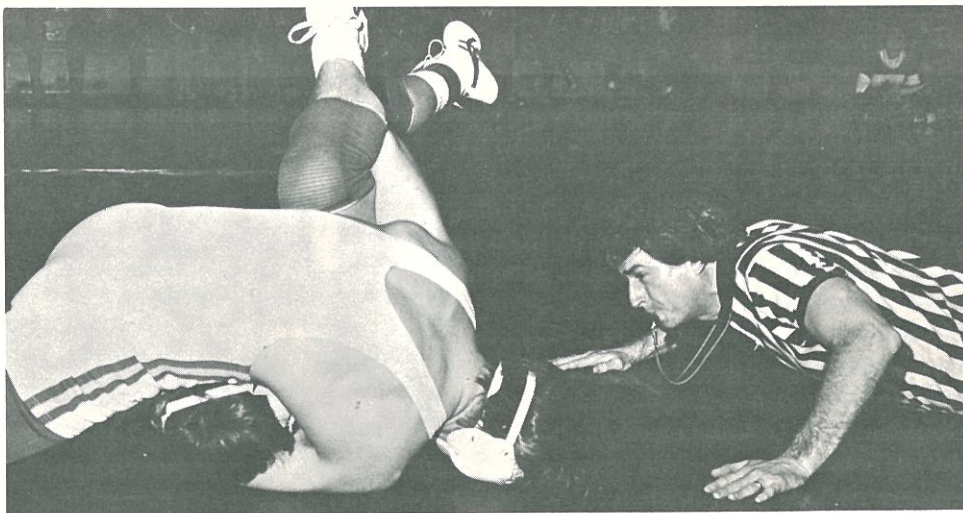
As a coach, Bill can rightfully boast of an outstanding overall record of 57 wins, 18 losses. During his last two seasons, the Xavier team was rated second, then third in the city, and one of the top ten teams in the Southwestern Ohio District.

When he left the Xavier team to come to Cincom, he didn't want to leave wrestling behind. "Since I've left coaching, I helped start a Pee-Wee wrestling program in Cincinnati involving boys eight to fourteen years of age. I've also stayed close to the sport by officiating."

As Bill describes it, "officiating is a very subjective art." The matches move quickly, and officials must be extremely observant to do a good job. They watch both wrestlers, and call upon their familiarity with the rules and scoring procedures of the sport to judge the outcome of each match. Because of the pressures of making fair, unbiased and irrevocable decisions in such a fast-moving,



Bill raises the hand of the winner.



Before awarding appropriate points, Bill checks the wrestlers' positions.

"individual-oriented" sport, "good officials are a limited commodity."

Bill recalls the most memorable event in his officiating career as when he was "selected to officiate the State High School Tournament after my second year of officiating. Southwestern Ohio, which includes

Troy and Dayton (as well as the Cincinnati area) sends only four officials. Over 34,000 people attended the two day tournament, with over 10,000 for the finals." ■



The entire family helps out at dinner time. (From left to right: Tom, Joyce, R.J., Debbie, Mike, Jodi, Bryan)

Joyce Fay, Contracts Coordinator in the Cincinnati Office, thinks that "in order to accomplish anything, you must put forth a sincere effort . . . and really be persistent." Joyce is exhibiting a great deal of persistence in achieving her long-time goal of becoming a lawyer: she's going to school, working full time and coordinating the activities of five children and a husband.

How does Joyce handle these numerous responsibilities? "I get a lot of cooperation from the rest of the family . . ." The family consists of Debbie, 15; Tom, 14; Bryan, 11; Jodi, 9; R. J., 10; Joyce and her husband, Mike. "We've worked out a monthly system of chores . . . each of us takes responsibility for a certain chore (like laundry or dishes) during the month, then we switch chores for the

next month."

This chore system is also helpful when discipline is required. "I sometimes use doing the dishes as a disciplinary action . . . nobody likes to do them." "Yeh," R. J. added, "I've been on them for four months."

Joyce's typical day is anything but typical. "I get up at four A.M. to study . . . it's the only quiet time of the day. Then at five, Mike gets up and I get him off to work . . . get the kids up and off to school, and make it into work by eight-thirty." In the evenings, after dinner, the family has a "quiet hour . . . when everybody studies."

Joyce attends college a couple of nights a week. Right now, she's completing her bachelors in accounting — then she'll go "right on to law school to become a tax lawyer."

On weekends, the family does the grocery shopping, and Mike and Joyce, "get out together . . . we like to disco, and on Sunday we go out to dinner with the kids."

Because of all the demands on her time, it must be carefully spent. "We really have to be selective about time . . . and do things that really count. But I always believed that you can make time to do the things you really want to do."

And Joyce is making the time to achieve her career aspirations, as well as her family oriented goals. When questioned about her tenacity in pursuing her ambitions, Joyce replied "It's always been my dream to become a lawyer. There's no way I'm gonna stop now." ■

PERSONNEL

All full-time Cincom employees are eligible to participate in the Tuition Refund Program. Cincom will reimburse employees 75% of the cost of books and tuition for any training or education program deemed beneficial to Cincom, if such a course is successfully completed and approved in advance by a department manager.

Evidence of tuition payment and of successful completion will need to be presented to the department manager so that he or she can issue a Check Request Form to Accounting, attaching a copy of the grade report.

Upon completion of the course or program, employees should send notification of their achievement on an Employee Payroll Status Change form to Personnel so their files can be updated.

There are currently about thirty employees in the program.

This month marks the Fifth Anniversary of four Cincom employees: Bill Bernard, Kevin Burns, John Duckworth and Tom Kolisch.

Bill Bernard was hired as a Resident S.E. in TPS. He went on to become a Senior Programmer, then a Project Leader, and eventually began extended TPS service. Last December, Bernard moved to Education where he serves as a Project Leader.

Kevin Burns was hired as a Programmer in Custom Systems, but soon transferred to Cincinnati as an

Associate MSR in Sales. Shortly after, he relocated to Philadelphia and was promoted to Advisory MSR. Following another relocation to Washington D.C., he became Branch Manager of that office. He now resides in Cincinnati again, where he works with the marketing staff.

John Duckworth began his Cincom career in Custom Systems as a Programmer/Analyst. He was then promoted to Systems Analyst; later appointed Project Leader; and then Area Manager. He is presently employed as Technical Support Manager in Manufacturing Systems.

Tom Kolisch was hired as a Systems Engineer in England. Early in 1977, he was transferred to the U.S. on an L-1 visa. He presently works for Dave Ruberg and Ian MacLachlan in Cincinnati.

A new personnel bulletin will now be published on the fifteenth of each month. This bulletin will be sent to all Cincom employees, and will include birthdays, anniversaries, the Rangefinder, birth and wedding announcements, and illnesses.

The information for this bulletin will be gathered by Donna Solomon who would appreciate everyone's contributions. Solomon particularly stresses the importance of receiving birth and wedding announcements, and notification about employee illnesses or hospitalizations promptly. (Information about birthdays, anniversaries, and the Rangefinder is already available to her.)

MRPS

The Application Services Department is a relatively recent addition to the Applied Systems Division, which is managed by Mike Ehrensberger.

This department develops, supports, and markets application software packages. The current emphasis is toward the manufacturing industry with a product called MRPS (Manufacturing Resource Planning System). MRPS offers a generic solution to manufacturing applications. The generic solution provides the users with an application which is wholly operational but which is also easily molded to the specific and unique needs of his environment.

At present, a key component of this system is available — MMPS (Manufacturing Materials Planning System). In addition to this core component, three major developments are planned for 1979: the addition of a WORK IN PROCESSING (WIPS) module which includes routings, work centers, order tracking and rough cut capacity planning; a PURCHASING system (PURS); and the implementation of these products on a mini computer (the PDP-11).

MRPS was architected by Kevin McQuillen who has overall responsibility for product design and development within the Application Services Group. He is assisted in his efforts by John Duckworth (Manager of Development for Manufacturing); Ed Bauer (Marketing — Eastern and Central U.S.); and Tom Womeldorff



Mike Ehrensberger, Manager of the Applied Systems Division.

(Manager of Technical Support). Additional personnel assigned to the Application Services Group include: Dave Allen, Marty Babinski, Jim Butts, John Finn, Virgil Gaines, Tom Hext, Steve Kirk, John Lewis, Tony Lunsford, John Naef, Jenny Tetzl, Mike Welsh. Assisting in the International efforts are Graham Burton and Peter Thorpe in England, Judy Lansford in Australia, and Bill J. McIntosh in Canada.

There are presently nine customer installations of MMPS, and Ehrensberger expects that number to reach thirty by the end of the year. He

believes that "this product is so far ahead of the competition that we could capture the lion's share of the market within the next 12 to 18 months."

USA

● The *Western Region* personnel held a meeting on Wednesday, 2/7 to gear up its efforts in order to wind up the business period at 100 percent. The topics discussed were a one-projector TIS presentation, Dave Buchanan's codasyl presentation and Aaron Zornes update on PDPS and Interdatas.

INTERNATIONAL

● Our ever-expanding *Paris Office* is on the move. Since its founding in 1972, the office has grown to 25 people representing Europe's second largest branch office. Of late, the space at the famed tour Montparnasse has been inadequate for the growth and current size of the operation. So, as of March 9, the office will be moving to a new location. For future reference, the new address will be Cincom Systems France S.A.R.L.

Ilot des Mariniers
208 Rue Raymond Losserand
75680 Paris Cedex 14
France

The move to a new office also signifies a milestone in Cincom France's growth and development. In the next month, the Paris Office will have more than 100 customers representing almost every major industry and region of France.

● The *Maidenhead Office* is also expanding. As with the Paris office, growth has demanded additional space. This space was found in the same building, St. Ives House. Cincom Maidenhead will therefore be on two floors: Sales, Marketing, SE's and TPS for England on the third floor; and European TPS, Customs Systems and Applied Systems on the first floor. ■



The 100% Club poses for a group picture in Miami.

100% CLUB

The annual meeting of the 100% Club was held from January 24-26 at Kings Bay Yacht and Country Club in Miami, Florida.

Cincom District Managers, regional managers, sales representatives, and technical representatives who performed at 100% of their quota for either business period were invited to attend.

The agenda of the meeting included a TIS presentation (which was given by Neil Clarke), and an awards banquet in which all participants were honored for reaching their goal of 100%.

Along with Tom Nies, Walt Muir, Dale Potter and Ian MacLachlan, the 100% Club members in attendance were:

INTERNATIONAL:

- R. Riedel, M. Battez, A. Kuli, G. Levy, P. Thorpe, I. Cartwright, T. Booth (Not present — M. Cocks, B. Sargeant, S. King, P. Coy, A. Donaldson)

EASTERN REGION:

- R. Coombs, J. Waters, A. Hoffman, H. Greene, M. Freeman, C. Olson, B. Barlag, B. Dalton, M. Foster, R. Rohde, D. Hummer, D. Yablonsky, M. Ehrensberger, B. Merritt,

- K. Janoch, D. Hyatt, L. Kadar (Not present — P. Hill, F. Cooper, K. Burns)

CANADA:

- R. Collins, C. Wheeler

MIDWESTERN REGION:

- S. Whiteman, D. Vaughn, J. Myers, T. Vollmar, B. Zielinski, S. Stauffacher, T. Thompson, B. Dorece, D. Kreutzer, C. Covell, J. Edlund, B. Reay

WESTERN REGION:

- D. Clements, S. Fitzgerald, C. Acton, D. Ferris, L. Forsheit, B. Flynn, M. Madden, R. Kleinberg

USA

● *Rick Stephens* comes crashing through the New Year with two new orders. The first, *Oklahoma Medical Research Foundation*, Oklahoma City, installed Environ/1 and LMS and unit parts, Oklahoma City, installing TOTAL and Data Dictionary. The engineer is *Tom Pool*. Rick would like to express a special thanks to Don Stubbs and Jon Waters for their tremendous help during the installation period.

INTERNATIONAL

● Just in the last several months, the *Paris* team signed a contract with the

Social Security System of France for the installation of 40-to-50 TOTALS on IBM DOS and VS machines as well as Honeywell 66 hardware. The system developed under TOTAL will include family planning, retirement benefits, medical and collection procedures systems. To date, this is the largest single sale to one customer in the history of Cincom. The good news gets even better when the installations could reach as high as 84.

● Two new customers have been signed up in *Belgium*, adding to the current customer list of 35 for this branch.

Societe General de Banque, Belgium's largest bank has installed PDP TOTAL and CFI; *Transportation Wholesales* have installed TOTAL on System/34 to help build specialized financial packages. ■

LETTERS

ACCOLADES

I have just reviewed the first issue of CincomWorld, your new corporate magazine. I just wanted to drop you a line and congratulate you and your staff on a beautiful job. Our entire office has found the magazine to be very educational and we look forward to reading future issues.

Very truly yours,
James M. Kelly, L.P.A.
BRADEN.A. MECHLEY CO.,
Cincinnati

Received first issue of CincomWorld.
First impression — outstanding!!!
Congratulations. Expect you will receive full cooperation and much enthusiasm from the field.

Good Luck.
Regards,
Dolores Procopio,
Philadelphia

BIRTHDAYS, ANYONE?

This is just a short note to let you know that the RANGEFINDER is greatly missed by this department. Data Control constantly refers to this list as the latest "official" source for

correct addresses and telephone numbers. Also, we use it when we need to know who is in what office.

Also, we enjoy the birthday and anniversary news. Our department bakes cakes and sends cards to our people on their birthday. Now we don't have a current accurate list for quick reference.

Thank you in advance for any consideration you may give to providing this information in the future.

JoAnn Sammons
Peggy Lewis
Maryann Oelker
Debbie Brossard,
Cincinnati

I would like to just mention that I thought the magazine was a definite improvement; however, the Birthday page and Range Finder were sadly missed. With Cincom players always making changes and offices being moved, it is difficult not to have a Range Finder to refer to. Perhaps you could reconsider.

Thanks,
Carol Thomas,
Cincinnati

It is very well done — slick — attractive and — to us in the field — impersonal. Where are the "new people", the "anniversaries", the "birthdays", the marketing performance news? I think the slant is good for the corporate people — but I didn't really find it enjoyable reading. There is very little focus on the field.

Marilyn Robinson,
Los Angeles

Congratulations are in order for your efforts in the new CincomWorld. However, I feel there is a missing link due to the absence of birthday, anniversary, birth, and wedding announcements. I hope to see this deletion filled in the near future.

Dan Larsen,
Cincinnati

A number of readers indicated that there was still a need for anniversaries, birthdays, the rangefinder etc. This need will now be filled by a monthly personnel bulletin. For more information, see the Personnel Column in the Update Section of this publication. — EDITOR