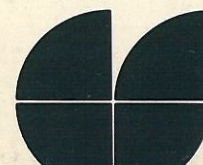


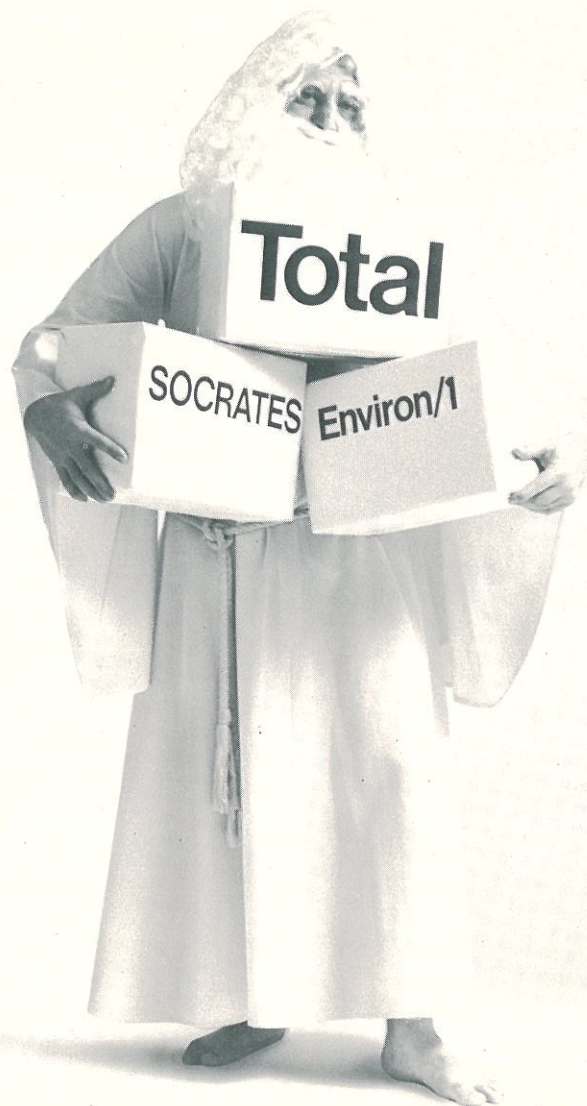
Have
a good
1976!



Cincom Systems, Inc:
We create efficiency.

TIME has come

TIME (Total Information Management Environment) is Cincom Systems' ever-growing family of modular software products, and it has come at just the right moment to help you — with information processing capabilities unsurpassed in industry. □ TIME is comprised of the TOTAL data base management system; ENVIRON/1 on-line data control system, and SOCRATES, Cincom's user language. □ TOTAL is at the heart of over 1,000 successful information processing systems; is said to be the most widely and successfully used DBMS



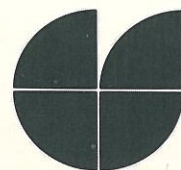
package in the world. □ ENVIRON/1 provides far more results than a terminal monitor and task manager. E/1 conserves and utilizes system resources, yet brings the ease of batch programming to every on-line client. □ SOCRATES is our uniquely designed information management language, which simplifies reporting of information from complex integrated data bases in an easy-to-use, high performance mode. □ Write or call Cincom Systems today. Let us show you that TIME can certainly come to help solve a lot of your problems.

January

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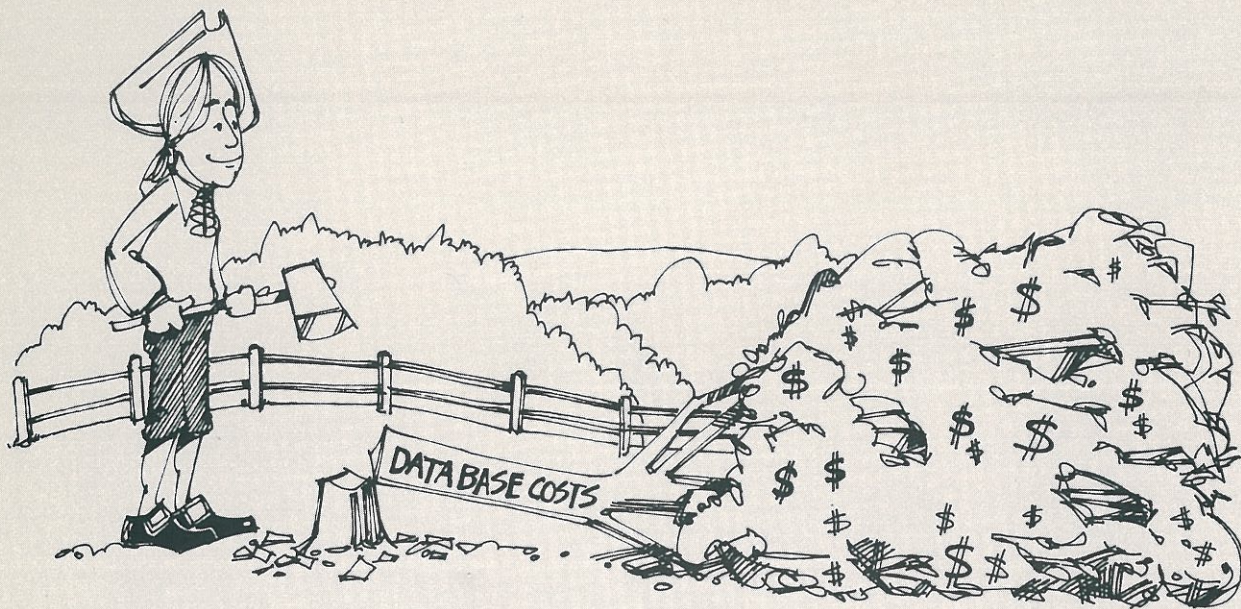
Memo:

TOTAL
I nformation
M anagement
E NVIRON/1



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We cannot tell a lie. TOTAL's a real cost-cutter.

Cincom's TOTAL data base management system has so many money and time-saving features about it that we can't possibly list them all here.

We can, however, point out some of the more important cost-cutting aspects about TOTAL — the kind that have made it the heart of more than 1,000 information processing systems throughout the world.

TOTAL manages a virtually unlimited number of data sets but is so modular in design that it allows you to start with a modest investment and grow as your needs dictate — without costly conversions or program changes. TOTAL performs all functions of data base maintenance, up-

date and retrieval with full program data independence. This feature chops maintenance programming costs dramatically. TOTAL *minimizes* direct access and core storage requirements and that can mean real dollar savings to you. Because TOTAL has been proven to be the easiest DBMS to install and use, it also cuts your training and programming expense. TOTAL can actually save *up to 80%* of your entire application programming costs. These, and many, many other features of TOTAL have helped make it the most widely and successfully used DBMS in the world.

Call us, or write today about TOTAL. We'll give you the whole truth.

Other cost-cutters:

ENVIRON/1
On-line control

SOCRATES
Information retrieval & display

SYSTEM/3 TOTAL
DBMS



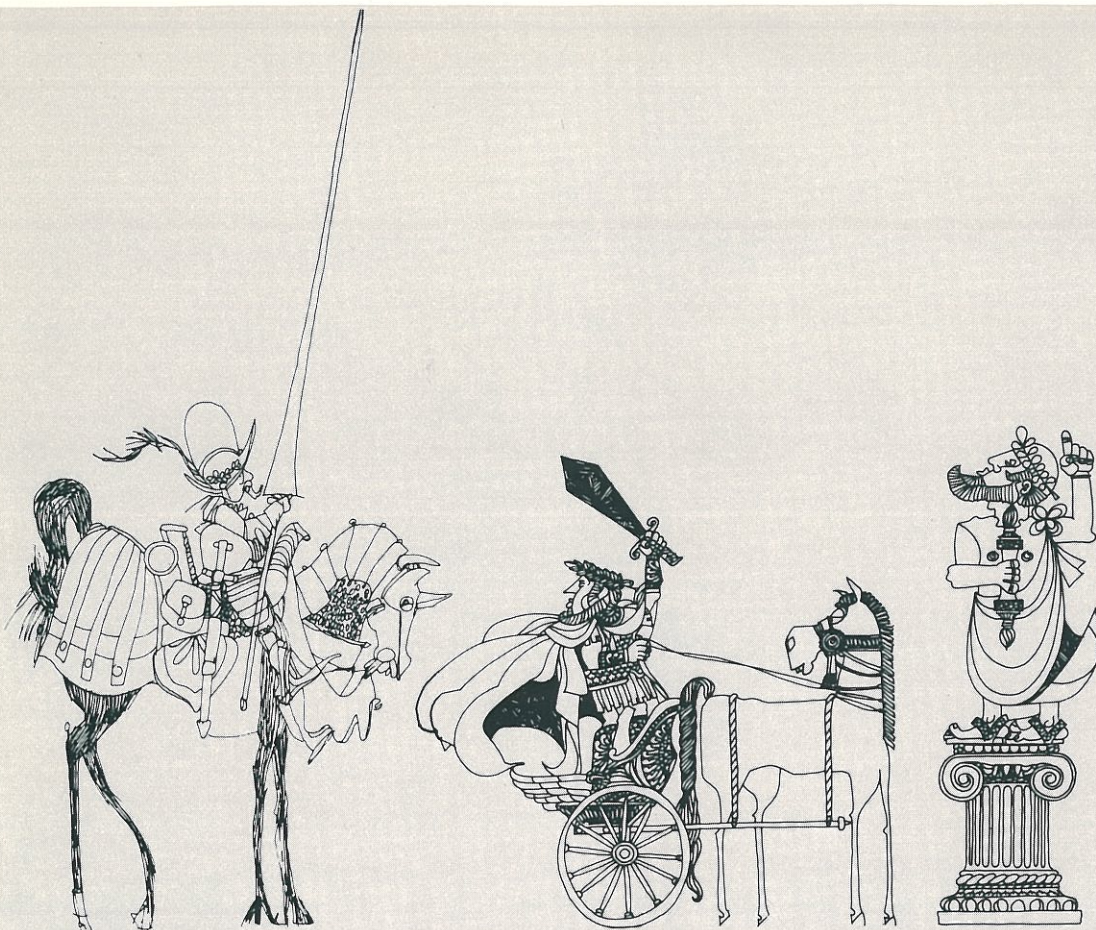
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February

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Memo:



O'TOTAL
data base management system

O'ENVIRON
on-line control system

O'SOCRATES
data language

The luck ☀' the Irish.

Are over 1,000 of the world's finest organizations just "lucky" to have successful data base & data communications systems — or do they know something special?

If you believe that luck is the only way to succeed in DB/DC systems, you may need to investigate a little more closely, because what looks "lucky" is often the result of some very shrewd thinking.

The TOTAL data base management system, for example, is the basis of more than 1,000 successful information processing systems worldwide. Our users have had great "luck" with it.

ENVIRON/I is bringing on-line speed and

efficiency with the ease of batch programming to more and more "lucky" customers every month. And it *conserves* (while efficiently utilizing) system resources.

SOCRATES is a uniquely designed data management language which simplifies reporting of information from complex integrated data bases in an easy-to-use, high performance (and very "lucky") manner.

This family of products — TIME, the Total Information Management Environment — is the most widely and successfully used product group of its kind in the world. So . . . change *your* luck. Write or call Cincom soon.



For the luck of the Irish . . .
and the rest of our Client Clan . . .

Call O'Cincom today.



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March

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Memo:



Cincom announces "April Thinker's Day."

April 1st is the day that brings out a little "foolery" in the best of us.

April 21st is the day that brings out a little "thinkery" in and around the Cincom family.

We call it "April Thinker's Day". It was 8 years ago April 21st that the very first TOTAL data base management system was installed and they're still a happy TOTAL user today.

TOTAL — and even the data base management concept — had critics. "It will never keep up with hardware development", "It won't be compatible with new systems" and on, and on . . .

But 8 years, over 1000 TOTAL

installations and tremendous changes in the computer hardware industry have proven the same things to the first user all the way to the most recent.

TOTAL The Data Base Management System

- is the world leader in Data Base Management Systems
- is and will continue to be THE compatible DBMS for all hardware and software systems
- is used profitably and efficiently by organizations regardless of size or requirements
- is the de-facto industry stand-

ard in data base systems

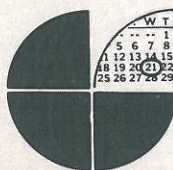
- is the world's DBMS leader for IBM Equipment
- is the successful data base offering for CONTROL DATA, HONEYWELL 200/2000, NCR and VARIAN
- is available for UNIVAC 9000 and SPECTRA series
- is the only System/3 DBMS available anywhere.

So celebrate "April Thinker's Day" with us . . . write or call us for more information on TOTAL or other time and money saving members of the Cincom software family.

It's something to think about.



When you
think
software,
think Cincom.



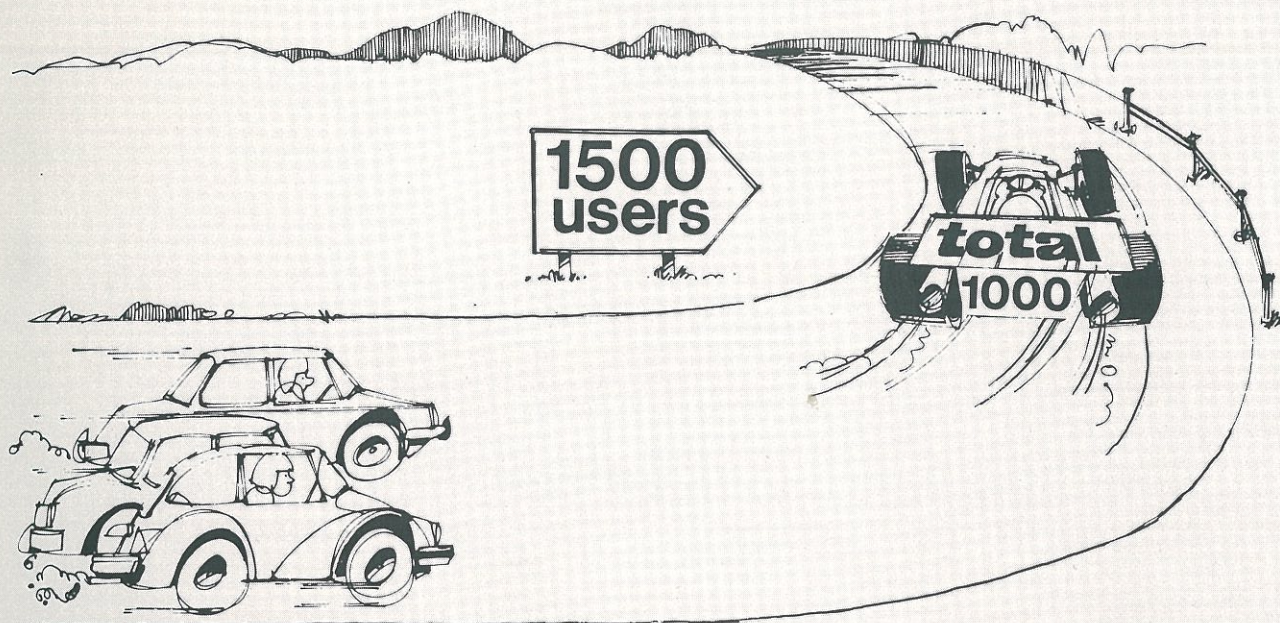
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April

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Memo:



TOTAL roared to its first "500". And the next "1000" look like a sure thing, too.

The TOTAL data base management system chalked up its first 500 users over two and a half years ago.

And its current 1000-plus are just as enthusiastic about TOTAL and its unbeatable features.

Take Cincom's "pit crews", for example. The finest Systems Engineers and Marketing Representatives in the entire data processing industry. When infor-

mation or service is needed, our people are right on the spot, ready to do the job.

And when the "oil slicks" of hardware came along — such as the tremendous number of changes in hardware over the past 8 years — TOTAL glided right along, unruffled.

This, of course, is because of all the "fine tuning" done

on TOTAL by Cincom's resident software "mechanics"; and because of its unique and dynamic original design.

TOTAL has been given the checkered flag many, many times — and the user has been just as much a winner as the product itself. Give us a call, or drop a note to us real soon. Join the rapidly growing number who will soon make up the next "Cincom 500."



Let TOTAL
give you the
checkered flag
of success.



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May

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Memo:



Have a June ceremony. Marry data communications to data base.

Combining database and data communications is a lot like getting married. Compatibility is a *must*.

The vital nature of data integrity, restart/recovery, resource utilization, reliability and performance, in the data base/data communication environment demand a very close marriage.

That's why Cincom believes it is important to

you for us to provide compatible solutions to both your data base and your data communications requirements.

TOTAL — the data base management system
ENVIRON/1 — the data communications control system

In this "marriage" all partners gain in the relationship. TOTAL is better because of ENVIRON/1; ENVIRON/1 is better because of TO-

TAL. And your data base/data communication union is a successful one because of the continuing support of the Cincom organization now serving over 1000 clients.

If you are interested in the ideal database/data communication marriage, in which the products were made for each other, why not give us a "ring"?

ENVIRON/1

Brings batch
programming
Ease to the World of
On-Line Processing



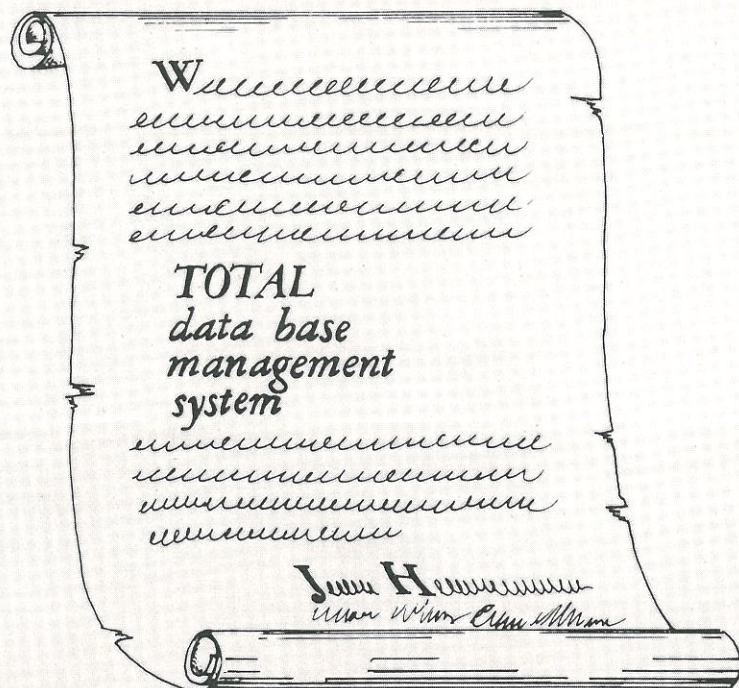
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June

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Memo:



Cincom Declares Software Independence Day

The TOTAL data base management system provides the kinds of freedom data processing people have yearned for from the industry's infancy.

TOTAL gives you data independence; device independence; operating systems independence; host programming language independence, and, of course, vendor (hardware) independence.

Independence obviously stands for freedom—and freedom from many problems is yours with TOTAL:

- freedom from the bondage of "conversion as a way of life".
- freedom from worry over the safety and security of your company's most valuable resource... its information.
- freedom from the torture of data file reorganization, program recompilation time, and the retesting of routine program changes.
- freedom from the taxation of a large maintenance programming staff.
- freedom to design applications in *any* logical structure with optimum physical space management.

Software Independence actually had its "day" over 8 years ago, when the first TOTAL data base management system was installed. Today, over 1000 liberated users are enjoying the freedoms that can be yours.

Write or call us today. Let us show you why Cincom has become *the* leading company in data base/data communications in the world.

TOTAL:
the data base
management system
that sets you free.



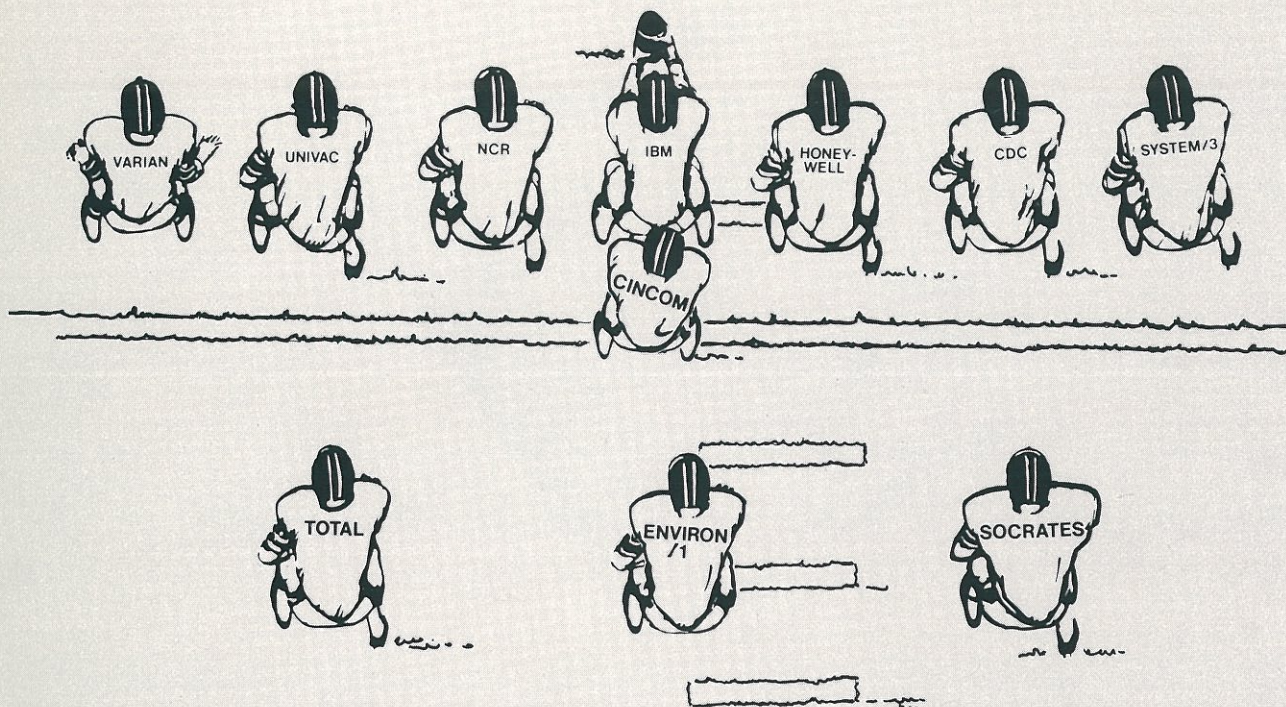
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July

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Memo:



How our All Star data base/data communications team can win for you.

Take "players" like the TOTAL data base management system; ENVIRON/1 on-line control system, and SOCRATES information management language...

Use a "quarterback" like Cincom Systems, Inc. (a top-notch player-coach, too), calling the right "plays", time after time...

Put them behind a "line" of great strength and flexibility: hardworking, sophisticated hardware—and you've assembled a select team of all star performers.

The TOTAL DBMS is the most successful in the world, with over 1000 "wins" to its credit. ENVIRON/1 is bringing unmatched speed and efficiency to on-line processing for more and more users every month. And SOCRATES is known throughout the industry for its high performance information reporting from complex integrated data bases.

Let this all-star lineup score for you. Call or write Cincom today, for complete information. Let *your* data processing operation win big this Fall.



The best record in software...
the Cincom All Star Team of products.



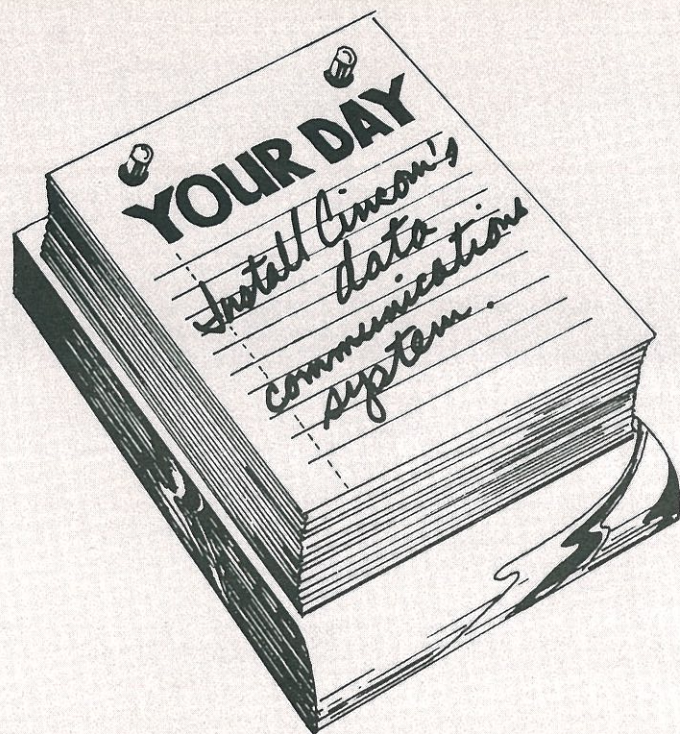
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August

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Memo:



“Laborless” Day. (the day you take your TOTAL data base on-line with ENTRY ENVIRON/1)

“Laborless” days in on-line application development are commonplace with Cincom’s ENTRY ENVIRON/1.

This is because the design emphasis is on “ease of use” for the organization just entering the world of on-line, data base processing.

ENTRY ENVIRON/1 makes your entry into the laborless days of Cincom data communications easy on the budget too...with low rentals.

ENTRY ENVIRON/1 is intended to compliment the TOTAL Data Base Management System, the leading DBMS in the world, with over 1000 successful installations. Together, they form the most powerful price/performance data base & data communication system available.

**Take the toil out
of software. Put
TOTAL & ENVIRON/1
in your toolbox.**



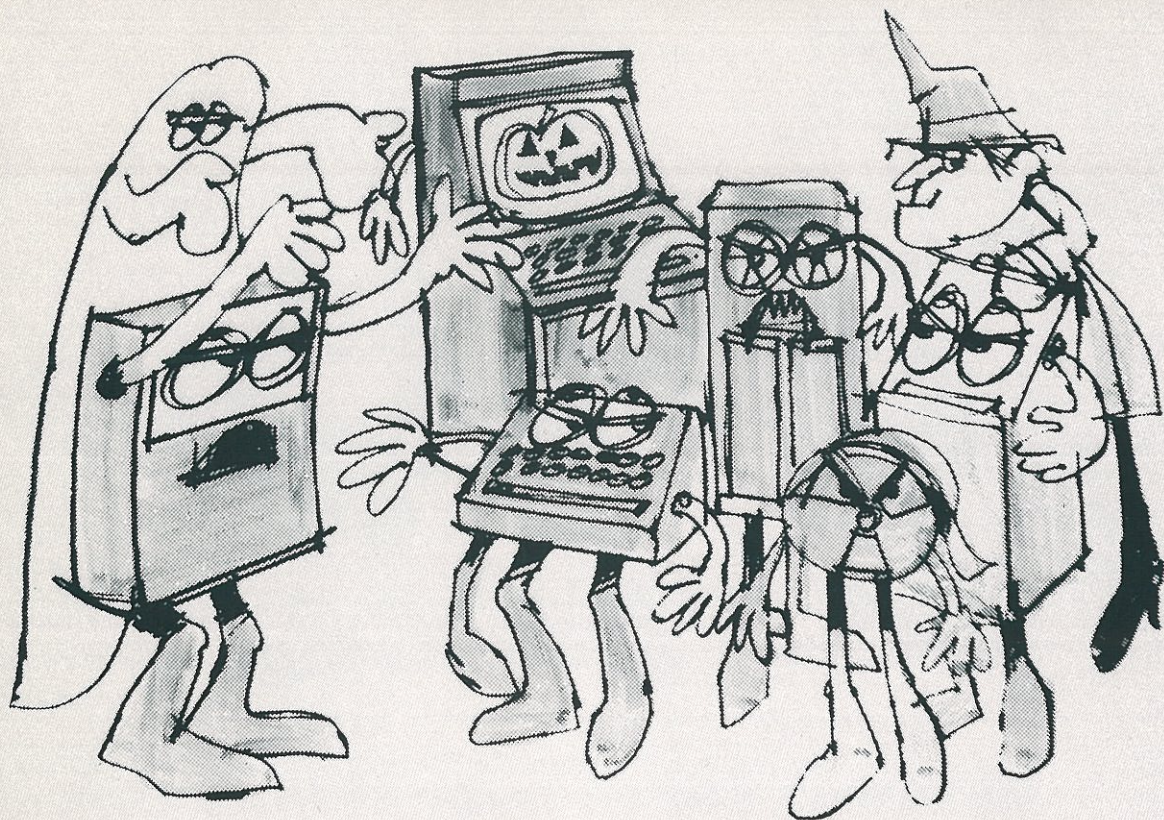
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September

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Memo:



Oh, those data processing horror tales...and how to dispel them.

Unfortunately, some of these horrible stories occur in data base/data communications . . . an organization's most critical information system requirement.

And you've probably heard a few of them: of great and terrifying complexities; midnight installations; ghostly budgets that grow to monstrous proportions; the beastly problems of finding high-priced yet scarce technical wizards.

Tales of horrid hardware escalation costs that literally turn sane people into monsters trying to produce promised systems on time. Haunting!

If you want to make certain that these hobgoblins do not visit your installation . . . or if you need to exorcize some gremlins that have

already crept in . . . consider Cincom's TOTAL data base management system and ENVIRON/1 data communication system.

Join the over 1,000 Cincom clients who sing *heroic* ballads of systems that are installed on time and at the predicted budget. Of how companies did their installations with *existing* personnel . . . using less core than they *ever* imagined. Be sure you avoid the any number of "apparitions" which can appear in your DB/DC plans.

Why not let us weave a tale or two about the successes companies have had with TOTAL, ENVIRON/1, and the other fine software products of Cincom Systems? Write or give a call today.



We have a whole book full of nice stories about DB/DC.



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October

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Memo:



TOTAL

ENVIRON/1

SOCRATES

**Just landed in the world of
data base/data communications?
Get the Cincom Pilgrim Spirit!**

Data base management . . . on-line data communications . . . advanced retrieval reporting systems . . . unknown and potentially dangerous territory for the unsuspecting data processing pilgrim who is responsible for moving his organization into these high-yield information system areas.

The prudent pilgrim will insure that his labors result in a bounteous harvest of DB/DC success by joining the over 1000 strong band of Cincom clients. Using proven, common sense tools like the TOTAL Data Base Management System, ENVIRON/1 Data Communication system, and SOCRATES Retrieval System . . . all designed by Cincom to complement each other.

These organizations have made certain that their tables are heaped with plenty. Such rewards are justly gained and deserved

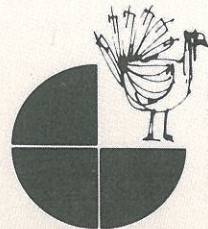
because of their wisdom in selecting software products designed for ease of use, efficient utilization of available resources, and trouble-free service.

In a foreign environment — with so much to gain or lose — these pilgrims escaped persecution by taking the no-nonsense path to success in the challenging new world of DB/DC systems. Frills, lengthy "paralysis by analysis" trips, tools hung together by interfaces, and needing all the king's men to maintain, have been bypassed.

If you would like Cincom to chart a true course for you that guarantees a happy Thanksgiving landing, write or call us today. We would be pleased to welcome you to one of our 10-15 seminars conducted each month throughout the nation or to visit with you on-site.



**Sit at our table:
We talk
turkey.**



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November

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Memo:

**Want a data base management system this year?
Put TOTAL under your tree.**



If you are one of the many who have a data base management system at the top of your holiday shopping list, may we recommend our TOTAL package . . . gift wrapped for your success.

TOTAL can bring happiness to your data base processing staff this holiday season and for years to come with its performance, versatility, and ease of use.

TOTAL is the central component of many of the world's largest and most successful management information systems — the heart of the way many successful companies do business year in and year out. It was created for just one purpose: to easily yet effectively solve the information processing problems of today's complex organizations.

Cincom's many clients use the most successful information systems in the world . . . more than all other DBMS systems installations combined.

So give the best to your organization this year. Put TOTAL under your tree. And by the way . . . we can deliver before the holidays are over . . . just in time to start 1977 right.

**TOTAL: a proven DBMS performer,
for you, this year.**

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We create efficiency.**

December

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Memo: