

I. Cincom - The Data Base Management People

- A. Happy to have opportunity to speak to you.
- B. My own position with company
- C. Find more and more interest among higher management - non DP in DB
What data base is; its impact; influence; why a major issue today
- D. We have benefited from our knowledge of data base as reflected in our corporate structure

II. Cincom The Corporation

- A. Began in 1968
- B. Began as a consulting and custom software house
- C. Worked primarily with manufacturers around the Cincinnati area
Armco Steel, U.S. Plywood - Champion Papers, U. S. Tool
- D. Developed - Mfg., Inv-Prod control, Order Entry, A/K
- E. Discovered in order to make a profit--we required a data base management system
Hope to show that a data base management system is a vital ingredient to a more successful
- F. Today we are a multi-divisioned company
- G. We have grown because we have a product that is needed by industry today

III. Who Are Our Customers

- A. Over 100 companies have gone data base
- B. Major corporations - as listed by Fortune's 500
- C. There is something special about data base
- D. OUTLINE

IV. Why Have We Been Successful

- A. Data base provides you with
 - 1. Greater operational CTRL
 - 2. Cost reductions
 - 3. Competitive advantage
 - 4. MIS - Not an impossible dream
- B. Data your most important asset
- C. Data base the foundation of MIS

V. Where Are Most Companies Today

- A. Look how they've evolved
- B. 12 years each manager maintained his own data base--maintained information about his own part of the business--sometimes difficult to ascertain the affect of a change area on all others--union contract which changed pension benefits
- C. Lifted information stored in functional areas and transferred it directly to the machines on functional basis
- D. Systems are functionally oriented and have much redundancy
- E. Redundancy

Parts - Inventory	Cust - Order-Entry	Peop - Payroll
Purchasing	A/R	Pers
B/M	Sales Anal	Pens
Order-Entry		Med

- F. Different staffs still maintain each redundant area
- G. To attain MIS with data stored like this is -- will always be the impossible dream
- H. Past more people meant get things done faster--Queen Mary

VI. What Is A Data Base

- A. Commonness
- B. Non-redundancy
- C. Optimal Access
- D. Appl Indep
- E. Relatibility

VII. Data Base Foundation Of MIS

- A. Management requires of MIS
 1. Accurate and timely information
 2. Relatibility - many questions about the same data
 3. Report capabilities
- B. Must also provide a tool to DP
 1. Flexible - to bend and expand with your MIS needs.

VIII. Criteria Of Data Base Management System From DP

- A. Non-redundancy
- B. Open endedness - logical evolution
- C. Transparent - cannot take advantage of new improvements

IX. Failure Of MIS To Date

A. Lack of a data base management system

B. Paralysis by analysis

1. MIS you read about 4-5 years ago was all inclusive
2. It was not modular or evolutionary
3. Hub of a personnel data base is the people file

C. Build an MIS system with what you know today with the ability to expand into tomorrow's needs

X. Special Considerations

A. Security

1. Certain people can only get a certain information
2. Certain people can only do certain things
 READ ONLY, READ-WRITE, ADD-DELETE
3. Certain information is only available at certain times
4. MIS conception that data base implies all information available to all people all the time--Wrong

B. Security within the data base is greatly dependent upon the environment just as the security of the information in your office

XI. Evolution Of A Typical Data Base

A. Personnel

XII. Discussion and Questions