

Atlantic Software

Company Details

Name: Atlantic Software, Inc.
Sector: [Applications Software](#)

Description

Atlantic Software was founded in Philadelphia PA in 1967 by Richard Thatcher and Walter Brown with the intent of repackaging and marketing software developed by others. The original plan to have an extensive list of software packages covering a wide range of applications turned out to be impractical and the founders changed their strategy to focus on a limited number of thoroughly tested products including Score, a report generator, and PC/70, a project management system. The firm developed a specialty in project management software and consulting and was sold to AGS Computers in the late 1970s.

Facilitators Luanne Johnson

Statistics

Contributors (0), Events (9), Stories (0), Documents (1), References (1), Discussions (0 threads, 0 posts)

Entered By: Luanne Johnson
February 25, 2010

Contributors

Contributor Luanne Johnson

Date Joined February 25, 2010

Job Description

Luanne Johnson is the Co-Chair of the Software Industry Special Industry Group at the Computer History Museum.

Statistics

Documents (1), References (1)

Date Entered February 25, 2010

Timeline

1967

Milestones

[Atlantic Software founders propose to found a company to sell repackaged software \(1967\)](#)

In the summer of 1967, Richard (Dick) Thatcher and Walter Brown wrote a business plan and investment proposal for a company that would specialize in the then-radical idea of selling prepackaged application software. They raised a total of \$150,000 from friends and by mortgaging their own assets.

Related References
Founding Atlantic Software

[Atlantic Software is open for business \(November 1, 1967\)](#)

By November 1, 1967, Atlantic Software was open for business at the corner of Fifth and Chestnut Streets in Philadelphia. They provided contract programming services to maintain a cash flow as well as pursuing the concept of brokering software. The intention was to approach companies that had significant investments in software developed for in-house use and offer to help them recoup that investment by packaging and reselling the software.

Related References
Founding Atlantic Software

Related Documents
Oral History of Richard W. Thatcher, Jr.

1968

Milestones

[Brokering products doesn't work as a strategy \(1968 ca.\)](#)

Thatcher and Brown quickly discovered that software systems created by users for their own specific needs were not packageable and resellable. They decided as an alternative strategy to go to a software company that had built a package, had sold it a few times, and had a reference base, but really wasn't that interested in selling software.

Related References
Founding Atlantic Software

Related Documents
Oral History of Richard W. Thatcher, Jr.

[Atlantic Software enters into an agreement to market Score \(1968 ca.\)](#)

Atlantic Software entered into an agreement with Programming Methods, Inc. (PMI) in New York to market their package Score, a report generator.

Related References
Founding Atlantic Software

Related Documents
Oral History of Richard W. Thatcher, Jr.

1969

Milestones

[Atlantic Software purchases a project management software product \(1969\)](#)

In early 1969, Atlantic Software purchased a project management software product from a small Midwestern consulting firm. They redesigned the product and renamed it PC/70 (short for Project Control 1970, as the 1970s were just around the corner.)

Related References
Founding Atlantic Software

1970

Milestones

[Score is very successful but the royalty payments were too high \(1970 ca.\)](#)

The Score product was very successful and Atlantic Software sold \$650,000 in 1970 or 1971. However, the royalties they were required to pay to PMI were too high for Atlantic Software to be profitable. PMI was unwilling to restructure the agreement or buy out Atlantic Software so the agreement was terminated.

Related Documents
Oral History of Richard W. Thatcher, Jr.

1971

Milestones

[The recession forces a reorganization of the company \(1971\)](#)

The tough economic times in 1971 forced Atlantic Software to give notice to their professional services staff and focus on selling the project management software product. Walter Brown left the company at this point.

Related Documents
Oral History of Richard W. Thatcher, Jr.

1973

Milestones

[Atlantic Software runs its first user group meeting \(1973\)](#)

Atlantic Software ran its first user group meeting in 1973. The staff was so small that they had to hire temporary workers to cover the home office in order to have sufficient coverage at the user group meeting.

Related Documents
Oral History of Richard W. Thatcher, Jr.

1980

Milestones

[Atlantic Software is sold to AGS Computers \(1980 ca.\)](#)

Atlantic Software was sold to AGS Computers sometime around 1980.

Related References

Founding Atlantic Software

Related Documents

Oral History of Richard W. Thatcher, Jr.

Stories

There are no stories for this company in the collection

Documents

Title: Oral History of Richard W. Thatcher, Jr.

Author: Luanne Johnson

Created: April 6, 1986

Publisher: Computer History Museum

Donated By:

Filename: doc-4cb361f2b5be0.pdf (Size: 11 KB)

Pages: 19

Cataloguer:

Copyright: Computer History Museum

Description:

Richard W. (Dick) Thatcher, Jr. describes how he and Walter Brown founded Atlantic Software in 1968 to broker software products. Their intent was to approach companies that had significant investments in software developed for in-house use and offer to help them recoup that investment by packaging and reselling the software. The concept didn't pan out so they negotiated an agreement to sell Score, a report generator product developed by Programming Methods, Inc. (PMI) but then had to abandon that idea because their agreement provided for royalty payments to PMI that were too high. They then purchased project management software from a company that had developed it but wasn't interested in marketing it and were very successful with that product. He describes the challenges facing a software products company in the late 1960s and early 1970s and how they learned through experience to increase their prices and their level of support. He discusses early efforts to organize the software industry and the roles that ADAPSO and Larry Welke's ICP publications played in developing the industry. Atlantic Software was sold to AGS Computers in 1982.

Accession: 102702145

Entered By: Luanne Johnson

October 11, 2010

References

Title: Founding Atlantic Software

Author: Walter Brown

Created: January 2002

Publisher: IEEE Annals of the History of Computing

Cataloguer:

Copyright:

**Report to the Computer History Museum on the Information Technology Corporate Histories Project
Applications Software Sector**

Reference:

Brown, Walter. "Founding Atlantic Software." IEEE Annals of the History of Computing, Vol. 24, No. 1 (Jan-Mar 2002): 80-82.

Entered By: Luanne Johnson

February 25, 2010

Related Events

Atlantic Software enters into an agreement to market Score
Atlantic Software founders propose to found a company to sell prepackaged software
Atlantic Software is open for business
Atlantic Software is sold to AGS Computers
Atlantic Software purchases a project management software product
Brokering products doesn't work as a strategy

Discussions

There are no discussions for this company in the collection

Information Science (InSci)

Company Details

Name: Information Science, Inc. (InSci)
Sector: [Applications Software](#)

Description

InSci was founded in Montvale, NJ in 1965 by a group of former IBM employees who had created a recruitment information system for IBM. Their initial business plan was to do computer job matching and develop personnel data systems under contract. The company became very successful developing large human resource systems for Fortune 500 companies and selling a human resources system software product to smaller companies. InSci went through several changes of management and ownership before being sold to Computer Associates on August 15th, 1991.

Facilitators

Statistics

Contributors (0), Events (0), Stories (0), Documents (3),
References (1), Discussions (0 threads, 0 posts)

Entered By: Luanne Johnson
February 26, 2010

Contributors

There are no contributors for this company in the collection

Timeline

There are no events for this company in the collection

Stories

There are no stories for this company in the collection

Documents

Title: [Email from Richard Tester re InSci (1)]

Author: Richard Tester

Created: July 27, 2010

Publisher:

Report to the Computer History Museum on the Information Technology Corporate Histories Project
Applications Software Sector

Donated By: Richard Tester
Filename: doc-4c4f4867ee147.pdf (Size: 29 KB)
Pages: 1
Cataloguer:
Copyright: Richard Tester
Description:
Email from Richard Tester providing the date that InSci was sold to Computer Associates.

Entered By: Luanne Johnson
July 27, 2010

Title: [Email from Richard Tester re InSci (2)]

Author: Richard Tester
Created: July 27, 2010
Publisher:
Donated By: Richard Tester
Filename: doc-4c4f48fa397b9.pdf (Size: 30 KB)
Pages: 1
Cataloguer:
Copyright: Richard Tester
Description:
Email from Richard Tester providing information about the founding and incorporation of InSci.

Entered By: Luanne Johnson
July 27, 2010

Title: [Email from Richard Tester re InSci (3)]

Author: Richard Tester
Created: July 28, 2010
Publisher:
Donated By: Richard Tester
Filename: doc-4f27fcd100833.pdf (Size: 154 KB)
Pages: 1
Cataloguer:
Copyright: Richard Tester
Description:
Email from Richard Tester describing his career at InSci and providing a label showing InSci's address as New City, New York.

Entered By: Luanne Johnson
January 31, 2012

References

Title: Learn, Dale. "Information Science (InSci)"

Author: Luanne Johnson
Created: January 2002
Publisher: IEEE Annals of the History of Computing
Cataloguer:
Copyright:
Reference:
Learn, Dale. "Information Science (InSci)." IEEE Annals of the History of Computing, Vol. 24, No. 1 (January-March 2002): 31-34.

Entered By: Luanne Johnson
July 26, 2011

Discussions

There are no discussions for this company in the collection

Management Science America (MSA)

Company Details

Name: Management Science America, Inc. (MSA)
Sector: [Applications Software](#)

Description

Founded as a contract programming firm in Atlanta, GA in 1963, MSA expanded into a range of businesses, including software products, during the 1960s. By 1971, the company was overextended and declared bankruptcy. John P. Imlay, Jr., brought in by the bank which was a major creditor, became CEO and effected a turnaround by focusing on software products. Ten years later, it was the largest application software company in the world. Products offered by MSA included a payroll system, an accounts payable system and other accounting applications.

Facilitators

Statistics

Contributors (0), Events (0), Stories (0), Documents (0),
References (0), Discussions (0 threads, 0 posts)

Entered By: Luanne Johnson
February 26, 2010

Contributors

There are no contributors for this company in the collection

Timeline

There are no events for this company in the collection

Stories

There are no stories for this company in the collection

Documents

There are no documents for this company in the collection

References

There are no references for this company in the collection

Discussions

There are no discussions for this company in the collection

McCormack and Dodge

Company Details

Name: McCormack and Dodge
Sector: [Applications Software](#)

Description

McCormack and Dodge was founded in 1969 by Jim McCormak and Frank Dodge with the intention of creating a successful professional services company. The recession of 1970-71 nearly put them out of business and, in desperation to raise some cash, they made a direct mail offer to a list of data processing managers to sell a fixed assets system they had developed for the unheard-of low price of \$495. This promotion was so successful that they were able to pay off their financial obligations and reorient the company to software product sales. M&D grew into one of the largest application software companies and was sold to Dun & Bradstreet in 1986.

Facilitators

Statistics

Contributors (0), Events (0), Stories (0), Documents (0),
References (1), Discussions (0 threads, 0 posts)

Entered By: Luanne Johnson
March 2, 2010

Contributors

There are no contributors for this company in the collection

Timeline

There are no events for this company in the collection

Stories

There are no stories for this company in the collection

Documents

There are no documents for this company in the collection

References

Title: Dodge, Frank. "McCormack and Dodge"

Author: Luanne Johnson

Created: January 2002

Publisher: IEEE Annals of the History of Computing

Cataloguer:

Copyright:

Reference:

Dodge, Frank. "McCormack and Dodge." IEEE Annals of the History of Computing, Vol. 24, No. 1
January-March 2002): 18-21.

Entered By: Luanne Johnson

July 26, 2011

Discussions

There are no discussions for this company in the collection

Software Resources

Company Details

Name: Software Resources, Inc.
Sector: [Applications Software](#)

Description

Software Resources Corporation was founded in Los Angeles, CA in 1967 to build and market a portfolio of high quality software application packages by acquiring the marketing rights from computer users who had developed the applications for their own use. This business model turned out to be difficult to implement because it required not only marketing the software packages to customers but also convincing potential contributors of products that they should entrust them to SRC for marketing at a reasonable return. Undercapitalized and under pressure from investors to achieve profitability on an overly ambitious schedule, SRC was sold to Programming Sciences Corporation (PSC) of New York City in 1969.

Facilitators

Statistics

Contributors (0), Events (0), Stories (0), Documents (0), References (0), Discussions (0 threads, 0 posts)

Entered By: Luanne Johnson
February 26, 2010

Contributors

Contributor Luanne Johnson

Date Joined February 2010

Job Description

Luanne Johnson is the Co-Chair of the Software Industry Special Industry Group at the Computer History Museum.

Date Entered February 26, 2010

Timeline

There are no events for this company in the collection

Stories

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Documents

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References

There are no references for this company in the collection

Discussions

There are no discussions for this company in the collection

SPSS

Company Details

Name: SPSS
Sector: [Applications Software](#)

Description

SPSS was founded by Norman Nie in 1975 to commercialize the SPSS statistical analysis software that Nie had developed at Stanford University and enhanced at the University of Chicago. SPSS continued to sell the SPSS product successfully for over three decades and was sold to IBM in July, 2009.

Facilitators

Statistics

Contributors (0), Events (0), Stories (0),
Documents (0), References (0), Discussions (0
threads, 0 posts)

Entered By: Luanne Johnson
March 2, 2010

Contributors

There are no contributors for this company in the collection

Timeline

There are no events for this company in the collection

Stories

There are no stories for this company in the collection

Documents

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References

There are no references for this company in the collection

Discussions

There are no discussions for this company in the collection

Tesseract Corporation

Company Details

Name: Tesseract Corporation
Sector: [Applications Software](#)

Description

Tesseract Corporation was founded in 1979 by Gary Durbin and his partners in a previous company, Cybernetic Systems. Cybernetic Systems had developed a successful computer security product which was sold to Boole and Babbage and they wanted to move out of systems software into applications software where there was less competition from IBM. Based on previous experience with human resources systems, Durbin decided that there was an emerging opportunity for an online, interactive HR system based on the new database technology developed in the 1970s and the proceeds from the sale of the security system were invested in developing what became the very successful Tesseract HR system.

Facilitators

Statistics

Contributors (0), Events (0), Stories (0), Documents (0), References (0), Discussions (0 threads, 0 posts)

Entered By: Luanne Johnson
March 9, 2010

Contributors

There are no contributors for this company in the collection

Timeline

There are no events for this company in the collection

Stories

There are no stories for this company in the collection

Documents

There are no documents for this company in the collection

References

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Discussions

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