

## Cincom Systems, Inc.

### Company Details

**Name:** Cincom Systems, Inc.  
**Sector:** [Database Management Software Products](#)

#### Description

Cincom was founded by Tom Nies in Cincinnati, Ohio in 1968 to sell programming services. Nies realized very quickly that there was great potential in software products and decided to develop the TOTAL database management system which was released in 1970. By the mid 1970s, Cincom was one of the largest software product companies in the world with over \$10 million in sales. Cincom is one of the very few software companies founded in the 1960s that is still in business today. Tom Nies is still the President and CEO.

[Cincom website](#)

---

**Facilitators** Luanne Johnson

---

#### Statistics

Contributors (11), Events (180), Stories (5), Documents (65), References (4),  
Discussions (3 threads, 3 posts)

---

**Entered By:** Luanne Johnson  
March 9, 2005

### Contributors

**Contributor** Michel Bany

**Date Joined** December 1974

**Job Description**

**Date Entered** August 19, 2005

**Contributor** Brian Bish

**Date Joined** January 1977

**Job Description**

I have held numerous positions while at Cincom. I started as a Co-op student from the University of Cincinnati working doing testing for our Engineering team. I have held sales support positions, helped create Cincom's worldwide support operation, managed the SUPRA engineering team for a number of years in addition to other

engineering roles. I was COO for OverC International, a wholly owned Cincom subsidiary, and currently run the professional service organization in the United States along with the Cincom STAR Teams.

**Accomplishments**

Helped establish worldwide support systems and business policies for customer support that are still in use at Cincom. Managed the SUPRA engineering team during the period of time where SUPRA was determined to be the most relational of all data bases by Dr. Ted Codd. Lead a team that was responsible for a number of business process engineering projects, the impact of which is still felt at Cincom. Created and established Cincom's current STAR Team organization to improve product management and product marketing efforts.

**Date Entered** July 6, 2005

**Contributor** Judy Carlson

**Date Joined** December 1968

**Job Description**

As the only administrative employee of a start-up company in 1968, I was referred to as the "gal friday" and was responsible for answering the telephone, all secretarial duties, purchasing, accounts payable, accounts receivable, payroll, etc.

**Accomplishments**

Secretary to the President, Manager of Employee Benefits and Records, Secretary to the International Director, Computer Programmer, Software Engineer (current, 2005)

**Date Entered** July 6, 2005

**Contributor** Ken Cremers

**Date Joined** January 1973

**Job Description**

I started as a System Engineer. My functions included installing software, providing education, and providing consulting in the use of the software.

I was promoted to manage the Software Support group. Then became manager of Support Services which includes all activities with distributing the companies software.

**Accomplishments**

As Manager of Software Support, I developed the first online problem tracking system which operated for over 12 years before it was replaced.

I created a separate Software Testing group independent of the Engineering function.

I created the Distribution organization and personally created all the software to manage the orders being shipped by the department. This software ran as a lights out system that only needed to be restarted each Monday morning. This software ran for 12 years before being replaced by a server based system.

I created the Order Services department which maintains all the data for processing orders including Product Bill of Materials for picking lists, Bill of Materials to keep customer profiles updated in our problem handling system, and procedures for validating the technical aspects of every order entered into the

delivery system.

**Date Entered** July 11, 2005

**Contributor** Gloria Daniel

**Date Joined** February 1977

**Job Description**

My current responsibilities include assisting the sales force in contract negotiation by drafting amendments and reviewing contract changes. Summarizing all incoming agreements to Senior management for countersignature. Preparing and maintaining the General Services Administration (GSA) Schedule. Reviewing and approving all U.S. orders for shipment and invoicing of those orders along with all ongoing invoicing of customers. Processing cancellation request.

**Accomplishments**

I have not left Cincom. I have gotten my Paralegal degree while here at Cincom. I have also gained a wealth of product knowledge from working in the sales office before moving into my current role.

**Date Entered** July 6, 2005

**Contributor** Jim Gross

**Date Joined** May 1977

**Job Description**

As Lead Editor, I am responsible for editing and proofreading all of Cincom's printed and electronic materials.

**Accomplishments**

Starting out as an Administrative Assistant in the Technical Product Support department, I moved on to perform a variety of duties.

I was an Associate Technical Writer in the then newly formed Education Department, where I aided instructors in writing educational materials.

I was a Technical Assistant in the Resource Management department where I performed data entry and was responsible for the Product Assistance Newsletters (PANs). These were newsletters (categorized by product) that were sent to clients monthly to inform them of product patches, etc.

From there I moved into the Technical Publications area, where I was a Production Assistant. This was during a time when technical manuals were in a transition phase from being typewritten to the new and (at the time), sophisticated production process of "word processing."

While still within the Technical Publications area, I became an Associate Graphic Designer. My duties included splicing artwork into documentation masters, doing simple line art, and operating a stat camera for art reproduction.

It was during this time, that it became more and more evident that our product documentation sometimes contained errors in such areas as spelling, grammar,

punctuation, etc. Having a strong English background, I began proofreading the documentation. After seeing that this was an essential step in the production process, this proofreading/editing responsibility became my full-time job.

After some corporate restructuring, my duties became much less involved with documentation and more focused on Marketing-related materials including print and electronic collateral and, of course, the internet. This brings us to my current areas of responsibility. Currently I am responsible for editing and proofreading all of Cincom's printed and electronic materials. In addition to this, I also do the necessary HTML coding to post documents to our internal website and monthly newsletter, and I've done several writing projects as well.

**Statistics**

Stories (1)

**Date Entered** July 6, 2005

**Contributor** Ron Hank

**Date Joined** March 1975

**Job Description**

**Date Entered** July 7, 2005

**Contributor** Jan Hunter

**Date Joined** June 1976

**Job Description**

First Technical Assistant in Engineering. Assisted in testing software offerings and creating and testing various tools for Engineering use.

**Accomplishments**

Promotions:

- Associate Software Programmer/Designer
- Software Programmer Designer
- Senior Software Engineer
- Manager, Development Integration Group
- Manager, Software Control & Turnover

**Date Entered** July 19, 2005

**Contributor** Steve Kayser

**Date Joined** January 1, 2001

**Job Description**

Cincom Systems, Pr, Marketing writer.

**Statistics**

Stories (3)

**Date Entered** April 16, 2007

**Contributor** William Kredentser

**Date Joined** November 1977

**Job Description**

I am a Product Support Specialist supporting the RDM component of our IBM mainframe SUPRA data base product. I assist customers to use the product successfully. I determine if they simply need help using the product as intended, or if there is a product defect. In the latter case, I create a product correction.

**Accomplishments**

1977-1980: Product Support Specialist for ENVIRON/1.

1980-1984: Software Engineer for ENVIRON/1 and Communications Monitor.

1984-1986: Technical Writer.

1986-1990: Technical Editor working on all Cincom product documentation.

1990-present: Product Support Specialist and Software Engineer working on the RDM component of our IBM mainframe SUPRA data base product.

**Statistics**

Stories (1)

**Date Entered** July 6, 2005

**Contributor** Jerry Shawhan

**Date Joined** February 1983

**Job Description**

Responsible for all administrative support functions - IT, Legal, Human Resources, Facilities, Finance and Budget. Title was Group Executive - have since become Treasurer, one of three officers of the company. Have added Product Development and Support for most products to my responsibilities. I am also a Director of nearly all of our subsidiaries.

**Date Entered** July 19, 2005

## Timeline

1968

### Milestones

[Cincom founded \(September 29, 1968\)](#)

\$ 600, a card table, and a dream -- Cincom Systems begins as United Computer Systems. There was initially no office. Tom Nies met with people in the 1965 Cadillac he bought with his IBM earnings and, in the evenings, worked on a card table in his basement.

Related References

Nies, Thomas M. "Cincom Systems."

The Cincom Story

Cincom Systems' Total

Related Documents

Management First Interview with Tom Nies  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

## Products and Services

### Pioneers the idea of MIS (1968)

Cincom pioneers the idea of management information systems driven by Data Base Management software.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

## 1969

### Milestones

#### First presentation of TOTAL (1969)

First presentation of TOTAL as a product.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

#### Initial product development was all self-funded (1969)

The Cincom technical staff spent their working days for the clients they had on contract, which paid the bills, and at night had a research and development effort going on to develop the products which they began to bring to market in 1969. All the early R&D effort was self-funded in this way.

#### Related References

Nies, Thomas M., Video Oral History

## Products and Services

### TOTAL 2.0 developed (1969)

TOTAL 2.0 (IBM DOS) developed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

## 1970

### Milestones

#### TOTAL formally released (January 1970)

January, 1970: TOTAL was formally released. The first ads for it were run in Computerworld that month.

Related References  
Nies, Thomas M. "Cincom Systems."  
Cincom Systems' Total

## Company Culture

[First to organize national users conference \(1970\)](#)  
Cincom is the first system software company to organize a national users conference. These gatherings, called Knock-Abouts, gave users an opportunity to knock about ideas for new products and enhancements to existing ones.

Related References  
The Cincom Story  
Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

## Products and Services

[TOTAL 4.0 developed \(1970\)](#)  
TOTAL 4.0 (IBM OS/DOS) developed.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4

[TOTAL 4 developed \(1970\)](#)  
TOTAL 4 (MIS 2000 series) developed.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4

[First to offer software on a rental basis \(1970\)](#)  
Cincom is the first firm to offer software on a rental basis.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4

[First technical support office \(June 1970\)](#)  
June 1970: Cincom sets up its first technical support office in the basement of the Alms Hotel.

Related References  
The Cincom Story

1971

## Marketing and Competition

Enters export market (1971)

Cincom enters export market with sales to Canada.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

Products and Services

First to provide integrated DB/DC software (October 1971)

Cincom becomes the first software vendor to provide integrated Data Base/Data Communications software by purchasing ENVIRON/1, a teleprocessing communication system from Information Storage Systems in California. ENVIRON/1 was designed by a group of people who had worked on the IBM Sabre system and had left IBM to join ISS; they were considered to be among the premier computer networking people in the world at that time. When ISS decided to concentrate on its hardware endeavors and divest itself of ENVIRON/1, Cincom leapt at the opportunity to acquire the system and employ its extraordinarily gifted team of online software experts.

Related References

Cincom Systems' Total

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

Introduces concept of virtual paging. (1971)

Cincom introduces the concept of virtual paging to the market through ENVIRON/1. First software vendor to offer virtual paging to IBM users.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

Technical support group created (1971)

Technical Product Support group created to solve customer problems.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

TOTAL 4B2 developed (1971)

TOTAL 4B2 (IBM DOS) developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

1972

Milestones



[Offices move to Victory Parkway \(1972\)](#)

Cincom offices move to 2181 Victory Parkway.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[Agreement with Honeywell \(1972\)](#)

Cincom signs agreement with Honeywell to convert TOTAL for Honeywell systems -- first non-IBM product and first joint venture for the company. Cincom becomes the first software company to form vendor relationships with major corporations.

Related References

Nies, Thomas M., Video Oral History  
Cincom Systems' Total

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[Becomes operational in Europe \(April 1972\)](#)

Cincom becomes operational in Europe -- first software company to go international.

Related References

Cincom Systems' Total

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

## Marketing and Competition

[First European sales \(1972\)](#)

First European sales to 3M Corporation and P&G Europe.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[Signs first licensee agreement \(1972\)](#)

Cincom signs contract with Pakhoed-Holding to market TOTAL in Holland -- first licensee agreement and first in Europe. Cincom becomes first software company to build a network of licensees to represent its technology.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

## Products and Services

[Offers program development in high-level language \(1972\)](#)

Cincom becomes first software vendor to offer program development in a high-level language for on-line transaction development.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

## Technology

[ENVIRON/1 development consolidated \(1972\)](#)

ENVIRON/1 development is consolidated in Cincinnati.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[SOCRATES project started \(1972\)](#)

SOCRATES report writer project is started.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

## 1973

### Marketing and Competition

[Ventures Group established \(1973\)](#)

Cincom established Ventures Group, creating a channel through non-IBM hardware vendors for our software.

Related References

Nies, Thomas M., Video Oral History

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[First European office opened \(1973\)](#)

Cincom opens its first European office, located outside of London. A few months later a second European office is opened in Brussels.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

### Products and Services

[SOCRATES released \(1973\)](#)

Cincom becomes first vendor to integrate a report writing and extraction system with Data Base Management software with Release 1.0 of SOCRATES.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[NCR TOTAL developed \(1973\)](#)

Ventures develops NCR TOTAL.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[TOTAL 4 \(HITACHI\) developed \(1973\)](#)

TOTAL 4 (HITACHI) developed

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[TOTAL 4 \(UNIVAC\) developed \(1973\)](#)

TOTAL 4 (UNIVAC) developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[TOTAL CENTRAL developed \(1973\)](#)

TOTAL CENTRAL (MIS 2000 Series) developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[Technical Support Centers initiated \(1973\)](#)

Cincom initiates the concept of Technical Support Centers almost five years ahead of IBM.

Related References

The Cincom Story

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

## 1974

### Milestones

[Offices move to Montana Avenue \(1974\)](#)

Cincom moves to 2300 Montana Avenue.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[European Development Group formed \(1974\)](#)

European Development Group formed in Maidenhead, England.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

Company Culture

[First issue of first company newsletter \(March 5, 1974\)](#)

First issue of first company newsletter, The Cincom City Enterprise, comes out March 5, 1974.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

Management

[System Engineering becomes a division \(1974\)](#)

System Engineering becomes a division.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[Cincom originates \(1974\)](#)

Cincom originates "distributed" software engineering, developing PDP TOTAL in Canada, Prime TOTAL in Australia, ICL products in England, Honeywell products in France and TIS Query in California.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

Products and Services

[TOTAL 4.0 \(CDC 600 series\) developed \(1974\)](#)

TOTAL 4.0 (Control Data Corporation 600 series) developed

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

[TOTAL 4.0 \(NEAC\) created \(1974\)](#)

TOTAL 4.0 (NEAC) created.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

## Technology

### [Data 100 Series Seventy placed in company \(1974\)](#)

Data 100 Series Seventy placed in company -- first in-house computer consisting of a card reader, a printer, a tape drive, and a cathode ray terminal.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

## 1975

### Milestones

### [First DBMS for a minicomputer \(1975\)](#)

Cincom creates first DBMS for a minicomputer with the TOTAL/Varian V70 product -- first minicomputer product. With this product, Cincom decides to make TOTAL very portable.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 1 of 4.

### [Asia Pacific offices established \(1975\)](#)

By establishing Cincom Australia, Cincom New Zealand and Cincom Japan, Cincom becomes the first American system software firm to recognize the importance of the Asia Pacific markets.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### [Cincom receives \\$25 million award from ICP \(1975\)](#)

In 1975, Cincom received the first \$25 million award given by International Computer Programs at its annual event honoring successful software products.

#### Related References

Cincom Systems' Total

## Company Culture

### [Quixote Club formed \(1975\)](#)

Quixote Club formed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## Management

Marketing Division formed (1975)

Marketing Division formed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

Products and Services

Interactive Query Language developed (1975)

Ventures Group develops Interactive Query Language (IQL)(also called T-ASK) for Harris. Cincom becomes the first software company to provide a relational view of the data structure.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

Design phase of Data Dictionary completed (1975)

Design phase of Data Dictionary completed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

TOTAL/7 (SIEMENS Series) developed (1975)

TOTAL/7 (SIEMENS Series) developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

TOTAL/7 (ICL) developed (1975)

TOTAL/7 (ICL) developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

TOTAL/7 (Univac VS/9) developed (1975)

TOTAL/7 (Univac VS/9) developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

1976

Marketing and Competition

Cincom signs agreement with Harris (1976)

Cincom signs agreement with Harris.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

[Cincom installs ENVIRON/1 in Japan \(1976\)](#)

Cincom installs ENVIRON/1 in Japan.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## Products and Services

[Data Base software made available for DEC \(1976\)](#)

Cincom pioneers the Distributed Data Base processing area by making minicomputer data base software available for the DEC user base.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

[First application package integrated with DB/DC \(1976\)](#)

Cincom makes the first application package integrated with Data Base/Data Communications foundation modules available with MRPS.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

[First DBGEN written in high-level language \(1976\)](#)

Cincom creates the first DBGEN written in higher-level language (COBOL).

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

[Universal TOTAL \(NCR Century Series\) developed \(1976\)](#)

Universal TOTAL (NCR Century Series) developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

[Universal TOTAL \(Burroughs 2500-4700 Series\) developed \(1976\)](#)

Universal TOTAL (Burroughs 2500-4700 Series) developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## Technology

### [First terminals used in-house \(1976\)](#)

First terminals used in-house by Directory Maintenance group.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## 1977

### Milestones

### [Cincom and NCR sign worldwide agreement \(1977\)](#)

Cincom and NCR sign worldwide agreement.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### [Cincom becomes one of the largest software organizations \(1977\)](#)

Because of their commitment to service and support, by 1976 or 1977, Cincom had become one of the largest world-wide marketing, distribution, service and support organizations in the software industry.

#### Related References

Nies, Thomas M. "Cincom Systems."

### Products and Services

### [LMS developed \(1977\)](#)

LMS developed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### [Release 3.1 SOCRATES developed \(1977\)](#)

Release 3.1 SOCRATES developed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### [TOTAL/7 \(RCA\) developed \(1977\)](#)

TOTAL/7 (RCA) developed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### [Regional support centers established \(1977\)](#)



Regional support centers were established in Fairfax, VA, San Francisco, CA, St. Louis, MO, and Cincinnati, OH.

Related References  
The Cincom Story

## Technology

### [Word processing equipment installed \(1977\)](#)

Word processing equipment installed for technical documentation.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### [Contract signed to develop Query \(1977\)](#)

Cincom signs contract with Coast College to develop Query.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### [Project team developed in California \(1977\)](#)

Project team developed in California.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## 1978

### Milestones

#### [Major investment made in R&D to create a new line of products \(October 1978\)](#)

In October 1978, on its tenth anniversary, Cincom announced that it would invest in a major R&D effort to create a whole new line of products for the future. This required the difficult management decision to slow the growth of Cincom's sales and distribution system in order to direct more resources toward creating a successor to TOTAL and create the foundation for a relational database system for future market needs.

Related References  
Cincom Systems' Total

### Management

#### [Cincom Japan incorporated \(1978\)](#)

Cincom Japan incorporated and made part of Asia/Pacific region.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

Manufacturing Services Division formed (1978)

Manufacturing Services Division formed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

Testing group established (1978)

Testing group established -- only five or six terminals in-house used for testing.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## Marketing and Competition

Demo of Query and Directory Maintenance (1978)

Query and Directory Maintenance demonstrated at Knockabout.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## Products and Services

Directory-driven software introduced (1978)

Release 1.0 of TIS introduces the idea of directory-driven software.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

MMPS part of MRPS developed (1978)

MMPS part of MRPS developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## 1979

### Milestones

Cincom signs agreement with Prime (1979)

Cincom signs agreement with Prime.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## Management

### Technical Writing Group formed (1979)

Technical Writing Group formed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### Financial Division formed (1979)

Financial Division formed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### Minicomputer Support Group formed (1979)

Minicomputer Support Group formed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## Marketing and Competition

### South American licensee operations formed (1979)

South American licensee operations formed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## Products and Services

### Technical Support Centers established (1979)

Cincom establishes Technical Support Centers. Cincom becomes first software vendor to recognize the importance of local sales and support and subsequently builds the largest and highest quality service and support arm in the software industry.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### MANTIS Release 1.0 developed (1979)

MANTIS Release 1.0 developed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### TOTAL CICS Comprehensive Support developed (1979)

TOTAL CICS Comprehensive Support OS/VS1, MVS, DOS/VS developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

[Cincom becomes first full-service software firm \(1979\)](#)

Cincom becomes the first full-service software firm by offering both manufacturing and financial application products as well as database and on-line system software products.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## 1980

### Milestones

[TOTAL exceeds \\$ 100 million in sales \(1980\)](#)

TOTAL becomes first software product recognized by ICP to exceed \$ 100 million in sales.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### Management

[West Coast Development group created \(1980\)](#)

West Coast Development group created.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### Marketing and Competition

[Cincom opens office in Sao Paulo, Brazil \(1980\)](#)

Cincom opens office in Sao Paulo, Brazil.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### Products and Services

[Technical publications writes first education package \(1980\)](#)

Technical publications writes first education package for ENV/DATA -- first typeset manual.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

[Cincom announces SERIES 80 product line \(1980\)](#)

Cincom announces SERIES 80 product line.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

[Minicomputer TOTAL developed for VAX \(1980\)](#)

Minicomputer TOTAL developed for VAX.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

## 1981

### Milestones

[WANG TOTAL agreement signed \(1981\)](#)

WANG TOTAL agreement signed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

### Company Culture

[Key Account Representative concept formed \(1981\)](#)

Key Account Representative concept formed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 2 of 4.

### Management

[Solution Software division formed \(1981\)](#)

Solution Software division formed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[International Product Engineering holds first Management Conference \(1981\)](#)

International Product Engineering holds first Management Conference.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

## Marketing and Competition

### [Cincom opens a new office in Hong Kong \(1981\)](#)

Cincom opens a new office in Hong Kong.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

## Products and Services

### [SERIES 80 MANTIS introduced \(1981\)](#)

Cincom introduces SERIES 80 MANTIS -- first software company to provide end-user procedural manipulation of both data base and non-data base files with MANTIS.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

### [MPSS of MRPS developed \(1981\)](#)

MPSS (Master Production Scheduling System) of MRPS developed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

### [On-line version of MRPS developed \(1981\)](#)

On-line version of MRPS developed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

### [Release 3.0 MANTIS Utilities developed \(1981\)](#)

Release 3.0 MANTIS Utilities developed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

## 1982

### Milestones

#### [New Research and Development Center \(1982\)](#)

Product Engineering moves into new Research and Development Center.

#### Related Stories

Opening the Clifton Engineering Center  
Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[Cincom receives President's \(1982\)](#)

Cincom receives President's "E" award for superior performance in increasing or promoting exports.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[Cincom Ireland Development created \(1982\)](#)

Cincom Ireland Development created.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

## Management

[First International Product Engineering Training Conference held \(1982\)](#)

First International Engineering Training Conference held.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[West Coast Engineering created \(1982\)](#)

West Coast Engineering created.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

## Products and Services

[ENTIRE developed \(1982\)](#)

ENTIRE developed.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[CICS T-ASK developed \(1982\)](#)

CICS T-ASK developed.

Related Documents  
Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

## 1983

### Milestones

#### [TIS wins Outstanding IT Award \(1983\)](#)

TIS wins Outstanding Information Technology Award from Associated Information Managers (AIM).

#### Related References

The Cincom Story

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

#### [Cincom has 60 offices in 20 countries \(1983\)](#)

Cincom opens offices in Rio de Janeiro, Montreal, Monaco, Zurich, Perth and Singapore for a total of 60 company offices in 20 countries.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

### Products and Services

#### [ULTRA Interactive Data Base System developed \(1983\)](#)

The ULTRA Interactive Data Base System developed for DEC VAX.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

## 1984

### Milestones

#### [Tom Nies praised by President Reagan \(August 20, 1984\)](#)

During a visit to Cincinnati, President Reagan praises Cincom's founder, Tom Nies, for his hard work and realizing "the impossible dream".

#### Related References

The Cincom Story

#### Related Documents

Management First Interview with Tom Nies

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

### Products and Services

#### [PC CONTACT delivered \(1984\)](#)

PC CONTACT delivered.



Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[MANAGE User Series announced \(1984\)](#)

MANAGE User Series (MANCALC, MANGRAPH, MANTEXT) announced.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[SCENARIO released for MANTIS users \(1984\)](#)

SCENARIO released for MANTIS users.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[PPCS delivered \(1984\)](#)

Production Planning and Control System (PPCS) delivered.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[Release 3.7 MANTIS \(1984\)](#)

Release 3.7 MANTIS.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[NET/MASTER announced \(1984\)](#)

NET/MASTER announced.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[Release 4.0 MANTIS delivered \(1984\)](#)

Release 4.0 MANTIS delivered.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[Release 1.2 ULTRA delivered \(1984\)](#)

Release 1.2 ULTRA delivered.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

## 1985

### Milestones

#### [Cincom signs MANTIS agreement with NCR \(1985\)](#)

Cincom signs agreement with NCR for MANTIS development.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

#### [Award for export excellence \(1985\)](#)

The U.S. Department of Commerce awards Cincom the President's "E Star," the highest award given for export excellence.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

### Marketing and Competition

#### [Joins Digital's Cooperative Marketing Program \(1985\)](#)

Cincom becomes a member of Digital's Cooperative Marketing Program. By the late 1980's, four out of five of the customers for Cincom's manufacturing systems were running on DEC computers.

#### Related References

Nies, Thomas M., Video Oral History

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

### Products and Services

#### [VAX MANTIS delivered \(1985\)](#)

VAX MANTIS delivered.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

#### [Release 5.0 CONTROL: Manufacturing developed \(1985\)](#)

Release 5.0 CONTROL: Manufacturing developed.

#### Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

#### [Release 2.0 TIS delivered \(1985\)](#)

Release 2.0 TIS delivered.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[Release 1.0 SUPRA developed \(1985\)](#)

Release 1.0 SUPRA developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[Release 1.0 NORMAL developed \(1985\)](#)

Release 1.0 NORMAL developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[Release 1.0 SPECTRA developed \(1985\)](#)

Release 1.0 SPECTRA developed.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

## 1986

### Marketing and Competition

[Cincom signs a joint marketing agreement with Ashton-Tate  
\(June 26, 1986\)](#)

Cincom signs a joint marketing agreement with Ashton-Tate under which the two firms will conduct joint marketing projects and provide referrals to each other for customers and prospects.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

Cincom, Ashton-Tate Sign Cooperative Marketing Agreement

### Products and Services

[Release 1.1 SUPRA \(1986\)](#)

Release 1.1 SUPRA.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

## 1987

### Milestones

[SUPRA receives highest national rating from Dr. Codd \(1987\)](#)

SUPRA receives highest national rating from Dr. Codd.

Related References

The Cincom Story

Cincom Systems' Total

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4.

[Tom Nies resumes company Presidency \(1987\)](#)

Tom Nies resumes company Presidency.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4

## Marketing and Competition

[CIM Alliance Program formed \(1987\)](#)

CIM Alliance Program: Cincom/Litton Strategic Alliance formed. Integraph Alliance. Epic Data Alliance. John A. Keane and Associates Alliance. Systonetics Alliance.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4

## Products and Services

[Release 1.5 ULTRA \(1987\)](#)

Release 1.5 ULTRA.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4

[Release 1.1 MANTIS for the VAX \(1987\)](#)

Release 1.1 MANTIS for the VAX.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4

[CONTROL Release 6.0 \(1987\)](#)

CONTROL Release 6.0.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4

[OMNITRAC available \(1987\)](#)

OMNITRAC available from Target Marketing.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 3 of 4

[ON-LINE SUPPORT CONNECTION available \(1987\)](#)

ON-LINE SUPPORT CONNECTION available.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4.

## 1988

### Milestones

[Presented with Governor's Excellence in Exporting Award \(1988\)](#)

Cincom presented with Governor's Excellence in Exporting Award.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4.

[Cincom celebrates 20 years of software service \(1988\)](#)

Cincom celebrates 20 years of software service.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4.

[Cincom brings the Concorde to Cincinnati \(June 10, 1988\)](#)

Cincom charters the Concorde to bring over 70 European customers from 10 different countries to Cincinnati for a user group meeting. This was the first time that the Concorde had been chartered for corporate purposes and the first time it had landed in any mid-American city.

Related References

The Cincom Story

Related Documents Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence. Part 4 of 4.

### Marketing and Competition

[Joint marketing agreement with Metafile \(1988\)](#)

Joint marketing agreement with Metafile Information Systems, Inc.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[CASE Alliance Program formed \(1988\)](#)

Cincom forms CASE Alliance Program.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

## Products and Services

[Aerospace/Defense Program launched \(1988\)](#)

Cincom launches Aerospace/Defense Program.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[CONTROL:Manufacturing Release 6.3 announced \(1988\)](#)

Cincom announces CONTROL:Manufacturing Release 6.3.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Tenth MANTIS Version available \(1988\)](#)

Tenth MANTIS Version available.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[SUPRA now available for VAX \(1988\)](#)

SUPRA now available for VAX.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Application life cycle development available \(1988\)](#)

Application life cycle development facilities available through the Cincom  
Advanced Software Engineering Environment.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

## Technology

[Technical agreement with Fujitsu signed \(1988\)](#)

Cincom signs technical agreement with Fujitsu.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

## 1989

### Management

#### [New divisions formed \(1989\)](#)

Cincom forms new divisions -- increases product focus.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

### Marketing and Competition

#### [Cincom and Systonetics embark on joint marketing venture \(1989\)](#)

Cincom and Systonetics embark on joint marketing venture.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

### Products and Services

#### [MANTIS for the PC announced \(1989\)](#)

Cincom announces MANTIS for the PC.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

#### [SUPRA Version 2 announced \(1989\)](#)

Cincom announces availability of SUPRA Version 2.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

#### [Network Navigator announced \(1989\)](#)

Cincom announces Network Navigator.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

## 1990

### Management

#### [New organization for government market \(1990\)](#)

Cincom forms new organization to focus on government market.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Manufacturing Solutions Division launched \(1990\)](#)

Cincom launches Manufacturing Solutions Division.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

Products and Services

[CPCS announced \(1990\)](#)

Cincom announces Comprehensive Planning and Control System -- CPCS.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Support for MANTIS on BULL Systems expanded \(1990\)](#)

Cincom expands support for MANTIS on BULL Systems.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Support pledged for IBM's VSE/ESA \(1990\)](#)

Cincom pledges support for IBM's VSE/ESA.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[NET/MASTER negotiations completed with System Center \(1990\)](#)

System Center and Cincom complete NET/MASTER negotiations.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Next generation of financial management released \(1990\)](#)

Cincom releases next generation of financial management.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

1991

Milestones



[Cincom celebrates 20th year of International Operations \(1991\)](#)

Cincom celebrates 20th year of International Operations.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

Marketing and Competition

[Reseller marketing thrust expanded \(1991\)](#)

Cincom expands reseller marketing thrust.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Marketing alliance with GUPTA \(1991\)](#)

Cincom and GUPTA form client/server marketing alliance.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

Products and Services

[AD/Advantage launched \(1991\)](#)

Cincom launches AD/Advantage: A Life Cycle Application Development System.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

Technology

[Technical agreement with Fujitsu expanded \(1991\)](#)

Cincom and Fujitsu expand technical agreement in Canada.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

1992

Milestones

[Nies receives Award for Achievement in Business \(1992\)](#)

Tom Nies receives Award for Achievement in Business from Ohio University.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Cincom celebrates 20 years in Europe \(1992\)](#)

Cincom celebrates 20 years in Europe.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[DISA designates Cincom as its vendor of choice \(1992\)](#)

The United States Defense Information Service Agency designates Cincom as its vendor of choice, the first time the United States Government has ever designated a single product's vendor as the standard.

Related References

The Cincom Story

## Products and Services

[Spanish version of CONTROL: Manufacturing announced \(1992\)](#)

Cincom announces Spanish Language Version of CONTROL:Manufacturing.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[SUPRA Server announced \(1992\)](#)

Cincom's SUPRA Server: An Open Scalable, Desktop-to-Data Center Foundation for Today's New Class of Applications is announced.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

## 1993

### Marketing and Competition

[Cincom wins DISA RDBMS contract \(1993\)](#)

Cincom wins DISA RDBMS contract.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Cincom wins awards for software sales achievements \(1993\)](#)

Cincom wins awards for software sales achievements

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.

Part 4 of 4

[Strategic partnership formed with Sotas \(1993\)](#)

Cincom and Sotas International form strategic software partnership.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Open Systems Partner Program launched \(1993\)](#)

Cincom launches Open Systems Partner Program for resellers, tool providers and hardware vendors.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

## Products and Services

[XpertRule announced \(1993\)](#)

Cincom announces XpertRule Knowledge Specification and Generation System.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[AD/Advantage available for Windows \(1993\)](#)

Cincom announces availability of AD/Advantage for Windows.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Cincom announces The Information Utility \(1993\)](#)

Cincom announces The Information Utility.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Investment in SUPRA for multimedia \(1993\)](#)

Cincom makes major investments to establish SUPRA Server as the preferred database for multimedia application development.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

[Point and Click GUI announced \(1993\)](#)

Cincom announces "Point and Click" Graphical User Interface for CONTROL:Manufacturing.

Related Documents

Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence.  
Part 4 of 4

1995

### Milestones

[Smithsonian profiles Tom Nies \(August 30, 1995\)](#)

David Allison of the Smithsonian's Division of Information Technology and Society profiles Tom Nies as a pioneer of the software industry.

Related References

Nies, Thomas M., Video Oral History  
The Cincom Story

Related Documents

Cincom Honored by Smithsonian

2003

### Milestones

[35th anniversary \(September 2003\)](#)

On September 29, 2003, Cincom celebrated 35 years of service to the software industry with a celebration at their world headquarters in Cincinnati attended by many long-term customers, partners and friends.

Related References

The Cincom Story

## Stories

### **Title: The Cincom Prom**

Author: Jim Gross

Created: July 7, 2005

Cataloguer:

Copyright:

Story:

During (I believe) my first or second year at Cincom (which would have been 1977 or 1978) I attended a special event that Cincom hosted called " The Cincom Prom. "

The evening consisted of just what you'd expect in a prom - Cincomers getting together in formal attire, enjoying music, dancing, and friendly camaraderie.

When I told my friends that the company I work for was hosting such an event, some thought I was joking while most of them thought that it was "very cool" - and indeed it was.

**Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector**

A couple of my co-workers and I met for cocktails prior to making the drive to Kenwood Country Club. Once there, it was interesting (although slightly bizarre) to see fellow Cincomers in tuxedos and evening gowns.

One of the first people that I saw when we arrived was none other than Cincom's President and CEO, Tom Nies. I had not previously met Mr. Nies, and I was very impressed when he came up to me and introduced himself in a friendly, jovial manner.

Throughout the evening my friends, co-workers, and I talked, laughed, enjoyed the food and drinks, and became closer. We shared a common bond, which was working for a company that valued its employees, and they wanted to show it.

I almost didn't go to the Cincom Prom because I didn't think I'd enjoy myself. After all, me in a tuxedo? And anyone who knows me can tell you that I don't dance. But after it was over, I was so glad that I went.

Although the Cincom Proms are a thing of the past, you can still feel the closeness between co-workers at Cincom - thus the term "The Cincom Family."

---

Entered By: Jim Gross  
July 7, 2005

Comments:

From: Ken Cremers  
Date: Jul 11, 2005 @ 10:21:24 AM  
Subject: " The Cincom Prom -- The Early Days "

Before I became an employee of Cincom in Jan 1973, my wife and I were invited to attend The Cincom Prom in Cincinnati, OH. In these early days of Cincom, the " Prom " was more than a social event.

All Cincomers attended 2-1/2 days of training, team building, and evening social events prior to the Prom which occurred on Saturday evening.

My first impression at this Prom I attended was one of amazement at the young age of the Founders as well as the the young age of the Development Engineers, the Sales people, and System Engineers. Prior to Cincom, I had worked for long established companies whose upper management were also up there in age. I guess this was fitting since the company was just over 4 years old.

The actual Prom on Saturday night continued for a number of years until the company became too large in number to economically provide an annual " Prom night on the town ".

KCremers

---

**Title: Opening the Clifton Engineering Center**

Author: William Kredentser

Created: July 6, 2005

Cataloguer:

Copyright:

Story:

**Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector**

By 1982, there were far too many employees in Cincinnati to still house us all in the building on Montana Ave. Cincom acquired a building on Ruther Ave. in Clifton, not far from the Cincinnati Zoo. The preceding function of the building had been a retirement home for elderly nuns. The atmosphere there was not really the most conducive to the creation of modern computer software. I particularly remember the steps in the stairways were undersized compared to standard stairways you're probably used to. Each step was not as deep as normal & the rise was also lower. This was, no doubt, to accommodate the previous tenants, who were probably not only smaller than your average young computer geek but also somewhat less spry. In the 8 years I worked there, I never quite shook the feeling that the ghosts of little old ladies looked on with envy every time I bounded up a flight of stairs two at a time. That's not a brag; they were just too small for me to take one by one.

The building certainly was not suitable as an office containing computer equipment. I'm sure others can recount horror stories about upgrading the electrical supply & installing computer equipment. One important thing I remember is that initially there was no air conditioning. And we moved into the building during June! There were no protests when we started showing up to work in shorts & tee-shirts. Over the following year, each office did get a window A/C unit so we had no excuses for showing up dressed quite so comfortably the following summer. But that first year was quite an experience. I think the shared "hardship" of that first summer made us build bonds of team spirit that far outweighed the obstacles presented by the physical location. Still, I wouldn't recommend it as a technique for another company.

---

Entered By: William Kredentser  
July 6, 2005  
Related Events

---

New Research and Development Center

Comments:

From: Jan Hunter  
Date: Jul 21, 2005 @ 02:00:08 PM  
Subject: More on the Clifton Location

Just a little more info on the Ruther Avenue building for everyone. The first time my group actually saw our offices at Ruther, there were still beds, night stands, and small desks as well as a sink and a mirror in each room - sort of made us wonder if we were going to be spending the nights there, too.

Aside from being used as a retirement home, as Bill mentioned, the building was also used for pre-nuptial education weekends for young couples of the Catholic faith. The original name was St. Mary's Reparatrix. I have two friends who actually spent a weekend there. There were separate dormitory floors for males vs. females - along with the necessary separate facilities - women's showers and lavatories vs. men's showers and lavatories. The dormitory floors were converted into our offices.

We stored old manuals and old computer listings in the shower rooms prior to the listings being recycled.

The setting was rather like a park behind the building. In the summer, we would have group cook-outs - sometimes it was just a group outing; other times it was to celebrate the launch of a new product. Really fun times!

I can remember being on the phone with another engineer on a different floor and hearing animal calls from the zoo coming through the phone as well as through my open window. The droll comment was "The animals seem restless today".

We used to dress for Halloween (I have the pictures!). The second year we did this, we had a new manager, and I asked if we had any customer visits scheduled or anything that might perhaps make this not such a good idea. The response was "Well, we pay these folks for their creativity, so I certainly don't have a problem with it!" It was super to have people like this on Cincom's management team - really sharp individuals who could also recognize the need for a break in routine.

One other humorous story, and I'll stop. Early on, before we had a Cincom sign on the outside of the building, I was coming in one morning when a fellow on the street stopped me. He was wondering what we did in there. Apparently the rumor on the street was that we were a covert CIA location.  
:-)

All in all, the Ruther facility served its purpose well. In spite of its lack of the modern touches usually associated with an office building, it had a character of its own, and personally, I enjoyed our time there. We had Engineering staff and Technical Writing together in one building as well as Distribution Services. While we were separate from the main building at Montana Ave., we still were part of the collective Cincom. And the proximity of the groups at Ruther promoted closer associations and gave us a greater appreciation for the work done by the individual groups. As I said - on the whole it was a great experience to look back on.

---

**Title: Three Core Values Great Employees and Employers Must Have**

Author: Thomas Nies

Created: February 16, 2005

Cataloguer:

Copyright:

Story:

Three Core Values Great Employees and Employers Must Have

by Tom Nies, CEO, Cincom Systems, Inc.

Success stems, in part, from the values, wants and needs that are interwoven within individuals and an organization, and the ways in which the individuals and the organizations resolve the many differences and conflicts that are an ongoing part of every organization in these diverse pursuits. Of course, one must be able to attract and retain the "best and brightest" people into an organization in order to succeed. But, this is just the beginning. Purposes, missions and goals that stimulate and encourage people and organizations too, are essential. And within each of these areas, there are differences and conflicts.

For example, just in the issue of goals with a group, there are at least four areas of potential conflict. There are:

The personal goals of the individual within the group,

The goals of the individual for the group and its goals,

The goals of the group itself within the corporation, and

The goals of the group for the corporation and its goals.

Moreover, none of these goals are static – rather, they are quite dynamic. So, they must be continually monitored, modified and mobilized. One need only mention these four different

**Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector**

possibilities, and various imaginings of differences and conflicts can be quickly conjured into almost anyone's imagination.

If these potential conflicts are not successfully managed or harmonized into a proper and productive alignment, dissonance almost always develops. And with dissonance, the energy of an organization dissipates, while the power of synergy is reduced. Needless to say, these are difficult challenges. Moreover, because of the dynamism involved among human beings, organizations and markets, these problems are never permanently solved.

But what core value traits can help organizations to optimize the most useful yield of their "best and brightest?" Experience has consistently taught and surfaced three traits – over and over, year after year. These are:

Character,

Competence, and

Commitment.

It requires character to act on our beliefs, competence to achieve goals, and commitment to see them through.

Core Values

These core values drive productivity resulting in profitability and sustainability for the benefit of Cincom and our customers.

How best to describe them?

Character

Ethical integrity and a fundamental spirituality.

An emphasis on seeking solutions, not casting blame.

An open environment where honest communications are encouraged and honest differences of opinion are allowed.

A commitment to managing on the basis of sound principles.

... Doing the "right thing" in a professional manner is a demand we make of ourselves.

Competence

An entrepreneurial spirit that relentlessly seeks to innovate within bureaucratic structures.

Creativity.

Decisiveness.

Initiative for self-growth.

Leadership that encourages small work groups.

A continuous seeking of the optimal balance between flexibility and control.



... A truly disciplined organization that continues to learn and consistently applies the best methods to achieve goals.

Commitment

Commitment to one's group, the company and to one's fellow citizens.

Missionary zeal in representing the company and its products.

Responsibility and personal empowerment.

Encouraging people to grow and empowering them to do so.

... Our promise to do what has been asked and our pledge to provide whatever assistance that is required to meet our shared commitment.

To be successful, persons and organizations must act with character, competence and commitment requirements, in a harmoniously orchestrated environment that energizes all and synergizes everything. As an employee or employer, these core value traits are essential minimums.

END:

---

Entered By: Steve Kayser  
April 16, 2007

**Title: Intrapreneurship: How to Drive Innovation by Getting Out of the Way!**

Author: Thomas Nies

Created: April 16, 2006

Cataloguer:

Copyright:

Story:

Intrapreneurship: How to Drive Innovation by Getting Out of the Way!  
by Tom Nies

Cincom Systems is a privately held software company founded in 1968. We specialize in providing software, services, and hosting to help simplify and manage complex business processes. Cincom competes with companies like Oracle, SAP, Siebel and others.

Thanks to Cincom's significant and long-term success, we are often asked how do we, as a medium-sized, privately held company, so effectively compete with and then consistently win against the larger, publicly held companies. Of course, there are many ways to compete. But, I'm only going to focus on one that has the unique ability to multiply successful business efforts rapidly, efficiently and effectively.

In an influential 1985 book, still relevant today, Gifford Pinchot III coined the phrase "intrapreneurship" to describe the marriage of an entrepreneurial spirit – complete with its fierce independence and lack of deference to established views and the strictures of conventional wisdom – with the resources of a large corporation. While these two spirits may seem in conflict, they actually thrive in many of the world's best-run companies.

Intrapreneurship is a strategy for stimulating innovation by making better use of entrepreneurial talent. When effectively promoted and channeled, intrapreneurship not only fosters innovation, it

also helps employees with good ideas to better channel the resources of a corporation to develop more successful products.

Some of the greatest business leaders of the past century made their early mark in business as intrapreneurs. Former General Electric chairman Jack Welch made a name for himself by building GE's engineering plastics business as if he were starting his own company. Lew Lehr, former chairman of 3M, similarly built his career on his intrapreneurial pursuit of 3M's expansion into the healthcare industry. Both General Electric and 3M are long-time Cincom customers, and both are very successful.

Cincom fosters an intrapreneur ethic within our company. The result is many of our associates are empowered and enabled to become company "change agents" who are comfortable bringing new ideas forward and promoting their execution.

Cincom has created an elevating and encouraging environment that provides its talented and entrepreneurially minded people the freedom to innovate, and follows that up by supporting them with the resources to quickly bring their innovations to market. For firms like ours, innovation and speed-to-market are two ways to compete successfully against large, publicly held companies. Creating, fostering and sustaining the right environment really is an intrapreneurial imperative.

#### Intrapreneurship in Action

Cincom has supported, with economic and technical resources, expedited decision-making processes. And we have been willing to break with our traditions. Cincom has supported several initiatives that could easily have been quashed because they ran counter to the way the company had done things in the past, or they led Cincom rapidly into new businesses that were not yet really on our radar screen.

Despite a long background in working for software developers and large telecommunications firms, one of our staff brokered the marriage between Cincom's technology and customer base and the growing need to reduce the cost of customer service to create an outsource call center business.

I gave this vision my personal support by traveling to India to promote the opening of our call center business there. We then applied this model in the United States by partnering with several large U.S. companies that leverage Cincom's global IT expertise. Five years ago, we were not a player in the call center services industry. Today, call center services is a rapidly growing business for Cincom.

By allowing us to tap and leverage Cincom's brand, resources, technology and customers, Cincom – within five years – now operates 2,000 call center agent "seats" worldwide. We expect this to grow to 5,000 seats in the near future.

In such ways, we continue to find new means to leverage our resources to create new business opportunities. During our fiscal first quarter 2005, we landed a three-year, \$36 million business process services deal with an overseas telecommunications company in another business pursuit which is completely new for Cincom.

In 2001, Cincom Systems hired an entrepreneurial technology veteran as a Marketing Director for our OverC call center product offerings. Soon after, he spotted an opportunity to acquire Synchrony, a firm with best-in-class CRM technology and an incredible roster of talented developers. This opportunity would supply our company with immense new product offering potential along with a vehicle for infusion of entrepreneurial energy in another new business endeavor.

Synchrony's parent company had run into financial difficulty, and we were convinced that we should mobilize to seize the opportunity provided. We acquired the company, which quickly is becoming a successful venture. It also brought Cincom an established technology we otherwise would have incurred substantial costs and many years to develop ourselves.

### Creating an Intrapreneurial Culture

As someone who founded Cincom with "\$600 and a card table," I will always be at heart an entrepreneur. So, I could never even imagine allowing us to become a company that doesn't support creative free spirits who also seek to pursue good opportunities, and in the process build new businesses within Cincom.

However, Cincom is in many respects also a conservative company. We don't take reckless risks and all initiatives require a solid business case. For intrapreneurship to work effectively, several important considerations should be taken into account that balance risk with reward, and opportunity with difficulty.

### Listen – Always Listen

Cincom recruits team members, in part, because of their entrepreneurial spirit. Intrapreneurs above all else thrive on the freedom which fuels their innate desire to innovate. This can be a handful for a manager who doesn't understand or respect the entrepreneurial nature.

For intrapreneurship to flourish in an organization, leadership has to be willing to listen to and recognize good ideas whenever and from whomever they arise. This message must be constantly reinforced from the highest levels of the organization.

The key is creating an environment where an employee's ideas, when properly presented, are taken seriously and then be properly supported and recognized.

One never knows where good ideas will come from, especially in a corporate culture that supports intrapreneurship. An account representative could become the catalyst for revolutionizing a company's entire business strategy when presented with the ongoing opportunity to approach company leadership with a proposal.

Beyond listening, it is critical to enable people to see their own ideas through, even if they must cross over into a new functional area and push themselves past any previous company achievements or organizational structure.

### Cut the Red Tape

Cincom has created an environment where anyone can come forward with an idea on how to improve any aspect of our business. We do not care where that person fits on our organizational chart. If the idea is good, and the benefits and risks are clearly stated, that idea will get the green light—and the support it merits.

Although Cincom has a business approval process, it's efficient. Projects that deserve our support are quickly expedited. Back in 1999, for example, when it was proposed to develop a call center business, it was not necessary to wade through a lengthy buy-in process that could have taken months and perhaps missed a window of opportunity.

Companies can foster and encourage potential intrapreneurs by sending the message throughout the organization that a case properly presented, which thinks through the issues, identifies and explains what can go wrong, what can go right, and how to put contingencies in place. But, the process must be simple and flexible enough to move quickly—and then to later scale up rapidly when success develops.

## Freedom to Fail

Many entrepreneurial careers are built on a succession of minor failures, with the accumulated lessons learned from each leading to ultimate success. It is important for companies to allow for a degree of inevitable failure around new projects and initiatives without sending the message that failure is not tolerated.

Cincom provides a “freedom to fail” culture and environment. Although failure resulting from poor planning and execution is not accepted, there is no penalty for those who come forward with good ideas, assuming they’ve been well presented and competently executed.

An intrapreneurial culture must embrace constructive failure to score big victories. Many companies are filled with reliable “singles hitters” who play it safe and never really aspire to greatness. Intrapreneurs, on the other hand, swing for the fences. Sometimes they strike out, but when they connect they like to hit it big.

## Share Credit

Harry Truman once said, "It is amazing what you can accomplish if you do not care who gets the credit."

It doesn't do any good to encourage team members at all levels to bring innovative ideas to company leadership if the leaders then take those ideas and make them their own. Recognition is a key driver for us all. Leaders who seek to steal the recognition rightfully deserved by others find few followers.

So, one needs to make sure credit goes where it is due, and to share it widely. It costs nothing to admit that the \$20 million idea came from the receptionist. No one is diminished as a result, and the company is \$20 million richer for it. The receptionist becomes then even more eager to offer better future ideas. And, everyone else in the organization is encouraged to follow the lead of that receptionist, and to help to improve the organization. “Leaders deal in hope,” as Napoleon noted. But in top performing organizations, “Leadership is always plural.”

## Be Willing to Break Precedent

Every organization must have processes and rules of procedure and behavior. But when we catch ourselves saying, “We’ve never done it that way before,” or “That’s not how we do things,” we should stop and reflect on whether we are saying this out of habit, or for good reason. Chances are we may be citing a rule that may no longer be appropriate for the new conditions and situations we are now trying to intrapreneurially develop.

Maybe it's best, and even necessary, to sometimes break with past traditions and establish new precedents to respond to new opportunities. The ability to differentiate between rules needed to guide and perform within the current business and rules which may restrict success in building a new business is what discernment and opportunity awareness are all about. Going forward is always a journey. And as journeys progress we need new signposts along the way which point the way forward on the next leg of our trip. These signposts are the rules and regulations for building new businesses within existing businesses.

When we began supporting the call center model, one requirement to get it off the ground was that Cincom had to be willing to reduce its upfront charges in order to attract business. This meant accepting creative payment terms that ran counter to the way we structure our software agreements. We did so because we became convinced that this was necessary to help this new business to successfully get off the ground. As a result, we also needed to take the risks out of the way we recognized the revenues, even as we provided new ways of billing for services.

When the green light flashed to “go for” the acquisition of Synchrony, we decided to also integrate the Synchrony product with our own existing call center products. This integration would not only provide a much richer, deeper product offering, but also accelerate our speed-to-market for a full range solution, and provide a pathway forward for former customers. Journeys require maps and itineraries; but sometimes we also need to take detours and alternative routes when unusual or unexpected opportunities and situations develop, as almost always happens.

Ignite Intrapreneurs

To start a revolution of initiative and innovation, ignite the intrapreneurs and then get out of the way! Lift off generates a lot of heat.

Ignite.

Fire up!

Get out of the way!

---

Entered By: Steve Kayser  
April 16, 2007

**Title: Principles Rule: Mastering the Art of Business**

Author: Thomas Nies

Created: April 3, 2007

Cataloguer:

Copyright:

Story:

Principles Rule: Mastering the Art of Business

by Tom Nies, CEO, Cincom Systems, Inc.

Entrepreneurial success, like success in any pursuit, is about the consummate understanding and mastery of key principles and not about following rules. A rule states, “You must do it this way.” A principle says, “This works – and usually works well – and has done so through all remembered time.” The difference is crucial.

A rule states, “You must do it this way.”

A principle says, “This works – and usually works well –

and has done so through all remembered time.”

The difference is crucial.

The anxious and inexperienced try to follow rules. The rebellious, unschooled and ignorant break rules – usually unwittingly so. Worse still, all of these types of practitioners try to succeed focusing upon only subsets of situations without realizing how all of the forces at work interact in both conflicting and supporting ways.

But the master of an art, any art, develops mastery over the form of the art using time-tested and time-proven principles.

Mastery of the art should be the ideal of every entrepreneur.

**Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector**

Machiavelli and a host of others have written about the ways and wiles of princes, but not in a manner that is of best use in a world of free enterprise. Locke has impactfully written on the rights of popular assemblies against kings, but how does this help businesses to compete against a host of alternatives?

In similar ways, the teachings on business, commerce, marketing and sales by many fine authors who have never been entrepreneurs – as valuable as they may be – must be accommodated to the world of the entrepreneur as each tries to build one's own future.

Differentiation is as important as innovation

In these processes, one most surely will focus upon innovation of some type. But, every successful entrepreneur well knows that differentiation is at least as important, maybe even more so, as is innovation. Innovation focuses upon the provider's offerings; differentiation focuses upon the value, satisfaction, utility, or delight that the innovation provides to the customer.

Innovation without differentiation seldom produces optimal appeal to potential customers or best results for the seller. Commerce, entrepreneurship, and our personal undertakings have much in common.

It might even be said that each of us in our own way and everyday living is a type of entrepreneur. We see and seek various opportunities that we hope will satisfy various wants and needs we may have – and we then pursue these opportunities and possibilities using various ways and means that are consistent with our values and our ethical and moral standards. And, as free persons, we tend to pursue those things that we want to achieve. And the more we desire or love what we are trying to accomplish, the better and more eager we will become in that pursuit.

What the pursuit of happiness is all about

Sure, we want to succeed in those pursuits, but we also want to do so in ways that we will feel good about and which we trust will help us to become a better, happier, and more fulfilled person. That's what the American ideal of the "pursuit of happiness" is all about. But, happiness is seldom achieved in the doing or pursuit of something one does not feel deeply about.

In our various pursuits, we each are both a theorist and a pragmatist. Our difficulties arise in relating one to another. We must at the same time be persons of thought, and persons of action. The more thorough the thought, the better are the probabilities that the choices we make and the actions we effect will be correct ones. And the more energetic the actions, the more clearly must become the thought processes, lest we wear ourselves to exhaustion in bad choices, ways, and means, all of which produce little positive results.

Uniting the "is now" with the "ought to be" and the "will be."

Sometimes, maybe most times, we start only with the vaguest and murkiest of ideas, and refine or clarify them as we become engaged in the pursuit. But, the degree of entrepreneurial talent is largely determined by how well one is able to unite into a sound synthesis of theory and practice, ends and means, and the "is now" with the "ought to be" and the perseverance to have these become fashioned into that "will be" of the future which changes everything about one's self, and one's situation.

"Commanding Knowledge" is not an extended awareness into every nook, cranny, and crevice of the situation.

It means thorough knowledge of everything germane and relevant.

**Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector**

The difference is crucial. In these endeavors, one must possess a commanding knowledge of one's field, the setting and the situations. Problems are always opportunities in disguise, but one must thoroughly understand the problems before one can provide unique or preferred solutions. But, "commanding knowledge" does not mean an extended awareness into every nook and cranny and every crevice of an existent situation. Rather, it means thorough knowledge of everything germane and relevant.

Thus, each of us largely also crafts our own self forward as we seek to accomplish our professional pursuits. But, we do not do so alone – or in a vacuum. Many forces are always at work – some are friendly and helpful, and others are antagonistic and hurtful.

Constraints conspire to inspire

But, the greatest achievers usually find conflicts, difficulties, obstacles, and obstructions to be somehow useful. The more resistant the opposing forces, the stronger become the muscle that strains against them. This is also true for our professional competencies. Among the best and brightest, constraints don't inhibit creativity and resourcefulness; they encourage, stimulate, and inspire them.

Too often antagonistic and hurtful forces conspire with their own inadequacies and limitations to undermine the efforts of achieving-oriented persons. Success demands that these "resistances" be somehow overcome, or better still, be used to achieve goals

Since all of this involves a great number of human beings, the entrepreneurial genius lies heavily in developing a realistic and astute view and understanding of human nature.

The first such understanding is the realization that human nature is protean to the ultimate. The next understanding is that we humans are mixtures of extremes, and not a blended average. We each are as good as the best that we have done, and as bad as the worst.

So, a successful entrepreneur, like anyone who is able to positively and constructively interact with others, has neither a utopian nor a pessimistic view of human beings. Rather, they know that people are a mixture of

- good and bad,
- generosity and greed,
- selfishness and magnanimity,
- ignorance and enlightenment,
- stupidity and cleverness, and
- kindness and ruthlessness.

And an almost endless variety of contraries with the less-becoming elements of our makeup are too often predominant.

In this baffling mixture of traits that seems to be always changing with situation and circumstance, we must somehow function, making our lives, as we try to make our living. This ceaseless effort to make our living makes us. Just as we are shaped by our environments, and by others, we each also further shape, in various ways, the environment we inhabit, and the others with whom we interdependently interact.

**Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector**

The world is full of immediate possibilities and restraining practicalities. And this is as it must be. We want, and need, the liberty and freedom to pursue our own heart's delight. But, there must be laws, rules, regulations and codes of conduct that restrain and regulate each of us lest we damage the liberties and freedoms that others also, by right, are entitled to have and to enjoy.

Honor. Integrity. Conscience. Ethics. Values. Morals.

All of these are at the same time both regulators and energizers.

Each entrepreneur will seek to lead an organization that reflects the substance, style, and structure that is consistent with each one's own visions and values. The better and clearer those visions and values become, the more attractive and energizing they become to those who the entrepreneur must both attract and lead. And this attractiveness must be both a magnetic attractiveness and an appealing attraction as well. Both meanings of attractiveness must prevail.

Trust builds relationships; execution builds results.

Trust is, and always will be, the coin of the realm.

Businesses must attract customers, staff, and capital. In these attractions, trust is the coin of the realm. So, trust must never be depreciated or violated in any way. In the various halls and rooms of Cincom's offices throughout the world, we feature a poster that succinctly advises that, "Trust Builds Relationships; Execution Builds Results."

Trust and respect are twin imperatives of all success, and of all positive, constructive relationships.

In the end

Results determine whether a business succeeds or fails. Results are driven by productivity. Productivity is a principle cast in iron. Production must be greater than costs. Pragmatism and excellence of execution are both essential. But, so too is everything else upon which trust and respect are created.

Productivity is a principle cast in iron.

Production must be greater than costs.

Principles rule.

Mastery of the entrepreneurial art is a difficult yet noble pursuit. Entrepreneurs have always changed the world for the better in many ways, large and small. Along the way all will face adversity, triumphs, and tragedies. When struggling or in doubt ...

Go back to the beginning

And remember ... "principles rule."

The master of business and the entrepreneurial art uses time-tested and time-proven principles.

END:

About Tom Nies

Thomas M. Nies is the founder and CEO of Cincom Systems, Inc. Since its founding in 1968, Cincom has matured into one of the largest international, independent software companies in the



world. Cincom's client base spans communications, financial services, education, government, manufacturing, retail, healthcare and insurance. Cincom is one of the most experienced software companies in the world, with 40 offices on five continents.

The longest actively serving CEO in the computer industry, Nies was recognized by President Ronald Reagan in 1984 as "the epitome of the entrepreneurial spirit of American business." In 1992, British Prime Minister Edward Heath honored Nies for Cincom's role in bringing the software industry to England. In 1995, he was profiled by the Smithsonian Institute as one of the "pioneers of the software industry," alongside other industry giants such as Bill Gates (Microsoft) and Larry Ellison (Oracle). In 2004, Ernst & Young inducted Nies into its Entrepreneur of the Year Hall of Fame. In 2005, along with the CEO of Adobe, Nies won the International Stevie Award for Best Executive in the International Business Awards – "the business world's own Oscars," according to the New York Post. In 2005, Nies also received the University of Cincinnati Lifetime Achievement award and in 2006, was named as one of the Top Ten IT Visionaries by START-IT magazine.

Nies holds a bachelor's degree in Marketing and a master's degree in Finance from the University of Cincinnati and has served on the Board of Directors of the Federal Reserve Bank of Cleveland, one of 12 regional banks that, along with the Board of Governors in Washington, D.C., comprise the Federal Reserve System. He has also served on the Cincinnati Symphony Orchestra Board. Nies has been a featured speaker at many conferences throughout the United States, Japan, Australia, Canada, Europe and South America; has been interviewed by various television hosts; and has been featured in numerous articles and interviews in various worldwide publications.

software industry to England. In 1995, he was profiled by the Smithsonian Institute as one of the "pioneers of the software industry," alongside other industry giants such as Bill Gates (Microsoft) and Larry Ellison (Oracle). In 2004, Ernst & Young inducted Nies into its Entrepreneur of the Year Hall of Fame. In 2005, along with the CEO of Adobe, Nies won the International Stevie Award for Best Executive in the International Business Awards – "the business world's own Oscars," according to the New York Post. In 2005, Nies also received the University of Cincinnati Lifetime Achievement award and in 2006, was named as one of the Top Ten IT Visionaries by START-IT magazine.

Nies holds a bachelor's degree in Marketing and a master's degree in Finance from the University of Cincinnati and has served on the Board of Directors of the Federal Reserve Bank of Cleveland, one of 12 regional banks that, along with the Board of Governors in Washington, D.C., comprise the Federal Reserve System. He has also served on the Cincinnati Symphony Orchestra Board. Nies has been a featured speaker at many conferences throughout the United States, Japan, Australia, Canada, Europe and South America; has been interviewed by various television hosts; and has been featured in numerous articles and interviews in various worldwide publications.

---

Entered By: Steve Kayser  
April 16, 2007

## Documents

**Title:** Data base: before you invest, investigate  
**Author:**  
**Created:** 1968  
**Publisher:** Cincom  
**Donated By:** Cincom  
**Filename:** doc-43dec98ec5990.pdf (Size: 416 KB)

Pages: 1

Cataloguer: 2006-01-30 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement for TOTAL, Cincom's "complete integrated data base management system," 1968.

Accession: 062304180

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

January 30, 2006

**Title: The Cincom Philosophy**

Author:

Created: 1968

Publisher: Cincom

Donated By: Cincom

Filename: doc-43dec76149161.pdf (Size: 667 KB)

Pages: 1

Cataloguer: 2006-01-30 Sarah Wilson

Copyright:

Description:

One page "basic philosophy" of Cincom in 1968.

Accession: 062304178

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

January 30, 2006

**Title: TOTAL: the database management system**

Author:

Created: 1968

Publisher: Cincom

Donated By: Cincom

Filename: doc-43dec8c3bbd51.pdf (Size: 573 KB)

Pages: 1

Cataloguer: 2006-01-30 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement for TOTAL, Cincom's "complete integrated data base management system," 1968.

Accession: 062304179

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

January 30, 2006

**Title: Cincom Systems now leads in the world of Data Base and On-Line Control Systems**

Author:

Created: 1970

Publisher: Cincom

Donated By: Cincom

Filename: doc-43decb084df83.pdf (Size: 491 KB)

Pages: 1

Cataloguer: 2006-01-30 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement for TOTAL, Cincom's "complete integrated data base management system," 1970.

Accession: 062304182

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

January 30, 2006

**Title: TOTAL: the database management system**

Author:

Created: 1970

Publisher: Cincom

Donated By: Cincom

Filename: doc-43deca4f83ae1.pdf (Size: 560 KB)

Pages: 1

Cataloguer: 2006-01-30 Sarah Wilson

Copyright:

Description:

One page advertisement for TOTAL, Cincom's "complete integrated data base management system," 1970.

Accession: 062304181

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

January 30, 2006

**Title: An Introduction to ENVIRON/1**

Author:

Created: 1971

Publisher: Cincom

Donated By: Cincom

Filename: doc-43e24edb13601.pdf (Size: 10.17 MB)

Pages: 24

Cataloguer: 2006-02-02 Sarah Wilson

Copyright: Cincom

Description:

An Introduction to ENVIRON/1, a Cincom system.

Accession: 062304185

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
February 2, 2006

**Title: Data Base Administration**

Author:  
Created: 1971  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-43e163e110eef.pdf (Size: 3.21 MB)  
Pages: 12  
Cataloguer: 2006-01-30 Sarah Wilson  
Copyright: Cincom  
Description:  
Document describing the role of a Data Base Administrator.  
Accession: 062304184  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
February 1, 2006

**Title: [Notes from a presentation; overview of Cincom, products]**

Author: unknown  
Created: 1971  
Publisher:  
Donated By: Cincom  
Filename: doc-43e1621aa0f9f.pdf (Size: 737 KB)  
Pages: 3  
Cataloguer: 2006-01-30 Sarah Wilson  
Copyright:  
Description:  
Notes from a presentation, overview of Cincom, products.  
Accession: 062304183  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
February 1, 2006

**Title: The "Why" and Criteria of Data Base Management Systems**

Author:  
Created: 1971  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-43e3a15924775.pdf (Size: 4.13 MB)  
Pages: 12  
Cataloguer: 2006-02-02 Sarah Wilson  
Copyright: Cincom  
Description:

The "Why" and Criteria of Data Base Management Systems.

Accession: 062304187

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

February 3, 2006

**Title: TOTAL Installation Plan**

Author:

Created: 1971

Publisher: Cincom

Donated By: Cincom

Filename: doc-43e39ed492548.pdf (Size: 1.70 MB)

Pages: 8

Cataloguer: 2006-02-02 Sarah Wilson

Copyright: Cincom

Description:

A teaching aid to guide customers in the correct utilization of TOTAL products by fully structuring the entire installation.

Accession: 062304186

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

February 3, 2006

**Title: Management Information Systems. Is this the impossible dream?**

Author:

Created: 1972

Publisher: Cincom

Donated By: Cincom

Filename: doc-43e3a7f0a36b1.pdf (Size: 1.66 MB)

Pages: 8

Cataloguer: 2006-02-02 Sarah Wilson

Copyright: Cincom

Description:

Promotional material for Cincom's Management Information Systems.

Accession: 062304190

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

February 3, 2006

**Title: The Cincommunity**

Author:

Created: 1972

Publisher: Cincom

Donated By: Cincom

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Filename: doc-43e3a226072b1.pdf (Size: 475 KB)  
Pages: 1  
Cataloguer: 2006-02-02 Sarah Wilson  
Copyright: Cincom  
Description:  
One page advertisement for TOTAL and ENVIRON/1, 1972.  
Accession: 062304188  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
February 3, 2006

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

Author:  
Created: 1972  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-43e3ac3e77791.pdf (Size: 2.44 MB)  
Pages: 8  
Cataloguer: 2006-02-02 Sarah Wilson  
Copyright: Cincom  
Description:  
Promotional material for TOTAL and ENVIRON/1, 1972.  
Accession: 062304191  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
February 3, 2006

**Title: The "TOTAL" data base management system**

Author:  
Created: 1973  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-43e3ad442bca0.pdf (Size: 4.73 MB)  
Pages: 15  
Cataloguer: 2006-02-02 Sarah Wilson  
Copyright: Cincom  
Description:  
Overview of the TOTAL data base management system.  
Accession: 062304192  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
February 3, 2006

**Title: Cincom's Data Dictionary**

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Author:  
Created: 1974  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-43e3b0fbe555f.pdf (Size: 3.89 MB)  
Pages: 8  
Cataloguer: 2006-02-02 Sarah Wilson  
Copyright: Cincom  
Description:  
Promotional material describing the data dictionary as a descriptive, logistical, predictive, and operational tool.  
Accession: 062304193  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Resolution:  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
February 3, 2006

**Title: Meet the Family**

Author:  
Created: 1974  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-43e3b49d6db57.pdf (Size: 2.21 MB)  
Pages: 8  
Cataloguer: 2006-02-02 Sarah Wilson  
Copyright: Cincom  
Description:  
Promotional material about The Total Information Management Environment: The Cincom Systems Family of Component Software Systems.  
Accession: 062304197  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
February 3, 2006

**Title: TOTAL Fact Sheet**

Author:  
Created: 1974  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-43e3b68c10ef2.pdf (Size: 773 KB)  
Pages: 2  
Cataloguer: 2006-02-02 Sarah Wilson  
Copyright: Cincom  
Description:  
Two TOTAL fact sheets; one for PDP 11 single-task, one for PDP 11 multi-task.  
Accession: 062304199  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
February 3, 2006

**Title: TOTAL Power: to maximize your PDP 11**

Author:

Created: 1974

Publisher: Cincom

Donated By: Cincom

Filename: doc-43e3b7eac3282.pdf (Size: 4.18 MB)

Pages: 12

Cataloguer: 2006-02-02 Sarah Wilson

Copyright: Cincom

Description:

Promotional material about Cincom's TOTAL Power to maximize the PDP 11.

Accession: 062304200

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
February 3, 2006

**Title: The Cincom City Enterprise**

Author:

Created: March 8, 1974

Publisher: Cincom

Donated By: Cincom

Filename: doc-43e3b1f588903.pdf (Size: 1.83 MB)

Pages: 3

Cataloguer: 2006-02-02 Sarah Wilson

Copyright: Cincom

Description:

Newsletter "issued by and for the people of Cincom City, wherever that and they may be" Vol. 1 No. 1, March 8, 1974.

Accession: 062304194

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Resolution:

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
February 3, 2006

**Title: The Cincom City Enterprise**

Author:

Created: August 16, 1974

Publisher: Cincom

Donated By: Cincom

Filename: doc-43e3b2aa57bc2.pdf (Size: 2.38 MB)

Pages: 4

Cataloguer: 2006-02-02 Sarah Wilson



Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Copyright: Cincom

Description:

Newsletter "issued by and for the people of Cincom City, wherever that and they may be" Vol. 1  
No. 22, August 16, 1974.

Accession: 062304195

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

February 3, 2006

**Title: The Cincom City Enterprise**

Author:

Created: September 13, 1974

Publisher: Cincom

Donated By: Cincom

Filename: doc-43e3b39cb963f.pdf (Size: 2.42 MB)

Pages: 4

Cataloguer: 2006-02-02 Sarah Wilson

Copyright: Cincom

Description:

Newsletter "issued by and for the people of Cincom City, wherever that and they may be" Vol. 1  
No. 26, September 13, 1974.

Accession: 062304196

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

February 3, 2006

**Title: Diligence is the Mother of Good Fortune**

Author:

Created: 1975

Publisher: Cincom

Donated By: Cincom

Filename: doc-440892ccbbd78.pdf (Size: 5.84 MB)

Pages: 16

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

The story of Cincom Systems, Inc.

Accession: 062304204

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: Successful Real-Time Management Information Systems!**

Author:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Created: 1975  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-4408956ed1ce0.pdf (Size: 4.80 MB)  
Pages: 8  
Cataloguer: 2006-03-03 Sarah Wilson  
Copyright: Cincom  
Description:  
Promotional material about Cincom's Successful Real-Time Management Information Systems.  
Accession: 062304205  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: TOTAL Japan**

Author:  
Created: 1975 ca.  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-4458014ea4dcd.pdf (Size: 29.21 MB)  
Pages: 93  
Cataloguer: 2006-05-01 Sarah Wilson  
Copyright: Cincom  
Description:  
Promotional material about Cincom's TOTAL (in Japanese).  
Accession: 062304206  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
May 2, 2006

**Title: Cincom TOTAL**

Author:  
Created: 1976  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-4408af0246a52.pdf (Size: 9.80 MB)  
Pages: 20  
Cataloguer: 2006-03-03 Sarah Wilson  
Copyright: Cincom  
Description:  
Promotional material about Cincom's TOTAL.  
Accession: 062304211  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: Consider Cincom**

Author:

Created: 1976

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408a2ab3a705.pdf (Size: 730 KB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright:

Description:

One page advertisement "We offer an interactive, on-line data base query facility so easy to use - it's almost child's play"

Accession: 062304208

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: ENVIRON/1**

Author:

Created: 1976

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408aa1cef1a3.pdf (Size: 4.86 MB)

Pages: 16

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

Promotional material about Cincom's ENVIRON/1.

Accession: 062304209

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: Have a good 1976! (calendar)**

Author:

Created: 1976

Publisher: Cincom

Donated By: Cincom

Filename: doc-440899ebca7b2.pdf (Size: 10.47 MB)

Pages: 13

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

Cincom 1976 calendar.

Accession: 062304207

Scan location:

Scanned, PDF created by someone other than Sarah Wilson.

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: SOCRATES**

Author:

Created: 1976

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408acc95f117.pdf (Size: 3.87 MB)

Pages: 12

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

Promotional material about SOCRATES, Cincom's information retrieval system.

Accession: 062304210

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: The Cincom Linkage**

Author:

Created: 1977

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408b42ee7c93.pdf (Size: 4.26 MB)

Pages: 8

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

Newsletter for Cincom users. Summer 1977.

Accession: 062304212

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: [Cincom promotional material, in Arabic]**

Author:

Created: 1978

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408b58415d11.pdf (Size: 1.63 MB)

Pages: 4

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Promotional material, in the Arabic language.

Accession: 062304213

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: Consider Cincom**

Author:

Created: 1978

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408c99749162.pdf (Size: 626 KB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement "We provide data base and on-line software designed specifically for the needs of the 80's"

Accession: 062304221

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: Consider Cincom**

Author:

Created: 1978

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408cafb15d0f.pdf (Size: 665 KB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement "We support data base and on-line software on every continent except Antarctica"

Accession: 062304222

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: Manufacturing Resource Planning System**

Author:

Created: 1978

Publisher: Cincom

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Donated By: Cincom  
Filename: doc-4408bc3a97362.pdf (Size: 11.84 MB)  
Pages: 20  
Cataloguer: 2006-03-03 Sarah Wilson  
Copyright: Cincom  
Description:  
Promotional material about Cincom's Manufacturing Resource Planning System (MRPS).  
Accession: 062304217  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Resolution:  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: MRPS - Cincom's Manufacturing Control System**

Author:  
Created: 1978  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-4408bdd61842c.pdf (Size: 504 KB)  
Pages: 1  
Cataloguer: 2006-03-03 Sarah Wilson  
Copyright: Cincom  
Description:  
One page advertisement for Cincom's MRPS.  
Accession: 062304218  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: Series 80 MANTIS Application Development System**

Author:  
Created: 1978  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-4408c41da36b0.pdf (Size: 4.22 MB)  
Pages: 10  
Cataloguer: 2006-03-03 Sarah Wilson  
Copyright: Cincom  
Description:  
Promotional material about Series 80 MANTIS Application Development System.  
Accession: 062304219  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: Total Information System - The Next Generation in Software**

Author:

Created: 1978

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408c4d99256b.pdf (Size: 10.00 MB)

Pages: 24

Cataloguer: 2006-03-03 Sarah Wilson

Copyright:

Description:

Promotional material about Total Information System - The Next Generation in Software.

Accession: 062304220

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: The Cincom Linkage**

Author:

Created: March 1978 ca.

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408b843861f2.pdf (Size: 4.42 MB)

Pages: 8

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

Newsletter for Cincom users. Spring 1978.

Accession: 062304214

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: The Cincom Linkage**

Author:

Created: June 1978 ca.

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408b8eecedfb.pdf (Size: 7.73 MB)

Pages: 12

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

Newsletter for Cincom users. Summer 1978.

Accession: 062304215

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: Manufacturing Material Planning System**

Author:  
Created: 1979  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-4408ba35b4820.pdf (Size: 10.18 MB)  
Pages: 31  
Cataloguer: 2006-03-03 Sarah Wilson  
Copyright: Cincom  
Description:  
Promotional material about Cincom's Manufacturing Material Planning System (MMPS).  
Accession: 062304216  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: CincomWorld**

Author:  
Created: January 1979  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-4408cd8315d11.pdf (Size: 5.74 MB)  
Pages: 12  
Cataloguer: 2006-03-03 Sarah Wilson  
Copyright: Cincom  
Description:  
Newsletter published monthly for employees of Cincom Systems, Inc. Volume 1 Number 1  
January 1979. Cover caption: Where the Money Goes - An in-depth look at the Cincom dollar.  
Accession: 062304224  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: CincomWorld**

Author:  
Created: February 1979  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-4408cbf22e3af.pdf (Size: 7.20 MB)  
Pages: 15  
Cataloguer: 2006-03-03 Sarah Wilson  
Copyright: Cincom  
Description:



Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Newsletter published monthly for employees of Cincom Systems, Inc. Volume 1 Number 2  
February 1979. Cover caption: The Changing Face of Education - Who's responsible and why's it  
happening now?

Accession: 062304223

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: Cincom Redefines the Data Dictionary Concept**

Author:

Created: 1980

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408d086b2112.pdf (Size: 9.00 MB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright:

Description:

One page advertisement for Series 80 Data Control System.

Accession: 062304226

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: MRPS**

Author:

Created: 1980

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408d3206663b.pdf (Size: 435 KB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement "Six reasons why Cincom's MRPS is the superior software solution to  
your manufacturing control problems"

Accession: 062304227

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: MRPS**

Author:

Created: 1982

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Publisher: Cincom  
Donated By: Cincom  
Filename: doc-4408e56baabe1.pdf (Size: 474 KB)  
Pages: 1  
Cataloguer: 2006-03-03 Sarah Wilson  
Copyright: Cincom  
Description:  
One page advertisement "If Noah had known about MRPS, Cincom's Manufacturing Control System, he could have increased inventory accuracy to 95%"  
Accession: 062304231  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: TIS**

Author:  
Created: 1982  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-4408e31ed6b01.pdf (Size: 340 KB)  
Pages: 1  
Cataloguer: 2006-03-03 Sarah Wilson  
Copyright: Cincom  
Description:  
One page advertisement "TIS wins industry's highest technology award"  
Accession: 062304229  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: ULTRA**

Author:  
Created: 1982  
Publisher: Cincom  
Donated By: Cincom  
Filename: doc-4408e3ccb2111.pdf (Size: 361 KB)  
Pages: 1  
Cataloguer: 2006-03-03 Sarah Wilson  
Copyright:  
Description:  
One page advertisement "High performance is just one of the many benefits of the ULTRA INTERACTIVE DATA BASE SYSTEM"  
Accession: 062304230  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Scan location:  
\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: MANAGE USER SERIES**

Author:

Created: 1984

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408e6ee61801.pdf (Size: 352 KB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright:

Description:

One page advertisement "New from Cincom: the MANAGE USER SERIES... Mainframe personal computing power with DP control"

Accession: 062304232

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: MANTIS**

Author:

Created: 1984

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408e8ede5561.pdf (Size: 180 KB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement "If MANTIS can't double your programmer productivity in 60 days, Cincom will give you double your money back"

Accession: 062304235

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: NET/MASTER**

Author:

Created: 1984

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408e838358eb.pdf (Size: 523 KB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement "Introducing NET/MASTER from Cincom Systems"

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Accession: 062304234

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: The New Cincom**

Author:

Created: 1984

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408e78edb91f.pdf (Size: 3.08 MB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement "The New Cincom: 10 reasons why we're the only software vendor you'll ever need"

Accession: 062304233

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: Cincom, Ashton-Tate Sign Cooperative Marketing Agreement**

Author: Sandra Smith

Created: June 26, 1986

Publisher: Cincom Systems, Inc.

Donated By: Ed Esber

Filename: doc-46a7a85ab9778.pdf (Size: 1.15 MB)

Pages: 4

Cataloguer:

Copyright:

Description:

Press Release announcing that CINCOM and Ashton-Tate signed a cooperative marketing agreement under which the two firms will conduct joint marketing projects, and provide referrals to each other for customers and prospects.

The agreement involves products such as CINCOM's PC CONTACT, an interactive mainframe-microcomputer communications link, and Ashton-Tate's dBASE III PLUS, the industry-standard relational database management system for 16-bit microcomputers, and Framework II, an integrated software package that combines advanced word processing and spreadsheet with ancillary functions.

---

Entered By: Luanne Johnson

July 25, 2007

Related Events

---

Cincom signs a joint marketing agreement with Ashton-Tate

**Title: Cincom Brings the World to Cincinnati**

Author:

Created: 1988

Publisher:

Donated By: Cincom

Filename: doc-4408e9cba36b0.pdf (Size: 1.22 MB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

"Cincom Brings the World to Cincinnati. First Concorde Landing June 10, 1988"

Accession: 062304236

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: THE CASE ENVIRONMENT**

Author:

Created: 1988

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408eb10331d2.pdf (Size: 203 KB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement "The Best CASE Tools. One Integrated Solution."

Accession: 062304238

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: COMPREHENSIVE PLANNING & CONTROL SYSTEM**

Author:

Created: 1990

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408ec4ff3fc1.pdf (Size: 267 KB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement "Sound Systems - Orchestrate your business with CPCS"

Accession: 062304240

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Entered By: Sarah Wilson  
March 3, 2006

**Title: CONTROL: Manufacturing**

Author:

Created: 1990

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408ee037026b.pdf (Size: 236 KB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright:

Description:

One page advertisement "In comparison after comparison, in company after company, in country after country, the choice is CONTROL: Manufacturing"

Accession: 062304242

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: SUPRA**

Author:

Created: 1990

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408ed4837ff2.pdf (Size: 7.27 MB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

One page advertisement "Truer Blue - SUPRA High Performance Relational DBMS"

Accession: 062304241

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson  
March 3, 2006

**Title: CONTROL: Manufacturing**

Author:

Created: 1992

Publisher: Cincom

Donated By: Cincom

Filename: doc-4408eea4a36b2.pdf (Size: 185 KB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright: Cincom

Description:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

One page advertisement "CONTROL: Manufacturing opens your window of opportunity in today's global marketplace"

Accession: 062304243

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

**Title: Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence. Part 1 of 4.**

Author:

Created: 1993

Publisher: Cincom

Donated By: Cincom

Filename: doc-435541f1a389d.pdf (Size: 15.81 MB)

Pages: 52

Cataloguer: 10/17/2005 Sarah Wilson

Copyright:

Description:

Pages 1 through 50 of a hardback book, published in 1993 to celebrate Cincom's 25th anniversary.

Accession: 062304059

Dimensions: 11 x 8.5 in.

Scan location:

\\Archive\projects\ITCHP\Cincom\source\cincom.book\_couragecreativitycommitment.1993.062304059

---

Entered By: Sarah Wilson

October 18, 2005

**Title: Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence. Part 2 of 4.**

Author:

Created: 1993

Publisher: Cincom

Donated By: Cincom

Filename: doc-435544dede202.pdf (Size: 14.73 MB)

Pages: 50

Cataloguer: 10/17/2005 Sarah Wilson

Copyright: Cincom

Description:

Pages 51 through 100 of a hardback book, published in 1993 to celebrate Cincom's 25th anniversary.

Accession: 062304059

Dimensions: 11 x 8.5 in.

Scan location:

\\Archive\projects\ITCHP\Cincom\source\cincom.book\_couragecreativitycommitment.1993.062304059

---

Entered By: Sarah Wilson

October 18, 2005

**Title: Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence. Part 3 of 4.**

Author:

Created: 1993

Publisher: Cincom

Donated By: Cincom

Filename: doc-43554ae6d6cd9.pdf (Size: 14.85 MB)

Pages: 50

Cataloguer: 10/17/2005 Sarah Wilson

Copyright: Cincom

Description:

Pages 101 through 150 of a hardback book, published in 1993 to celebrate Cincom's 25th anniversary.

Accession: 062304059

Dimensions: 11 x 8.5 in.

Scan location:

\\Archive\projects\ITCHP\Cincom\source\cincom.book\_couragecreativitycommitment.1993.062304059

-----  
Entered By: Sarah Wilson

October 18, 2005

**Title: Courage Creativity and Commitment: 25 Years in the Pursuit of Excellence. Part 4 of 4.**

Author:

Created: 1993

Publisher: Cincom

Donated By: Cincom

Filename: doc-43554d6a2be75.pdf (Size: 15.08 MB)

Pages: 50

Cataloguer: 10/17/2005 Sarah Wilson

Copyright: Cincom

Description:

Pages 151 through the end of a hardback book, published in 1993 to celebrate Cincom's 25th anniversary.

Accession: 062304059

Dimensions: 11 x 8.5 in.

Scan location:

\\Archive\projects\ITCHP\Cincom\source\cincom.book\_couragecreativitycommitment.1993.062304059

-----  
Entered By: Sarah Wilson

October 18, 2005

**Title: Cincom Honored by Smithsonian**

Author:

Created: August 30, 1995

Publisher:

Donated By: Cincom

Filename: doc-4408efb515d11.pdf (Size: 1.59 MB)

Pages: 1

Cataloguer: 2006-03-03 Sarah Wilson

Copyright:



Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Description:

"Cincom Honored by Smithsonian [for] ...the role of Cincom and the Chairman, Thomas M. Nies, in the evolution of the computer software industry"

Accession: 062304245

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Scan location:

\\Archive\projects\ITCHP\Cincom

---

Entered By: Sarah Wilson

March 3, 2006

Related Events

---

Smithsonian profiles Tom Nies

**Title: The Cincom Story [Liner Notes]**

Author:

Created: March 2004

Publisher: Cincom Systems, Inc.

Donated By: Cincom Systems, Inc.

Filename: doc-4357f7bf9c351.pdf (Size: 600 KB)

Pages: 3

Cataloguer:

Copyright: Cincom Systems, Inc.

Description:

Liner notes for The Cincom Story: The World's Most Experienced Software Company.

Promotional video CD.

---

Entered By: Luanne Johnson

October 20, 2005

**Title: Management First Interview with Tom Nies**

Author:

Created: February 2005

Publisher: Management First

Donated By: Cincom

Filename: doc-42d9673797534.pdf (Size: 142 KB)

Pages: 8

Cataloguer:

Copyright: Management First

Description:

Interview conducted with Tom Nies by Management First magazine in February, 2005.

---

Entered By: Luanne Johnson

July 16, 2005

## References

**Title: Nies, Thomas M., Video Oral History**

Author: David Allison

Created: 1995

Publisher: National Museum of American History

Cataloguer:

Copyright: National Museum of American History

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Reference:

Transcript of a Video Oral History Interview with Mr. Thomas M. Nies, Founder and Chief Executive Officer, Cincom Systems, Inc. and the longest-serving CEO in the Computer Industry.

Interviewed by David K. Allison, Division of Computers, Information & Society, National Museum of American History, Smithsonian Institution

<http://www.americanhistory.si.edu/collections/comphist/nies.htm>

---

Entered By: Luanne Johnson

June 14, 2005

Related Events

---

Agreement with Honeywell

Initial product development was all self-funded

Joins Digital's Cooperative Marketing Program

Smithsonian profiles Tom Nies

Ventures Group established

**Title: Nies, Thomas M. "Cincom Systems."**

Author: Luanne Johnson

Created: January 2002

Publisher: IEEE Annals of the History of Computing

Cataloguer:

Copyright: IEEE Annals of the History of Computing

Reference:

Nies, Thomas M. "Cincom Systems." IEEE Annals of the History of Computing, Vol. 24, No. 1 (January-March 2002): 37-38.

---

Entered By: Luanne Johnson

June 14, 2005

Related Events

---

Cincom becomes one of the largest software organizations

Cincom founded

TOTAL formally released

**Title: The Cincom Story**

Author: Cincom Systems, Inc.

Created: March 2004

Publisher: Cincom Systems, Inc.

Cataloguer:

Copyright:

Reference:

The Cincom Story: The World's Most Experienced Software Company. Promotional video CD.

---

Entered By: Luanne Johnson

October 20, 2005

Related Events

---

35th anniversary

Cincom brings the Concorde to Cincinnati

Cincom founded

DISA designates Cincom as its vendor of choice

First technical support office  
First to organize national users conference  
Regional support centers established  
Smithsonian profiles Tom Nies  
SUPRA receives highest national rating from Dr. Codd  
Technical Support Centers initiated  
TIS wins Outstanding IT Award  
Tom Nies praised by President Reagan

**Title: Cincom Systems' Total**

Author: Thomas M. Nies

Created: 2009

Publisher: IEEE Annals of the History of Computing

Cataloguer:

Copyright: IEEE Annals of the History of Computing

Reference:

Nies, Thomas M. "Cincom Systems' Total." IEEE Annals of the History of Computing, Vol. 31, No. 4 (October-December 2009): 55-61.

---

Entered By: Luanne Johnson

February 16, 2010

Related Events

---

Agreement with Honeywell

Becomes operational in Europe

Cincom founded

Cincom receives \$25 million award from ICP

First to provide integrated DB/DC software

Major investment made in R&D to create a new line of products

SUPRA receives highest national rating from Dr. Codd

TOTAL formally released

## Discussions

### Cincom's competitors

Posted by: LuanneJ (IP Logged)

Date: October 31, 2005 03:29PM

There were a number of independent software companies offering DBMS systems in the 1970s: Software AG, Cullinane, MRI, ADR, etc. Which companies were the most significant competitors to Cincom? What characteristics of Cincom's products/services offered a competitive advantage over these other companies? What were the significant factors when Cincom lost to them?

### Cincom's presence in the manufacturing industry

Posted by: LuanneJ (IP Logged)

Date: October 31, 2005 03:29PM

Manufacturing companies appear to have been a strong market for Cincom products representing a significant percentage of the company's revenues for much of its early years. What factors led to this strong presence in the manufacturing marketplace? Did the early use of databases to support bill-of-materials processing establish a groundwork that persisted over the years? Was it an outcome of Cincom's relationship with DEC and DEC's strong presence in manufacturing?

**Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector**

Was this a consistently strong market for Cincom or did it vary over the years as Cincom's product line evolved?

**Descriptions of Cincom's products**

Posted by: LuanneJ (IP Logged)

Date: October 31, 2005 03:27PM

The timeline contains lots of references to various products that Cincom developed over the years. For the benefit of those viewing this information who are may not be familiar with the features of these products, it would be very helpful to have some brief descriptions of: TOTAL, MANTIS, ENVIRON/1, SOCRATES, SUPRA, TIS, CONTROL, SPECTRA and any other products that Cincom marketed through its long life. Were any of these offered as add-on features to the original database product, TOTAL? Were they replacements for TOTAL as database technology evolved? How did the various products in the product line fit together?

# Cullinane Corporation

## Company Details

**Name:** Cullinane Corporation  
**Sector:** [Database Management Software Products](#)

### Description

Cullinane Corporation was founded by John Cullinane in Boston, MA in 1968 with the intent to repackage and market software developed by users. It was unusual among software companies of the time in that John Cullinane raised \$500,000 on Wall Street to fund the start-up operation rather than choosing the more common route of selling contract programming services to support the company during its early years. Repackaging software developed by users turned out to be impractical, so the management changed strategy and developed a report generator called Culprit which became Cullinane's first successful software product. In 1973, Cullinane acquired the rights to a database management system called IDMS which became its flagship product. Cullinane Corporation went public in 1978, the first software product company to do so. The name was changed to Cullinet Software in 1983 and the company was sold to Computer Associates in 1989 for \$330,000,000.

---

**Facilitators** Luanne Johnson

---

### Statistics

Contributors (0), Events (0), Stories (0), Documents (0), 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

**There are no documents for this company in the collection**

## References

**Title: Cullinane, John. "Cullinet Software (Cullinane Corporation)**

Author: Luanne Johnson

Created: January 2002

Publisher: IEEE Annals of the History of Computing

Cataloguer:

Copyright:

Reference:

Cullinane, John. "Cullinet Software (Cullinane Corporation)." IEEE Annals of the History of Computing, Vol. 24, No. 1 (January-March 2002): 15-18.

---

Entered By: Luanne Johnson

July 26, 2011

## Discussions

**There are no discussions for this company in the collection**

# Informix

## Company Details

**Name:** Informix  
**Sector:** [Database Management Software Products](#)

### Description

Informix was formed in 1980 as Relational Database Systems by Roger Sippl to market the relational database technology he had developed while working at Cromenco. INFORMIX, the database management software product developed by Sippl, Roy Harrington, Laura King and Bill Hedge, was designed to run on the UNIX operating system and became a major driver in the expansion of UNIX into the commercial marketplace.

In 1986, the company changed its name to Informix to be consistent with the name of its product and went public. In 1987, Informix merged with Innovative Software of Lenexa, KS, which marketed an integrated business software package called the Smart Software System. The merged company quickly ran into problems integrating the management staff and wasn't able to meet announced product release dates. In 1989 Phil White was brought in as CEO to resolve these problems.

Through the early 1990s, Informix thrived as corporations began to switch from mainframe computers to microcomputers running UNIX as a more cost-effective solution.

In 1997, Informix announced a \$140 million loss for the first quarter and a number of class action suits were filed against it. Phil White resigned and subsequently served a prison sentence for securities registration fraud.

In 2001, the Informix database assets were sold to IBM for \$1 billion.

---

### Facilitators

---

### Statistics

Contributors (0), Events (65), Stories (0), Documents (38), References (1),  
Discussions (0 threads, 0 posts)

---

**Entered By:** Luanne Johnson  
February 21, 2006

### Contributors

**There are no contributors for this company in the collection**

### Timeline

## 1977

### Milestones

[Software which is the precursor to Informix is developed at Cromemco \(1977 ca.\)](#)

Roger Sippl and Laura King build an indexed file system (ISAM) product and report writer for Cromemco as employees. This report writer is the first DBMS report written for microcomputers and the first software product of any kind for microcomputers written in the C programming language (actually a mixture of YACC, LEX – written by Eric Schmidt while at Bell Labs – and C). Roy Harrington builds the Cromix Unix-like operating system for Cromemco and early networking software based on a class he took from Bob Metcalfe while in the Stanford graduate program. Roger Sippl designs CRIS, the Cromemco Relational Information System writing hundreds of pages of English language design documents. Cromemco licenses all designs to Sippl as he leaves to start Relational Database Systems, Inc, (RDS) which is destined to be renamed Informix.

Related Documents  
Informix Major Events  
[Roger Sippl letter re Informix origins]

## 1980

### Milestones

[Relational Database Systems is incorporated by Roger Sippl \(1980\)](#)

Relational Database Systems (RDS) is incorporated on Roger Sippl's kitchen table with help of a roommate who was an accountant. The documents were later fixed by a real lawyer. Sippl sells 10% of the company to his ex-girl friend for \$20,000.

Related References  
The Real Story of Informix Software and Phil White  
Related Documents  
Informix Major Events

## 1981

### Milestones

[RDS prepares a business plan \(August 27, 1981\)](#)

RDS prepares a business plan based on the premise that microcomputers will become sufficiently powerful to support sophisticated database software which will make it possible for them to replace the much more expensive minicomputers.

Related Documents



Business Plan Draft

## People

[Roy Harrington and Laura King join from Cromenco \(1981\)](#)

Roy Harrington and Laura King join from Cromenco.

Related Documents  
Informix Major Events  
[Roger Sippl letter re Informix origins]

## 1982

### Products & Services

[C-ISAM ships as first indexed file system for Unix \(1982\)](#)

Roy Harrington creates and ships C-ISAM as the first indexed file system for the Unix operating system, and the non-SQL version of the Informix relational DBMS product. Bill Hedge creates ACE, the first report writer for a relational database system. Bob MacDonald actually starts to market and sell these products.

Related Documents  
Informix Major Events  
[Roger Sippl letter re Informix origins]

[MARATHON non-SQL relational database product released \(1982\)](#)

RDS releases a non-SQL RDBMS called MARATHON. The name of the product is changed to INFORMIX after the first few copies were sold.

Related Documents  
MARATHON Relational Database Management System  
[Roger Sippl letter re Informix origins]

## 1984

### Milestones

[RDS creates an opportunity plan defining potential future opportunities \(April 28, 1984\)](#)

RDS develops an opportunity plan defining fourteen potential accelerated growth opportunities and potential opportunities to be acquired, acquire another company, or enter into joint ventures.

Related Documents  
Opportunity Plan

### Financial Data

[Altos invests approximately \\$2 million in the company \(1984\)](#)

Altos, an OEM of Informix, invests approximately two million dollars in the

company for 19% ownership (later to be turned into about twenty million dollars when they sell shortly after the IPO).

Related Documents  
Informix Major Events

1984 Revenues (1984)

1984 revenues = \$5,210,000; net income = \$620,000

Related Documents  
Relational Database Systems, Inc. Annual Report 1985

RDS forecasts net revenues of \$45,000,000 by 1988 (1984)

RDS prepares financial forecasts for 1984 through 1988 which predict net revenues of \$45,000,000 by 1988.

Related Documents  
[Forecasts for 1984 through 1988]

## 1985

### Milestones

RDS moves to Menlo Park (1985)

RDS moves from an over-crowded 12,000 square foot facility in Palo Alto to a new, spacious and attractive 35,000 square foot two-story office building in Menlo Park.

Related Documents  
Relational Database Systems, Inc. Annual Report 1985

### Financial Data

1985 Revenues (1985)

1985 revenues = \$10,578,000; net income = \$1,174,000

Related Documents  
Relational Database Systems, Inc. Annual Report 1985

### Human Resources

RDS has 124 employees at the end of 1985 (1985)

RDS has 124 employees at the end of 1985.

Related Documents  
Relational Database Systems, Inc. Annual Report 1985

### Marketing and Competition

RDS has OEM licensing agreements with a number of computer manufacturers (1985)

RDS has OEM licensing agreements with a number of computer manufacturers including Altos Computer Systems, AT&T, Data General, IBM, Northern Telecom and Siemens.

Related Documents

Relational Database Systems, Inc. Annual Report 1985

[Value-Added Resellers are a major channel for RDS \(1985\)](#)

Value-Added Resellers are a major distribution channel for RDS. A catalog of products developed by VARs based on RDS's software and hardware lists over 500 products.

Related Documents

Relational Database Systems, Inc. Annual Report 1985

[Field organization expands to Boston, Washington, DC, and Chicago \(1985\)](#)

The RDS field organization was expanded to include offices in Boston, Washington, DC and Chicago.

Related Documents

Relational Database Systems, Inc. Annual Report 1985

## Products & Services

[INFORMIX-SQL products are introduced \(1985\)](#)

In 1985, the company introduced its new INFORMIX-SQL products, the first products to incorporate the industry standard SQL database language syntax.

Related Documents

Relational Database Systems, Inc. Annual Report 1985

## 1986

### Milestones

[RDS changes its name to Informix and goes public \(1986\)](#)

RDS changes its name to match its product (since everyone was calling the company by the name of the product) and goes public as Informix Software.

Related References

The Real Story of Informix Software and Phil White

Related Documents

Informix Major Events

Informix Annual Report, 1986

[Roger Sippl letter re Informix origins]

### Financial Data

[1986 Revenues \(1986\)](#)

1986 revenues = \$21,108,000; net income = \$2,463,000

Related Documents  
Informix Annual Report, 1986

## Human Resources

[Informix has 214 employees by the end of 1986 \(1986\)](#)  
Informix has 214 employees by the end of 1986.

Related Documents  
Informix Annual Report, 1986

## Products & Services

[INFORMIX-4GL is introduced \(1986\)](#)  
INFORMIX-4GL, the company's new fourth-generation language, is introduced.

Related Documents  
Informix Annual Report, 1986

[INFORMIX-4GL and INFORMIX-SQL are developed for DEC VMS \(1986\)](#)  
INFORMIX-4GL and INFORMIX-SQL are developed for VMS, Digital Equipment Corporation's widely-used, proprietary operating system.

Related Documents  
Informix Annual Report, 1986

## 1987

### Acquisitions & Divestitures

[Informix merges with Innovative Software \(1987\)](#)  
Informix merges with Innovative Software.

Related Documents  
Informix Annual Report, 1987

### Financial Data

[1987 Revenues \(1987\)](#)  
1987 revenues = \$41,616,000; net income = \$5,941,000

Related Documents  
Informix Annual Report, 1987

### People

[Michael J. Brown becomes President and COO \(1987\)](#)

As a result of the merger of Informix and Innovative Software, Roger Sippl becomes Chairman and Chief Executive Officer and Michael Brown becomes President and Chief Operating Officer.

Related Documents  
Informix Annual Report, 1987

## Products & Services

### [Merger with Innovative adds Smart Software System to the company's product line \(1987\)](#)

Innovative Software's principal product, the Smart Software System, is added to Informix's product line as a result of the merger. The Smart Software System is an integrated business software package that consists of three modules: the Smart Spreadsheet with Business Graphics, the Smart Word Processor, and the Smart Data Manager.

Related Documents  
Informix Annual Report, 1987

## 1988

### Financial Data

#### [1988 Revenues \(1988\)](#)

1988 revenues = \$103,505,000; net income = \$1,458,000

Related Documents  
Informix Annual Report, 1990

## 1989

### Milestones

#### [Phil White joins Informix as President and CEO \(1989\)](#)

Phillip E. White joins Informix as President and CEO.

Related References  
The Real Story of Informix Software and Phil White

### Financial Data

#### [1989 Revenues \(1989\)](#)

1989 revenues = \$145,000,000; net income = \$6,379,000

Related Documents  
Informix Annual Report, 1990  
Informix Annual Report, 1989

## 1990

## Financial Data

### 1990 Revenues (1990)

1990 revenues = \$146,107,000; net income (loss) = (\$46,410,000)

#### Related Documents

Informix Annual Report, 1990

### The company adopts a more conservative revenue recognition policy (1990)

The company adopts a new, more conservative, revenue recognition policy. The cumulative adjustment for all previous years of operation is the single biggest factor in the 1990 loss.

#### Related Documents

Informix Annual Report, 1990

## Products & Services

### Wingz ships on all major desktop platforms (1990)

Wingz, the graphical spreadsheet under development at Innovative Software when the two companies merged, is now shipping on all major desktop platforms including Windows 3.0, OS/2 Presentation Manager, and UNIX systems supporting Motif, OPEN LOOK, and NextStep graphical environments. Wingz-DataLink is now shipping on all major UNIX platforms, providing connectivity from Wingx on the desktop to any Informix SQL.

#### Related Documents

Informix Annual Report, 1990

## 1991

## Financial Data

### 1991 Revenues (1991)

1991 revenues = \$179,811,000; net income = \$12,610,000

#### Related Documents

Informix Annual Report, 1991

## Marketing and Competition

### Agreement with Hewlett-Packard signed (1991)

Informix and Hewlett Packard sign a joint development, marketing, and sales agreement. Under the terms of the agreement, HP also becomes an equity investor in Informix.

#### Related Documents

Informix Annual Report, 1991

## Organizational structure

### Manufacturing and distribution operations consolidated (1991)

The company's manufacturing and distribution operations, located in Menlo Park, CA and Lenexa, KS, were consolidated into one centralized operation in Lenexa. A new manufacturing site was established in Ashford, England, to speed delivery of products to the European market while reducing delivery costs.

Related Documents  
Informix Annual Report, 1991

## 1992

### Milestones

#### Roger Sippl resigns (1992)

In December 1992, Roger Sippl resigns to do venture capital work and start other companies. Venture work includes Vantive, Red Pepper, Illustra, SupportSoft, TimesTen and others. Other companies started include Visigenic and Above All Software. Additional source: Informix 1992 annual report.

Related Documents  
Informix Major Events

### Financial Data

#### 1992 Revenues (1992)

1992 revenues = \$283,594,000; net income = \$47,782,000

Related Documents  
Informix Annual Report, 1992

### Human Resources

#### Number of employees increases to 1400 (1992)

Total number of employees increases to 1,400 in 1992

Related Documents  
Informix Annual Report, 1992

### Marketing and Competition

#### INFORMIX-4GL is the most widely used 4GL in the UNIX market (1992)

InfoCorp's 1992 market research cites INFORMIX-4GL as the most widely used 4GL in the UNIX market.

Related Documents  
Informix Annual Report, 1992

[Informix has 21 international subsidiaries \(1992\)](#)

Total number of Informix's international subsidiaries grows to 21 with the addition of Austria, Brazil, the Czech Republic, the Republic of Korea, Mexico, Norway, Switzerland, and Taiwan.

Related Documents  
Informix Annual Report, 1992

Products & Services

[INFORMIX-OnLine 5.0 ships \(January 1992\)](#)

INFORMIX-OnLine 5.0, the company's flagship database server for the UNIX operating system, ships in January 1992.

Related Documents  
Informix Annual Report, 1992

[INFORMIX-OnLine/Secure 4.1 ships for the government market \(February 1992\)](#)

In February, the company ships INFORMIX-OnLine/Secure 4.1, which is targeted for the government marketplace and provides additional security features to meet very specific and stringent standards.

Related Documents  
Informix Annual Report, 1992

[INFORMIX-SE for DOS, Windows, and NetWare ships \(September 1992\)](#)

In September, the company ships INFORMIX-SE for DOS, Windows and NetWare, moving its database technology into the quickly-expanding lower-end market.

Related Documents  
Informix Annual Report, 1992

[INFORMIX-OnLine for NetWare ships \(November 1992\)](#)

In November, the company ships INFORMIX-OnLine for NetWare which provides broadly scalable client/server solutions.

Related Documents  
Informix Annual Report, 1992

[Application development tools provided for INFORMIX-4GL \(1992\)](#)

During 1992, Informix introduced eight new application development tools designed to provide market-specific extensions and enhancements to the INFORMIX-4GL product family.

Related Documents  
Informix Annual Report, 1992



## Financial Data

### 1993 Revenues (1993)

1993 revenues = \$352,915,000; net income = \$56,115,000

#### Related Documents

Informix Annual Report, 1993

## Marketing and Competition

### Informix and Microsoft jointly launch a worldwide sales and marketing campaign (1993)

Informix and Microsoft jointly launch a worldwide sales and marketing campaign to promote a client/server software packing consisting of the INFORMIX-SE Client/Server Developer's Kit (SDK) and Microsoft's Windows NT Advanced Server operation system. The promotional package is targeted at corporate developers and value-added resellers.

#### Related Documents

Informix Annual Report, 1993

### Informix announces a user-based pricing model (December 1993)

In December 1993, Informix announced a new, comprehensive user-based pricing model replacing the previous complex, machine-class, multitier RDBMS pricing structures. The user-based pricing ties the prices of its products directly to the value that customers derive from using Informix software.

#### Related Documents

Informix Annual Report, 1993

## Products & Services

### Dynamic Scalable Architecture (DSA) is launched (November 1993)

In November, Informix launches a revolutionary new database technology called Dynamic Scalable Architecture. It is a state-of-the-art, multithreaded database architecture designed to address the needs of managing larger, more complex databases. DSA is the only database architecture that employs parallelism, data replication, and connectivity built into its core design, as opposed to other vendors' products that offer these features as extra-cost, add-on options.

#### Related Documents

Informix Annual Report, 1993

## 1994

## Financial Data

### 1994 Revenues (1994)

1994 revenues = \$468,697,000; net income = \$66,196,000

Related Documents  
Informix Annual Report, 1994

## Human Resources

Number of employees increases to 2200 (1994)  
Total number of employees worldwide increases to 2,200.

Related Documents  
Informix Annual Report, 1994

## Marketing and Competition

For the first time, more than half of revenues come from end users (1994)

In 1994, for the first time, more than half of Informix's revenues come directly from end users versus the OEM and VAR channels.

Related Documents  
Informix Annual Report, 1994

Informix has offices in over 35 countries (1994)  
Informix has offices in over 35 countries.

Related Documents  
Informix Annual Report, 1994

Over 2,200 attend the third annual Informix Worldwide User Conference (July 1994)

Over 2,300 Informix users, partners, and employees attend the third annual Informix Worldwide User Conference and Exposition.

Related Documents  
Informix Annual Report, 1994

Informix launches an Ingres-to-Informix migration program (November 1994)

Informix launches an Ingres-to-Informix migration program, allowing companies using Ingres database technology (recently acquired by Computer Associates) to leverage their existing investment in Ingres-based applications while migrating to Informix.

Related Documents  
Informix Annual Report, 1994

## Products & Services

INFORMIX-OnLine Dynamic Server enters general customer availability (January 1994)

INFORMIX-OnLine Dynamic Server 6.0, the first product based on

Informix's Dynamic Scalable Architecture (DSA), enters general customer availability.

Related Documents  
Informix Annual Report, 1994

[INFORMIX-OnLine Dynamic Server 7.0 begins first customer shipments \(1994\)](#)

INFORMIX-OnLine Dynamic Server 7.0, with its first-of-a-kind parallel data query (PDQ) technology, begins first customer shipments.

Related Documents  
Informix Annual Report, 1994

[Informix achieves record-breaking benchmark results \(December 1994\)](#)

Informix achieves record-breaking TPC-C benchmark results (based on the Transaction Processing Council's price/performance benchmark tests) using Online Dynamic Server 7.1 on Hewlett-Packard's open symmetric multiprocessing (SMP) hardware server.

Related Documents  
Informix Annual Report, 1994

## 1995

### Acquisitions & Divestitures

[Informix acquires Stanford Technology Group \(October 1995\)](#)

To strengthen Informix's leadership in the area of data warehouseing, Informix acquired Stanford Technology Group (STG). STG is a pioneer in on-line analytical processing (OLAP) technology that is a key component in Informix's customers' data warehousing strategies.

Related Documents  
Informix Annual Report, 1995

### Financial Data

[1995 Revenues \(1995\)](#)

1995 revenues = \$708,985,000; net income = \$105,333,000

Related Documents  
Informix Annual Report, 1995

### Human Resources

[Number of employees increases to 3700 \(1995\)](#)

The total number of employees increases to 3,700 worldwide.

Related Documents  
Informix Annual Report, 1995

## Marketing and Competition

### [Informix has offices in 40 countries \(1995\)](#)

Informix has offices in 40 countries, along with nine regional customer service hubs strategically located around the world.

Related Documents

Informix Annual Report, 1995

## 1996

### Acquisitions & Divestitures

### [Informix acquires Illustra Information Technologies \(February 1996\)](#)

In February of 1996, Informix acquired Illustra Information Technologies, Inc., a leading supplier of object-relational database management system (ORDBMS) technology which enables businesses to store and manage new types of information in their databases, such as digitized images, electronic documents, and audio and video.

Related Documents

Informix Annual Report, 1995

## 1997

### Milestones

### [Informix announces a \\$140 million loss for the first quarter \(1997\)](#)

Informix announces a \$140 million loss for the first quarter and a number of class action suits are filed against it. Phil White resigns and subsequently serves a prison sentence for securities registration fraud.

Related References

The Real Story of Informix Software and Phil White

## 2001

### Milestones

### [Informix database assets are sold to IBM for \\$1 billion \(2001\)](#)

The Informix database assets are sold to IBM for \$1 billion.

Related References

The Real Story of Informix Software and Phil White

## Stories

**There are no stories for this company in the collection**

## Documents

**Title: Business Plan Draft**

Author:

Created: August 27, 1981

Publisher: Relational Database Systems, Inc.

Donated By: Roger Sippl

Filename: doc-46fa8a4d9e766.pdf (Size: 4.99 MB)

Pages: 40

Cataloguer:

Copyright: Relational Data Systems, Inc.

Description:

Business plan draft dated August 27, 1981. Includes assumptions about the potential market, a description of the company, current marketing prospects, market objectives, possible competition, corporate matters, financial statements and projections, and personnel.

Accession: 102682181

---

Entered By: Luanne Johnson

September 26, 2007

Related Events

---

RDS prepares a business plan

**Title: MARATHON Relational Database Management System**

Author:

Created: 1982 ca.

Publisher: Relational Database Systems, Inc.

Donated By: Roger Sippl

Filename: doc-46fa82990eee6.pdf (Size: 1.38 MB)

Pages: 14

Cataloguer:

Copyright: Relational Data Systems, Inc.

Description:

Promotional brochure describing the MARATHON Relational Database Management System. It describes the function of modules such as the INFORMER query language, the ENTER automatic data entry program, the application language library and the report writer modules.

Accession: 102682172

---

Entered By: Luanne Johnson

September 26, 2007

Related Events

---

MARATHON non-SQL relational database product released

**Title: [Forecasts for 1984 through 1988]**

Author: George

Created: 1984

Publisher: Relational Database Systems, Inc.

Donated By: Roger Sippl

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Filename: doc-46fa8934e52d4.pdf (Size: 606 KB)

Pages: 7

Cataloguer:

Copyright: Relational Data Systems, Inc.

Description:

Financial forecasts created by "George" for the years 1984-1988. Includes projected income statements and balance sheets.

Accession: 102682180

---

Entered By: Luanne Johnson

September 26, 2007

Related Events

---

RDS forecasts net revenues of \$45,000,000 by 1988

**Title: [Yates Ventures report on UNIX DBMS market]**

Author:

Created: 1984

Publisher: Yates Ventures, Inc.

Donated By: Roger Sippl

Filename: doc-46fa85025a86b.pdf (Size: 177 KB)

Pages: 2

Cataloguer:

Copyright: Yates Ventures, Inc.

Description:

Market research report projecting the size of the UNIX DBMS market for 1983 through 1984.

Accession: 102682175

---

Entered By: Luanne Johnson

September 26, 2007

**Title: Opportunity Plan**

Author:

Created: April 28, 1984

Publisher: Relational Database Systems, Inc.

Donated By: Roger Sippl

Filename: doc-46fa8601655b1.pdf (Size: 2.90 MB)

Pages: 22

Cataloguer:

Copyright: Relational Data Systems, Inc.

Description:

Confidential opportunity plan describing RDS's current products, potential future products, and alternative strategies and opportunities.

Accession: 102682176

---

Entered By: Luanne Johnson

September 26, 2007

Related Events

---

RDS creates an opportunity plan defining potential future opportunities

**Title: Agenda, Board of Directors Meeting**

Author:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Created: September 25, 1984  
Publisher: Relational Database Systems, Inc.  
Donated By: Roger Sippl  
Filename: doc-46fa88642822a.pdf (Size: 98 KB)  
Pages: 1  
Cataloguer:  
Copyright: Relational Data Systems, Inc.  
Description:  
Agenda for an RDS Board of Directors meeting held on September 25, 1984. Agenda items include a discussion of 4GL and the viability of selling to Software Publishing or MSA.  
Accession: 102682179

---

Entered By: Luanne Johnson  
September 26, 2007

**Title: Relational Database Systems, Inc. Annual Report 1985**

Author:  
Created: 1985  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458c1475352a4.pdf (Size: 3.67 MB)  
Pages: 18  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright:  
Description:  
Relational Database Systems, Inc. Annual Report 1985 "Leading Products in Growing Markets"  
Accession: 102653309  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-08-08 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.rds.annual\_report\_1985.102653309

---

Entered By: Sarah Wilson  
December 22, 2006  
Related Events

---

1984 Revenues  
1985 Revenues  
Field organization expands to Boston, Washington, DC, and Chicago  
INFORMIX-SQL products are introduced  
RDS has 124 employees at the end of 1985  
RDS has OEM licensing agreements with a number of computer manufacturers  
RDS moves to Menlo Park  
Value-Added Resellers are a major channel for RDS

**Title: Good News**

Author:  
Created: 1985 ca.  
Publisher: Relational Database Systems, Inc.

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Donated By: Roger Sippl  
Filename: doc-46fa8685e09f2.pdf (Size: 735 KB)  
Pages: 7  
Cataloguer:  
Copyright: Relational Data Systems, Inc.  
Description:  
Marketing brochure promoting INFORMIX-SQL and INFORMIX-ESQL/C.  
Accession: 102682177

---

Entered By: Luanne Johnson  
September 26, 2007

**Title: Informix Annual Report, 1986**

Author:  
Created: 1986  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458ac7499313f.pdf (Size: 4.97 MB)  
Pages: 30  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Informix Annual Report 1986. Statement of operating and financial results.  
Accession: 102653310  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-08-08 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.annual\_report\_1986.102653310

---

Entered By: Sarah Wilson  
December 21, 2006

**Title: Informix Annual Report, 1987**

Author:  
Created: 1987  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458aca6cd25b2.pdf (Size: 7.24 MB)  
Pages: 40  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Informix Annual Report 1987. Statement of operating and financial results.  
Accession: 102653311  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-08-08 Janice James  
Device: Epson Expression 10000 XL



Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.annual\_report\_1987.102653311

---

Entered By: Sarah Wilson  
December 21, 2006

**Title: Informix - Today's Reality, Tomorrow's Vision**

Author:  
Created: 1988  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458c17453abbe.pdf (Size: 1.79 MB)  
Pages: 12  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Promotional material, "Informix - Today's Reality, Tomorrow's Vision"  
Accession: 102653328  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-10-06 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.sales\_brochure\_1988.102653328

---

Entered By: Sarah Wilson  
December 22, 2006

**Title: The Informix Product Development Process, or, 'Daddy, where do software products come from?'**

Author:  
Created: July 8, 1988  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458c12d775c0a.pdf (Size: 1.82 MB)  
Pages: 11  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
The Informix Product Development Process, or, 'Daddy, where do software products come from?'  
Version #1  
Accession: 102653330  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-10-06 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Scan location:

\\Archive\resources\text\Informix\src\informix.product\_development\_process.102653330

---

Entered By: Sarah Wilson  
December 22, 2006

**Title: Informix Annual Report, 1989**

Author:  
Created: 1989  
Publisher: Informix Corporation  
Donated By: Roger Sippl  
Filename: doc-46fa83760a266.pdf (Size: 3.67 MB)  
Pages: 26  
Cataloguer:  
Copyright: Informix Corporation  
Description:  
Informix Corporation 1989 Annual Report  
Accession: 102682173

---

Entered By: Luanne Johnson  
September 26, 2007  
Related Events

---

1989 Revenues

**Title: Information Management Solutions**

Author:  
Created: 1990  
Publisher: Informix Corporation  
Donated By: Roger Sippl  
Filename: doc-46fa843c87e69.pdf (Size: 2.15 MB)  
Pages: 20  
Cataloguer:  
Copyright: Informix Corporation  
Description:  
Promotional brochure describing Informix's product line including database engines, development tools, decision support tools, and on-line tools.  
Accession: 102682174

---

Entered By: Luanne Johnson  
September 26, 2007

**Title: Informix Annual Report, 1990**

Author:  
Created: 1990  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458acfb1d1bc0.pdf (Size: 5.50 MB)  
Pages: 36  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Informix Annual Report 1990. Statement of operating and financial results.

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Accession: 102653312  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-08-08 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.annual\_report\_1990.102653312

---

Entered By: Sarah Wilson  
December 21, 2006  
Related Events

---

1988 Revenues  
1989 Revenues  
1990 Revenues  
The company adopts a more conservative revenue recognition policy  
Wingz ships on all major desktop platforms

**Title: 24 hours in cyberspace: How it works**

Author:  
Created: 1990 ca.  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458ac32ed70d7.pdf (Size: 1.17 MB)  
Pages: 7  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright:  
Description:  
Document, "24 hours in cyberspace: How it works"  
Accession: 102653333  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-10-18 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.24\_hours\_in\_cyberspace.102653333

---

Entered By: Sarah Wilson  
December 21, 2006

**Title: Informix Corporate Image and "Brand"**

Author:  
Created: 1990 ca.  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458ae5380c4ae.pdf (Size: 2.56 MB)  
Pages: 22  
Cataloguer: 2006-12-21 Sarah Wilson

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Copyright: Informix  
Description:  
Slide presentation, "Informix Corporate Image and 'Brand'"  
Accession: 102653323  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-08-08 Janice James  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.corporate\_image\_and\_brand.102653323

---

Entered By: Sarah Wilson  
December 21, 2006

**Title: Informix Dynamic Scalable Architecture Overview**

Author:  
Created: 1990 ca.  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458ae171b991a.pdf (Size: 15.48 MB)  
Pages: 99  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Document, "Informix Dynamic Scalable Architecture Overview"  
Accession: 102653327  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-08-08 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.architecture\_overview\_sales\_kit.102653327

---

Entered By: Sarah Wilson  
December 21, 2006

**Title: Informix Annual Report, 1991**

Author:  
Created: 1991  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458ad1606ea3a.pdf (Size: 6.44 MB)  
Pages: 32  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Informix Annual Report 1991. Statement of operating and financial results.  
Accession: 102653313

Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-08-08 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.annual\_report\_1991.102653313

---

Entered By: Sarah Wilson  
December 21, 2006

**Title: Informix Annual Report, 1992**

Author:  
Created: 1992  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458ad21fedecd.pdf (Size: 5.91 MB)  
Pages: 32  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Informix Annual Report 1992. Statement of operating and financial results.  
Accession: 102653314  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-08-08 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.annual\_report\_1992.102653314

---

Entered By: Sarah Wilson  
December 21, 2006  
Related Events

---

1992 Revenues  
Application development tools provided for INFORMIX-4GL  
Informix has 21 international subsidiaries  
INFORMIX-4GL is the most widely used 4GL in the UNIX market  
INFORMIX-OnLine 5.0 ships  
INFORMIX-OnLine for NetWare ships  
INFORMIX-OnLine/Secure 4.1 ships for the government market  
INFORMIX-SE for DOS, Windows, and NetWare ships  
Number of employees increases to 1400

**Title: Informix in Action, first issue**

Author:  
Created: 1992  
Publisher: Informix  
Donated By: Bob MacDonald

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Filename: doc-458be9ff0fd33.pdf (Size: 4.74 MB)  
Pages: 20  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Informix in Action, biannual magazine.  
Accession: 102653321  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-10-06 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.in\_action\_first\_issue.102653321

-----  
Entered By: Sarah Wilson  
December 22, 2006

**Title: Informix in Action, second issue**

Author:  
Created: 1992  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458beba2ba435.pdf (Size: 7.19 MB)  
Pages: 28  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Informix in Action, biannual magazine.  
Accession: 102653322  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-10-18 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.in\_action\_second\_issue.102653322

-----  
Entered By: Sarah Wilson  
December 22, 2006

**Title: Making Applications Happen**

Author:  
Created: 1992  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458bed3f6fb99.pdf (Size: 8.22 MB)  
Pages: 68  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Description:

"Making Applications Happen" discussion between Bob MacDonald and Phil White

Accession: 102653332

Dimensions: unknown

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Color depth: 24 RGB

Digitized: 2006-10-18 Janice James

Device: unknown

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Informix\src\informix.making\_applications\_happen.102653332

---

Entered By: Sarah Wilson

December 22, 2006

**Title: Informix-OnLine XPS Multimedia Presentation kit**

Author:

Created: 1992 ca.

Publisher: Informix

Donated By: Bob MacDonald

Filename: doc-458c1b538ebc5.pdf (Size: 5.75 MB)

Pages: 58

Cataloguer: 2006-12-21 Sarah Wilson

Copyright: Informix

Description:

Informix-OnLine XPS Multimedia Presentation kit

Accession: 102653324

Dimensions: unknown

Notes: Scanned, PDF created by someone other than Sarah Wilson.

Color depth: 24 RGB

Digitized: 2006-09-04 Janice James

Device: unknown

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Informix\src\informix.xps\_multimedia\_presentation\_kit.102653324

---

Entered By: Sarah Wilson

December 22, 2006

**Title: Informix Annual Report, 1993**

Author:

Created: 1993

Publisher: Informix

Donated By: Bob MacDonald

Filename: doc-458ad3f322102.pdf (Size: 5.72 MB)

Pages: 36

Cataloguer: 2006-12-21 Sarah Wilson

Copyright: Informix

Description:

Informix Annual Report 1993. Statement of operating and financial results.

Accession: 102653315

Dimensions: unknown

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-08-08 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.annual\_report\_1993.102653315

---

Entered By: Sarah Wilson  
December 21, 2006

**Title: The Informix 1993 Worldwide User Conference and Exhibition - billboard ad**

Author:  
Created: 1993  
Publisher:  
Donated By: Bob MacDonald  
Filename: doc-458c1809413dc.pdf (Size: 77 KB)  
Pages: 2  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright:  
Description:  
Photograph of billboard, "The Informix 1993 Worldwide User Conference and Exhibition"  
Accession: 102653318  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-09-04 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.worldwide\_user\_conference\_billboard\_ad\_1993.102653318

---

Entered By: Sarah Wilson  
December 22, 2006

**Title: The Informix 1993 Worldwide User Conference and Exhibition - program**

Author:  
Created: 1993  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458c19417d7b0.pdf (Size: 15.66 MB)  
Pages: 68  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Conference program, "The Informix 1993 Worldwide User Conference and Exhibition"  
Accession: 102653319  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-09-04 Janice James



Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.worldwide\_user\_conference\_program\_1993.102653319

---

Entered By: Sarah Wilson  
December 22, 2006

**Title: Informix Annual Report, 1994**

Author:  
Created: 1994  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458ad5d416598.pdf (Size: 6.51 MB)  
Pages: 50  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Informix Annual Report 1994. Statement of operating and financial results.  
Accession: 102653316  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-08-08 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.annual\_report\_1994.102653316

---

Entered By: Sarah Wilson  
December 21, 2006  
Related Events

---

1994 Revenues  
For the first time, more than half of revenues come from end users  
Informix achieves record-breaking benchmark results  
Informix has offices in over 35 countries  
Informix launches an Ingres-to-Informix migration program  
INFORMIX-OnLine Dynamic Server 7.0 begins first customer shipments  
INFORMIX-OnLine Dynamic Server enters general customer availability  
Number of employees increases to 2200  
Over 2,200 attend the third annual Informix Worldwide User Conference

**Title: Holiday Inn Reservation Optimizer (HIRO) database benchmark - Sybase vs. Informix**

Author:  
Created: July 18, 1994  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458ae91ebaec6.pdf (Size: 3.01 MB)  
Pages: 26  
Cataloguer: 2006-12-21 Sarah Wilson

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Copyright:  
Description:  
Document, "Holiday Inn Reservation Optimizer (HIRO) database benchmark - Sybase vs. Informix"  
Accession: 102653329  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-10-06 Janice James  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.hiro\_database\_benchmark.102653329

---

Entered By: Sarah Wilson  
December 21, 2006

**Title: Illustra Information Asset Management**

Author:  
Created: 1995  
Publisher:  
Donated By: Bob MacDonald  
Filename: doc-458be6f0d51ac.pdf (Size: 4.13 MB)  
Pages: 20  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright:  
Description:  
Photocopy of information about Illustra, a DBMS.  
Accession: 102653331  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth:  
Digitized: 2006-10-18 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.illustra\_information\_asset\_management.102653331

---

Entered By: Sarah Wilson  
December 22, 2006

**Title: Informix Annual Report, 1995**

Author:  
Created: 1995  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458ad6a483939.pdf (Size: 9.37 MB)  
Pages: 46  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Informix Annual Report 1995. Statement of operating and financial results.

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Accession: 102653317  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-08-08 Janice James  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.annual\_report\_1995.102653317

---

Entered By: Sarah Wilson  
December 21, 2006

**Title: How Napoleon Won the Battle of Waterloo**

Author:  
Created: 1995 ca.  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458beed25b9cc.pdf (Size: 1.04 MB)  
Pages: 4  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Promotional material, "How Napoleon Won the Battle of Waterloo"  
Accession: 102653334  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-10-18 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.napoleon\_won\_the\_battle.102653334

---

Entered By: Sarah Wilson  
December 22, 2006

**Title: Informix Corporate Overview**

Author:  
Created: 1995 ca.  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458ae65917a41.pdf (Size: 12.05 MB)  
Pages: 103  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Document, "Informix Corporate Overview"  
Accession: 102653326  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Digitized: 2006-10-06 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.corporate\_overview\_kit.102653326

---

Entered By: Sarah Wilson  
December 21, 2006

**Title: Informix NewEra product presentation**

Author:  
Created: 1995 ca.  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458bf6f0f2d4.pdf (Size: 7.80 MB)  
Pages: 56  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Slide presentation, "Informix NewEra - client/server development for enterprise database applications"  
Accession: 102653320  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-09-04 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.new\_era\_product\_presentation.102653320

---

Entered By: Sarah Wilson  
December 22, 2006

**Title: Informix NewEra sales kit**

Author:  
Created: 1995 ca.  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458bf9091fa32.pdf (Size: 34.96 MB)  
Pages: 242  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Informix NewEra sales kit  
Accession: 102653325  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-10-06 Janice James  
Device: unknown  
Format: text/tiff

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.new\_era\_sales\_kit.102653325

---

Entered By: Sarah Wilson  
December 22, 2006

**Title: Informix Positioning Project**

Author:  
Created: June 21, 1996  
Publisher: Informix  
Donated By: Bob MacDonald  
Filename: doc-458bfbd39f792.pdf (Size: 9.93 MB)  
Pages: 43  
Cataloguer: 2006-12-21 Sarah Wilson  
Copyright: Informix  
Description:  
Slide presentation, "Informix Positioning Project" presented by Cunningham Communication Inc.  
Accession: 102653335  
Dimensions: unknown  
Notes: Scanned, PDF created by someone other than Sarah Wilson.  
Color depth: 24 RGB  
Digitized: 2006-10-18 Janice James  
Device: unknown  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Informix\src\informix.positioning\_project\_1996.102653335

---

Entered By: Sarah Wilson  
December 22, 2006

**Title: [Roger Sippl letter re Informix origins]**

Author: Roger Sippl  
Created: 2000 ca.  
Publisher:  
Donated By: Roger Sippl  
Filename: doc-46fa87a81e425.pdf (Size: 800 KB)  
Pages: 5  
Cataloguer:  
Copyright:  
Description:  
An undated letter from Roger Sippl to "Ron" covering corrections that need to be made to The Informix Handbook and providing a description of the origins of Informix and its early products. The latest date referred to in the letter is 1999, therefore the letter was written in 2000 or later.  
Accession: 102682178

---

Entered By: Luanne Johnson  
September 26, 2007

**Title: Informix Major Events**

Author: Roger Sippl  
Created: December 2005

Publisher:  
Donated By: Roger Sippl  
Filename: doc-44d24cc196329.pdf (Size: 11 KB)  
Pages: 1  
Cataloguer:  
Copyright:  
Description:  
List of major events for the Informix timeline.

---

Entered By: Luanne Johnson  
August 3, 2006  
Related Events

---

Altos invests approximately \$2 million in the company  
C-ISAM ships as first indexed file system for Unix  
RDS changes its name to Informix and goes public  
Relational Database Systems is incorporated by Roger Sippl  
Roger Sippl resigns  
Roy Harrington and Laura King join from Cromenco  
Software which is the precursor to Informix is developed at Cromenco

## References

**Title: The Real Story of Informix Software and Phil White**

Author: Steve W. Martin

Created: 2005

Publisher: Sand Hill Publishing

Cataloguer:

Copyright:

Reference:

Martin, Steve W. The Real Story of Informix Software and Phil White: Lessons in Business and Leadership for the Executive Team. Rancho Santa Margarita, California: Sand Hill Publishing. 2005.

---

Entered By: Luanne Johnson  
August 3, 2006  
Related Events

---

Informix announces a \$140 million loss for the first quarter  
Informix database assets are sold to IBM for \$1 billion  
Phil White joins Informix as President and CEO  
RDS changes its name to Informix and goes public  
Relational Database Systems is incorporated by Roger Sippl

## Discussions

**There are no discussions for this company in the collection**

# Ingres

## Company Details

**Name:** Ingres  
**Sector:** [Database Management Software Products](#)

### Description

Relational Technology, Inc. was formed in 1980 by Michael Stonebraker, Eugene Wong, and Lawrence Rowe to commercialize the INGRES relational database technology that they had developed at the University of California, Berkeley. Jon Nackerud, Vice President and Western Regional Sales Manager for Cullinet Corporation, was recruited as president. Gary Morgenthaler, a consultant for McKinsey, Inc., was recruited as Executive VP and COO at the urging of Sutter Hill Ventures, the venture capitalists who funded the start-up. The company changed its name to Ingres Corporation in 1989.

---

### Facilitators

---

### Statistics

Contributors (0), Events (39), Stories (0), Documents (47), References (1), Discussions (0 threads, 0 posts)

---

**Entered By:** Luanne Johnson  
February 21, 2006

## Contributors

**There are no contributors for this company in the collection**

## Timeline

1979

### Milestones

[Stonebraker, Wong and Rowe decide to form a company to market INGRES \(July 1979\)](#)

In the summer of 1979, Michael Stonebraker, Lawrence Rowe and Eugene Wong decided to form a company to market INGRES, the database

management system that they had developed at the University of California, Berkeley. Jon Nackerud, Vice President and Western Regional Sales Manager for Cullinet Corporation, was recruited as President, bringing sales and marketing expertise which the founders did not have.

Related References  
The Commercial INGRES epilogue

## 1980

### Milestones

[Relational Technology, Inc. \(RTI\) is incorporated \(October 1980\)](#)  
With financial backing from Sutter Hill Ventures, Relational Technology, Inc. (RTI) is incorporated in October 1980.

Related References  
The Commercial INGRES epilogue  
Related Documents  
INGRES Press Kit

[Gary Morgenthaler is recruited as Executive VP and COO \(1980\)](#)  
At the urging of Sutter Hill Ventures, the venture capitalists that financed the start-up of RTI, the founders recruit Gary Morgenthaler, a consultant with McKinsey and Company, to be Executive VP and Chief Operating Officer.

Related References  
The Commercial INGRES epilogue  
Related Documents  
INGRES Press Kit

## 1981

### Milestones

[Conversion of INGRES from UNIX to the DEC operating system is completed \(May 1981\)](#)  
In June 1980, while planning for incorporation was underway, the RTI founders hired a student at Berkeley, Derek Frankforth, to convert the INGRES code from UNIX to the standard DEC operating system (VMS). By May 1981, this process was completed and they were trying to sell the system to commercial customers.

Related References  
The Commercial INGRES epilogue

### Products & Services

[RTI is first to introduce visual programming approaches \(1981\)](#)  
RTI is the first company to introduce visual programming approaches to



interfacing with a relational database.

Related Documents  
INGRES Press Kit

## 1983

### Human Resources

#### Company grows to 52 People (June 1983)

By June of 1982, RTI had grown to a company of 52 People , 32 of them on the development staff. Most produce decisions were being made in engineering because they did not have a marketing staff.

Related References  
The Commercial INGRES epilogue

### Products & Services

#### RTI is first to integrate graphics (1983)

RTI is the first to integrate graphics with a relational database system.

Related Documents  
INGRES Press Kit

#### RTI is first to provide networking for distributed access (1983)

RTI is the first to introduce a database networking product for distributed access.

Related Documents  
INGRES Press Kit

## 1984

### Milestones

#### Gary Morgenthaler is promoted to president (1984)

Gary Morgenthaler is promoted to president in 1984.

Related Documents  
INGRES Press Kit

### Financial Data

#### 1984 Revenues (1984)

1984 revenues = \$7,585,000; net income = \$198,000.

Related Documents  
Relational Technology, Inc. 1988 Annual Report

## Human Resources

### [Company grows to 130 People \(June 1984\)](#)

During the period July 1983 to June 1984, the company grew to 130 People, 71 of whom were in the engineering department. Sales and marketing vice presidents were hired, and an active public relations program was initiated, as was a more aggressive marketing program aimed at RTI's competitors.

Related References  
The Commercial INGRES epilogue

## Products & Services

### [RTI is first to integrate a 4GL language application \(1984\)](#)

RTI is the first to integrate fourth generation language application development tools with a relational database.

Related Documents  
INGRES Press Kit

## 1985

### Milestones

#### [RTI moves its offices to Alameda \(1985\)](#)

RTI moves its offices from Berkeley to Marina Village in Alameda, CA.

Related Documents  
INGRES Press Kit

### Financial Data

#### [1985 Revenues \(1985\)](#)

1985 revenues = \$17,271,000; net income = \$555,000.

Related Documents  
Relational Technology, Inc. 1988 Annual Report

## Products & Services

### [RTI is first to introduce an integrated micro-to-mainframe link \(1985\)](#)

RTI is the first to introduce an integrated micro-to-mainframe link with a relational database.

Related Documents  
INGRES Press Kit

## 1986

### Financial Data

#### 1986 Revenues (1986)

1986 revenues = \$28,138,000; net income = \$1,664,000.

#### Related Documents

Relational Technology, Inc. 1988 Annual Report

### Marketing and Competition

#### INGRES is the leading relational DBMS in the DEC VAX world (1986)

INGRES is the leading relational DBMS in the DEC VAX world with a greater than 40 percent market share (according to a 1986 Computer Intelligence Corp. study).

#### Related Documents

INGRES Press Kit

### Products & Services

#### RTI is first to introduce a heterogeneous distributed DBMS (1986)

RTI is the first to introduce a heterogeneous distributed database management system.

#### Related Documents

INGRES Press Kit

## 1987

### Financial Data

#### 1987 Revenues (1987)

1986 revenues = \$46,565,000; net income = \$2,477,000.

#### Related Documents

Relational Technology, Inc. 1988 Annual Report

#### RTI management creates 1988 operating plan (June 3, 1987)

RTI management puts together an operating plan for 1988 which focuses on controlled growth and insures profitability in the quarter prior to the IPO.

#### Related Documents

FY88 Plan/Budget - Executive Summary

### Marketing and Competition

#### RTI has OEM or joint marketing agreements with 18 computer

[system manufacturers \(1987\)](#)

RTI has OEM or joint marketing agreements with many computer system manufacturers to sell INGRES on their hardware. These hardware vendors include AT&T, Alliant, Amdahl, Apollo, Burroughs, Computer Consoles, ComputerVision, Data General, ELXSI, Gould, Hewlett-Packard, International Computers, Ltd, (ICL), NCR, Pyramid Technology, Sequent, Sequoia Systems, and SUN Microsystems.

Related Documents  
INGRES Press Kit

[RTI signs joint agreement with Sun Microsystems \(1987\)](#)

In late 1987, Relational Technology signed a joining agreement with Sun Microsystems to develop a new generation of tools for use on intelligent workstations.

Related Documents  
Relational Technology, Inc. 1988 Annual Report

## People

[Management Team \(1987\)](#)

The management team in 1987 consists of: Gary Morgenthaler, chairman of the board and CEO; Paul E. Newton, president and COO; P. Michael Seashols, VP of sales and marketing; Michael D. Dion, VP of engineering; Nicholas Birtles, VP of international operations; William Smartt, CFO and vice president of finance and administration; Lawrence Rowe, consulting VP; Michael R. Stonebraker, consulting VP and director; and Eugene Wong, consulting VP and corporate secretary.

Related Documents  
INGRES Press Kit

[Paul E. Newton joins RTI as president and COO \(January 1987\)](#)

Paul E. Newton joins RTI as president and chief operating officer in January, 1987. Former president Gary Morgenthaler is named chairman of the board of directors and continues as chief executive officer.

Related Documents  
INGRES Press Kit

## 1988

### Milestones

[RTI goes public \(May 17, 1988\)](#)

Relational Technology, Inc. goes public.

Related Documents  
2,000,000 Shares Relational Technology, Inc. Common Stock

### Financial Data

[1988 revenues \(1988\)](#)

1988 Revenues = \$87,386,000; net income = \$7,464,000

Related Documents

Relational Technology, Inc. 1988 Annual Report

Marketing and Competition

[Joint marketing agreement with DEC \(October 17, 1988\)](#)

Digital Equipment Corporation and RTI announce an agreement to sell and distribute INGRES end-user and development tools for use with Digital's strategic relational database management solution - Rdb.

Related Documents

Advantage, volume III number 1

Products & Services

[INGRES 6.0 announced \(1988\)](#)

RTI announces INGRES 6.0 with new multi-server RDBMS architecture which allows multiple servers to share a database.

Related Documents

Advantage, volume III number 1

[INGRES is available for A/UX \(November 7, 1988\)](#)

INGRES is available for A/UX, Apple Computer's UNIX operating system for the Macintosh II computer.

Related Documents

Advantage, volume III number 1

[INGRES is available for Compaq/386 \(November 7, 1988\)](#)

INGRES is available for Compaq/386 (and compatibles) running Interactive System 386/ix.

Related Documents

Advantage, volume III number 1

1989

Milestones

[Relational Technology, Inc. changes its name to Ingres Corporation \(November 1989\)](#)

Relational Technology, Inc. changes its name to Ingres Corporation.

Related Documents

INGRES news flashes

[Ingres considers potential merger partners \(November 14, 1989\)](#)

At a teleconference board meeting on November 14, 1989, Ingres considers a number of possible merger partners.

Related Documents

INGRES - Telephone Board Mtg. w/Goldman-Sachs

Financial Data

[1989 Revenues \(1989\)](#)

1989 revenues = \$130,716,000; net income = \$6,201,000.

Related Documents

Relational Technology, Inc. 1989 Annual Report

Marketing and Competition

[More than 800 attend users conference in New Orleans \(1989\)](#)

More than 800 People attend the North American Ingres Users Association conference in New Orleans.

Related Documents

Advantage, volume III number 3

[Joint marketing agreements with Tandem and Ross Systems \(1989\)](#)

RTI enters into joint marketing agreements with Tandem Computers and Ross Systems.

Related Documents

Advantage, volume III number 3

1990

Milestones

[ASK Computer Systems buys Ingres \(September 1990\)](#)

ASK Computer Systems buys Ingres for \$110 million.

Related Documents

INGRES news flashes

[Ingres is ranked as the 18th largest software company \(June 1990\)](#)

Ingres is ranked as the 18th largest software company by Software Magazine.

Related Documents

INGRES news flashes

People

[Eugene Wong appointed to White House Office of Science and Technology Policy \(April 18, 1990\)](#)

Eugene Wong is appointed Associate Director of the White House Office of Science and Technology Policy and resigns as Consultant and Corporate Secretary.

Related Documents

[Letter from Gary Morgenthauer accepting Eugene Wong's resignation]

[Letter from Eugene Wong resigning as Ingres corporate secretary]

Products & Services

[INGRES is first relational database to run on IBM RISC workstation \(1990\)](#)

INGRES is the first relational database to run on the IBM RISC workstation. INGRES is remarketed by IBM and is the only product that enables customers to access database information across IBM's AIX and Systems Application Architecture (SAA) platforms.

Related Documents

Advantage, volume IV number 1

**Stories**

**There are no stories for this company in the collection**

**Documents**

**Title: Software Development Standards**

Author:

Created: 1977 ca.

Publisher: Ingres

Donated By: Gary Morgenthauer

Filename: doc-457dd90383444.pdf (Size: 420 KB)

Pages: 12

Cataloguer: 2006-12-11 Sarah Wilson

Copyright: Ingres

Description:

Document describes the policies guiding software development at Relational Technology Inc.

Lot number: X3708.2007

Accession: 102655284

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-12-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src\102655284.software\_development\_standards.1977

---

Entered By: Sarah Wilson  
December 11, 2006

**Title: Notes from The Software Product Business (ADAPSO Seminar)**

Author:

Created: October 21, 1981

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-4582bc1c77049.pdf (Size: 539 KB)

Pages: 13

Cataloguer: 2006-12-15 Sarah Wilson

Copyright: Ingres

Description:

Notes from The Software Product Business (ADAPSO Seminar).

Lot number: X3708.2007

Accession: 102686017

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-12-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src\102686017.seminar\_notes.1981

---

Entered By: Sarah Wilson  
December 15, 2006

**Title: Relational Technology, Inc. - Report on Examinations of Financial Statements for the years ended June 30, 1983 and 1982**

Author:

Created: 1982

Publisher: Coopers & Lybrand

Donated By: Gary Morgenthaler

Filename: doc-446d0d9980c5f.pdf (Size: 1.57 MB)

Pages: 13

Cataloguer: 2006-05-18 Sarah Wilson

Copyright:

Description:

Relational Technology, Inc. - Report on Examinations of Financial Statements for the years ended June 30, 1983 and 1982.

Accession: 062304359

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 2006-05-15 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\projects\ITCHP\Ingres\src\062304359.financial\_statements.1982-1983

---

Entered By: Sarah Wilson  
May 18, 2006



**Title: [Photo of RTI employees circa 1982]**

Author:  
Created: 1982 ca.  
Publisher:  
Donated By: Greg Batti  
Filename: doc-47154711be429.pdf (Size: 1.72 MB)  
Pages: 2  
Cataloguer:  
Copyright:  
Description:  
Photo of RTI employees circa 1982  
Accession: 102682183

---

Entered By: Luanne Johnson  
October 16, 2007

**Title: INGRES Relational Database Management System**

Author:  
Created: 1983  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-4586f73e993a9.pdf (Size: 1.29 MB)  
Pages: 8  
Cataloguer: 2006-12-15 Sarah Wilson  
Copyright: Ingres  
Description:  
Promotional material, "INGRES Relational Database Management System"  
Lot number: X3708.2007  
Accession: 102686000  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102686000.relational\_database\_management\_system.1983

---

Entered By: Sarah Wilson  
December 18, 2006

**Title: Relational Technology, Inc. - Report on Examinations of Financial Statements for the years ended June 30, 1984 and 1983**

Author:  
Created: 1983  
Publisher: Coopers & Lybrand  
Donated By: Gary Morgenthaler  
Filename: doc-446d0e4441a8c.pdf (Size: 1.61 MB)  
Pages: 13  
Cataloguer: 2006-05-18 Sarah Wilson  
Copyright:  
Description:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Relational Technology, Inc. - Report on Examinations of Financial Statements for the years ended June 30, 1984 and 1983.

Accession: 062304360

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 2006-05-15 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\projects\ITCHP\Ingres\src\062304360.financial\_statements.1983-1984

---

Entered By: Sarah Wilson

May 18, 2006

**Title: Strategy Statement and Business Plan for Relational Technology, Inc. FY1983-FY1987**

Author:

Created: January 16, 1983

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-4586f21c0575f.pdf (Size: 1.54 MB)

Pages: 40

Cataloguer: 2006-12-15 Sarah Wilson

Copyright: Ingres

Description:

Document, "Strategy Statement and Business Plan for Relational Technology, Inc. FY1983-FY1987"

Lot number: X3708.2007

Accession: 102655282

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB, 1 bitonal

Digitized: 2006-11-29 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src\102655282.strategy\_statement\_business\_plan.1983

---

Entered By: Sarah Wilson

December 18, 2006

**Title: Technical Plan**

Author:

Created: June 1983

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-4583029d0eb6e.pdf (Size: 1.52 MB)

Pages: 12

Cataloguer: 2006-12-15 Sarah Wilson

Copyright: Ingres

Description:

From first page, "This is a proposed plan developed by Larry and Paul. It is being circulated for comments & suggestions."

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Lot number: X3708.2007  
Accession: 102655279  
Dimensions: 11 x 8.5 in.  
Color depth: 8 grayscale  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102655279.technical\_plan.1983

---

Entered By: Sarah Wilson  
December 15, 2006

**Title: Relational Technology, Inc. - Report on Examinations of Financial Statements for the years ended June 30, 1986, 1985 and 1984**

Author:  
Created: 1984  
Publisher:  
Donated By: Gary Morgenthaler  
Filename: doc-446d0f146356c.pdf (Size: 2.43 MB)  
Pages: 18  
Cataloguer: 2006-05-18 Sarah Wilson  
Copyright:  
Description:  
Relational Technology, Inc. - Report on Examinations of Financial Statements for the years ended June 30, 1986, 1985 and 1984.  
Accession: 062304361  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 2006-05-15 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\projects\ITCHP\Ingres\src\062304361.financial\_statements.1984-1986

---

Entered By: Sarah Wilson  
May 18, 2006

**Title: INGRES Version 2.2**

Author:  
Created: 1984 ca.  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-4582f3c72fed3.pdf (Size: 112 KB)  
Pages: 2  
Cataloguer: 2006-12-15 Sarah Wilson  
Copyright: Ingres  
Description:  
Document, "INGRES Version 2.2" describes new features and performance improvements.  
~S

Lot number: X3708.2007  
Accession: 102655278

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Dimensions: 11 x 8.5 in.  
Color depth: 1 bitonal  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102655278.version\_2.2\_features.1984

---

Entered By: Sarah Wilson  
December 15, 2006

**Title: [Photo of RTI employees circa 1984]**

Author:  
Created: 1984 ca.  
Publisher:  
Donated By: Greg Batti  
Filename: doc-46faa2dd187ea.pdf (Size: 626 KB)  
Pages: 2  
Cataloguer:  
Copyright:  
Description:  
Photo of RTI employees at the RTI offices on Telegraph Ave, Berkeley, circa 1984  
Accession: 102682184

---

Entered By: Luanne Johnson  
September 26, 2007

**Title: Relational Technology, Inc. Corporate Strategy**

Author:  
Created: January 23, 1984  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-458046f644cbd.pdf (Size: 114 KB)  
Pages: 7  
Cataloguer: 2006-12-11 Sarah Wilson  
Copyright: Ingres  
Description:  
Document, "Relational Technology, Inc. Corporate Strategy"  
Lot number: X3708.2007  
Accession: 102685998  
Dimensions: 11 x 8.5 in.  
Color depth: 1 bitonal  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102685998.corporate\_strategy.1984

---

Entered By: Sarah Wilson  
December 13, 2006

**Title: First draft of general thoughts on user interface**

Author:

Created: February 17, 1984

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-4582c9af654ae.pdf (Size: 35 KB)

Pages: 1

Cataloguer: 2006-12-15 Sarah Wilson

Copyright: Ingres

Description:

Document, "Here is a first draft of general thoughts on user interface" written by "EDF"

Lot number: X3708.2007

Accession: 102655276

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-12-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src

---

Entered By: Sarah Wilson

December 15, 2006

**Title: Overview of Application Development Issues re: INGRES**

Author: Mike

Created: November 2, 1984

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-4582c7450adb1.pdf (Size: 432 KB)

Pages: 11

Cataloguer: 2006-12-15 Sarah Wilson

Copyright: Ingres

Description:

Document, "Overview of Application Development Issues re: INGRES"

Lot number: X3708.2007

Accession: 102686019

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-11-29 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src\102686019.overview\_application\_development.1984

---

Entered By: Sarah Wilson

December 15, 2006

**Title: The Big Mistakes**

Author:

Created: 1985 ca.

Publisher: Ingres

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Donated By: Gary Morgenthaler  
Filename: doc-4586af141baf5.pdf (Size: 722 KB)  
Pages: 7  
Cataloguer: 2006-12-15 Sarah Wilson  
Copyright: Ingres  
Description:  
Slide presentation, "The Big Mistakes"; no date.  
Lot number: X3708.2007  
Accession: 102655280  
Dimensions: 11 x 8.5 in.  
Color depth: 1 bitonal  
Digitized: 2006-11-29 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102655280.big\_mistakes.1985

---

Entered By: Sarah Wilson  
December 18, 2006

**Title: Ingres - Oracle Comparison, How to Compete**

Author: Sandra Duerr  
Created: April 1985  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-457ebddf0f625.pdf (Size: 1.90 MB)  
Pages: 64  
Cataloguer: 2006-12-11 Sarah Wilson  
Copyright: Ingres  
Description:  
Document, "Ingres - Oracle Comparison, How to Compete"  
Lot number: X3708.2007  
Accession: 102655287  
Dimensions: 11 x 8.5 in.  
Color depth: 1 bitonal  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102655287.oracle\_comparison\_how\_to\_compete.1985

---

Entered By: Sarah Wilson  
December 12, 2006

**Title: Feature Comparison of INGRES 3.0 & Oracle 4.1.1**

Author:  
Created: April 1, 1985  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-4587e033df22b.pdf (Size: 3.44 MB)  
Pages: 35  
Cataloguer: 2006-12-19 Sarah Wilson

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Copyright: Ingres

Description:

Document, "Feature Comparison of INGRES 3.0 & Oracle 4.1.1"

Lot number: X3708.2007

Accession: 102686001

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB, 1 bitonal

Digitized: 2006-10-12 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src\102686001.feature\_comparison\_ingres\_oracle.1985

---

Entered By: Sarah Wilson

December 19, 2006

**Title: Business Plan for Relational Technology International**

Author: Nicholas Birtles

Created: April 26, 1985

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-4582af8e3e6be.pdf (Size: 283 KB)

Pages: 15

Cataloguer: 2006-12-15 Sarah Wilson

Copyright: Ingres

Description:

Document, "Business Plan for Relational Technology International"

Lot number: X3708.2007

Accession: 102686015

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-12-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src\102686015.business\_plan.1985

---

Entered By: Sarah Wilson

December 15, 2006

**Title: Investment Memorandum for Relational Technology, Inc.**

Author:

Created: August 23, 1985

Publisher: Relational Technology, Inc.

Donated By: Gary Morgenthaler

Filename: doc-446d1058417f2.pdf (Size: 1.42 MB)

Pages: 39

Cataloguer: 2006-05-18 Sarah Wilson

Copyright: Relational Technology, Inc.

Description:

Booklet containing overview of Relational Technology, Inc.

Accession: 062304358

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Dimensions: 11 x 8.5 in.  
Color depth: 8 grayscale, 1 bitonal  
Digitized: 2006-05-15 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\projects\ITCHP\Ingres\src\062304358.investment\_memorandum.1985

---

Entered By: Sarah Wilson  
May 18, 2006

**Title: Relational Technology, Inc. Investment Memorandum**

Author:  
Created: August 23, 1985  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-458833cf7b412.pdf (Size: 1.82 MB)  
Pages: 41  
Cataloguer: 2006-12-19 Sarah Wilson  
Copyright: Ingres  
Description:  
Document, "Relational Technology, Inc. Investment Memorandum"  
Lot number: X3708.2007  
Accession: 102686006  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB, 1 bitonal  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102686006.investment\_memorandum.1985

---

Entered By: Sarah Wilson  
December 19, 2006

**Title: The Design of POSTGRES**

Author: Michael Stonebraker  
Created: November 15, 1985  
Publisher: Electronics Research Laboratory  
Donated By: Gary Morgenthaler  
Filename: doc-446d12adce35b.pdf (Size: 1.71 MB)  
Pages: 36  
Cataloguer: 2006-05-18 Sarah Wilson  
Copyright:  
Description:  
Paper by Michael Stonebraker and Lawrence A. Rowe. From the Electronics Research Lab, College of Engineering, University of California - Berkeley.  
Accession: 062304362  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB, 1 bitonal  
Digitized: 2006-05-15 Sarah Wilson  
Device: Epson Expression 10000 XL



Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\projects\ITCHP\Ingres\src\062304362.design\_postgres.1985

---

Entered By: Sarah Wilson  
May 18, 2006

**Title: Presentation to Board of Relational Technology**

Author: Nick Birtles  
Created: May 6, 1986  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-458193e2003f0.pdf (Size: 83 KB)  
Pages: 7  
Cataloguer: 2006-12-15 Sarah Wilson  
Copyright: Ingres  
Description:  
End of year review of Relational Technology  
Lot number: X3708.2007  
Accession: 102686012  
Dimensions: 11 x 8.5 in.  
Color depth: 1 bitonal  
Digitized: 2006-11-21 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102686012.presentation\_board.1986

---

Entered By: Sarah Wilson  
December 14, 2006

**Title: Relational Technology looks to expand its DBMS presence**

Author:  
Created: July 28, 1986  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-4587f6ae17fa9.pdf (Size: 1.06 MB)  
Pages: 4  
Cataloguer: 2006-12-19 Sarah Wilson  
Copyright: Ingres  
Description:  
Reprint from InformationWEEK, "Relational Technology looks to expand its DBMS presence"  
Lot number: X3708.2007  
Accession: 102686002  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 2006-11-21 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102686002.expand\_dbms\_presence.1986

---

Entered By: Sarah Wilson  
December 19, 2006

**Title: A Comparison of RTI-INGRES and SYBASE**

Author:  
Created: 1987  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-457ec31465359.pdf (Size: 1.14 MB)  
Pages: 31  
Cataloguer: 2006-12-11 Sarah Wilson  
Copyright: Ingres  
Description:  
Document, "A Comparison of RTI-INGRES and SYBASE"  
Lot number: X3708.2007  
Accession: 102655288  
Dimensions: 11 x 8.5 in.  
Color depth: 1 bitonal  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102655288.comparison\_rti\_sybase.1987

---

Entered By: Sarah Wilson  
December 12, 2006

**Title: INGRES Press Kit**

Author:  
Created: 1987  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-458819723c9a5.pdf (Size: 11.05 MB)  
Pages: 70  
Cataloguer: 2006-12-19 Sarah Wilson  
Copyright: Ingres  
Description:  
Folder containing various press kit materials.  
Lot number: X3708.2007  
Accession: 102686003  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 2006-10-12 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102686003.press\_kit.1987 :

---

Entered By: Sarah Wilson  
December 19, 2006  
Related Events

---

Gary Morgenthaler is promoted to president  
Gary Morgenthaler is recruited as Executive VP and COO  
INGRES is the leading relational DBMS in the DEC VAX world  
Management Team  
Paul E. Newton joins RTI as president and COO  
Relational Technology, Inc. (RTI) is incorporated  
RTI has OEM or joint marketing agreements with 18 computer system manufacturers  
RTI is first to integrate a 4GL language application  
RTI is first to integrate graphics  
RTI is first to introduce a heterogeneous distributed DBMS  
RTI is first to introduce an integrated micro-to-mainframe link  
RTI is first to introduce visual programming approaches  
RTI is first to provide networking for distributed access  
RTI moves its offices to Alameda

**Title: Strategic Planning Committee - agenda & documents**

Author:

Created: May 1987

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-4586c82661257.pdf (Size: 1.73 MB)

Pages: 79

Cataloguer: 2006-12-15 Sarah Wilson

Copyright: Ingres

Description:

Document, "Strategic Planning Committee - agenda & documents"

Lot number: X3708.2007

Accession: 102655281

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-11-29 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src\102655281.strategic\_planning\_committee.1987

---

Entered By: Sarah Wilson

December 18, 2006

**Title: FY88 Plan/Budget - Executive Summary**

Author:

Created: June 3, 1987

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-457eb6c8f0b94.pdf (Size: 207 KB)

Pages: 5

Cataloguer: 2006-12-11 Sarah Wilson

Copyright: Ingres

Description:

Document establishing operating plan for FY88.

Lot number: X3708.2007

Accession: 102655285

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Dimensions: 11 x 8.5 in.  
Color depth: 1 bitonal  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102655285.fy88\_plan\_budget.1988

---

Entered By: Sarah Wilson  
December 12, 2006  
Related Events

---

RTI management creates 1988 operating plan

**Title: Relational Technology, Inc. Consolidated Financial Statements**

Author:  
Created: June 30, 1987  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-4586f56063fc3.pdf (Size: 745 KB)  
Pages: 18  
Cataloguer: 2006-12-15 Sarah Wilson  
Copyright: Ingres  
Description:  
Document, "Relational Technology, Inc. Consolidated Financial Statements"  
Lot number: X3708.2007  
Accession: 102655283  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB, 1 bitonal  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102655283.consolidated\_financial\_statements.1987

---

Entered By: Sarah Wilson  
December 18, 2006

**Title: INGRES Overview**

Author:  
Created: 1988  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-4588209e9edcb.pdf (Size: 5.00 MB)  
Pages: 32  
Cataloguer: 2006-12-19 Sarah Wilson  
Copyright: Ingres  
Description:  
Promotional material, "INGRES Overview"  
Lot number: X3708.2007  
Accession: 102686004  
Dimensions: 11 x 8.5 in.

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Color depth: 24 RGB  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102686004

---

Entered By: Sarah Wilson  
December 19, 2006

**Title: Relational Technology, Inc. 1988 Annual Report**

Author:  
Created: 1988  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-45884d43e0200.pdf (Size: 4.71 MB)  
Pages: 36  
Cataloguer: 2006-12-19 Sarah Wilson  
Copyright: Ingres  
Description:  
RTI annual report 1988. Statement of operating and financial results.  
Lot number: X3708.2007  
Accession: 102686009  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102686009.annual\_report.1988

---

Entered By: Sarah Wilson  
December 19, 2006  
Related Events

---

1984 Revenues  
1985 Revenues  
1986 Revenues  
1987 Revenues  
1988 revenues  
RTI signs joint agreement with Sun Microsystems

**Title: Executive Committee Strategy Retreat**

Author: Gary Morgenthaler  
Created: January 15, 1988  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-458054e5ce82c.pdf (Size: 280 KB)  
Pages: 20  
Cataloguer: 2006-12-11 Sarah Wilson  
Copyright: Ingres  
Description:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Slide presentation, "Executive Committee Strategy Retreat"

Lot number: X3708.2007

Accession: 102685999

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-12-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src\102685999.executive\_committee\_strategy\_retreat.1988

---

Entered By: Sarah Wilson

December 13, 2006

**Title: Future Trends in Data Base Systems**

Author: Michael Stonebraker

Created: January 15, 1988

Publisher: Electronics Research Laboratory

Donated By: Gary Morgenthaler

Filename: doc-446d13d1ad228.pdf (Size: 1.25 MB)

Pages: 23

Cataloguer: 2006-05-18 Sarah Wilson

Copyright:

Description:

Paper by Michael Stonebraker. From the Electronics Research Lab, College of Engineering, University of California - Berkeley.

Accession: 062304364

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB, 1 bitonal

Digitized: 2006-05-15 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\projects\ITCHP\Ingres\src\062304364.trends\_database\_systems.1988

---

Entered By: Sarah Wilson

May 18, 2006

**Title: The Relational Technology Documents List Primer**

Author:

Created: March 15, 1988

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-4582b70acc589.pdf (Size: 449 KB)

Pages: 9

Cataloguer: 2006-12-15 Sarah Wilson

Copyright: Ingres

Description:

The Documents List is a report generated each month from the Documents Database-- and INGRES database that reside on LYNX and contains descriptions of all current articles, brochures, press releases, competitive information sheets, white papers, benchmarks, etc. for your general information and sales ammunition.

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Lot number: X3708.2007  
Accession: 102686016  
Dimensions: 11 x 8.5 in.  
Color depth: 1 bitonal  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102686016.documents\_list.1988

---

Entered By: Sarah Wilson  
December 15, 2006

**Title: Technical Support Strategic Support Plan - Operating Committee Summary**

Author:  
Created: April 4, 1988  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-4582f1e20b0c3.pdf (Size: 1.11 MB)  
Pages: 36  
Cataloguer: 2006-12-15 Sarah Wilson  
Copyright: Ingres  
Description:  
Document, "Technical Support Strategic Support Plan - Operating Committee Summary"  
Lot number: X3708.2007  
Accession: 102655277  
Dimensions: 11 x 8.5 in.  
Color depth: 1 bitonal  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102655277.strategic\_support\_plan.1988

---

Entered By: Sarah Wilson  
December 15, 2006

**Title: Future Directions in DBMS Research**

Author: Erich Neuhold  
Created: May 1988  
Publisher: International Computer Science Institute  
Donated By: Gary Morgenthaler  
Filename: doc-446d148c91448.pdf (Size: 694 KB)  
Pages: 13  
Cataloguer: 2006-05-18 Sarah Wilson  
Copyright:  
Description:  
Paper by Erich Neuhold and Michael Stonebraker. From the International Computer Science Institute.  
Accession: 062304363  
Dimensions: 11 x 8.5 in.  
Color depth: 1 bitonal

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Digitized: 2006-05-15 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\projects\ITCHP\Ingres\src\062304363.future\_directions\_dbms\_research.1988

---

Entered By: Sarah Wilson  
May 18, 2006

**Title: 2,000,000 Shares Relational Technology, Inc. Common Stock**

Author:  
Created: May 17, 1988  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-4582c3f983030.pdf (Size: 3.26 MB)  
Pages: 64  
Cataloguer: 2006-12-15 Sarah Wilson  
Copyright: Ingres  
Description:  
Prospectus for 2,000,000 Shares Relational Technology, Inc. Common Stock.  
Lot number: X3708.2007  
Accession: 102686018  
Dimensions: 11 x 8.5 in.  
Notes:  
Color depth: 1 bitonal  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102686018.2000000\_shares\_common\_stock.1988

---

Entered By: Sarah Wilson  
December 15, 2006

**Title: An Application Development Comparison INGRES vs. Sybase**

Author: David Kellogg  
Created: July 1988  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-457ec824eb991.pdf (Size: 180 KB)  
Pages: 7  
Cataloguer: 2006-12-11 Sarah Wilson  
Copyright: Ingres  
Description:  
Document, "An Application Development Comparison INGRES vs. Sybase" Contributors: Aaron Zornes, Shelby Thornton  
Lot number: X3708.2007  
Accession: 102655289  
Dimensions: 11 x 8.5 in.  
Color depth: 1 bitonal  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL



Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102655289.application\_development\_comparison\_sybase.1988

---

Entered By: Sarah Wilson  
December 12, 2006

**Title: Advantage, volume III number 1**

Author:  
Created: 1989  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-458181b6efcd2.pdf (Size: 6.26 MB)  
Pages: 32  
Cataloguer: 2006-12-15 Sarah Wilson  
Copyright: Ingres  
Description:  
Advantage - The Information Management Quarterly  
Lot number: X3708.2007  
Accession: 102686011  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 2006-11-21 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102686011

---

Entered By: Sarah Wilson  
December 14, 2006

**Title: Advantage, volume III number 3**

Author:  
Created: 1989  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-45805089d862d.pdf (Size: 8.51 MB)  
Pages: 44  
Cataloguer: 2006-12-11 Sarah Wilson  
Copyright: Ingres  
Description:  
Advantage - The Information Management Quarterly  
Lot number: X3708.2007  
Accession: 102686010  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

\\Archive\resources\text\Ingres\src\102686010.advantage.1989

---

Entered By: Sarah Wilson  
December 13, 2006

**Title: Advantage, volume III number 4**

Author:  
Created: 1989  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-457de31daf444.pdf (Size: 10.08 MB)  
Pages: 50  
Cataloguer: 2006-12-11 Sarah Wilson  
Copyright: Ingres  
Description:  
Advantage - The Information Management Quarterly  
Lot number: X3708.2007  
Accession: 102655286  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 2006-12-04 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102655286

---

Entered By: Sarah Wilson  
December 11, 2006

**Title: Relational Technology, Inc. 1989 Annual Report**

Author:  
Created: 1989  
Publisher: Ingres  
Donated By: Gary Morgenthaler  
Filename: doc-458825541d5c0.pdf (Size: 5.46 MB)  
Pages: 40  
Cataloguer: 2006-12-19 Sarah Wilson  
Copyright: Ingres  
Description:  
RTI annual report 1989. Statement of operating and financial results.  
Lot number: X3708.2007  
Accession: 102686005  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 2006-11-29 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Ingres\src\102686005.annual\_report.1989

---

Entered By: Sarah Wilson  
December 19, 2006

Related Events

---

1989 Revenues

**Title: INGRES news flashes**

Author:

Created: 1989 ca.

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-458951e91ed6b.pdf (Size: 3.56 MB)

Pages: 7

Cataloguer: 2006-12-19 Sarah Wilson

Copyright:

Description:

Photocopies of news from various publications about INGRES.

Lot number: X3708.2007

Accession: 102686008

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 2006-11-29 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src\102686008.news\_flashes.1989

---

Entered By: Sarah Wilson

December 20, 2006

Related Events

---

ASK Computer Systems buys Ingres

Ingres is ranked as the 18th largest software company

Relational Technology, Inc. changes its name to Ingres Corporation

**Title: Relational Technology, Inc. stock outlook**

Author:

Created: April 19, 1989

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-45883986384e7.pdf (Size: 142 KB)

Pages: 2

Cataloguer: 2006-12-19 Sarah Wilson

Copyright: Ingres

Description:

Document (only a part of a larger document), "Relational Technology, Inc. stock outlook"

Lot number: X3708.2007

Accession: 102686007

Dimensions: 11 x 8.5 in.

Color depth: 1 bitonal

Digitized: 2006-12-04 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src\102686007.stock\_outlook.1989

---

Entered By: Sarah Wilson  
December 19, 2006

**Title: INGRES - Telephone Board Mtg. w/Goldman-Sachs**

Author: Gary Morgenthaler

Created: November 14, 1989

Publisher:

Donated By: Gary Morgenthaler

Filename: doc-44614819590af.pdf (Size: 645 KB)

Pages: 3

Cataloguer:

Copyright:

Description:

Handwritten notes from Gary Morgenthaler's files from a board meeting in which potential merger partners were discussed.

---

Entered By: Luanne Johnson

May 9, 2006

Related Events

---

Ingres considers potential merger partners

**Title: Advantage, volume IV number 1**

Author:

Created: 1990

Publisher: Ingres

Donated By: Gary Morgenthaler

Filename: doc-4581adb99e8b5.pdf (Size: 10.03 MB)

Pages: 52

Cataloguer: 2006-12-15 Sarah Wilson

Copyright: Ingres

Description:

Advantage - The Information Management Quarterly

Lot number: X3708.2007

Accession: 102686014

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 2006-11-21 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Ingres\src\102686014.advantage.1990

---

Entered By: Sarah Wilson

December 14, 2006

**Title: [Letter from Eugene Wong resigning as Ingres corporate secretary]**

Author: Eugene Wong

Created: April 7, 1990

Publisher:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Donated By: Gary Morgenthaler  
Filename: doc-4461501d88d57.pdf (Size: 26 KB)  
Pages: 1

Cataloguer:

Copyright:

Description:

Letter from Eugene Wong resigning as Consultant and Corporate Secretary of Ingres Corporation as a result of his appointment as Associate Director of the White House Office of Science and Technology Policy.

---

Entered By: Luanne Johnson  
May 9, 2006

**Title: [Letter from Gary Morgenthaler accepting Eugene Wong's resignation]**

Author: Gary Morgenthaler

Created: April 30, 1990

Publisher:

Donated By: Gary Morgenthaler

Filename: doc-44614f93ec13d.pdf (Size: 83 KB)

Pages: 1

Cataloguer:

Copyright:

Description:

Letter from Gary Morgenthaler accepting Eugene Wong's resignation from the Ingres board upon his appointment as Associate Director of the White House Office of Science and Technology Policy.

---

Entered By: Luanne Johnson  
May 9, 2006

## References

**Title: The Commercial INGRES epilogue**

Author: Lawrence A. Rowe and Michael Stonebraker

Created: 1986

Publisher: Addison-Wesley

Cataloguer:

Copyright:

Reference:

The Commercial INGRES epilogue, Chapter 3 (pp 63-82) of The INGRES papers: anatomy of a relational database system; Addison-Wesley Series in Computer Science; 1986.

---

Entered By: Luanne Johnson  
May 9, 2006

Related Events

---

Company grows to 130 people

Company grows to 52 people

Conversion of INGRES from UNIX to the DEC operating system is completed

Gary Morgenthaler is recruited as Executive VP and COO

Relational Technology, Inc. (RTI) is incorporated

Stonebraker, Wong and Rowe decide to form a company to market INGRES

## **Discussions**

**There are no discussions for this company in the collection**

## Software AG North America

### Company Details

**Name:** Software AG North America  
**Sector:** [Database Management Software Products](#)

#### Description

Software AG North America (SAGNA) was founded by John Norris Maguire in February 1972 to market the ADABAS database management system developed by the German company Software AG. SAGNA was legally incorporated in Virginia in 1973, went public in 1981, and was purchased by Software AG (Germany) in 1988. The product line was expanded over the years to include a number of other application development and information management tools.

---

#### Facilitators

---

#### Statistics

Contributors (12), Events (90), Stories (14), Documents (66), References (1), Discussions (3 threads, 3 posts)

---

**Entered By:** Luanne Johnson  
May 24, 2005

### Contributors

**Contributor** Jim Addis

**Date Joined** July 1973

#### Job Description

Senior Fellow and Head of the Lab; i.e., grunt programmer.

#### Accomplishments

Became an intimate (but not participating) observer of an international espionage episode, which resulted in 15 seconds (not minutes) of an appearance on network television.

**Date Left** June 2004

**Date Entered** October 31, 2005

**Contributor Bruce Beaman**

**Date Joined** April 1986

**Job Description**

When I was hired, I was brought aboard as a human resources specialist with the job description of technical recruiting. I was in this job for about a year and then moved into a new role as a Technical Trainer

**Accomplishments**

I've had a wonderful (almost) 20 year career at Software AG. I served in several roles in the Software AG Education department for over seven years including trainer, course developer and product training manager. Eventually, I moved over to a technical role as a database product specialist and within two years became head of the company's Technical Marketing group. This was the start of a career in product marketing for me, first with Software AG North America and later with Software AG international. I am currently the Director of Product Marketing for Adabas, which is Software AG's flagship database product. Adabas has been around for 35 years and I'm proud to say that it's my job to insure that Adabas continues to be an ultra high-performance, leading-edge database that meets the needs of the market.

**Statistics**

Stories (1)

**Date Entered** July 24, 2005

**Contributor David DelRio**

**Date Joined** October 1973

**Job Description**

Programmer, Analyst, Consultant,  
Instructor...

**Accomplishments**

In the early days did everything, even  
collating pages for User Meetings.

**Date Left** January 2002

**Statistics**

Stories (1)

**Date Entered** July 13, 2005

**Contributor Diane Ditrick**

**Date Joined** August 1988

**Job Description**



Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Technical Instructor, 1988 - 1993. Provided instruction and some course development for Software AG products Natural and Adabas. My role was primarily that of a Natural applications instructor. Presales Systems Engineer, 1993 - 1997. I performed presales activities including presentations, demos, qualifying calls, POC events. I also participated in our user symposiums and trade shows. Systems Engineer Manager, 1997 - 1998. I lead the Irvine, Ca-based presales team of Systems Engineers.

**Accomplishments**

Technical Instructor of the quarter, early 1990's; SC of the Mid-Atlantic region: 1993; SC of the year: 1996; Pit Bull of the Year (for building the new SC region in the west): 1998. Created a 'Natural Wrap' which was a nice user group ice breaker that also illustrated the complete functionality of Natural, in wrap form. Participated in several corporate "Relay For Life" events, for which Software AG won several awards, over the years. Some of the best years of my life were spent at Software AG.

**Date Left** April 1999

**Date Entered** October 17, 2006

**Contributor** Len Israelstam

**Date Joined** July 1975

**Job Description**

**Statistics**

Stories (1)

**Date Entered** July 20, 2005

**Contributor** Michael Jakes

**Date Joined** October 1975

**Job Description**

- Salesman for Northeast based in NYC 1975-1979
- VP domestic sales for Eastern US 1980-1981
- Sr. VP for International Sales 1982-1990

**Accomplishments**

Influenced corporate culture, peacemaker between warring factions, facilitator helping to settle many cross-cultural misunderstandings and fights

**Date Left** March 1990

**Statistics**

Stories (2)

**Date Entered** August 2, 2005

**Contributor** David Keller

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

**Date Joined** September 1981

**Job Description**

ADABAS-M product manager  
Natural/Connection product manager  
ADABAS/VMS marketing manager

**Date Left** February 1987

**Date Entered** September 7, 2005

**Contributor** John Maguire

**Date Joined** February 1972

**Job Description**

Sole Founder and CEO

**Date Left** February 1992

**Date Entered** July 8, 2005

**Contributor** John McAra

**Date Joined** February 1977

**Job Description**

Most of my time was spent as a software developer working on products such as  
ADASCRIP+, Natural, Natural/Graphics and Natural/Connection

**Accomplishments**

I was Manager of Product Support for several years.

**Date Left** October 1987

**Statistics**

Stories (1)

**Date Entered** September 16, 2005

**Contributor** Stuart Miller

**Date Joined** May 1984

**Job Description**

President and CEO

**Date Left** May 1988

**Date Entered** December 16, 2005

**Contributor Giorgio Saurgnani**

**Date Joined** March 1981

**Job Description**

At Software AG Darmstadt

1. and 2. level support for Complete, developer of CICS-Interface, ADABAS support, Natural-CICS and related

**Accomplishments**

System programmer for VS1, MVS, VM.

Head of Datacenter Darmstadt

**Date Left** January 1988

**Statistics**

Stories (1)

**Date Entered** August 26, 2005

**Contributor Yasushi Wakita**

**Date Joined** November 11, 1972

**Job Description**

Took responsibility of sales and marketing at the early stage of ADABAS sales in Japan.

**Accomplishments**

Made first ADABAS sales in Japan, and sold over 100 Adabas throughout Japan.

**Date Left** June 24, 2004

**Date Entered** May 30, 2006

## Timeline

1969

### Milestones

[Software AG \(Germany\) is formed \(1969\)](#)

Software AG is formed in Germany as a two-person spin-off from a larger consulting and data services organization of 100+ people.

### Related Stories

List of significant events in Software AG's history

1971

### Milestones

[John Maguire meets with Peter Schnell \(1971\)](#)

John Maguire meets with Peter Schnell of Software AG (Germany) and becomes interested in marketing Software AG's database management system ADABAS in the U.S.

Related References

Maguire, John Oral History

Related Stories

List of significant events in Software AG's history

## 1972

### Milestones

[Maguire begins Software AG North America operations \(February 1, 1972\)](#)

John Maguire begins operation of Software AG North America (SAGNA) out of his Reston, VA home.

Related Stories

List of significant events in Software AG's history

Related Documents

From a Mustang to a Mercedes

[AIV pamphlet]

[The founding of Software AG North America receives extensive press coverage \(1972\)](#)

The founding of Software AG North America receives extensive press coverage in the trade, business and general press.

Related Documents

Software AG, In The Press

### Marketing and Competition

[Initial selling done through Computerworld ads \(1972\)](#)

Initial marketing efforts focused on ads in Computerworld and Datamation which generated "bingo" cards returned by readers requesting further information. Maguire was constantly traveling so his wife and children would put together and mail information packages in response to the bingo cards that came in.

Related References

Maguire, John Oral History

[Maguire charges \\$ 2,500 for demos \(1972\)](#)

Maguire came up with a marketing tactic of charging potential customers \$ 2,500 to run a demo at their site using their data to prove the efficiency of ADABAS. The demo fee helped the cash flow and generated enormous credibility.

Related References  
Maguire, John Oral History

## Technology

### [Software AG negotiates a deal with PRC for use of their computer center \(1972\)](#)

In early 1972, John Maguire negotiated a deal with the people at the PRC Computer Center in McLean, VA to use their IBM computers to do demos, testing and development. He offered them exclusive D.C. area use of ADABAS in exchange for the use of their computer. No money changed hands and the arrangement worked well for both parties.

Related Stories  
Software AG used the PRC computer center for demos, testing and development

## 1973

### Milestones

#### [First U.S. customer closed \(May 1973\)](#)

Software AG NA gets its first U.S. customer, Massachusetts Mutual Insurance Co., Springfield, MA.

Related Stories  
List of significant events in Software AG's history

#### [SAGNA incorporated in Virginia \(May 1973\)](#)

SAGNA was legally incorporated as a separate Virginia corporation because of customer reluctance to buy software from a German company.

Related Stories  
List of significant events in Software AG's history

### Company Culture

#### [On the job training was typical \(1973\)](#)

Within a couple of days of accepting a job with Software AG, David Del Rio was sent to the site of a potential customer in Los Angeles to assist in sorting out problems they were having with their trial run. Among the contributions he made was providing translation for the documentation and manuals which were written in German.

Related Stories  
First Days at Software AG

### Marketing and Competition

#### [Software AG wins City of New York contract \(June 1973\)](#)

Software AG wins a significant contract from the City of New York in a bid

against IBM's IMS, MRI's System 2000, and Cincom's TOTAL. It took a year to collect the money because the City of New York had financial difficulties and also because it required that Software AG have a corporate seal to sign the contract which required Software AG to become legally incorporated in Virginia.

Related References  
Maguire, John Oral History

[Presentation at GUIDE meeting to 350 IBM customers \(1973\)](#)

Maguire does a presentation on ADABAS at a GUIDE meeting which is attended by 350 IBM customers even though IBM scheduled his presentation for late on Friday afternoon. IBM objected to Maguire's attendance at GUIDE and SHARE meetings but agreed to allow him to give a presentation because of pressure from customers.

Related References  
Maguire, John Oral History

## 1974

### Milestones

[First ADABAS users' conference \(June 1974\)](#)

The first ADABAS users' conference is held at the Marriott at Dulles Airport in Virginia with about 40+ attendees.

Related Stories  
List of significant events in Software AG's history

### Company Culture

[Maguire borrows against his house to cover cash needs \(June 1974\)](#)

In June 1974, cash flow problems resulting from the recession require John Maguire to take out a loan against his house to cover payroll and royalties owed to the German company. Most of the employees stuck with the companies despite occasional late payrolls.

Related References  
Maguire, John Oral History

[Jim Addis captures the SAGNA sales challenge in a humorous memo \(April 1974\)](#)

Jim Addis writes " A Successful Demonstration ", a parody of John Maguire's aggressive (and successful) sales tactics. This memo becomes a company legend because it so effectively captures the challenge of selling database software in an era when IBM had extremely effective account control and customers were reluctant to acquire software from independent vendors.

Related Documents

## A Successful Demonstration

### [Maguire hires Jane Joliet after asking her to meet him the next day in Lincoln, NE \(1974\)](#)

John Maguire interviews Jane Joliet in the Minneapolis airport and then says he'll hire her if she meets him the next day in Lincoln, NE. She does and he hires her.

#### Related Stories

Stories from Ted Charlebois and Jane Joliet

### [John Maguire makes an extraordinary effort to get payment from the City of New York \(June 1974\)](#)

John Maguire travels to New York to pick up money owed to Software AG by the City of New York and ends up battling with the IRS to release a hold on the check.

#### Related Documents

The Real World we have to deal with... unfortunately

## 1975

### Company Culture

#### [Software AG users group begins publishing a newsletter \(September 1975\)](#)

The International ADABAS Users Group publishes the first volume of a newsletter to provide communication among ADABAS users and between Software AG and ADABAS users.

#### Related Documents

ADABAS Newsletter, September 1975

### Marketing and Competition

#### [ADABAS competes for the Chase Manhattan account \(October 1975\)](#)

In October 1975, Chase Manhattan Bank granted ADABAS a six-month extensive analysis against IMS, IDMS, System 2000, and TOTAL. Michael Jakes, in his first day on the job, went to Chase Manhattan headquarters near Wall Street to collect the information needed to prepare the analysis. He encountered first hand the difficulty of competing against IBM's control of its customer accounts. ADABAS won the contract.

#### Related Stories

Day One at SAGNA

#### [SPL becomes sole distributor in South Africa \(1975\)](#)

In 1975, Systems Programming Ltd. became the sole distributor for Software AG in South Africa. Graeme Wallace (Sales) and Hettie Wiesner (Technical) spearheaded this new venture and soon won two sales (beating IBM) at the South African Railways and The Standard Bank of

South Africa.

Related Stories

The SAGNA – SPL Story

Related Documents

Letter from Bob Preger to L.S. Israelstam

[ADABAS is added to the GSA schedule \(July 3, 1975\)](#)

After a year of effort by Software AG, ADABAS is made available to agencies of the United States government for purchase or lease from the GSA Authorized ADP Schedule Price List, making it much easier for US government agencies to acquire ADABAS.

Related Documents

ADABAS Newsletter, September 1975

## Products and Services

[DATAMANAGER Data Dictionary made available to ADABAS users \(November 1975\)](#)

Software AG concludes an agreement with Management Systems & Programming Ltd. (MSP) of London to provide MSP's data dictionary system, DATAMANAGER, to ADABAS users. ADABAS users in North America can purchase DATAMANAGER directly from Software AG with installation and support provided by MSP.

Related Documents

ADABAS Newsletter, November 1975

## 1976

### External Factors

[SAGNA employees killed instantly when plane crashes into their home \(January 1976\)](#)

Two Software AG employees, including the key technical support person, were killed instantly in January 1976 when an airplane, in heavy fog, crashed into their home across the street from the Software AG office.

Related Stories

Plane crash kills SAG employees

Related Documents

ADABAS Newsletter, December 1977

### Marketing and Competition

[Sales leads generated by Datamation article \(1976\)](#)

Frustrated by a lack of sales leads, Michael Jakes convinces his contact at Chase Manhattan to write an article on DBMS to be published in



Datamation magazine. Jakes agreed to pay all printing and postage costs for the leads generated by the bingo card attached to the article and got John Maguire to agree to reimburse his expenses if any business was generated. Few of the many responses were useful but a couple led to contracts with customers who became major SAGNA accounts.

Related Stories  
No Sales Leads

["Everyone" is on the verge of going to a DBMS reports John Maguire \(April 1976\)](#)

John Maguire reports from a meeting of members of the American Gas Association Information Systems group that "everyone" seems to be on the verge of going to a DBMS.

Related Documents  
ADABAS Newsletter, April 1976

## 1977

### Company Culture

[ADABAS users offered \\$100 for formal presentations at the Users' conference \(January 1977\)](#)

Software AG offers \$100 to any ADABAS user who makes a formal presentation, including a written paper at the upcoming Users' conference. A \$500 reward is offered to the ADABAS user who captivates the audience with the best formal presentation.

Related Documents  
ADABAS Newsletter, January 1977

### Financial Data

[1977 Revenues \(1977\)](#)

Revenues: \$ 2,878,634; Net Income: \$ 234,583

Related Documents  
Software AG Annual Report 1981

### Marketing and Competition

[SPL becomes the sole distributor in Israel \(1977\)](#)

Len Israelstam sets up a second SPL company in Israel and becomes the sole Software AG distributor there with great success.

Related Stories  
The SAGNA – SPL Story

[ADABAS named to 1977 DATAPRO honor roll \(December 1977\)](#)

ADABAS is named to the 1977 DATAPRO Software Honor Roll. The honor roll members were determined by a survey of approximately 30,000

computer system users; ADABAS was ranked among the top 32 software products out of 1223 rated by the users.

Related Documents  
ADABAS Newsletter, December 1977

## 1978

### Company Culture

#### Com-plete Users' Group is formed (July 1978)

A Users' Group is formed for users of Com-plete, Software AG's teleprocessing system.

Related Documents  
ADABAS Newsletter, July 1978

### Financial Data

#### 1978 Revenues (1978)

Revenues: \$ 4,883,425; Net Income: \$ 340,722

Related Documents  
Software AG Annual Report 1981

### Marketing and Competition

#### SPL takes on the sole distributorship for Australia (1978)

John Maguire offers SPL the sole distributorship in Australia and Geoff Holloway from the South African company moves to Sydney to set up an operation there.

Related Stories  
The SAGNA – SPL Story

## 1979

### Milestones

#### Software AG decides to build and install a computer center (March 1979)

Software AG decides to build and install its own computer center which will be used primarily for developing and testing its software products.

Related Documents  
ADABAS Newsletter, May 1979

### Company Culture

#### ADABAS and Com-plete Users' Groups merge (June 1979)

The ADABAS Users' Group and the Com-plete Users' Group merge to form

the International Software AG User's Group.

Related Documents  
Software AG Users' Group Quarterly September 1979

## External Factors

### Soviet agent attempts to buy ADABAS source code (1979)

Marc Andre DeGeyter, a Belgian businessman working for the Soviet Union, offers \$ 150,000 to Jim Addis for a copy of the ADABAS source code. Software AG becomes involved in a FBI sting operation leading to DeGeyter's arrest at Kennedy Airport in 1980.

Related References  
Maguire, John Oral History  
Related Documents  
Mystery Veils Case of Computer Secrets Espionage  
Software AG Chairman Testifies Before Senate Subcommittee Regarding Soviet Acquisition of US Technology  
Statement of John N. Maguire...Before the US Senate Permanent Subcommittee on Investigations

## Financial Data

### 1979 Revenues (1979)

Revenues: \$ 7,963,862; Net Income: \$ 885,651

Related Documents  
Software AG Annual Report 1981

## Marketing and Competition

### Sales efforts organized around four regions (September 1979)

Effective September 4, 1979, sales efforts were organized around four geographic regions: Eastern, headed by Michael Jakes, North Central, headed by Ted Charlebois, Southern, headed by Tom Berrisford, and Western, headed by Richard Currier.

Related Documents  
Organizational Change

## 1980

### Milestones

### Business Week runs an article on the software products industry (September 1980)

The September 1, 1980 issue of Business Week contains an article covering the difficulty that companies are having developing software for their computers and the potential which that creates for software product companies. This article was the result of several years of effort by ADAPSO

(the trade association for the computer software and services industry) to focus the attention of the financial community on economic opportunities in the software products industry. John Maguire was a key player in ADAPSO's effort.

Related Documents

Missing Computer Software: A bottleneck slows new applications, spawns a booming new industry

## Financial Data

1980 Revenues (1980)

Revenues: \$ 10,863,319; Net Income: \$ 368,369

Related Documents

Software AG Annual Report 1981

## Marketing and Competition

Full color brochure describing the company is produced (1980)

In about 1980, the company produced a 30-page full color brochure describing the company and its Products and Services

Related Documents

Software AG of North America, Inc.

## Products and Services

Software AG announces The Data Base Machine (November 1980)

Software AG announces The Data Base Machine, the first commercially available backend data base machine designed to address the problem of computer resource saturation for organizations with significant DBMS activity. The DBM offloads the data base management functions from an existing mainframe to a directly attached plug compatible mainframe which is fully dedicated to the data base functions and contains ADABAS. The DMB communicates with the host computer through a special channel-to-channel communications system (CTCS); the host computer executes the applications programs.

Related Documents

Software AG International Users' Group Newsletter November 1980

Software AG forms a new Consulting and Education Division (November 1980 ca.)

Software AG forms a new Consulting and Education Division to coordinate the continuing growth in both consulting and education, and to provide greater responsiveness to customer requests for support in both areas. New offices in Seattle and Kansas City. The Seattle office contains classroom facilities similar to those at the Reston Education Center. The Kansas City office is somewhat smaller and serves as a support office.

Related Documents  
Software AG International Users' Group Newsletter November 1980

## 1981

### Milestones

#### SAGNA goes public (June 1981)

SAGNA goes public. The underwriters were led by Alex Brown and Sons of Baltimore.

#### Related Stories

List of significant events in Software AG's history

#### Related Documents

Software AG Annual Report 1981

### Company Culture

#### Ninth User's conference has 900 participants (May 1981)

The Ninth International Software AG Users' Conference held in Innisbrook, FL, has 900 participants, the largest conference Software AG users have ever known.

#### Related Documents

Software AG International Users' Group Newsletter August 1981

### Financial Data

#### 1981 Revenues (1981)

Revenues: \$ 18,875,070; Net Income: \$ 2,318,160

#### Related Documents

Software AG Annual Report 1981

#### Royalty reduced (1981)

The royalty agreement with Software AG of Darmstadt, West Germany, was reduced resulting in a new royalty fee of only 5% for North American sales. The royalty was reduced from 25% in exchange for a substantial portion of the money received for going public.

#### Related Stories

Royalty reduced in 1981 in exchange for money from going public

#### Related Documents

Software AG Annual Report 1981

### Marketing and Competition

[U.S. marketing efforts intensified by expansion of facilities \(1981\)](#)

Expansion of facilities -- new sales offices in Atlanta and San Francisco; expanded regional marketing and sales office in Reston, Chicago, New York City, Houston and Los Angeles; an expanded product development and research center in Seattle; a new technical support center in Denver; an expanded educational and consulting center in Reston; and new educational and consulting centers in Denver and Seattle -- intensified U.S. marketing efforts.

Related Documents  
Software AG Annual Report 1981

Products and Services

[New products introduced \(1981\)](#)

New products were: The Data Base Machine, the first commercially available backend processor; the ADABAS/VM option allowing one database management system to be used by several users in different ways; the Channel to Channel Communications System, a communications link between the host and backend computers.

Related Stories  
ctl-alt-del on 4341  
Related Documents  
Software AG Annual Report 1981

1982

Company Culture

[Software AG has user groups throughout the world \(May 1982\)](#)

Software AG has user groups throughout the world. Users contribute to the User Groups newsletter, sharing information about the use of Software AG products, and chair numerous special interest groups.

Related Documents  
Software AG International, Users Group Newsletter

External Factors

[Maguire Testifies Before Senate Subcommittee Regarding Soviet Acquisition of U.S. Technology \(May 1982\)](#)

John Maguire testifies before a Senate subcommittee regarding the Soviet acquisition of U.S. Technology

Related References  
Maguire, John Oral History  
Related Documents  
Mystery Veils Case of Computer Secrets Espionage  
Software AG Chairman Testifies Before Senate Subcommittee  
Regarding Soviet Acquisition of US Technology

Statement of John N. Maguire...Before the US Senate Permanent  
Subcommittee on Investigations

## Financial Data

### 1982 Revenues (1982)

Revenues: \$ 24,685,852; Net Income: \$ 965,755

Related Documents  
Software AG Annual Report 1983

## Management

### Computer World Japan runs a feature story on John Maguire (November 1982)

Computer World Japan runs a feature story on John Maguire including a  
photo on the cover.

Related Documents  
Computer World Japan

## Products and Services

### Training classes held throughout the US (1982)

Software AG offers frequent training classes on all of its products in  
multiple locations throughout the U.S.

Related Documents  
Software AG International, Users Group Newsletter

## 1983

## Financial Data

### 1983 Revenues (1983)

Revenues: \$ 30,043,891; Net Income: \$ 1,248,903

Related Documents  
Software AG Annual Report 1983

## Products and Services

### New Products Introduced in 1983 (1983)

New products introduced:  
NET-WORK -- software tools for users of distributed systems;  
PREDICT -- an online data dictionary for fourth-generation application  
development environments;  
NATURAL/GRAPHICS -- a system that gives NATURAL users access to  
business graphics;  
NATURAL Security System -- a system providing control over centralized  
and distributed environments;  
NATURAL/VSAM -- first version of NATURAL to be offered to non-

ADABAS users;  
ADABAS/VAX -- full-function ADABAS for DEC VAX computers.

Related Documents  
Software AG Annual Report 1983

## 1984

### Milestones

[ADABAS named top DBMS by Datamation survey \(December 1984\)](#)

The \_Datamation\_ Data Decisions survey of users names ADABAS the top-ranked data base management system for IBM systems.

Related Documents  
Software AG Annual Report 1985

### Financial Data

[1984 Revenues \(1984\)](#)

Revenues: \$ 41,126,605; Net Income: \$ 5,855,697

Related Documents  
Software AG Annual Report 1984

### Marketing and Competition

[Increase in sales force \(August 1984\)](#)

Full-service branch offices in the U.S. increased from 8 to 12.

Related Documents  
Software AG Annual Report 1985

[Joint agreement with California Software, Inc. \(August 1984\)](#)

Joint agreement signed that allows California Software, Inc. to offer an online query and reporting system based on NATURAL/VSAM.

Related Documents  
Software AG Annual Report 1985

[Joint marketing agreement with SCT \(October 1984\)](#)

Joint marketing agreement signed with Systems and Computer Technology Corporation (SCT).

Related Documents  
Software AG Annual Report 1985

### Products and Services

[Joint agreement with DELTAK and Advanced Systems \(August](#)



1984)

Joint marketing and development agreements signed with DELTAK and Advanced Systems, Inc. for video, interactive, and computer-based training.

Related Documents  
Software AG Annual Report 1985

ADABAS and NATURAL released for DEC VAX (October 1984)

ADABAS(VMS) and NATURAL(VMS) are released, enabling Digital Equipment Corporation (DEC) VAX users to utilize major production application database and fourth-generation technologies.

Related Documents  
Software AG Annual Report 1985

## Technology

Joint agreement for online query facility (June 1984)

Joint development agreement signed with Software International to produce an online query facility.

Related Documents  
Software AG Annual Report 1985

## 1985

### Milestones

ADABAS rated top DBMS by Data Pro survey (March 1985)

A Datapro Research Corporation survey of users names ADABAS the number one data base management system for IBM users.

Related Documents  
Software AG Annual Report 1985

### Financial Data

1985 Revenues (1985)

Revenues: \$ 52,264,426; Net Income: \$ 5,140,153. A change in revenue recognition policy resulted in a decline in net income when compared to 1984.

Related Documents  
Software AG Annual Report 1985

### Marketing and Competition

Marketing/development agreement signed with American Software (April 1985)

Agreement with American Software to develop and market products that

use ADABAS and NATURAL signed.

Related Documents  
Software AG Annual Report 1985

[Letter of intent signed with Ashton-Tate \(May 1985\)](#)

Letter of intent to conduct joint development and marketing activities with Ashton-Tate, developers of microcomputer products dBase III and Framework, is signed.

Related Documents  
Software AG Annual Report 1985

[SPL becomes the distributor for South East Asia \(1985\)](#)

Maguire offers SPL the distributorship for South East Asia. Mark Crocker was recruited for this effort and set up offices in Hong Kong, Singapore and Manila.

Related Stories  
The SAGNA – SPL Story

## Products and Services

[ADABAS/VSAM Bridge released \(September 1985\)](#)

ADABAS/VSAM Bridge, a software product that allows users of IBM's VSAM data base management system to migrate to ADABAS without an extensive conversion effort, is released.

Related Documents  
Software AG Annual Report 1985

[SUPER NATURAL introduced \(January 1985\)](#)

SUPER NATURAL, the "professional solution" software for users outside the data processing department to access corporate data bases, is introduced.

Related Documents  
Software AG Annual Report 1985

[Electronic message management system introduced \(March 1985\)](#)

A sophisticated electronic message management system, the Company's first office information systems product, is introduced.

Related Documents  
Software AG Annual Report 1985

[ADABAS/Continuous Processing Option introduced \(March 1985\)](#)

ADABAS/Continuous Processing Option, which provides 24-hour access to database resources, is introduced.

Related Documents  
Software AG Annual Report 1985

REVIEW introduced (March 1985)

REVIEW, a data base performance and monitoring system, is introduced.

Related Documents  
Software AG Annual Report 1985

DOS COM-PLETE introduced (May 1985)

DOS COM-PLETE, which provides users of IBM DOS operating systems with program development and communications functions previously unavailable in a DOS environment, is introduced.

Related Documents  
Software AG Annual Report 1985

NATURAL/Advanced Facilities introduced (May 1985)

NATURAL/Advanced Facilities, which gives CICS users several key functions previously available only through COM-PLETE, is introduced.

Related Documents  
Software AG Annual Report 1985

## 1986

### Company Culture

Fifteenth Users' Conference has 1400 attendees (May 1986)

The fifteenth International Software AG Users' Conference held in San Diego, CA, May 11-15, 1986 has nearly 1400 attendees.

Related Documents  
Software AG Connections August 1986

### Financial Data

1986 Revenues (1986)

Revenues: \$ 65,759,672; Net Income: \$ 8,544,589.

Related Documents  
Software AG Annual Report 1986

### Marketing and Competition

Sales in DEC market total more than \$ 1 million (1986)

Software AG entered the market composed of thousands of DEC VAX users and generated sales of more than \$ 1 million.

Related Documents  
Software AG Annual Report 1986

### Technology

[Computerworld interviews John Maguire on relational DBMS \(February 1986\)](#)

The February 10, 1986 issue of Computerworld contains an interview with John Maguire discussing Software AG's approach to implementing relational database capabilities versus the approach taken by Cullinane and ADR.

Related Documents

Industry Leader Speaks Out: Software AG exec tackles relational, pricing issues

## 1987

### Financial Data

[1987 Revenues \(1987\)](#)

Revenues: \$ 67,244,000; Net Income: \$ 4,322,000.

Related Documents

Software AG Annual Report 1987

### Marketing and Competition

[Increased competition affects the bottom line \(1987\)](#)

New entrants into the DBMS marketplace, including hardware manufacturers who introduced and marketed new DBMS strategies, created confusion among buyers and delays in purchasing decisions. This had a significant impact on financial performance.

Related Documents

Software AG Annual Report 1987

[ADABAS wins \\$ 250 Million Sales Award \(May 1987\)](#)

ADABAS wins a \$ 250 Million Sales Award from International Computer Programs, an industry publisher which monitors sales of software products.

Related Documents

Software AG Annual Report 1987

## 1988

### Milestones

[Software AG \(Germany\) purchases Software AG \(North America\) \(March 1988\)](#)

Software AG (Germany) purchases Software AG North America in a tender offer of \$ 50 million.

Related Stories

List of significant events in Software AG's history

Related Documents

Software AG Annual Report 1988  
Messages

[Software AG moves into its own building on Sunrise Valley Drive in Reston, VA \(December 1988 ca.\)](#)

After fifteen years headquartered in the Reston International Center, Software AG moves into its own building. The 260 Reston-based employees, previously located in several buildings in the Reston area, are consolidated in the new building.

Related Documents  
Software AG Connections December 1988

## Financial Data

[1988 Revenues \(1988\)](#)

Calendar year revenues in thousands: \$ 82,327; Operating Income: \$ 5,010,000.

Related Documents  
Software AG Annual Report 1988

## 1989

### Company Culture

[Software AG's international business requires staff to adjust \(February 1989\)](#)

The February 1989 issue of Messages, the Software AG employee newsletter, describes many of the adjustments that Software AG employees have to make to work across international boundaries. Many offices have flex-time hours so that employees can coordinate with offices in other countries. Galen Aoki describes the challenges of working with a development team co-located in Reston, VA and Darmstadt, Germany.

Related Documents  
Messages

## 1990

### Company Culture

[Bruce Beaman gets stranded on a roof in Trinidad \(May 1990\)](#)

Bruce Beaman gets stranded on a hotel roof after carrying 50 lbs. of training materials up a staircase to a training class in a hotel in Trinidad with a non-functioning elevator.

Related Stories  
Stranded in Trinidad

## 1992

### Milestones

#### [Software AG \(Germany\) spins SAGNA off \(March 1992\)](#)

Software AG (Germany) spins SAGNA off as a separate entity. SAGNA goes public again and the stock more than triples. Then it crashes resulting in class action lawsuits. Eventually Software AG (Germany) buys SAGNA (again).

#### Related Stories

List of significant events in Software AG's history

### People

#### [John Maguire leaves SAGNA \(February 1992\)](#)

John Maguire leaves SAGNA.

#### Related Stories

List of significant events in Software AG's history

## 2005

### Milestones

#### [Software AG \(Germany\) buys SAGNA \(again\) \(2005\)](#)

After the dust settles from the class action lawsuits, Software AG (Germany) buys SAGNA once again.

#### Related Stories

List of significant events in Software AG's history

## Stories

### **Title: Stranded in Trinidad**

Author: Bruce Beaman

Created: July 24, 2005

Cataloguer:

Copyright:

Story:

Of all the jobs I've held, certainly, my favorite one was the seven years I spent in the Software AG Education department. I traveled all over the US, Canada, Europe and the Carribean to teach courses. I knew most people in our customer base because, after 7 years as a trainer, most of them had taken a class from me at one time or another. I have to say that my favorite trip was a class I taught to British West Indies Airlines on the island of Trinidad. I had to carry 50 lbs of course material into the country with me as part of my luggage because, the DBA told me, the course materials would never get there if we mailed them to Trinidad. The first day of class, the elevator in my hotel did not work so I took the stairwell carrying the 50 lb. box of course material and, much to my dismay, found out that all the stairwell doors were locked except the one to the roof. So, I was now stuck on the roof of the hotel with a big box of books and no way of getting down since the roof door locked behind me. Finally, I banged on the skylight of the hotel dining room and a staff member vacuuming the room saw me and let me in. I showed up a 1/2 late for

class wearing a soaking wet suit from being stuck on the roof in 100 degree heat. They were great students though, and over the week of class they took me to the beach and to a steel drum music festival and also introduced me to a Trinidad delicacy; goat curry. I remember each day we would have about 10 minutes of silence in class when the tropical afternoon rains would sweep over the island. The hard rain made such a clatter on the tin roof of our building that nobody could hear me teach..

---

Entered By: Bruce Beaman  
July 24, 2005  
Related Events

---

Bruce Beaman gets stranded on a roof in Trinidad

Comments:

From: Diane Ditrick  
Date: Oct 17, 2006 @ 05:42:26 PM  
Subject: Your story about Trinidad

Hi, Bruce, and all, I also worked in the Education Department for the first years of my life at Software AG - and they were the best of times. I worked with a great group of people including Bruce. Bruce's sense of humor is what kept me fired up during some challenging teaching experiences. I had a rooftop experience which I will share too, one of these days soon. Here's to you, Bruce, and to keeping that Software AG tradition of integrity, experience and excellence going! Diane Ditrick

**Title: Trinidad trip was in May 1990**

Author: Bruce Beaman

Created: September 20, 2005

Cataloguer:

Copyright:

Story:

Email from Bruce Beaman sent on September 20, 2005 in response to a query about the date of his earlier story:

Hi Luanne,

The Trinidad trip was in May of 1990, I checked my expense reports... I sometimes did training in other parts of the world where English was spoken, the UK and Canada for example.

Regards, Bruce

---

Hi, Bruce -

I'm updating the Software AG timeline and want to link in your terrific story about being stranded on the roof in Trinidad.

About what year did that occur?

You mention traveling all over the US, Canada, Europe and the Caribbean to teach courses for Software AG. Was Software AG offering courses in other parts of the world by that time with other trainers handling other areas while your "territory" was the above?

Thanks!

Luanne

---

Entered By: Luanne Johnson  
July 26, 2007

**Title: First Days at Software AG**

Author: David Del Rio

Created: July 31, 2005

Cataloguer:

Copyright:

Story:

My first story about Software AG - the first few days :

I was working in Stuttgart, Germany in summer 1973 and had contacted an old friend, Harvey Poenack, about returning to work in the USA. Harvey was a job placement type as well as a personal friend. Harvey put me in touch with a John Maguire who was located somewhere in Virginia. John and I talked for a few minutes and then he asked me to go to Darmstadt, Germany, to talk to a man named Peter Schnell in a few days.

I spent about a half day (and lunch) with Peter Schnell and we talked mostly about Assembler coding techniques. He must have liked me because the next day John Maguire offered me a job with Software AG. I flew to Washington DC, Dulles airport. I had never used this airport before and I found out that it was in the 'middle of nowhere' according to various travel people that I talked to...

However, it was located only 6 miles from Reston, Virginia, where Software AG was 'headquartered' ! I use the term HQ loosely since it turned out that John Maguire and his 'staff' were in some warehouse space that belonged to another German fellow that was a friend of Peter Schnell and Peter Kreis (see next section).

I was supposed to begin 4 to 6 weeks of training on something called ADABAS - the Adaptable Data Base system.

I arrived on a Saturday in time for the first Software AG company dinner. I met a German man named Peter Kreis who it turned out was an executive of Software AG ! He also had a travel agency and told all of us stories about his various travel adventures and mis-adventures.

On Sunday while in the warehouse looking at documentation that was mostly in German and of an odd size (2 hole punches on long sheets), the telephone rang. Seems a potential customer in Los Angeles was having problems with a trial (now called a Proof of Concept - POC) of ADABAS. This site was Arcada Data in Hawthorne, CA, near LAX.

After some brief but intense discussions, it was decided that I would fly on Monday to LAX along with Dick McCann - an 'experienced' SAG person since he had 2 months with the company.

On Monday, Dick picked me up in the world's smallest VW that had the world's largest dog (Heidi, a St. Bernard) in the back seat. It was almost impossible to get me and my luggage in that vehicle but somehow we managed and off we went to Dulles airport. On the non-stop flight to LAX I skimmed various manuals/documents with questions for Dick (usually 'what is this in English' ). We landed at LAX and transferred to hotel in Hawthorne. I fell asleep reading more documents and the next morning we went to the client site.

---

Entered By: David DelRio  
July 31, 2005



## Related Events

---

On the job training was typical

### **Title: The SAGNA – SPL Story**

Author: Len Israelstam

Created: December 16, 2005

Cataloguer:

Copyright:

Story:

The SAGNA – SPL Story.

My connection with John and SAGNA , which was long, enjoyable and rewarding, dates back 30 years and runs briefly like this:

- Towards the end of 1968, I founded Systems Programming Ltd. (SPL), a South African Software company. In 1974 SPL had become the largest Software company in SA and our activity was predominantly focused on the development of computer-based applications for large organizations.
- At that time DBMS products were emerging world-wide as an important/necessary component of mainframe applications. In SA only IBM's DL1 was available. We did an extensive evaluation of the available DBMS offerings and decided that ADABAS was way ahead of the field. I visited John in Reston, and was treated to the ADABAS demo. I said to John: "South Africa is a small market; businesses are much smaller than in the USA, how do we sell a reel of tape and a few manuals for \$120,000?" John gave me some evaluation studies carried out for some ADABAS customers in the U.S. It clarified for me that \$120,000 was a minor cost relative to benefits and opportunities it provided. In 1975, SPL became the sole distributor for SAGNA in South Africa.
- Graeme Wallace (Sales) and Hettie Wiesner (Technical) spearheaded this new venture and soon won two sales (beating IBM) at the South African Railways and The Standard Bank of South Africa. Hettie later managed our Software Ag division and led a growing and formidable team to have ADABAS become the undisputed leader of DBMS installations in SA.
- In 1977, I moved to Israel and set up a second SPL company, which also acted as the sole distributor for SAGNA in Israel. Prior to my move, John let me have a study compiled by the Stanford Research Institute, analyzing the DBMS potential in Israel. Their report emphasized that the market there was very small, and doubted that Organizations would justify spending \$120,000 on a DBMS. Well I'd been there – so we pressed on and because the market was small, we would need to dominate – so that was our goal and with top rate people, led by Miki Zukerman (our Israeli partner), backed up by tech guru, Rafi Ezratty and great support from SAGNA, we took the market by storm.
- In 1978, John offered us sole distributorship for Australia and Geoff Holloway, one of my colleagues from our South African company moved to Sydney to set up an SPL operation there. History repeated itself.
- In 1982 Julian Brandes and Trevor Winer moved from our SA company to San Francisco and established an SPL consulting company there; of course not acting as a distributor for SAGNA, but utilizing their experience from SA, developed many applications for US companies based on the SAGNA product line.
- In 1985, John offered us the distributorship for SAGNA in South East Asia. Mark Crocker, a seasoned IT man and Hong Kong resident was recruited to head up our South East Asian

**Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector**

business which soon had SPL offices in Hong Kong, Singapore and Manila. Mark hit the ground running and performed miracles.

- In 1995, the SPL companies around the world (apart from the SA operation, which went public in 1985) merged under a Dutch holding company and traded with the name SPL WorldGroup.

- At the time of the merger, SPL in South Africa and Israel had become the substantial leader in the main-frame DBMS industry, with SAGNA products dominating. In the Asia Pacific region, where we were late starters, we ran a very close second to IBM.

An Historical Meeting:

The relationship with SAGNA, gave me the opportunity to greatly enhance our business horizon; it gave me the opportunity to meet wonderful people from all over the world and it gave me the opportunity to work with John – a master communicator, a businessman of absolute integrity, for whom nothing was too much trouble and of course a pioneering leader of the Software Products industry.

I was amazed at how supportive John was of our little business in our little country. Quite miniscule in fact, if compared with the opportunity afforded SAGNA throughout the rest of the world. In 1998, some 25 years after my first meeting with John, SPL celebrated its 30th anniversary and I think that I learned why.

In 1998, Elaine Brewer, my administrative assistant for many years (and the soul of our Company), compiled a book of greetings and anecdotes from SPL people and associates the world over. John sent Elaine this note:

Date: September 1976

Place: Suite of John and Ann Maguire, Carlton Hotel, Johannesburg.

Situation: Len and John have a three hour meeting, discussing all aspects of distributing and supporting SOFTWARE AG products. Ann sits nearby reading a book. Meeting ends and Len says "Goodbye" to Ann and John. Ann looks at John and says: "HE'S A WINNER"

As I know that John has huge respect and regard for Ann's opinion, it seems that Ann had more than a lot to do with reason for the "disproportionate" backing, I received from John. Thanks John – love you Ann!

-----  
Entered By: Len Israelstam

December 16, 2005

Related Events

-----  
SPL becomes sole distributor in South Africa  
SPL becomes the distributor for South East Asia  
SPL becomes the sole distributor in Israel  
SPL takes on the sole distributorship for Australia

**Title: Day One at SAGNA**

Author: Michael Jakes

Created: August 2, 2005

Cataloguer:

Copyright:

Story:

My instructions for my first day with SAGNA was to visit Chase Manhattan Bank Hdqtrs near Wall St. and report to Randall Rustin, chairperson of the database selection committee. It was Oct 6, 1975 (Ann Maguire's birthday) and Adabas had just won a six-month extensive analysis against IMS, IDMS, System 2000, and TOTAL. Rustin nervously led me into a windowless conference room and told me to wait. After ten minutes he returned with a thick binder telling me I had one

hour to copy as much as I could in my own hand, but under no circumstances was any part of this report to leave the building. I blunted at least a half dozen pencils and wrote non-stop till my hour was up. Then he came, took the binder, searched my briefcase and put me on an elevator with the words: "Keep your mouth shut!"

In those days the power of IBM permeated virtually every level of all institutions who were their customers. Fear of reprisals by IBM at the executive and even the board level caused fear among employees and made it prudent never to let the results of a database analysis unfavorable to IBM out the door. Randall Rustin was actually braver than most by allowing some of the information to 'leak out.' He knew that we intended to take the scoring matrices, summaries and conclusions and covert them into a marketing document to be sent to other prospects who were beginning evaluations of their own. Analyses like these formed the backbone of our otherwise non-existent marketing collateral and so that day's scribbles proved to be invaluable, both for SAGNA and as a step up the learning curve for me.

---

Entered By: Michael Jakes  
August 2, 2005  
Related Events

---

ADABAS competes for the Chase Manhattan account

**Title: No Sales Leads**

Author: Michael Jakes  
Created: August 2, 2005  
Cataloguer:  
Copyright:  
Story:

It was the spring of 1976 and not enough was happening. There were a few leads from the occasional Computerworld ads, but not enough. Cold calls were a sure path to insanity and there was no marketing budget. If I was going to make it, I had to do something on my own.

By the spring of 1976 I had developed a cordial relationship with Randall Rustin who had chaired the committee at Chase which selected Adabas. He was going to NYU at night to finish a PhD in computer science after which he planned to set up his own consulting practice. I asked how he was going to find clients. Aside from a few contacts he really didn't know. He said something about writing an article and then trying to get it published. That gave me an idea.

I proposed that Randall write a 10-12 page monograph about some aspect of DBMS. It didn't matter to me what he wrote as long as I could dictate the title of the piece. In return I would get it into Datamation, the premier computer magazine of its time, in a special section which offered free information. Anyone who found the title interesting could circle the bingo card and Datamation would send the requests to Randall. Furthermore, I offered to pay all the printing and postage for as many leads as his article generated provided that I could keep a copy of the resultant mailing list. My deal with John Maguire was that if any business resulted directly from this unlikely adventure, he would reimburse my expenses.

Seven hundred requests came in. Ninety nine percent were useless to me (grad. students, army privates, et. al.) but among the remaining seven cards were requests from Shree Navkal at Morgan Stanley and Jesse Kane at Johnson & Johnson, both of whom would eventually chair DBMS selection committees of their own and both companies would go on to become major SAGNA accounts. ....And as always, Maguire kept his end of the deal.

---

Entered By: Michael Jakes  
August 2, 2005  
Related Events

---

Sales leads generated by Datamation article

**Title: List of significant events in Software AG's history**

Author: John Maguire

Created: May 18, 2005

Cataloguer:

Copyright:

Story:

Excerpt from an email sent by John Maguire on May 18, 2005:

software a g history project -- luanne -- this is the TIMELINE requested this info is now yours to do as you see fit.

1969 -- software a g ( Germany) is formed -- see old( 1971 ?) brochure( "AIV") brochure given to Doug Jerger on Oct. 18, 2004 -- it was a 2 person spinoff from a larger consulting and data services org. of about 100 plus people

1971 -- Fall meetings in germany: john maguire and peter schnell( he retired a little while after i did in the early 1990's)

Feb. 1, 1972 -- john maguire begins operation of software a g of North America (SAGNA) out of his reston, virgina home -- note: i believe i gave doug a booklet containing a collection of press stuff covering this time frame.

May 1973 -- First U.S. customer ( THE FIRST -- this was really tough -- NO ONE wanted to be first) Mass. Mutual Insurance Co. Springfield, Mass.

May 31, 1973 -- Legal incorporation of SAGNA as a separate Virginia Corporation -- the New York City people told me: "If we decide to purchase ADABAS, we are NOT going to buy it from a company in Germany. Fix it." --- I did.

June 1974 -- First Annual ADABAS Users Conf.-- at Marriott - Dulles Airport, Virginia --about 40 plus attendees

June 9, 1981 -- SAGNA goes public -- Underwriters led by Alex Brown and Sons of Baltimore

March 1988 -- Software a g( Germany) purchases Software a g (of North America) in a tender offer of \$ 50 million.

Feb. 1992 -- john maguire leaves SAGNA. See Washington Post articles(s).

March 1992 -- 2005 SEE OTHER SOURCES Software a g (Germany) "spins" SAGNA off as a separate entity and it goes public (again) -- stock more than triples -- then it crashes -- class action suits -- when the dust settles, software ag Germany buys SAGNA( again)

---

Entered By: Luanne Johnson

July 26, 2007

Related Documents

---

[AIV pamphlet]

Software AG, In The Press

Related Events

---

First ADABAS users' conference  
First U.S. customer closed  
John Maguire leaves SAGNA  
John Maguire meets with Peter Schnell  
Maguire begins Software AG North America operations  
SAGNA goes public  
SAGNA incorporated in Virginia  
Software AG (Germany) buys SAGNA (again)  
Software AG (Germany) is formed  
Software AG (Germany) purchases Software AG (North America)  
Software AG (Germany) spins SAGNA off

**Title: Stories from Ted Charlebois and Jane Joliet**

Author: John Maguire

Created: June 13, 2005

Cataloguer:

Copyright:

Story:

Excerpt from an email from John Maguire dated June 13, 2005:

Here is one of his [Ted Charlebois - Chicago -- mid west sales] stories [from a document entitled OLDTIMERS].

"When i was selling Adabas/Natural to GATX in Chicago, i had to deal with this guy from India who was very hard to understand. Well, i got to where i could understand him -- went through the sales cycle -- and got the order. Then when i came to pick up this 2-site order -- he gave me the signed contracts, and a check -- for \$ 250,000 -- WITH MY NAME ON IT -- I had to sign it and send it in. He said i was the only guy he trusted; but really i was the only guy that could understand what he said !!!"

Also, in this document is Jane Jodiet whom i know is deceased. Here's her story.

"In early 1974, i had written to John Maguire, asking to work for Software a.g. His response was a phone call saying he could meet me at the Minneapolis airport( she lived in the area) the next day to talk about what he was doing. Well, i was delighted to go, meet, and talk with him. He said he'd hire me, effective two days hence, if i would meet him in Lincoln, Nebraska, the next morning, where he was giving a sales pitch. I committed on the spot. Getting care for my three young children and finding transportation to an out-of-the-way place with very little notice was a challenge; but i was at the appointed place at 9 am the next morning. Little did i know that the excitement of that first encounter would last for nine years."

---

Entered By: Luanne Johnson

September 20, 2005

Related Events

---

Maguire hires Jane Joliet after asking her to meet him the next day in Lincoln, NE

**Title: Plane crash kills SAG employees**

Author: John Maguire

Created: June 17, 2005

Cataloguer:

Copyright:

Story:

Excerpt from an email from John Maguire dated June 17, 2005:

in jan. 1976, in heavy fog, a new twin engine plane was being delivered to Dulles Airport and he got off course a bit -- i believe he missed my 10th floor office by about 30 or 40 feet (i happened to be there -- the noise was incredible!) and across the street, i could barely see him hit the front of harry and susan's townhouse as (i learned later) the two engines went through the house and the fuel exploded and destroyed the house and killed harry and susan (having a late lunch in their kitchen) instantly.

harry was my key technical support man who played the key role in bringing ADABAS from an "also ran" to the DATA PRO HONOR ROLL for the first time in 1976.

i asked all my tech people: "Who's out there who might be good enough to replace harry?"

the answer was, "Scott Watanabe" (at the Hawaii savings and loan in Honolulu.).

i recruited him to come to work for me in freezing northern virginia. But that's another story.

---

Entered By: Luanne Johnson

September 20, 2005

Related Events

---

SAGNA employees killed instantly when plane crashes into their home

**Title: Story from Ted Charlebois**

Author: John Maguire

Created: July 2, 2005

Cataloguer:

Copyright:

Story:

Excerpt from an email from John Maguire dated July 2, 2005:

Ted Charlebois's other story:

"When i responded to a meeting at St. Paul Federal Reserve Bank for a presentation of ADABAS, instead of the 20 people that were supposed to be there, I was lead to this huge executive conference room, where only one guy was at the corner of this 20 foot table. He apologized that no one else could make it, but could I still give my presentation, and could he tape it for the others? I said sure -- and gave a 2 hour presentation. He thanked me and sent me on my way.

The following week, he called and said that he had run out of tape and didn't record the second half of my presentation -- and that the group wanted to hear it -- could i come back? So i did -- and again just the one guy in this huge room, and again my full 2 hour presentation.

Well, i got the order, and later -- this guy said they did this same procedure with 11 of my competitors and they put our taped presentations through a "truth detector". Turns out, he said, I was the only one telling the truth."

END

luanne -- i hired ted and supervised him for a number of years (before i hired a Sales VP) and he was very mature and a "straight shooter" and a conservative hard working person and a very good family man. i could trust anything he ever said or predicted(as opposed to many sales people).

this story sounds weird; but i believe it.

In a subsequent email dated September 21, 2005, John wrote:

[The date that Ted's story took place] was 1977 -- ted was still reporting directly to me.

---

Entered By: Luanne Johnson  
September 20, 2005

Title: Royalty reduced in 1981 in exchange for money from going public

Author: John Maguire

Created: July 8, 2005

Cataloguer:

Copyright:

Story:

Excerpt from an email from John Maguire dated July 8, 2005 providing further details about the reduction in the royalty paid to Software AG Germany in 1981:

1981 -- the royalty was reduced to 5 % (from 25 %) in EXCHANGE for a "substantial" chunk of the money we received from going public -- a reasonable "arms length" business transaction that was in the best interest of both companies.

---

Entered By: Luanne Johnson  
July 26, 2007  
Related Events

---

Royalty reduced

**Title: Software AG used the PRC computer center for demos, testing and development**

Author: John Maguire

Created: May 27, 2007

Cataloguer:

Copyright:

Story:

Excerpt from an email from John Maguire sent on May 27, 2007 in response to a query regarding what computer Software AG was using prior to installing their own computer center as reporting in the May 1979 issue of their newsletter:

Luanne -- In early 1972, I met with Key people at the PRC Computer Center in McLean, VA. They were the "prime" Service Center in the D.C. area and had a large customer base and plenty of IBM computer horsepower. I needed a place to take visitors to demo ADABAS and I needed some main frame time for testing and development activities. I offered them exclusive D.C. area use of ADABAS in exchange for satisfying my computer needs. I had a contract in a few days -- no money changed hands. Both sides were very pleased with the arrangements and in hindsight it worked out very well for both parties.

---

Entered By: Luanne Johnson  
July 26, 2007

Related Documents

---

ADABAS Newsletter, May 1979

Related Events

---

Software AG negotiates a deal with PRC for use of their computer center

**Title: Early experiences at SAGNA**

Author: John McAra

Created: September 20, 2005

Cataloguer:

Copyright:

Story:

I joined Software AG of North America in early 1977 shortly after graduating from Ohio State University with a Masters in Computer Science. I was introduced to Software AG by Harvey Poenack, a recruiter who had been involved in getting my first job in the US after arriving from Australia. I was interviewed and hired by Ralph Partlow who was then the Vice President of Technology.

During the interview process I met with John Maguire who when he discovered that I had started my career with IBM remarked that he would hire an ex-IBMer as a technician but not as a salesman. A review of his history reveals why he had developed such an antagonism to IBM salesmen.

When I arrived I think I was about employee number thirty. By the time that I arrived on the scene the company was relatively stable, meaning that they were able to meet payroll consistently. When I reported for work at what was then the technology annex, several rented offices near the PRC Service Bureau near Tyson's Corner; I was met at the door by John Schott who was surprised to see me. Apparently no one had been told that I had been hired and so no one was expecting me.

I had been quite impressed with the fact that I had been hired by a major software company and so imagine my surprise when I discovered that my computing facilities were a share of a dial-up Silent 700 typewriter keyboard terminal that allowed a connection to the PRC Service Bureau. I shared this office space with Jim Forestell, one of the ADABAS technical people. In an adjoining office were Gordon Perrins, who had recently been hired for his DOS expertise, John Schott, who at that time was responsible for product distribution. Another adjoining office housed Chris Wooldridge (and his dog).

The final office was full of computer listings and belonged to the legendary Jim Addis who I do not think I ever saw as he worked in the evenings after everybody else had gone home presumably because access to the computer facilities were better. I later discovered that there was another technician who frequented that area as well. This was George Szakach who had responsibility for maintaining and enhancing a product called ADAMINT. He carried the product around in two large punch card boxes and spent most of his time in the waiting area adjacent to the PRC Service Bureau.

My initial responsibility was to maintain and enhance a product called ADASCRIP which was a fairly simple query language that had been developed by Jim Addis to extract data from an ADABAS database and produce simple reports. This product ran under about six or seven different teleprocessing monitors that were available on the market at that time. Each of these required a separate interface to be developed. These TP monitors of course were usually only available at various client locations scattered around the country so I spent quite a bit of time traveling to client locations for product testing.

The difficulty that I had developing and maintaining these various interfaces led me to develop a scheme that made the majority of the code operating system and TP system independent which was then controlled by a well defined front-end module that performed specific functions such as acquire storage or write output to a terminal, etc. This approach was later carried forward into other products that I helped to develop such as Natural, Natural Graphics and Natural



Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Connection. The first production distribution that I produced of this product was called ADASCRIP+. This release was received badly by one of the technicians in the field, David Del Rio, because it did not seem to work with the Brand X teleprocessing monitor. This was because I had no clue that such an interface existed so I had to quickly develop one and then the product was received more favorably.

---

Entered By: John McAra  
September 20, 2005

Comments:

From: Luanne Johnson  
Date: Jul 26, 2007 @ 04:04:42 PM  
Subject: John McAra joined SAGNA in 1977, not 1987

Excerpt from an email from John Maguire dated November 9, 2005:

i belive he joined us in "early 1977", NOT "early 1987".

the reason i told him that i was happy to hire a IBM technical person and not a IBM sales person because i could not tell if the IBM sales person's ability OR the fact that he was an IBM employee was the reason for his "success" in sales.

in my CACI days (1966--1972 ), my boss, herb karr hired two top IBM sales people and we nearly went bankrupt -- he fired them both and i went back to marketing almost full time and we did very well -- stock went from \$ 2.00 to about \$ 40.00 today.

it paid for my first Hatteras yacht.

**Title: ctl-alt-del on 4341**

Author: Giorgio Saurgnani

Created: August 26, 2005

Cataloguer:

Copyright:

Story:

I remember this machine as beeing the, as it turned out years later, the inspirator of the CTL-ALT-DEL solution to problems.

In Darmstadt this hardware, is never been stabile, and when I started taking care of the machines, Dan (Dan Roller, later on Datacenter manager in Reston) in these days was working in Darmstadt too, told me e very efficient way of solving the often happening problems like loops and waits: he said, (the IMPL button) the only way of getting the machine going again.

<.... and if this does'nt help, power-off, take this and that cards out, push them back again, power-on and there we go again !!>

---

Entered By: Giorgio Saurgnani  
August 26, 2005

Related Events

---

New products introduced

Comments:

From: Giorgio Saurgnani  
Date: Aug 26, 2005 @ 02:16:46 AM  
Subject: this was of course the famous 'database machine'

Not really an IBM 4341 but a similar hardware from a US-company (I forgot the name sorry), smaller than a 4341, more powerfull than a 4341, cheaper than a 4341 and Peter Schnell's baby.

## Documents

**Title: [AIV pamphlet]**

Author:

Created: 1972

Publisher: Software AG

Donated By: John Maguire

Filename: doc-4328aa3e7a071.pdf (Size: 864 KB)

Pages: 7

Cataloguer: 09/14/2005 Sarah Wilson

Copyright: Software AG

Description:

Color pamphlet describing relationship of Software AG to AIV, 1972; includes flowcharts and short biographies of CEOs. In German.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102641736

Dimensions: 8 x 8 in.

Color depth: 24 RGB

Digitized: 08/16/2005

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102641736\_aiv\_pamphlet\_german.1972

---

Entered By: Sarah Wilson

September 14, 2005

Related Stories

---

List of significant events in Software AG's history

Related Events

---

Maguire begins Software AG North America operations

**Title: Software AG, In The Press**

Author:

Created: 1972

Publisher: Software AG

Donated By: John Maguire

Filename: doc-4328aaf9b7104.pdf (Size: 2.96 MB)

Pages: 18

Cataloguer: 09/14/2005 Sarah Wilson

Copyright: Software AG

Description:

Compilation of articles about Software AG published by various newspapers and magazines in 1972, gathered into one booklet.

Location: 1401:LS:XX2.1

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Box number: 1 of 1  
Accession: 102641735  
Dimensions: 11.5 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 08/16/2005 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Software\_AG\source\102641735\_in\_the\_press.1972

---

Entered By: Sarah Wilson  
September 14, 2005  
Related Stories

---

List of significant events in Software AG's history  
Related Events

---

The founding of Software AG North America receives extensive press coverage

**Title: A Successful Demonstration**

Author: Jim Addis  
Created: April 30, 1974  
Publisher: Software AG  
Donated By: John Maguire  
Filename: doc-435d722c4451d.pdf (Size: 795 KB)  
Pages: 5  
Cataloguer: 10/24/2005 Sarah Wilson  
Copyright: Software AG  
Description:  
Photocopy of a whimsical employee memo written by "The Court Jester" in 1974.  
Location: 1401:LS:XX2.1  
Box number: 1 of 1  
Accession: 102651912  
Dimensions: 11 x 8.5 in.  
Color depth: 8 grayscale  
Digitized: 10/19/2005 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Software\_AG\source\102651912\_successful\_demo.1974

---

Entered By: Sarah Wilson  
October 24, 2005  
Related Events

---

Jim Addis captures the SAGNA sales challenge in a humorous memo

**Title: The Real World we have to deal with... unfortunately**

Author: John Maguire  
Created: June 10, 1974  
Publisher: Software AG  
Donated By: John Maguire

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Filename: doc-43666867110c9.pdf (Size: 451 KB)

Pages: 4

Cataloguer: 10/31/2005 Sarah Wilson

Copyright: Software AG

Description:

Photocopy of an employee memo from John Maguire, 1974, detailing his harrowing efforts to obtain a check from the IRS.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102651913

Dimensions: 11 x 8.5 in.

Color depth: 8 grayscale

Digitized: 10/19/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source2651913\_real\_world.1974

---

Entered By: Sarah Wilson

October 31, 2005

Related Events

---

John Maguire makes an extraordinary effort to get payment from the City of New York

**Title: Letter from Bob Preger to L.S. Israelstam**

Author: Robert Preger

Created: March 26, 1975

Publisher:

Donated By: John Maguire

Filename: doc-43f23e11b6f3b.pdf (Size: 663 KB)

Pages: 4

Cataloguer: 2006-02-13 Sarah Wilson

Copyright:

Description:

Letter dated March 26, 1975 from Bob Preger to L.S. Israelstam regarding ADABAS for a company in South Africa. Includes description letter dated August 6, 2005 from John Maguire.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102652667

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 2006-02-10 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102652667\_letter\_from\_Preger.1975

---

Entered By: Sarah Wilson

February 14, 2006

Related Events

---

SPL becomes sole distributor in South Africa

**Title: ADABAS Newsletter, September 1975**

Author:

Created: September 1975

Publisher: International ADABAS Users Group & software ag of North America

Donated By: Steve Robinson

Filename: doc-46521c5f20aa9.pdf (Size: 1004 KB)

Pages: 4

Cataloguer:

Copyright: software ag of North America, Inc.

Description:

ADABAS, the Adaptable DATA Base System Newsletter, September 1975, Vol 1., No. 1.

Accession: 102662927

---

Entered By: Luanne Johnson

May 21, 2007

Related Events

---

ADABAS is added to the GSA schedule

Software AG users group begins publishing a newsletter

**Title: ADABAS Newsletter, November 1975**

Author:

Created: November 1975

Publisher: International ADABAS Users Group & software ag of North America

Donated By: Steve Robinson

Filename: doc-46521d4343553.pdf (Size: 816 KB)

Pages: 4

Cataloguer:

Copyright: software ag of North America, Inc.

Description:

ADABAS, the Adaptable DATA Base System Newsletter, November 1975, Vol. 1, No. 2.

Accession: 102662928

---

Entered By: Luanne Johnson

May 21, 2007

Related Events

---

DATAMANAGER Data Dictionary made available to ADABAS users

**Title: ADABAS Newsletter, January 1976**

Author:

Created: January 1976

Publisher: International ADABAS Users Group & software ag of North America

Donated By: Steve Robinson

Filename: doc-46521e92008b1.pdf (Size: 1.98 MB)

Pages: 8

Cataloguer:

Copyright: software ag of North America, Inc.

Description:

ADABAS, the Adaptable DATA Base System Newsletter, January 1976, Vol. 1, No. 3.

Accession: 102662929

---

Entered By: Luanne Johnson

May 21, 2007

**Title: From a Mustang to a Mercedes**

Author:

Created: February 1976

Publisher: Datamation

Donated By: John Maguire

Filename: doc-4328a952ecc60.pdf (Size: 222 KB)

Pages: 1

Cataloguer: 09/14/2005 Sarah Wilson

Copyright: Datamation

Description:

Photocopy of 1976 Datamation article about John Maguire.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102641741

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 08/16/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source

---

Entered By: Sarah Wilson

September 14, 2005

Related Events

---

Maguire begins Software AG North America operations

**Title: ADABAS Newsletter, April 1976**

Author:

Created: April 1976

Publisher: International ADABAS Users Group & software ag of North America

Donated By: Steve Robinson

Filename: doc-46521f420f76e.pdf (Size: 1.53 MB)

Pages: 6

Cataloguer:

Copyright: software ag of North America, Inc.

Description:

ADABAS, the Adaptable DATA Base System Newsletter, April 1976, Vol. 1, No. 4.

Accession: 102662930

---

Entered By: Luanne Johnson

May 21, 2007

Related Events

---

"Everyone" is on the verge of going to a DBMS reports John Maguire

**Title: ADABAS Newsletter, January 1977**

Author:

Created: January 1977

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Publisher: International ADABAS Users Group & software ag of North America  
Donated By: Steve Robinson  
Filename: doc-4652244aadd82.pdf (Size: 2.80 MB)  
Pages: 12  
Cataloguer:  
Copyright: software ag of North America, Inc.  
Description:  
ADABAS, the Adaptable DAta BAse System Newsletter, January 1977, Vol. 2, No. 3.  
Accession: 102662931

---

Entered By: Luanne Johnson  
May 21, 2007

**Title: ADABAS Newsletter, June 1977**

Author:  
Created: June 1977  
Publisher: International ADABAS Users Group & software ag of North America  
Donated By: Steve Robinson  
Filename: doc-465225ab63e10.pdf (Size: 3.63 MB)  
Pages: 14  
Cataloguer:  
Copyright: software ag of North America, Inc.  
Description:  
ADABAS, the Adaptable DAta BAse System Newsletter, June 1977, Vol. 3, No. 1.  
Accession: 102662932

---

Entered By: Luanne Johnson  
May 21, 2007

**Title: ADABAS Newsletter, December 1977**

Author:  
Created: December 1977  
Publisher: International ADABAS Users Group & software ag of North America  
Donated By: Steve Robinson  
Filename: doc-465226ed9e39d.pdf (Size: 3.80 MB)  
Pages: 16  
Cataloguer:  
Copyright: software ag of North America, Inc.  
Description:  
ADABAS, the Adaptable DAta BAse System Newsletter, December 1977, Vol. 3, No. 3.  
Accession: 102662933

---

Entered By: Luanne Johnson  
May 21, 2007

**Title: ADABAS Newsletter, March 1978**

Author:  
Created: March 1978  
Publisher: International ADABAS Users Group & software ag of North America  
Donated By: Steve Robinson  
Filename: doc-465227a572973.pdf (Size: 2.81 MB)  
Pages: 12  
Cataloguer:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Copyright: software ag of North America, Inc.

Description:

ADABAS, the Adaptable DATA Base System Newsletter, March 1978, Vol. 3, No. 4.

Accession: 102662934

---

Entered By: Luanne Johnson

May 21, 2007

**Title: ADABAS Newsletter, July 1978**

Author:

Created: July 1978

Publisher: International ADABAS Users Group & software ag of North America

Donated By: Steve Robinson

Filename: doc-465228b5d8ac6.pdf (Size: 5.58 MB)

Pages: 24

Cataloguer:

Copyright: software ag of North America, Inc.

Description:

ADABAS, the Adaptable DATA Base System Newsletter, July 1978, Vol. 4, No. 1.

Accession: 102662935

---

Entered By: Luanne Johnson

May 21, 2007

**Title: ADABAS Newsletter, December 1978**

Author:

Created: December 1978

Publisher: International ADABAS Users Group & Software AG of North America

Donated By: Steve Robinson

Filename: doc-46522a89b2248.pdf (Size: 4.81 MB)

Pages: 20

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

ADABAS, the Adaptable DATA Base System Newsletter, December 1978, Vol. 4, No. 2.

Accession: 102662936

---

Entered By: Luanne Johnson

May 21, 2007

**Title: Letter to Adabas Users - December 1978**

Author: W. R. Taylor

Created: December 7, 1978

Publisher: Shell Canada Limited

Donated By: Steve Robinson

Filename: doc-46522e9c39449.pdf (Size: 1.03 MB)

Pages: 7

Cataloguer:

Copyright: Shell Canada Limited

Description:

Letter to Adabas users from W. R. Taylor of Shell Canada Limited, writing as the Regional Adagroup Representative.

Accession: 102662939



---

Entered By: Luanne Johnson  
May 21, 2007

**Title: The Salesman**

Author:

Created: 1979

Publisher:

Donated By: John Maguire

Filename: doc-435d2778b7101.pdf (Size: 313 KB)

Pages: 2

Cataloguer: 10/24/2005 Sarah Wilson

Copyright:

Description:

Photocopy of humorous story titled "The Salesman" with handwritten 1979 interchange between John Maguire and Mike Jakes.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102651911

Dimensions: 11 x 8.5 in.

Color depth: 8 grayscale

Digitized: 10/19/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102651911\_the\_salesman.1979

---

Entered By: Sarah Wilson  
October 24, 2005

**Title: [New Employee Training, welcome]**

Author:

Created: 1979 ca.

Publisher: Software AG

Donated By: John Maguire

Filename: doc-436678a21fb27.pdf (Size: 280 KB)

Pages: 2

Cataloguer: 10/31/2005 Sarah Wilson

Copyright: Software AG

Description:

Two paragraphs welcoming new employees; one from John Maguire, one from Stuart Miller. Circa late 1970's.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102651915

Dimensions: 11 x 8.5 in.

Color depth: 8 grayscale

Digitized: 10/19/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102651915\_new\_employee.1978

---

Entered By: Sarah Wilson  
October 31, 2005

**Title: ADABAS Newsletter, March 1979**

Author:

Created: March 1979

Publisher: International ADABAS Users Group & Software AG of North America

Donated By: Steve Robinson

Filename: doc-46522c6161d88.pdf (Size: 4.85 MB)

Pages: 20

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

ADABAS, the Adaptable DATA Base System Newsletter, March 1979, Vol. 4, No. 3.

Accession: 102662937

---

Entered By: Luanne Johnson  
May 21, 2007

**Title: ADABAS Newsletter, May 1979**

Author:

Created: May 1979

Publisher: International ADABAS Users Group & Software AG of North America

Donated By: Steve Robinson

Filename: doc-46522db4f1c4a.pdf (Size: 4.88 MB)

Pages: 20

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

ADABAS, the Adaptable DATA Base System Newsletter, May 1979, Vol. 4, No. 4.

Accession: 102662938

---

Entered By: Luanne Johnson  
May 21, 2007  
Related Stories

---

Software AG used the PRC computer center for demos, testing and development  
Related Events

---

Software AG decides to build and install a computer center

**Title: Organizational Change**

Author: John Maguire

Created: August 30, 1979

Publisher: Software AG

Donated By: John Maguire

Filename: doc-43666ecf0e9b0.pdf (Size: 896 KB)

Pages: 13

Cataloguer: 10/31/2005 Sarah Wilson

Copyright: Software AG

Description:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Photocopy of an employee memo from John Maguire, 1979, describing the organizational structure of the Software AG team. Includes organizational charts as of September 4, 1979.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102651914

Dimensions: 11 x 8.5 in.

Color depth: 8 grayscale

Digitized: 10/19/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102651914\_organizational\_change.1979

-----  
Entered By: Sarah Wilson

October 31, 2005

Related Events

-----  
Sales efforts organized around four regions

**Title: Software AG Users' Group Quarterly September 1979**

Author:

Created: September 1979

Publisher: International Software AG Users Group & Software AG of North America

Donated By: Steve Robinson

Filename: doc-4652300e28e52.pdf (Size: 9.59 MB)

Pages: 36

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

Software AG Users' Group newsletter, September 1979, Vol. 5, No. 1

Accession: 102662940

-----  
Entered By: Luanne Johnson

May 21, 2007

Related Events

-----  
ADABAS and Com-plete Users' Groups merge

**Title: Software AG International Users' Group Newsletter December 1979**

Author:

Created: December 1979

Publisher: International Software AG Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-465233aea5f02.pdf (Size: 5.30 MB)

Pages: 24

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

Software AG International Users' Group newsletter, December 1979, Vol. 5, No. 2.

Accession: 102662941

-----  
Entered By: Luanne Johnson

May 21, 2007

**Title: Software AG of North America, Inc.**

Author:

Created: 1980 ca.

Publisher: Software AG

Donated By: John Maguire

Filename: doc-435d4ada1fb1f.pdf (Size: 4.50 MB)

Pages: 30

Cataloguer: 10/24/2005 Sarah Wilson

Copyright: Software AG

Description:

Full color 1980 booklet describing the organization and products of Software AG of North America.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102651910

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 10/19/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102651910\_company\_profile.1980

-----  
Entered By: Sarah Wilson

October 24, 2005

Related Events

-----  
Full color brochure describing the company is produced

**Title: Software AG International Users' Group Newsletter March 1980**

Author:

Created: March 1980

Publisher: International Software AG Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-465235b9b29c9.pdf (Size: 6.93 MB)

Pages: 28

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

Software AG International Users' Group newsletter, March 1980, Vol. 5, No. 3.

Accession: 102662942

-----  
Entered By: Luanne Johnson

May 21, 2007

**Title: Mystery Veils Case of Computer Secrets Espionage**

Author: Richard Lyons

Created: July 23, 1980

Publisher: The New York Times

Donated By: John Maguire

Filename: doc-4328a8a9a1170.pdf (Size: 304 KB)

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Pages: 1

Cataloguer: 09/14/2005 Sarah Wilson

Copyright: The New York Times

Description:

Photocopy of 1980 NY Times article about the arrest of a Belgian agent for the Soviet Union who tried to purchase computer technology secrets (the ADABAS source code).

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102641739

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 08/16/2005

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source

---

Entered By: Sarah Wilson

September 14, 2005

**Title: Missing Computer Software: A bottleneck slows new applications, spawns a booming new industry**

Author: BusinessWeek

Created: September 1, 1980

Publisher: McGraw-Hill

Donated By: John Maguire

Filename: doc-435d2c11137d1.pdf (Size: 2.71 MB)

Pages: 11

Cataloguer: 10/24/2005 Sarah Wilson

Copyright: McGraw-Hill

Description:

Reprint from BusinessWeek, September 1, 1980. Note dated October 27, 2004 from John Maguire says "This is the 'famous' article that really opened the market for 'everyone.'"

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102641743

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 10/19/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source2641743\_article\_businessweek.1980

---

Entered By: Sarah Wilson

October 24, 2005

Related Events

---

Business Week runs an article on the software products industry

**Title: Software AG International Users' Group Newsletter November 1980**

Author:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Created: November 1980  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-465238335f937.pdf (Size: 12.34 MB)  
Pages: 48  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG International Users' Group newsletter, November 1980, Vol. 6, No. 2.  
Accession: 102662943

---

Entered By: Luanne Johnson  
May 21, 2007  
Related Events

---

Software AG announces The Data Base Machine  
Software AG forms a new Consulting and Education Division

**Title: Software AG International Users' Group Newsletter February 1981**

Author:  
Created: February 1981  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-46523a53f1640.pdf (Size: 14.95 MB)  
Pages: 56  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG International Users' Group newsletter, February 1981, Vol. 6, No. 3.  
Accession: 102662944

---

Entered By: Luanne Johnson  
May 21, 2007

**Title: Software AG Annual Report 1981**

Author:  
Created: May 31, 1981  
Publisher: Software AG  
Donated By: John Maguire  
Filename: doc-4328af3becc5f.pdf (Size: 4.20 MB)  
Pages: 30  
Cataloguer: 09/14/2005 Sarah Wilson  
Copyright: Software AG  
Description:  
Software AG Annual Report 1981. Statement of operating and financial results.  
Location: 1401:LS:XX2.1  
Box number: 1 of 1  
Accession: 102641745  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 08/16/2005 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Scan location:

\\Archive\resources\text\Software\_AG\source\102641745\_annual\_report.1981

---

Entered By: Sarah Wilson

September 14, 2005

Related Events

---

1977 Revenues

1978 Revenues

1979 Revenues

1980 Revenues

1981 Revenues

New products introduced

Royalty reduced

SAGNA goes public

U.S. marketing efforts intensified by expansion of facilities

**Title: Software AG International Users' Group Newsletter August 1981**

Author:

Created: August 1981

Publisher: Software AG International Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-46523cb4f0c06.pdf (Size: 14.98 MB)

Pages: 56

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

Software AG International Users' Group newsletter, August 1981, Vol. 7, No. 1.

Accession: 102662945

---

Entered By: Luanne Johnson

May 21, 2007

Related Events

---

Ninth User's conference has 900 participants

**Title: Software AG International Users' Group Newsletter November 1981**

Author:

Created: November 1981

Publisher: Software AG International Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-46536e1f86aa4.pdf (Size: 13.35 MB)

Pages: 52

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

Software AG International Users' Group newsletter, November 1981, Vol. 7, No. 2.

Accession: 102662946

---

Entered By: Luanne Johnson

May 22, 2007

**Title: Software AG International Users' Group Newsletter February 1982**

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Author:

Created: February 1982

Publisher: Software AG International Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-46537234a4bc8.pdf (Size: 16.44 MB)

Pages: 48

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

Software AG International Users' Group newsletter, February 1982, Vol. 7, No. 3.

Accession: 102662947

---

Entered By: Luanne Johnson

May 22, 2007

**Title: Software AG International, Users Group Newsletter**

Author:

Created: May 1982

Publisher: Software AG

Donated By: John Maguire

Filename: doc-432eedb1e5731.pdf (Size: 5.61 MB)

Pages: 35

Cataloguer: 09/19/2005 Sarah Wilson

Copyright: Software AG

Description:

Color booklet newsletter, Vol. 7, No. 4, May 1982; includes news about current products, projects, and regional reports.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102641744

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 08/22/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

Archive\resources\text\Software\_AG\source2641744\_users\_group\_newsletter.1982

---

Entered By: Sarah Wilson

September 19, 2005

Related Events

---

Software AG has user groups throughout the world

Training classes held throughout the US

**Title: Software AG Chairman Testifies Before Senate Subcommittee Regarding Soviet Acquisition of US Technology**

Author: Paula Brooks

Created: May 5, 1982

Publisher: Software AG

Donated By: John Maguire

Filename: doc-43b9bed7c0d41.pdf (Size: 263 KB)

Pages: 2



Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Cataloguer: 2006-01-02 Sarah Wilson

Copyright: Software AG

Description:

News Release from 1982 about John Maguire's testimony before a Senate Subcommittee regarding legal protections for American technology.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102641740

Dimensions: 11.5 x 8 in.

Color depth: 24 RGB

Digitized: 2005-08-16 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102641740\_chairman\_testifies.1982

---

Entered By: Sarah Wilson

January 2, 2006

Related Events

---

Maguire Testifies Before Senate Subcommittee Regarding Soviet Acquisition of U.S. Technology  
Soviet agent attempts to buy ADABAS source code

**Title: Statement of John N. Maguire...Before the US Senate Permanent Subcommittee on Investigations**

Author: John Maguire

Created: May 5, 1982

Publisher:

Donated By: John Maguire

Filename: doc-43b9c24192710.pdf (Size: 1.10 MB)

Pages: 6

Cataloguer: 2006-01-02 Sarah Wilson

Copyright:

Description:

Statement of John Maguire from 1982 which details the interactions that he and other Software AG employees had with Soviet agents who sought to obtain software source code.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102640324

Dimensions: 11.5 x 8 in.

Color depth: 24 RGB

Digitized: 2005-08-16 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102640324\_statement\_for\_senate.1982

---

Entered By: Sarah Wilson

January 2, 2006

Related Events

---

Maguire Testifies Before Senate Subcommittee Regarding Soviet Acquisition of U.S. Technology  
Soviet agent attempts to buy ADABAS source code

**Title: Software AG International Users' Group Newsletter September 1982**

Author:

Created: September 1982

Publisher: Software AG International Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-465373b122670.pdf (Size: 9.66 MB)

Pages: 42

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

Software AG International Users' Group newsletter, September 1982, Vol. 7, No. 5.

Accession: 102662949

-----  
Entered By: Luanne Johnson

May 22, 2007

**Title: Computer World Japan**

Author:

Created: November 15, 1982

Publisher: Computer World

Donated By: John Maguire

Filename: doc-43a6f752b9810.pdf (Size: 5.71 MB)

Pages: 37

Cataloguer: 2005-12-19 Sarah Wilson

Copyright: Computer World

Description:

Magazine; Computer World Japan, dated November 15 1982. Feature article is on John Maguire (pictured on the cover). In Japanese.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102640322

Dimensions: 11.5 x 8 in.

Color depth: 24 RGB, 1 bitonal

Digitized: 2005-12-14 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102640322\_computerworld\_japan.1982

-----  
Entered By: Sarah Wilson

December 19, 2005

Related Events

-----  
Computer World Japan runs a feature story on John Maguire

**Title: Software AG International Users' Group Newsletter December 1982**

Author:

Created: December 1982

Publisher: Software AG International Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-4653753bf2487.pdf (Size: 11.24 MB)

Pages: 46  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG International Users' Group newsletter, December 1982, Vol. 7, No. 6.  
Accession: 102662950

---

Entered By: Luanne Johnson  
May 22, 2007

**Title: Software AG Annual Report 1983**

Author:  
Created: 1983  
Publisher: Software AG  
Donated By: John Maguire  
Filename: doc-432ef30299c40.pdf (Size: 3.62 MB)  
Pages: 35  
Cataloguer: 09/19/2005 Sarah Wilson  
Copyright: Software AG  
Description:  
Software AG Annual Report 1983. Statement of operating and financial results.  
Location: 1401:LS:XX2.1  
Box number: 1 of 1  
Accession: 102641746  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 08/22/2005 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Software\_AG\source\102641746\_annual\_report.1983

---

Entered By: Sarah Wilson  
September 19, 2005  
Related Events

---

1982 Revenues  
1983 Revenues  
New Products Introduced in 1983

**Title: International Software AG Users' Group Newsletter May 1983**

Author:  
Created: May 1983  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-4653764abbee7.pdf (Size: 6.66 MB)  
Pages: 30  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
International Software AG Users' Group newsletter, May 1982, Vol. 8, No. 2.  
Accession: 102662951

---

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Entered By: Luanne Johnson  
May 22, 2007

**Title: Software AG Annual Report 1984**

Author:

Created: 1984

Publisher: Software AG

Donated By: John Maguire

Filename: doc-432ef5d190001.pdf (Size: 3.10 MB)

Pages: 36

Cataloguer: 09/19/2005 Sarah Wilson

Copyright: Software AG

Description:

Software AG Annual Report 1984. Statement of operating and financial results.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102641747

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 08/22/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102641747\_annual\_report.1984

-----  
Entered By: Sarah Wilson  
September 19, 2005

**Title: International Software AG Users' Group Newsletter January 1984**

Author:

Created: January 1984

Publisher: International Software AG Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-465377a267797.pdf (Size: 6.45 MB)

Pages: 30

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

International Software AG Users' Group newsletter, January 1984, Vol. 9, No. 1.

Accession: 102662952

-----  
Entered By: Luanne Johnson  
May 22, 2007

**Title: International Software AG Users' Group Newsletter April 1984**

Author:

Created: April 1984

Publisher: International Software AG Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-4653791d07f4c.pdf (Size: 5.91 MB)

Pages: 26

Cataloguer:

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Copyright: Software AG of North America, Inc.

Description:

International Software AG Users' Group newsletter, April 1984, Vol. 9, No. 2.

Accession: 102662953

---

Entered By: Luanne Johnson

May 22, 2007

**Title: Software AG Annual Report 1985**

Author:

Created: 1985

Publisher: Software AG

Donated By: John Maguire

Filename: doc-432ef7b457d92.pdf (Size: 2.18 MB)

Pages: 28

Cataloguer: 09/19/2005 Sarah Wilson

Copyright: Software AG

Description:

Software AG Annual Report 1985. Statement of operating and financial results.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102641748

Dimensions: 11 x 8.5 in.

Color depth: 24 RGB

Digitized: 08/22/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102641748\_annual\_report.1985

---

Entered By: Sarah Wilson

September 19, 2005

**Title: Software AG Connections August 1985**

Author:

Created: August 1985

Publisher: International Software AG Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-46537a782cdb2.pdf (Size: 8.34 MB)

Pages: 36

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

Software AG Connections, August 1985, Vol. 10, No. 2.

Accession: 102662954

---

Entered By: Luanne Johnson

May 22, 2007

**Title: Software AG Connections November 1985**

Author:

Created: November 1985

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-46537bc08100d.pdf (Size: 7.86 MB)  
Pages: 32  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG Connections, November 1985, Vol. 10, No. 3.  
Accession: 102662955

---

Entered By: Luanne Johnson  
May 22, 2007

**Title: Software AG Annual Report 1986**

Author:  
Created: 1986  
Publisher: Software AG  
Donated By: John Maguire  
Filename: doc-432efdaaad4c2.pdf (Size: 3.15 MB)  
Pages: 36  
Cataloguer: 09/14/2005 Sarah Wilson  
Copyright: Software AG  
Description:  
Software AG Annual Report 1986. Statement of operating and financial results.  
Location: 1401:LS:XX2.1  
Box number: 1 of 1  
Accession: 102641749  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB  
Digitized: 08/22/2005 Sarah Wilson  
Device: Epson Expression 10000 XL  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Software\_AG\source2641749\_annual\_report.1986

---

Entered By: Sarah Wilson  
September 19, 2005  
Related Events

---

1986 Revenues  
Sales in DEC market total more than \$ 1 million

**Title: Software AG Connections February 1986**

Author:  
Created: February 1986  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-46537d5136bfc.pdf (Size: 5.97 MB)  
Pages: 28  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG Connections, February 1986, Vol. 11, No. 1.

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Accession: 102662956

---

Entered By: Luanne Johnson  
May 22, 2007

**Title: Industry Leader Speaks Out: Software AG exec tackles relational, pricing issues**

Author:

Created: February 10, 1986

Publisher: Computerworld

Donated By: John Maguire

Filename: doc-435d6f08c3450.pdf (Size: 412 KB)

Pages: 2

Cataloguer: 10/24/2005 Sarah Wilson

Copyright: Computerworld

Description:

Photocopy of a reprint of an interview with John Maguire, published in Computerworld. Location:  
1401:LS:XX2.1

Box number: 1 of 1

Accession: 102641750

Dimensions: 11 x 8.5 in.

Color depth: 8 grayscale

Digitized: 10/19/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source2641750\_article\_computerworld.1986

---

Entered By: Sarah Wilson  
October 24, 2005

**Title: Software AG Connections May 1986**

Author:

Created: May 1986

Publisher: International Software AG Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-46537e6cbf017.pdf (Size: 7.44 MB)

Pages: 32

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

Software AG Connections, May 1986, Vol. 11, No. 2.

Accession: 102662957

---

Entered By: Luanne Johnson  
May 22, 2007

**Title: Software AG Connections August 1986**

Author:

Created: August 1986

Publisher: International Software AG Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-46537fbc1958d.pdf (Size: 9.62 MB)

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Pages: 40  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG Connections, August 1986, Vol. 11, No. 3.  
Accession: 102662958

---

Entered By: Luanne Johnson  
May 22, 2007

**Title: Software AG Connections November 1986**

Author:  
Created: November 1986  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-46538149bc63e.pdf (Size: 7.29 MB)  
Pages: 28  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG Connections, November 1986, Vol. 11, No. 4.  
Accession: 102662959

---

Entered By: Luanne Johnson  
May 22, 2007

**Title: Software AG Annual Report 1987**

Author:  
Created: 1987  
Publisher: Software AG  
Donated By: John Maguire  
Filename: doc-432f01099ea66.pdf (Size: 3.88 MB)  
Pages: 35  
Cataloguer: 09/19/2005 Sarah Wilson  
Copyright: Software AG  
Description:  
Software AG Annual Report 1987. Statement of operating and financial results.  
Location: 1401:LS:XX2.1  
Box number: 1 of 1  
Accession: 102641751  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB, 1 bitonal  
Digitized: 08/22/2005 Sarah Wilson  
Device: Hewlett Packard Scanjet 8250  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Software\_AG\source\102641751\_annual\_report.1987

---

Entered By: Sarah Wilson  
September 19, 2005

**Title: Software AG Connections October 1987**



Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Author:  
Created: October 1987  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-4653838dca456.pdf (Size: 11.27 MB)  
Pages: 38  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG Connections, October 1987, Vol. 12, No. 4.  
Accession: 102662960

---

Entered By: Luanne Johnson  
May 22, 2007

**Title: Software AG Annual Report 1988**

Author:  
Created: 1988  
Publisher: Software AG  
Donated By: John Maguire  
Filename: doc-432f05ffc827b.pdf (Size: 8.08 MB)  
Pages: 51  
Cataloguer: 09/19/2005 Sarah Wilson  
Copyright: Software AG  
Description:  
Software AG Annual Report 1988. Statement of operating and financial results.  
Location: 1401:LS:XX2.1  
Box number: 1 of 1  
Accession: 102641752  
Dimensions: 11 x 8.5 in.  
Color depth: 24 RGB, 1 bitonal  
Digitized: 08/22/2005 Sarah Wilson  
Device: Hewlett Packard Scanjet 8250  
Format: text/tiff  
Resolution: 300 ppi  
Scan location:  
\\Archive\resources\text\Software\_AG\source\102641752\_annual\_report.1988

---

Entered By: Sarah Wilson  
September 19, 2005  
Related Events

---

1988 Revenues  
Software AG (Germany) purchases Software AG (North America)

**Title: Software AG Connections February 1988**

Author:  
Created: February 1988  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-465385ebe8486.pdf (Size: 13.28 MB)  
Pages: 44  
Cataloguer:  
Copyright: Software AG of North America, Inc.

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Description:  
Software AG Connections, February 1988, Vol. 13, No. 1.  
Accession: 102662961

---

Entered By: Luanne Johnson  
May 22, 2007

**Title: Software AG Connections May 1988**

Author:  
Created: May 1988  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-465388a2068c0.pdf (Size: 9.43 MB)  
Pages: 32  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG Connections, May 1988, Vol. 13, No. 2.  
Accession: 102662962

---

Entered By: Luanne Johnson  
May 22, 2007

**Title: Software Connections August 1988**

Author:  
Created: August 1988  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-4659c70dc73d2.pdf (Size: 14.30 MB)  
Pages: 44  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG Connections, August 1988, Vol. 13, No. 3.  
Accession: 102662963

---

Entered By: Luanne Johnson  
May 27, 2007

**Title: Software AG Connections December 1988**

Author:  
Created: December 1988  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-4654b9ebd64cb.pdf (Size: 13.00 MB)  
Pages: 44  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG Connections, December 1988, Vol. 13, No. 4.  
Accession: 102662964

---

Entered By: Luanne Johnson

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

May 23, 2007  
Related Events

-----  
Software AG moves into its own building on Sunrise Valley Drive in Reston, VA

**Title: Messages**

Author:

Created: February 1989

Publisher: Software AG

Donated By: John Maguire

Filename: doc-435d1d58e7e3f.pdf (Size: 5.84 MB)

Pages: 28

Cataloguer: 10/24/2005 Sarah Wilson

Copyright: Software AG

Description:

Magazine (formerly named "Passages") in English and German, February 1989, published for employees of Software AG in all international locations.

Location: 1401:LS:XX2.1

Box number: 1 of 1

Accession: 102641753

Dimensions: 12 x 8.5 in.

Color depth: 24 RGB, 8 grayscale

Digitized: 10/19/2005 Sarah Wilson

Device: Epson Expression 10000 XL

Format: text/tiff

Resolution: 300 ppi

Scan location:

\\Archive\resources\text\Software\_AG\source\102641753\_messages\_mag.1989

-----  
Entered By: Sarah Wilson  
October 24, 2005

**Title: Software AG Connections March 1989**

Author:

Created: March 1989

Publisher: International Software AG Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Filename: doc-4659c8dc4f36a.pdf (Size: 9.38 MB)

Pages: 32

Cataloguer:

Copyright: Software AG of North America, Inc.

Description:

Software AG Connections, March 1989, Vol. 14, No. 1.

Accession: 102662965

-----  
Entered By: Luanne Johnson  
May 27, 2007

**Title: Software AG International Users' Group Newsletter May 1982**

Author:

Created: May 1989

Publisher: Software AG International Users' Group & Software AG of North America, Inc.

Donated By: Steve Robinson

Report to the Computer History Museum on the Information Technology Corporate Histories Project  
Database Management Software Products Sector

Filename: doc-46536fc882757.pdf (Size: 6.96 MB)  
Pages: 34  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG International Users' Group newsletter, May 1982, Vol. 7, No. 4.  
Accession: 102662948

---

Entered By: Luanne Johnson  
May 22, 2007

**Title: Software AG Connections September 1989**

Author:  
Created: September 1989  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-4659cc5ec0b61.pdf (Size: 14.40 MB)  
Pages: 44  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG Connections, September, 1989, Vol. 14, No. 3.  
Accession: 102662966

---

Entered By: Luanne Johnson  
May 27, 2007

**Title: Software AG Connections December 1989**

Author:  
Created: December 1989  
Publisher: International Software AG Users' Group & Software AG of North America, Inc.  
Donated By: Steve Robinson  
Filename: doc-4659ce21c8375.pdf (Size: 11.54 MB)  
Pages: 36  
Cataloguer:  
Copyright: Software AG of North America, Inc.  
Description:  
Software AG Connections, December 1989, Vol. 14, No. 4.  
Accession: 102662967

---

Entered By: Luanne Johnson  
May 27, 2007

## References

**Title: Maguire, John Oral History**

Author: William Aspray  
Created: May 3, 2002  
Publisher: Charles Babbage Institute  
Cataloguer:  
Copyright:  
Reference:

Citation: John Maguire, OH 367. Oral history interview by William Aspray, 3 May 2002, Washington, DC. Charles Babbage Institute, University of Minnesota, Minneapolis.

<http://www.cbi.umn.edu/oh/display.phtml?id=348>

---

Entered By: Luanne Johnson

May 25, 2005

Related Events

---

Initial selling done through Computerworld ads

John Maguire meets with Peter Schnell

Maguire borrows against his house to cover cash needs

Maguire charges \$ 2,500 for demos

Maguire Testifies Before Senate Subcommittee Regarding Soviet Acquisition of U.S. Technology

Presentation at GUIDE meeting to 350 IBM customers

Software AG wins City of New York contract

Soviet agent attempts to buy ADABAS source code

## Discussions

### Agreements versus acquisitions

Posted by: LuanneJ (IP Logged)

Date: September 23, 2005 02:50PM

Many software companies in the 1970's and 80's aggressively acquired other companies to expand their product lines and maximize their growth rates. Software AG apparently did few or no acquisitions but did many joint agreements both for marketing and development. Why did Software AG choose this route instead of the more common acquisition strategy? Were these agreements successful for the most part? What differentiated the agreements that were successful from any that were not?

### Comparison between DEC and IBM

Posted by: LuanneJ (IP Logged)

Date: September 23, 2005 02:44PM

By the mid-1980's, customers running on DEC equipment had become a significant market for Software AG. Was DEC more supportive of independent software vendors than IBM? Did DEC have products that competed directly with Software AG? How did Software AG's experience with DEC differ from its experience with IBM?

### Competing against IBM

Posted by: LuanneJ (IP Logged)

Date: September 23, 2005 02:38PM

In the material we've collected so far, there are several references to the difficulty of competing with IBM in the early 1970's (Michael Jakes' story about reviewing the specs at Chase Manhattan Bank, John Maguire's story about presenting ADABAS at a GUIDE meeting in his oral history, etc.). How did this change over time? Did IBM become more open to competition from independent software vendors? Did the customers lose their fear of IBM retaliation if they dealt with other companies? When did Software AG see a change in attitudes?