



The strength of an organization is predicated on the validity of its beliefs and convictions. The Cincom Systems basic code of values is predicated on the fundamental belief that the integrity of an organization is its most important virtue. This integrity must have scope and direction which are embodied in its basic philosophy.

These concepts are known as:

### The Cincom Philosophy

The company will always endeavor to provide the highest possible quality products and services to its clients and prospective clients. The position in the market place will be on the leading edge of technology--but only in those areas where our inner strengths will enable us to be clearly the leader.

In order to achieve and improve this position of leadership, the company will always attempt to attract individuals of the highest caliber and potential. The company will always provide the environment, intellectual stimulation, and career opportunity to stimulate a release of the ultimate power of the individual.

The company will always "average up" in every pursuit or endeavor. Each new venture, product, or service will be expected to be of higher quality or significance than the current average. Each new member of the company will be expected to be of higher caliber than their counterpart at a similar stage in their career.

We will always recognize that the importance of the emphasis on current and long-term profit orientation serves three functions:

- The ultimate measuring device for evaluation of the performance of the other basic objectives of the company.
- An important requirement for extensions and expansions of the areas of service and products to our current and future clients, and for reinvestment in the future well being of the company.
- A prime measurement for the financial and personal rewards to those individuals who have contributed to this success.

The company will always be aware of the value and dynamics of change. We will be "agents of change" both internally and externally. Constant, careful attention and critical re-examination and redefinition of all aspects of the concern will be paramount. The credos and beliefs of the company will be vital, dynamic, and evolutionary.