

# Data base: before you invest, investigate.

The most exciting concept in computer usage today is the data base information system.

The most *talked-about* data base management system is IMS-2.

But the most widely and successfully *used* DBMS is Cincom Systems' TOTAL.

With all of its power, TOTAL is applicable on 64K systems and up, and in any environment.

That says a lot for TOTAL. And it tells you something of great importance if you're thinking data base.

Because the most critical decision for the ultimate success of information system implementation is your *choice* of data base management systems.

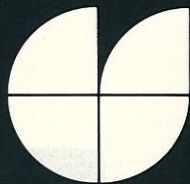
It will serve you well to investigate TOTAL. (More

than 80 blue-chip customers are achieving their information system goals using TOTAL.)

Even if you've already started to implement, TOTAL's design approach will allow you to accelerate your current progress and enhance the effectiveness of your investments in time and energy for future success.

In fact, it will pay you to consider TOTAL no matter what your status: if you're thinking data base; are in the decision-making stage; implementing; or just curious.

Write today for full information about TOTAL, the most powerful system in existence. Currently available for use with IBM DOS or OS, Honeywell and RCA. Cincom Systems, Inc./2181 Victory Parkway/Cincinnati, Ohio 45206.



**Cincom Systems, Inc: We create efficiency.**

Cincom offices also located in Palo Alto, California and Toronto, Ontario, Canada.