



TOTAL Honored As Most Successful Software Product

Cincom's TOTAL Data Base Management System was recently honored as the most successful software product in the industry. This recognition came at the Sixth Annual ICP Million Dollar Awards Ceremony.

ICP, International Computer Programs Corporation, a leading industry consulting and publishing firm, initiated their awards program six years ago when there were only 29 products that had attained that million dollar sales mark. As of the end of 1976, a total of 227 products had made the million dollar membership. According to ICP, "71 have exceeded \$2,000,000, 38 have exceeded \$5,000,000, 14 have exceeded \$10,000,000, 3 have exceeded \$20,000,000, 1 has exceeded \$30,000,000, and another, TOTAL, from Cincom Systems in Cincinnati, has passed \$50,000,000." This award represents a tribute to the users who's valuable input has enabled Cincom to maintain TOTAL's position as the most viable solution for data base management.

Never the less, success should not be measured by sales dominance alone . . . it must include ongoing user satisfaction. In this light, TOTAL received an unprecedented third Data-pro Software Honor Roll award. The Datapro award represents excellence in user satisfaction and is awarded based on user evaluations. These evaluations are in the key areas of throughput/efficiency, ease of installation and use, documentation, training and vendor support. We promise to live up to your standards in order to remain on this distinguished list.



Larry Welke, (left), of ICP, presents a trophy to Tom Nies, President of Cincom Systems, recognizing \$50,000,000 in sales for the TOTAL data base management system.

KNOCK-ABOUT /77

Start making your plans to attend the Fall KNOCK-ABOUT to be held in Cincinnati from October 9th thru 12th!

Again there will be varying presentation formats including: Feature sessions, Panel sessions, and Special sessions. All these formats are designed to maximize the benefits to the attendees.

Current planning includes about 80 sessions encompassing a wide range of topics covering everything from Data Base Design Criteria, to User Innovations, to Product Enhancement Presentations. The Fall KNOCK-ABOUT will provide the first formal response to enhancement requests since the KNOCK-ABOUT last year. The percentage of user-conducted presentations will also enjoy a substantial increase, reaffirming the interest of users in actively leading KNOCK-ABOUT presentations.

If you are interested in making a presentation at the Fall KNOCK-ABOUT, but have not sent your "request to participate" form, contact the program chairman at Cincom corporate headquarters in Cincinnati immediately.

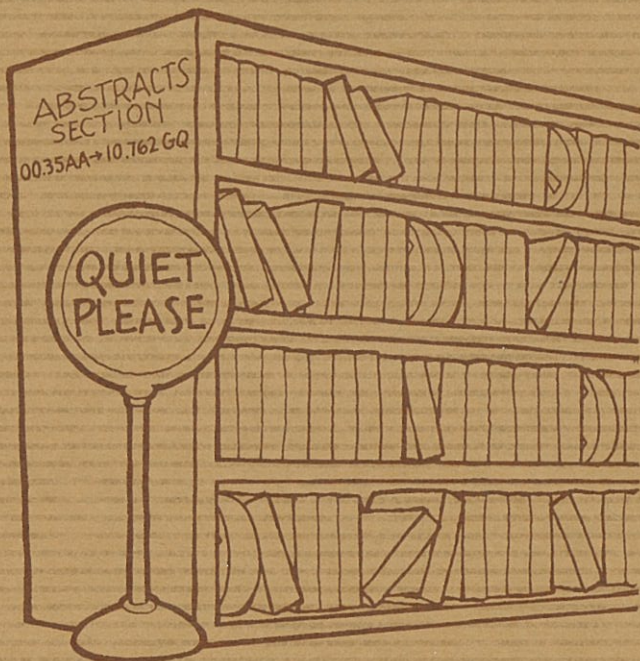
Software Exchange Program

The Cincom Users Group Board of Directors and Cincom have announced the establishment of a program to provide Cincom Users Group Members with a catalogue and exchange procedure for user contributed software. A complete description of the Contributed Software Library program was mailed to Cincom customers in May.

The catalogue will be maintained and distributed at cost by Cincom. An initial offering will be announced when sufficient contributions are available to justify publication of abstracts.

A Software Exchange "fair" is planned for the Fall KNOCK/ABOUT. Several contributors will be on hand to present and answer questions concerning the content and purpose of the software they have made available.

The Cincom Users Group Board and Cincom believe that the Contributed Software Library exchange program will provide a valuable service to user group members by making functional improvements and efficiency tools available to the membership. It is expected that contributed software will encompass everything from utilities to full-blown applications. The ultimate success of the program naturally depends on the willingness of members to contribute to the Library.



Questions and requests for submission forms should be addressed to:

Cincom Users Group
Contributed Software Library
2300 Montana Avenue
Cincinnati, Ohio 45211

West Coast Users Group



Warm weather and blue skies greeted the attendees of the second semi-annual conference of the West Coast Users Group meeting held April 14 and 15 in San Francisco. Although the San Francisco Bay Area is being plagued by the worst drought in history this fact did not dampen the spirits of the users that gathered from all corners of the western United States.

Two concurrent tracks of sessions, scheduled in a similar fashion to the national Cincom KNOCK-ABOUTS, ran for one and a half days and covered a broad spectrum of topics related to data base and data communications. Worthy of special mention for their contributions were Tom Elioff and Charlotte Urban from 20th Century Fox who discussed "Implementing Programmer Productivity Procedures," Bert Bertram from PACCAR Corporation who addressed "TOTAL in a Large Manufacturing Environment," Don Reiner from Varian Corporation with an interesting discussion of "Distributed Processing," Mike Benson of Coast Community College District with a fascinating demonstration of "A Voice-In, Voice-Out Facility for ENVIRON/1" and Dave Ullman's illustration of Western Airline's "Evolution Toward the Integrated Corporate Data Base."

One would also be negligent not to congratulate the Cincomers involved for their well done presentations concerning new product announcements, systems implementation, product enhancements and other subjects that had been recommended by the west coast users. No one will quickly forget Kevin McQuillen's creative discussion of "Design Considerations For a Manufacturing Data Base." Kevin brought his points across while dressed in suitable garb: Hard hat, goggles and overalls.



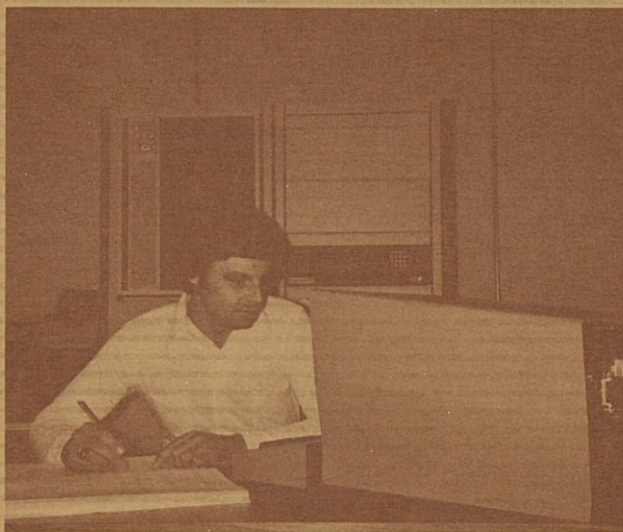
Enhancement Process

Under the chairmanship of Stu Sanfield, the procedure for recommending enhancements to TOTAL, SOCRATES, and ENVIRON/1 has been regularized and a continual process of recommendations flowing from the Users Group to Cincom has been established. The continued success of the enhancement process rests with the willingness of the users to participate. Your suggestions should be directed to the following committee chairmen:

TOTAL OS	Steve Roman Bureau of Labor Statistics
TOTAL DOS	Gil Daley Michigan Seamless Tube Co.
DATA DICTIONARY AND LOADER/UTILITY	Ann Cecil AMP Inc.
ENVIRON/1 and TEBOL	Robert Pavlik Corning Glass Works

TOTAL Released for 14th Mainframe

With the recent announcement of TOTAL for the 32 bit Interdata mini-computer, Interdata Corporation becomes the 14th different hardware vendor to have TOTAL developed for their machines. The Interdata version of TOTAL represents another step in Cincom's commitment of providing a universal data base implementation that is independent of hardware.



Here in Cincom's computer complex, where more than 7 different computers are used for research and development, Dave Burleson runs final checks on Interdata TOTAL.

Interdata CPU's supported include the 7/32 and 8/32 under OS/32. Pricing has been established at \$13,500 for the basic version and \$16,500 for the central version.

Installations have already begun and from first indications the only problem has been trying to keep up with the flood of orders. We're sure that all Cincom Users join us in welcoming the new Interdata TOTAL users and will look forward to meeting them at the KNOCK-ABOUT.

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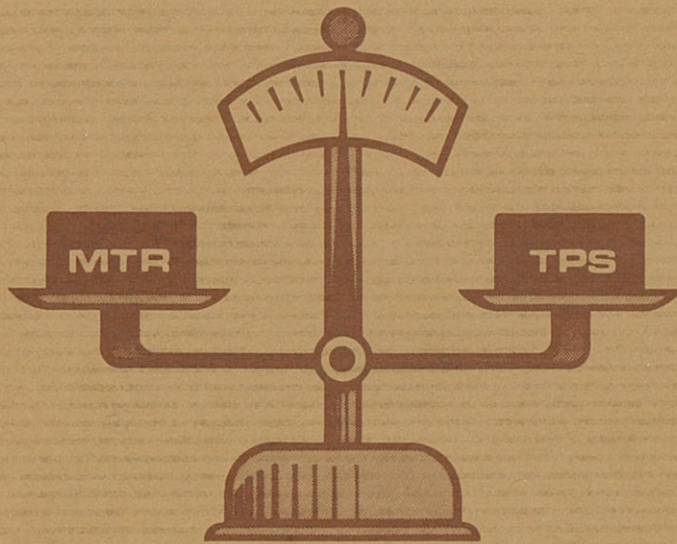
In keeping with the name of this newsletter, it is our objective to make the Cincom Linkage a bi-directional communication link between you and Cincom. To this end we have listed a number of proposed topics for future articles that we believe will be of interest to you. Please survey and appraise these and send us your comments . . . and feel free to add any topics of your own.

- Cincom's view of industry trends
- World user activities
- Profiles on users
- User contributed articles
- Cincom's view of major hardware announcements
- Use of Marketing Technical Representative (MTR) man-days
- Distributed Processing
- New Product Developments
- Using Cincom's Application Software Development Division
- Information System Architecture, a data base design methodology
- Aids in tuning Environ/1

With your input, we can prioritize these topics and add any others you would like to see. Please address your comments to:

The Cincom Linkage Editors
Cincom Systems, Inc.
2300 Montana Avenue
Cincinnati, Ohio 45211

Using Cincom Support More Effectively



As with most data processing shops, Cincom Users pride themselves on their ability to solve their own technical problems. Yet when a problem cannot be rectified or requires special software knowledge, Cincom's technical support can often provide the solution. This support is two-fold in nature consisting of the local Marketing Technical Representatives (MTR's) and the Technical Product Support (TPS) department.

Unfortunately, many new users and even some seasoned veterans do not fully understand the function of these two groups, how they interrelate, the kinds of questions that should be directed to each, and so forth. It is with these users in mind that this article has been written to present the recommended strategy for handling problem situations. This strategy can be summed up in one statement: WHEN YOU HAVE A QUESTION OR A PROBLEM ARISES, ALWAYS CONTACT YOUR MTR FIRST. The best way to describe the reasons why this is the best method and the logistics involved is to look at it from the perspective of both the MTR and TPS.

The MTR's are Cincom's primary link to you, the user. The scope of their responsibilities include: installing products, providing initial and ongoing education, application consulting, communicating user needs and (most important with respect to this article) serving as trouble-shooters for technically oriented questions and problems.

4 These activities enable the MTR's to become familiar with each shop's major areas of appli-

cation development. This, combined with knowledge of your hardware and software environments make your MTR a very valuable problem solving tool. In fact, of the questions that reach TPS, it is estimated that 90 to 95% could be answered by the local MTR. To maintain this fine standard the MTR must be kept current of all events impacting the system software. When users contact their MTR's for questions and problems, this objective is easily met.

Periodically, your MTR may be unavailable for immediate consultation. In these instances simply leave a message and your MTR will contact you as soon as possible ... often within a couple of hours. However, if your problem is an emergency, leave a message to let your MTR know that you are contacting TPS directly. Your MTR can then follow-up on the details of the situation and the solution that was implemented. This procedure also allows the MTR to share this knowledge with other users encountering similar situations. In this way everybody benefits from each other's experiences.

As previously mentioned, your MTR should be able to handle 90 to 95% of all your questions and problems related to Cincom Software. However, if the problem cannot be solved in the field, TPS is contacted. As Mel Tungate, one of Cincom's TPS personnel, put it, "The buck stops here ... if there is a solution, TPS will find it."

The members of TPS have widely varying backgrounds and talents including thorough knowledge of assembler and the ability to work with machine language. They must be able to analyze core dumps (in both listing form and over the phone) and must be I/O familiar. Jerry Gonnella aptly described the level of required operating system knowledge when he stated, "In TPS, everyone has to be intimate with at least one operating system, and dating all the rest."



Jerry Gonnella handles a TOTAL call in TPS.



In most cases your MTR will be the liaison to TPS, unless it is decided that you should talk to TPS directly. In either case your MTR can advise you on what you can do and what you can have available to help expedite the problem solving efforts of everyone concerned. These items typically consist of a listing of the application program, the related dump, the DBMOD being used, and the appropriate link maps.

Cincom has also instituted a program in which MTR's work in TPS on a rotating basis. This helps the MTR's to keep current on the kinds of situations that are occurring all across the country. Teaming up with full time TPS personnel, the MTR's gain valuable experience that they soon take back to the field. Likewise, TPS benefits by gleaned useful information from the application knowledge of the MTR's.

Cincom's MTR's and TPS combine to make an efficient, effective support system. With the proper perspective and understanding you can utilize them to gain the best possible service.

"TOTAL" Success for System/3

With the vast majority of Cincom Users operating on large system mainframes, the question often arises, "Can System/3 users really develop an integrated information system on such limited resources?" The answer is "yes;" and with the number of System/3 TOTAL users increasing rapidly, we thought you'd be interested in hearing about one of them. The following article was written by Mr. Andrew Peters of Yellow Springs Instrument Company and discusses their development of a purchase order and order processing system.

Yellow Springs Instrument Company by Mr. Andrew Peters

To start with, I will provide you with a little background on Yellow Springs Instruments (YSI) and how we evolved as a company and in how our DP facilities developed. YSI manufactures a complete line of scientific and industrial temperature sensitive instruments. The major component in all our lines is a sophisticated device called a thermistor. Our founding in 1948 was based upon "a better idea" as to how these components could be employed. Now, in addition to this component we also make instruments crucial to the medical profession for measuring gas components in blood and glucose. Our newest venture involves the teaming of these ideas for use in research on enzyme measurement and testing.

From our beginning in 1948 with eight people, we have grown into a multi-million dollar organiza-

tion with 300 employees.

We are still in a single location north of Xenia, Ohio, which includes our manufacturing, distribution and general office facilities.

My position with YSI has changed substantially over the years as we became more and more involved in the use of computers. In 1956 we had no data processing capabilities and as the treasurer, it was obvious to me that we needed to begin looking at ways to automate some of our basic accounting functions. This was finally accomplished around 1967 with the installation of IBM unit record equipment. This remained until shortly after the announcement of the availability of the System/3. We installed our first System/3, a card-only model 10 with 8K, around 1970 and began the conversion to this equipment. Our present configuration includes a System/3/15A with two 5445's, two 5444's, 128K, and CCP.

Our organization, our people, and our hardware have changed many times since our first system in 1967. But no change has been as dramatic or had the impact as did the separation of our group from all user departments. We regard information as a corporate asset and feel strongly that it must be managed in a way which will serve all users equally. Hard reality however has forced us to delegate certain user departments as being responsible for certain files in our data base and non-data base systems. While this would seem to be continuing the "my file" concept often found in second generation systems, we are realistic enough to realize that our goals cannot be met overnight. In attempting to build a true information system, we are going to rely on Cincom's TOTAL product.

Our acquisition of TOTAL came about as a result of our attempt to use IBM's BOMP system for a generalized data base system. Our efforts in using BOMP were initially limited to a parts file and a structure file. We originally thought that this could serve the framework for our corporate data base, but upon closer examination we recognized the severe problems that could result. Additionally, we were handicapped by our lack of familiarity with the system because IBM SE's did most of the setup and programming.

For sometime we searched for a generalized data base management system (DBMS), and for the most part were finding a wealth of DBMS's for 360 and 370 machines but none for our environment. Finally, we found TOTAL, scheduled the vendor in for a presentation, and soon selected TOTAL as our system. We do not regret the decision. TOTAL has met our four basic requirements:

1. Support for full system integration.
2. Reduction of maintenance programming.



3. Allows for Centralization of Data base administration and control functions.
4. Disassociation of data from any one particular group.

Our first use of TOTAL is in a major Purchase Order System. This was planned, and is being implemented in a batch mode. Our efforts with this system have been directed at getting the major maintenance programs written and tested for implementation in July, 1977. Our PO systems will handle all activities associated with purchasing short of actually making vendor payments. The latter function will remain in our Accounts Payable system.

A second system is now in the design stage and will be under CCP. This system will handle Sales Order processing. Our target dates call for user involvement in loading the TOTAL master files from the three terminals in July with this effort to continue while other systems testing is initiated.

In the long range we have mapped out a strategy which calls for full implementation of all systems under TOTAL. In order to accomplish this we have decided that all online tasks written under CCP will use TOTAL from the start. We hope that this approach will effectively minimize any conversion we may face and at the same time will enable us to bring certain batch files under TOTAL as well.

All in all, we are very pleased with our System/3 and feel that this is the best hardware which will meet our present and future needs. Similarly, we are convinced that our approach to the use of the TOTAL data base concepts will enable us to better serve our user departments in providing them with the information they require.

Nomination of Board Members

Dave Murphy, Chairman of the Nominations Committee, is actively seeking nominations for the Board of Directors of the Cincom Users Group. Any member of the Cincom Users Group is eligible for nomination and all nominations should be sent to Dave by August 1. Ballots will be mailed by the end of August and the results will be announced at the Fall KNOCK-ABOUT. Good luck to all candidates!

Address nominations to:
Cincom Users Group
Nominations Committee
2300 Montana Avenue
Cincinnati, Ohio 45211

Interchange '77

On May 9th, 1977, the four regional Cincom User's Groups of New York/New Jersey, Philadelphia, Pittsburgh and Washington held a one-day joint meeting in Harrisburg, Pennsylvania. The meeting which was called INTERCHANGE '77 was organized to provide a forum at which users could interchange general and specific experiences in their use of Cincom Products with a larger group of users than normally available in their local areas. More than 100 users attended. Several companies sent their complete DBA staff.

The program consisted primarily of invited speakers from both user organizations and Cincom who are recognized for their experience and knowledge in their areas.

As measured by the positive response of the attendees, INTERCHANGE '77 was a success and consideration is now underway for INTERCHANGE '78. This success was due to the high quality and content of the technical program. INTERCHANGE '77 was organized by:

Bob Baer

McCrory Stores, York, PA. (Local Arrangements)

Larry Edson

Lederle Laboratories, Pearl River, N.Y.

Gordon Gerson

Defense Communications Agency, Reston, VA. (Program Chairman)

Stu Sanfield

Wyeth Laboratories, Paoli, PA. (General Chairman)

Buddy Seigel

Social Security Administration Baltimore, MD. (Pre-registration)

Lowell Smith

Allegheny Power Service Corporation, Greensburg, PA.

Bernie Soumoff

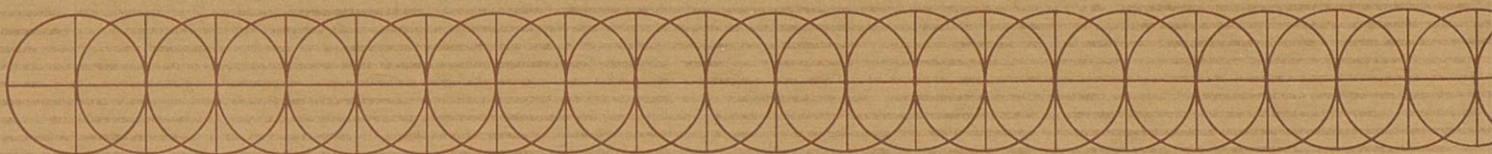
Lederle Laboratories, Pearl River, N.Y.

Ray Walborn

Western Electric, Allentown, PA. (Treasurer, registration)

Everything should be made as simple as possible, but not simpler.

—Albert Einstein



Internationale



Cincom World Trade Spans the Globe

Cincom Systems is particularly proud of its users' successes in the international marketplace. Cincom has its international headquarters in Brussels, Belgium, with 12 offices staffed by over 100 Cincomers, supporting nearly 500 clients.

Cincom international recently went through an organizational restructuring to accommodate their growth. As a result, the international operation is managed as follows:

M. O. Hunt—Director of International Operations
M. G. Cocks—Director of Marketing—Europe
R. Warren—Manager, France
R. Adair—Manager, Scandinavia
J. C. Hale—Manager U.K. and Switzerland
W. Mudter—Manager, Germany
S. Kenley—Manager, Custom Systems
B. Hewer—Manager, Technical Product Support
L. Lloyd—Manager, Cincom Canada
B. Sargeant—Manager, Cincom Australia
K. Okashimo—Manager, Cincom Japan
J. Cannon—Manager, Licensee Operations
A. Stark—Director, Finance/Administration

The Sixth International Cincom User Conference was recently held in Paris, providing international users a forum similar to the KNOCK-ABOUT. The language of the conference was English while simultaneous translation was provided in French, German and Italian. There were over 200 attendees viewing nearly 30 sessions developed to give a balanced program of interest both to data processing management and technical specialists.

Of particular interest to users considering distributed processing was a presentation by Mr. P. A. Murray, Management Services Manager at Elida Gibbs. Elida Gibbs, a division of Unilever, is a major producer of health and beauty aids located in London. The following article is a brief synopsis of Mr. Murray's presentation.

Distributed TOTAL Data Base Seen As Key to Distributed Processing

Over the next two years Elida Gibbs plans to move 50% of their data processing from a central IBM mainframe at their head office onto a fully connected network of DEC minicomputers located at all the company's main sites. The TOTAL Data Base is being used to tie the entire system together and will provide the key standardization necessary for successful distributed processing.

One can summarize the strategy that Elida Gibbs is following as a move away from a conventional centralized data processing facility and organizational structure to a structure where data processing facilities and staff are located in the same places as the Company's management. Computer processing power is available on every site, and real time processing is carried out locally. Yet with all this processing power distributed locally, any terminal attached to one machine can be connected to any application on any other machine for which it has security clearance. This enables Elida Gibbs to ensure that the most effective combination of hardware and software is being used for each application. Thus real time processing is carried out on the minicomputers whose hardware and software is ideally suited for this type of processing, while batch processing is carried out by the host mainframe.

According to Mr. Murray, some of the benefits derived from the distributed approach include: significant cost savings as compared to a conventional centralized system, better service to users, greater reliability through resource sharing, and a modular growth capability.

Mr. Murray's full 26 page presentation outlining the rationale behind the network, the design of the system, and some of the problems encountered so far can be obtained by contacting your local Cincom office.



Educational Advances

The Cincom Education Department has recently added a new series of product training courses. These courses deal with advanced programming techniques and application debugging aids for almost all Cincom software. A Cincom Education Catalog will soon be available in order to inform you of the content, intended audience, and cost of each course.

Those users with videotape systems who desire training via television will be pleased to learn that Cincom is currently developing product training courses on videotape. One course, for example, contains the most advanced session available for Environ/1 and discusses control blocks, debugging, and performance aids.

These videotape programs can be acquired in both cassette and reel-to-reel forms. For more information, contact your local Cincom representative.



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