A man in a dark suit is shown in profile, looking down at a handheld device. He is wearing a headset with a microphone. A woman with blonde hair, wearing a grey sweater, is standing next to him, looking at the device. The background is a solid reddish-brown color.

**STARTING NOW.  
A BETTER WAY  
TO RELATE TO  
INFORMATION.**

**Microdata**  
SIMPLY POWERFUL



**JUST  
ASK FOR  
IT.**





# INTRODUCING THE RELATIONAL OFFICE.™

It's no secret. The most important asset a business has is its people. Properly motivated, people are willing to achieve more than ever before. And properly equipped with the right productivity tools, they're capable of achieving a great deal more.

The Relational Office puts formidable personal productivity tools on people's desks—in a form they can comfortably relate to. And the Relational Office gives people easy access to vital business information...and to each other...so they can relate to your company objectives while they do their jobs.

The Relational Office puts actionable information wherever decisions are made. So business goals and individual goals are in harmony. So your company gets maximum returns on its most important asset. And Microdata makes it possible today.

## OFFICE AUTOMATION PLUS A RELATIONAL DATA BASE.

The Relational Office is built around a dramatic Microdata innovation: a powerful relational data base containing all the vital data your people need to do their jobs efficiently. Information is organized, massaged, and distributed with easy-to-use office automation tools.

The heart of the system is the REALITY® data base. Microdata 1000™ intelligent workstations use compatible MicroREALITY™ operating systems. So your people can store frequently used information locally, access the central data base as needed, and manipulate the information with a wide variety of powerful office automation software.





# THE RELATIONAL OFFICE MEANS BUSINESS.

## FROM THE BOARDROOM TO THE MAILROOM.

Most conventional office computer systems are designed to automate low level "paper-pushing" clerical functions. In fact, that's often what the term "office automation" refers to.

But an efficient organization can't restrict information automation to lower levels only. Decisions require data, and important decisions are made at all levels.

Microdata's Relational Office System is the first and only computer solution that

responds to the need for unimpeded information flow. From bottom to top. From top to bottom. And everywhere in between.

## PUTTING INFORMATION IN ITS PLACE.

In the Relational Office, people ask for information in the form they need it. Microdata's Context Manager lets users call up applications with the touch of a finger. From word processing to sophisticated spreadsheets. From file management to business graphics. From project scheduling to financial reporting.

And each application draws from—and contributes to—the central information pool managed by the REALITY operating system. So every decision can be supported by the entire team at work in the Relational Office.

## TALKING TO A COMPUTER IN YOUR OWN LANGUAGE.

Perhaps the most dramatic ease-of-use feature is Microdata's ability to understand





conversational—even slang—English. It's called Natural Language, and it allows you to relate to the computer on your own terms.

Natural Language™ is part of an advanced software technology called "artificial intelligence." Sophisticated pattern recognition lets you talk to the computer like you might write a memo—and turns your free form sentences into computer commands.

Want to know which salesmen were over quota in Florida last quarter? Simple. Type in "list the salespeople over quota in Florida last quarter." Or "who beat quota last quarter in Florida?" Or whatever.

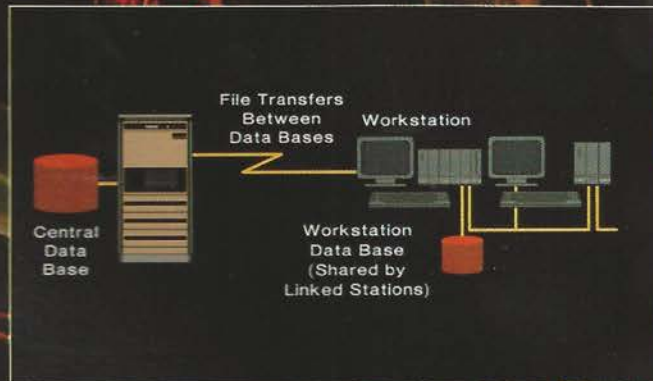
## HOW BIG-OR SMALL-IS THE RELATIONAL OFFICE?

As big, or small, as your company. Because Microdata designed the Relational Office System around a building block architecture.

You can build a small Relational Office around our REALITY system. A larger, high transaction volume system can be built around our Microdata 9000™. And our SOVEREIGN™ distributed data processing system

makes the Relational Office practical for the largest corporations.

Telecommunications and mainframe links extend the Relational Office as far and wide as the horizons of your company. And the Microdata 1000 intelligent workstation brings the full power of your corporate data base right to everyone's desktop.



*The REALITY data base is the heart of the Relational Office.*





# THE RELATIONAL OFFICE AT WORK:

## A DOWN-TO-EARTH EXAMPLE.

It's decision time. Your company has an opportunity to acquire a smaller firm. The firm makes steel brackets, a complementary line to your plumbing hardware. But the economics are complex. Time is short. And you're betting the future of your company on your ability to weigh all the factors.

There are feasibility considerations. Financial issues. Legal questions. And a lot of reports to get out quickly. Your Relational Office System gives you a running start. Because most of the information you need is already on your REALITY data base.

## JUST ASK FOR THE INFORMATION.

Does your company have the experience to compete in the bracket business? Your personnel department has contributed the information to the Relational Office. So you simply type in a request to list everyone with brackets in their background.

Can you generate quick cash flow with a new bracket line? Why not find out how many of your current customers are in businesses that use brackets?

List all warehouses and loading factors.

Facility	Loading Factor	Available Capacity
Washington	72.3	22,940
Cleveland	80.2	16,455
Portland	77.8	43,750
Newark	90.0	12,434



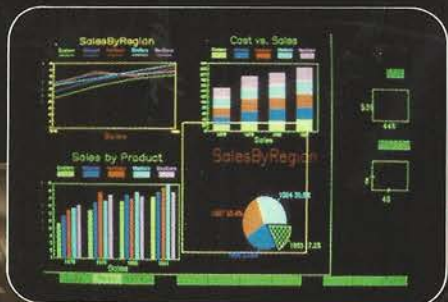


And can your distribution system handle the increased burden of a new bracket line? Just check current warehouse loading levels and see if you have excess capacity.

With the Relational Office System, getting the answer can be as easy as writing a memo.

## **CLOSING THE DEAL AND OPENING POSSIBILITIES.**

Use the Context Manager to call up financial modeling software that creates a cash flow model you can take to your banker.



And a five year growth graph you can show to your board of directors.

Legal clearance? Use your telecommunications capability to plug your corporate counsel into the world of on-line legal data bases. And compress a process that once took months into days. Or even hours.

Drawing up the final papers and preparing the final report is easy. Because everyone on the team is tapping into the same current data. And everyone's section of the project meshes perfectly with the whole.

More important, you are able to make your decision with the confidence that it's supported with the sum total of your company's knowledge and resources.

If the Relational Office sounds like the kind of place you'd like to work, call Microdata today. It could be the start of a beautiful relationship.





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