

**Borland to
acquire
Ashton-Tate**

See Page 4



**Oldest PICK
Group honors
founders
and 15 years
service**

See Page 20

**1st Ken Simms
memorial
scholarship
awarded**

See Page 3

Vol. 5 Issue 8

August, 1991

NEWS & REVIEW

Readership - 50,000

THE INTERNATIONAL MONTHLY NEWSPAPER for PICK and PICK/UNIX/DOS COMPUTER USERS

Novadyne executive reveals plans for future

Santa Ana, Ca. - Novadyne Computer Systems, Inc. President and Chief Executive Officer Bert Novak recently spent some time with News & Review discussing the company's separation from McDonnell Douglas and its direction as an entrepreneurial, standalone company. What follows is a candid look at Novadyne today and what is planned for tomorrow.

Q. How would you summarize your first year as a standalone company?

Novak: Our first complete year as Novadyne has been very good. Business has been steady, and new ventures are keeping us busy. Our customers are happier today than they were a year ago, which is no accident. Our team of professionals across the country are solving customer hardware and software problems on Digital Equipment, Sun Microsystems, Tandem and McDonnell Douglas and other products everyday of the year with greater dedication and quicker response.

It is no coincidence that we hear the same thing again and again from our customers...they like Novadyne. They say

that we are a great group of people who are always there when they need us; that we have excellent equipment and service. It's really a wonderful thing for me, as chief executive officer to hear this. And, I'm proud of the people who make Novadyne what it is.

Our employees focus on the relationships we have with our customers. We don't stop at satisfying our customers, we want to delight them. And, we do this as a company with solid financial stability, legendary customer satisfaction, and what I call "employee empowerment."

When our customers invest in a McDonnell Douglas or Sun computer system, or bring us on to handle their service, it's the beginning of a relationship. And we are dedicated to providing them with total product, hardware, software support and networking and service solutions...first time, every time!

Q: Exactly how was Novadyne affiliated with McDonnell Douglas and when did the entities part?

Novak: Novadyne, originally known as McDonnell Douglas Field Service Company, was one of seven divisions under McDonnell Douglas Corp.'s Information System Group (ISG). With a better than 35 percent return on investment, the company was one of the top two performers within ISG.

McDonnell Douglas originally created McDonnell Douglas Field Service Company by combining the service resources of the former Microdata, McAuto and Tymshare organizations. The company's field service operations, which service both McDonnell Douglas and other manufacturers' systems, date back to 1967.

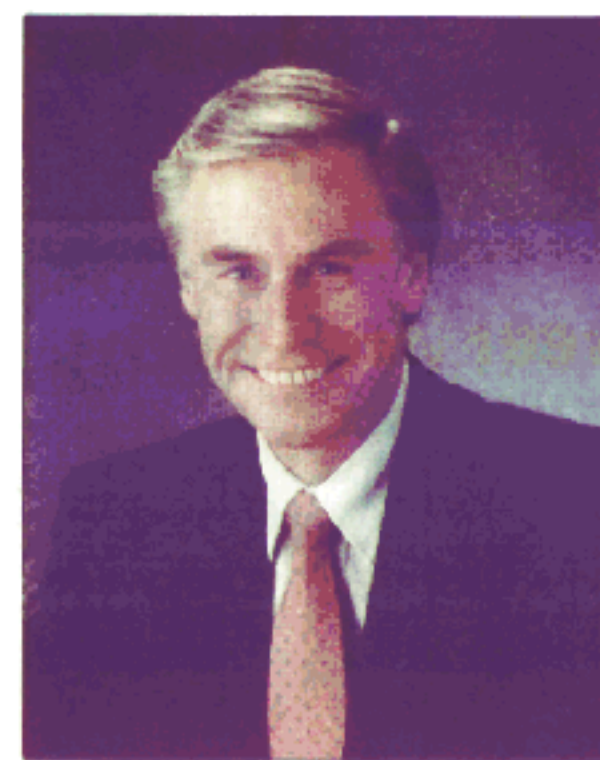
Then in June 1990, a management team led by myself and my senior staff bought the company from McDonnell Douglas. We renamed the company Novadyne.

Q: What is the relationship today?

Novak: Novadyne's current relationship with McDonnell Douglas extends to three levels: As the exclusive reseller of McDonnell Douglas REALITY computer systems in the U.S., as the authorized maintenance and service support organization for the installed base of McDonnell Douglas systems, and as the contracted third-party service vendor for information systems installed at McDonnell Douglas Corporation and several subsidiaries.

Q: Aside from the distribution of REALITY computer systems, is Novadyne a customer of any McDonnell Douglas' other products or services?

Novak: MDC is involved in a wide variety of businesses extending well beyond computer technology and aerospace. Novadyne has no contractual or financial ties beyond its service and master distributor relationship, but the company does take advantage of MDC's travel service, which is highly competitive, and McDonnell Douglas Realty Company, which is closely involved in



Bert J. Novak - President

the building of our new 175,000 sq. ft. facility right here in Santa Ana, Ca.

Q: Is Novadyne the exclusive outlet for McDonnell Douglas systems? Does McDonnell Douglas handle any direct sales for its systems?

Novak: Novadyne is the exclusive master distributor of REALITY Operating System-based products in the United States and is contractually able to maintain that relationship in perpetuity. This relationship is continually bearing fruit. Both Novadyne and McDonnell Douglas are dedicating tremendous resources to the REALITY product line with new systems and further extensions to the REALITY 7.0 Operating System. I think you'll see ample evidence of that commitment in months to come.

But McDonnell Douglas' exclusive relationship with Novadyne does not exclude Novadyne from distributing other systems, however. One such relationship is with Sun Microsystems, Inc., for which Novadyne is the exclusive reseller with UNIX-based products in the PICK marketplace.

The result is a flexible yet stable relationship that provides Novadyne customers with a range of product choices and dedicated resources.

(Continued on Page 22)



NOVADYNE

Novadyne's new headquarters offers spacious 175,000 sq. ft. facility

POSTMASTER:

Address Correction Requested

News & Review
23181 Verdugo Drive • Suite 104A
Laguna Hills CA 92653

Mail Department:

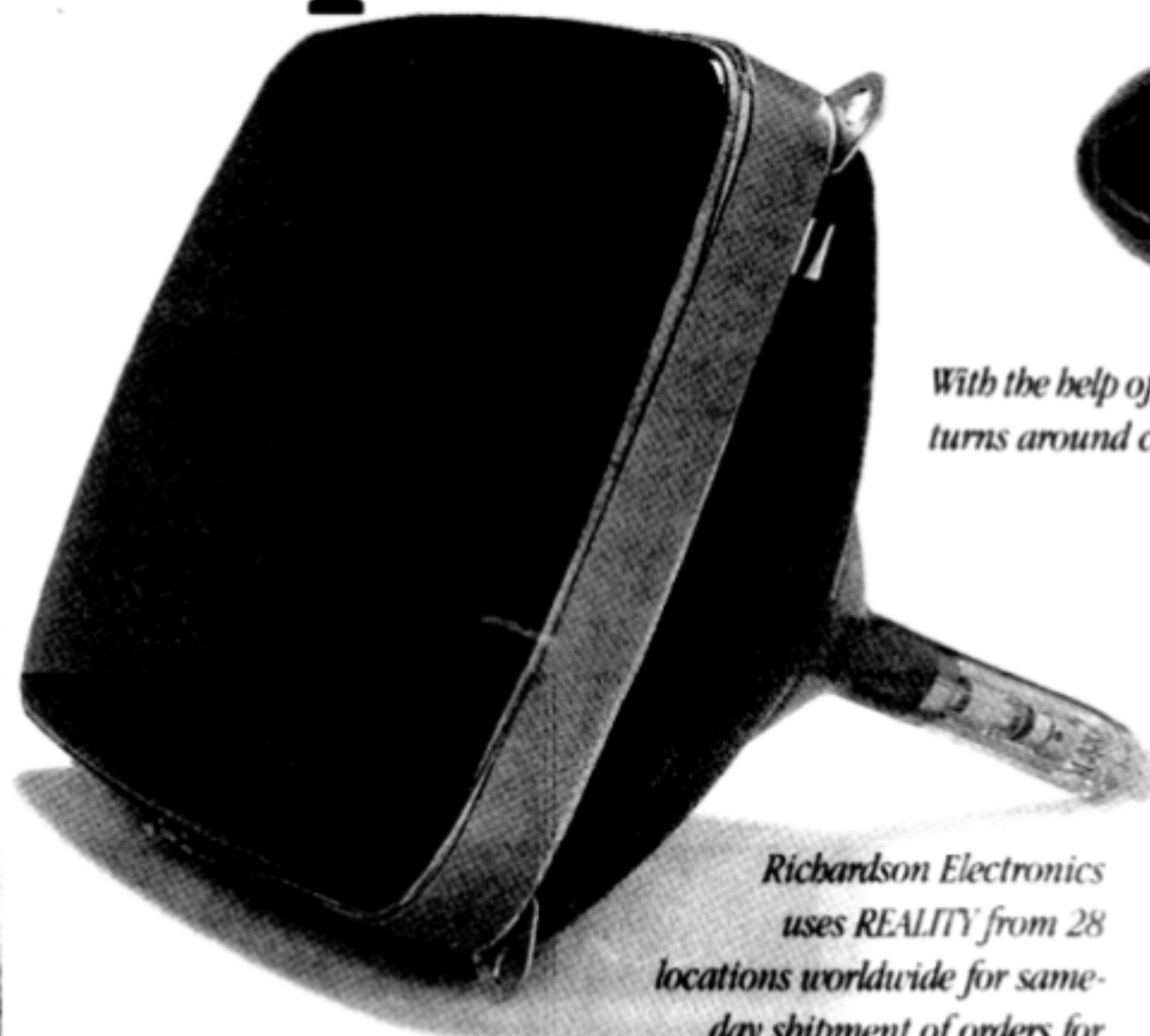
If addressee unknown - forward to Data Processing Department

BULKMAIL
U.S. POSTAGE
PAID
PERMIT #30391
LOS ANGELES, CA

They're very different companies. But they all share the same competitive edge.



REALITY gives Texas Meridian Resources up-to-the-minute well analysis and oil and gas revenue checks.



Richardson Electronics uses REALITY from 28 locations worldwide for same-day shipment of orders for Electron Tubes.



With the help of REALITY, the Rockport Company turns around customer orders within 24 hours.

Bell Atlantic's Revenue Accounting is online with REALITY to ensure accurate customer bills.



That's because these leading companies have one thing in common. They all run on REALITY,[®] Novadyne's easy-to-use, "real-time" database management system. REALITY lets them choose from among the 4,000 proven applications developed for different kinds of businesses.

For more than two decades, in more than 7,000 installations, Novadyne has delivered solutions to companies who can't wait for answers.

And we deliver the total package. From proven McDonnell Douglas[®] and SUN[®]/RISC hardware technology with UNIX[®], to software, networking design, installation, training, support and our own nationwide field service offices in 125 locations.



Marion General Hospital uses REALITY to access real-time patient information.

To learn more about how Novadyne can give your company the competitive edge, contact us today at 1775 East St. Andrew Place, Santa Ana, California 92705-6560, (800) 826-4944.

We're more than a computer company. We're your valuable business partner.

With REALITY, Kenwood U.S.A. Corporation maintains up-to-the-minute inventory accuracy.



Contempo Casuals tracks the hottest fashion merchandise in 260 stores with online connections to REALITY.

NOVADYNE[™]
COMPUTER SYSTEMS, INC.

Bringing a New REALITY[®] to Business.

All trade names referenced are the service marks, trademarks or registered trademarks of their respective manufacturers. ©Copyright 1991. Novadyne Computer Systems, Inc. All rights reserved.