

Novadyne – The Power of Many Combined as One



Some refer to it as reincarnation ... others have sundry thoughts on the subject. None-the-less, however one views the transition from Microdata's founding in 1967, many actively participated in a "long and winding road" through a company's evolution.

Early on the PICK product evolved to the REALITY operating system. Microdata was a computer manufacturing company that engineered the REALITY operating system, and a hardware and operating system service group was thrown in for good measure. This, for the new kids on the block, was pre-PC and certainly pre-Internet.

REALITY's design objectives were to be an efficient database, with integrated data retrieval capable of being applied to many physical computer systems. Microdata developed the first commercial system to use this technology based on the Microdata 1600 8-bit CPU, and in 1973, produced the *REALITY Operating Environment*, implementing the **virtual machine** in programmed microcode.

This feat placed REALITY as one of the first software products derived from *open technology*. Microdata marketed this system by appointing dealers worldwide, with the *Computer Machinery Company - CMC* being appointed in the UK, and in 1976, *CMC* was absorbed by *Microdata*.

REALITY grew from being a "several user" interactive system to one covering 10s and then 100s of interactive users. It was applied to commercial, public sector and government applications, with functionality being extended in terms of data access and networking.

Then in 1979 McDonnell Douglas acquired Microdata, and after 1985, was renamed McDonnell Douglas Computer Systems Company. Then within one year, a separation of the hardware field service and parts group was dubbed McDonnell Douglas Field Service Company (MDFSCO).

Feeling its move into a company status rather than a division status, MDFSCO learned quickly and achieved rapid national success. When parent MDC began to tire of the IT industry, rumors prompted quick action on the rapidly maturing services organization.

It was then when the senior management team of MDFSCO ventured into a purchase, and a \$65M leverage buyout transpired on June 30, 1990. The dynamic management team driving the buyout included: John F. Swatbrick, Sales Director; VP Finance and CFO Hans J. Kintsch; Pres./CEO Bert J. Novak; HR Director Martin E. Torrez, VP Field Support Larry R. Fox; ISO Sales Director Chuck Kanouse, VP Technical Opps Bill Kersten; VP of Field Ops Rich F. Heinmann. Following the buyout, a renaming and re-branding took place.

NOVADYNE HAS LANDED.

On June 30, 1990, we left McDonnell Douglas.

All great ideas must have a side-by-side partner. When you gather the strength of your forces and remain united in your vision, introducing Novadyne.

Novadyne Computer Systems, Inc., formerly McDonnell Douglas Field Service Company is backed by the same experienced leadership that has brought us to the forefront in the computer service and distribution industry.

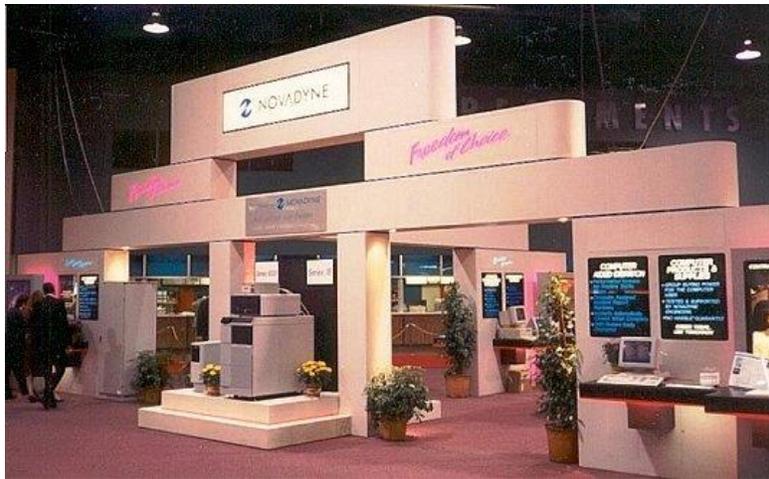
With our strong position in OEM service management, hardware maintenance, software support, in-flight safety repair and networking capabilities on the most popular systems in the industry, we provide the highest level of responsiveness to our customers.

Through our value-added consultants and dealers, we supply the popular REALITY and QMSI based operating systems on McDonnell Douglas and Sun Microsystems' computers - providing total solutions in systems and support to our customers.

With the power of many combined as one, Novadyne brings you 1200 dedicated professionals in over 100 key locations across the nation. Also recognized by the enthusiasm and excitement of launching one of the nation's largest independent service and distribution companies.

Armed with this commitment, Novadyne is bringing a whole new level of products and services down to earth. To learn more about Novadyne, contact us today at 1773 East St. Andrew Place, Santa Ana, California 92701-6500, 949-426-4844.

NOVADYNE
The Power Of Many Combined As One.



The name wasn't merely an acronym; it grew from the words "Nova" meaning new and "dyne" which is a unit of power. With practice and repetition, a name and slogan became **"the power of many combined as one."**



The Power Of Many Combined As One.

Novak was committed to carrying on the traditions established by MDFSCO. The first year in operations was pretty spectacular. The company built a new 175,000 sq. ft. headquarters facility in Santa Ana, California. It reached \$106M in revenue, signed a VAD agreement with Sun Microsystems and established offices nationwide in more than 20 major metropolitan cities. The Company's stated goal was to achieve legendary customer satisfaction. The tagline was then changed to **"Systems Performance Management"**.



By now the Company employed 1000 people nationwide. It had six strategic business units segmented by market focus including:

- **Product Distribution:** provided users in the PICK marketplace with MDC REALITY and Sun Microsystems' UNIX-based computers. The Company also sold Sun application products.
- **Third Party Service:** served companies in the nation using information systems products.
- **Fourth Party Service:** Supported independent service companies, VARs and self-maintainers requiring spare parts and off-site repair.
- **Catalog Sales:** Supplied catalog sales to purchase peripherals, supplies and accessories.
- **Service Management:** OEM and third-party manufacturer's exclusive service contracts.
- **Networking:** Provided network design, installation and management services on PCs, MAC software and networks

In REALITY (pardon the pun) Novadyne ranked fourth largest independent third and fourth-party hardware maintenance provider in the nation.

Never again was the Company this powerful. The marketplace began to change; traditional business practices became quickly outmoded. As an example, parts were too expensive to repair because replacing them was less expensive. Microsoft bundled MS Word in its computers, and households all had a personal computer. Networking and Laptops became commonplace and the Internet was gaining unbelievable momentum by the second.

The Novadyne board of directors and brain trust could not pace with the adapting market. Their strategy was diluted, and the following eight years saw downsizing, layoffs and numerous management changes. Customers suffered and Novadyne faded into a "memory" for most. IT everywhere exploded and competing technology was being launched at frightening speed.

Now Novadyne exists in the hearts and minds of many who worked for the Company. A loyal group still attends annual reunions and the website is visited regularly by old loyalists who understand how special those times were. We did stand for something and during a vital part of the evolving computer information solutions arena, Microdata, MDFSCO and Novadyne made A Big Impression.

Today there remain cult-like loyalists in the PICK world. Offshoots of technical or support firms dot the countryside. Even the REALITY product is thriving, of all places, in the UK, where Northgate Information Solutions provides a continuous line from **CMC** in 1969... **Microdata**... **McDonnell Douglas Information Solutions (the computer side)** ... **MDIS**.

Re-branded in 2000 as Northgate Information Solutions, the REALITY product and service is a group within Northgate's Public Services Division.

Author: Pat Dwight
December 2007