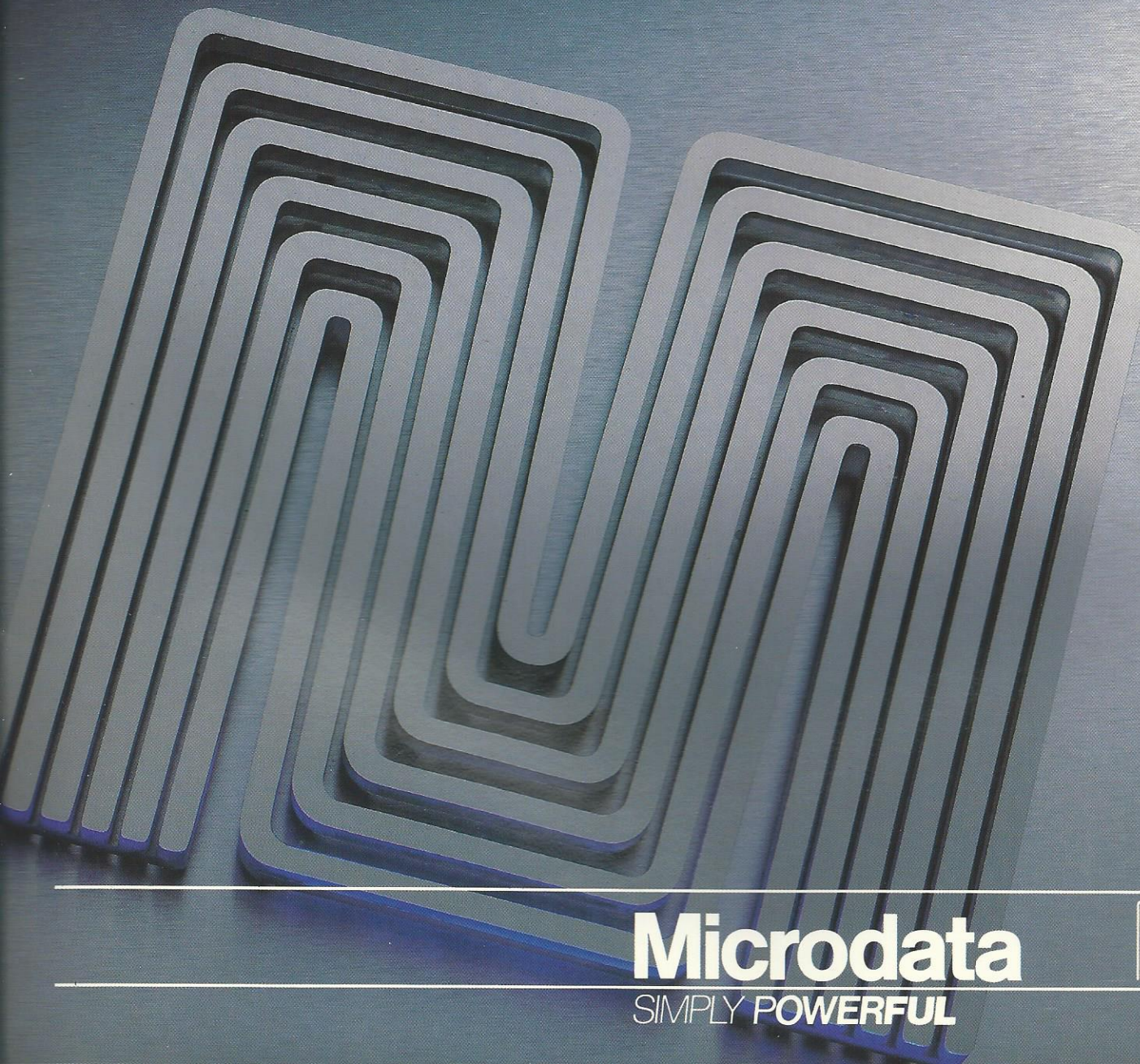


**WE BUILT  
A COMPANY  
AROUND A  
SIMPLY POWERFUL  
IDEA.**



**Microdata**  
SIMPLY POWERFUL





# COMPUTERS DESIGNED FOR THE PEOPLE WHO USE THEM.

**M**icrodata computer systems are literally changing the way our customers do business, by organizing business information for easy access and effective use.

This powerful idea is responsible for the impressive growth of Microdata's worldwide organization.

When Microdata was founded in 1967, the other computer companies were concentrating on scientific, laboratory, and other specialized applications.

And while they were talking bits and bytes, Microdata was talking your language.

*"I want everyone in the parts department to know what's listed in inventory is really there."*

*"I need information immediately; without going to a computer programmer for a translation."*

*"All our people—from chairman to clerk—need instant information."*



#### ACCOUNTS PAYABLE

ALCOBY INDUSTRIES	DECEMBER 1992	1,240,880.15	9023
ALCOBY TRUCK INC	DECEMBER 1992	2,705,177.25	90210
ALCOBY INC	DECEMBER 1992	87,100.00	90210
ALCOBY & SONS	DECEMBER 1992		



We even named our computer inquiry language ENGLISH,<sup>™</sup> because it lets users communicate with the computer in the same language they use every day.

Our commitment to you—the business computer user—is reflected in the industry surveys of computer users that continually rank Microdata highest in quality of software, ease-of-use, reliability, and service.

Those companies that are serious about improving their productivity are discovering that simple to use computer power is a simply powerful idea.

*"I need a system that will help me find the exact information I need—one that understands relationships."*

*"I want my people to be as comfortable using a computer as they are using a telephone."*





**YOU CAN TELL  
A LOT ABOUT A  
COMPANY BY  
THE COMPUTER  
IT KEEPS.**

Microdata is delivering unprecedented productivity by letting users organize around a central data base of business information.

Microdata customers have discovered a better way to use computers than hiring system analysts and programmers to translate user needs to computer instructions.

Our users experience the power of computers by communicating with them directly. They pose questions directly to the computer, and get answers. In a timely manner. And in the format desired.

And that's why Microdata's more than 8000 installations worldwide include some of the largest, most progressive, sophisticated organizations in the world.

Microdata computer systems are also being used by small and medium-sized companies all over the

[illegible]



world. All our users take pride—and profit—in the knowledge that they are on the leading edge of computer productivity.

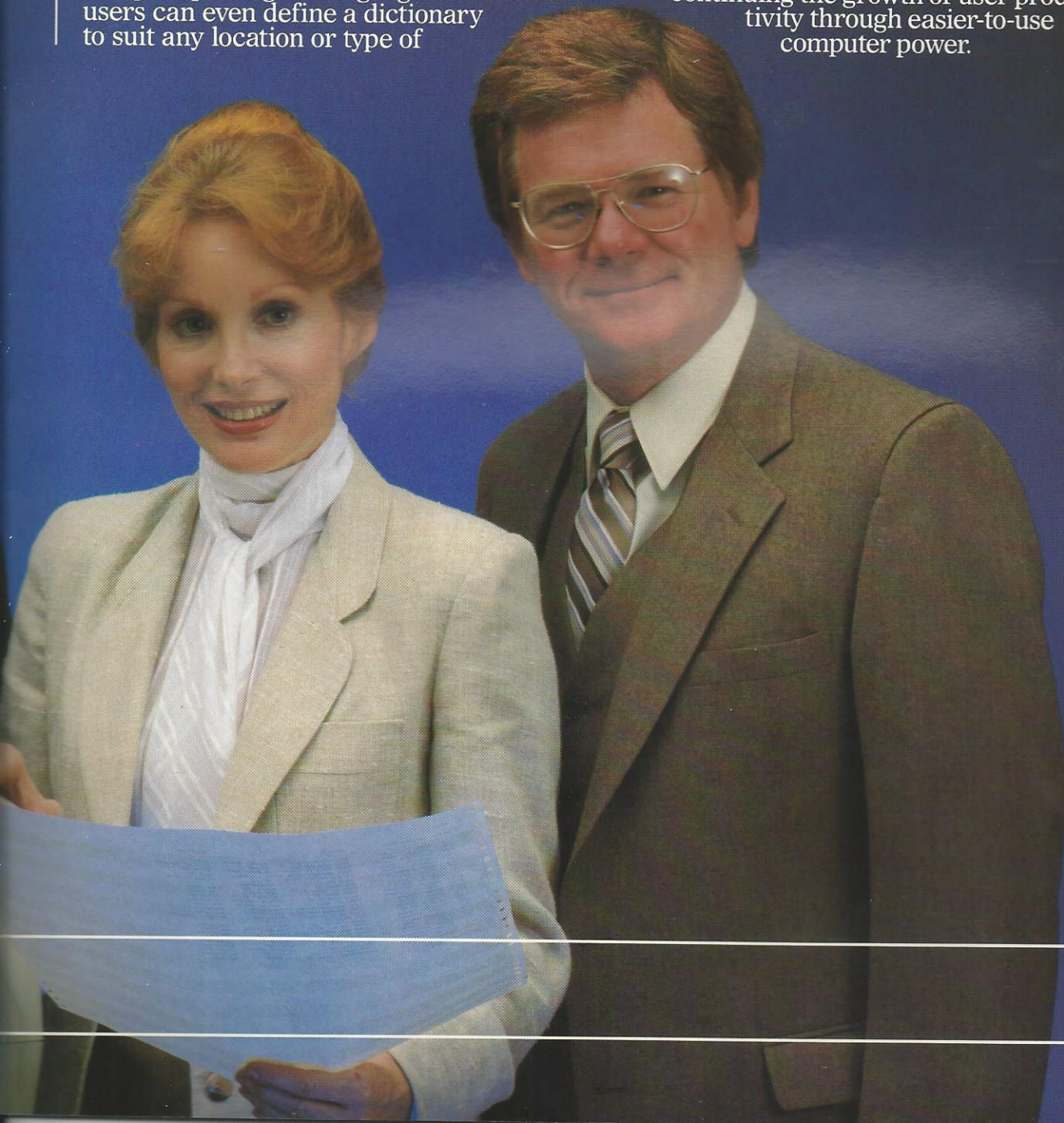
Microdata has been a consistent innovator in user productivity:

- Microdata developed the technology of microprogramming, or “firmware.” By moving basic machine instructions out of software, firmware enables transportability of applications to new hardware architectures.
- Microdata developed the REALITY<sup>®</sup> system—the first data base-oriented business computer system. Our relational data base design was a major advance toward making computer power directly useable by decision makers.
- Microdata developed a way for non-technical users to access and obtain information using simple English language instructions: users can even define a dictionary to suit any location or type of

location or type of business terminology.

- Microdata developed a distributed data processing system that quickly and economically adapts to changes in business structure. Users can tailor equipment at each site for the applications and volumes at that site.
- Microdata extended the state of the data base art with the introduction of the first computer *hardware* system designed from the ground up for data base applications.
- Microdata introduced a fourth generation application language that cut programming development time from months to days by guiding the user through a two-way “definition session” at a keyboard/display terminal.

These Microdata innovations are only the beginning. We're committed to continuing the growth of user productivity through easier-to-use computer power.

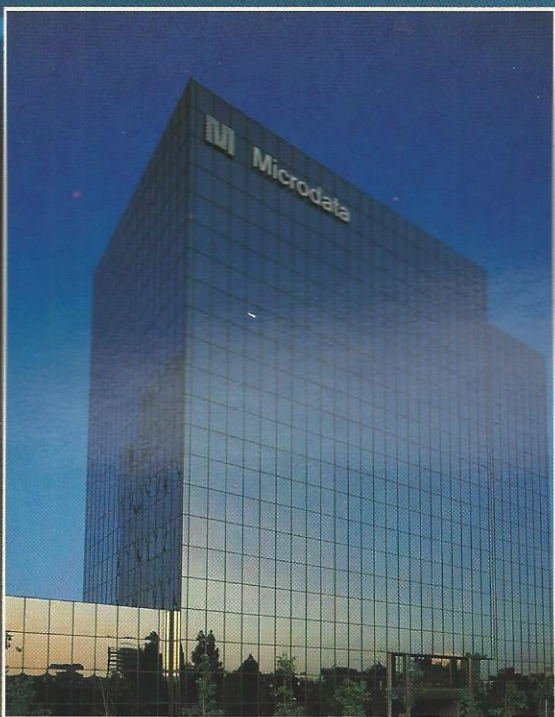




# THERE'S A WORLD OF CONFIDENCE IN OUR WORLDWIDE STRENGTH.

Microdata Corporation is a highly integrated international company with a broad base of products and customers. More than 8,000 Microdata computer systems are installed throughout the world, supported by some 3,000 people in facilities totaling over 800,000 square feet.

These facilities include extensive research and development capabilities in California, New Jersey, and the United Kingdom, and manufacturing operations in California, the United Kingdom and Barbados. Microdata also supports a network of direct sales and services offices, independent dealers, and distributors in the United States and more than 50 countries around the world.



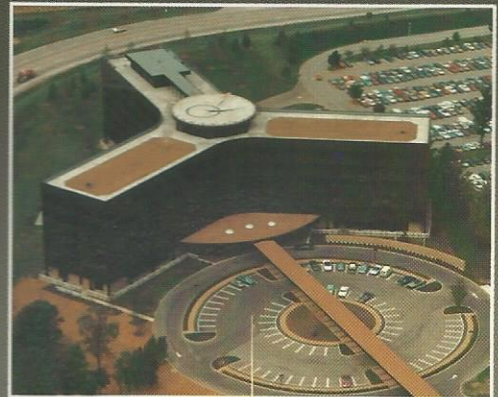
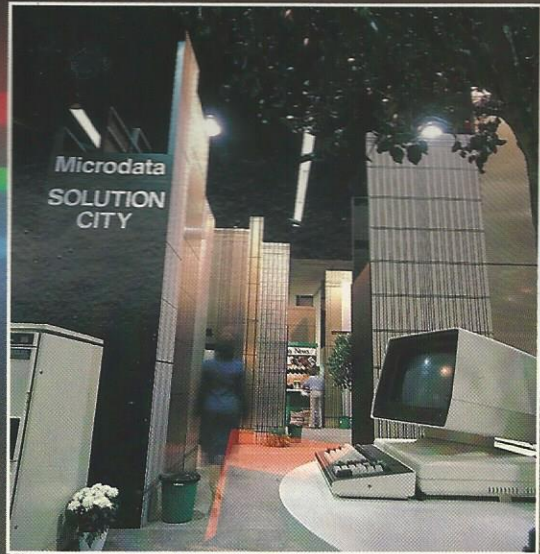
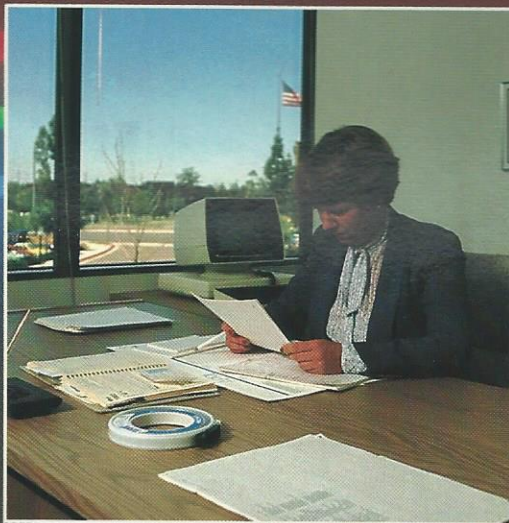
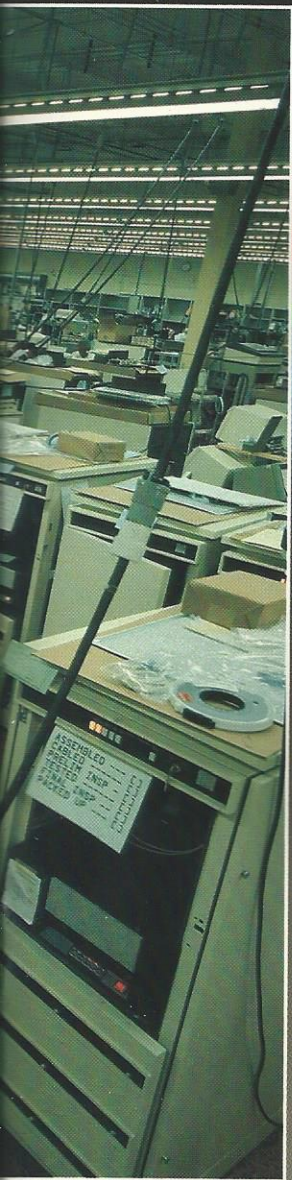


Microdata's commitment to the world-wide business computer market is reflected in our management structure: organizational responsibilities cross international borders, optimizing all company resources to meet worldwide needs.

Microdata works hard to earn—and keep—its “most highly rated” ranking in industry surveys of computer users. The Field Service Division provides users local and remote service around the clock, with single-call support from 75 service centers throughout the United States. Microdata also uses the productivity tools it builds: for example, a Microdata data base management system tracks parts, inventory, and service records.

Microdata is continually introducing innovative techniques to further improve customer service. These include a National Central Dispatch Center, which assures that all non-scheduled service calls receive the appropriate level of response. An “escalation monitor” automatically notifies management if local response exceeds predetermined limits, and additional help is quickly assigned.

As a wholly-owned subsidiary of the McDonnell Douglas Corporation, Microdata possesses the resources to back our commitment to leadership in business computing. Information processing—together with commercial and military aviation—forms a major strategic thrust for our \$7.5 billion parent company. Microdata's continuing growth is fundamental to McDonnell Douglas' business strategy.





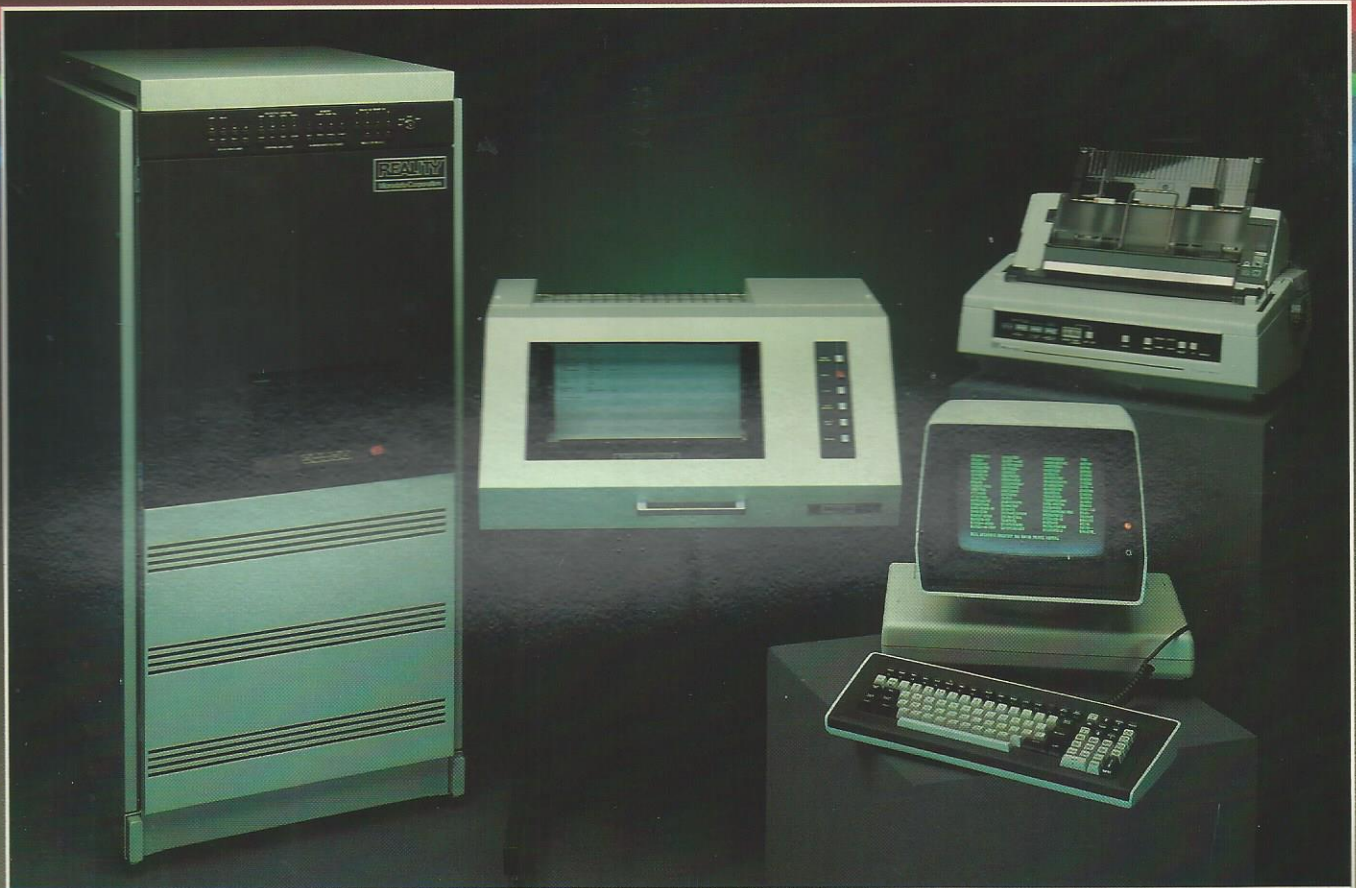
# THE MARKET FOR PRODUCTIVITY KNOWS NO BOUNDS.

The market for Microdata computer products is defined by the need for improved productivity. That need encompasses businesses of all sizes in virtually every industry, in government, education and service organizations.

Microdata offers its business productivity tools on a wide range of computer hardware, including stand-alone systems that serve the complete computing needs of small to medium sized organizations, and distributed processing networks that are used by the largest worldwide corporations.

The instant access and update of information that Microdata systems provide are of particular benefit to companies engaged in distribution and manufacturing, and where records management and inventory control are particularly important, such as construction, advertising, health care, education, personnel management, government agencies, and utilities.

Microdata supports many major market segments with application programs and specialized industry expertise.



Microdata's REALITY 4700 Series is a data base management system, bringing dramatic productivity gains to small and medium sized businesses.

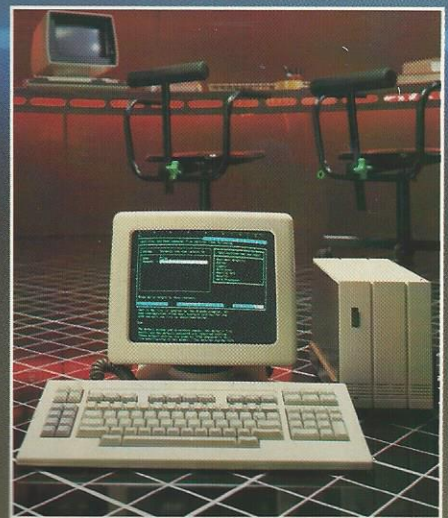




Microdata's SEQUEL 9000 Series combines data base management with state-of-the-art transaction processing hardware.



Microdata's SOVEREIGN Series is the world's first multiple processor system for total data management, local processing, and communications.



The Microdata 1000™ workstation combines office automation tools with access to your REALITY® or SEQUEL 9000™ central data base.



# MICRODATA WILL MAKE YOU FEEL AT HOME IN THE FUTURE.

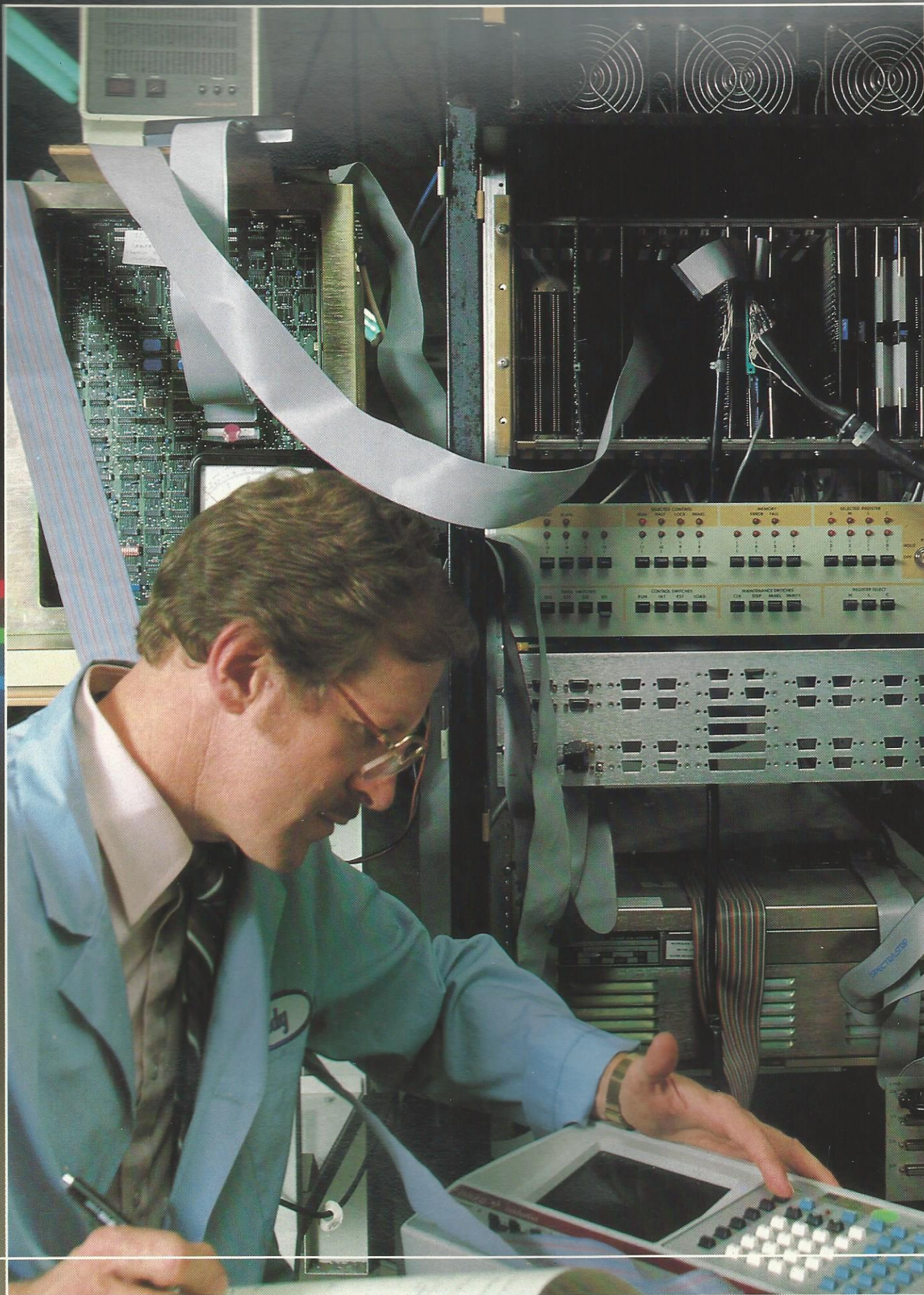
Other computer companies are only now endorsing the approach to business computing that Microdata originally recognized. In fact, their rush to offer data base management products is quickly becoming a stampede.

Easy-to-use decision support systems will soon be the dominant mode of business computer applications. Today's Microdata users are already familiar with many of the features that will be standard in the future, while tomorrow's Microdata users can look forward to even more dramatic advances, such as:

- The extension of relational data base operating systems to individual work stations, operating stand-alone or on-line to larger systems.
- The distribution of computing resources throughout an organization, with each site a resource of processing power; data and applications that uniquely meets the needs at that location, communicating with other systems and networks as necessary.
- Inquiry languages that will include sophisticated syntax analysis and interpretation capabilities, allowing true conversational communication with the system by virtually any user.
- Application transportability from very small to very large systems, without costly, time-consuming reprogramming.
- The routine development of applications by users having very little computer training.
- Computer systems that use leading edge architectural and design approaches to maximize performance, reliability and value to the user.

Those who take comfort in conventional wisdom may wish to stay with a conventional computer. But those of you impatient to meet the future are invited to join the more than 8000 Microdata users who have found that there really is a better way.



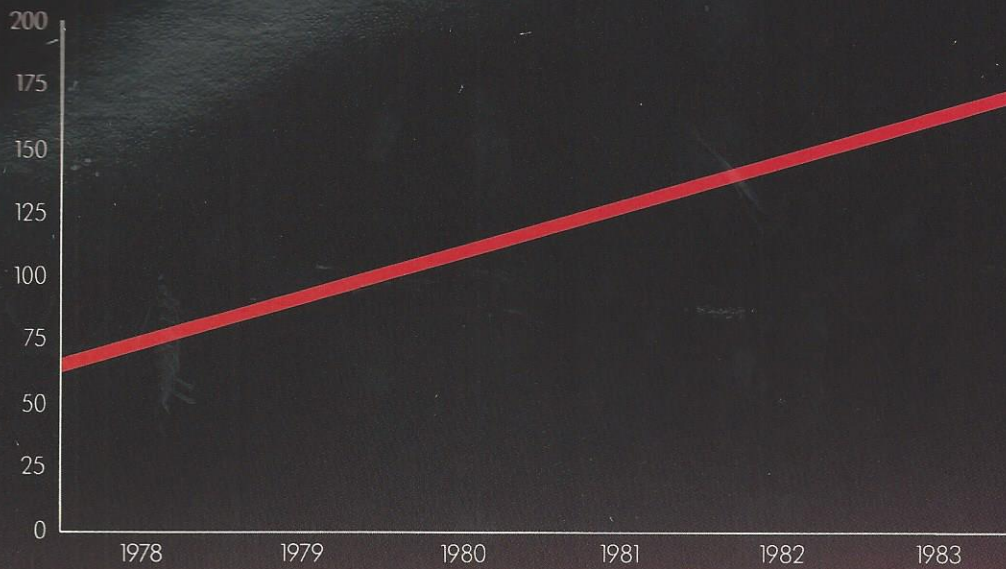




# MICRODATA FACTS AND FIGURES.

## Worldwide Revenue Growth

\$ MILLIONS

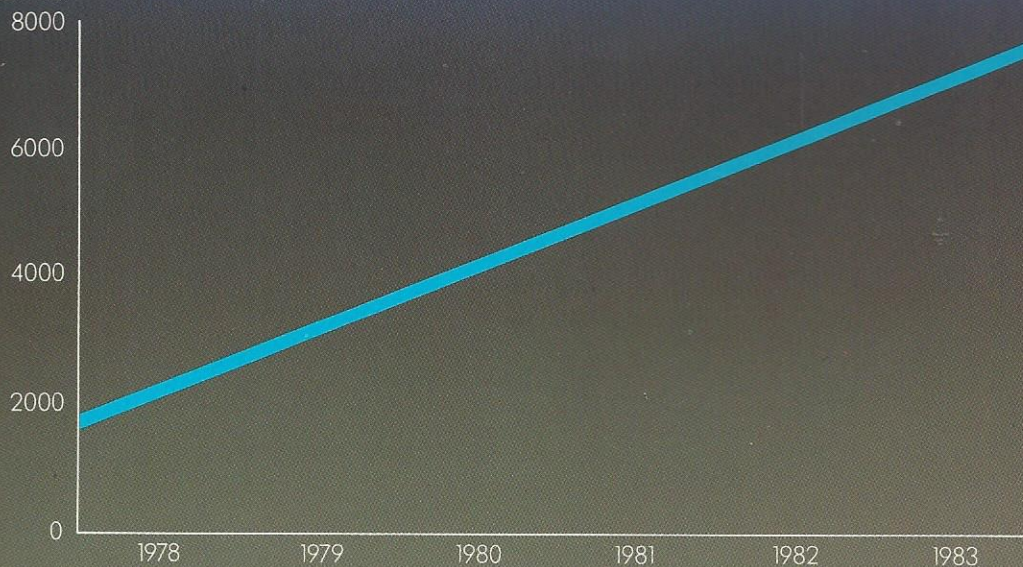


1978	\$ 65,000,000
1979	94,000,000
1980	105,000,000
1981	120,000,000
1982	148,000,000
1983	170,000,000

*In the last five years, Microdata revenue has grown 2½ times from \$65 million to \$170 million.*

## Worldwide Installed Base Growth

UNITS



1978	1,883
1979	3,002
1980	3,902
1981	4,969
1982	6,121
1983	7,730

*The Microdata installed base more than quadrupled from 1,883 in 1978 to 7,730 in 1983.*

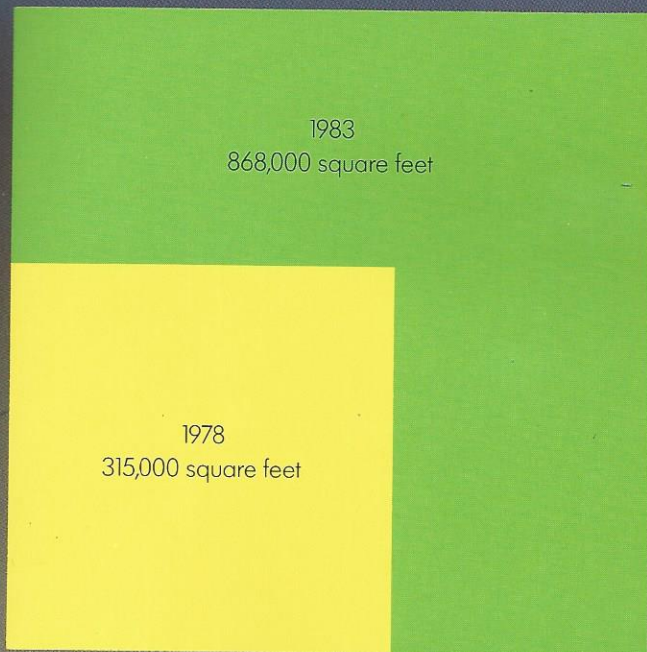


## Worldwide Sales and Support

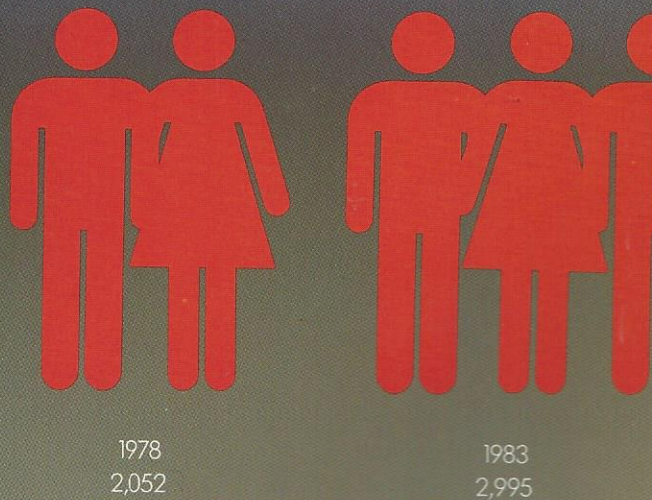


*Microdata customers are supported by a network of 143 offices in 50 countries.*

## Facilities



## People



*Microdata's commitment to the future is reflected in the continuing growth of our people and facilities.*



MICRODATA CORPORATION  
17481 Red Hill Avenue  
P.O. Box 19501, Irvine, CA 92713  
714 250-1000 TWX: 910-595-1764

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# Microdata

**SIMPLY POWERFUL**

