

*Pick Systems, Inc. Corporate Profile*



***Database Management for  
a Multidimensional World***

# *Introduction*

At its introduction nearly three decades ago, the pioneering Pick database management system was far ahead of its time. Based on a robust data model and endowed with a rich software development environment, the Pick System provided the tools necessary to store and manage data in a way that allowed businesses and public sector entities to run effectively. Eliminating the burdens of large technical staffs and expensive computer hardware, Pick brought efficient computing power—and effective business solutions—within reach of a new market.

Today, the company's products provide the most compelling available combination of data management power, hardware portability and ease of use. D<sup>3</sup> and D<sup>3</sup>-based applications are in use in nearly every major vertical industry segment and economic theater of the world.

D<sup>3</sup> integrates the powerful Pick data model—which elegantly accommodates “multidimensional” information in its natural structure—with an extensive set of client/server tools and technologies, including seamless integration with other software and data on the host

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operating system and across the network. These new capabilities benefit existing Pick users by providing a migration path to client/server and open systems technology, while targeting the emerging market for standards-based DBMS technologies.

With extensive open systems and client/server functionality, and a seasoned management team and staff in place, Pick Systems is capitalizing on the timeless value of its product and entering a new period of growth.



# *The Pick Market*

The market for D<sup>3</sup> and related and derivative products and services is one of the largest nonproprietary segments of the computer industry. Including hardware, software and services, Pick market sales are estimated to be more than \$3 billion (with an installed base approaching four million users), according to Delran N.J.-based market researcher Datapro Information Services Group.

Pick Systems and its VARs sell to entities of all sizes. While most customers operate with annual revenues of one to \$250 million, more than 15% of Pick customers are Fortune 1,000 companies. Sixty percent of sales are in North America, with France, the U.K., Australia and South Africa the largest offshore markets.

More than 4,000 commercial Pick-based applications have been developed, comparable to the number of applications written for Microsoft Corp's Windows or DOS environments. About 2,000 applications are currently commercially available for D<sup>3</sup> and Advanced Pick. In fact, many industries run almost entirely on Pick: Pick-based applications make up the lion's share of installed

software in business sectors such as law offices, mail-order catalog companies, automobile dealerships and libraries.

The success of D<sup>3</sup> can be attributed to a number of factors:

- The D<sup>3</sup> data model allows users and application developers to build software systems that closely mirror the functions of individual businesses and departments.
- The D<sup>3</sup> architecture makes developing software applications relatively simple and very fast, so developers are more productive. Moreover, these applications can be quickly and easily modified, either to meet a user's changing needs or to tailor features to the requirements of individual customers.
- Designed as a repository for query-intense applications, D<sup>3</sup> anticipated the data warehouse concept that is being widely adopted today.
- Pick Systems' products run on nearly all of the popular non-proprietary hardware platforms in use today, including all major Unix systems (Intel- and RISC-based) and all Intel-based personal computers running Windows NT® and 95.

The market is expected to continue to grow as users demand highly portable software and database management technology that uses a richer data model than current relational technology provides.

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# Company History

The Pick System was conceived three decades ago and has withstood the test of time as one of the most robust information management environments ever developed.

In 1965, as part of a research and development project for the U.S. Army, engineers at TRW Corp. developed a software program called the Generalized Information Retrieval Language and System. Shortly after the concept was conceived, Dick Pick (1938–1994) met Don Nelson and soon they sought to commercialize Nelson's ideas to capitalize on what both saw as a coming information technology revolution.

In 1972, Pick started his own company and formed one of the industry's first commercial software/hardware alliances with Microdata Corp. This partnership proved to be a harbinger, as the two companies offered customers what is now taken for granted—an extensive reseller network and application bundling that combined the best available hardware, DBMS and application software in an affordable value-added package.

***The Pick System brings the most sophisticated environment available for client/server applications, data warehouses and Web-enabled databases.***

The Pick System has been extended over the years, keeping pace with changes in the industry, while retaining the unique characteristics that made it so attractive as a development and user environment.

In the late 1980s, Pick Systems introduced a version of its DBMS compatible with the now-ubiquitous Unix operating system. With the introduction of SQL/ODBC-compliant D<sup>3</sup> and D<sup>3</sup> for Windows NT and Windows 95, the company continues to advance the Pick standard. Today, the Pick System brings to market the most sophisticated environment available for developing client/server applications, data warehouses and Web-enabled databases.



# *The Pick System*

A data model is the fundamental organizing principle that underlies any database or data management system. The D<sup>3</sup> data model was designed to allow users to store large amounts of data in any way they wanted and to rapidly retrieve it in any form they required.

Relational database management systems require information to be stored in flat, two-dimensional “tables.” In contrast, the Pick data model is multidimensional; a record can have multiple fields, each field can have multiple values and each of these, in turn, may be made up of multiple (sub)values. Further, D<sup>3</sup>'s powerful data dictionary makes it possible for the same set of information to be presented in an infinite number of views, in much the same way the human mind interprets data.



*D<sup>3</sup>'s way of representing information has proven vastly superior to other database schema for creating real-world applications.*

D<sup>3</sup>'s way of representing information has proven vastly superior to other database schema for creating real-world applications—traditional database management systems are just now beginning to evolve toward the nested relational model and data-dictionary-driven architecture that characterizes D<sup>3</sup>.

In addition to its superior data model, D<sup>3</sup> incorporates a number of features that make it attractive for developing business application software:

- D<sup>3</sup> functions as a repository DBMS, allowing multiple client applications to access a common database through ODBC and native drivers. It allows business rules, database relationships, triggers, security, record locking and indexes to be maintained at the server level, transparent to the client.
- Applications can be scaled from one to thousands of users without modification.
- D<sup>3</sup> is portable to a variety of hardware platforms and host operating systems—applications can effortlessly migrate from one platform to another with no conversion or recompilation of programs.

- D<sup>3</sup> provides seamless interoperability with varied databases and host environments.
- Highly integrated application development tools are provided for DBMS development. These include active data dictionaries, stored procedures, file editors, FlashBASIC programming language, C programming environment, document processor and debugging tools, among others. In the Windows NT/95 environment, extensions to Visual Basic allow sophisticated D<sup>3</sup>-style string handling.
- A wide range of tools to manage the D<sup>3</sup> environment is provided. This includes an integrated print spooler, background job processor, user profiles, file security, data backup and restore utilities, activity auditing, resource usage monitoring and system error reporting.
- D<sup>3</sup> provides the most efficient use of system resources compared to competitive DBMS products, resulting in response times second to none in the industry.
- Local and wide-area network connectivity is supported and the Open Systems File Interface (OSFI) allows D<sup>3</sup> applications seamless access to “foreign” files.
- Small systems can be easily managed by nontechnical staff on a part-time basis, dramatically reducing operating costs.
- The dictionary-driven D<sup>3</sup> database allows data to be viewed in an infinite number of ways without programming. SQL, Access Query Language (AQL™) and dozens of ODBC client front ends can be used to easily extract information in whatever format the user requires.



These features are just a few of the principal reasons for choosing D<sup>3</sup> as the foundation of an effective open-computing system.

D<sup>3</sup>'s way of representing information has proven pragmatic for creating real-world applications, in contrast to other, theoretical, database schema.

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# *Distribution*

Pick Systems products have been sold almost exclusively (96 percent) through value-added resellers (VARs) and distributors. Over the years, the company has built a large reseller network that extends throughout the United States, Canada, Central and South America, Europe, Africa, Asia/Pacific Rim and Australia/New Zealand. Sales outside of North America accounted for 40 percent of FY 1997 revenue, and are rapidly increasing.

The Pick System provides developers with an excellent platform for rapid development of applications for their customers. In addition, resellers have a wide variety of hardware platforms to choose from in deploying Pick applications. This enables them to sell into virtually all environments, delivering solutions on customer-owned hardware or providing the perfect computer/software bundle for any size database or user count.

Pick Systems' corporate headquarters is located in Irvine, Calif., with offices in Boston, Chicago, Johannesburg, London, Paris, and Singapore.

*The Pick System provides resellers with an excellent platform for rapid development of applications for their customers.*

## **Distributors and VARs:**

Argentina	New Zealand
Australia	Peru
Brazil	Portugal
Canada	Romania
Chile	Singapore
China	South Africa
Colombia	Spain
Ecuador	Switzerland
Egypt	Taiwan
France	Thailand
Germany	United Kingdom
Hong Kong	United States
Indonesia	Venezuela
Ireland	Zimbabwe
Israel	
Italy	
Jamaica	
Japan	
Malaysia	
Mexico	
Netherlands	



## *Pick Facts*

Over the years, Pick Systems has frequently forged ahead of the industry to chalk up an impressive list of computer business firsts.

- D<sup>3</sup> is scalable from one to thousands of users running under Windows NT, Windows 95, and Unix.
- Pick was the first “open” DBMS for general business usage; the first nonproprietary multi-user database management system to serve the business computing market.
- Pick Systems has shown its commitment to data warehousing and n-tier client/server computing through OSFI and support for distributed domain systems under Windows NT.
- Pick-based applications are now used by 80 percent of the largest companies in the world.
- Ease-of-use was one of the fundamental design objectives that led to the development of the Pick System.
- Pick has been translated into French, Spanish, German, Chinese, Japanese, Russian and other languages.
- D<sup>3</sup> continues to provide unmatched efficiency of resource utilization, thus permitting VARs to deliver singular price/performance solutions to their markets.

- The installed base of Pick-based technology is estimated at more than four million users and 300,000 systems.
- D<sup>3</sup> imposes virtually no limits on record and file sizes, making it the most scalable DBMS available.
- Pick Systems pioneered the reseller channel now known as the VAR network.



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# *Organization*

Pick Systems is a privately-held corporation, operating under the direction of a Board of Directors comprised of legal and financial experts, representatives of the heirs of Dick Pick, and the CEO.

The company is organized in eight departments, each headed by a member of the senior management team:

- Engineering.
- Finance, including operations and MIS.
- Marketing Communications, including documentation and training.
- Marketing, including business partner relations.
- Sales, including professional services and offshore subsidiaries.
- Support, including quality assurance.

Professional Services is the mechanism through which Pick Systems expands and extends the capabilities of its VARs with highly-experienced consulting assistance. This world-wide network of consultants is tapped to assist when integration projects or custom development work must be delivered on a timetable that would tax the VARs' resources.

Training is delivered through a combination of interactive media and classroom instruction. Interactive training is provided on the World Wide Web and on CD-ROM-based courses. Classroom instruction is conducted by Pick Systems staff, as well as through a network of independent authorized educators. Curricula range from Pick fundamentals through Windows NT administration.

Customer support is a service provided through a multitiered structure of VAR, distributor, and Pick Systems. Through certification examinations, all VARs and distributors are required to establish their competency to support the product line. This assures that customer service will be provided as close as possible to the end-user. At the same time, a depth of resources is available when required, including support staffs in Irvine, Calif.; Johannesburg, South Africa; Paris, France; Chalfont, UK; and Singapore.





**Pick Systems, Inc.**  
**1691 Browning**  
**Irvine, CA 92606**

TELEPHONE **800-FOR-PICK, 714-261-7425**

FAX **714-261-8906**

**Internet sales@picksys.com**

**World Wide Web <http://www.picksys.com>**

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