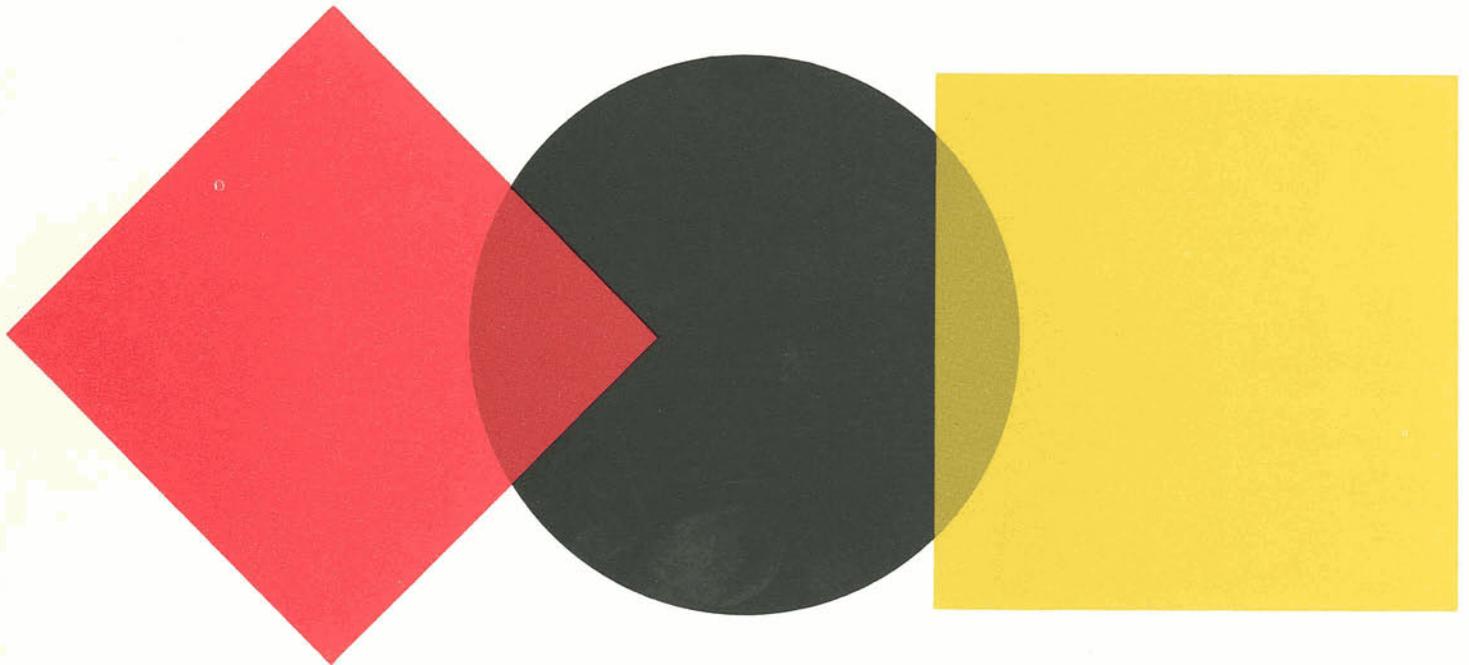


What should Industrial Management expect from a computer?



Management today must concern itself with many factors

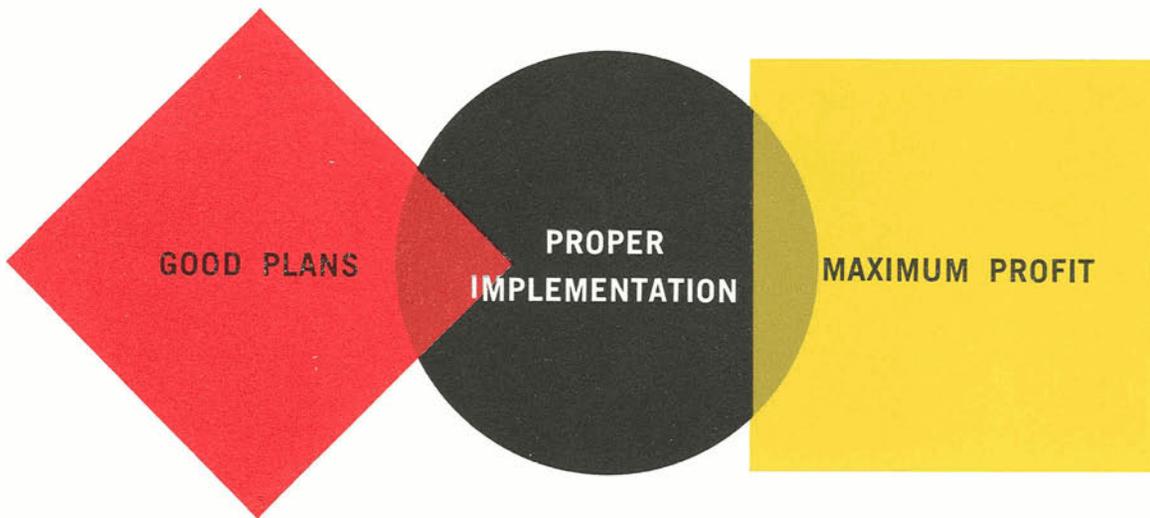
However, its primary role is to "steer a course" which enables the MAXIMUM PROFIT to be realized from its investments in inventories, research, engineering, training, marketing, servicing, and manufacturing facilities.

Very often computers have been installed for no other reason than they were better and faster record-keeping machines than were previously available to the business world. Since the business world needed better and faster data processing tools, this was an obvious and practical thing to do.

Today, however, the "state of the computer art" is such that management has the right to expect much more from a computer than just a faster means of processing data. Properly chosen, a computer can become the "strong right-arm" of management. It can be a vital Operations Research tool . . . a tool through which management can "steer a better course" wherein *costs are held to a minimum and profits are more rewarding.*



Maximum Profits are the reflections
of good plans, properly implemented





GOOD PLANS

A computer can provide PLANNING-ASSISTANCE . . . enabling management to carry out its objectives in the most efficient manner.

Here are some of the Planning Areas in which a computer can provide *decision-assistance* to management:

- “What products will our customers demand next year . . . in the next five years . . . in the next ten years? Are our Engineering, Research, Manufacturing, and Marketing efforts geared to the demands of competitive markets? In what areas are we weak?”
- “Should we expand our present manufacturing facilities? Should we build new plants closer to our markets . . . or closer to the source of raw materials?”
- “Should we discontinue manufacturing certain low-profit items now in our line? What would this do to our profit picture?”
- “Should we expand our marketing facilities? Or, should we redirect some of our marketing efforts? Which salesmen, territories, product lines, and customers are producing the greatest profit for the firm . . . and why? Which are producing the least profit . . . and why?”
- “What are our financial needs going to be next year . . . and for the next five or ten years? Should we lease or purchase our manufacturing machinery? Should we offer our products on lease agreements? Should we carry our own ‘time-payment’ accounts?”

Based on past history, current conditions, and projected requirements, a computer can weigh the facts . . . make decisions . . . and provide the necessary alternatives and guideposts. Thus, a computer is a vital “*Operations Research*” tool which helps management to better evaluate the reasons why one plan is better than another . . . or why a given plan should be delayed to a future date . . . or why a given condition should be corrected before management puts a new plan into action.



PROPER IMPLEMENTATION

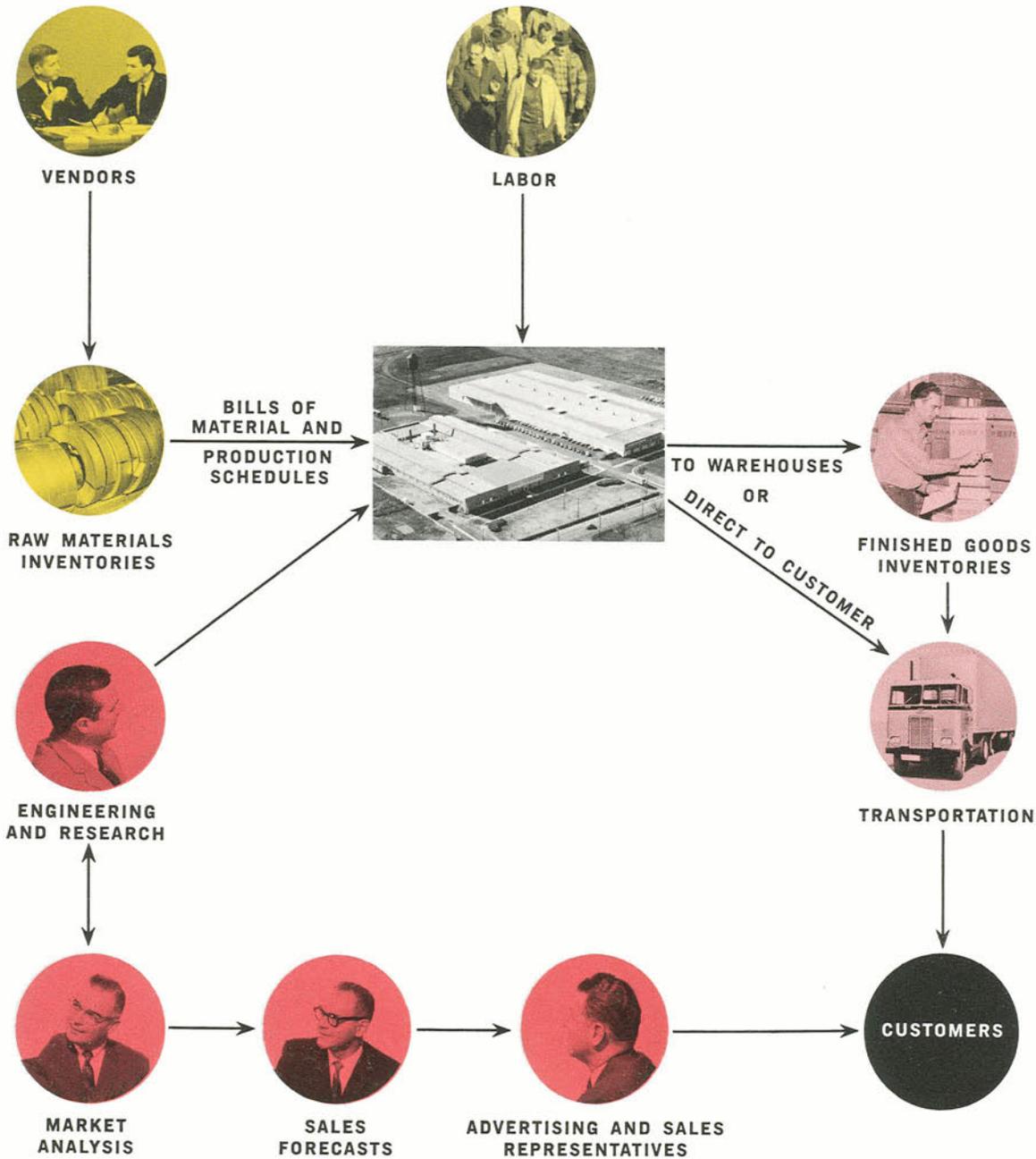
A computer can provide IMPLEMENTATION-ASSISTANCE . . . enabling management to carry out its plans in the most efficient manner.

Here are some of the Implementation Areas in which a computer can provide *decision-assistance* to management.

- “Which vendors can supply raw materials, or sub-assemblies at the best price . . . and in time to meet our production requirements?”
- “Are we maintaining well-balanced inventories? What items are over-stocked? What items are under-stocked? What items are back-ordered? What can we do to correct critical conditions?”
- “Are we using our manpower in the most efficient manner? What are our projected manpower needs for any given period . . . what are we doing to effectively fulfill these needs?”
- “Are we scheduling production realistically? Are we utilizing production facilities in their most efficient manner? How efficient are our industrial machines? What are their ‘up-time’ and ‘down-time’ performance ratios? Are we efficiently geared to meet production schedules?”
- “Would it be more practical to ship products to our customers direct from the factory . . . or is it more practical to ship from our warehouses?”
- “What can we do to get better sales coverage? What territories need home office assistance? Are we meeting our sales forecasts in every product line . . . if not, why not?”

It is a well known fact that the best plans of men can go astray if they are not carried out properly. Because computers can highlight day-by-day . . . even hour-by-hour . . . areas where plans are going astray, they provide management with the ability to act while “the iron is hot.” They permit corrective action to be taken while there is still time to insure their successful implementation.

To be effective, plans must be properly implemented



MAXIMUM PROFIT

A computer can be a HIGHLY-PROFITABLE investment . . . enabling management to maintain a healthy cost vs. profits ratio.

Here are some basic business truisms:

As the quality of *decision-assistance* is improved, so is the quality of management-decisions improved.

To the degree that management-decisions are improved, the *competitive-condition* is improved.

As the competitive-condition is improved, so will the *profit-condition* be improved.

As the profit-condition is improved, so will the *growth-factor* be improved.

As the growth-factor is improved, so will the *business-strength* be improved.

Based on these truisms, a computer should:

1. Provide high-quality decision-assistance for management.
2. Help to control costs and improve profits.
3. Aid in improving competitive positions.
4. Provide realistic guideposts, pointing the way to sound business growth.
5. Play a significant role in improving the overall strength of a business.





Worthy of Investigation

NCR 315 Computer featuring CRAM

(Card Random Access Memory)

Minimizes Costs • Maximizes Profits

More and more businessmen in Industrial Management are choosing the NCR 315 Computer System.

To learn more about this versatile management-tool, call your nearby NCR representative, or write to NCR's Electronic System and Sales Division, Dayton 9, Ohio.

INVESTIGATION IS THE PATHWAY TO INCREASED PROFITS

NCR PROVIDES TOTAL SYSTEMS—FROM ORIGINAL ENTRY TO FINAL REPORT—
THROUGH ACCOUNTING MACHINES, CASH REGISTERS OR ADDING MACHINES, AND DATA PROCESSING
The National Cash Register Co. • 1,133 offices in 120 countries • 78 years of helping business save money

