

Competitive **EDGE**

Local Area Networks Strengthening Today's Business

Sidwell Maps Out A New Rural Market with Subject, Wills

County government must keep up-to-date information and maps on every inch of their area. The Sidwell Company has been helping counties across the country since 1927 by providing excellent mapping services.

Working with Subject, Wills, Sidwell has brought all the advantages of PC networking speed and increased accuracy to this important task.

Two years ago, the Sidwell Company expanded its scope of services and bought a software company that had many years of experience in county government information systems. Sidwell refined this system into a product that today is known as CID NET™. CID NET™ is an ideal program for small to medium size rural counties. It provides an excellent data base for such county officials as the assessor, auditor, public works administrator, treasurer and financial manager.

CID NET™ was developed under Databus, the operating language for Datapoint computers. Sidwell, however, wanted the program to work on a PC LAN. Since they already had an excellent CAD mapping package which worked on a PC, they wanted this new data information system to also run in this environment. This would give them a unique and very effective package to offer the rural market.

The Sidwell Company worked with Subject, Wills converting the CID NET™ system to work on a PC LAN. Once the software was in order, Sidwell called on Subject, Wills' hardware capabilities.

By working with a PC network system, Sidwell could now sell both hardware and software to counties who could not previously afford it. PC networks are a fraction of the cost of conventional mini-computers yet equal in capability.

Plus, unlike minis, PCs offer you the cost saving flexibility of buying just as much as you need in workstations, computer memory and disk space.

In addition, PC performance is better. A 15-20 user PC LAN will consistently outperform a typical 15-20 user mini-computer network.

Sidwell chose Subject, Wills to help supply their customers with PC networks. They now supply the hardware and expertise needed to configure and install the system, plus maintain software support for the compiler.

"With Subject, Wills, you know what it will cost and you know they'll make it work."

Each system is designed to meet the needs of a customer without any expensive overkill. Subject, Wills will carefully consider hardware performance in order to configure the best possible price/performance ratio.

According to Dudley Sidwell, Corporate Information Systems Manager, the Sidwell Company did investigate the concept of working with a local PC store. They chose Subject, Wills for their experience in both ArcNet and Novell.

"Subject, Wills' knowledge is worth far more than any money you'd save in initial costs," Sidwell explains. "Other PC vendors may dump stuff at a good price, then nickel and dime you after the sale."

"With Subject, Wills, you know what it will cost and you know they'll make it work," Sidwell continues. "Debugging

and fine tuning the systems take at most two months. After that, problems are rare."

In addition to initial installations, Subject, Wills also helps Sidwell with field service. They keep a good inventory of parts, boards and network disks on hand for an immediate swap-out should anything fail. No questions asked.

Sidwell's excellent reputation and outstanding mapping abilities open many sales opportunities for their new PC network capabilities. They're offering the unusual dual package of both mapping and data information, work that many counties still handle manually.

Since many rural counties are sometimes unsophisticated, first time computer users, these prospects appreciate the simplicity and affordability that only a well-designed PC network can provide.

Sidwell is a mature company with a tradition of choosing first rate suppliers. Their focus is clearly placed on improved customer service and softwares.

"We chose Subject, Wills," Sidwell concludes "because their expertise gives us peace of mind. Our systems must always work!"

**To find out how a PC Network can strengthen your business, call Subject, Wills & Company
(312) 572-0240**