



Al Lee & Associates, Inc.

would like to talk with you about

**Project Management and staffing of Development,
Maintenance, and Migration projects of major Cobol-
based applications**

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About Al Lee

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Al Lee began working in the Data Processing and Computer Software industry in 1964 and has operated successfully in many different capacities in the field. Since 1978 he has been president of MAGEC Software, a division of Al Lee & Associates, Inc. which is wholly owned by Mr. Lee.

As an innovative leader in the software industry he was frequently a guest lecturer at major universities speaking on the issues of productivity improvement methods and industry standards. He has authored numerous articles on the topics of application development methodologies, productivity enhancement, standardized user interfaces, and related issues. His articles have been published in nearly every major industry journal and have often promoted innovative techniques which later became broadly accepted by the industry—particularly in the fields of automated application development, standardized architecture, and application of relational database structures to typically hierarchical manufacturing applications.

Al was the principal architect of the MAGEC Rapid Application Development system which was introduced to the market in 1980 and is still offered and supported. MAGEC generates online CICS and batch Cobol application programs. With applications generated thirty years ago and still in service it may well be the longest-lived product of its class in the industry.

He has personally been involved in the design and construction of hundreds of major applications implemented in dozens of installations, including a number of Fortune 500 companies. A unique design developed entirely by Al for applying relational database to Manufacturing applications has been implemented in over 100 large manufacturing companies, including PPG Industries, and enabled the database management company with which Al was formerly associated to penetrate an industry which was formerly closed to them.

In order to both enhance profitability and reduce overall customer cost of the many professional service projects Al has conducted for clients, he designed a radically new form of contract in which both the vendor and the customer have incentives to effect a successful, under-budget project. His contract solved the most prohibitive problems associated with both the fixed-price and the time-and-expenses contracts used by others. Al credits this unique contract as a major contributor to the 100% success rate for customer projects enjoyed by his company.

In 1996 Al started a new venture with his son, Curtis. The operation, named MTS, was to be a remarketer for IBM printing equipment. As a cornerstone for the new division, which later was reorganized as a separate corporation (MTS Corp.), he and Curtis authored a sales training manual to be used in the training of all sales personnel to be hired. As a result of the sales methodology taught in that manual MTS became the largest volume remarketer of IBM printers in the state of Texas for 1997.

Chronology - Highlights

1964

Al Lee entered the field of Data Processing with Volt Technical Corporation. Operating and programming IBM 1401 and ancillary unit record equipment.



1965 – 1969

Missile Technical Specialist with U.S. Air Force.

Accomplishments:

Designed and constructed the prototype model for an electronic test set which saved the Air Force millions of dollars and improved the readiness for Titan II Intercontinental Ballistic Missiles assigned to the Strategic Air Command. Authored technical manuals for the test set.

1970-1972

Analyst working on one of the world's largest networks – Braniff airline reservation system.

1972 – 1975

Business applications design, development, maintenance including management and eventual ownership of Utilis Computer Systems, a service bureau for over 40 clients. Also provided Consulting design and development work for numerous clients.

Accomplishments:

Turned around a failing operation with dissatisfied customers, inefficient internal systems, and high overhead. Achieved profitability in one year by re-engineering all operations, redesigning financial computer systems that did processing for clients, and growing the client base.

1976 – 1978

Manager over contract development projects for Insyte Applications Corporation. Developed standardized approach and methodology for design and development. Developed unique “par-value” contract which resulted in zero failure rate for all projects and extremely high profit margins due to earned bonuses on virtually every project. Specialized in online/database applications design and development.

Sister company was developer of Datacom database management system later acquired by and marketed by Computer Associates. Al participated in leading edge design projects using DBMS. Al personally designed and developed a revolutionary new architecture for manufacturing applications which are hierarchical in nature and confined to being processed using archaic network or hierarchical DBMS's prior to Al's new design. The breakthrough enabled the Datacom product to penetrate a market sector which was essentially closed to it before.

Accomplishments:

Developed and trained a staff of highly-proficient consultants. Developed the Self-Actualizing Prototyping methodology for executing projects quickly and accurately and at a very high profit margin. Developed the par-value contract format to provide the vehicle which allowed for extraordinary profit margins as high as 70% while eliminating the downside risk (to both parties) associated with traditional contract formats.

Managed a staff of 20 consultants with a utilization rate of over 90% and concurrent projects distributed across the US and Canada.

1979 – present

President of Al Lee & Associates, Inc. dba MAGEC Software. Designer of large-scale rapid application development system which produced tremendous improvements in programmer productivity and in the quality of the applications produced.

Accomplishments:

Translated the methodology developed for consulting projects into a software product which has been implemented in over 100 large installations in North America. Funded all product development with profits generated by consulting projects using the tools and methods developed by Al Lee.



Established service and support organization which was given the highest ratings in surveys conducted by ICP and Datapro reports.

Awarded *FastTech 50* award for achievement by Dallas Business Journal and Arthur Andersen in 1996.

Successfully guided the company and its products to be positioned for the mainframe-dominated marketplace, then the network-dominated marketplace, and recently for the Year 2000 remediation opportunities.

Designed true cooperative processing for applications running in heterogeneous networks consisting of mainframes, Unix, and Windows nodes using TCP/IP.

1996 – 2001

Secretary and co-founder of MTS Corporation. MTS was a remarketer of printing hardware and peripheral products. The company began as an IBM remarketer and authorized IBM Business partner. Within two years it had become the largest volume remarketer of distributed IBM printers in Texas. In 1998 MTS added other manufacturers, including Printronix and Lexmark. MTS ceased operations after IBM changed marketing strategies to selling direct rather than through the “channel”.

Accomplishments:

Helped establish the relationship between MTS and IBM which resulted in explosive growth in a two-year period. Also helped establish relationship with Printronix as a strategic move to fill out the company’s product offering. Developed methodology for selling that produced sales volume of \$5 million in MTS’s second year.

Won *Dallas 100* award in 1998 as one of Dallas’ fastest growing companies.

2001

Designed and developed web-based interface using JavaScript and HTML to online mainframe Cobol applications developed with MAGEC.

2010

AI initiated the Cobol Legacy Application Maintenance Program within AI Lee & Associates, Inc. to provide service to mainframe users who are finding it more and more difficult to acquire the skills needed to maintain the old Cobol applications which are often the backbone of their systems. Added PHP and MySQL capabilities to be applied in both migration and new development projects. Service is offered on short-term or long-term basis. Service may include maintenance, migration, or upgrade of legacy applications throughout the US and Canada.

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