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The Story of Novell: A Leading Software and Services Corporation

Discover what it's like to be on the brink of multi-million dollar success

SALT LAKE CITY – As PC-based technology becomes increasingly vital to everyday life, many wonder how it all began. Roger Bourke White Jr. was there in 1981, on the ground floor of Novell Inc., a crucial information technology (IT) company in the 1990s and 2000s. ***Surfing the High Tech Wave: A History of Novell 1980 - 1990*** ([published by AuthorHouse](#)) tells Novell's story of rising from near bankruptcy in 1982 to controlling 70% of the marketplace in 1990.

Novell started with the ambition to be a computer, terminal and printer maker, but that dream failed. While the walls were crashing down around them, four computer programmers were working diligently on a second dream, the Local Area Network (LAN) product. What became known as Netware, the LAN would succeed mightily and give Novell a prominent name in the software marketplace. The computer networking market would have developed in a very different way without the hard work and dedication of these four men, the ten other survivors of the first dream and legendary IT entrepreneur Ray Noorda.

Follow Novell on a rollercoaster ride of aspiration and growth, then experimentation and failure and finally rebirth and blinding success. The original Novell founders risked it all and failed. But their persistence and faith paid off when Novell's second try garnered great success, creating a near monopoly on network operating systems for businesses.

Novell made history by selling Netware, an industry standard operating system. ***Surfing the High Tech Wave***, part of Roger's Business and Insight Series, explains how Netware evolved technically and was marketed. As Novell responded successfully to the changing computer market place, it also adapted to its internal growth; from 15 employees to thousands world-wide.

Surfing the High Tech Wave is a tale of human spirit, of people who refuse to give up on their dream. It is also an interesting case study in business management. Discover first hand what it's like to manage a company that aspires to pioneer high technology success, crashes into near bankruptcy when its first dream fails and then faces the pressures of multi-million dollar success as its second version of the dream succeeds mightily. White's book provides an inside look into the world of technology development, a frustrating business with endless possibilities for both failure and success.

Roger Bourke White Jr. served in Vietnam, graduated from MIT in engineering, was an English teacher in Korea and worked at Novell. He is also the author several books including *Wordstar with Style*, *Tips for Tailoring Spacetime Fabric* and *Evolution and Thought*. For more information visit www.whiteworld.com/cyreenikland/press-room/index.html.

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