

THE MEMOREX PRESS

A newspaper for Memorex employees

Volume II Number II January 1985



The MEMOREX PRESS is produced for Memorex employees worldwide including **Philip Scheinert** of the Recording Technology Center in Santa Clara, shown here examining a tester of optical recording media.

1985 communications plans set sail

To ring in the new year, we have given the MEMOREX PRESS a new look. We also have established a 1985 schedule for the PRESS and MEMINET, Memorex's video news program, and are implementing some new distribution methods.

Beginning this month, the PRESS will be published eight times a year, alternating with MEMINET, which will be produced quarterly. The schedule is as follows:

MEMOREX PRESS

January 15
February 15
April 15
May 15
July 15
August 15
October 14 (United Way Issue)
November 15

MEMINET

March 15
June 17
September 16
December 16

Your story ideas or suggestions are always welcome. If you would like to write articles, we also would like to talk to you. The deadline for contributions is one month prior to the distribution dates above. Please call **Al Schuler** at (408) 987-2135 regarding MEMINET and call me at (408) 987-3072 regarding the PRESS.

In the next issue, we will give you more information on some of our new distribution methods and a new bulletin board program in Santa Clara and its electronic version for the field.

Happy New Year!

Lani Ulbrich

THE COMPUTER HISTORY MUSEUM



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Memorex sharpens strategy for PCM business

Note: This press release was distributed to the news media on Monday, January 7, 1985.

Memorex Corporation today announced the completion of its overall business review and has concluded that its major market focus for the future will be its PCM (plug-compatible market) storage and communications equipment business. As a result, the company will no longer actively sell in the OEM market. The OEM market accounted for only about two percent of Memorex's revenue in 1984. This redirection follows a six-month business opportunity review by the Memorex management team.

Memorex supplies to end users a wide range of storage and communications peripherals compatible with IBM systems. It is also the main supplier of storage equipment for systems sold by its parent, Burroughs Corporation.

By eliminating the OEM business, Memorex will concentrate on what it does best: manufacture and market end user storage and communications equipment.

Demand for storage capacity in the IBM PCM market is growing by 40 percent per year. Demand for communications products is also growing at almost 25 percent per year. Recent developments in the industry have improved Memorex's competitive position.

Market assessments show that large *Continued on page 2*

Galaxy to hit the road again

Due to the success of 1984's Galaxy road show (see November issue), the Memorex sales force in Canada and the United States will have another opportunity to show customers and *Continued on page 2*

Galaxy tour planned for 1985

Continued from page 1

prospects the full Memorex 4300 CPU-compatible peripheral line in 1985.

"The success of the road show last year was phenomenal," said Al Tinker, marketing manager of medium systems. "Several million dollars of business has been closed so far as a result of the tour and orders are continuing to come in."

Customer orders have included every type of Memorex disk and tape subsystem, printer and video display terminal.

This year the Galaxy showings will have more flexible formats. The staffs of

Memorex sales branches can determine if they will hold a seminar in a city for several customers and prospects or take the Galaxy van to a customer site.

"The Galaxy road show truly presents a powerful image of Memorex," said Nancy Browning, San Francisco branch manager, who took the van to a major customer site. "By bringing our products to customers, we gained tremendous recognition and respect with a wide cross-section of their employees."



Bruce Glashan, Vancouver Sales manager (left) and **Jim Croft**, Prairie region Sales manager (middle) welcomed **Al Tinker**, marketing manager of medium systems, as the Galaxy road show van arrived in Canada.

PCM opportunity gets top priority

Continued from page 1

IBM computer system users want more than one vendor. "We can meet their requirements for compatibility, advanced features, and good price/performance characteristics across a broad range of storage and communications peripherals equipment," said Memorex President Dr. Philip S. Dauber.

As part of its redirection, Memorex will consolidate its manufacturing operations and will close its Westlake, California plant. Manufacturing will continue at Westlake through midyear, during which time its employees will be assisted in finding other jobs.

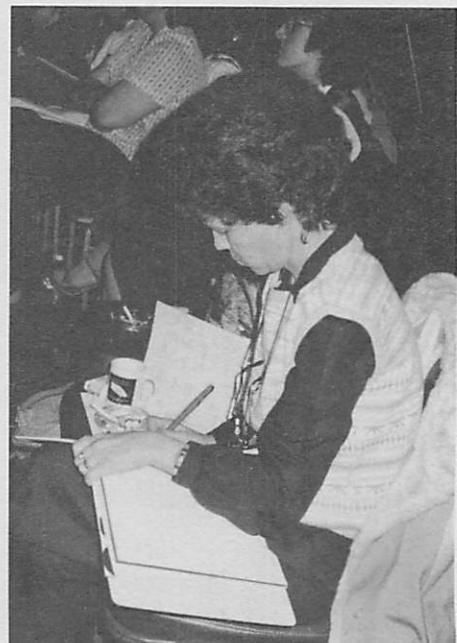
The Westlake facility is also occupied by Disk Media, Inc. (DMI), a Memorex/Control Data joint venture which manufactures disk media. DMI occupies about 100,000 of the 400,000 square feet in the Westlake plant. Memorex is seeking a buyer for the plant, subject to the provisions of the DMI lease. The company is terminating its

development of an OEM high performance 5 1/4-inch disk drive. Small disk drive development engineering and technical personnel affected by the termination of the 5 1/4-inch drive project are expected to be absorbed into other Memorex or Burroughs organizations.

Memorex is working on selling its OEM business. Meanwhile, the company will meet all of its existing commitments to OEM customers, including provision of replacement parts.

The Memorex/Burroughs plant in Winnipeg, Manitoba, Canada, which had been the planned site for production of the OEM 5 1/4-inch disk drive, will now take on other production and refurbishment activities.

Dauber said the company's new focus "enables us to pursue even more aggressively the tremendous opportunity that now exists in the PCM business to supply peripheral equipment to end users of IBM and Burroughs computer systems."



Dawn Kubiak of Accounts Payable writes down ideas for using statistical process control during a recent Finance organization awareness meeting.

SPC spreads through Memorex

Statistical process control (SPC) at Memorex is working its way into areas other than manufacturing. At a recent Finance organization meeting, **Mike Haltom**, vice president of Finance and Business Development, highlighted the use of SPC in his organization to improve productivity.

"SPC is one way to tap the creativity in everyone," Haltom said. "No one understands a job better or can improve it more than the person who is actually doing it, whether the job is on the engineering and manufacturing side or the administrative."

According to Haltom, 13 small group problem-solving teams in Finance have been formed to simplify and make work activities more effective. More than 100 Finance employees are involved in these groups to determine what processes work and which could be more efficient. In one Finance department, an SPC team consolidated three forms into one, reducing the number of man-hours spent on an administrative task.

"These problem-solving teams spark people to work together," said **Dawn Kubiak** of Accounts Payable. "SPC really made a difference. By working with a team to improve our activities, I feel more involved and responsible for my results."

Charity drive collects boxes 10 stories high



Memorex volunteers sort through large amounts of packaged foods, clothing and toys donated during the recent "lend a helping hand" campaign.

What's in a name

Anonymous Writer

The new edition of the Memorex telephone directory provides an interesting source for research and the potential for a little humor.

The most frequently occurring name in the directory this year is Nguyen (39 of them!); followed by Johnson (23); Smith (20); Martinez (19); Martin (18); Anderson, Lee, Tran (16 each); Brown, Davis, Le (13 each); and Garcia and Miller (12 each).

In addition to the 13 Browns, we have six Whites, four Greens, three Tans, a Black and two Shades.

Reflecting our American history, we have one or more Adams, Carter, Eisenhower, Hamilton, Jackson, Kennedy and Lincoln. We also have a Gentle, a Sweet and a Tender.

We have three Goods, but only one Best. We have a Papa and two Ma's, one Jew and one Gentile; and while I'm thinking about it, a Church, two Popes, three Bishops, a Priest—and an Angel! Of course, we have two Maidens, but only one Virgin! And if you don't think that's

funny, we have two Ha's and three Ho's.

Although there's only one Bird, we have a Crow, an Eagle, a Pidgeon and a Quail. Then there's the two Lambs, a Fox, a Mare, a Wolfe and Seals.

We have six Kings, two Shahs and a Prince. Or, looking at it another way, we have six Kings, a Knight and a Castle. There are six Do's, two Cants, a May and a Will; also a North, West, Eastman and Southorn.

With Burroughs World Headquarters located in Detroit, it's only natural that we would have a Dodge, a Honda and a Nash. We could start our own musical group with a Scales, two Reeds, a Horn and five Bells.

We have four Tons, two Miles and a Gallon. We have a Holiday and an Idleman. Also a Gross, two Littles and a Wee. Should I mention a Roach and a Bugg?

The interesting thing is the variety of names and the combinations they make. No lack of respect is intended towards anyone!

If you stacked the boxes of contributions made in this year's Memorex "lend a helping hand" campaign, they'd reach 10 stories high.

The contributions, filling 56 large boxes, went to needy and homeless families at the Family Living Center and the Friends in Service to Humanity (FISH) in Santa Clara County in time for Christmas. Items included canned food, clothing, toys and various essential supplies.

"The campaign was an overwhelming success," said **Ernie Tydell**, community relations manager. "We collected about eight times more than in last year's drive. It really shows how much Memorex employees care for others."

About 20 Memorex volunteers and family members gave up a Saturday to sort and package the large quantities of donations into itemized boxes for delivery to the Family Living Center and FISH.

The "lend a helping hand" campaign will continue to be an annual pre-Christmas event. Memorex also will have quarterly drives to collect only canned food for the Food Bank of Santa Clara County, another United Way agency. The first canned food drive is scheduled for the last week of March.

Memorex thanks the volunteers and employees who gave their time and donated supplies to these needy families so they could share in the warmth of the gift-giving season.

Upcoming blood drives

Monday, February 4
RMCD — 8 a.m. to 5 p.m.

Wednesday, February 6
LDDD — 9 a.m. to 3 p.m.

Tuesday, February 12
Communications Groups, bldg. 5
7:30 a.m. to 4:30 p.m.

*The Mobile station will be parked outside each location. For more information, contact the Employee Services Office at 7-2357.

Memorex clubs

"Apply Dumpling Gang" Computer Club	Frank Schuhe	X3279
Bowling League	Nick Gaetani	X3232
	Ester Tuliao	X3759
Divoteers Golf Club	Phyllis Rankin	X3442
Karate Club	Phil Kromka	X0659
Memorex Amateur Radio Club (M.A.R.K.)	Kit Blanke	X9669
Memorex Auto Club (M.A.C.)	Alan Burgess	X9899
Memorex Ski Club	Ken Masurat	X2052
	Susan Lambie	X0235
Memorex Speechmasters	George Korianek	X1945
Rose Garden Committee	Employee Services	X2357
Scuba Club	Mike Guerin	X2780
Table Tennis	Ralph Bicksler	X1468
Tennis Club	Robi Foote	X2357

*Clubs listed are open to all Memorex employees and immediate family members.

Memorex bowler rolls perfect game

By Esther Tuliao

Anthony Foggiato recently bowled a perfect 300 game and a three-game series of 777 in the Memorex mixed bowling league. The '300 game' is the first perfect score ever recorded in the history of the Memorex Activities Group (MAG) sponsored league.

Foggiato, a newcomer to Memorex's 3680 HDA product control department, has bowled for nine years.

The Memorex bowling league currently has 14 teams of 5 members each, and several substitutes. Contact **Nick Gaetani** at 7-3232 or **Ester Tuliao** at 7-3759 for more information.

Speechmasters helps improve presentation skills

By Deborah Maddock

Do you have a presentation to give at work or just want to improve speaking skills? The Memorex Speechmasters club gives members the opportunity to sharpen and improve opening statements, speech organization, body language and vocal variety.

Memorex Speechmasters club, a three-year-old chapter of Toastmasters International, uses a public speaking workbook to take members through speeches step by step. Each week, three members give speeches and receive evaluations.

Speechmasters meets every Wednesday from 12:00 p.m. to 1:00 p.m. in building W (across from the tape plant) and is open to all Memorex employees. Fees include a one-time charge of \$12.00 for the workbook and semi-annual dues of \$18.00 to subsidize speech contests. For more information, contact George Korianek at 7-1945 or Deborah Maddock at 7-9660.

Want ads

CABIN FOR RENT: Donnor Lake, 3 BR, 2 ba, LR, equip kit. Rent by wk or wknd. Call Harry at (415) 366-9794.

'72 TR6 CONVERTIBLE: Brn w/72K mi. 2nd owner, asking \$3600. Serious inq only. Also antique **oak ice box**, 3 dr, mirror interior, xInt cond. Call Claudia at 947-0718.

MULTI-USER COMPUTER SYSTEM: Fortune XP, 2 term., 30 meg H disk, 1 meg floppy, 1 meg memory, 5 serial ports. Toshiba P1351 ptr. Lots of software. Over \$25K retail, must sac. \$13,995/offer. Call Denise after 7:00 p.m. at 281-4261.

'78 VW SCIROCCO: 4 sp manual, radio, gold int, 34 mpg, 1 owner. XInt cond. \$3700/offer. Call George at (415) 462-7719.

KITCHEN CABINETS: Light oak, top/bottom & drawers. \$850. Call Terri at (415) 657-5237.

I'd like to place an ad in MEMOREX PRESS.

Name _____

Work Extension _____ Mail Stop _____

Ad: _____

Home Phone (_____)

- MEMOREX PRESS reserves the right to edit or omit WANTADS and assumes no liability from this action.
- Only home phone numbers may be used in WANTADS.

Send WANTADS to: MEMOREX PRESS M/S 12-39.

Credit Union news:

Choose terms with super-saver certificates

With a super-saver certificate, Credit Union members earn excellent dividends and choose the exact term of the investment.

Rates paid on super-saver certificates vary with the amount invested and the term. Rates are subject to change monthly, but the rate is fixed for the term of the certificate at the time an account is opened. This table details the Credit Union's current offerings:

Minimum Investment	Investment Term	Annual Rate**	Annualized Yield**
\$ 1,000	6-24 mos.	9%	9.38%
\$ 2,000	6-18 mos.	10%	10.47%
\$ 5,000	6-12 mos.	11%	11.57%
\$10,000	6-12 mos.	11.5%	12.13%

Interest is compounded and paid monthly. The Credit Union can pay the interest directly or deposit it into another account.

*May deposit any amount in excess of the minimum on the day of investment.

**Offered annual rate subject to change monthly; annualized yield computation assumes that principal and interest remain on deposit for one year at the stated annual rate. Substantial interest penalty for early withdrawal.

MRO makes room for new technology

Making room for a new technology is almost a daily occurrence in the Silicon Valley. At Memorex, Material Recovery Operations (MRO) has helped shift more than 100 employees over from the 12-year-old, 677 disk drive head arm assembly line to the state-of-the-art 3680.

With assistance from MRO's **Jim Biggar**, **Larry Mullaly**, and others, Memorex was able to transfer the manufacturing of the 677 head arm assembly from the San Tomas complex

to the Burroughs Guadalajara plant. The drive will continue to be sold to Burroughs and Memorex customers still requesting the older technology.

"The transfer was made in order to concentrate on 3680 production," said Bill Von Elm, MRO operations manager. "Employees previously working on the 677 line are now being retrained for 3680 manufacturing to assist with volume production."



Material Recovery Operation's **Larry Mullaly** and **Jim Biggar** go over plans to transfer the 677 disk drive head arm assembly line to Burroughs Guadalajara in order to concentrate on newer technology.

MRX to bring U.K. schools into electronic age

By Chris Ing

Memorex International, in conjunction with Memorex United Kingdom, has become a major sponsor of an electronic mail network which will eventually link every educational institution in Britain and is projected to include similar operations in Australia, Canada, the United States and some European countries.

The "Times Network for Schools," established by the London Times newspaper, will give students and educational authorities the ability to exchange information and gain access to external data bases.

By becoming a major sponsor, Memorex will be helping schools and students become more computer literate. Through a newly-established Memorex Advisory Bureau, Memorex will be providing network users computer industry-related information, such as literature and a video tape on understanding computers. Memorex also will run monthly school competitions.

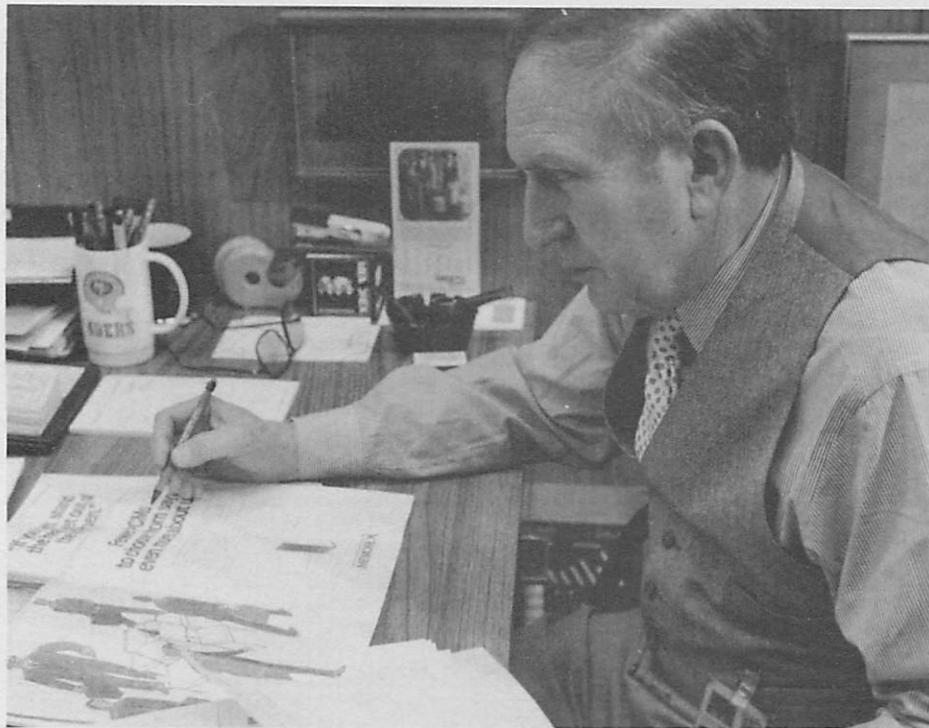
Memorex is the only IBM plug-compatible company to sponsor the network. Other sponsors include Kellogg and the London Stock Exchange.

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Memorex is a Burroughs company.



Achievement award winner

Ed Vopat, manager marketing communications and planning for Storage Equipment, received a Burroughs Achievement Award for producing a creative advertising campaign for the 3680 disk drive that won two industry readership awards last year. Vopat has been with Memorex over three years.

New technology allows Winnipeg quality team to perform magic

By Carole Postniels

Saving the Winnipeg plant more than \$38,000 per year is no simple trick.

"The Necromancers," which means magicians, performed their magic and did just that. This Winnipeg Quality team used new communications and computer technology to reduce duplicate engineering and management efforts.

In only four months of operation, the Necromancers completed a communications link between two Burroughs mainframes to share information and reduce parallel functions. The team also proved that a data collection system and a plant-wide local area network were viable by linking together non-Burroughs microcomputers with the Burroughs B6900 mainframe.

By converting product engineering activities from an older Burroughs mainframe to the B6900 mainframe, the team projects to save the plant \$33,000 per year in maintenance charges and \$5,400 per year by eliminating the need for another printer.



The Necromancers also made progress reducing manual collection of data by developing a computerized system between Winnipeg and Santa Clara.

Team members include:

Richard Bobbie **Paul Cheng**
Jane Ferch **Pat Jesson**
Deb Oldfield **Lynn Williams**

New feature expands 3864 market potential

Memorex has just expanded the market potential of its 3864 solid state storage subsystem by adding an emulation feature which enables the 3864 to look like the IBM 3380/3380 disk subsystem to the central processing unit (CPU).

The 3864, a high-speed, intelligent storage device, provides relief to overburdened CPUs by handling such functions as holding frequently used information and swapping less used information for more critical data.

"The 3864 offers improved performance in an on-line environment and the ability to add more users in a data communications network or shared environment," said Harold Stanley, 3864 product marketing manager.

When announced last year, the 3864 offered an IBM 2305 fixed head disk emulation.

The 3864 is plug-compatible with IBM hardware and provides users of large and mid-size and compatible CPUs faster on-line response time and improved processing rates. The system fills the gap between the high cost and physical limitations of main memory and the performance limitations of electromechanical rotating storage devices.

1985 holidays

Date Observed	In Recognition of
Tues., Jan. 1	New Year's Day
Fri., April 5	Good Friday
Mon., May 27	Memorial Day- Observed
Thurs., July 4	Independence Day
Fri., July 5	Floating Holiday
Mon., Sep. 2	Labor Day
Thurs., Nov. 28	Thanksgiving Day
Fri., Nov. 29	Day After Thanksgiving
Tues., Dec. 24	Floating Holiday
Wed., Dec. 25	Christmas Day

• The above holidays will be observed in all Memorex U.S. locations.

• Field managers may recommend substitution of floating holidays only, based on customer need and/or local holiday tradition. Such recommendations will be made in advance to the appropriate regional manager who obtains advance approval from the group human resources director and corporate human resources vice president.