

# THE MEMOREX PRESS

A newspaper for Memorex employees

Volume II Number 12 February 1985



As part of the revision to improve quality in the printed circuit board area in Santa Clara, a new central vacuum system was added to eliminate any contaminated air in the test area. Congratulating part of the PCB improvement team (from left to right) **Dan Pomales**, **Beth Kirkendall** and **Bob King**, are **Bob Behlman**, LDDD manufacturing manager and **Jeff Bryant**, LDDD vice president and general manager.

## Dauber speaks at kickoffs: Greater opportunities in '85

**During the recent sales kickoff meetings around the United States, Memorex president, Phil Dauber, highlighted opportunities for the company, its basic business strategy and priorities for 1985. These are some of his comments:**

"We have an excellent business opportunity at this time to take a long leap forward in the plug-compatible storage and communications equipment business. The timing is excellent, since our only two peripheral competitors—CDC and STC—are not really a factor anymore. We can effectively compete with IBM to be the preferred alternative for a wide range of peripherals used with large- and medium-scale IBM and IBM-compatible systems. The market wants an alternative and we intend to provide the range and performance in equipment that will earn us the best of that business.

"We are pursuing a strategy of being an increasingly profitable, across-the-

board peripherals supplier to the end user of computers. For the user of IBM-compatible systems, we provide tape drives, disk drives, related systems components, printers and communications products. We also supply tape drives and disk drives to the end user of Burroughs equipment.

"We have the management that understands how to implement that business strategy, and the manufacturing, marketing and sales resources to make it successful. That's what we are as a company and where we're headed. Everything we do will head us in that direction."

"I have four principal priorities for 1985, and it will take enthusiastic and dedicated mutual support between each of you and management to achieve these priority objectives. I take these as my personal agenda items for 1985:

- **Better profitability** has to be at the top of the list. This will take sustained focus on reducing product cost, overall

Continued on page 8

## Commitment to customer is key to sales

**During the sales kickoff meetings early this year, some of Memorex's top sales representatives were congratulated for bringing in large customer orders for 1985. THE MEMOREX PRESS recently talked with a few of them about their keys to success.**

### RANDALL PHILLIPS, NORTH CAROLINA

"What I try to do with a customer is present a campaign to show Memorex's ability in support and to give the customer a comfort factor that we are a stable, viable alternative

to IBM. In this particular account, I also credit the success to **Doris Milcic**, who made sure the equipment was delivered on time. Once we secured the order, she made sure it all happened."



### PAT JOHNSON, ATLANTA



"Since this account was on shaky ground, I developed a relationship to build trust between the data processing manager and myself. I also promised only what I knew we could

deliver. The win was really a team effort. Everyone performed with perfection from systems engineers to product support in the area to customer engineers. We did what we said we would do."

Continued on page 8



## BHGs reports record orders

Burroughs recently reported record orders and revenue for 1984, along with increased net income for the fourth quarter and full year.

"Order trends improved all year, with a surge in the fourth quarter resulting in 1984 full-year orders showing strong gains over 1983," said W. Michael Blumenthal, chairman and chief executive officer of Burroughs.

Fourth quarter earnings rose 16 percent to \$94.4 million, or \$2.08 a share, on a six percent increase in revenue. Revenue in 1984 increased 11 percent to \$4.88 billion from \$4.39 billion. Net income rose 24 percent to \$244.9 million, or \$5.40 a share, from \$196.9 million, or \$4.60 a share, a year earlier.

"Based on the company's strong order growth and the steady improvement at Memorex, in particular the recent progress in the 3680 disk drive program, we're confident that 1985 will be a better year," Mr. Blumenthal said. "We have a business plan that should result in improved operating efficiencies, increased profitability and continued growth."

## Memorex says, "Try it... You'll like it"

Memorex Customer Engineering will help increase sales of equipment this year by tracking 100 units of communications products to be used for demonstration purposes at customer sites.

With the **Demo Plan**, Customer Engineering will be able to tell a sales representative when a demo will be available, which sites have the demos and assist in the transfer of the units from one customer site to another.

This is a joint effort between Customer Engineering and Sales designed to help increase product orders through a "try it you'll like it" sales method.

"It's just like Mikey in the Wheaties commercial," said **Hank Baylor**, director of Customer Engineering for field operations. "Customers will never know if they like our equipment until they try it."

Initially, Customer Engineering will track all 2178 compact display station units and will eventually incorporate demonstrations of all communications equipment into the plan.



**Clancy Spangle**, who retired as Memorex chairman and chief executive officer last year, was always known as the sharp, well-dressed leader of the company. At the recent roast in his honor, however, **Tom Stevens** (left), president of Media Products, proceeded to "loosen" Clancy's attire by cutting his necktie in half. And that was just a small part of the fun that evening.

## New column: In the news

★ **Scott Hudson** has joined Memorex as vice president, Staff Operations and Support. Hudson joins Product Operations from Storage Technology where he held the position of vice president of Purchasing.

Hudson joined Storage Technology in 1971 and spent 13 years in positions of increasing responsibility. Prior experience includes 5 years with IBM. Hudson brings to this assignment a strong background in materials, purchasing, inventory control and overall operations.

★ **Chuck Recker** has been appointed vice president, Human Resources, responsible for all Memorex Human Resources activities. Chuck was previously acting in this position and group H.R. director for U.S. Equipment Sales and Service. Recker joined Memorex in April, 1979 as the H.R. manager for the disk drive division.

Prior to Memorex, Recker served in increasingly responsible positions with Monsanto Corporation, Teledyne Corporation, Baker International, and the Singer Corporation over a period of 11 years.

★ **Brad Haas**, Quality Assurance technician in Winnipeg, and **Homer Coonrad**, Quality engineer in Santa Clara, formed a cooperative effort to provide training to Santa Clara's disk drive receiving inspection staff in building 26. Over a two-week period, all staff members were fully trained, resulting

in quality improvements and savings in inventory, test time and shipping charges.

★ **Lois Bush**, Human Resources representative for Tucson/Mexico operations was recently elected president of the Tucson Personnel Association, a chapter of the American Society for Personnel Administration (ASPA). Bush is also the chairman of a new HR seminar task force to benefit small businesses in Tucson.

★ Fifty Finance and Information Systems employees have recently completed the 14-hour, level-one training in statistical process control and more than 80 employees in the organization are currently enrolled. Conducting the training are members of the SPC administration team:

**Austin Teague, Peter Aye, Greg Michelson, Jeanette Le Gouillon and Terry Edwards.**

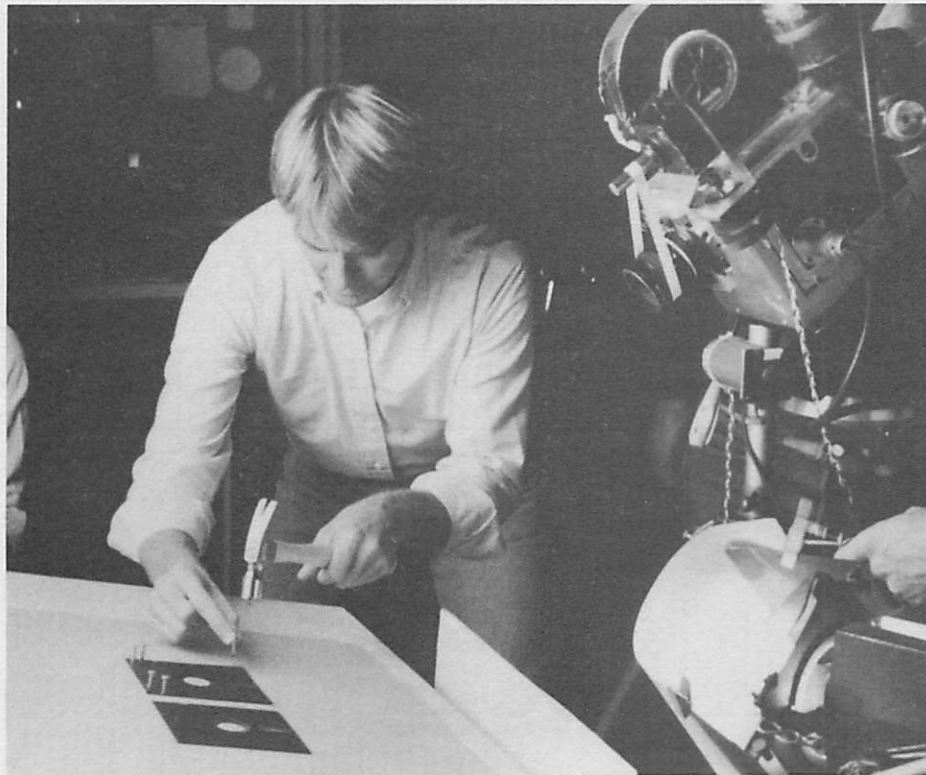
★ **John Guel**, manager of the Flex Disk Center of Excellence (FDCE), received a Burroughs Achievement Award for implementing an important quality assurance program for a Burroughs product line in the Terminal Systems community. Guel also recently celebrated his 15th anniversary with Memorex.

★ "In The News" will be a regular column in THE MEMOREX PRESS, highlighting news about the company and employees. The column will include such items as employee accomplishments, awards, team efforts, improvements and product updates, to name a few. Send ideas or call **Lani Ulbrich, (408) 987-3072** for inclusion in this new column.





## Memorex goes back on national television



*Behind the scenes of Memorex's new television commercial, the production crew of Robert Abel & Associates exaggerate how a "sloppy floppy" is made.*

Memorex will be back on national network television this year with a computer animated flex disk commercial to be aired during such programs as "CBS MORNING NEWS," "GOOD MORNING AMERICA," and "THE TODAY SHOW."

The multi-million dollar marketing campaign uses a new theme line, "**Memorex Has The Edge**," which is graphically portrayed in the commercial.

By highlighting Memorex's own method of sealing flex disk jackets, called Solid Seam Bonding, the commercial shows consumers how disk drive malfunction and loss of data on flex disks is avoided. The jackets of Memorex flex disks are sealed all the way around, preventing warping and sealing disks from dust and debris.

Featuring the voice of Herschel Bernardi, known for his appearances in "FIDDLER ON THE ROOF," the 30-second commercial stresses Memorex's superiority in flex disk manufacturing.

With the flex disk market rapidly growing, Memorex is going back on television to reinforce its strong brand name recognition created through the years of audio and video tape advertising.

Even with about 80 companies competing in the flex disk market, Memorex is already ahead of the game as one of the leading four brands.

"We are in an outstanding leadership position for brand awareness," said **Jay Greenberg**, vice president of Marketing for Media Products. "But because flex disks are a consumer product rather than complex equipment, the Memorex brand name and product position must be reinforced continually to compete successfully."

Along with the television commercial, several new advertisements with the same theme will appear in nationally known publications, such as "PEOPLE" and "NEWSWEEK," as well as many computer related magazines.

## Flex market demands aggressiveness

Industry analysts project the flex disk industry to surpass the \$2 billion mark by 1988, reflecting an annual growth rate of 27 percent.

The market for flex disks jumped from \$74 million in 1978 to \$600 million in 1983 alone. According to Dataquest, Inc., a market research firm, 600 million flex disks were sold last year and Dataquest predicts that at least one billion disks will be sold in 1985.

One of the reasons for this tremendous growth is the rising demand of personal computers. As more and more consumers purchase personal computers, more and more flex disk drives are sold and more flex disks are required. Some market analysts say that the average home computer owner purchases as many as 40 to 50 flex disks per year.

Because of the strong demand for flex disks, nearly 80 competitors are jostling for a piece of the action. Memorex Media Products is a top contender for a large

market share in his crowded field.

"We have an outstanding opportunity to be very successful because of the leading Memorex name," said **Jay Greenberg**, vice president of Marketing for Media Products. "We began our push into the computer retail market in 1983 by stressing the Memorex brand name and 22 years of experience in computer media, including 10 years as a flex disk manufacturer."

In 1985, Memorex Media Products will focus a significant amount of its promotional thrust on this highly visible market to increase its strength as a leading flex disk manufacturer.

According to industry analysts, there is currently a shakeout in the flex disk industry which will reduce the 80-plus competitors to three or four leading manufacturers. Those leaders, Greenberg said, will be companies with strong brand name recognition and positioning, which is where Memorex has a "competitive edge."

## Scenes from flex TV spot

See page 6

## New theme edges out competition

The new theme, "**Memorex Has the Edge**" was developed by Doyle Dane Bernbach, Memorex's advertising agency, for use in national television, magazine and newspaper advertisements as well as merchandising materials. All product packaging, sales literature and promotional materials will carry the "Edge" symbol.

"The new theme actually has multiple meanings," said **Dave King**, Media Products advertising and public relations manager. "It refers literally to the superior edge of our flex disks and computer tape, and also to the 'competitive edge' that the Memorex name represents. The edge of our flex disks are superior to competitors' due to the Solid Seam Bonding process of sealing flex disk jackets. Computer tape edge superiority is a

result of our high-tech tape slitting equipment."

"Memorex Has The Edge" was also the theme for the retail sales meeting and trade shown displays during the Winter Consumer Electronics Show in Las Vegas and will be the theme for Media Product's national sales meeting in Los Angeles this month.

## New PC printer ribbons offered

In a move to broaden its full line of computer supplies, Memorex unveiled a line of ribbons for popular personal computer printers.

Introduction of the new product launches Memorex into the multi-million dollar personal computer printer ribbon market—a market that is predicted to grow rapidly through 1988. The announcement also brings the flex disk maker even closer to becoming a full-line computer supplies manufacturer, according to **John Peterson**, Memorex retail national sales and marketing manager.

"We've become a total computer accessory supplier," Peterson said. "We're making it easier and more cost-effective for a retailer to appeal to the one-stop computer shopper."

The ribbons will be available in five "types" that are compatible with personal computer printers now sold by Epson, IBM, Hewlett-Packard, Okidata, Sharp, Apple, Burroughs, DEC, NEC, Toshiba, Texas Instruments and many others.

## Our competition is as bad as its seams.

The other guys just can't get it together. Their seams, that is. All these floppy disk makers seal their edges just here and there. Leaving most of each edge unsealed. And unprotected.

That's not just unseemly.

That's dangerous. Because a sloppy floppy can snag on the drive head of your computer. And lose the data that took you hours—or days—to enter.

There is, however, an un-sloppy alternative.

Memorex' flex disks.

We seal every inch of every edge with Solid Seam Bonding. A special process we developed to help Memorex disks resist puckering, bulging and warping. Resist all the things that can jam your disk drive and lose your data.

Why make a disk this good? Because inside is a storage media so good that we certify it to be 100% error-free.

The choice is yours. You can be safe and secure with Memorex. Or you can come apart at the seams.

For more information on the full line of Memorex quality computer media products, including computer tape, call toll-free: (800) 222-1150. In Alaska and Hawaii call collect: (408) 987-2961.

**MEMOREX**







## Celebrating 20 years with Memorex

**Bob Cortinas**, product specialist for the Flex Disk Division recently celebrated his 20th anniversary with Memorex. When Cortinas joined Memorex in 1965 as a Utility Operator, he was not only responsible for cleaning computer tape reels but also packaged the products and swept the floors. "There were not very many employees in those days," Cortinas said. "We all had to pitch in." Congratulating Cortinas (middle) are **Mike Haze**, OEM liaison manager (right) and **Brendon Staveley**, vice president and general manager of the Flex Disk Division.

## Credit Union news: IRA loan saves on taxes

An IRA (Individual Retirement Account) is an excellent way to save on taxes while building for retirement.

If you are short on cash, borrowing to open your IRA at the Credit Union is simple and this is one loan that pays you back.

The Credit Union IRA Funder Loan offers attractive terms: \$500 to \$4,000 at 16 percent\* with flexible repayment terms of up to 24 months. If you itemize your deductions, the interest paid on the loan may be deductible. Here's an example:

1. Borrow \$2,000 for one year (figured at 16 percent annual percentage rate) and repay in 12 monthly payments of \$181.46.

TOTAL INTEREST PAID \$177.52

2. Deposit \$2,000 in a Credit Union IRA (11.46 percent annualized yield)

TOTAL INTEREST EARNED: \$229.20

3. Deduct your \$2,000 IRA from your gross income on your federal income tax return.

TOTAL SAVED IN TAXES: \$600

(Assumes a 30 percent tax bracket. Interest rate and yield are for example only).

The Credit Union offers a variety of safe ways to invest IRA funds. There are no opening or account maintenance fees and automatic payroll deductions give members the convenience. Call the Credit Union at 7-1122 or stop by in building 17 for more information.

\*Annual rate offering subject to change.

## Tech courses offered on-site

By Judy McClain

Memorex employees may now take electronics courses after hours and receive college credit towards De Anza's SYSTEMS TECHNICIAN certificate.

The courses, taught on-site at Memorex by De Anza College instructors, are designed to give employees with little or no electronics background an opportunity to gain a very detailed, practical approach to electronics. Upper-level courses are offered which experienced engineers and electronic technicians may want to take to brush up on rusty skills.

Two classes will be offered during the first quarter. TECHNICAL CALCULUS (ITEC 52A) is the first in the series and provides students with basic electronics math needed for the remainder of the program. DIGITAL TECHNIQUES (ELEC 64) is an advanced course which involves both lecture and lab.

Both classes start the week of February 25 and run 12 weeks. The fee for ITEC 52A is \$250 and ELEC 64 is \$480. Both fees include tuition, books and lab expenses. The cost will be charged back to the employee's department, so a manager's approval is required for registration.

Registration will be held from 2:30 p.m. to 4:00 p.m., February 21st in the San Tomas cafeteria and February 22 at the Memorex Drive cafeteria. A De Anza representative will be available to answer any questions you may have about the program. For more information contact **Judy McClain** at 7-0779.

## Want ads

**WORD PROCESSOR:** Compucorp Simplifier 650, 128 K, 1 key commands, formatting, works great. Daisy wheel printer needs work. Includes Multiplan, Basic, CP/M, all manuals. Worth \$8000, sell for \$2500. Call Floyd after 6:00 p.m. at 225-9096.

**SIBERIAN HUSKY PUPS:** AKC, \$250 each. Also 10 speed bikes (2) Centurion, like new. \$80 each. Dinette set, butcher block style, round table & four chrome chairs. \$200. Call Mitch after 6:00 p.m. at 336-2574.

**COMMUNICATIONS RECEIVER:** 5 band, Realistic DX-160. 150 KHZ—30 MHZ. Perfect condition, w/speaker. \$95. Call Stan at 371-9694.

## Moving up

**Ron Singleton** has rejoined Memorex as director, large storage systems programs, responsible for planning and program management functions for the 3680 and associated products. **Fred Jakolat** has also rejoined Memorex as director, small disk programs, where he will initially focus on preparing a product strategy to meet future requirements of IBM end user and Burroughs marketplaces. **Olin Nichols** has been appointed Operations manager, Rigid Media and Components Division. Olin was previously Finance manager for RMCD and has been with Memorex since 1979.

## MRX to compete in ski challenge

By Ken Masurat

The Memorex Racing Team will compete in the Corporate Ski Challenge at Alpine Meadows, March 5-9. More than 150 corporate teams from across the country will participate in the challenge for team and individual titles.



**Ken Masurat**, of the Memorex Ski Club, practices for the upcoming Corporate Ski Challenge.

Members of the Memorex team are listed below in finishing order:

### "A" Team

1. **Brad Roberts**
2. **Drew Roberts**
3. **Jeff Unruh**
4. **Ken Masurat**
5. **Susan Lambie**
6. **Debi Ray**

### "B" Team

1. **D. Schoonmaker**
2. **Larry Ray**
3. **Chris Brisko**
4. **Andre Volvant**
5. **Evelyn Smith**
6. **Maureen Fratis**

Sponsored by the Memorex Activities Group, a Ski Club trip is planned for March 9th to Alpine Meadows. All attending will be able to see the finals of the giant slalom competition. For more information contact **Ken Masurat** of the ski club at 7-2052 or the Employee Service and Activities Office at 7-2357. Good luck skiers!

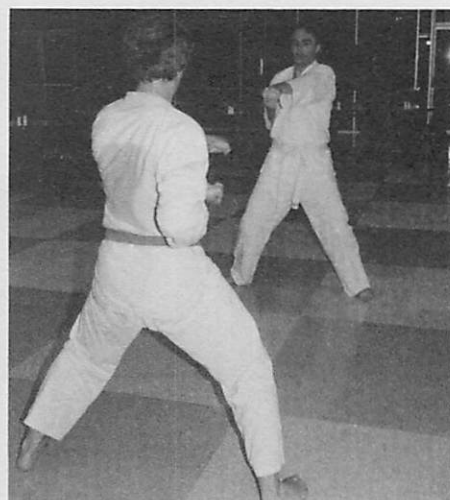
## Anniversaries

### 10 Years

Jeannie Zani	James Peck
Charles Elderton	David Sullivan
M. Castro	Randall Phillips

### 15 Years

Carol Myers	Guendalyn Jackson
Ruth Rease	Paul Alvarez
Maria Haro	Harold Carloon
Ilse O'Ciepk	Tom Zarneke
Eleanore Villarreal	Richard Linnell



**Ted Caulfield**, unit test engineering manager in LDDD (rear), follows instruction from **Phil Kromka** of 3680 data collection during a Karate Club practice.

## Kung Fu kicks out at Memorex

With feet faster than a flying thin-film head, **Phil Kromka** of 3680 data collection is Memorex's resident martial arts expert and instructor of the Karate Club.

Kromka, a third-degree black belt, has been practicing karate for 16 years. He is also an instructor at U.C. Davis.

"Karate has taught me self defense, discipline for controlling my body and has raised my awareness or level of consciousness," Kromka said.

The three-year old Karate Club sponsored by the Memorex Activities Group, meets Mondays and Wednesdays from 5:15 p.m. to 6:45 p.m. in the San Tomas cafeteria. Cost for instruction is \$20 per month and includes lessons in basic karate techniques, repetition exercises and choreographed karate moves called kata. Members also work with partners to develop defense skills.

"We never make contact with each other," Kromka said, "but we do learn what to do if someone ever came after us with a weapon. It's really a matter of getting the timing down."

For more information contact **Phil Kromka** at 7-0659 or the Employee Activities and Services Office at 7-2357.

## Info center helps computer users

Tired of reading the B-20 manual during lunch? Don't worry help is on the way. Just contact the Memorex Information Center for tips on using B-20s, the statistical analysis system (SAS) and other mainframe or personal computing capabilities:

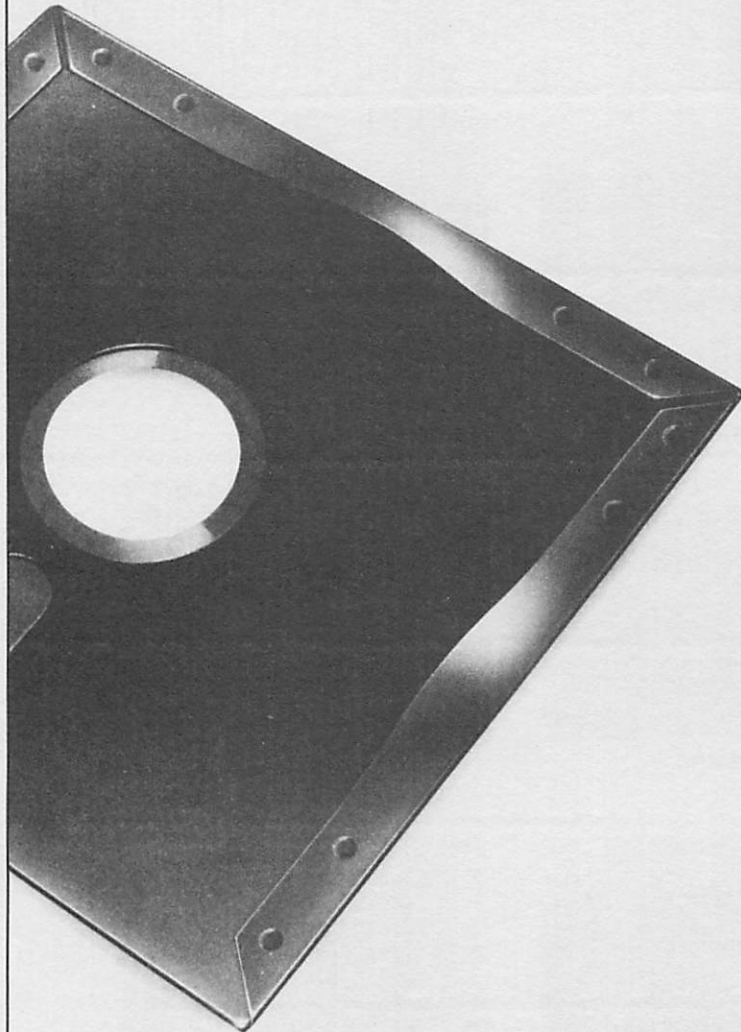
Paul Hendrickson	SAS	7-2627
Maggie Kent	B-20/B-25	7-9606
Blaze Gangwer	Interactive Financial Planning System (IPPS)	7-2854
Eric Sung	Mainframe	7-2643

The Information Center, part of Memorex's Information Systems Division, is located on the third floor of building 12 and holds computing classes regularly. Contact Patrice Joachim at 7-0781 for more information.

## Check out Meminet

VHS and Beta videotapes of Meminet are available to take home. Stop by the technical library in building 14.





# Memorex prevents cavities.

Those unsightly gaps belong to a sloppy floppy. And they're nothing to smile about.

Most floppies, you see, are sealed only here and there. Leaving most of each edge unsealed. And unprotected.

Now, if one of those sloppy floppies snags your computer's drive head, you've got troubles you can't brush off.

Like lost data. Or a damaged drive head.

So save yourself a lot of pain. By insisting on Memorex flex disks.

Memorex prevents cavities by sealing every inch of every edge. With Solid Seam Bonding. A special process we developed to help Memorex disks resist puckering. Bulging. Warping. Resist all the things that can jam your disk drive head and lose your data.

Why make a disk this good? Because inside is a storage media so good that we certify it to be 100% error-free.

Get the edge of safety today. Memorex flex disks.

Use anything less, and you'll be grinding your teeth.

For more information on the full line of Memorex quality computer media products, including computer tape, call toll-free: (800) 222-1150. In Alaska and Hawaii call collect: (408) 987-2961.

**MEMOREX**



*Beginning this month, this advertisement will appear in such nationally known magazines as FORTUNE and NEWSWEEK, and in computer publications, including DATAMATION, COMPUTERWORLD and CONSUMER ELECTRONICS. The first advertisement will cover two full pages in the WALL STREET JOURNAL. All "Memorex Has The Edge" ads will run throughout the year on various schedules in these publications.*

## In depth research leads to sharp campaign

Prior to creating the new Media Product advertising campaign, two major pieces of research were conducted by Memorex's advertising agency, Doyle Dane Bernbach.

In a nationwide survey, Doyle Dane Bernbach determined that consumers are most concerned about data integrity—that information on a flex disk is safe.

"We are addressing this concern by emphasizing Memorex's Solid Seam Bonding process of sealing data on the disk

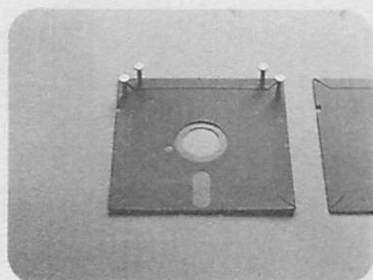
against dust, debris and warping," said **Dave King**, Media Products advertising and public relations manager. "We've been working on this campaign since July, determining what important messages need to be communicated to these consumers."

Research found that personal computer owners, both business and home users, perceive Memorex as a solid, well-established business. The study also found that advertising dollars directly affect

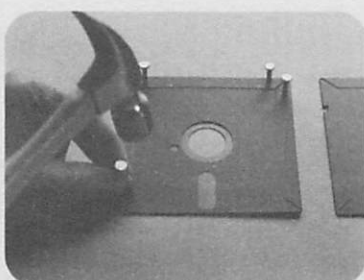
consumer's awareness of flex disks and that advertising dollars are a key to gaining market share.

"In the first quarter alone, we will spend more than \$1 million launching the new advertising campaign into the consumer market," King said. "Our primary objective for 1985 is to create brand awareness over a much larger audience base than was addressed in 1984."

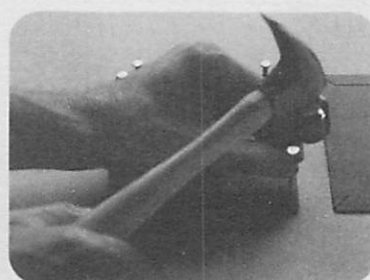
**Product: Memorex flex disk**  
**Title: "A slight exaggeration"**  
**: 30 spot for television**



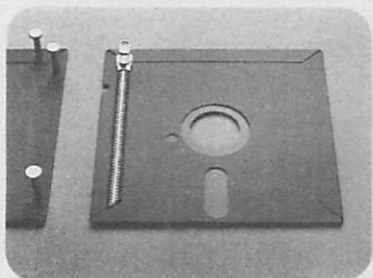
Memorex brings you a slight exaggeration.



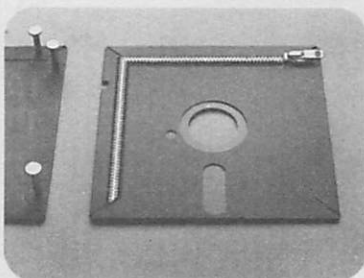
Most floppy disk edges are sealed just here...



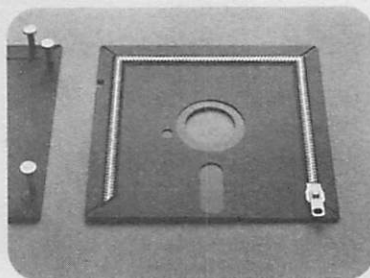
...and there. But not Memorex.



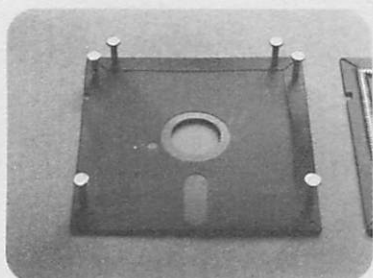
We seal every inch of every edge with Solid...



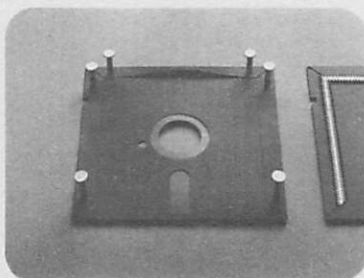
...Seam...



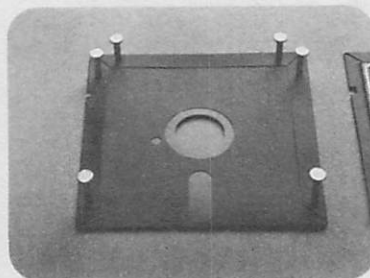
...Bonding.



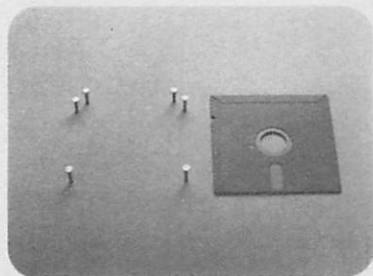
So a Memorex edge fights bulges,



puckers,



warps. Because if all that jams your disk drive,



you can lose all your data. And that's no exaggeration.



Memorex...



has the edge.

Beginning this month, the Memorex flex disk television commercial will hit the top 15 key metropolitan areas during nationally-known morning and evening news shows.

In the television commercial, the "Sloppy Floppy" edges of Memorex competitors' disks are only partially sealed with nails, leaving gaps between the nails. Through computer animation, the unsealed disk edges flap and buckle in the 30-second spot. Memorex disk edges, however, are portrayed as literally zipped up tight to protect disk data.

The ad was produced using the computer-animated special effects magic of Robert Abel & Associates (also seen in Levi Strauss, Chrysler, 7-UP, and Honda ads) and the voice of popular actor Herschel Bernardi.



# Phase review process ensures product quality

To ensure that Memorex is manufacturing quality products and that customer expectations are consistently met, Memorex has implemented a **Phase Review Process** that covers the life of a product.

"The Phase Review process ensures that all our work is done before the customer gets the product," said **Dan Weber**, director of planning for Storage Equipment. "It's a tool that points out areas of a program that need more attention and creates consistent reporting methods."

The review, which originated at Burroughs, was put into effect at the end of 1983. It is a strict, step-by-step process that encompasses six phases, beginning with the concept of a product (**see chart below**).

"We determine the product's potential viability and priority for developing it during **phase 0**," Weber said. "Many products never make it past this phase. Product strategy, company resources and profitability are all taken into account."

According to Weber, **phase 1 — feasibility**, is the most involved step. All potential issues are addressed during this phase such as the marketing implications and the impact on organizational structure and staff. Cost estimates for engineering, manufacturing and product distribution also are obtained.

"The more work that's done during this phase, the better off the program is," Weber said.

"We set milestones for a customer test

site, first customer shipment and ramp up production schedules during **phase 2**," Weber said. "During this phase, the program is completely funded and engineering prototypes are developed."

Design testing is completed inhouse during **phase 3**. The review team also establishes a customer test site. The product begins to be manufactured and is publicly announced.

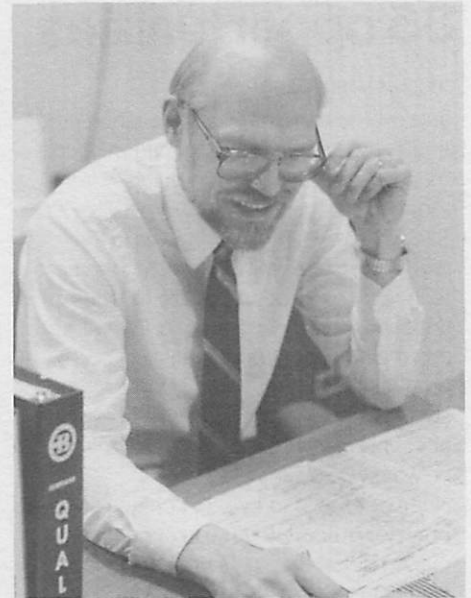
"We test the products in **phase 4** as they come off the production line to make sure the manufactured product is as good as the prototype," Weber said. "This is called product validation testing. We also make first customer shipment and the sales force starts to familiarize customers with the new product."

Full volume production is underway in **phase 5**. This phase also becomes a yearly review of the products' status.

In **phase 6** the review team determines how the product will be terminated and/or replaced, as new technology arises and customer demand for the product decreases.

"The phase review process is a discipline that involves everyone who works on the product, directly or indirectly," Weber said. "It's a process of refining steps, getting better results and not letting problem areas go unnoticed and unattended."

Results from using the phase review should begin to surface this year. THE MEMOREX PRESS will report on these results in future issues.



**Leo Tandecki**, corporate quality manager, looks over materials for the upcoming SPC training program for Memorex and Burroughs vendors.

## Memorex teaches SPC to suppliers

It seems everyone at Memorex is learning how to increase the quality of his/her work. Memorex is even helping its suppliers learn how to produce consistent high quality parts and materials through a new statistical process control (SPC) vendor training program.

The program began when suppliers were invited to an SPC training session originally held for Memorex purchasing employees. Because these suppliers were so enthusiastic about receiving SPC training, Memorex is expanding the program this year. Through a joint effort with Burroughs, the new program will train both companies suppliers in basic SPC techniques.

"We're setting up a joint SPC program that will train Burroughs and Memorex vendors in Pennsylvania, California, Michigan, Florida and Scotland this year," said **Leo Tandecki**, corporate quality manager. "Eventually, purchasing employees will be able to buy parts from those suppliers who use SPC techniques."

"If the parts coming in are made through a controlled process and are consistent in quality, then we can reduce the amount of inventory needed on hand and the receiving inspection time, thereby saving the company money," said **Cless Hinkley**, corporate purchasing manager.

And that adds up to increasing customer satisfaction because equipment performance improves.

## Phase Review

Phase	Name	Decisions
0	Initiation	Initial Funding
1	Feasibility	Full Development
2	Development	Confirm Program
3	Release	Announcement
4	Quality	Produce
5	Production	Balance Supply & Demand
6	Phaseout	Final Support

## '85 opportunities

Continued from page 1

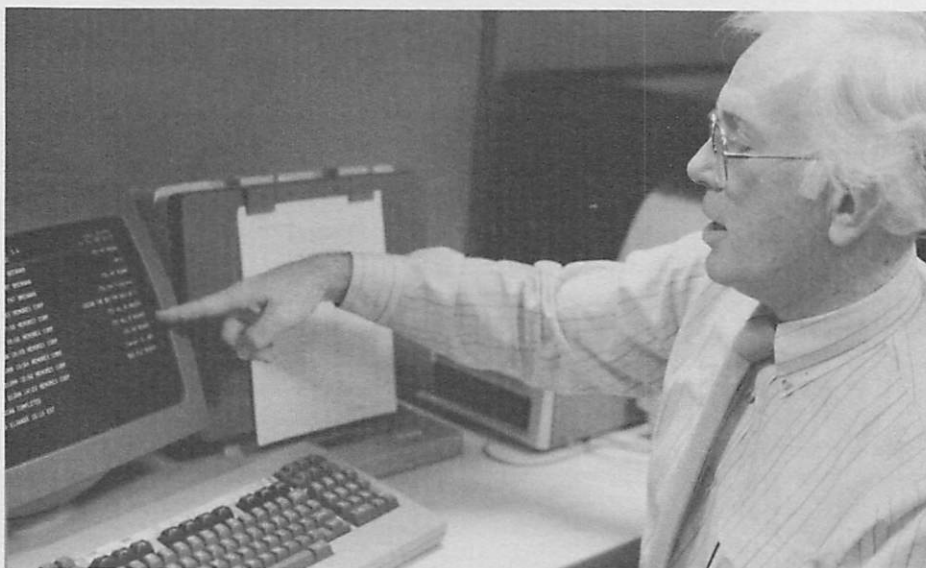
- improvement in expense-to-revenue ratio and aggressive selling and marketing to maximize the opportunity available from reduced competition.
- Second, we still have work to do in the **3680 program**. We are bringing the best technical resources available to focus on improving 3680 performance. We will set and meet conservative, realistic production volumes... really push for and support increased sales in smaller accounts... and be sure we make money on what we sell.
- Number three priority is to achieve a **broader business base** in our chosen market by balancing the increase we expect in large disk business with:
  - Expansion of the Galaxy program.
  - Increased tape and solid state memory sales.
  - More growth in the communications business.
- My fourth priority is to improve our **decision process**. We have already taken initial steps with a new organization and new top management talent. I also intend to fully implement the **phase review** process to assure that, when we introduce and start to sell a new product, we are confident that it will perform at least as well as competitive products. We think we can build products that outperform our competition."

## Press Box

Editor, Lani Ulbrich  
 Graphics, April Bishop  
 Typesetting, Publications Services  
 Contributors: Patrice Joachim  
 Ken Masurat  
 Judy McClain  
 Carole Postnieks  
 Kerry Swanson

The MEMOREX PRESS is published by Corporate Communications for Memorex employees only. External release or reproduction for any purpose is prohibited without prior approval. Send letters, comments and requests to: The MEMOREX PRESS, mail stop 12-39, San Tomas at Central Expressway, Santa Clara, CA 95052.

Memorex is a Burroughs company.



**Patrick Brennan**, advisory systems engineer, demonstrates how easy it is to send a message to an S.E.'s mailbox on the east coast within 30 seconds. "And only that S.E. can look in the mailbox," Brennan said. "He has to have the correct user codes and passwords to read the message."

## S.E.s improve customer service via electronic mail

Memorex systems engineers will be able to improve the performance of equipment at customer sites in less time, while saving the company money with a new electronic mail system.

Called **S.E. LINK**, the system allows the 51 systems engineers in 33 domestic locations to send and receive messages within 30 seconds through a terminal.

"Systems engineers in the field can ask product specialists in Santa Clara about a product, its features and ways to improve its performance directly through S.E. LINK," said

**Patrick Brennan**, Memorex advisory systems engineer. "It eliminates the time delay and/or cost of regular and overnight mail, telex and long distance phone calls."

The new electronic mail system also will be used to dial into a database. Systems engineers will be able to request information electronically on Memorex products, technical reference data, news and activities and S.E. education materials.

It also allows the S.E.s to transfer files to a home computer to work on after hours.

## Reps reveal secrets to success

Continued from page 1

### LARUA IKEL, DALLAS

"Because of the volume of this account, I had to do a multiple level sell. I was involved with several people in the organization and worked all levels simultaneously. I call it, 'account control' — where I'm in control from start to finish. I monitor this three-year-old account through weekly meetings with the customer. I learn what they're thinking, objections to overcome and meet anyone new in the company. I also offered them an on-site customer engineer who would make this

customer his/her number one priority and visit first thing in the morning."

### TOM CORDER, SAN FRANCISCO



"I think success is due to persistence and having a well thought out plan for the customer. I try to get the negatives out of the way first. If you can eliminate any hesitations

then you've opened the door and put Memorex in a position to win.