

# THE MEMOREX PRESS

A newspaper for Memorex employees

Volume II Number 15 July 1985

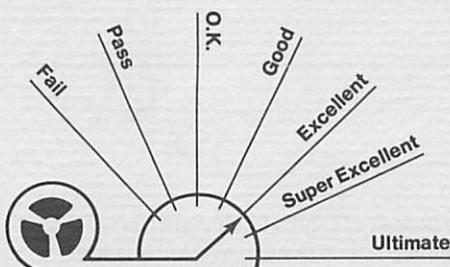
## HDA tests to measure quality level

As technology in the plug-compatible market grows increasingly complex, it takes more than a pass/fail grade to determine the quality of products. It is necessary to know whether components merely passed or passed with flying colors.

In the head disk assembly area of Memorex, a method of analyzing disk subsystems has helped to determine the degree of data integrity and reliability of components.

"The method we use actually measures the level of disk subsystem reliability or how well the component passed the test," said **Ruben Yomtoubian**, staff engineer in LDDA. "We have designed the testers to measure and quantify such factors as component tolerances, thin-film head parameters and imperfections in disk coating."

The specialized tests measure how reliable components are at the system, microcode, circuit and media/head levels. As each component is tested, performance data is collected and reviewed by Test Engineering.



### Quality measurement tool

By using this testing method, Test Engineering has been able to improve the quality of disk systems by tightening component tolerances. The lower the tolerance, the better the component.



Employees in the new 160,570 square-foot Communications Group facility in Milpitas, California assemble 2178 display stations and 2080 terminals (foreground) using a state-of-the-art conveyor system.

## 2080 shipped in record time

As the 2080 display terminal was shipped to its first customer in May, a 23-member team in the Communications Group set a new record for the shortest time between a new product's design and shipment in the group's history. It was only 10 months ago that Development Engineering designed the 2080 and three months ago when it was announced to the public.

Product manager **Lee Gomez** said the new record was a result of teamwork. "It takes a close working relationship to keep a product on schedule," Gomez said. "Everyone from engineering to manufacturing to marketing worked together to make sure commitments were kept."

The 2080 terminal received rave reviews from the beta test site customer. "The customer said it physically tried to break the machine, but couldn't," Gomez said. "It was the finest product it had ever seen."

The units were prepared for shipment by the new automated shipping and packaging system in the Communications Group. The

system reduces packaging time from three minutes per unit to less than one. Another cost savings is the reduction of space required on each pallet because of smaller packaging.

"We can fit 50 percent more units on each pallet, which reduces the amount of space we need in the truck," said **Ross Foulk**, shipping manager.

The first units went to Rockwell International for use at its Satellite Systems Division in Seal Beach, California. Rockwell will initially use the devices in security applications. A number of units also went to Rockwell's Information Systems Center in Seal Beach.

**Paper reduction contest saves MRX \$78,000**

See page 2

## Paper reduction contest saves MRX \$78,000

Do you ever have days when you're not quite sure if there's an actual in-basket under all those reports and memos? Employees in U.S. Sales in Santa Clara were tired of those days, so they implemented a paper reduction contest.

According to **Greg Grodhaus**, director of Sales, paper flow was reduced significantly by eliminating unnecessary reports and cutting down distribution lists to only essential mailings. Other reports were consolidated and no extra copies were made.

"If it wasn't required, it was eliminated," Grodhaus said. "Some people never knew they had stopped receiving a report because they never read it in the first place."

At the end of the contest, U.S. Sales had reduced the volume of paper by 1.3 million sheets or 56.1 percent annually. Order Entry and Contract Administration tied for the largest reduction. They reduced paper flow by 82 percent or 700,000 pieces of paper per year.

The results of the contest include a cost savings to the company of about \$78,000 over the next year. Productivity also is substantially increased by reducing labor required to generate and maintain the reports and the amount of materials people need to read.

Of the 14 departments that participated in the contest, the top seven finishers were all in Customer Service led by **Tom O'Keefe**, manager Equipment Customer Service. Managers of the bottom seven finishing departments will host a barbecue for the entire Customer Service organization.

## MPG combines flex operations

In a move to strengthen its position in the extremely price competitive flex disk market, the Media Products Group (MPG) is consolidating its flex disk manufacturing operations.

MPG, which manufactures and markets computer media and accessories, will move its 3½-inch microdisk manufacturing to its computer tape plant on Memorex Drive in Santa Clara. Manufacturing of 5¼-inch flex disks will be moved to other worldwide facilities.

"The consolidation is a cost cutting move to remain price competitive," said **Bob**

**Continued on page 4**



**Bob Berry**, vice president of Customer Operations (left), presented John Humnicky with an award for outstanding C.E. of the Western Area at this year's Quota Club.

## MRX C.E.'s wear many hats

What would you get if you crossed a brain surgeon, a senator, and an interpreter? You'd either get someone who translates foreign laws on frontal lobotomies or a Memorex Customer Engineer (C.E.).

"As a C.E., you not only have to be competent at solving machine problems, but you also have to communicate well enough with the customer to figure out exactly what problem it's having before you can fix it," said **John Humnicky**, Santa Clara branch field manager who was a C.E. with Memorex for five years and named Outstanding C.E. for the Western area in 1984. "You have to be a technician, a politician and a mediator in one."

C.E.s start their day by calling the National Dispatch Center in Santa Clara to find out if their customers made any calls for service. If a call has been placed, the C.E. tries to find out as many details as possible from the customer so that the problem can be solved

quickly.

"Most customers want straight-forward answers about successes and failures," Humnicky said. "They also want C.E.s to care about any difficulties they're having with the equipment. If a customer is having a problem with a device, the C.E. should know how it's affecting the customer's business."

When there are no service calls, C.E.s monitor equipment performance at customer sites and frequently check with customers about their concerns.

"One of the best ways to build a good relationship with a customer is by doing pro-active maintenance," Humnicky said. "If I know of other sites that have had a particular problem, I will pull my customer's machine before the problem actually occurs. Customers would much rather have you take a device away than wait for the problem to cause damage."

## In the news

- In an effort to continue the consolidation of operations, **Phil Jackson**, director of business planning for Burroughs Storage Products, will report directly to Memorex planning and program development in the Product Operations Group.
- **Lee Wellman** has joined Memorex as general manager, Tucson/Mexico Operations. Wellman brings 23 years of experience in the computer industry to this position. Most recently he was general

manager of Digital Equipment Corporation's printed circuit board and thin-film media facility in Tempe, Arizona.

- A marketing representative for a software company recently sent a software package to a customer on a Memorex flex disk. When it arrived at the customer site, it had been folded in half. The customer bent it back to straighten it, inserted it in the disk drive and IT WORKED!

**Continued on page 3**

## Anniversaries

### June/July

#### Ten Year

|                  |                  |
|------------------|------------------|
| Leopol Raymundo  | George Allen     |
| Donna Appelt     | Dennis Webster   |
| Bert Kelly       | Rickie Wyatt     |
| Rebecca Billings | Andrew Zawerczuk |
| Phillip Yaney    | James Russo      |
| Lawrence Schmidt | Gordon Paquette  |
| Michael Naber    | Robert Sundberg  |

#### Fifteen Year

|                      |                  |
|----------------------|------------------|
| Ernie Tydell         | Betty Johnson    |
| Mike Barcelona       | Betty Wood       |
| Virginia Jantzer     | John Connolly    |
| Ruth Branch          | Mary Gonzales    |
| Tamara Mirska        | Gary Chang       |
| Howell Lowe          | Sue Rosso        |
| Rosemarie Bruggemann | Clotee Willis    |
| Juanita Bond         | Espera Ferra     |
| Dermot Doyle         | Gary Bray        |
| Betty Thompson       | Leslie Schaub    |
| Janie Horne          | Henry Baylor Jr. |
| Virginia Dominquez   | Karen Nunez      |
| Nancy Zumini         | Peter Wong       |
| Beverly Clawson      | William Dumler   |
| Bruce Campbell       | Robert Wentworth |
| Mary Meidinger       | Jonnie Pugh      |
| Nancy Donnelly       | Kenneth Wieland  |
| Gail Francis         | John Schneck     |
| Martha Wade          | Ralph Hoffman    |
| Isabel Espiritu      | Joe Mendez       |
| Elena Artil          | John Ubando      |
| Robert Mason         | Louis Perkins    |



**Nancy Prosser** of Flex Disk Media  
Production will soon be traveling throughout the United States and Canada with her husband in their new motorhome. Prosser recently retired from Memorex after 18 years of service. Congratulations Nancy and good luck.

## On the move

**Tara Bauer** has been appointed Manager, Financial Planning and Analysis. Tara joins Memorex after 11 years with Burroughs. Her most recent assignment was District Controller for the Chicago Financial District. **Mark Frey** has been appointed to the newly created position of Asset Manager, Domestic Operations. Mark's previous experience includes senior financial management positions with Calma and Communications Satellite Corporation. **Robert R. Varo Jr.** has been appointed National Manager Distribution Program, responsible for all sales through the Memorex Authorized Marketer distribution channel. **Shiva "Sid" Singh** has been appointed Technical Projects Statistician, assisting the Product Assurance & Support staff. **Mahesh Desai**, formerly LDDD Product Assurance & Support manager has been appointed Manager of Purchased Products for Corporate PA&S. **Shaleen Cole** was recently appointed Manager, Guest Relations. She has been with Memorex for seven and a half years.

## Credit Union News:

### Loan rates are decreased

Memorex employees can take out a Home Equity loan for up to \$50,000 with 13.75 annual percentage rate (APR). There are no points or prepayment penalties added on. Payments on loans obtained from outside institutions would often run higher.

Home Equity loans are secured by second mortgages and could be used, for example, for home improvements or vacations. These loans are currently available for owner-occupied homes in counties surrounding the Bay Area.

If employees are not sure if or when they might need a loan, the Credit Union offers Open-ended Signature loans with 17.9 percent APR, down from 18.5 percent. By having a credit application on file with the Credit Union, employees would avoid waiting for loan paperwork to be redone. Used for a variety of purposes, an

open-ended loan is a revolving account that can be added on to each time a loan advance is needed. Employees can obtain loans for a minimum of \$500 up to a maximum of \$5,000.

The Credit Union also has improved its new car loans. The rate on 48-month loans has decreased to 12.9 percent. New car loans for 60 months are 13.9 percent APR with a minimum \$12,000 loan, down from \$15,000 previously.

Financing on new cars has been increased from 90 to 100 percent of purchase price including tax and license. Financing on used cars has increased to 100 percent of low blue book, excluding tax and license.

\*Annual rate offerings are subject to change. For more information contact the Credit Union at 7-1122.

## Summer camps offered for kids

Summer is finally here and while that means warm and wonderful weather, it also poses a concern for many parents: "What will your children be doing during the day while you are working?" Local United Way agencies offer many delightful solutions to this problem. Day and residence camps are offered, providing athletic, recreational, and cultural activities.

The United Way agencies listed below offer camping programs for children of all ages and backgrounds.

Their phone numbers are also listed below.

|  |               |
|--|---------------|
| Boys City Boys' Club, San Jose         | (408)293-8217 |
| Camp Fire, Santa Clara                 | (408)249-9910 |
| Community Kids to Camp, Inc., San Jose | (408)971-6000 |
| Boy Scouts of America, Santa Clara     | (408)249-6060 |
| YMCA, Central Branch                   | (408)298-1717 |

For more information on these or other United Way agencies that provide recreational activities for children call (408)248-INFO or (415)325-INFO, United Way of Santa Clara County's information and referral phone lines.

# Computer users—be good to your eyes

The computer age has brought us a long way in increasing our productivity and efficiency. Unfortunately there have also been a few drawbacks, such as eye strain. If you use a video display terminal on a daily basis listen up, because there is much you can do to lessen the stress and strain that sometimes accompanies long periods of use.

The eyes seem most sensitive to the use of a computer. There are several things you can do to help your eyes adjust to the computer screen. To reduce glare you can do the following:

1. Change the position of the screen.
2. Put drapes or blinds over windows so the sun does not shine through them directly.
3. Reduce or redirect room lighting.
4. Use anti-glare filter screens.



5. Make sure walls behind equipment are a neutral or solid color.

Other suggestions on how to reduce the wear and tear on your eyes are:

1. Look away from your work periodically.
2. Focus on distant objects for a moment or two.
3. Alternate periods of computer work with other duties from time to time.
4. Also, remember to blink. It may sound funny but apparently people concentrating on close work tend to slow their blink rate and this reduces eye lubrication and can be uncomfortable, especially for contact lens wearers.

Last, but not least, it's always a good idea to get your vision checked. Studies of office workers reveal that as many as 30 percent have uncorrected or improperly corrected visual problems. Uncorrected vision problems can lead to headaches or to tired, itching, burning eyes.

## Employee services & activities



### Volleyball team action

The Volleyball League competition has begun. Memorex has two teams which play at Prospect High School every Tuesday and Thursday evening from 7-10 p.m. If anyone is interested in playing on the volleyball team, the next season starts in August. For more information call Dave Ramos, ext. 7-1180.

### Karate lessons

Okinawan Karate-do. Say what? Karate classes will be offered Monday and Wednesday evening from 5:15 - 6:45 in the San Tomas Cafeteria. The cost to the employee is \$20.00 per month. The instructor is Phil Kromka, a Memorex employee who has over 14 years of Karate training.

### 49er tickets

Would you like to see Joe Montana or Dwight Clark live? Now, you can. Memorex will soon offer discount tickets to the 49ers games. Call now for further info, Ext. 7-2357. Tickets are limited—first come, first served.

### Stanford football

Stanford Football tickets are now available at a discount. You save approximately \$5.00 on each ticket. Deadline for tickets is one week before scheduled games. Season tickets also are available before August 30.

### New store items

Free audio cassettes, HBII 90 with the purchase of batteries. Save up to \$1.50 per bag on Memorex 90-minute audio cassettes.

### Golf club results

The golfers are at it again. The Memorex golf club, alias Divoteers, recently played at Laguna Seca. The results are the following: first flight—Jim Johnson took first for net and Greg Jordan took first for gross. In the second flight, Dan Dunn (Ed Dunn's son) took first for net and Jim Moore was first for gross. In the third flight, Don McClendon and Mike Yam were the respective winners and Geoff Seabrook and Wayne Smith were winners in the fourth flight. The Divoteers' next round will be played on July 28, Sunday at Half Moon Bay.

### Need computing help?

The B-20 user's group meets on the third Tuesday every month to exchange computing ideas. For more information call Julie Shear, X-2357

### Help lighten mailroom load

When you consider that the mailroom handles over 220,000 pieces of mail per month, you might want to help them out by dropping your personal mail in the outside U.S. mailbox. The mailbox is located right behind the San Tomas cafeteria, in the courtyard. All employees are requested to use this mailbox for personal mail. The mailroom should only be handling internal and external business related mail. Thanks for your help.

### Timecard boxes now provided

Important Note: The payroll courier function has been eliminated. Timecards must be put in timecard boxes before 7:30 a.m. Saturday. Timecard boxes are provided in bldgs. 10, 14, 23, RMCD, and Tape Plant. The timecard box for bldg. 12 is on the first floor. For employees working in Milpitas timecards must be received in Payroll by 5:00 p.m. Friday. Timecards not turned in by these deadlines must be hand carried to Payroll no later than 10:00 a.m. on Monday.

# Employees can help MRX cut energy costs

The Memorex Energy Program has resulted in a ten percent reduction of energy usage since 1982. This represents a cost avoidance of \$2 million.

In 1984, Memorex spent \$8.6 million on energy consumption. Due to rising costs, that figure is expected to reach \$10 million in 1985. Yet all employees can help reduce that expense.

Employees should turn off equipment when it is not being used. Personal computers, word processors, typewriters, and coffee machines, for example, all add to energy expenses.

As President Philip Dauber stated in the June MEMINET, for every \$100 that is spent on overhead items, such as energy usage, Memorex must sell \$700 worth of equipment to break even. To make five percent pretax profit, the company must sell \$1000 of equipment.

The Corporate Energy Department is currently installing electronic energy management systems in many facilities. These systems reduce energy costs by tightening controls on lighting, air conditioning and heating.

If you're involved in a new project that involves facility changes or equipment processes let the Energy department know. They may be able to install energy controls from the start.



A model of a United States Army missile appears to be unfolding from the Memorex Galaxy van while parked at a nearby restaurant in Harrisburg, Pennsylvania. Left to right are Memorex driver **Clair Tripplett**, Harrisburg CE **Tim Shingara**, driver **Phil Thompson**, and Harrisburg CE **John Nally**.

## Galaxy van knocks out competition

By Al Sontag

Is the Memorex Galaxy road show van really a secret missile launching vehicle for the government? Or has Memorex equipped its rolling computer room with a new feature to 'knock out' the competition?

"We think of it as a deterrent rather than an offensive weapon," said Memorex driver, **Phil Thompson**. "It really speeds up our travel from one city to another. Toll plaza and weight station officials don't ask too many questions and wave us through quickly."

Another driver, **Clare Tripplett**, explained his difficulty experimenting with some of the new switches and buttons on the control panel. "Once, when we were flying down the interstate, I thought I would test the smokescreen. It was kind of funny since I raised every garage door in Topeka. We were in Denver at the time."

Nevertheless, Memorex has established a well-equipped fighting force to knock out the competition in 1985, with or without the aid of an MX missile.

## In the news

Continued from page 2

- Due to the success of the Galaxy road show, Memorex will not be participating in this summer's National Computer Conference (NCC), with the exception of Media Products Group. Memorex sales representatives have been able to contact more data processing decision makers by taking the van to customer sites than by trying to contact them on the crowded floor of NCC.

- Teamwork helped the Portland and Washington sales offices heat up cold calls recently, which resulted in gaining two brand new accounts. **Bill Johnson, George Leonig, Ron Wirtz, and Joe Phillips** combined their efforts to sell 3680s, 4303 printers, 3280 tape drives and communications equipment to a major heavy industrial company. In Seattle, **George Leonig** and **Terry Dehrkoop**

teamed up at a direct mail advertising agency to install 3280 tape drives.

- A major chemical company in Santa Clara decided to purchase a Memorex 3280 tape drive even though its data processing center previously only had IBM gear. The customer was so impressed with sales representative

**Earl Mock** that it is now considering purchasing additional Memorex products.

- At the annual Southern Baptist Conference in Texas, Memorex controllers and display terminals were used to register more than 40,000 people attending the June event.

- Burroughs recently announced an advanced manufacturing control system (BAMCS), a comprehensive planning, scheduling, and accounting software system for medium- and large-sized manufacturing companies.

## Press Box

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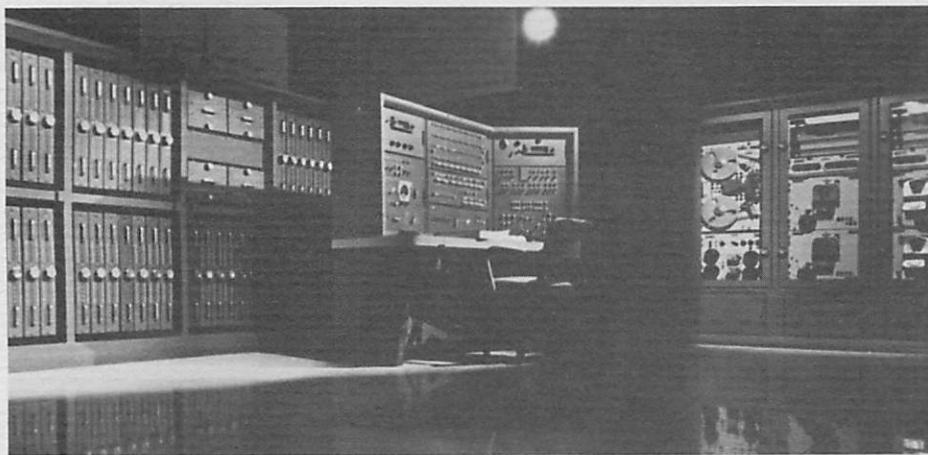
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Memorex, a Burroughs company.



### Little known facts about Burroughs

Every year more than five and a half million people tour the Smithsonian Institute's National Museum of American History in Washington D.C. This summer, more than 700,000 people will tour the museum each month and will be able to see a display featuring the Burroughs MOD 1 Guidance Computer.

Located in the center of the computer history section, the MOD 1 was built for the United States Air Force. It provided pinpoint guidance for the first flights of Atlas missile and space vehicles, including the Explorer, Pioneer, Courier, and Transit satellites. When the MOD 1 was retired in 1961, the system had amassed a perfect mission record. No launch had ever been delayed or caused to fail as a result of the guidance computer.

### Anniversaries around the world

| Australia  | Canada   | Japan  |
|--|--|--|
| <b>10 Years</b><br>Richard Borghona  | <b>10 Years</b><br>Leon Vose   | <b>15 Years</b><br>Toshiaki Maruyama<br>Masaaki Komaki<br>Yasuo Nogami<br>Seishoh Hosoe<br>Hiroshi Hirane<br>Ryohichi Watanabe |
| <b>Leige, Belgium</b>  | <b>Italy</b>   | <b>Germany</b>   |
| <b>10 Years</b><br>Jean Pierre Sondervorst   | <b>10 Years</b><br>Antonio Guadagno<br>Roberto Totaro<br>Elisabetta Fazioli<br>Anna Malloni<br>Roberto Testa | <b>15 Years</b><br>Johann Weber  |
| <b>15 Years</b><br>David Del Rio<br>Louis Cuffolo<br>Guy Willems<br>Jocelyne Use<br>Roger Dawans | <b>15 Years</b><br>Edgardo Ondei<br>Antonio Baschiera<br>Eros Barion   |  |

### MPG consolidates flex operations

#### Continued from page 2

**Nelson**, marketing communications manager for the group. "Although we are a leader in computer tape, there are some 80 companies we have to compete with who are trying to get a piece of the flex disk market. We needed to keep our costs in line to ensure a competitive position."

Nelson said MPG's flex disk business remains healthy and there will be no drop in the amount of disks now being produced, even through manufacturing operations will be combined.

MPG also will be taking a much more aggressive stance in advertising and marketing, Nelson added. Earlier this year, the group introduced a comprehensive "Memorex Has The Edge," marketing campaign with new print and television ads, colorful packaging and sales aides.

MPG also is staying competitive by expanding its product offerings to personal computer users. It recently introduced Memorex-branded computer printer paper and printer ribbons to position itself as a complete computer supplies manufacturer.

### Purchasing begins cost cutting program

Have you joined the D.I.S.C. Drive? If you're in Large Disk Drive Purchasing, chances are you have.

The D.I.S.C. drive, which stands for Decreasing Incoming Supply Costs, was implemented to reduce the amount spent on parts for storage equipment manufacturing.

"Our goal is to get Purchasing buyers to look at methods of reducing supply costs," said **Dick Ceglia**, cost reduction project manager. "We are looking for their suggestions to cut costs, such as choosing less expensive suppliers, selling excess inventory outside the company or cancelling unnecessary orders."

Since the program began in May, suggestions had already been made by June that could save \$2 million on 3680 head disk assembly parts and another \$3 million on other disk drive components.

"There also was a suggestion that we are implementing to renegotiate our contracts for integrated circuits through Burroughs," Ceglia said. "We can get a better deal for a larger order that could save the company about \$2 million a year."

The D.I.S.C. program will run from June to December, however, the effort to cut costs will continue. The majority of the savings during this period will come from production supplies.

"We are currently reviewing 375 production parts on a weekly basis," Ceglia said, "These parts represent 90 percent of the total amount spent on production supplies. We may be able to cut the cost of these supplies by using the parts more economically."

Another suggestion came from **Walter Halus**, senior sheet metal buyer, who suggested renegotiating a contract with another vendor for the skins or covers of disk drives. Halus found a less expensive supplier and drafted a contract, now in approval, which could possibly save the company \$1 million over the next year.

Ceglia said he also hopes to receive suggestions from employees who actually use the supplies in all areas.

"It would be impossible for us to contact every vendor who can supply paper, pens, or sheet metal," Ceglia said. "We hope to get a lot of feedback from people out on the floor."

**NOTE TO READERS:** If you know of a less expensive vendor for supplies or have another idea for cutting the cost of parts or materials, please contact your Purchasing department. Every bit helps. Thanks.