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T. Gardner Apr 2006

MEMOREX

The  
OEM Story



# "We're committed to best drives possible making you successful."

## **The Memorex OEM Story**

Since 1967, Memorex Corporation has been active in the OEM market by supplying quality disc drives to the rapidly growing OEM marketplace. We feel that it's our job as an OEM supplier to provide you with the best equipment products that you can integrate into your systems.

When you invest in OEM manufacturing, you're probably looking for a few things specifically: quality, reliability, availability, and value. At Memorex, we're dedicated to producing the things you're looking for.



When you purchase OEM equipment, you want the best you can get your hands on. After all, it's your name on the outside. It's your name that the people will remember. The effectiveness of your equipment reflects directly your image—and your sales.

At Memorex Corporation, we're committed to giving you the best drives possible. We're dedicated to making you successful.

## **Our History**

In 1967, Memorex produced its first OEM equipment product. It was the 620/630 series. It was at this time, early in the development of the equipment business at Memorex, that we recognized that OEM customers were essential to our success.

Since 1967, many new OEM products have come to life, and in 1969 our 660 became a leader in the marketplace. The 660 OEM product became the base on which we later built a highly successful 660 end-user business. There were over a thousand 660's built for OEM usage.

# giving you the We're dedicated to ful

Following the 660 OEM involvement, Memorex introduced the 651 flexible disc drive in 1973. The 651 proved to be a high volume and very profitable product, and today, five years later, it continues to be a market leader at a production rate which exceeds 10,000 units per year.

In 1975 we introduced the 677 rigid disc drive. In addition to being the quality leader, this large capacity disc drive has become the volume leader with over 15,000 units shipped.

In 1976, the 601 disc drive was introduced. It is a disc storage drive based on Winchester

technology and intended for a broad range of applications.

Most recently the 550 and 552 flexible disc drives appeared on the scene completing our family of flexible disc drives.

## **Our Legend**

We've invested over 25 million dollars in research in the area of disc drives alone, and we are currently initiating new products so we can support your ever increasing needs.

We offer you:

Product availability to meet your manufacturing requirements.

Superior design based on our research in the disc drive industry.

High reliability by yielding the highest MTBF's in the market.

Reduced infant mortality through our extensive total quality system.

Low total cost of ownership by guaranteeing the quality of the drive.

OEM service support system which includes field services and third party maintenance, customer service, product management assistance, advertising and marketing support, product literature and documentation, and engineering and manufacturing assistance.

# dollars in research in discdrives alone..."

## **Our Commitment**

Our worldwide Service Support System of over 1400 dedicated employees provides assistance to all our customers in six key areas:

**Field Services:** We'll train your service representatives in one of our three training facilities around the world to handle the maintenance and service of our disc storage drives. In our fully equipped Education and Training Centers in California, Belgium, and Japan your service team will learn the technology, applications, and hands-on repair of the drives. Or, we can train your team right in your plant and provide



them with complete service documentation.

As an option, we're also able to support you with Third-Party maintenance contracts if you're not in a position to maintain a service team of your own. In Third-Party Maintenance, we make arrange-

ments to service your customers from our 160 worldwide Service Centers staffed with nearly 1,000 expertly trained service engineers.

**Customer Service:** Our customer service department is a highly evolved system of customer support functions. We maintain a computerized spares inventory which is both fast and accurate. Our order tracking system assures prompt delivery of any drives you requisition, and utilizes the most timely and thorough process of order entry. The Customer Service Department also tracks and supports prompt repair, refurbishing, or exchange of parts requiring attention. Our team of trained

# 25 million the area of

customer service representatives is always available to discuss your particular situation and assist you in any way they can.

**Product Management:** We maintain a team of highly skilled and knowledgeable engineers who are available to support you in your sales effort. These Product Managers would be happy to supply you with details on our disc drives and to help train your sales force. They can give you product specification detail which is vital in getting to know the drives.

**Advertising:** When you buy Memorex® products you get more than quality product—you also have the reputation of one of the industry's leaders behind you. We've developed sales literature on our drives

which is available for you to give to your customers or use when writing your brochures.

In addition, you have the advertising support of an entire Fortune 500 corporation behind you. Our products are advertised internationally in industry publications, trade shows, and catalogues. Our consumer products and Memorex name are advertised nationally. You can effectively pull business through your relationship with us, and we would be happy to support your advertising department in any way we can.

We also have extensive product documentation available. These can be ordered directly from your Memorex sales rep-

resentative who maintains a current price list:

Installation manuals

Bulletins for installation manuals

Technical manuals

Bulletins for technical manuals

Illustrated parts catalogues

Product specifications

Bulletins for product specification.

**Engineering:** Our team of engineers is available to assist you in the interface design process and to provide any technical support you require. Experts in the field, they are available to provide you with information and data to make the integration of our drives into your system smooth and error-free.

# "When you think of think Memorex. We not promises."

**Manufacturing:** In order to bring you the highest quality drives in the industry, Memorex has adapted the "Total Quality System" into our manufacturing and quality assurance functions. This system provides complete assembly documentation, product standards, and test procedures to assure that quality is built into every drive.

We also are leaders in the industry in the production of media and heads, and maintain our own production and quality standards in the manufacture of these components.

In all, you'll find the Memorex OEM Service Support System to be the most comprehensive in the industry. All of these support functions are staffed with dedicated Memorex employees who are committed to making you a success. At Memorex, we pride ourselves on quality excellence, in our products and our ability to serve you.

## **Our Achievements**

We've been so good at supplying our customers' needs for OEM disc drives that you may not have heard about our OEM products. We're not worried because we know that you've heard about our customers. As we see it, our job is to make our customers successful, and we've gotten that job done in every respect.

There are a few facts about Memorex that not everyone

knows—facts that will give you an overall picture of our dedication to the OEM market.

In the past two years, we have produced more Winchester-type disc drives than all our competitors combined.

Memorex has been active in the OEM marketplace since 1967 with its introduction of the 620/630, and has continued to design and produce up-to-date reliable disc drives.

We've invested over \$25 million and 90,000,000 hours in disc drive research.

Memorex is the only company to manufacture its own media and heads for its OEM disc drives.

Memorex is one of the world's leading independent suppliers of disc drives.

# OEM, deliver product,



Memorex also supplies a complete line of computer media OEM products—disc packs, computer tape, and flexible discs.

## **Our Promise To You**

When it says Memorex on the outside, you know that inside you'll have a product that is the standard of excellence for the industry. And you don't get to be #1 in the industry by making promises you can't keep.

When you think of OEM, think of Memorex. We deliver product, not promises.

## **Memorex Corporation— Quality, Value, Service.**

Founded in 1961, Memorex employs nearly 12,000 highly skilled people in more than 100 locations throughout the world. With modern headquarters and major manufacturing facilities in Santa Clara, California, Memorex also has production facilities in Liege, Belgium; Nogales, Mexico;

Eau Claire, Wisconsin; and Irvine, Santa Ana, and Anaheim, California plus a network of regional warehousing and distribution centers.

Memorex is a worldwide supplier of high technology equipment and magnetic recording media used in data storage, retrieval and communications. The growing line of products today includes high quality disc tape and semiconductor data storage systems; telecommunications processors and terminals; computer tape, disc packs and data modules; audio and video tapes; word processing supplies; and field engineering and facilities management services.

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