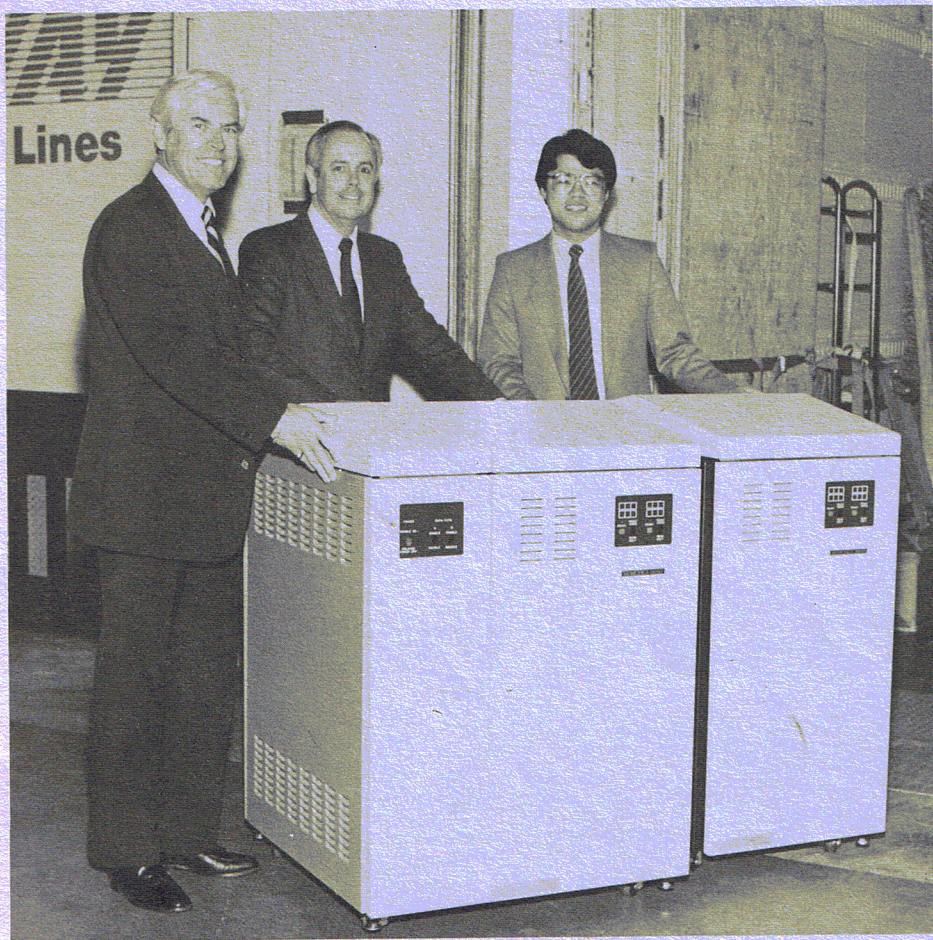


# MEMOREX TIMES

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*The 3695 first customer shipment leaves Santa Clara. Shown from left to right are Robert Quinn, 3695 Sales Support Manager; Al Tinker, Medium Systems Product Manager; and Mike Yam, 3695 Program Manager.*

## 3695 Program Debuts from Coast to Coast

By Al Tinker

The first customer shipments of the 3695 disc subsystem have been an outstanding success! New York City led the way on February 13 with a 4-hour "no problem" install at Touche Ross—one of the "Big 8" accounting firms. The Dallas office followed quickly with units up and running in equally short order, at the City of Arlington. The following

week, strings were put on line at Schlage Lock Company in South San Francisco.

With coast-to-coast coverage, the 3695 program is off to a good start. High reliability coupled with ease of installation should make this new product a winner with customers and C.E.s.

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## Marketing Update: 3864 Status

By Frances Ma

The 3864 program is gaining momentum in the U.S. as well as in International. Worldwide orders for January met expectations, and evaluation units are being shipped at a steady flow. In addition, the 3864 is included in the U.S. Quadrathon program, which offers an additional bonus for 3864 orders if received by headquarters before March 31.

In order to keep 3864 materials current in the field, we have updated the 3864 marketing guide. A booklet entitled "Economic Values of Rapid Response Time", an IBM justification technique, was sent out in the first week of March. This booklet is used specifically for hardware that improves CPU throughput. Their justification technique is to quantify CPU users' productivity and efficiency. This same technique can apply to the 3864, since the purpose of the 3864 is as a paging/swapping device which improves CPU performance, and in turn, users' productivity.

The 3864 provides a solution to the paging issue and paging is overhead. IBM recognized the need to alleviate the paging problem and has increased the 3084 memory size to a maximum of 128mb. This increased memory will cost the user a total of \$9.5 million (announced 2/23/84). As we all know, an increase in main memory is not a long-term solution to paging. The 3864 is!



...back by 33800 technical problems as well as personnel defections. Thomas Kamp, the head of Peripherals Co., was shifted to a new corporate position as vice-president for business joint ventures. Since that time eight top executives have left the Peripherals Co. The 33800 program's technical problems have pushed their volume deliveries to the second quarter 1984. With the first customer ship in early 1983 the 33800 program was set back an entire year. Peripherals Co.'s actual operating profit of \$80 million fell short of the projected \$170 million. The unmet financial objectives has kept a lid on additional R&D funding, which was cited as the primary motivation for Mr. Kamp's departure. (See Electronic News, Monday, January 30, 1984 "CDC Peripherals Co. Hit by Mktg. Setbacks, Defections" for further article details).

- Gartner Group recently published an analysis entitled "XA on the 4381". Their summary is as follows:

"Despite IBM's current marketing stance, small system users will likely find little benefit to running production MVS/XA on a 4381."

The analysis points out that the biggest benefactor of XA on 4381's is most likely IBM. IBM motivations may include locking out CPU competitors (since they do not offer XA), and to encourage the transition from DOS/VSE to XA. XA creates a stronger MIPS demand curve and ultimately the need for more hardware. (See Gartner Group release P-001-191.1 for further article details.)

- Six new IBM CPU's were announced to replace the 3080 series. These are as follows:

Replaces	New Mainframe
3083-E	3083-EX
3083-B	3083-BX
3083-J	3083-JX
3081-G	3081-GX
3081-K	3081-KX
3084-Q	3084-QX

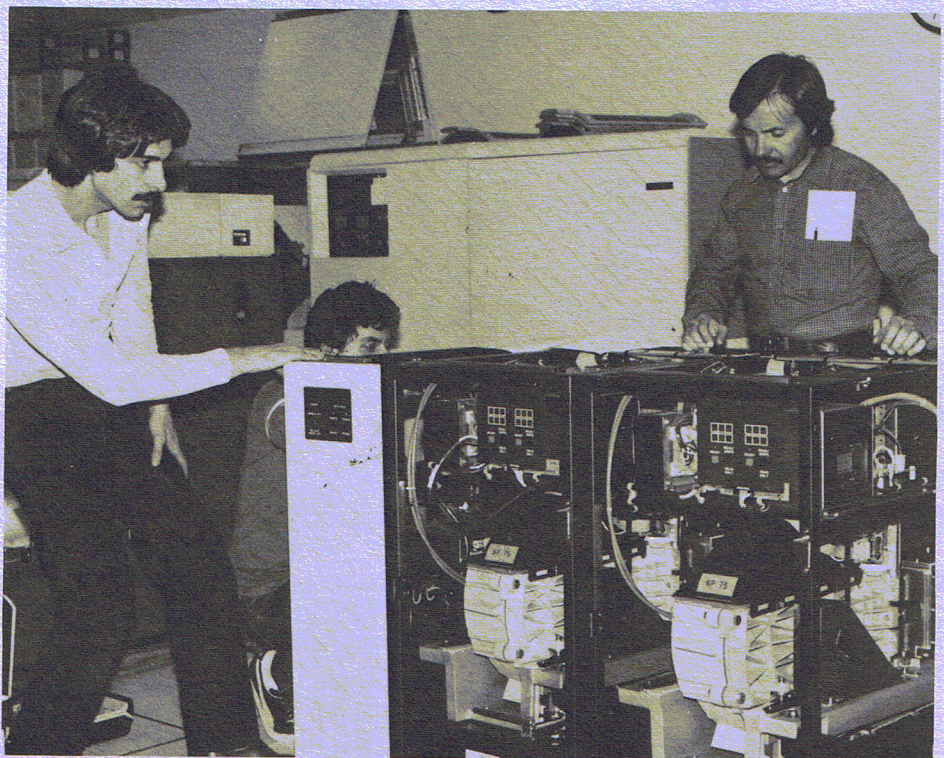
same price as the older systems and the older systems are non-field-upgradable. The "X" series incorporates improved circuit packaging that is said to increase internal performance 5% to 14% over current models (See Computerworld, February 27, 1984 "New CPU's replace IBM 3080 series" for further article details).

- Amdahl announced the 6380 DASD subsystem on March 6, 1984, adding an additional competitor in the 3380 class PCM market. The Amdahl 6380 is the Fujitsu Eagle II drive which was previously announced by Fujitsu in Japan, ICL, and Siemens in Europe. (For full details consult your March 16, 1984 "Marketing Flash").
- NAS recently announced four new features for their 7380 DASD subsystem. (For full details consult the "Competitive Information Update" sent to you in mid-March).

Memorex now has worldwide coverage for the 3695 product line which began in August, 1983 when Memorex Japan installed its first units. In addition, subsystems are meeting the needs of Memorex customers in Canada, France, Italy, United Kingdom and West Germany.



*At the City of Arlington, the Memorex support team installs the 3695 subsystem with units up and running within a matter of hours. Shown from left to right are (top row) Charles Freeman, Roy Green, Don Owens, Phillip Underwood, Ray Proux, (bottom row) Tom Kennerson, and Nancy Donnelly.*



*New York City leads the way with a "no problem" four-hour 3695 installation at Touche Ross. Shown from left to right are Jim Russo, C.E. Branch Specialist; Anthony Ricigliano, Account C.E.; and Louis Marchione, C.E. Branch Specialist.*