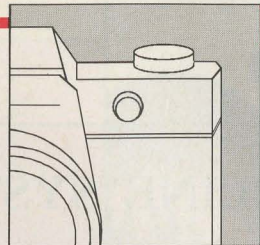


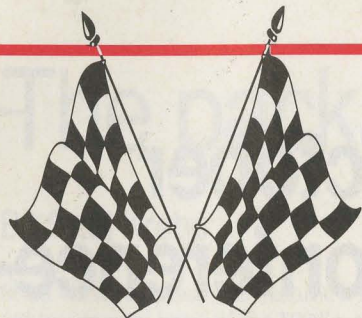
# Photographic Competition



The response to our photographic competition in the last issue has been so good that we are running it again. We will announce the winner of the first competition in the next issue and you now have until the 20th of October to send your photographs, in black and

white or colour, on any subject, to the Editor.

The winning photograph will be published in the November/December issue of World and the usual \$100 prize will be awarded.



# Competition Results

A good response to the competition in issue 2 of World, but only one entrant got all the answers right! The question which fooled nearly all of you was number 19 - what does 01149 signify?

It isn't a serial number, the date of the formation of Memorex, or as one hopeful entrant suggested, the date on which 'something significant happened'. The right answer was the international dialling code for West Germany from the USA.

And the winner is...

**Louise A King**, a systems analyst in Tulsa. Congratulations to her and thanks to everyone who entered the competition.

The correct answers are listed below.

- 7270 MCA intelligent workstation
- 3898 Control unit of 3890
- 4390 Non impact printer
- \$12,000,000 Potential value of Finnish distributor agreement
- 1174 Network controller
- 1201 80 column screen printer
- 7592670 Longford, UK telephone number
- 6890 Solid state disc
- 7045 Personal Computer
- 3500 Optical storage subsystem
- 4070 Airline controller
- \$700,000 -Value of American Airlines order
- 3835 Disc storage subsystem
- 1425 Advanced productivity terminal
- 3270 COAXXYS emulation board
- 1472 Flat screen display subsystem
- 3832 5.25 inch disc storage subsystem
- 2000 Destination 2000 road show
- 01149 Dialling code from USA to West Germany
- 938795 Longford, UK telex number

## Memorex Telex World - Principal Correspondents

**Australia**  
Geoffrey Beskin  
Sydney

**Canada**  
Pat Jones  
Toronto

**Far East**  
C K Seah  
Singapore

**France**  
Brigitte Delheau  
Paris

**Germany**  
Gisela Tan  
Eschborn

**Italy**  
Chiaralba Bollini  
Milan

**Japan**  
Masao Noguchi  
Tokyo

**UK**  
Janet Nunn  
Winnersh

**USA**  
Julie Gentz  
US Sales & Service,  
Tulsa, Oklahoma  
Becky Glenn  
Network Systems Business Group,  
Raleigh, North Carolina  
Lori Bailey  
Network Systems Business Group,  
Tulsa, Oklahoma  
Peggy Belmonte  
Airline Systems Business Group,  
Tulsa, Oklahoma  
Disney Reece  
Storage Systems  
Tulsa, Oklahoma  
Susan Krug, Storage Systems  
Business Group, Santa Clara,  
California  
Sharon Geraci  
US Computer Supplies,  
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A publication for Memorex Telex employees worldwide

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## Japan to play larger part in R & D

Memorex Telex Japan and other Japanese manufacturers are to play a bigger part in our research and development work to help the company keep pace with the new technologies which will be incorporated in our future products.

The substantial resources now at our disposal, coupled with the consolidation of our two US-based R&D operations,

mark a significant step in our ability to design, build and deliver more competitive solutions to our user's needs.

R&D operations at Boulder, Colorado and Santa Clara, are to be combined at one site in Milpitas, California. The Boulder facility will close by the end of this year and key development work, including ATL software, being transferred to

Milpitas almost immediately.

While there will unfortunately be a handful of layoffs due to the duplication of some roles following the re-organisation - and all the individuals involved have already been informed - it is planned to recruit new staff to strengthen our abilities, especially in the microcode development area.

## Customer Engineering to be integrated with business groups

In order to give our customers a more competitive, responsive support service, the engineering responsibilities currently handled by the Customer Engineering Business Group (CEBG) are to be distributed among the business groups managing the different product areas.

From the beginning of this month, CEBG activities have been integrated in

the appropriate business groups and CEBG employees involved in planning and liaison will become part of those groups. In this way, we will be certain of retaining continuity of support and the transfer of vital skills and experience into the groups with responsibility for developing new products and supporting them once launched.

Jean-Claude Zanolli, commenting on the move, said that the aim is to get our new products to market sooner and to provide a support service which our competitors will come to envy.

## Roberto Biffi

Regional vice president for Spain, Portugal and Latin America, Roberto Biffi, has died following a serious illness. Roberto, who was 52, joined Memorex Telex in 1973 and had led the Spanish operation for the last ten years. His contribution to the company went far beyond the remarkable performance of his principal responsibilities, and he was regarded by many as a role model whose advice and experience were invaluable and always offered freely and willingly.

Commenting on Roberto's death, Giorgio Ronchi said:

"I have known Roberto for all of his time with the company and I am certain that I speak for everyone when I say that as a colleague he will be sorely missed. As a friend, he is irreplaceable."

Our sympathies go out to his wife, Paola, and his family.



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# Customer Service - the vital ingredient!

by Marcia McCredie

The Network Systems Customer Service Group in Raleigh, North Carolina, serves a critical function in the deployment of 3270 and Midrange communications products throughout the world. Under the direction of Dave Picciotto, Customer Service is charged with managing product allocation, directing the distribution centres accordingly, and interfacing with Procurement to ensure the speedy delivery of our products throughout the world.

Working with Dave are Claudia Carroll (displays and keyboards), John Jaskolka (printers), Barbara Jean (BJ) Elliott (controllers and features) and Pam Sandling, administrative assistant.

Principle responsibilities for the Customer Service group include minimising inventory build-up while optimising product availability and providing the flexibility to react swiftly to take advantage of ad-hoc sales possibilities.

In order to accomplish these aims, the group must provide Procurement with accurate statements of worldwide demand to ensure that production schedules reflect the real world. In addition, personnel at the distribution centres are given direction on priorities and product allocations and other critical issues.

Customer Service works with Procurement and Program Management in planning inventory levels and advises the distribution centres as to which products meet the required approvals for shipment to a given country, provide information regarding the availability of new products, advise as to where products are to be allocated and the preferred mode of shipment.

Customer Service works with both the US Distribution Centre, which ships to Canada, Latin America, Asia Pacific and the US, as well as the European Distribution Center at Beek in Holland.

Each month, Customer Service tells each country what they should expect to receive against orders they have placed

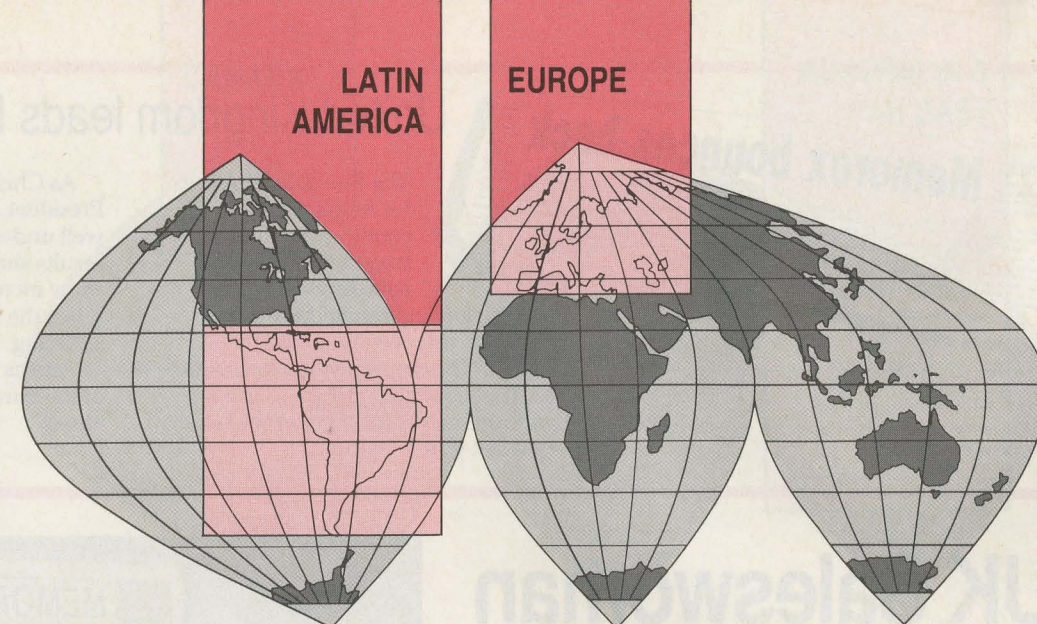
for the next 4 months, then monitors the performance of those predictions by tracking actual versus scheduled shipments from the previous month.

Customer Service personnel communicate with both Country Customer Service and Country Marketing managers on a daily basis. Claudia Carroll, Senior Marketing Services Specialist, reckons she fields 10 to 15 calls a day from country representatives to help make sure products are available.

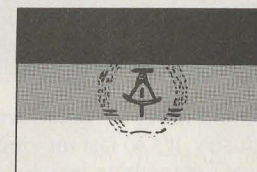
Claudia describes the work as being similar to that of a broker. If a country wants something that is not available in inventory, she can talk to other countries to arrange for the product to be transferred. The ultimate goal is to satisfy customer needs and support the countries in meeting their monthly revenue targets.

By far the most gratifying aspect of Customer Service work, says Claudia, is the feeling of international cooperation. "We all enjoy talking with our colleagues in other countries and we get a better feeling of the truly worldwide nature of Memorex Telex and of the impact we have on each other. It's especially gratifying when one of us can fill a last minute order that enables a country to close a major contract".

FROM LEFT TO RIGHT: Pam Sandling Administrative Assistant, Dave Picciotto-Manager, Procurement, BJ Elliot-Controllers & Features, John Jaskolka-Printers, Claudia Carroll-Displays & Keyboards



## Regional News- Europe & Latin America



### Memorex Telex in east Germany

Following the thaw in the cold war and the opening of the Berlin Wall, Memorex Telex has opened its first branches in east Germany, in Berlin and Dresden. The new branches will help east German companies to establish a modern information technology environment, including training and services, quickly enough to compete with the established companies in the West.

Because we were one of the first companies to set up operations in the East, we have already started to see the benefits in terms of orders.

Our engineers have already installed an IBM 4381- R14 processor with a full complement of Memorex Telex peripherals ranging from terminals to disc storage at a DP service centre at Erfurt, and the Ministry of Finance in

East Berlin is to receive 400 Memorex Telex PCs and printers in a multi-million Dm deal won against stiff competition from Olivetti, IBM, Siemens and Robotron. The 7045 PCs and 1824 printers will initially be used for data entry and we are also supplying no fewer than 12,000 floppy discs with the hardware.

One of the main reasons we won the order was our established service network in what was the German Democratic Republic with customer engineers already based in Chemnitz, Erfurt, Leipzig and Rostock, plus the new branch offices in Berlin and Dresden.

Congratulations go to Klaus Hofmann (Regional sales manager) and Thomas Riedel.

