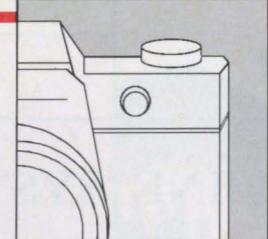


Photographic Competition

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?

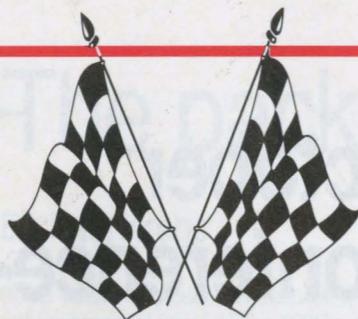
It isn't a serial number, the date of the formation of Memorex, or as one hopeful entrant suggested, the date on which 'something significant happened'. The right answer was the international dialling code for West Germany from the USA.

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.

1. 7270 MCA intelligent workstation
2. 3898 Control unit of 3890
3. 4390 Non impact printer
4. \$12,000,000 Potential value of Finnish distributor agreement
5. 1174 Network controller
6. 1201 80 column screen printer
7. 7592670 Longford, UK telephone number
8. 6890 Solid state disc
9. 7045 Personal Computer
10. 3500 Optical storage subsystem
11. 4070 Airline controller
12. \$700,000 -Value of American Airlines order
13. 3835 Disc storage subsystem
14. 1425 Advanced productivity terminal
15. 3270 COAXSYS emulation board
16. 1472 Flat screen display subsystem
17. 3832 5.25 inch disc storage subsystem
18. 2000 Destination 2000 road show
19. 01149 Dialling code from USA to West Germany
20. 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

Chiara 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,
Santa Clara, California

Memorex Telex world

Editor: Andrew Thomas
CMS identity: ANDREWTH
Deputy editor: Janet Nunn
CMS identity: JANETN
Publisher: Chris Ing
Memorex Telex Services BV
Memorex Telex House
424 Bath Road Longford West Drayton
Middlesex UB7 0RX United Kingdom
Telephone: (0)81 759 2670
Telex: 938795
Facsimile: (0)81 564 7050/7054



A publication for Memorex Telex employees worldwide

Issue No. 4 September/October 1990

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.

In this issue

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Roberto Biffi

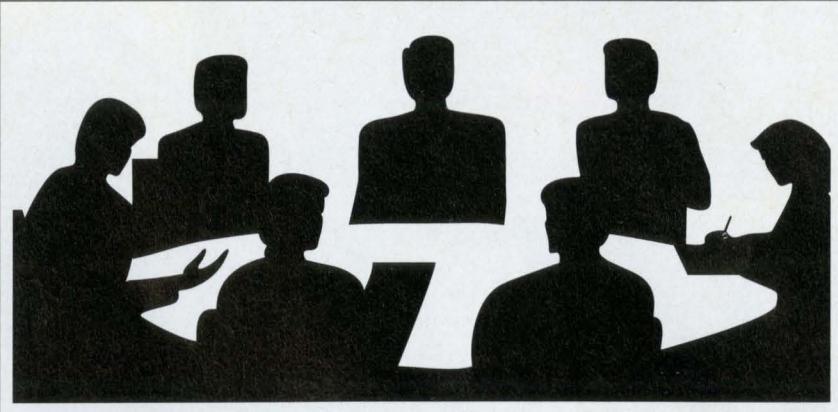
Regional vice president for Spain, Portugal and Latin America, Roberto Biffi, has died following a serious illness. Roberto, who was 52, joined Memorex Telex in 1973 and had led the Spanish operation for the last ten years. His contribution to the company went far beyond the remarkable performance of 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.





W O R K P L A C E

An occasional look 'behind the scenes' at what our employees do at work

Risky Business

by Kate O'Brien

Somewhere in most large organisations today, you will find an individual with the intriguing title of Risk Manager. What exactly do they do? We asked Kate O'Brien, who, with Quentin Richardson, manages our risks. Is risk management just a buzzword for insurance? Not at all, says Kate...

If risk management were simply a question of arranging insurance, the Risk Manager would have a very easy life. Buying insurance to protect the company against loss from some of the day to day risks to which it is exposed is only a part of the job of the Risk Manager.

Not all risks are insurable either from an economic or a practical point of view.

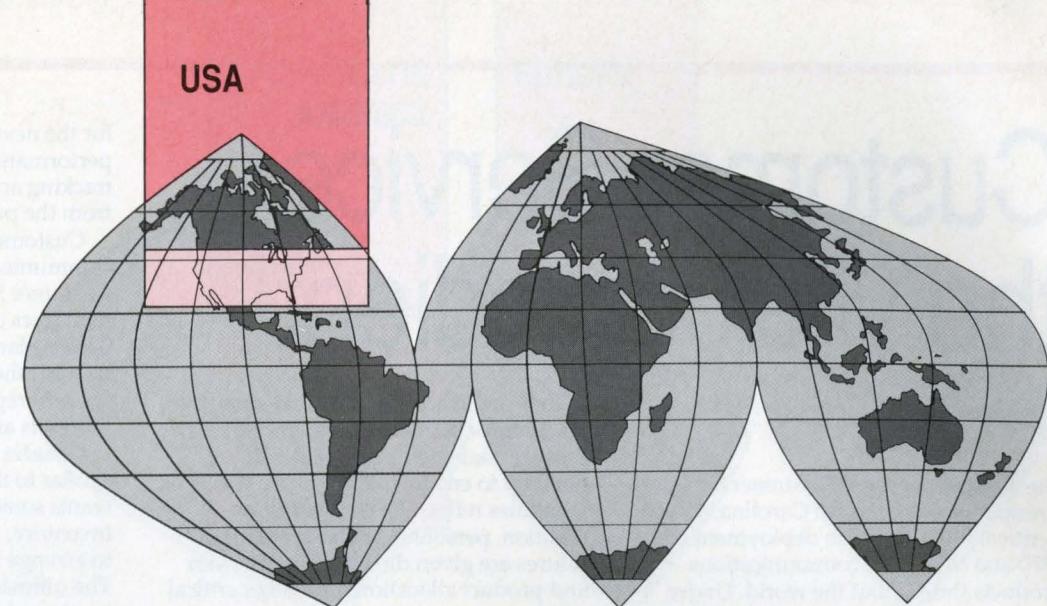
The unnecessary purchase of insurance can sometimes divert funds from more productive activities. It's the job of a risk manager to identify how to minimise the impact on the company should something unpleasant happen which isn't covered by insurance. It is also his job to decide where the option of buying insurance ends, and the difficult task of implementing good loss control programs begins.

Risk management seeks to identify the alternative methods which can be used to manage risks and to educate everybody in the company on the contribution they can make to the overall picture. This is achieved by means of the Risk Manager and staff linking up with those responsible for fire prevention, health and safety, financial and business analysis, engineering, security, production or manufacturing processes. In fact, if risk management is to be

effective, it must involve the entire company and enjoy the full support of top management.

Contribution to loss prevention and control concerns everyone employed by Memorex Telex worldwide. It should always be viewed in a global context - catastrophes at any of our major locations would, of course, affect us on a worldwide level. There are some events which cannot be foretold or avoided, such as last year's hurricane Hugo or the earthquake which shook California. Memorex Telex sustained damage from both of these events, but due to the swift reactions of our employees, our losses were minimal. Whilst the safety net of a large global insurance programme is reassuring, we should never become relaxed in our attitudes to safety, good working practices and sensible business decisions.

Within the Memorex Telex organisation, since it is not possible to have a Risk Manager in every country, the Risk Management Department relies on the finance and country managers to monitor local issues. Good communication within the organisation is the most valuable asset available to a Risk Manager... plus... a sense of humour when dealing with any claims.



Regional News— USA

August delivery to May

It might have been August last month, but it was May that brought a smile to the face of St. Louis-based salesman Steve Visek. Steve secured an \$800,000 deal with giant department store May Company for Computer-Aided Design and Computer-Aided Manufacture (CAD/CAM) equipment linking its four data centres and other sites across the US. May's Design and Construction Department looked at systems from IBM, Compaq, NCR, Dell and Memorex Telex.

Following a trip to our Cherokee

facility by key May executives in July, Steve says that May's were impressed by our capabilities as a total solutions company and, when coupled with our favourable track record with them in service and support, we quickly became the front runner for the business.

In all, 100 486-based 7075 PCs, will run all of May's CAD/CAM software, linked together in a network. The power of the 486 processor means that complex processing tasks such as CAD which only a few years ago would have

Down on the farm

Down is certainly *not* the case for us on this farm. State Farm Insurance, a customer for almost a decade, has confirmed its faith in us by placing a mammoth order for more than 22,000 terminals. That's right, twenty two THOUSAND!

The exact value of the deal has not yet

released, but salesman Chuck Doll says it's worth "Millions and millions". The Farm chose our hardware in preference to IBM to replace thousands of aging terminals across the US and Canada.

The 1472DS terminals were developed to match State Farm's precise requirements, specifically split screen operations, and our ability to deliver working prototypes ensured that IBM was beaten. Apparently, the IBM salesman wanted State Farm to sign the contract BEFORE any work started on product development. Our obvious commitment to the customer was

of terminals ordered from a mere 16,000 to over 22,000

Chuck Doll says that the new terminal will become part of the product line and complemented Raleigh Engineering - and Bill Phelps and Ben Kirk in particular - for their part in securing the deal. Also assisting in the sale were various members of US Marketing and Technical Support, and the CE organisation (Tom Maloney and Mike Aderman are singled out for special praise).

I'm sure we all add our congratulations and hope to see further 20,000 plus orders in the not too distant future!

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

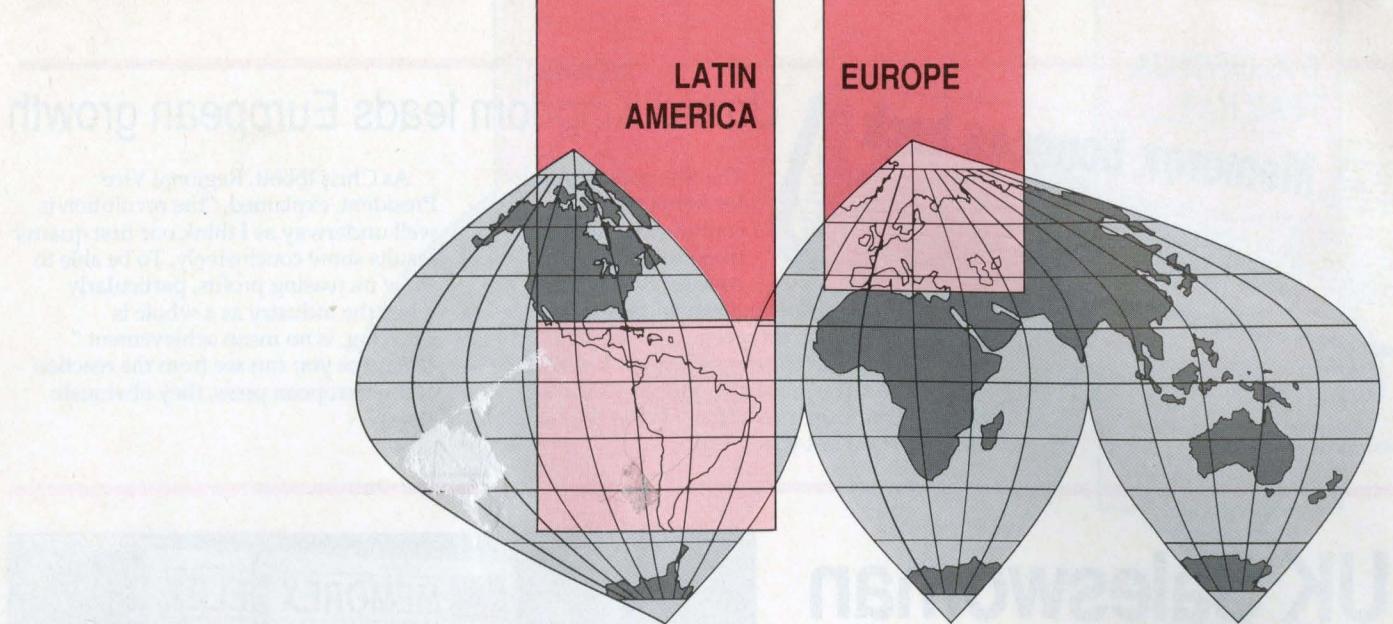
for the next 4 months, then monitors the performance of those predictions by tracking actual versus scheduled shipments from the previous month.

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 Elliott-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.





United Kingdom leads European growth

The first quarter results for Memorex Telex UK continue the upward trend in Europe. The company's earnings before interest and tax were £2.7 million on revenues of £18.06 million for the quarter ended June 30th 1990. The revenue figure also shows a significant improvement over the same period last year.

As Chris Ibbott, Regional Vice President, explained, "the revolution is well underway as I think our first quarter results show conclusively. To be able to show increasing profits, particularly when the industry as a whole is suffering, is no mean achievement."

And as you can see from the reaction of the European press, they obviously agree!



Basking in the glory of success, Julie Harris has taken Midrange Systems in the UK by storm. Previously with Ditec and 3M, Julie joined Memorex Telex in July 1989 with 10 years of sales

experience behind her and quickly got to grips with the task of building up her 278 accounts in the South West of England. Her initial successes were recognised when she won Best Newcomer in 1989.

Now, with just 6 months of this year under her belt, Julie has already achieved 94% of her annual target with major wins in the Imperial Tobacco Group, Habitat, Mothercare and Hoover. When asked the secret of her success, Julie believes this

partially lies with being polite but persistent! She added, "I always do what I say I am going to do, whether it's calling back with some information or ensuring an engineer makes an urgent call to solve a query."

Julie also takes great pride in the depth of her product knowledge,

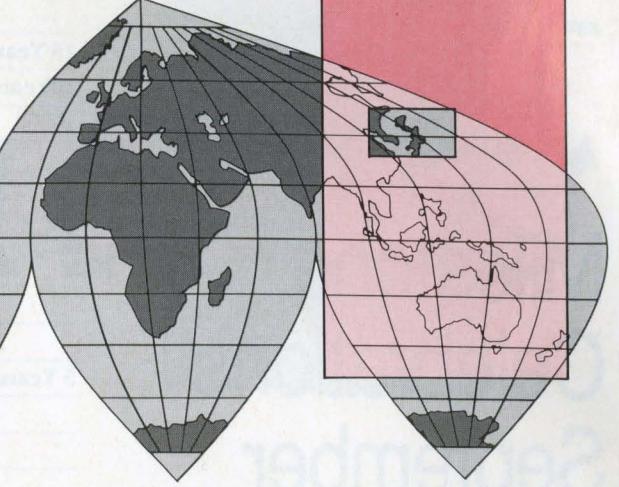
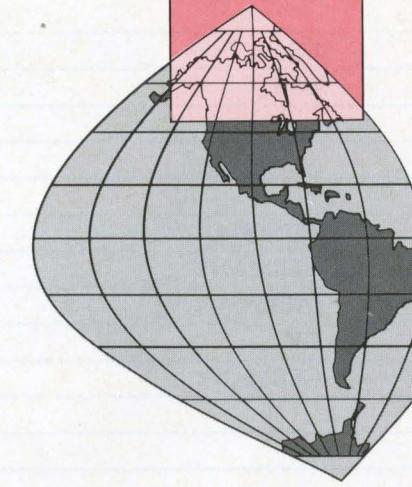
"I could never get bored with the IT industry, it's so fast moving and there's always something new to learn."

To unwind after the rigours of selling, Julie plays netball as Wing Defence for the 5th Avon Division and visits the theatre regularly. Where does she find the time?



A fascination for silent flying has captured the imagination of several members of the German staff who glide regularly. Torben Rasmussen has been gliding for 20 years whilst Norbert Schmidt started when he was 14 years old and is also a keen light aircraft pilot. Hartmut Muhlfriedel and Bernd Kubinke also fly light aircraft in their leisure time.

CANADA



AUSTRALIA & FAR EAST

Regional News— Australia, Far East & Canada

Canberra wins through with leading edge technologies

A major sales achievement in Canberra, the Australian capital city, during the first quarter of this financial year.

Paul Mullins and Mike Gellard have successfully installed the first of a total of ten Local Area Networks for the Department of Employment, Education and Training.

This is a particularly special occasion since it is the first LAN we have installed in Australia - and perhaps in the World - which uses IBM's OS/2 environment.

The installation includes 16Mb Token

Ring throughout, Microsoft Windows 3.0 and full 3270 connect, demonstrating our ability to successfully implement these products, something IBM has publicly stated no-one else can do!

Our unprecedented achievement is largely due to the efforts of Mike Gellard, the lead sales engineer, who invested many weeks of effort in co-ordinating the Memorex Telex Australia project. This included significant amounts of education and in-house testing of equipment in the OS/2 LAN server

environment. Gary McEvoy and Theo Baker also provided invaluable assistance - and, of course, Paul Mullins as Account Manager who pulled the whole deal together.

The Department of Employment, Education and Training bought the system on the basis of the strength of our word that we could make it work.

Their faith in our word has well and truly paid off. Congratulations to all those in the Canberra team.

Canada's plug compatible team races for charity

by Jan L Sangster

Memorex Telex Canada's own "Plug Compatibles" raced in the Kodak Corporate Challenge on September 9 in Toronto. The distance was 24 kilometres in total and four runners, Jan Sangster, Berrys Campbell, Peter Street and Ross Statchuk ran 6 kilometres each.

Not only did they complete the race in just over two hours, they also raised over C\$1400 for the hospital for sick children through the support of Memorex Telex Canadian employees. And their colleagues did more than just donate

money - they showed team spirit by turning up to cheer their team on at the start and finish lines.

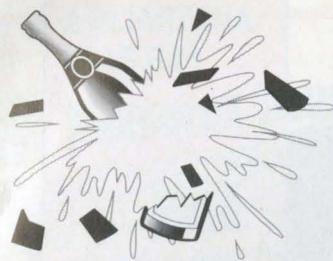
Ross Statchuk accepted a medal on behalf of Memorex Telex Canada which will be displayed in the office lobby.

Thank you Memorex Telex Canada for helping our very own "plug compatibles" finish the race and make it count.

(Top) LEFT TO RIGHT: Ross Statchuk, Berrys Campbell, Jan Sangster, Peter Street,

(Bottom) LEFT TO RIGHT: Jan Sangster, Berrys Campbell, Peter Street, Ross Statchuk





Milestone Celebrations September

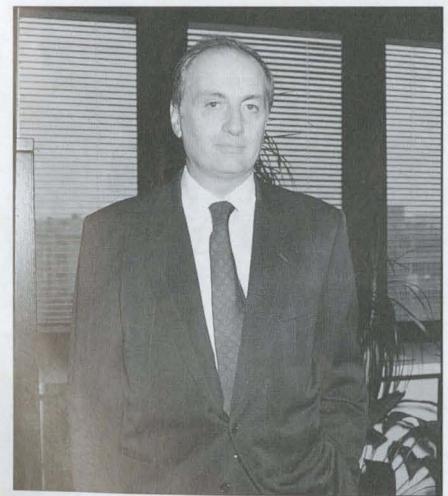
Jenny Chay celebrates her 5th year of service with Memorex Telex Singapore this month.

Jenny was also voted Singapore Employee of the Year, an annual award in recognition of outstanding performance.

Country Manager C K Seah is seen presenting the 'Employee of the Year' plaque to Jenny during the annual Memorex Telex Singapore Dinner & Dance.



Appointments



Luigi Mercurio has joined Memorex Telex as executive vice president for operations and is a member of the Management Board. Luigi will be responsible for the following operations:

- Storage Systems (headed by Peter Thompson)
- Network Systems (headed by Doug Kendrick)
- Airline Systems (headed by Walter Nagel)
- Raleigh Manufacturing (headed by Jim Williamson)
- PCD and Logistics (headed by Gian Carlo Nannini)

Another vice president, Walter Nagel, has had his responsibilities extended to cover Marketing and the Airline Systems Business Group.

This will enable Walter to use his international marketing and engineering experience to provide a sharper focus on the vertical airline market.

20 Years	JAPAN	Kinji Masuoka Masatoshi Ishikawa Niro Koike
15 Years	USA	John Kelly
10 Years	USA	Myong S. Park Janie Reed Charlie Hernandez David Royer
	AUSTRIA	Ernst Hegny
	GERMANY	Annelie Schmidt
	JAPAN	Hideki Kusano
	UK	Sue Blakeman
5 Years	GERMANY	Hans Bickelhaupt Thomas Fischer Helmut Mietschke Bernard Banic Angelo Kunziger George Martin Jenny Chay
	UK	
	SINGAPORE	



News

Building up Momentum

by Marcia McCredie

All of us are constantly being bombarded by advertisements in the press, on TV and on billboards. The aim of advertisers is to convince us that their product is the one we should buy. Computer companies are no different from any other area of commerce, and must get the message across too.

But that message is more complex for a company like Memorex Telex. While a decision to buy a particular soap powder will be based simply on how white it washes and how much it costs, when it comes to sophisticated information technology, it is not only the performance and price of the product which is taken into account, but the track record of the company which is supplying it and how well known that company is.

Some of you will remember the old Memorex audio tape commercial featuring Ella Fitzgerald - Is it live or is it Memorex? - which made the company a household word and ensured that, when people were buying tape, there was a strong likelihood that they would ask for Memorex by name.

Now we are aiming to raise our profile again and one of the first major moves has been the launch of our new customer magazine, - MOMENTUM.

The first thing NSBQ Marketing Communications, under the direction of Richard Slogrove, realised was that the new magazine would have to stand out from the crowd and that design would play a key role in its effectiveness. Every aspect of the new publication, from size and graphics to subject matter would not only have to be pace setting, but would have to appeal to a worldwide audience.

Rebecca Glenn, Manager of NSBQ Marketing Communications looked at design proposals from three different agencies, settling on the proposal from a North Carolina designer based around an oversized format with a unique cover design that was reflected in the magazine's internal layout.

Having chosen the design, the planning began in earnest. First, an appropriate name to reflect the style of the company was required. After considerable thought, 'Momentum' was decided on as being illustrative of the company's future direction.

While the principal audience for Momentum is our customer base, especially senior MIS staff, the magazine will also be seen by potential customers, competitors, our employees, the press and the general public. It is therefore vital that each issue should represent a balanced view of product ranges, different countries, large and small companies, technical information and general interest material.

Response to the first issue has been enthusiastic, with comments from around the world on the quality of both design and content. The best endorsement of all has to be the requests for extra copies.

As the magazine reaches more and more people, they will become aware of who and what we are as a company - a company ideally placed to provide the solutions and services needed worldwide as we approach the 21st century, with the emphasis on quality, innovation and, most important of all... Momentum.

Richard Slogrove is now vice president of business operations and, following the departure of Don Gaudet, President of Memorex Telex Canada.

Reporting to Roy King, Richard will continue to be based in Tulsa and will assist Roy in addition to working on any future merger or acquisition plans.

Still in the USA, Jim Gates has been appointed product marketing manager - printers, reporting to Doug Kendrick. Jim will have worldwide product responsibility for our ISYS, 3270 and Midrange printers and has relocated from Tulsa to Raleigh in order to take up this appointment.

Conservation Corner



The packaging problem

By Paul Krebs

Solid waste disposal has become a major environmental issue of the 1990's, and packaging materials are foremost in the limelight due to their bulky volume and general resistance to decomposition.

At Memorex Telex, many programmes are already underway and many more are being investigated which will allow us to recycle or reuse packaging for our incoming components.

Unfortunately, recycling or reusing the packaging of our finished products is more difficult. One problem is that the products are ultimately dispersed to numerous office sites around the world, thus the volume at any one site becomes minimal. Another difficulty is the freight cost associated with returning empty boxes and

lightweight foam is prohibitive.

Yet another obstacle is persuading the end user to take the time and effort to return the packaging.

In light of these difficulties, Memorex Telex has focused on reducing the amount of packaging required to transport products to our customers. The packaging of our new generation of display products is a good example of a significant reduction in packaging materials that can be achieved. A 50% reduction in the amount of foam and a 33% reduction in the amount of corrugated cardboard used adds up to an annual reduction of over 170 tons of foam and cardboard. That's more than 200 truckloads of material per year not buried in landfills.

Similar efforts to hold packaging in check can be seen in the packaging of our printers. Despite the fact that the 1324 printer is 50% larger in size and weighs 20% more than the 1187, the 1324 actually uses 4% less foam than the 1187 printer.

As Memorex Telex introduces new products to the marketplace in the 1990's, we will be accepting the challenge of becoming even more environmentally responsible, as we make every effort to reduce and minimize the amount of packaging required to adequately protect our products during shipping and handling.

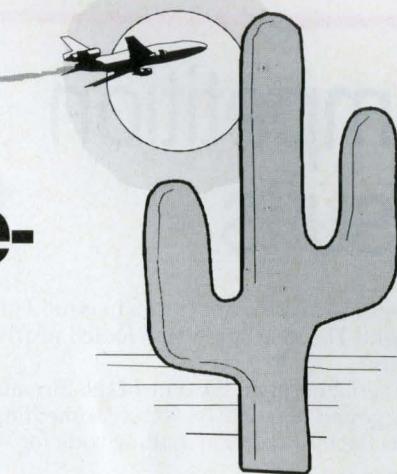


◆ What are you doing for conservation in your part of Memorex Telex? Write and tell us.



AIRLINE SYSTEMS
BUSINESS GROUP

October Conference-Phoenix, Arizona



Hot on the heels of the successful IATA conference in Nice, France, earlier this year, the Airline Systems Business Group is preparing for the forthcoming IATA Automated Ticket and Boarding Pass Conference to be held in Phoenix, Arizona, next month.

The conference will bring together the world's leading airlines and will focus on the development of the second generation of automated ticketing and boarding pass equipment, ATB2.

Airline Systems Business Group will be showing our latest offerings to the airline industry including the A530 and A520 printers and the Embassy gateway announced last month. A record attendance of 300 airline members of IATA is expected, along with over 30 of the leading manufacturers of airline information technology.

South of the Border

American Airlines has signed a \$3.6 million, three-year maintenance deal in South America with Memorex Telex. The airline requested bids for the contract, covering printers, controllers and terminals, and we beat General Electric and SITA to the business. The airlines team went through an extensive joint presentation with our Latin American group, with additional support and coordination coming from Al Pressley from multinational accounts.

The team was able to demonstrate our competitive rates and efficient service operation to look after American's Sabre travel information network. Special recognition goes to Alan Holt (US Sales and Service), Tony Cattaruzza (Puerto Rico), Cliff Nutt and Mark Shondelmayer (National Service) and Al Pressley for their outstanding efforts in winning us this prestigious contract.



Il riassunto

Benvenuti all'ultima edizione del Memorex Telex World. Eccovi un breve sommario degli avvenimenti principali che presenteremo in questa edizione. Ricordate, se avete notizie che ritenete possano essere interessanti per i vostri colleghi, comunicatele direttamente o tramite il vostro corrispondente locale.

Roberto Biffi, vice-presidente per la Spagna, il Portogallo e l'America Latina, è deceduto dopo una grave malattia, all'età di 52 anni. Porgiamo le nostre più sentite condoglianze alla moglie Paola e alla famiglia.

La Memorex Telex Japan e altre società del settore giapponesi svolgeranno un ruolo molto importante nella nostra attività di ricerca e sviluppo, per consentirci di restare al passo con le nuove tecnologie che saranno incorporate nei nostri prodotti futuri. Le operazioni di R&S di Boulder, Colorado—questo impianto verrà chiuso alla fine dell'anno—e di Santa Clara saranno combinate in uno stabilimento unico a Milpitas, in California. È prevista l'assunzione di nuovi dipendenti per rafforzare la nostra capacità nel campo dello sviluppo dei microcodici.

Il Customer Engineering Business Group sarà combinato con i vari gruppi aziendali dei prodotti, per fornire un servizio di sostegno migliore ai nostri clienti. Questo, secondo Jean-Claude Zanolli, ci consentirà anche di immettere i nostri nuovi prodotti più rapidamente sul mercato e il nostro servizio di sostegno sarà tale da destare l'invidia della nostra concorrenza.

Le Memorex Telex ha aperto i propri uffici per la prima volta nella Germania Est. Le nuove filiali avranno il compito di sostenere le società tedesche orientali impegnate nella realizzazione di ambienti informatici moderni, con attività comprendenti tirocinio e sostegno, che consentiranno a queste di competere nel mercato mondiale. I nostri tecnici hanno già installato un IBM 4381 con una serie completa di unità periferiche a Erfurt, mentre a Berlino, il Ministero della Finanza ha acquisito 400 PC Telex Memorex con stampanti.

Nel Regno Unito, Julie Harris, venditrice, ha già raggiunto il 94% del proprio obiettivo annuale in appena sei mesi. Secondo Julie, i segreti del suo successo sono la cortesia e la perseveranza.

Nel frattempo, e questa è una conquista in un nuovo settore per la Memorex Telex, negli Stati Uniti, la nostra società ha venduto dei PC della nostra serie più sofisticata, per un totale di 800 mila dollari, ad uno dei grandi magazzini maggiori. Le macchine saranno utilizzate per applicazioni di Disegno Assistito dal Calcolatore (CAD).

L'Airline Systems, reduce dal successo riscosso alla mostra delle linee aeree IATA, tenutasi a Nizza, in Francia, esibirà i propri prodotti alla conferenza IATA sulla distribuzione automatizzata dei biglietti, che si terrà il mese prossimo a Phoenix, in Arizona.

In Canada, quattro dei nostri dipendenti

hanno partecipato ad una gara di beneficenza, con una corsa di 24 km e hanno raccolto oltre 1.400 dollari per l'ospedale pediatrico.

Nel frattempo l'American Airlines ha firmato un contratto di 3,6 milioni di dollari con la Memorex Telex, per la manutenzione delle stampanti, dei controllori e dei terminali che compongono la rete di informazione viaggi della linea aerea Sabre. Uno degli ordini maggiori è stato ricevuto dalla State Farm, la società d'assicurazioni statunitense, per la fornitura di un totale di ben 22.000 terminali. I nuovi terminali, sviluppati specificamente per la State Farm, rappresentano una vittoria significativa nei confronti dell'IBM, che non è riuscita a sviluppare un terminale specifico per soddisfare le esigenze del cliente. Porgiamo le nostre congratulazioni alla nostra équipe responsabile delle vendite e dello sviluppo. In Europa la prestazione finanziaria della Memorex Telex ha continuato a migliorare, con un reddito a lordo di imposte di 2,7 milioni di sterline, su un fatturato di 18,06 milioni di sterline per il primo trimestre. Questa ottima prestazione ha suscitato dei commenti favorevoli espressi dalle riviste europee specializzate nel settore dei computer.

E infine, siamo lieti di annunciare il vincitore del nostro primo concorso. Louise A King, analista di sistemi, residente a Tulsa, riceverà un assegno di 100 dollari, quale premio per essere stata l'unica, fra i partecipanti al concorso, a rispondere correttamente a tutte le domande. Per scoprire quali fossero le risposte esatte, leggete l'ultima pagina.

L'entusiasmo della vostra partecipazione al concorso fotografico è stata tale, che questo mese vi proponiamo un secondo concorso, ancora una volta con 100 dollari in palio. Inviate le vostre fotografie a colori o monocromatiche, su qualsiasi argomento, al redattore,

Memorex Telex House, 424 Bath Road, Longford, West Drayton, Middlesex UB7 ORX, Gran Bretagna.

Die zusammenfassung

Willkommen zur jüngsten Ausgabe von Memorex Telex World. Hier ist eine kurze Zusammenfassung der wichtigsten Artikel in dieser Nummer. Und bitte denken Sie daran, wenn Sie Neuigkeiten wissen, von denen Sie glauben, sie könnten Ihre Kollegen interessieren, so geben Sie uns Bescheid, entweder direkt oder durch Ihren Vertreter vor Ort.

Roberto Biffi, Vizepräsident für Spanien, Portugal und Lateinamerika, ist nach einer schweren Krankheit im Alter von 52 Jahren verstorben. Wir möchten seiner Frau Paola und seiner Familie unser herzlichstes Beileid aussprechen.

Memorex Telex Japan und andere japanische Hersteller sollen eine größere Rolle bei unserer Forschungs- und Entwicklungsarbeit spielen. Dadurch wollen wir Schritt halten mit den neuen Technologien, die in unseren zukünftigen Produkten Aufnahme finden. Forschungs- und Entwicklungsunternehmungen in Boulder, Colorado und Santa Clara sollen in eine Niederlassung in Milpitas, Kalifornien zusammengefaßt werden. Das Werk in Boulder schließt zum Jahresende. Wir werden neues Personal einstellen, um unsere Fertigkeiten im Bereich der Microcode-Entwicklung noch zu verstärken.

Die Customer Engineering Business Group wird mit verschiedenen Produktgruppen

zusammengelegt, um unseren Abnehmern verbesserte Kundendienstleistungen anbieten zu können. Diese Maßnahme wird es uns außerdem ermöglichen, unsere Produkte schneller auf den Markt zu bringen und ein Unterstützungssystem zu schaffen, um das uns unsere Konkurrenz beneiden wird, erklärt Jean-Claude Zanolli. Memorex Telex hat seine ersten Geschäftsstellen in der ehemaligen-DDR eröffnet. Die neuen Zweigstellen helfen den ostdeutschen Firmen, eine moderne Informationstechnologieumgebung einschließlich Schulung und Service-Unterstützung zu schaffen, um so auf dem Weltmarkt wettbewerbsfähig zu werden. In Erfurt hagen unsere Techniker bereits einen IBM 4381 mit vollständiger Peripherie installiert, während das Finanzministerium in Berlin 400 PCs und Drucker von Memorex Telex erworben hat. In Großbritannien hat Verkäuferin Julie Harris in ganzen sechs Monaten bereits stolze 94% ihres Jahresziels erreicht. Das Erfolgsgeheimnis sei, höflich aber hartnäckig zu sein, verrät Julie.

In den Vereinigten Staaten haben wir PCs vom oberen Ende des Sortiments im Wert von \$800.000 an ein großes Warenhaus verkauft. Die Maschinen dienen dem Einsatz von CAD (Computer Aided Design). Dies kennzeichnet eine neue Richtung für Memorex Telex.

Airline Systems, soeben zurück von ihrem jüngsten Erfolg auf der IATA Luftverkehrsausstellung im französischen Nizza, plant eine Teilnahme an der IATA Konferenz um Thema der Flugscheinautomatisierung, die nächsten Monat in Phoenix, Arizona, stattfindet.

Auf der anderen Seite der Grenze in Kanada nahmen vier unserer Mitarbeiter an einem Benefizrennen teil. Auf der 24 Kilometer-Strecke konnten sie über 1.400 Dollar für ein Kinderkrankenhaus erlaufen. American Airlines hat einen Wartungsvertrag im Wert von \$3.6 Millionen mit Memorex Telex unterzeichnet, der die Drucker, Steuereinheiten und Datenstationen abdeckt, die das Sabre-Reiseinformationsnetz bilden.

Einer unserer größten Aufträge kommt von der amerikanischen Versicherungsgesellschaft State Farm, die die unglaubliche Anzahl von 22.000 Datenstationen bestellt hat. Die neuen Datenstationen, die speziell für die Kunden entwickelt wurden, stellen einen bedeutenden Sieg gegenüber der IBM dar, der es nicht gelang, ein eigenes Terminal zu entwickeln, das den Kundenanforderungen entsprochen hätte. Herzliche Glückwünsche an unsere Verkaufs- und Entwicklungsteams.

In Europa konnte Memorex Telex UK seinen Aufwärtstrend bei seinen Finanzergebnissen fortsetzen. Die Gewinne vor Steuern betrugen für das erste Quartal 2,7 Mio Pfund bei Umsatzerlösen von 18,06 Mio Pfund. Der gute Abchluß hat in der europäischen Computerpresse lobende Kommentare ausgelöst.

Und schließlich freuen wir uns, die Gewinner unseres ersten Wettbewerbs bekanntgeben zu können. Die Systemanalytikerin Louise A King von unserer Niederlassung in Tulsa erhält eine Scheck in Höhe von \$100. Sie war die einzige Teilnehmerin, die jede Frage richtig beantworten konnte! Alle, die die Antworten auf die Fragen wissen möchten, finden diese auf der Rückseite.

Der Fotowettbewerb fand eine derartige Resonanz, daß wir in diesem Monat einen zweiten Wettbewerb veranstalten

wieder mit einem Preis von \$100. Bitte senden Sie Ihre Fotos zu einem Thema Ihrer Wahl in Farbe oder Schwarzweiß an den Editor, Memorex Telex House, 424 Bath Road, Longford, West Drayton, Middlesex UB7 0RX, Großbritannien.

Résumé

"Memorex Telex World" est heureux de vous proposer le présent numéro, dont vous trouverez ci-après un bref sommaire du contenu. Et de vous rappeler l'intérêt que représente pour nous toute information ou nouvelle que vous aimeriez faire connaître à vos collègues de Memorex Telex: vous pouvez nous les communiquer, soit directement, soit par le biais de votre correspondant régional.

Nous apprenons avec tristesse la mort de Roberto Biffi, vice-président chargé du secteur Espagne-Portugal-Amérique latine, à la suite d'une grave maladie. M. Biffi était âgé de 52 ans. Nous présentons nos condoléances à son épouse Paola ainsi qu'à toute sa famille.

Rayon recherche et développement, ça bouge. D'une part, on prévoit une participation de plus en plus importante de Memorex Telex Japon et de plusieurs autres fabricants japonais dans nos activités de recherche, afin que nos produits de demain soient toujours à la pointe des nouvelles technologies. D'autre part, nos centres d'études de Boulder (Etat du Colorado) et de Santa Clara (Californie) seront fusionnés dans un seul établissement, situé désormais à Milpitas en Californie, alors que celui de Boulder fermera ses portes en fin d'année. Ce mouvement s'accompagne d'un effort de recrutement destiné à renforcer nos compétences dans le domaine des microcodes.

L'un de nos groupes commerciaux, Customer Engineering Business Group, prépare, lui aussi, sa fusion avec les divers groupes commerciaux consacrés aux produits dans le but d'améliorer nos services de soutien à la clientèle. Résultats escomptés: nos produits arriveront plus tôt sur les marchés, et la qualité de notre assistance technique fera l'envie de nos concurrents, selon M. Jean-Claude Zanolli. Memorex Telex est désormais présent en Allemagne de l'Est. Nous venons en effet d'y ouvrir des bureaux afin d'aider les entreprises est-allemandes à créer l'environnement informatique moderne indispensable à leur entrée dans le marché mondial. A Erfurt, nos ingénieurs ont déjà équipé un IBM 4381 d'un jeu complet de nos périphériques, tandis qu'à Berlin, le Ministère des Finances a passé commande pour 400 PC et imprimantes Memorex Telex.

Au Royaume-Uni, notre représentante Julie Harris vient de réaliser à 94% son objectif de vente annuelle...en six mois seulement! Elle nous confie son secret en une devise: "Il faut être poli, mais persistant."

Aux USA, de nouvelles perspectives s'ouvrent à Memorex Telex avec l'acquisition par l'une des principales grandes surfaces d'un parc de PC haut-de-gamme, destinés à la CAO (conception assistée par ordinateur). La valeur de cette commande s'élève à \$800.000.

Après le franc succès de son exposition à Nice, à l'occasion du Salon de l'IATA, notre groupe Airline Systems sera au rendez-vous de Phoenix (Arizona) le mois prochain, cette fois-ci dans le cadre d'un congrès de l'IATA consacré à la billetterie automatisée.

Chez le voisin canadien, les bénévoles de

Memorex Telex, ca court la rue... Quatre de nos employés les plus robustes ont participé à une course à pied sur 24 km, rapportant ainsi à l'Hôpital des Enfants malades des dons sponsorisés totalisant plus de \$1.400.

Un contrat service et entretien de \$3,6 millions vient d'être signé entre Memorex Telex et American Airlines, prévoyant l'entretien des imprimantes, contrôleurs et terminaux qui forment le réseau d'informations sur les vols (baptisé "Sabre") de la compagnie aérienne.

L'une de nos plus grosses commandes dernièrement vient de la part d'une compagnie d'assurances américaine, State Farm: il s'agit de 22.000 terminaux, excusez du peu! Ces nouveaux terminaux ont été conçus sur mesure pour State Farm, ce qui représente une belle victoire aux dépens d'IBM qui n'a pas su créer un produit unique correspondant aux exigences du client. Félicitations donc à nos équipes de recherche et de vente qui ont remporté ce fabuleux marché.

En Europe, on fait état de la bonne performance financière qui se poursuit chez Memorex Telex U.K. Ce dernier a en effet réalisé un bénéfice avant impôts de £2,7 millions sur des recettes globales de £18,06 millions au premier trimestre. Un résultat que la presse européenne de l'informatique a déjà commenté en l'applaudissant.

Pour terminer, nous sommes heureux d'annoncer que la première compétition lancée par Memorex Telex World a désormais son lauréat: il s'agit de Louise A. King, analyste de systèmes à Tulsa. Elle reçoit donc un chèque de cent dollars et peut se vanter d'être la seule à avoir donné toutes les réponses exactes. Pour ceux et celles qui s'y intéresseraient, les bonnes réponses sont indiquées au verso de ce numéro.

Notre compétition photographique connaît, elle aussi, un succès fou. A tel point que nous remettons cela ce mois-ci, avec comme d'habitude une récompense de cent dollars pour l'heureux gagnant. Faites donc parvenir vos meilleures photos, quel qu'en soit le sujet, en noir et blanc ou en couleurs, aux bons soins de: The Editor, Memorex Telex World, Memorex Telex House, 424 Bath Road, Longford, West Drayton, Middlesex UB7 0RX, Royaume-Uni.

El resumen

Bienvenidos a la última edición de Memorex Telex World. He aquí un breve resumen de las notas y artículos principales de esta edición. No olviden si tienen algo que decir que pueda ser de interés a sus colegas, comuníquense con nosotros, ya directamente o por medio del corresponsal de su localidad.

Roberto Biffi, vice presidente para España, Portugal e Hispanoamérica falleció a los 52 años, tras una grave enfermedad. Enviamos a su esposa Paola, y familia nuestro sentido pésame.

Memorex Telex Japón y otros fabricantes japoneses harán un papel más importante en nuestro trabajo de investigación y desarrollo, lo que nos ayudará a mantenernos a la par con la nueva tecnología a emplear en nuestros productos futuros. Las secciones de IyD de Boulder, Colorado, y Santa Clara se combinarán en un sólo lugar en Milpitas, California. La instalación de Boulder cerrará a finales de año. Se tomará nuevo personal para reforzar nuestra capacidad para el

desarrollo de microcódigos.

El grupo Customer Engineering Business se combinará con los diversos grupos del gremio para así poder ofrecer a nuestros clientes un servicio de apoyo mejor. Con esto podremos también poner nuestros productos en el mercado más rápidamente y obtendremos un servicio de apoyo que será la envidia de nuestros competidores, dice Jean-Claude Zanolli.

Memorex Telex ha abierto su primera oficina en Alemania oriental. Las nuevas sucursales ayudarán a las compañías de Alemania oriental a crear un ambiente de tecnología de información moderna, incluso capacitación y apoyo, para así poder competir en el mercado mundial. Nuestros ingenieros ya han instalado una IBM 4381 con el conjunto completo de nuestros productos, en Erfurt, mientras que en Berlín, el Ministerio de Hacienda compró 400 computadoras e impresoras Memorex Telex.

En el RU, la vendedora Julie Harris ya alcanzó el 94% de su objetivo anual, en seis meses solamente. Julie dice que el secreto de su éxito es ser cortés pero persistente. Entretanto, en los EE UU hemos vendido a uno de los grandes almacenes computadoras de la mejor calidad, por valor de 800.000 dólares, las cuales serán destinadas al diseño por computadora (DPC). Esto marca una nueva ruta para Memorex Telex.

Airlines Systems, después de su éxito en la exposición IATA de líneas aéreas en Niza, Francia, tiene planes para exhibir en la conferencia IATA sobre despacho automático de billetes, que tendrá lugar en Fénix, Arizona, el mes que viene.

Pasada la frontera, en Canadá, cuatro empleados nuestros tomaron parte en una carrera de beneficencia y, habiendo corrido 24 Kilómetros, recaudaron 1.400 dólares para el hospital infantil.

Entretanto American Airlines ha firmado un contrato de mantenimiento por valor de 6.3 millones de dólares, que comprende las impresoras, controladores y terminales que forman la red Sabre de información de viajes de la compañía aérea.

Uno de los pedidos mayores lo obtuvimos de una compañía de seguros de los EE UU, State Farm. Se trata de la increíble cantidad de 22.000 terminales. Estos, desarrollados especialmente para el cliente, representan una gran victoria sobre IBM, que no pudo desarrollar un terminal adecuado a las necesidades del cliente. Felicitaciones a nuestro equipo de desarrollo y ventas.

En Europa, Memorex Telex UK ha continuado su escalada en términos económicos, obteniendo un beneficio de 2.7 millones de libras bruto, de unos ingresos de 18.06 millones de libras, en el primer trimestre. Estos resultados produjeron comentarios favorables en la prensa europea de la computadora.

Y finalmente, nos complacemos en anunciar a la ganadora de nuestra primera competición. La analista de sistemas Louise A King, de Tulsa, recibirá el premio, un cheque de 100 dólares, por ser la única competidora que obtuvo todas las respuestas correctas. Si las quieren ver, se encuentran en la portada posterior.

En vista de la enorme respuesta obtenida en la competición fotográfica, hemos decidido hacer otra este mes, también con 100 dólares de premio. Manden sus fotos, sobre cualquier tema, ya en color o en blanco y negro, al editor en: Memorex Telex House, 424 Bath Road, Longford, West Drayton, Middlesex, UB7 0RX, Reino Unido.