



The Independent Journal

Volume 1, No. VII News and Views of the Memorex Equipment Sales and Service Team December, 1975



Goodwill Toward Men

INDIANAPOLIS BRANCH CELEBRATES CHRISTMAS WITH NEEDY FRIENDS

Christmas means different things to different people. Some may choose to view it as a religious holiday, others, an occasion to exchange gifts. Still others see the day as a time to spend with the people they're close to. But one feeling common to most people during the season is the desire to share goodwill and brotherhood with others.

A fine example of brotherhood will be shown this year by the Memorex Indianapolis office. The entire staff, including media sales personnel, secretaries, field engineers, product distributors, and their spouses, will participate in a community program designed to give underprivileged children a Christmas that, without their help, they would not have.

Planned with the Salvation Army and local Jaycees chapter, staff members will entertain a group of 25 children for an afternoon. The youngsters are selected by the Family Services department of the Salvation Army and generally come from less fortunate homes. The Jaycees provide \$60 for each child, which is spent for food and clothes.

The children are paired with a person from Memorex and taken

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It Was A Very Good Year

OUTSTANDING SALES, SERVICE, NEW PRODUCTS SPARK SUCCESSFUL YEAR FOR EQUIPMENT GROUP

by **George Dashiell**
Vice President Sales and Service
Equipment Products Group

I want to use this issue of the "Journal" to express my appreciation to each of you in Field Engineering and Sales for your fine efforts and achievements in 1975. As the song says, "It was a very good year." That's not to say the year was without flaws, but generally speaking we made some very significant strides.

One of the key events of the year was the formation of the nine domestic sales and service regions.

Looking back, I'd have to say this formation has been responsible for the tremendous sales and service success we've seen in 1975. Not only did the increased management foster the development of our people in a general sense, it also allowed us to concentrate attention and help to the field organization in meeting the substantial goals assigned to it.

Product planning and marketing support functions have also been strengthened by the addition of Harold Rumph, Vice President,

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SALES REPRESENTATIVE HOSTS TV AND RADIO PUBLIC SERVICE SHOWS

INDIANAPOLIS—What do Jeff Hartling, Sales Representative from Indianapolis, and Clark Kent, mild-mannered reporter from The Daily Planet, have in common? Both occasionally experience character transformations. Clark, however, finds it fit to change his personality in phone booths, while Jeff leaves the Memorex office once a week and enters an Indianapolis broadcasting studio, where he is transformed from salesman to radio and television personality.

But unlike Clark, who flies off as Superman to combat the crimes of mortal men, Jeff remains in the studio to host two bi-weekly public service programs—one for radio and the other for television.

Jeff's involvement in broadcasting began in high school as a disc jockey for a Saturday



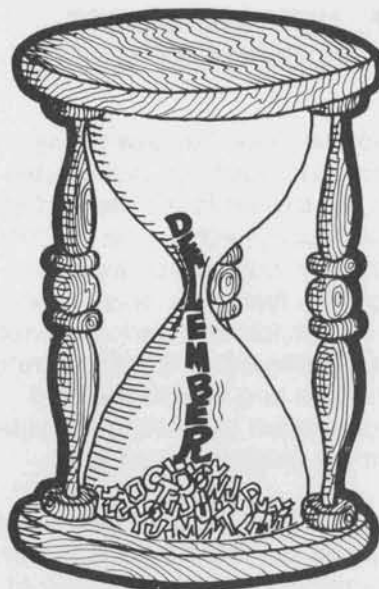
afternoon radio program, and later, while attending Southern Methodist University in Dallas, he was a broadcaster for a local radio show. When he moved to Indianapolis in 1972 he became acquainted with the station manager for WIBC. Recalls Jeff, "The manager liked my voice and asked if I had any broadcasting experience. I answered 'yes,' and before I knew it I had my own radio program."

Both shows are a half-hour long and of a public interest format. Guests are usually residents of Indianapolis and knowledgeable in the subject of a particular program. According to Jeff, topics cover a wide spectrum of issues—everything from drug abuse to politics. Many program ideas are suggested by listeners, who write letters and sometimes mention possible guests and topics for future shows. "We rely on these letters for audience feedback," says Jeff. "Both the TV and radio programs are taped, and we therefore can't receive over-the-air questions from the audience. When people write in their comments to our programs, we get a good idea of the audience's reaction."

WINNER'S CIRCLE ENTERS FINAL MONTH

SANTA CLARA—The days left to qualify for the Winner's Circle have dwindled down to a precious few. "It's not too late to make that last order," says John Hoiness, Director of Product Marketing. "Points will be given for all orders received at Santa Clara before December 31."

Already we have several winners who are looking forward to their week in the sun. They are **Ken Chiara**, Detroit; **Dennis Cronin**, San Francisco; **Greg Grodhaus**, Dallas; **Mike Vena**, Chicago; **Larry Foley**, Greenwich; and **Bill Etheridge**, Pittsburgh. It is also rumored that **Hugh Graham**, Philadelphia, and **Bill Lemley**, Seattle, are very close to qualifying. Good luck to all, and hope to see you in San Juan!



The letters from his listeners are often humorous. For example, his radio program, "Spotlight" (broadcast on Indianapolis's number one radio station, WIBC) recently featured a panel discussion on prostitution. The panel was comprised of individuals directly involved in the field. "This particular program generated more response than usual from our listeners," says Jeff. "Many wrote and asked how to get in touch with panel members!"

The television program, "This is your City," is shown Sunday

mornings on station WISH. Part of the program's outreach is to members of the deaf community. So that they can listen to the program, the conversation is shown in Sign Language in the top corner of the TV screen. "This translation has been very successful and appreciated," according to Jeff.

Working full-time for Memorex and hosting two public service shows in his spare hours occupies a great deal of Jeff's time. But he says that the most difficult part of the show, lining up guests, is made easier by the suggestions and feedback received from his listeners. He is also, on some occasions, able to combine his two "worlds" and feature a Memorex customer on one of his shows. For example, the telephone company recently imposed a controversial rate increase. So Jeff lined up a program to discuss the issue, and invited an employee from Indianapolis Bell Telephone, a Memorex customer, to be a guest. A later program featured another Memorex customer, Computer Management Systems, who talked about computers. The subject was discussed in nontechnical terms to give listeners a basic idea of what data processing is all about and how it comes into their lives.

Jeff's shows are not without their embarrassing or humorous moments. Says Jeff, "Once in a while we have a guest who, when the microphone is put in front of him or her, can't think of a thing to say. This happened on "Spotlight" once. The guest, before we went on-the-air, couldn't stop talking. But when the microphone was put in front of her, she froze and only nodded her head when I asked her a question or made a comment. I must have talked about 20 minutes of that 30-minute show."

Now that's something which would have been difficult even for Superman.

LEADERS REPORT — OCTOBER

OCTOBER			YEAR TO DATE		
RANK	LEASE		RANK	LEASE	
1.	R. Lucidi	763.7	1.	J. Schultz	333.9
2.	D. Cronin	522.5	2.	L. Foley	181.9
3.	J. Graham	385.4	3.	K. Chiara	148.3
4.	L. Foley	304.5	4.	W. Doell	143.7
5.	W. Doell	297.1	5.	L. Miller	140.0
6.	W. Etheredge	215.9	6.	J. Jackson	137.9
7.	J. Jackson	198.0	7.	J. Graham	134.4
8.	T. Koch	159.7	8.	R. Lucidi	124.3
9.	J. Ryan	153.6	9.	G. Grodhaus	118.1
10.	G. Grodhaus	151.7	10.	W. Donald	115.0

PURCHASE			PURCHASE		
1.	W. Lemley	2052.6	1.	W. Jeremiah	435.1
2.	R. Casale	1084.5	2.	R. Casale	411.7
3.	F. Ames	650.9	3.	W. Beale	368.7
4.	D. Mannis	600.4	4.	G. Grodhaus	313.3
5.	T. Demski	567.5	5.	G. Baxter	311.0
6.	A. Antonik	528.3	6.	D. Cronin	279.6
7.	R. Neumann	450.0	7.	W. Etheredge	279.2
8.	J. McAluney	314.8	8.	K. Chiara	260.4
9.	G. Grodhaus	306.4	9.	M. Vena	236.5
10.	J. Mastro	242.0	10.	D. Painter	220.0

REGIONS

LEASE			LEASE		
1.	Federal	183.4	1.	Federal	105.2
2.	Mid-Atlantic	156.0	2.	Mid-Atlantic	70.3
3.	Northeast	119.5	3.	Northeast	66.6

PURCHASE			PURCHASE		
1.	Federal	3481.6	1.	West	182.9
2.	Northeast	700.8	2.	Federal	156.9
3.	Mid-West	464.2	3.	Mid-Atlantic	144.6

COM PRODUCTS TO RING UP SALES THROUGH NEW PHONE POWER GROUP

SANTA CLARA—Imaginative and aggressive marketing programs are being produced in rapid succession by COM Products these days. As a result, the 1600 COM System is enjoying increased visibility and interest throughout the world, and Memorex is fast becoming the recognized authority in high technology microfilm systems and supplies.

While the programs and associated support materials implemented thus far have been varied in scope and purpose, they have all had a single, overall objective—to provide the most responsive customer service and support possible. Judging from the renewed activity in the COM marketplace, this objective is being achieved.

First, for example, was "COM-ICS" the highly successful and humorous book that explained the many benefits of microfilming over paper reports. That was followed by "Worldwide COM Seminar Month," a program for demonstrating the 1600 to groups of prospects in a controlled sales environment. Now there is the Phone Power program.

This new group, known as Micrographics Phone Power, consists of Telephone Sales Representatives, Claire Good and Jerline Scheible, and Customer Service Administrator, Alice Morales.

Reporting directly to Howard Rathbun, Marketing Manager for COM Products, the group's primary function is to assist the installed base of COM customers within the U.S. in ordering micrographic supplies.

In actual practice, however, their activities will involve a much wider range of responsibilities. For one thing, they will serve as the interface between the 1600 COM System customer and various Memorex departments and services such as shipping or field engineering.

If a customer requires delivery information on his order of micrographic supplies, for example, or requires service or technical information, he simply calls Phone Power. One of the girls answers his question immediately or puts the customer in communication with the proper individual.



Howard Rathbun is surrounded by the Micrographics Phone Power Group (not a bad situation to be in, eh Howard?). Standing (from left to right) are Claire Good, Jerline Scheible (Telephone Sales Representatives), and Alice Morales (Customer Service Administrator).

Since the Phone Power group has undergone extensive training on the 1600 system, including hands-on training, each of them is able to answer technical questions regarding the equipment and its operation. This should assist the customer in keeping his system running and reduce unnecessary service calls.

According to Howard, formation of the Micrographics Phone Power group was a natural extension of Memorex's commitment to the 1600 COM System customer. "Too many companies in our industry today appear interested only in the sale," he feels. "After the contract is signed, the customer is left with unresponsive support and service.

"We intend to let the Memorex customer know that we value his business by providing superior technical support and product service after the sale," Howard emphasized.

ACCELERATED ORDER PROCESSING SAVES COMPANY \$100,000/YEAR

TSO *Betters Data Control*

SANTA CLARA—Two departments which deal with equipment order processing and product delivery have adopted procedures which accelerate the order processing cycle and insure product shipment in minimum time. In addition, the results of these procedures, i.e., faster turnaround time, can save Memorex up to \$100,000 a year.

One procedure, adopted by the Final Test Operations Department, utilizes the services of a Time-share Operation (TSO). According to Bob Lloyd, Manager of Final Test Operations, using TSO enables better order control through use of a common data base. The data base is accessed by way of a Memorex terminal and lists all old and new order commitments

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and their delivery dates. "The data base, which is updated daily, provides the equipment marketing staff, regional administrators, and scheduling departments with a common data base. Everyone knows what machines are committed and the delivery date of new machines. As a result, product shipments are more accurately predicted and, therefore, promptly received by the customer."

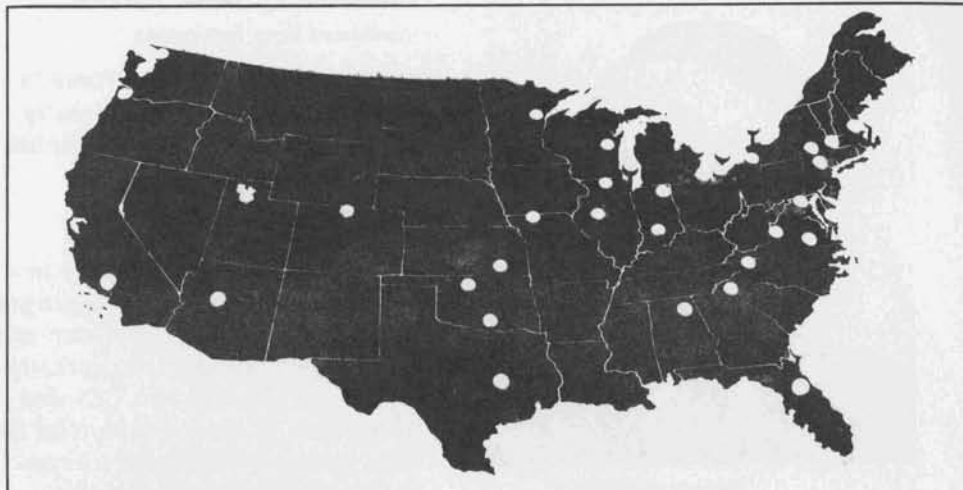
"By using the TSO system," he continued, "we have increased the percentage of deliveries on the day promised from 65% in 1974 to 99% in 1975."

Customer services is also using a new procedure to speed order processing and customer delivery. Called "parallel processing," it accelerates order processing by as much as 50% over the old method. This new procedure splits an order into three sections—customer credit, scheduling, and contract administration. All sections are processed at once, hence reduced processing time required. (For further explanation see September issue of Independent Journal).

Presently, the accelerated order processing cycle can save the Company up to \$100,000 a year. This substantial savings is only possible through the cooperation of the salesmen filling out the forms. As much as 12 to 40 days can be saved through receiving complete, accurate reports. For example, if 10 days are saved on processing a large purchase order, the interest on that purchase amounts to a significant amount of money. Multiply that interest by the number of orders received per month and the sum savings to the Company is an even larger amount of money.

With the support and cooperation of the field, this savings opportunity will be maximized.

The Independent Journal is published by the Corporate Public Relations Department of Memorex Corporation. All correspondence and photographs should be sent to: Laura F. Smith, Editor, M/S 10-08, Santa Clara, Phone (408) 987-2200.



AROUND THE FIELD

Congratulations to John Byron, Bernie Foote, Grant Seaverson, Huntz Leineweber, and Dennis Gaye, Field Engineers from the **San Francisco** office, who successfully completed installing one-half of the order from the City and County of San Francisco. The equipment was used in the November mayoral election. Whereas ex-candidate Diane Feinstein may not be happy with the results, election officials said the equipment worked beautifully and will be used again in the December run-off election. One of the two remaining candidates—Barbagelata and Moscone—is sure "to win with Memorex." The entire order is for five 3673s, sixteen 3675s, and two 3670s.

★ ★ ★

Doug Middour, FE, and Bob Claeys, Systems Engineer, both from the **Atlanta** office, will be guest speakers at the December meeting of the National Computer Measurement Group, in Nashville. Bob and Doug will talk about the Memorex 3670/IBM 3330 type direct access subsystems, and discuss the precise definition of block multiplexing and associated terminology. The highly technical session will also include discussion of the functional characteristics of the various direct access subsystem components and special features, including channel switching, string

switching, and 16/32 drive addressing, component interaction, shared DASD, contention and software control. Conference officials couldn't have picked two more knowledgeable speakers than Bob and Doug. Several of our competitors will also address the group.

★ ★ ★

The **Dallas** office hosted a breakfast for the Memorex Tyler Cup team, which visited Dallas in October to participate in the annual race and make some business calls on a few customers. Team members were Robert Wilson, President; Marcelo Gumucio, Vice President and General Manager, Americas and Asia; Jim Dobie, Vice President and General Manager, Computer Media; and Bob Jaunich, Vice President and General Manager, Consumer and Business Media. Several members from the office were present, including Jim Welch, Branch Manager Sales; Rod Patillo, Branch Manager, Field Engineering; Art Mudge, Southwest Regional Field Engineering Manager; and Dick Dupree, Sales Representative. Several Memorex customers were also there—Dallas County, Republican National Life, Bell Helicopter, and University Computing Corporation. The Tyler Cup is staged to promote physical fitness among business leaders and their associates. More than 45 firms participated in the 8-mile event, and Memorex as a team placed 17th.



George Dashiell

Indianapolis Branch

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to Sears-Roebuck, a Memorex customer, where new outfits are purchased at a discount. The children are completely clothed from head to toe, and for some it is the first time they've owned a new coat or pair of shoes. When the shopping is over, the group goes out to lunch.

This year the children may have a special treat. A movie house may donate tickets to a matinee show.

1975 marks the third year in a row the office has participated in this community program. The staff finds it a very rewarding experience and says it is difficult to tell who receives more from the afternoon—the adults or children. But one thing felt from both is that during the day they each made a new friend, and their Christmas will be a little brighter because of it.



Outstanding Sales, Service

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Marketing, Equipment Products Group. As many of you already know, Hal brings to our business a wealth of knowledge and experience.

During 1975 we successfully implemented a number of new programs. The add-on memory program was fully implemented, a relationship between Memorex and CCI was developed, and we announced the 1380 product. The sales trainee program was reinstated this year, and we started plans for three new distribution centers, one of which is now open in Philadelphia.

Another event which was particularly heartwarming was the success of the equipment purchase business. For the first time in Memorex's history, the Equipment Products Group, in the month of September, realized an outright sales goal of \$3 million. It is interesting to note that not too many years ago that was the amount of purchase business we expected in a year.

We've also seen improved employee benefits such as the pension plan, and more recently, the announcement of a dental plan to become effective January 1.

In general, the organization is more experienced than it was a year ago. 75% of our Field Engineers have been with the Company over two years, compared to only 50% at this time last year. Interestingly enough, all Field Engineering Managers have been with Memorex over three years. Approximately 75% of our salesmen have been here over two years. This additional Memorex experience plays an important part in the productivity and effectiveness of our people and the organization as a whole.

We were enormously successful during the year with the sizable

build-up of 3675 installations.

The 3675 is the most successful product I have been associated with during my 27 years in the data processing industry.

The continued viability of the Company has had a positive effect on us and our customers and prospects. We find people are no longer thinking of the Company as "financially troubled." The increased interest in the Company by the press, as seen in the recent article in *Business Week* (November 10), plays a significant part in promoting customer acceptance. The "can do" attitude shown by each of you, plus the hard work of many people and departments here in Santa Clara, have all contributed to the success of the year.

There was a degree of strain on the organization during the last six months of 1975. It was a strain mixed with joy, though. It was the result of equipment orders and installations in much greater numbers than forecasted.

We are entering 1976 in a positive mood, yet fully aware of problems which could be encountered from our competitive and economic environment. However, if unforeseen occurrences arise, I'm confident that each of you is poised and quite capable of adjusting to them. Sales and Service is backed by outstanding engineering, manufacturing, marketing, and management people. Our products are excellent, we know where we're going and how to get there, and I'm sure that if we work just as hard in 1976 as we have in 1975 we'll realize our plan. My very best and sincere wishes to each of you for a happy holiday season and prosperous new year.

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