

MEMOREX TIMES

Worldwide Storage Equipment Marketing

Volume 4 Issue 1 February 1985



US Sales And Service Kickoff For 1985

By Jerry Sheridan

"Yankee Doodle" reverberated through five areas in early January. Sam Spadafora used the musical piece to play-on this year's kickoff theme of "Rough and Ready". Sam began his rousing speech by acknowledging that 1984 was indeed a rough year for the Sales and Service personnel, but quickly added that Memorex is ready for 1985.

Sam highlighted several positive changes including CDC's decision to exit end-user sales, Storage Tek's financial dilemma, good availability of all products, eighty percent of assigned products in production and excellent compensation packages. Sam concluded his presentation by introducing his new boss, Vice President of Domestic Operations, Jack Scott.

Jack enthusiastically introduced himself to the field by illustrating the potential for computer peripheral sales. He then explained why he left Storage Tek and joined Memorex. As the theme from "Raiders of the Lost Ark" was heard, Jack outlined his plan for 1985. The message of "Sell, Sell, Sell" is still echoing in our ears.

Dr. Phil Dauber was the keynote speaker and spoke of his number one priority; profitability. Dr. Dauber announced the fourteenth consecutive profitable quarter, but challenged the field to improve that important measurement in 1985. He then quoted the number one concern in the field—3680 reliability. Dr. Dauber discussed the various steps that have been taken to correct problems in the HDA's and other critical components.

Galaxy Road Show Prepares for 1985 Tour

By Al Tinker

The overwhelming success of the 1984 Galaxy Road Show through North America has paved the way for the new 1985 tour.

The van has been purchased by Memorex and is currently being remodeled and refinished for the upcoming tour. Quiet new generators have been acquired, the entry way is being rebuilt to permit fast setup and take down of equipment, new storage products are being added, and an improved communications layout is being designed with the addition of new products and a keyboard display.

The remodeled van will have a television monitor and a VCR projecting the Memorex Corporate Overview, as well as highlights of the 3680 and 2178 manufacturing processes.

At press time, two tours of North America are planned, with the first to begin in the first quarter and essentially travel in the reverse track of the 1984 show, and the second tour to commence after Labor Day in the fall.

The major changes from the 1984 tour to the 1985 tour are that now the van can be set up in about 20 minutes, permitting multiple visits to large accounts in any given day in a local area.

In addition, hotel seminars are not being planned except in certain cases where the local Area Vice President feels such a presentation is necessary. The Area Vice President's and Branch Managers are busy planning and coordinating the first tour to begin in March.

In order to test the new tour format, a visit to GTE Sprint near San Francisco was held in late November. The van was in the GTE parking lot for seven hours and virtually every member of the GTE data processing staff visited the van, including several corporate executives. Nancy Browning, Communications Branch Manager for the San Francisco branch, felt the visit was highly successful.

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Comm Group Extends Marketing Programs

By Liz Billings

In November, Communications Group Marketing introduced a series of special marketing programs specifically designed for the fourth quarter of 1984. The programs proved so popular with customers that MCG Marketing Management recently extended some of the offers through the first quarter of this year.

The four programs—two for printers and two for displays—provide sales representatives with more flexibility in their marketing efforts. If a customer is seriously thinking about buying 2068 Multifunction Printers, the sales rep can swing the sale by offering one year of free maintenance on purchased 2068s.

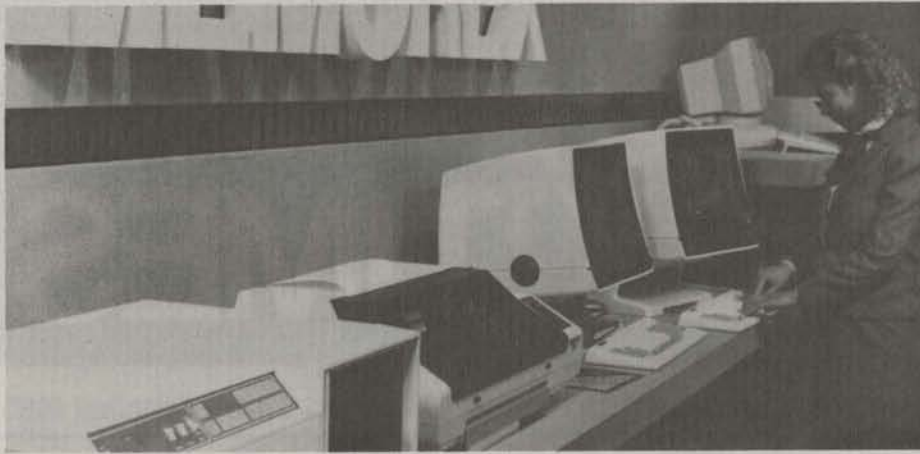
Or if the customer has single-sheet printing needs, he can choose the 2068 cut sheet feeder option at a reduced price. Both programs may be used concurrently.

For display customers, Memorex also provides special "extras". Orders for 20 or more 2078 Display Stations can be filled with 20 percent color, in accordance with customer wishes. For example, if twenty-five 2078s are purchased, Memorex will ship twenty 2078s and five 2079-S2B Color Display Stations.

Color-only customers are not forgotten by the Communications Group. For these accounts, sales representatives can offer 2079-S3B displays with graphics at a straight 15 percent discount, with a minimum order of five units (instead of the normal 50-unit minimum).

Communications Group Marketing reports great enthusiasm from the field for these promotions. Because of the programs, some sales people were able to close sales that elevated them past their quotas—and on to Quota Club in Phoenix, Arizona. Now, with the extension of the programs to March 31, 1985, many others can conclude purchases that did not close by December 31, the original termination date of the promotions.

The printer and display offers are just the beginning of the many good things in store for Memorex Communications Group's customers in 1985. With new products, new programs and excellent forecasts, MCG plans to be more "Rough and Ready" than ever in the communications marketplace.



Galaxy Road Show Prepares For 1985 Tour

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Sales representatives all across the country have been reporting sales resulting from customer and prospect visits to the show. Orders have been received from every product represented on the van. Each week the list grows: several million dollars worth of business as a direct result of the

Galaxy Road Show was closed before the end of 1984.

With the arrival of the 1985 Galaxy Road Show, local sales offices can have a wonderful opportunity to present Memorex products to customers and prospects right in their home town!



WORLDWIDE MEMOREX NEWS

The "Marketing Flashes" that have been produced since November of 1984 are as follows:

| Number | Subject | Date Published |
|--------|--|----------------|
| 71 | STC Bankruptcy | 11/7/84 |
| 72 | Memorex Tape Strategy | 11/23/84 |
| 73 | 3680 Progress Report | 11/30/84 |
| 74 | 4303 Impact Line Printer | 12/10/84 |
| 75 | Add DOS/VSE to List of Operating Systems for 3680 Attachment | 1/30/85 |
| 76 | System vs Plug Compatibility | 1/30/85 |
| 77 | Endorsement Letter | 2/4/85 |

If you need a particular issue, please call Kathe Sears in the U.S. at (408)987-2301, Telex: MKTG, or Chris Ing in Hounslow at 01-572-7391.

INTERNATIONAL

PRESS RELEASES

Chase Manhattan Chooses Memorex's 3680 Disk System

Chase Manhattan Bank in London has placed an order with Memorex UK for the supply of its 3680 thin film head disk system.

Memorex's 3680 disk, plug-compatible with the IBM 3380, uses the newest thin film head technology which provides greater storage space and faster access than current designs. Thin film disk heads are rapidly becoming established as the accepted technology for mainframe direct access storage.

Chase Manhattan Bank's order is for two strings of eight spindles, each providing 1.26 Gigabytes of storage, a 3888 Dual Director Storage Control Unit and a 3683 Dual Path String controller. Two further strings are on order.

Chase Manhattan Bank, a Memorex customer for five years, is using its two strings of 3680s to help create a contingency data centre at its headquarters in Woolgate House. The installation of the Memorex equipment

will aid the migration of data currently held in banks of 3350s, some of which will become redundant when the task is completed early next year. The 3350s will then be made available to the company's computer development teams.

Memorex, a subsidiary of Burroughs Corporation, supplies computer media and a complete range of IBM plug-compatible equipment.

Datastream Orders Memorex 3680 Disk System

Datastream International, a recently acquired Dun & Bradstreet International company, has placed an initial order of £115,000 for a Memorex 3680, thin film head disk system.

Datastream is a major supplier of on-line financial information with over 700 terminals servicing financial and related clients located in Europe and the United States. The company was founded in 1968 and currently employs approximately 300 people.

The installation of a half-string of

3680s which gives a total of 5.04 Gigabytes of storage, will enable the migration of financial information currently held on Memorex 3650s and 3652s, giving improved systems performance and additional storage for the increasing volumes of financial data currently held by Datastream.

Commenting on the recent contract, Hugh Kearns, Operations Director at Datastream, says, "We have always been very satisfied with Memorex's approach to our

data processing needs, the equipment performs very well and we have a good view of Memorex's engineering and technical response. We have been a Memorex customer for over eight years and fully intend that the relationship continues for many years to come."

Memorex, a subsidiary of Burroughs Corporation supplies computer media and a complete range of IBM plug-compatible equipment.

Seismograph Service Orders Pounds 600,000 Worth of Memorex 3680s

Memorex UK, November 9, 1985—Seismograph Service has placed a contract worth upwards of pounds 600,000 with Memorex UK for the supply of 3680 disk systems.

Seismograph Service has been a Memorex user for ten years and is currently replacing its 3330 and 3350 IBM equivalents with three strings of 3680s, a total of 30 gigabytes of storage. The disks are for use in the processing of seismic survey information which involves very large volumes of data. A typical marine survey can involve several hundred

reels of tape, which is transferred to large disk work areas for processing.

Seismograph comments, "Because of the large volumes of data, performance of disk units is very important. The earlier Memorex disk drives were efficient because of the IDI (Intelligent Dual Interface) feature, and with the latest drives, the MAPS (Maximum Availability Path Selection) feature shows significant improvement over alternative units for our type of processing."

Richard Watson, national manager of

Memorex's Storage Systems Group, says "In the UK we have had a great deal of success in closing orders for 3680. We feel this reflects the major shift towards the technology being shown by IBM users. The ramp-up in our production now means that we are confident of being able to fulfill our backlog and cater to the swing towards 3680-type drives."

Memorex, a subsidiary of Burroughs Corporation, supplies computer media and a complete range of IBM plug-compatible equipment.

Memorex And . . .

. . . Bradford Progress In The Financial Processing Services Community

"... A lot of account vendors are managed by intimidation, and many perform well to a plan. But the key to success is through a team effort by client and vendor that allows for the development of flexible plans that are necessary to support the crucial online environment. Only the vendor ready to respond and react instantly will get my business..."

So said Michael Dengel, Vice President-Operations, Bradford Financial Processing Services, Incorporated at a recent client-vendor troubleshooting meeting with Memorex systems, sales and service representatives here in Pittsburgh.

"... Many organizations today design and manufacture their products and then slip into a comfortable R&D and service holding pattern. But with our corporate and personal trust accounting computer processing services in use by over 40 large financial institutions, our systems and software capabilities must be unequalled at all times. Knowing the name Memorex is driving our data, and the Memorex personnel standing behind it are top professionals, I rest a little easier at night..."

Bradford Financial Processing Services (BFPS) provides corporate and personal trust accounting computer processing services to the financial community throughout the country. In addition to providing a professional service, Bradford offers a software

package to users that choose to process utilizing their own computers, and also provides the computing power and software support to Penn Bradford Stock Services, Inc., a leading stock transfer company located in Pittsburgh.

Bradford maintains an extensive programming staff to support current and developmental software, as well as a research and development group designed to turn unique ideas and market needs into sophisticated new products for the financial services industry.

"Our products here at Bradford are channeled through three areas before being made available to users. Product development is first, followed by research and development and finally quality assurance—the folks who try to break it."

Service to the Bradford client base is provided utilizing two (2) 3031 CPU's and one (1) 370/148 CPU, driving a 55-line SDLC and bysync network with over 600 terminals attached. DASD needs are supported with over 30 gigabytes of storage on 32 modules of 3650 and 3652 (double density) disk drives. A combination 3226/3228 tape subsystem satisfies the tape media needs. Bradford provides a 16-hour online availability beginning at midnight to support RJE transmissions, remote printing, and interactive networking.

"Considering the breadth of our requirements, I was hesitant about managing a mixed vendor shop.

However, those feelings have been dispelled by Memorex."

"In addition to the performance and redundancy we get from the Memorex exclusive IDI feature, Memorex's ability to put a 1.27 gigabytes (double density 3652) in the same floor space of an IBM 3350 enables us to increase our storage capacity without the necessity of expanding our data centers' floor space," says Mr. Dengel.

"The high performance of the Memorex 52's with IDI allows us to run our CPU's at very high utilization levels with no loss in efficiency. Memorex's systems engineer, Tim Michalski, has been of great assistance to BFPS technical people in planning the most efficient use of channel pathing and data set placement."

"SE support has been useful in a consulting mode even in CPU and software upgrade planning. When considering the three major vendors in my shop, Memorex is never a vendor managed by intimidation—it is a vendor whose primary purpose is to respond to and advance with my needs." Concludes Mr. Dengel, "We at BFPS are more than satisfied with both the Memorex DASD and the Memorex Tape Systems which have proven to consistently perform at high levels of reliability and efficiency."

. . . Health-Comp Lower Hospital Costs

During 15 years of service at Presbyterian-University Hospital, Health-Comp, Inc., has developed roughly 60 automated information management systems that can lower hospital costs and improve patient care. Now the company is beginning to offer some of these system to other hospitals, using recently-upgraded Memorex disk storage technology to handle the mass of new data.

Through instant access to vital data stored on magnetic disks, patient care has been made more efficient and reliable at Presbyterian-University Hospital. Soon, smaller hospitals too may automate patient billing and

registration, compile information related to hospital cost accounting, maintain a tumor registry, and process lab reports through the Memorex installation. Such information management will help hospitals operate more efficiently and cope with proposed changes in Medicare reimbursement.

Some systems will be sold as software packages to hospitals with sufficiently large computers, but Health-Comp will also act as a service bureau to manage information from smaller hospitals using its own data processing facilities. Most services will depend on Health-Comp's set of interconnected IBM mainframe

computers and double-density Memorex disk drives, which have a total storage capacity of 7.2 billion characters (bytes) of information.

Flexible technology

In order to increase its marketing efforts, Health-Comp has recently been upgrading its data processing equipment. Systems that had run on two older computer mainframes are being shifted to a newer one, and previous disk drives have already been replaced by more efficient models with greater capacity.

This shift required flexibility in the disk equipment. Some of the new drives

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...PPG Share "Dual" Concern For The Future

Securely vaulted within the heart of the PPG Place headquarters building in downtown Pittsburgh are one and one-half floors of hardware and software which affect daily the lives of the more than 35,000 employees PPG Industries maintain world-wide in its glass, chemicals, coatings and fiberglass operations.

The Company's Corporate Computer Center, combining the resources of 66 employees, is dedicated to providing processing services to operating groups and corporate departments. On a 24-hour basis it directly touches data originating from 1500 registered real time users throughout 147 local and regional offices, plus servicing over 55,000 batch jobs per month.

Driving the systems employed by PPG's data "service center" are products developed by Memorex and other vendors, operating compatibly within an area of 25,000 square feet. This mixed vendor shop succeeds through reliability and flexibility, and, according to Mr. James Vaughn, Manager, Data Center Operations, "Our net gain here is a competitive environment. Because we're 'mixed' everyone stays on their toes."

We talked to Mr. Vaughn and Mr. Richard Sarada, Manager, Resource Planning, about their shop recently, and specifically about the Memorex products in use there. Comments Mr. Vaughn, "In some areas here at PPG we are working through three generations of Memorex products. Our vintage 1972 1270 Communications front end processor is still up at one of our plants, and we've used the 3675, 3650, and 3652 disc storage systems. Currently we are very satisfied with the newest tape and disc drives Memorex has to offer."

When asked "Why Memorex?", Mr Sarada responded, "Four basic reasons: First, from a reliability standpoint on our tape units, we are experiencing a three and one-half percent net gain over those units we've replaced with Memorex; IDI, or Intelligent Dual Interface, is second, giving us more availability on disc strings; third, price performance; and, fourth, with financing and related services, not only do we gain on leases and purchases with Memorex, they also assist us in both upgrading and finding a home for our displaced

processing equipment when necessary."

The PPG Corporate Computer Center maintains in-house offices for Customer Engineers, and conducts full circle weekly troubleshooting meetings with all vendors present. "This and other periodic meetings promote open discussion between vendors. This way everyone knows what everyone else is talking about," says Mr. Vaughn.



PPG Place, a resplendent complex described by architectural critics and the media as "the crown jewel in Pittsburgh's skyline". In PPG's Corporate Computer Center, Memorex disc and tape drives keep things moving for over 55,000 batch jobs per month.

"In fact let me tell you," he continues, "when we had to pull four and one-half years' worth of planning together one year ago in relocating our main data center from our old location to One PPG Place, vendors and PPG management interacting with ready knowledge of one another's products was absolutely crucial to our success.

"Our new Corporate Computer Center was in full operation two months before the move from the old building, and it was Memorex Finance Company who saw to it that we had no overlapping rental payments on Memorex equipment. Also, the local branch office brought additional field experts in from

Philadelphia and Boston to assist in the changeover. They provided ongoing direct installation and maintenance coverage to both sites. And when we were finished, not one user throughout our organization was even aware that a changeover had occurred. There had not been one minute of outage. Now that's cooperation and concern for a customer's future."

Health-Comp Lower Hospital Costs

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have first had to operate in an "emulation mode" — that is, to act just like the units they replaced on the older mainframe. Later, when they are connected to the new mainframe, they will be switched to their own, more efficient, "native mode" of operation.

"One of the advantages of the Memorex drives was that they allowed us to replace all the old IBM units with newer technology — to save money now — then be able to convert to native mode by just flipping a switch," says John Boyer, Health-Comp vice president of operations. "That gave us a lot of flexibility and lower cost in the change-over."

Because of the large capacity required, Boyer chose the double density Memorex 3652 series of disk drives. Each unit can hold 1.27 billion bytes of data and provide an average access time of 18 milliseconds. This represents twice the storage capacity and 40 percent faster access time than the standard for earlier models. Double density drives also reduce total power consumption and require less floor space.

Improving patient care

The automated information management system made possible by instant access to vast quantities of stored data will ultimately improve patient care, Boyer says. Because the newer disk technology is less expensive and more powerful, we have a lot more storage capability and faster data retrieval. That means we can provide service to the patient more quickly and more reliably.

"One of the biggest benefits in using an automated system," he says, "is that information handling requires fewer

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New Management Appointments

By Julie Ross

Bob Quinn and Harold Stanley have recently been appointed to new positions at Memorex. Harold, previously Guest Relations Manager, handed the baton to Bob Quinn, who moves into that position. Harold has been appointed Product Marketing Manager for the 3864, and for mature disc product lines.

There are several commonalities between Bob and Harold that deserve mentioning: both have previously worked at IBM in the same division (Service) at the same time, they came to Memorex within two months of each other, and as of January, both are 14 year veterans. As if that's not enough, Harold graduated from "Quinn" University!

We congratulate Harold and Bob in their new positions and wish them continued success at Memorex.

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This edition of the Memorex Times was published by Worldwide Storage Equipment Marketing, Mail Stop 12-17, San Tomas at Central Expressway, Santa Clara, CA 95052. Telephone (408) 987-9877, Telex: MKTG.

Publisher, Steve Martin

Editor, Julie Ross

Graphic Designer, April Bishop

Typesetter, Nettie Kohn

Health-Comp Lower Hospital Costs

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steps and introduces fewer errors. Such systems can lower hospital operating costs and also make patient care less expensive."

Introducing sophisticated new technology, of course, requires planning and a close working relationship between the data processing client and the equipment vendor. **"I was very impressed with the Memorex staff people," says Edith Haughton, executive vice president, Health-Comp; "They worked out a detailed transition plan that helped reorganize our crowded computer room and minimized the amount of down-time that would be required during installation."**

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His message was clear, Memorex has addressed the problems and several fixes have been implemented. "The 3680 reliability is greatly improved over what it was ninety days ago", was Dr. Dauber's concluding report.

Four hundred and fifty Sales and Service employees attended the kickoff meetings in Chicago, Philadelphia, Atlanta, Houston, and Santa Clara. Additionally, 25 executives from headquarters traveled to each of the sites. Speakers on the agenda included representatives from Communications, MFC, Customer Operations, Sales Operations, and Product Marketing.

1984 was retired and put in its proper place in history. 1985 was welcomed with open arms and everyone looks toward the new year with enthusiasm. Sam's opening theme may have told of Yankee Doodle's travels, but 1985 is the year that Sales and Service "go to town".

Who's Who

The articles submitted by you enable us to publish the "Memorex Times."

A special thanks to:

Liz Billings

Publications Specialist

Jerry Sheridan

Manager, Product Sales

Al Tinker

Marketing Manager, Medium Systems

Boyer agrees. "The installation went extremely smoothly," he says. "We had fewer problems than we have had with other vendors, thanks to the initial planning we and the Memorex people did."

'Round the clock reliability

Disk drives with superlative reliability were key components in Health-Comp's quest for upgrade. "It's urgent that we keep our system up 24 hours a day, seven days a week," adds Haughton. "Many of our activities never stop." The Memorex 3652 units provided this reliability both through their intrinsically high-performance design and through a unique feature—Intelligent Dual Interface (IDI)—that provides the redundancy needed for fail-safe operation.

IDI provides two separate paths between each spindle in a string of disk storage units and the string controller. By connecting the controllers of two strings—as Health-Comp has done—a computer has essentially four paths available to any piece of information.

"With IDI on two separate strings, I have a lot of backup, a lot of redundancy," says Boyer. "By contrast, IBM was proposing a system with only one path to disk and virtually no redundancy."

In addition, Boyer says, cost was a major factor in determining the type of disk storage system Health-Comp could purchase. **"Memorex offered us twice the amount of storage for virtually the same price as the IBM system," he says. "That made the ultimate difference between getting just adequate capacity or being able to get enough to allow for future growth."**

A special thanks to Bruce Thomas, Branch Manager in Pittsburgh, for supplying these articles.

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