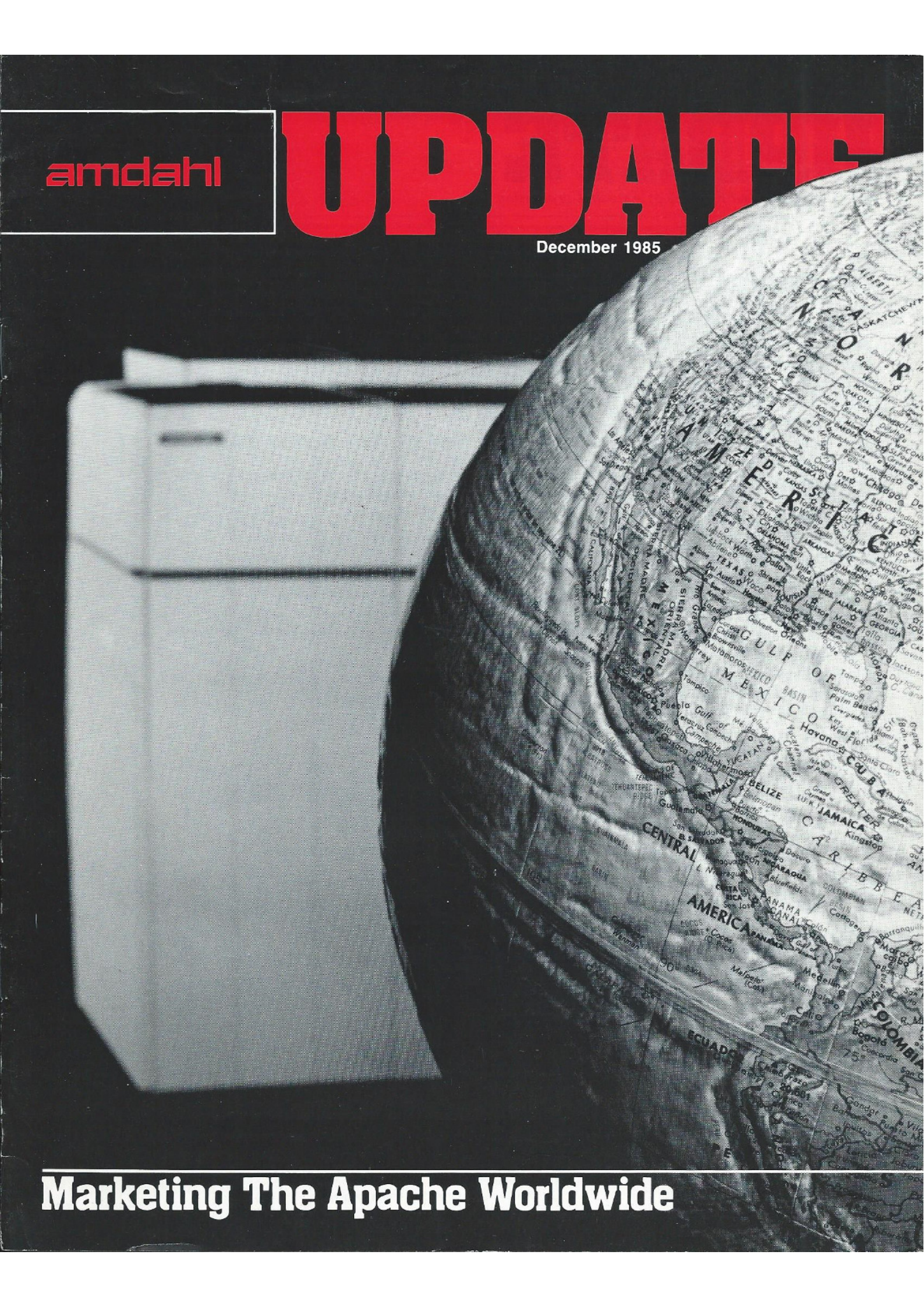


amdahl

UPDATE

December 1985

Marketing The Apache Worldwide



UPDATE

For Employees and Families of Amdahl Corporation

From the Editor

Last month we looked at the monumental efforts of the Processor Product engineers and the Manufacturing staff in designing and building the Apache, our newest processor. But there is far more to the story. The Apache's success depends not only on a superior design and on expert manufacturing, but also on shrewd marketing and dedicated field support. And that's where Marketing and PS&S come into the picture. In order to assure that the processor would be a financial winner, these two groups worked respectively to ensure that it would be serviceable and would earn worldwide attention. This issue describes how these efforts took place.

Staff

Editor

Marilyn Kochman

Associate Editor

Rachel Oppedahl

Proofreading Assistant

Lisa Fairchild

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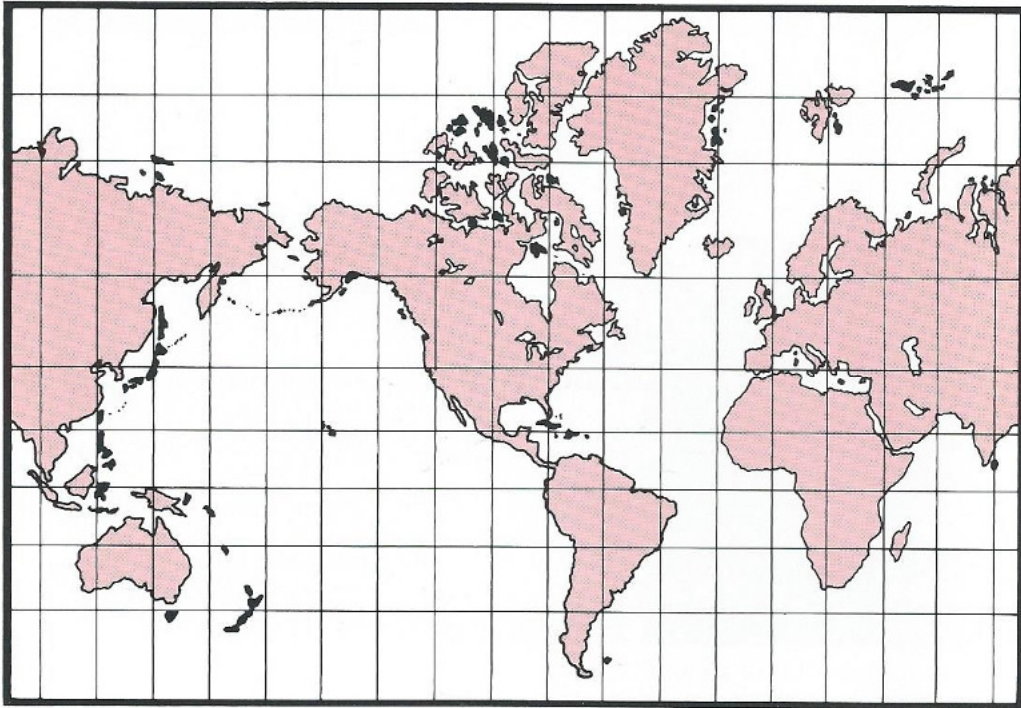
Does the holiday season get you down? You are not alone. Find out how you can beat the blahs.

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Marketing

The Apache Worldwide

It is not enough for a company to harness the talent of its best and brightest to design and manufacture a computer. It is not enough for that computer to be faster or less expensive than its competitors. And it is not enough for the machine to be the most powerful general-purpose computer ever built.



(Left to right): Diane Zarwell, Tom Moore, and Cyndy Ainsworth review strategies for their next customer presentations.

As an old saying goes, “Nothing happens until somebody sells something.” To make sure that many salespersons sell many computers, Marketing worked fast and furiously for the past eighteen months, preparing for the day when our 5890 (Apache), the enhancements to our existing 580 product line, and the unique Multiple Domain Feature were formally introduced to computer users and the industry.

Between October 22 and November 1, thirty announcement teams crisscrossed the globe, traveling to nearly one hundred cities to spread word of our new product and the 580 enhancements to nearly 10,000 customers and prospects. Press conferences were held in New York and Sunnyvale, generating dozens of newspaper articles.

Meticulous care went into the development of the announcement. “We wanted to project Amdahl as a first-class, professional company that any customer would want to do business with,” says Dick Blanchard, Future Processors manager. “We wanted the industry to see how Amdahl has changed over the last ten years. We wanted to remind them that we began as a small start-up, and today rank number 357 on the Fortune 500 list. In other words, we didn’t just want to announce a new product; we wanted to use that product to create a new image.”

Marketing achieved its goal. Now, two months since the announcement, customers are still talking about the new Amdahl computer—and there is good reason.

Each of the thirty announcement teams consisted of three presenters: a local executive, who provided an overview of the company, particularly emphasizing our impact on the industry; a local account executive, who provided the heart of the announcement by describing the new processor and the enhancements to the current family; and a regional systems engineer, who answered customers’ questions. To ensure that the presentations would go as smoothly as possible, each team was provided with a stage manager to coordinate the audiovisuals, displays, banners, product literature, and to perform a variety of other tasks.

The three presentations were linked together with a videotape produced by Amdahl’s Video Media Services and coordinated by Tom Fitzgerald. The tape, entitled *People Are Talking Amdahl*, featured Amdahl customers explaining their decision to buy our products. It is an upbeat presentation, that depicts Amdahl as a company “that anyone would want to do business with.”

The entire announcement portrayed Amdahl this way, and dozens of people were responsible for its success. Marketing’s Product Programs developed the

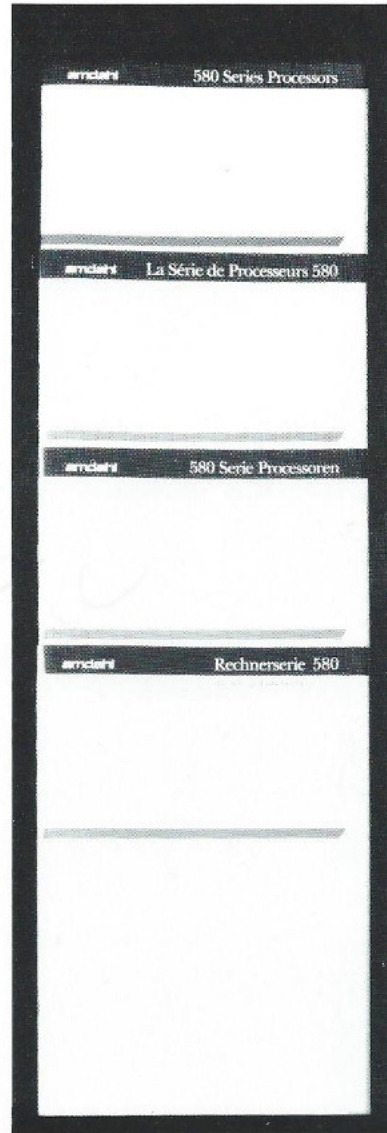
marketing strategies, identified the competitive issues, and helped write the literature which accompanied the announcement. Working in conjunction with outside writers and designers, Marketing Communications and Technical Publications prepared all of the 5890 manuals, and red letters (the actual announcement brochures). The Graphics department prepared all of the slide presentations, with the aid of a new in-house computer graphics system.

According to Dick, winning the confidence and enthusiasm of our worldwide sales force was critical. "Our biggest job was to get them convinced that this was a solid product," he says. "If they didn't believe in it, neither would the customers."

Beginning October 7, just two weeks before the official announcement day, Marketing Services hosted the gathering in Sunnyvale of 150 regional executives, account representatives, and RSEs for training in their respective areas. According to Dick, the goal of these sessions was to explain marketing strategies, competitive issues, and technical details to the announcement teams so they could convey the information to their audiences and to other members of the sales force. The week-long training was kicked off by a demonstration announcement delivered by Joe Zemke, chief operating officer, and Charlie Pratt, senior account executive. This presentation was designed to be the model for all thirty announcement teams.

Audience members indicate that these efforts paid off substantially. Bob Barretto, account executive in Dallas, who was part of the announcement team there and in Denver, says one of the most positive aspects of the product introduction was the use of local field people. "Customers recognized who was speaking to them, and frequently the presenters knew many of the members of the audience on a first-name basis," Bob says. "At one point we asked our current customers to stand up and be recognized. This personal touch went over well with prospects."

Bill Ryan, East Coast account manager, has been getting "nothing but good feedback from customers. The announcement was intended to project who we are as a company," he says. "We achieved those objectives."



Product literature for the 5890 was published in several languages (*top to bottom*): English, French, Dutch, and German.

The theme of the announcement was, "Amdahl... and now the next ten years." By all indications, we have begun the second decade as a professional, well-run company—one that anyone would like to do business with.

That's why people are talking Amdahl. □



(Left to right): Tom Littauer, Joe Streng, and Loren Dewey pause for a photo break.

Customer Service: The Bottom Line

Loren Dewey, 5890 product service manager, PS&S Headquarters (HQ), is very excited about Amdahl's new processor. And so is the rest of PS&S. "The Apache will work—and work well," Loren says.

For four years, PS&S worked hard to make sure of that. From the earliest stages of the 5890's development, PS&S worked in conjunction with Engineering and Manufacturing to produce a machine that would feature reliability, availability, and serviceability (RAS)—characteristics that every Amdahl product offers.

Each PS&S HQ department contributed in a significant way to the development of the 5890. PS&S' HQ Service Planning department developed the machine's maintenance philosophy and strategy, and incorporated those ideas into the maintenance plan. The group also prepared a service-cost estimate for that maintenance. Additionally, they generated a technical service letter—designed for field managers—which provided technical details about the new product and such information as the type of tools, test equipment, education, and documentation available for the field.

PS&S' HQ Logistics worked in conjunction with Engineering to establish the criteria for stocking parts. When the machines are in full production, Logistics will keep close track of spare parts in locations throughout the world and will determine the number, type, and stocking locations for parts needed to keep the computers readily available to customers.

PS&S' Technical Skills Development (education) organized the training and delivery of classes and self-study for our field engineers and their managers.

PS&S' HQ Technical Support assisted the engineers during bringup, learning even more about how the machine functions and contributing to the design of RAS functions. During final product certification, when the 5890 is tested and stressed in a customer environment, a number of field engineer specialists will work closely with the engineers.

According to Loren, "The serviceability of the product is better than that of anything else we've ever built, due to the development of several new tools. We

also took a different approach to PS&S training." For the first time, field managers can utilize self-study material so that they develop familiarity with the new processor. In addition, Technical Skills Development created a computer-based training program so that the field staff can teach themselves, at their own pace, about 5890 theory. (They can even stay home while

"The serviceability of the product is better than that of anything else we've ever built, due to the development of several new tools."

they learn!) Hands-on experience will also be available in Sunnyvale and in Dublin for the field staff.

According to Loren, "We strived to build the Apache more efficiently by making some changes in our approach to our jobs, but at the same time, maintaining customer satisfaction by providing professional service on the 5890."

Rod Dahl, manager of Service Planning, is especially pleased with PS&S' contributions to Apache. "I feel this product is a team effort. Every group was involved in a constructive way." □



Dave Madsen enjoys a round or two of golf every Monday morning.

Disabled ... Not UNABLE

Disabled does not mean unable. Talking with some of Amdahl's physically limited employees explains why. In the following interviews, five such staffers speak frankly about the special challenges that confront them.

David Madsen, a senior clerk in Reprographics, has suffered from cerebral palsy since birth. "When people greet me for the first time, there are usually three reactions," he says. "Either they try to do everything for me, they ridicule me, or they recognize

that I am competent and allow me to do things for myself. Of course, I like the latter reaction the best."

When dealing with disabled employees, able-bodied people should ask themselves how they would like to be treated if they were in a similar situation. "Think of how you would want to be helped and adjust your behavior accordingly," says Dave.

Dave enjoys his job at Amdahl because it allows him to be active. "I am not a sitter," he says. "I get sluggish if I don't move around." Dave gets plenty of

opportunity to do that since his job requires that he operate various copy machines in Reprographics, and move and lift heavy packages. His disability rarely causes any difficulties.

Judging from the range of his extra-curricular activities, it would be hard for anyone to guess that Dave is disabled. Several years ago, he started a business, mailing real estate brochures to potential customers. Dave is also an avid athlete who has been enjoying golf for the past twenty years. Every Monday morning he plays a round or two with a local instructor who has "taken me under his wing." And when he is not out on the green, Dave is busy teaching tennis. Although far from a pro, he has developed the ability to analyze the form and technique of others, and even gives remedial tennis instruction to students at De Anza College. "I am often amazed at what I can get across to people without being able to do it myself," he says.



Like Dave, Carol Kent, a technical writer, has had cerebral palsy since birth. She attributes her superior problem-solving abilities to her physical disabilities. "I have learned that there is always more than one way of doing something," she explains. As a technical writer

Carol makes a habit of searching for easier, more efficient ways of completing her work. "I let the computer or mechanical equipment do what I have difficulty in handling physically," she says.

Carol is frank about the obstacles she sometimes encounters. Her biggest challenge is traveling to different buildings to attend meetings with the engineers whose material she is working on. "Because I must drive to each building, and because getting in and out of the car is a cumbersome process, it usually takes me about fifteen to twenty minutes—one way—just to get to a meeting.

Carol is aware of the discomfort that able-bodied employees feel around her. "People are afraid of offending me if they offer to help me, or if they don't offer to help," she says. "When deciding whether to assist a disabled person, people should just remember to exercise common sense and common courtesy. If I am going down the hall, for example, and drop something, I shouldn't have to ask for help in picking it up."



Bonnie Trivedi, senior documentation analyst in Processor Products, contracted polio when she was four. As a child, she spent much of her time getting



Carol Kent has learned the importance of being efficient.

treatment. But when Bonnie reached fourth grade, a new world opened up to her—academics. “I got involved in school, and began to excel,” she says. This ultimately led to studies at the University of Madras, India, where she earned a master’s degree in English, and subsequently taught for four years. Bonnie’s pattern of success has been a constant throughout her life, and continues in her work at Amdahl.

Bonnie is responsible for coordinating engineering changes with Manufacturing, a job that involves frequent meetings with both groups. She finds her work interesting and challenging, and is not impeded by her physical disability. Last year, Amdahl provided Bonnie with a motorized wheel chair to facilitate her mobility.

“People here have been very nice to me,” she says. “I feel that I am easy to get along with, too. I am also a person who never gives up. I may run into hurdles doing something the first time, but I always overcome them.”



Reyna Soto, a component bonder who has been deaf since age three, finds her work at Amdahl “really interesting,” although she admits that it is sometimes difficult to use the machines. “Being deaf doesn’t make her better or worse at the job,” says Janelle Hold, her manager. “Having Reyna in the department



Bonnie Trivedi brings discipline, interest, and the capacity for hard work to her job.



Reyna Soto (*r.*), who communicates with Remedios Domingo (*l.*), is eager to teach sign language to anyone who wants to learn it.

has educated all of us by making us realize that there is no stigma attached to being disabled.” Reyna has helped her department develop a strong sense of camaraderie. Janelle has mastered the art of sign language and says that about half of the staff also have begun to learn it. For Janelle, it was well worth the effort. “No employee can be successful without a manager who is capable of communicating,” she says. “Recently I gave Reyna her first performance review in sign language. I was floating for a week.”

There are others in Manufacturing who can communicate with Reyna through sign language. One is Remedios Domingo, the Production area’s first deaf employee, and a close friend of Reyna. In addition, Tess Cabeliza and Paul Longstaff—two hearing employees—have also learned sign language.

Reyna, who runs and plays racquetball in her spare time, writes notes to communicate with people who do not know her language, but insists, “Everyone can learn sign language with ease and speed.”

Amdahl’s disabled employees bring expertise and commitment to their jobs. Their success and adaptability demonstrate a simple truth. In order to succeed, physically limited people require the same personal characteristics and work environment that able-bodied people require: determination, belief in oneself, and a supporting, accepting atmosphere. □

CSD Displays Its Goods



About forty customers—including representatives from AT&T, United Airlines, Bell Canada, MCI, and Pacific Bell—participated in Amdahl Communications' 1985 Users Group Meeting last October. Though held in Dallas amidst the fury of Hurricane Juan, just days before Halloween, the conference did not reflect this havoc. In fact, it went as smoothly as ever. According to Carmi Humes, manager, Marketing Support Services, "The attendees, who represented twenty of our major

customers, found the meeting very informative, well-organized, and enjoyable."

The theme of the convention was "Moving in '85." According to Sue Ann Bryant, program director, this motif was selected not only to reflect CSD's recent move from California to Texas, but also to highlight Amdahl's move into new communications products and higher technology, and toward greater service to its customers.

According to Carmi, some of the major highlights of the conference were the applications presentations by seven of our major customers, a tour of the new Richardson Complex, the opportunity for our customers to meet new members of our management team, and an evening at Southfork (the Plano, Texas ranch featured in *Dallas*.)

"We are looking forward to a new year as exciting and fruitful as the past one," concludes Carmi.

Massachusetts, is part of a new group in U.S. Operations, called National Systems Engineers (NSE). The other three members are Jim Holt, Dallas, Texas; Kevin McGrath, Pittsburgh, Pennsylvania; and Roger Stoesz, Minneapolis, Minnesota. All four members are former senior RSEs who each have been part of Amdahl's marketing support organization for at least six years. Because of their familiarity with field problems, the new NSEs are in an ideal spot to help devise tools to enable the current RSEs to perform their jobs more effectively. While continuing to participate in regional marketing activities and making key sales calls, the NSEs also perform a variety of other tasks. Among them are writing technical papers, such as a recent fifty-page document on MDF (multiple domain feature); organizing classes, such as the one on MAP, our new software system; and serving as consultants to the field marketing support and sales organizations. In this capacity, they recently contributed to the road shows for both DASD and the new 580 announcement, which included the Apache introduction.

According to Jim Shaw, director of Planning and Market Development, "RSE effectiveness in the field already has improved, due to the guidance of the NSE team. Based on NSE projects that are now underway, I expect to see even greater RSE productivity gains in 1986." □

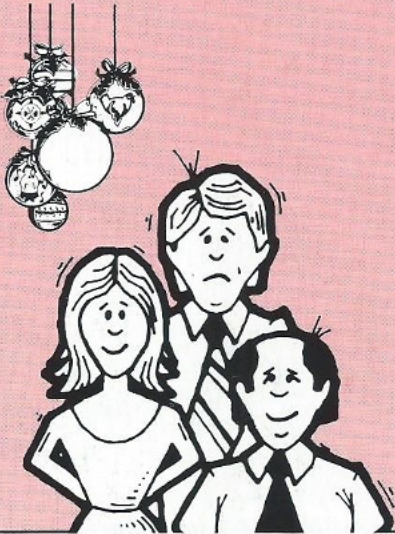
New Group Supports RSEs

Last spring, U.S. Operations took a good, hard look at itself, and decided to make some changes—particularly in the support of its RSEs (regional systems engineers), members of the sales team who serve as technical consultants to customers. Over the years, the

number of Amdahl products has increased, as have the competitors. But the number of RSEs has remained relatively constant. "It became clear that the RSEs needed more tools to do their jobs," says Anne Cawley.

Anne, who is based in Waltham,

Bah Humbug!



For most people, the holiday season is a happy time (even if a little hectic). For some, it is not so happy. It can be filled with anxiety or depression for those who are experiencing job stress, family conflicts, or loneliness.

If you are suffering from holiday (or post-holiday) blues, the following tips might help:

- *Don't isolate yourself.* If you are feeling lonely, the worst thing you can do is aggravate the situation by withdrawing from people. Instead, why not reach out? Re-establish contact with old friends. Invite them to a potluck meal at your home.
- *Give to others.* When you feel stressed or depressed, you may become too focused on your problems. By "getting out of yourself," you can put your worries into perspective. A good way to do this is to help others. Participate in a toy drive, or volunteer for an organization that would be meaningful to you. Join a caroling group, and bring some holiday cheer to entire neighborhoods.
- *Take time for yourself.* Perhaps

you are stressed because you are overcommitted. If so, why not put the world on hold for a day, so you can do what you want?

Visit your favorite place—a restaurant, a park, or a friend's house. A single day to yourself may be just what you need to break the tension.

- *Take care of yourself.* Many people change their eating habits and interrupt their sleeping patterns during the holidays. Both of these lifestyle changes can upset your system, and make you less capable of dealing with the blues. Try to avoid binge eating and be sure to get plenty of sleep.
- *Let yourself be human.* Often, holiday blues is a reaction to unrealistic expectations—of

yourself, and other people. In our society, holiday "hype" paints a picture that we would all like to step into: the perfect family, the perfect life, and the perfect self. Against the backdrop of holiday cheer, our real, imperfect lives make us feel disillusioned. Don't fall prey to this syndrome. Try to focus on the positive aspects of your life, participate in activities you enjoy, and don't compare yourself to an unattainable image most mortals do not live up to.

Most of the time, holiday blues disappear in a matter of weeks, but if you find your mood lingering, it may be wise to get help. One important resource is Amdahl's Employee Assistance Program: (408) 746-7615.

Season's Greetings



Season's greetings from the Employee Communications staff (left to right): Rachel Oppedahl, Marilyn Kochman, and Anne Parry.