amdahl | UPDATE

Amdahl Ireland Gets A Face-lift

Inside:
Amdahl Thrives On Customer Service...

'80 to '87
what a
difference

UPDATE

For Employees and Families of Amdahl Corporation

May/June 1987

On The Cover
The expansion and modernization of the Amdahl Ireland facility allows high-volume production of the 5890 and enhances the work environment.

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Customer Services Keeps Amdahl On Top

Teamwork is an important part of Amdahl's Customer Services organization. Mike Berry, EPS consultant *(l.)*, along with others in the Marketing and PS&S organizations worldwide, help make our Customer Services efforts a success. *(Clockwise from Mike):* Glee Harrah-Cady, Stanley Zaffos, Dennis Stein, and Alan Greene.

Ten years ago, Amdahl field support personnel had it relatively easy. A typical service call usually involved doing an installation or fixing a down machine. Today that is no longer the case. As technology continues to develop, and competition gets increasingly more fierce, customers are seeking help with any one of a number of functions, ranging from upgrading Amdahl processors to formulating their long-range business strategies.

To meet these new customer demands, Amdahl has formed a new organization called Customer Services, with Bill Ferone as vice-president. The new organization encompasses Corporate PS&S (Product Support & Services), U.S. PS&S, and EPS (Educational and Professional Services). "The name says it all," says Dave Radack, vice-president, U.S. PS&S. "It says that our service emphasis is now on customers, not on products. We are

still very much in the 'fix-it' business, but now fixing machines will only be a part of what we do. The other part will be offering educational, professional, and consulting services in addition to standard technical services. We must use every Amdahl resource to help our customers get the most out of the products they buy from us."

Under the new organization, many Customer Services employees will broaden their job responsibilities. Instead of becoming involved only in technical areas, they will now advise customers on such matters as data center management, network designs, and software conversions. They may also be asked to teach courses in data processing. Formerly, a core of six EPSD employees handled customer consulting. Today this core group is sharing their specialized knowledge with a large number of field systems engineers. "This will greatly increase the availability of Amdahl expertise to our customers," says Dave O'Brien, director of EPS. "The Customer Services employees will introduce such helpful tools as the DASD Effectiveness Inventory, which will help customers use their storage products more efficiently."

In addition to helping customers by offering a wider variety of technical, educational, and professional services, Customer Services is extremely beneficial to Amdahl for another reason. "The increased involvement of employees in customer accounts will reduce the need for

customers to seek outside consultants; and in many cases, it will mean additional revenue for Amdahl since some of these services will require a fee," continues Dave.

The establishment of Customer Services stems from the evolving change in customer requirements. As customers embrace the new technologies, their data centers grow

> **"We must use every Amdahl resource to help our customers get the most out of the products they buy from us."**

increasingly more complex. They include not only mainframe processors, but also multiple combinations of storage, communications, and software products. The effective integration of these machines requires the kind of help that customers never before needed. Amdahl plans to broaden the scope of its services so that we can eventually assist our customers not only on technical issues, but on business strategy as well.

Amdahl's expanded product line has also caused a change in cus-

tomer requirements. Today our products are more reliable than ever before. The meantime between unscheduled interruptions has increased and will continue to increase. Among our new offerings are 580/MDF (Multiple Domain Feature), a feature that allows the user to suppport more than one operating system at a time; and *UTS/580, the mainframe version of **UNIX. Both require close monitoring, whether or not they ever malfunction.

Customer Services will continue to develop strategies that will allow Amdahl to retain its outstanding reputation in the field service industry by providing customers with a multitude of data processing services. According to Dave Radack, "The combination of groups into one organization will allow us to better focus our large reservoir of service and support resources, to work more efficiently, and to take advantage of synergies that will result from closer contact."

Bill Ferone adds, "Our evolution to a broader service scope will be challenging. However, it will be well worth our efforts. Our successful transition will mean that our customers will continue to have yet another reason to choose Amdahl." □

*UTS is a trademark of Amdahl Corporation
**UNIX is a trademark of AT&T Bell Laboratories

Announcement Project Office

Launches New Products Into The Marketplace

It is not enough for a company to harness the talents of its best and brightest to diligently work on the design, development, and manufacture of a product. It is not enough for a company to pour hundreds of thousands of dollars into market research, sophisticated timetables, and elaborate presentations. No matter how much time, effort, and money go into the development of a product, it will never be successful unless the product meets the needs and requirements of the firm's customers and prospects. But first, of course, both must hear about the product.

Corporate Marketing's Announcement Project Office (APO), formed about a year-and-a-half ago, ensures that every new Amdahl product and service is properly introduced into the marketplace. Joe Francesconi, senior vice-president of Marketing, Service, and Communications Systems, says, "As Amdahl has increased in size and maturity it has become more important than ever to introduce our products and services to our customers, prospects, and field staff in a highly professional manner." The enormous success of the 5890 announcement in October 1985 further suggested the value of devoting one office solely to the management of these announcements.

The APO, staffed by Dick Blanchard, Roxanna Lachman, and Kim Hawley, coordinates the complex job of developing effective announcements. The group does everything from ensuring that product and marketing plans are in place, to establishing schedules, objectives, and priorities. This is an immense project that requires the talent and cooperation of a number of people.

Prior to the development of an
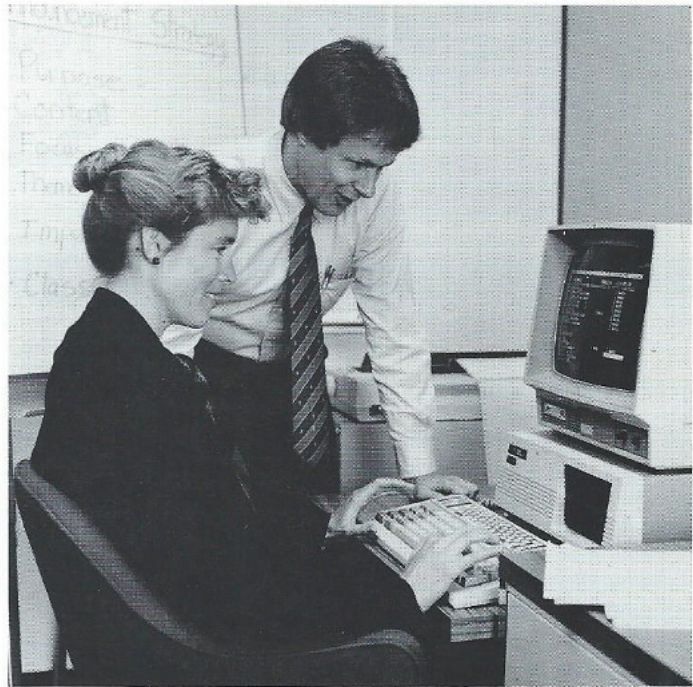
Richard Blanchard and Roxanna Lachman review announcement schedules prior to meeting with product managers. *(Not pictured: Kim Hawley)*

announcement, the APO conducts brainstorming meetings with product managers and marketing managers to review the announcement's status and to establish schedules for the development of critical plans. Once the plans are finalized, they are presented to the Announcement Review Board, which consists of Ollie Nutt, Joe Francesconi, Bill Ferone, Bill O'Connell, Bruce Beebe, and Joe Zemke.

Next, the APO begins to coordinate the development of announcement materials. This requires weekly meetings with representatives from Public Relations, Marketing, PS&S, EPS, Legal, and Corporate Finance. Everyone has one major goal: ensuring that the right Amdahl image is projected to the marketplace.

To help this occur, the APO has created the Announcement Process, a document that defines organizational responsibility, and establishes goals and objectives.

To date, the APO has managed nine announcements, four of which were implemented through the Announcement Process. The results are already apparent.

Anne Broderick, principal market planner in the Vector Processor Marketing group, says, "A lot of coordination and organization goes into developing an announcement. The APO does an excellent job in helping to accomplish this. Much of the recent vector-processing-based MVS/XA announcement was completed early—something that never before happened."

Dennis Stein, CPU processor product manager, says, "Developing an announcement creates hundreds of loose ends. The Announcement Project Office ensures that the loose ends don't get lost. It is like a road map—it outlines which direction to take."

As Amdahl continues to develop an increasing number of products, we have a great opportunity to further strengthen our image in the marketplace. "With the new announcement process in place, Amdahl is in an excellent position to launch products in the professional manner that is expected of a company of our stature," says Joe Francesconi. □

Amdahl Helps
Texas Banking Firm
Save Money

Anyone who uses a computer appreciates the vast amount of time and effort that can be saved. Bank employees know this especially well, since part of their work involves the processing of millions of checks a day.

RepublicBank Corporation, Texas' second largest bank holding company and the twenty-sixth largest banking organization in the United States, is a case in point. Each day, four million checks are cleared through the bank's check-clearing operation, and Amdahl's equipment is used to accomplish this impressive task.

Like many other banks and financial service firms throughout the country, RepublicBank has adopted the traditional business credo of controlling costs and boosting productivity. They are doing that by refining their data processing systems.

"Quite simply, we're looking to get the maximum number of processing cycles per dollar invested in hardware and software," says John Gala, RepublicBank's senior vice-president for Information Systems and Services. "We believe that the price/performance of our large systems plays a crucial role in maintaining a competitive edge and in capitalizing on the new market opportunities that will be opening up."

Central to RepublicBank's competitive strategy has been the use of Amdahl mainframes. An Amdahl 5880 multiprocessor performs much of RepublicBank's batch processing (the processing of data through the use of stored commands), and another 5880 performs the bank's

online (interactive) processing chores. The 580/MDF (Multiple Domain Feature), allows the computer to run different operating systems, in separate domains, simultaneously. The bank's use of one computer to perform both online processing and conversion is saving

> "**R**epublic-Bank Corporation's purchase of Amdahl equipment has helped the financial institution maintain its competitive edge."

the company $156,000 in annual software licensing fees alone.

RepublicBank, with assets of $20.9 billion and a loan portfolio of $15 billion, has forty-one affiliate banks that offer a broad range of banking and financial services for individuals and corporations throughout Texas and in other parts of the country. Both of the 5880s are installed at RepublicBank's Dallas computer center, which processes data for RepublicBank, Dallas, and

for twenty-two other affiliate banks. Other Amdahl products included at the Dallas DP center are a 470V/7, a 4705 communications processor, and 6280/6380 DASD. A 470V/8 is used for applications software development.

Before the Amdahl 580 Series processors were installed, many of RepublicBank's batch processing applications—the general ledger, payroll, and deposit and loan systems that constitute a bank's core functions—were spread across an Amdahl 470/V8 and an IBM 3033. Another 3033 was dedicated to RepublicBank's online processing.

By mid-1985, these processors were nearing capacity. The 3033 used for RepublicBank's batch processing was accessed by a network that had grown to 1,600 terminals, and response time for applications, such as credit queries from loan officers, was unacceptably slow. At the same time, the 3033 dedicated to RepublicBank's IMS operations had reached the limit of its virtual storage. The Amdahl 580 systems that Gala brought in quickly took up the slack left by the 3033s. (However, the Amdahl 470V/8 was retained as a backup software development system.) As the 5880 assumed RepublicBank's batch processing, response time was cut in half.

RepublicBank Corporation's purchase of Amdahl equipment has helped the financial institution maintain its competitive edge. With Amdahl's assistance, the bank customers daily receive added services and more efficient transaction processing to help them meet their varied financial needs. □

Customer Services Logistics

At Amdahl, product parts are given the V.I.P. treatment. They are occasionally flown around the world in chartered Lear jets. They are lodged in private depots. And they are "served" by employees on call twenty-four hours a day—employees who frequently rise at 2:00 a.m. to rush to their (many) sides.

Customer Services Logistics is the group that oversees the acquisition, maintenance, shipment, and repair of Amdahl's $200 million inventory of spare parts. The department's dedication to these parts has established Amdahl's reputation as the number one company in parts support. "And we want to be number one again and again and again," says Woody Bonvillian, manager of the Logistics Operations group.

To keep the flow of parts to the field running as smoothly as possible, the Logistics department is divided into three groups. Besides Woody and his Logistics Operations staff, Logistics Planning and Control, which performs central planning, is managed by Rhonda Scherber; and Change Management, which implements engineering changes in the field, is handled by Jerry Shayne. These groups work together to plan and track the thousands of individual parts they process each month—more than 17,135 in March 1987 alone.

In the Logistics Planning department, farsightedness is a necessity. Besides ordering currently-needed parts from various manufacturers, Rhonda and her eight logistics planners look seven years into the future to establish cost-effective strategies for "sparing" (supplying new products with spare parts). The staff works closely with Amdahl's product planners to determine exactly what spare parts, tools, and test equipment future product lines will require. Rhonda's group also formulates stocking guidelines, and develops financial strategies for the entire Logistics organization.

Jerry Shayne and his six-member Change Management group also maintain an extensive sparing network in order to provide the field with E/Cs (engineering changes). When Engineering releases an E/C to Manufacturing and Customer Services, Jerry's group provides FEs (field engineers) with the parts, instructions, and online communications needed to implement the change. Change Management also compiles compatibility lists. Without them, FEs would not know which new parts are compatible with old machines, and which parts are interchangeable.

Once sparing and planning functions are in place, Woody and his worldwide Logistics Operations group make sure that the spare parts, tools, and test equipment arrive safely in the field. The thirty-two member team is responsible for the worldwide distribution of a huge volume of freight (79,000 pounds in March 1987), ranging from screws and fuses valued at two mill (.02¢) to

MCCs costing over $35,000 apiece.

If a customer needs a part, it is usually delivered within two hours. First, the domestic FBUs (field business units) determine where the nearest replacement part can be obtained. This is usually from another customer in the area, a metro parts depot, or an air freight depot at one of fifty-four airports worldwide. If the part must come from the Sunnyvale warehouse, a Logistics Operations employee pulls it off the shelf and delivers it to the airport. Then, by air freight or by chartered plane, the part travels to its new

(Left to right): Brad Alexander, Jose Gonzales, Will Merriell, and Denice McMurphy-Austin confer on the best possible "therapy" for a broken MCC.

home before noon of the next day, and the broken part it replaces returns to Sunnyvale for therapeutic repair, and retirement to the warehouse inventory.

The ultimate reason behind this V.I.P(arts) treatment, is, of course, to satisfy Amdahl's real V.I.P.s—our customers. Maintaining customer satisfaction is what motivates Logistics employees to chauffeur a part to the airport at 2:00 a.m.

It is also what makes Amdahl number one. Again and again and again. □

Customer Satisfaction Survey Is Best Ever

If Amdahl customers used the same rating system that Amdahl managers use in employee performance reviews, they would have bestowed an "E" (for exceptional) on Amdahl for 1986. "Responses to the 1986 surveys were the best we ever had—in every FBU," says Patricia Macsisak, manager of the Marketing Information Group in Corporate Marketing. "We are encouraged by this and more determined than ever to keep up the momentum."

Like performance reviews, customer satisfaction surveys give Amdahl feedback on its yearly performance in Sales and Marketing, PS&S, and administrative areas. Like the conscientious employee who takes his or her manager's feedback and puts it to use right away, Amdahl builds an action plan as soon as possible after reviewing each customer's comments. The goal is to remove any customer dissatisfaction, and to further strengthen the areas already deemed superior.

Here is how the process works. At each customer site, three sets of surveys are issued: one each for the executive vice-president of Information Systems, the director of Operations, and the director of Technical Services. Respondents use a scale of 0 to 10, low to high, to indicate their level of satisfaction with a broad range of services. The chart below summarizes the highlights of this year's surveys in each of the four field business units.

Like employee performance reviews, customer surveys provide a congratulatory pat on the back as well as a focus for future growth and development. Amdahl has gotten both for 1986. Watch out for 1987!

Field Business Unit	Date Of Survey	Response Rate	Specific Issues Customers Most Satisfied With	General Categories Customers Most Satisfied With
Canada	May 1986	92%	Resolution of emergency outages Keeping commitments for scheduled deliveries Access to sales management	PS&S overall CPU installation PS&S hardware support
Europe	June 1986	76%	Diagnosis and resolution of software problems PS&S engineer's cooperation Overall systems consulting services	Spare parts CPU quality Keeping commitments for new products
United States	October 1986	77%	Installation efficiency and effectiveness PS&S engineers' cooperation with vendors Amdahl's program products	Amdahl program products Hardware operation on arrival CPU installations
Pacific Basin	October 1986	69%	PS&S engineers' cooperation Equipment operation on arrival Equipment performance PS&S management concern for the account	Overall CPU quality CPU performance Spare parts

Amdahl Takes to the Open Road

Virtually every sports car commercial on television follows the same format. A well-known personality climbs into a car, hits the accelerator, and praises the machine for its responsiveness to the road, and ability to "blow the doors off the competition." Although not quite as dramatic, Amdahl's latest road show conveyed the same message. We, too, are responsive to the "road" (our customers in the field). And we're accelerating full speed ahead.

Spanning six weeks and fifty-two cities, the road show broadcast to salespeople and customers in the field Amdahl's response to IBM's first-quarter processor and storage product announcements. During the show, well-known personalities of our own from Headquarters and from regional marketing divisions explained how the products described in IBM's announcements measure up to Amdahl's product lines. The Amdahl representatives posed the question, "Who's really responding to whom?"

Chuck DeMory, regional vice-president (Northwest Region), led the Chicago-based team that developed script and slide show materials for the road show. "It's usually difficult to generate excitement at a road show without a specific product announcement," he says. "But this time, we did." The scripted presentation gave current and prospective customers an overview of Amdahl's current product line, and outlined a road map for the future. This general format allowed regional speakers to tailor their presentations to the needs

of customers from Orlando, Florida to Vancouver, British Columbia.

Northwest Region

The road show commenced with presentations in Chicago, Illinois (March 9), and accelerated through fourteen cities in the western U.S. before rolling to a stop in Sacramento, California (March 20).

Along with the standard scripted slide show, the Chicago presentation featured direct customer testimonials. But for Dan Chomko, regional marketing director, the highlight of the Chicago show was the excellent customer turnout. "Turnout for this event was higher than that for our 5890 announcement," he jokes. And this enthusiasm spread to other areas of the Northwest Region. "The turn-outs in Omaha, Nebraska and Springfield, Illinois were exceptional, considering we have no offices in these cities," notes Dan.

South Central Region

A Charlotte, North Carolina presentation (March 31) kicked off the South Central Region's portion of the road show. Coordinators Jim Grimmett (Houston) and Vaughn Wall (Atlanta) sent out over 2,000 invitations to current customers and prospects in twenty cities, and maintained an excellent turnout rate through the final show in San Antonio, Texas (April 16). Southern presentations focused on Amdahl's excellent line of storage products and 580/MDF (Multiple Domain Feature).

Great Lakes Region

Customers from Columbus, Ohio to Detroit, Michigan (April 4-9) received Amdahl coffee cups and product brochures, as well as

valuable information about our communications and storage products. Speakers from Headquarters and from district sales offices emphasized the advantages of UTS* and UNIX** systems, and spotlighted the high-performance, low-maintenance 5890.

Northeast Region

The Northeast Region's version of the road show was designed to more thoroughly familiarize Eastern audiences with our California-based company. "Our goal was to provide our customers with an overview of Amdahl and of our excellent support," explains David B. Wright, regional vice-president. "The April 6-10 shows enhanced our reputation as the vendors' choice."

Canada

Stretching from Quebec City to Vancouver, British Columbia (April 6-28), the Canadian segment brought the road show to a close. Canadian presentations discussed recent changes to our product line, emphasizing the added performance and superior reliability. They also keyed on the 400E, a superior product in the eyes of Canadian users.

Toronto's Geoff Senson was enthusiastic about the show's results. "Direct encounters with our customers are always beneficial," he exclaims. "And the road show was not just a comment on IBM. It was more of a comment on us, and on the success of our products."

*UTS is a trademark of Amdahl Corporation

**UNIX is a trademark of AT&T Bell Laboratories

Amdahl Ireland Plant DOUBLES In Size

In the idyllic countryside of Swords, County Dublin, near the juncture of the Ward and Balheary rivers, over four hundred Amdahl Ireland Limited (AIL) employees...

build, test, and configure Amdahl mainframes for our international customers. The AIL employees are especially happy these days. For the past six months, they have been working in an expanded and modernized facility, complete with such amenities as a fitness center, basketball and netball (volleyball) courts, and a football pitch (field.)

According to Bernie Dillon, general manager of AIL, the doubling in size of the plant, from 80,000 square feet to 160,000 square feet, was necessary for two reasons. "We were in the process of manufacturing more of each machine in the 580 series", he says. "In addition, we were planning high-volume production of the 5890. This would require much more space, especially in the System Test area. The additional space has increased our capacity by about sixty percent."

The expansion began in June 1985 and was completed by October 1986, in time for the first Ireland shipment of a 5890 to a European customer—Fellesdata, a company that provides computer services to major banks in Norway.

During the sixteen-month construction period, the entire AIL facility was affected. First, the manufacturing plant was doubled through the addition of space for a warehouse and for production and system-test functions. Next, additional offices were built along the eastern side of the production area, and a large, modern cafeteria was constructed. Finally, the existing office space was entirely modernized, which included the installation of an air-conditioning system.

Although the entire plant is a sight to behold, two architectural features are especially striking. The atrium, which forms the core of the office complex, was originally an open-air courtyard. Now it is an enclosed space that is used as a casual conference and waiting area. The building's exterior, originally built of steel and single-pane glazing, is now clad in tinted, solar-reflecting double-glazed glass, which reflects the contemporary elegance found inside.

According to Bob Newman, the Sunnyvale-based project manager who spent two years in Ireland coordinating the efforts of the architects, contractors, and employees, "This is one of the finest buildings at Amdahl, both aesthetically and practically. It is a pleasant environment to work in, and it meets all of the needs of Amdahl Ireland."

Bernie says that AIL's expansion and facelift should do much more than increase space for production and enhance aesthetic appeal. He says it will boost Amdahl's marketing and sales efforts in Europe, as well as encourage other foreign businesses to locate in Ireland. "We believe that Amdahl has one of the most impressive plants in Ireland," Bernie enthuses. "The entire European sales and marketing staff is now very motivated to bring customers and prospects to the plant. In addition, the Irish Industrial Development Authority brings many foreign visitors to our facility, since they consider it an attractive showcase with which to impress potential investors in Ireland."

The numerous benefits of AIL's expansion will continue for years to come. Amdahl's customers and employees, as well as the country of Ireland, can look forward to the big business successes that the AIL plant in the small town of Swords will generate. □

Marie Henvey (l.) and Declan Barry enjoy the spaciousness of the newly constructed atrium. Originally an open-air courtyard, the enclosed area forms the heart of the AIL office complex.

A modern cafeteria provides picnic tables for warm-weather lunches.

Removing The Sting From The Buzz(word)

To help employees familiarize themselves with technical terms used around Amdahl, the Update *is introducing a column called "Tech Talk" that will define new terms each month. To launch this section, we are featuring an article that highlights Amdahl's most common buzzwords. We hope that this essay will help to demystify some of these terms, acronyms, and abbreviations, and also reveal the humorous side of our technical jargon.*

Buzzwords should enhance communication, not hinder it. If you ever come across any words or phrases that befuddle, bemuse, or bewilder you, the Update *would be glad to help you find their real meanings. Please send your queries to: Marilyn Kochman, x6965, mailstop 300, mailbox I.D.: UPDATE. Hope to hear from you!*

"Bill, tune that MCC, will you?"

"What's the CS reading on that MSU?"

Acronyms, abbreviations, and buzzwords are a way of life at Amdahl, delivered with hardly a second breath. But while we casually discuss MCCs and MSUs (Multi-Chip Carriers and Main Storage Units), we sometimes forget that many people, especially those from other departments, might not understand what we mean. A company's language should serve as a link between individuals, not as a barrier. After all, if you heard a group of people discussing an SOB, wouldn't you be relieved to know they were only referring to a Sign-Off Board?

While we're all used to getting projects done ASAP (As Soon As Possible), Engineering has a way of timing the actual speed of data computation through the Amdahl Speed Analysis Program (ASAP). And while virtually all departments use Personal Computers (PCs), Manufacturing boasts its own particular brand of PC—Production Control.

Engineers are perfectly normal people in all respects, but they have more EARS than the rest of us do—Engineering Action Requests, that is. Engineering is virtually RAMmed (Random Access Memory) with buzz words, from ALD (Automated Logic Drawing) to UTS (Universal Time Share).

Like Engineering, Manufacturing has its own share of technical jargon, complete with Phantoms (short circuits in the bills of material) and DIPs (Dual Inline Packages). And while Amdahl has no Rhode Island plant, Manufacturing has a RI (Receiving Inspection) all of its own. Manufacturing employees, finally, know that their products are ready for reshipment when they receive an NTF—No Trouble Found.

Since the implementation of Amdahl's (QIP) Quality Improvement Process, Amdahl has been inundated with quality jargon, from the basic QES (Quality Education System) to the PONC (Price of NonConformance). And while we don't like to get too carried away, the quality language and the program it represents have helped to make ZD (Zero Defects) an Amdahl performance standard.

Engineering and Manufacturing, admittedly, can claim most of Amdahl's buzzwords. But other parts of the company use their own share of acronyms. Without our two PRs (Public Relations and Purchasing Requisitions), for example, Amdahl would be without newspaper articles and articles of paper. And without PANs at Amdahl, the Personnel Department would be without its Personnel Action Notices—and the cafeterias would be out of business. As the second century Greek philosopher Galen once said, "The chief merit of language is clearness, and we know that nothing detracts so much from this as do unfamiliar terms." □

Tech Talk

ALD Automated Logic Drawing. A diagram that identifies problems in a system's logic.

ASAP Amdahl Speed Analysis Program. A design program that calculates the actual speed of computer logic passing through a circuit.

CS Clock/Skew. A timed difference between the earliest and the latest pulse "heard" (recorded) by a computer's wiring system.

DIP Dual Inline Package. The hardware packaging for integrated circuits.

EAR Engineering Action Request. A form asking technicians to describe mechanical problems in a design.

MCC Multi-Chip Carrier. A circuit board that contains the logic and storage chips used to build a processing system.

MSU Main Storage Unit. The primary storage unit in a processing system.

PONC Price of NonConformance. The price paid, in terms of time and money, for not doing a job right the first time.

QES Quality Education System. A program that teaches the concepts necessary to the Quality Improvement Process.

RAM Random Access Memory. A chip used for microprocessing and storing information.

RI Receiving Inspection. The inspection of manufacturing parts when they are received.

UTS An Amdahl software product.

Tom Jones Deserves A Lot Of Credit!

Do you ever feel that life is so hectic you can barely balance your checkbook, let alone balance your career with your personal life? Could you hold a full-time engineering position, keep the names of your wife and five children straight—and serve as chairman of the board of the Santa Clara Valley's fifth largest credit union, all at the same time?

"Impossible!" you declare. But Maynard "Tom" Jones would disagree. During the day, Tom is a staff engineer in Manufacturing's Field Quality Engineering department, where he works with Engineering and Customer Services personnel to correct manufacturing problems in the field. But after Amdahl hours, Tom can be found at Alliance Federal Credit Union, where he has served as chairman of the board for seven-and-a-half years.

Tom began his career at Alliance in 1959 as a customer, when he worked for General Electric Company (Alliance's parent organization). When a friend suggested that he run for election as a credit union official, Tom jumped at the opportunity to sharpen his leadership skills, and has been actively involved in leading Alliance ever since. Under his direction, the organization has grown to over 23,000 members, with offices in three states and assets nearing $81,000,000.

Tom's first Alliance position was chairman of the Credit Committee, where he helped establish the credit union's formal lending policies. His

Tom Jones *(right)* chats with Bill Milam, member of the board of directors.

success in this role led to his election to the board of directors, where he immediately formed a computer committee to meet Alliance's growing data processing needs.

Because of his background, Tom was instrumental in the purchase of an in-house computer system that made it easier for employees to process credit claims. Tom also played a major role in the selection of two Automatic Teller Machines (ATMs), which, according to Tom, "are the biggest things, customer-service-wise, to ever hit credit unions. They can access money much easier than regular walk-in service, and they are tied directly into major financial networks, which is a major bonus for our customers."

His current position as chairman of the board (which he has held for

four years) has increased Tom's leadership skills at Amdahl. Likewise, Amdahl management classes, like Time Management and Problem Solving, have helped Tom with the administrative challenges of the credit union.

Although Tom sometimes feels the full burden of two such responsible positions, his overall enjoyment of both jobs overrides the pressure. "I love the people contact, especially the exposure to the banking community," he says. "At times, I've even dealt directly with the president of the National Credit Union Association in Washington, D.C." Locally, Tom is currently working with building contractors and the San Jose City Planning Commission, as he and Alliance prepare to expand their headquarters facilities.

Tom is very enthusiastic about the benefits a credit union provides. To his fellow Amdahl employees, he offers the following suggestions:

"To get the most out of your own credit union, use it. Determine the full range of services a credit union has to offer, from credit cards to competitive savings and loan packages. And let the organization know how they're doing, so they can better serve your needs."

It is this willingness to help others, and this enthusiasm, that keeps Tom going through his doubly busy days. For this, he deserves a lot of credit!

Amdahl 'Round The World

Amdahl Reports Excellent First-Quarter Earnings

Revenues for the first quarter, which ended March 27, were $318,501,000, compared to $200,202,000 in the first quarter of 1986. Net income was $25,236,000 or $.51 per share, compared to $2,419,000, or $.05 per share in the first quarter of 1986.

John C. Lewis, Amdahl president and chief executive officer, says, "In the first quarter we continued volume shipments of our 5890 central processor and attained volume shipment on our new double-capacity disk storage system, the 6380E. Strong customer demand for these products, which generate the majority of our revenue, is directly responsible for the improved financial results."

Business Is Booming In The Federal Region

The Federal Region has added a third marketing district to help cover the growing number of Federal customers. The account managers for the new region include Al Quenneville, Gerard Biggs, Alex Karakozoff, Gary Shoemaker, and Carl Hill. "We got to the point where business had grown so much, we needed additional salespeople to help cover our territory," says Bill Arzt, district manager of the Federal Region. "Now we will now be able to provide even better service to our customers."

The new district, along with the second, is responsible for such civilian accounts as the Federal Reserve Bank, the House of Representatives, and the Veteran's Administration. The first district will continue to cover Department of Defense accounts.

According to Bill, the increase in customer accounts is due to receptivity to the 5890, the quality of all Amdahl's products, and the long-term relationships Federal Region employees have established with their customers. All three of the Federal district managers—James Bruning, Mike Leishman, and Bill—have been with the company for at least five years and have developed excellent rapports with their accounts."

Reorganization In Pacific Basin

Some exciting changes are taking place in the Pacific Basin's Marketing operation. According to Jim McDonald, general manager, Pacific Basin, "The new structure will position Amdahl more effectively for the expected growth in the Pacific Basin."

Four separate business regions have been created: one in Asia, two in Australia, and one in New Zealand.

Under the new structure, Rod McKindlay, formerly director of Marketing, has been appointed manager of Region 1, Asia. The branch managers of Hong Kong and Singapore will report to Rod, who also has responsibility for Korea. Thailand will continue to report to the branch manager in Singapore.

Other newly appointed regional managers include Gordon Undy, Region 2—Canberra, Perth, Brisbane, Adelaide, and Hobart. (Reporting to Gordon is Julian West, district manager, Canberra.) Brian Molloy heads Region 3—Sydney and Melbourne. (Reporting to Brian are Graeme Collins, district manager, New South Wales; and Ian May, district manager, Victoria.) Curtis Reid remains as manager of Region 4, New Zealand.

John Freeman, formerly vice-president and general manager of NAS (Australia), has been appointed field marketing director, Pacific Basin.

In related moves, Tony Reid has been appointed business development manager, and David Wright, regional support manager (both for Region 3).

Amdahl Athletes Ski To Victory

Amdahl ski teams blazed a victorious trail down Lake Tahoe (California) slopes during the 1987 ski season, placing high in both the Alpine Meadows Corporate Ski Challenge on March 15-21 and in the Corporate Nordic Championships on March 21-22.

The largest annual amateur ski event in the world, the Corporate Ski Challenge, held at the Alpine Meadows ski resort, drew over 1,000 participants from companies worldwide. Amdahl skiers held their own against this world-class corporate competition, with Mike Gross and Dave Page bringing home respective first- and second-place trophies in the Men's Downhill race. Amdahl's three Giant Slalom teams, meanwhile, all placed in the top half of a 126-team field, with the "A" team, led by Nancy Barnett and including Marti Baldwin, Peter Fischl, Mike Gross, Mark Kentgen, and Manfred Olshanowsky, finishing an impressive 44th. The "B" team placed 45th, and the "C" team placed 62nd.

Not to be outdone, Amdahl's Nordic (cross-country) team skied to a strong finish at the Corporate Nordic Championships the following weekend. Amdahl teams finished fifth and sixth in an eight-team field, racing in both relay and individual events. Outstanding performances in the relays came from Mike Begley, Dave Ino, Bob Ertl, and Gwynne Roshon-Larsen, while Patti Peck and Bob Small scored high in individual races. Also displaying exceptional Nordic skills were Jerry Edwards, John Kahng, Mel Kirkpatrick, Rachel Oppedahl, and Tom Pitka.

Amdahl Assumes Its Place In 𝔘. 𝔎. History

By Warren Soble, senior Employee Relations specialist, ACSD

If you ever wanted to get a feel for how rapidly our industry is moving, all you need to do is visit the Science Museum in London, England. The museum (which is similar in stature to the Smithsonian Institute in Washington, D.C.) is updating and refurbishing its computer gallery in time for the 200th anniversary of the birth of Charles Babbage (1791-1871, the originator of the modern, automatic computer). Two ACSD (Amdahl Communications Systems Divsion) products, a 3400 Network Processor and a Tran M3200 multiplexor, will be part of the exhibit, scheduled for 1991. The network equipment, along with several documentation manuals and some assorted printed circuit boards, were donated by W.H. Smith and Son, Ltd., a British retailer who used the equipment to link four separate data centers. The equipment became available for donation to the

Science Museum photo, Crown copyright.

The Science Museum in London, England, will be home for two ACSD products in 1991, when a special exhibit will commemorate the 200th anniversary of the birth of Charles Babbage, the founder of the modern computer.

Science Museum when Smith's replaced it with newer technology—Amdahl 4410 packet switches, 4415 concentrators, and 4400 Series PAD's. The new equipment will link Smith's various data centers with the headquarters in Greenbridge, Swindon.

In the Science Museum's justification of the acquisition, Doron Swade, curator of Computer Data Processing Electronics, says, "Computer communications are a neglected aspect of the computing collection . . . ." He also says, "Computer communications is an integral part of modern computer practice and would be a significant feature of the new gallery." He points out that the equipment is representative of its period and " . . . was designed in the United States, which adds an element of rarity." □

A Message From The President

Approximately four years ago, the implementation of a company-wide quality improvement process was started. The results of this effort have been very gratifying. The tremendous customer response to the 5890 can be largely attributed to the quality of that particular product and our success in bringing it to the marketplace in a more professional manner than any other product in our history.

The success of our quality improvement process is the result of teamwork. At every level of the corporation, we have seen examples of how this process focuses on identifying and fixing problems. While some companies mistakenly institutionalize bad quality, we have set an important standard in defining and meeting requirements for everything we do. Each and every one of you deserves credit for working together as a team to meet requirements and eliminate errors. Our customers know and appreciate the quality of our products and services, and this is the principal reason behind the momentum we have generated in our very competitive industry.
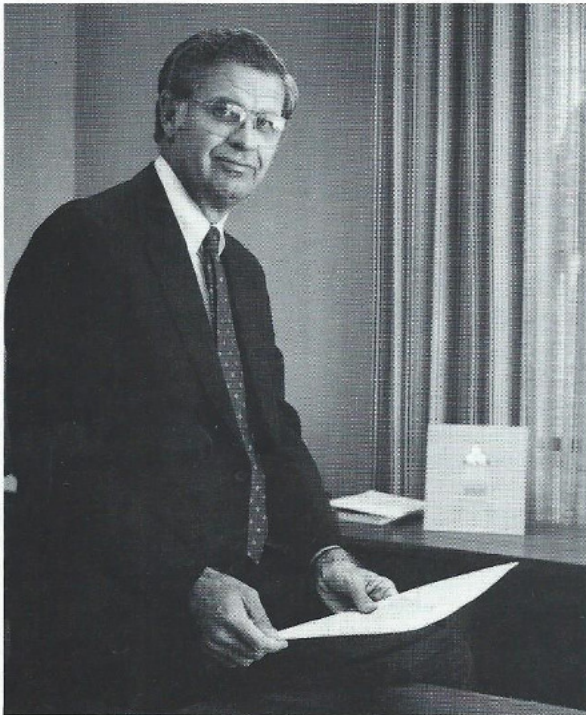
President and Chief Executive Officer, Jack Lewis

During Quality Awareness Week, we want each of you to assess your progress in meeting quality goals over the past year and focus on new and more challenging targets for the remainder of 1987. This is a time to recognize our accomplishments and set our standards higher so that we can show even more dramatic improvement in the future. I, along with Joe Zemke and Gene White, thank you for your support of the Quality Improvement Process and hope you will find Quality Awareness Week fruitful and productive.