

MEMOREX TIMES

Galaxy Special Issue

Volume 3 Issue 2 June 1984

Get a grip on your 4300 requirements with a helping hand from us.

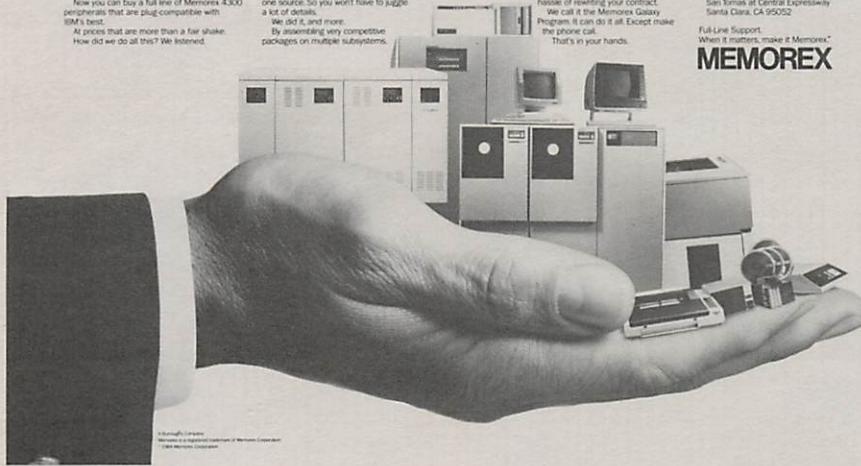
Until now, complete 4300 systems meant buying from just one supplier. Or piecing them together yourself. Some choice. We decided that things had gotten out of hand. So we did something about it. Now you can buy a full line of Memorex 4300 peripherals that are plug-compatible with IBM's best. At prices that are more than a fair shake. How did we do all this? We listened.

You told us what you wanted. The works. Large capacity DASD, high performance tape drives, durable printers, flexible communications subsystems, quality media. And how you wanted it. In one package. From one source. So you won't have to juggle a lot of details. We did it, and more. By assembling very competitive packages on multiple subsystems.

And by offering the total resources of the Memorex Finance Corporation to help you lease whatever you need. Including CPUs. Need a host? Be our guest. Want to upgrade your system later on? You can do it without the hassle of reworking your contract. We call it the Memorex Galaxy Program. It can do it all. Except make the phone call. That's in your hands.

For additional information, call us today. Because we know 4300 systems, (408) 987-2303. Or write us at: Memorex Corporation, Storage Equipment Marketing, MS 12-17, San Tomas at Central Expressway, Santa Clara, CA 95052.

Full-Line Support. When it comes, make it Memorex.
MEMOREX



Advertising Lends A Helping Hand To Galaxy Program

By Ed Vopat

At this point in 1984, the Galaxy Program takes on an increasingly significant part of our equipment marketing strategy. With major new product additions to support the Memorex 4300 market segment, we can stake out the dominant position! Our promotional objective is clear; Memorex is the only full-line supplier with a special offering of tape, disc, communications, and media.

With a new 3280 tape drive, the new 4303 printer, and the integration of the 3888 controller with the 3695 disc drive, we are in great shape; and even more formidable when we add the broad range of communications and media products.

On the advertising front, our new Galaxy ad started running in the June issue of *Computerworld*, and will continue through July N.C.C. issues, including *Computer Decisions*. New data brochures are now available on the 4300 printer and the 3200 tape series. In the Las Vegas N.C.C. exhibit in July, the Memorex booth will include a strong display of a typical 4300 Galaxy system. And in the near future, an interesting Galaxy "Score Card"/"Calendar" will be distributed to all field sales personnel.

It's for real . . . with Galaxy you will "Win with more in '84!"

Galaxy Program Comes of Age

By Al Tinker

After humble beginnings in early 1983 and by continually adding new products, Galaxy now stands as one of Memorex's most comprehensive marketing programs. It is the most complete offering of any plug compatible manufacturer in the 4300 CPU marketplace.

Memorex sales representatives may now offer any user of larger 4300 systems the most wanted products in all categories; disc, tape, line printers, video display terminals, cluster controllers, matrix printers, personal computer attachments, and a full line of computer tape and flex discs.

The 3695 and its 3888 storage control unit with short string dual-path capability can now provide Memorex customers with fast access and large capacity at the same time. The newly-announced 3280 tape subsystem, now available, offers customers 200 ips tape speed in a low-profile compact cabinet, and is definitely the start/stop tape drive of the future. Current customers of 3260 tape subsystems may add the new 3288 tape drive to their systems with little change to their existing controller installations. The 3280 is described further in this edition of the Memorex Times.

The new 4303, installed in Europe since the summer of 1983, brings floor space savings, new print band and hammer bank technology, low power requirements, and the quietest operating printer on the market in this category. (Further printer specifications are included in this edition of the

continued on page 2

Another Bright Star Joins The "Galaxy"

By Al Tinker

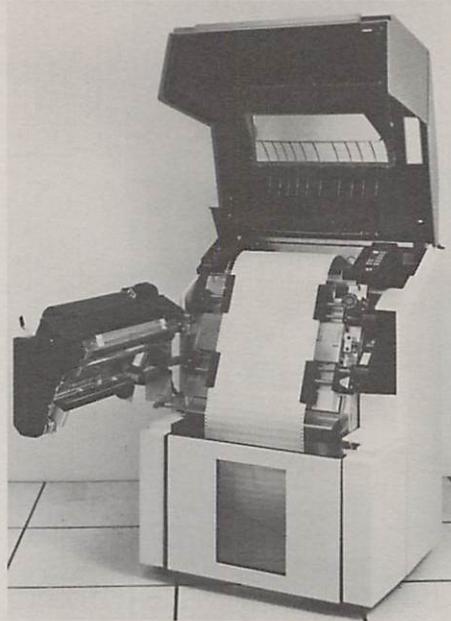
Following a year of successful installations in Europe and Canada, the new Memorex 4303 impact line printer was introduced into the U.S. marketplace during a series of kickoff meetings in key cities at the end of May. First customer shipments began in June.

The Memorex 4303 is a 1200 line-per-minute impact line printer developed to replace the IBM 3203-5. As a plus, the 4303 can be ordered at 1500 lines-per-minute or upgraded to the higher speed in the field.

The 4303 has several key benefits to the customer, such as floor space and power savings (1/2 that of IBM), a new high-quality steel print band, and simple hammer bank technology, which has replaced the complicated and maintenance-heavy print trains of the past. With its acoustic cabinet, the 4303 is also the quietest printer on the market. Operators will enjoy the ease of paper loading and the short time

required to change ribbons and print bands.

A power stacker to hold printed output and an automatic cover lift to



signal operators when the printer is out of paper round out the many features provided by the 4303. These features provide the benefits that customers have been demanding from their printers, but were not able to find until Memorex came along with the superb new 4303.

Galaxy Program

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Memorex Times). The 4303 printer runs at 1200 or 1500 lines-per-minute. With shipments this month of the 4303 impact line printer, high-quality printed output is now available to Memorex customers.

The Galaxy program also includes communications products such as the new cost-effective 2178 display terminal, the amber screen 2078, and the seven color 2079. This offering provides our customers with many options to meet their information display needs. The 2074 cluster controllers in both remote and local configurations handle not only the video displays, but also the matrix printers of which the 2068 is Memorex's newest offering in this product line. The P.C. attach capability gives customers the flexibility they need without having to invest in entire personal computer units. Computer tape, Memorex's first entry into the data processing world, is still the standard for computer media. With a wide variety of high quality flex discs, these products round out the total product offering to our customers.

Memorex Finance Company's variety of equipment leasing plans, including the purchase and leaseback of IBM computers, makes the Memorex sales rep "all things to all people" in the IBM 4300 marketplace. Vertical purchase discounts and flexible installation scheduling for our customers add stars to the already bright Memorex "Galaxy."

When it comes to the most comprehensive product offering, the best in systems support, and the most professional customer engineering force in the business, nothing can beat the Memorex Galaxy Program.



Memorex Announces the 3280 Tape Subsystem

Santa Clara, CA, June 25, 1984— Memorex Corporation today announced that it will begin worldwide shipments of its new 3280 tape subsystem in July. The 3280 tape subsystem is the 200 inches per second (IPS) high-speed version of the firm's 3260 series introduced in late 1982. Similar to the 125 ips 3260, the 3280 provides high system reliability and data integrity, while employing all of the features of the Memorex 3220 family of tape drives. It is fully compatible with the IBM 3420-8 subsystem.

The Memorex 3280 series comprises three models: the 3281 single-controller model with 200 ips tape drive; the 3282 dual-controller model with 200 ips tape drives; and the model 3288 with 200 ips tape drive.

While targeted at the larger IBM 4361 and 4381 marketplace, the 3280 will attach to any CPU supporting 3420-type tape drives. Configuration flexibility allows customers to install any system from a single 3281 up to a 2 X 16 with a 2-channel switch option on each controller. For added system configuration and flexibility all 3280 master units support 3266, as well as 3288 slave drives. With an emphasis on upgradability, Memorex customers presently using 3260 subsystems can add 3288 tape drives through a simple modification of their present system's controllers.

In physical size, the subsystem occupies less than 60% of the floor space required by competitive subsystems.

Handling time can be reduced by the use of the file protect key on the operator's panel. Data volumes created on the previous run can be protected by using this key without having to unload the tape reel from the drive.

Power Operated and vacuum actuated hubs permit ease-of-use in tape loading.

A unique tape maintenance monitor stamps an error mark on the back of the tape file reel when the number of write-retry operations counted by the drive exceeds a specified threshold. This acts as a warning that it is time to transfer the data to a new tape.

Purchase price is \$47,000 for the

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Memorex Announces The 2178 Display Station

Cupertino, CA, April 23, 1984— Memorex Corporation today announced the 2178 Display Station, a "third generation" display in its line of plug compatible products for IBM 3270 terminal systems.

Designed with attention to improving productivity and ease of usage, the 2178 offers space-saving configuration, tilt and swivel monitor, sub-profile keyboard and interchangeable components. The display module, logic module—containing the logic and power supply—and keyboard module may be interchanged with those of other 2178s for simplified diagnostics and maintenance.

The unit's compact design includes a 12-inch green phosphor screen, and a keyboard less than 2.2 inches in height. Total weight of all three component modules is less than 25 pounds.

Like its companion displays—the Memorex 2078 Display Station and the Memorex 2079 Color Display Station—the 2178 provides users with automatic screen dimming after 20 minutes of inactivity, non-glare screen, audible alarm, cursor position indicator at the bottom of the screen, and automatic diagnostics at power-on.

"Our three displays compliment one another by filling many needs in our customer's diverse environments,"

Dennis Flanagan, Vice President of Marketing for the Memorex Communications Group, said.

A plug compatible replacement for the IBM 3178 Display Station, the Memorex 2178 connects to Memorex 2076 or 2074 Cluster Controllers, or the IBM 3276 or 3274 Cluster Controllers, for communication with IBM or IBM-compatible hosts.

The new Memorex display station is also fully compatible with the Memorex PC Attach, an attached processor that provides personal computing capabilities.

Memorex offers three keyboard styles for the 2178: typewriter, data entry, and typewriter with numeric keypad configurations. These keyboards may also be ordered in a choice of 10 different languages.

First customer availability of the 2178 is scheduled for late second quarter 1984, with full production volume scheduled for third quarter 1984. The 2178 is priced at \$1,485 for single units, with volume discounts also available.

Memorex, a subsidiary of Burroughs Corporation, manufactures information storage equipment, communications equipment, and computer media products, and markets them worldwide.

INTERNATIONAL



Memorex 3695's At Southwark Computers

Southwark Computer Services has an IBM 4341 — model 2 central processing unit. It has recently installed 6.5 giga bytes of Memorex 3695 disc drives (compatible with IBM 3375) to replace the IBM subsystems they previously used. In addition SCS uses Memorex tape subsystems. They have four Memorex 3220 model 8 tape drives and a controller.

The recently installed strings of Memorex 3695 disc drives as well as helping on the very real space problem that SCS has in its current computer room also helped them to move away from fixed block architecture. Their new Memorex 3695s are devices that will enable their planned path to MVS to be realized. Memorex systems support group under Steve Dalmege is helping SCS staff to effect a smooth software changeover.

Mike Lordan, the SCS director responsible for the company's data centre explains the situation like this, "We are very short of space at present and the Memorex products helped us overcome this. As we are growing so fast we needed the equipment to work smoothly straight away and I am pleased to say that the new disc drives have not let us down at all since installation. We are also getting very helpful support on the software side, making us pretty pleased all around at present."

A special thanks to Chris Ing, Public Relations and Marketing Services Manager, Memorex International, for supplying this article.

Southwark Computer Services was formed in 1974. It is now part of Thomson McLintock & Co., the leading firm of chartered accountants, but is managed completely separately. Thomson McLintock is the British founder member of the worldwide accounting and consulting firm KMG.

WORLDWIDE MEMOREX NEWS

- The **4303 four page color data sheet** is now available. A sample is in the 4303 Marketing Guide. Send your orders using EPG-229 to:

California Mailing Services, Inc.
2247 Ringwood Drive
San Jose, CA 95131
Attn: Carol Cramer

International orders should be sent to Chris Ing in Hounslow.

- The new **4303 Marketing Guide** has been distributed to the field. If you are in need of a copy, or have any questions or comments, call Al Sontag at (408) 987-9838 or call Mike DeMorgan in Hounslow.
- Two sets of **4303 presentation slides** are available for each branch. If you need more, contact Al Sontag at (408) 987-9838.
- The **4303 Customer Mailer** is now available through California mailing. Order yours now and use them to do advanced work prior to a sales call. ↘

- Each sales branch will be provided with a copy of the new **4303 FAST (Field Aided Sales Training) video**. The purpose of the video is to introduce field personnel to the 4303 printer. (The first video release was on the 3695). It would be well worth your time to see this if you haven't already. For additional information, contact Joan Tabb in Sales Training at (408) 987-9774.

- The **3200 Tape Subsystem Marketing Guide** featuring the new 3280 is now available. If you need a copy or have any comments contact Hank Czeranko at (408) 987-1256 or Mike DeMorgan in Hounslow.

- The new **3200 Tape Series Brochure** is now complete. A sample is in the 3200 Marketing Guide. Send your order using EPG-237 to California Mailing Services, Inc. (address above). ↘

- A new set of slides for the 3200 series (3220, 3260, 3280) is available. Contact Hank Czeranko, X1256, or Mike DeMorgan in Hounslow.
- Advertising reprints of the 3864 "Pull Out All the Stops" (18X24 poster) are available through California Mailing (address above).
- Advertising reprints of the "Get A Grip On Your 4300" as shown in this edition are also available from California Mailing.

Memorex Capitalizes On 4300 Marketplace

By Louise Biggs

With total monthly rents of \$230.5 million and 7,682 systems installed, the IBM 4341 ranks second only to the IBM 3081 in installed value of monthly rents (source: CIC). This impressive CPU install base provides us with the opportunity to market Memorex products with an offering second to none in the industry (see competitor comparison in this issue of the Memorex Times).

The 4361/4381 announcement reconfirms IBM's commitment to the 4300 marketplace. It provides their customers with upgrade options that breath new life into the 4331 range of processors.

Upgrading is the prime time for peripheral equipment considerations. Target the 4331-2 user as the most promising potential for a 4361 upgrade. This information should help you identify potential prospects for Memorex Galaxy products before an upgrade occurs.

4303
NEW FROM MEMOREX

1200 and 1500 lpm Impact Line Printers

- 4000 Capacity
- True Bold and Super Bold Technology
- Low Power Requirements
- 10 Range of Cartridge Models
- Quietest Cabinet
- Ease of Operation

4303 User
Marketing Manager, Medium Systems

Memorex Corporation
San Jose, CA 95131
Sales Dept. (408) 987-1256
Fax Dept. (408) 987-1257
Model 3280 (see spec)

I will be calling soon to make an appointment to discuss this new printer with you.

3200 MEMOREX
Tape Subsystems

3240/3260/3280

Competitive Analysis: Memorex Excels In 4300 Marketplace

By Louise Biggs

The Galaxy program is well underway with a product mix offering second to none (see chart below). Even IBM does not have a comparable tape drive product to the Memorex 326X and 328T. Although STC may be offering competitive disc and tape products, they lack the communication products to round out their product offering.

Galaxy Program Competitive Product Offering June 1984

	IBM	MRX	STC	CDC	AMDAHL	NAS
CPU	43XX	*	NO	NO	Larger	NO
Disk Drives	3375 3350	3695 3650/52	NO 8650/52	NO	NO	NO
Tape Drives						
800/1600 Drive	3420-5	3265	3450	NO	NO	NO
1600/6250 Drive	3420-6 3420-8	3266 3288	3650/4554 3670/4674	NO	NO	NO
Single Controller With Drive	NO	3261 3281	4550 4670	NO	NO	NO
Dual Controller With Drive	NO	3262 3282	NO	NO	NO	NO
Line Printer	3203-5	4303	1500	NO	NO	NO
Terminals	3278 3279 3178	2078 2079 2178	NO	NO	NO	NO
Cluster Controllers	3274	2074/76	NO	NO	NO	NO
Communications Attachment	3704/3705	1270	NO	NO	4705	NO

*Available Through MFC

The IBM 4300 series is alive and well; thus creating market opportunities for Memorex products. With the Galaxy program being in existence for a relatively short period of time, the following market share estimates from Computer Intelligence show the considerable progress that Memorex has made over the last year:

4300 PRODUCT	IBM		MEMOREX		STC		CDC		NAS	
	82	83	82	83	82	83	82	83	82	83
DASD	84%	83%	4%	5%	5%	6%	3%	3%	2%	1%
TAPE	79%	76%	1%	3%	15%	17%	—	—	—	—
PRINTERS	90%	87%	Just Announced		5%	7%	—	—	—	—

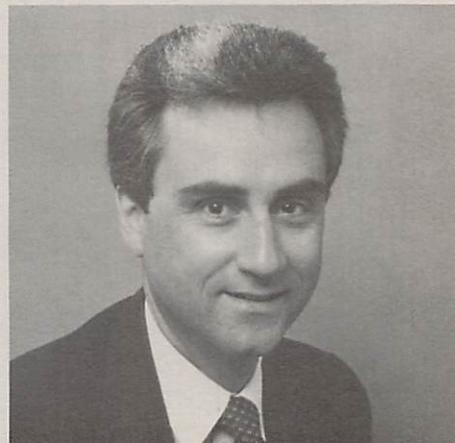
Although our percent of market is low, it is significant that IBM has lost market share to Memorex and STC. Memorex has also achieved the same rate of growth from 1982 to 1983 as STC in both DASD and tape in the 4300 marketplace.

With the announcement of Memorex's 4303 printer and the 3280 Tape subsystem, the future for the Memorex Galaxy program looks brighter than ever.

Two New Additions To Storage Equipment Marketing Group

By Julie Ross

Hank Czeranko and Al Sontag have both joined Memorex's Storage Equipment group as Product Marketing Managers under Al Tinker, Medium Systems Marketing Manager.



Hank came on-board in February from Burroughs (see 1Q March issue of Memorex Times for profile) and is primarily responsible for marketing programs developed for the 7X, 5X, 5Y, 3695, and 3200 tape series (Galaxy) products.



Al Sontag began as Product Marketing Manager in May and has responsibility for marketing programs aimed at the newly-announced 4303 printer, in addition to other medium-system products under "Galaxy." Al's six years with Memorex include his previous position as International Sales Manager for the Middle East. Prior to that he was Product Sales Trainer in Santa Clara.

According to Al Tinker, "With these two additions to the marketing team we are now better prepared to support your sales successes in the Galaxy Program."

U.S. HIGHLIGHTS

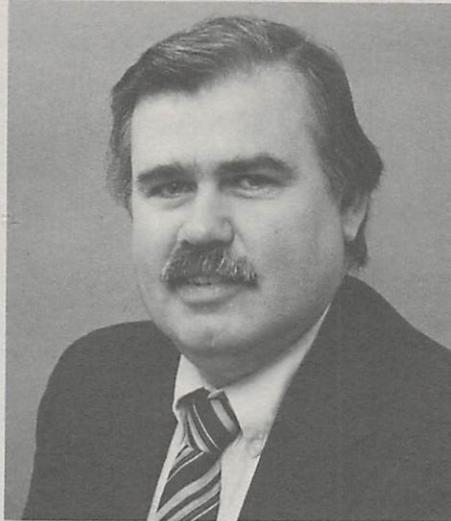
New Systems Engineer Joins U.S. Sales Support

By Julie Ross

Randy Sessler has recently joined Memorex's U.S. Equipment Sales & Service group as Senior Systems Engineer. In this capacity, Randy reports directly to John Graham, Manager of Systems Engineering. His major responsibility is to provide software support for the Galaxy Program utilizing his vast 4300 marketplace experience.

Randy comes to Memorex with over 20 years of operations, systems consulting, and engineering experience. His last position was in the 4300 plug compatible marketplace with IPL Systems (Chicago) as Senior Systems Engineer. While at IPL, he earned the title "Systems Engineer of the Year" in 1982.

Completing Randy's qualifications is his depth of knowledge in the DOS/VSE



environment, and his installation experience with VM, VSI, and MVS operating systems.

We congratulate Randy in his new position and welcome him to Memorex.

Galaxy Direct Mail Calendar Update

By Julie Ross

It has been over a year since the Galaxy Direct Mail Campaign began to spin. The 5-1/4" disc calendars were dated from April 1983 to May 1984. New calendars will be printed this month and distributed to the field sometime in July. We also have a residual inventory of 500 pop-up disc calendar stands that are available.

This presents an opportune time to revisit potential customers, reopen relationships with existing customers, and replace stands or calendars that have been lost.

Stay tuned for the completion date . . .

Tape Subsystem

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3281 unit; \$73,000 for the 3282 unit; and \$21,000 for the 288. Prices for three-year leases are based at \$1,200 for the 3281 unit; \$1,860 for the 3282 unit and \$535 for the 3288 unit. Prime shift maintenance rates are \$447 for the 3281, \$616 for the 3282 and \$290 for the 3228.

With over 11,000 Memorex 3220 tape drives currently installed worldwide, the announcement of the Memorex 3280 subsystem adds further capability to its growing comprehensive line of products for the IBM CPU users including disc subsystems, line printers, and communications display printers and controllers.

Memorex, a subsidiary of Burrough's Corporation, manufactures and markets information storage equipment, communications equipment, and computer media products throughout the world. The company is headquartered in Santa Clara, California.

Who's Who

The articles submitted by you enable us to publish the "Memorex Times." A special thanks to:

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MEMOREX TIMES

This special 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.

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Graphic Designer, April Bishop

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