

# THE MEDIAN

Memorex Expedites Distributor Information And News

Computer Media Group

November-December 1980

## Profile of a Memorex Distributor



National Data Products;  
Karl Doskocil, Memorex;  
Mike Wuertz, NDP

Mike Wuertz founded National Data Products in Fort Wayne in 1973. The company presently consists of two distribution centers in Fort Wayne and Tampa, with warehouse facilities at each location. The Tampa warehouse is presently being renovated to add additional square footage. Corporate headquarters is at the Tampa location.

National Data Products also owns printing and leasing companies. The company includes a technical services division complete with disc testing equipment. In addition to computer media products, the firm also carries computer room furniture, ribbons and custom forms.

The sales organization is divided into an inside (telephone) sales group consisting of six people and an outside sales force of nine. There are also six customer service individuals in place to support sales. Selling is handled by both organizations covering all 50 states.

Mike Wuertz attributes some of his success to targeting at the NCR market with a thorough knowledge of that market's needs.

THE COMPUTER HISTORY MUSEUM



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Mike Wuertz' ideas about Memorex:

"We have done a lot of disc pack business with Memorex, and we're impressed with Memorex's technical support group. It is the best in the industry. Memorex really knows what they're doing.

We're also impressed by the accessibility of Memorex people. I can talk to a marketing manager, a customer service manager, or our CMG sales representative; this is not true with other companies. This way, I can talk about a specific problem with an expert."

## Joint Memorex — Distributor Advisory Group

Houston Meeting  
November 16-18, 1980



**Top Row, left to right:** Jim Rogers, Carnegie, PA; Jim Patti, Los Angeles; Bill Cook, Memorex; Harry Fekkes, Memorex; Jack Deister, St. Louis; Richard Mason, Memphis; Roger Winter, Seattle.

**Bottom Row, seated, left to right:** Russ Wayman, Memorex; Steve Walsh, Memorex; Earl Weston, New York; Rod Rodriguez, Memorex; Vince Tarpey, Memorex; Bob Scheper, Memorex;  
*not shown:* Julius Slazinski, Mt. Clemens, MI.

# Computer Tape

## Data Storage Capacity

For some time now, the role of computer tape has been shifting to that of a back-up medium for on-line fixed discs.

The following storage capacity table for computer tape may help you in recommending adequate stocking levels of tape as well as to uncover applications for short-length reels. At 6250 BPI, for instance, a 600-foot length of tape has the equivalent net capacity of a 2400-foot length at 1600 BPI.

By identifying applications for short lengths of tape at your customer's location, you can offer a good tape value when buying available short-length reels from Memorex. Contact your Memorex representative for availability and special offers on short-length computer tape reels (1200-foot and 600-foot lengths).

Storage Capacity of Computer Tape		Net* Capacity Megabytes	Cost Per Megabyte, 100-Reel Price
Cubic HD 6250 BPI	2400'	162.0	\$0.13
	1200'	81.0	0.20
	600'	40.5	0.30
Quantum 6250 BPI	2400'	162.0	0.11
	1200'	81.0	0.16
	600'	40.5	0.25
1600 BPI	2400'	40.5	0.43
	1200'	20.2	0.67
	600'	10.0	1.01
MRX IV 6250 BPI	3600'	243.0	0.09
	2400'	162.0	0.09
	1200'	81.0	0.14
	600'	40.5	0.21
	200'	13.5	0.47
1600 BPI	3600'	60.8	0.36
	2400'	40.5	0.37
	1200'	20.2	0.58
	600'	10.0	0.86
	200'	3.3	1.92

\* "Net Capacity" refers to capacity of the tape less inter-block gaps amounting to 10 percent of gross capacity at 6250 BPI and 12 percent of gross capacity at 1600 BPI.

As well as the inter-block allowance, an additional allowance has to be subtracted in actual use to avoid splitting up one file on more than one reel. This allowance will depend on the average file size and has to be determined by the user.

When comparing the storage capacity of a disc to that of a reel of tape, it is important to derive the net capacity of the disc.

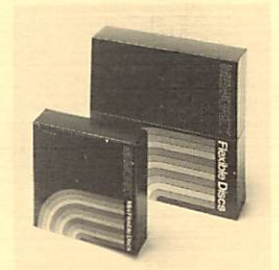
Generally, disc (drive) product literature will refer to gross capacity. To arrive at the net capacity, deduct the number of megabytes required to initialize and format the pack as well as an allowance (as for tape) to avoid splitting files.

Initialization and formatting requirements vary from pack to pack, available hardware and software.



Walter Remy  
Product Manager  
Computer Tape Division

## Flexible Disc News



### Flexible Disc Media Slide Presentation

An audio slide presentation describing the manufacturing process of Memorex flexible discs is now available. Memorex's exacting standard of excellence throughout careful manufacturing, rigorous testing and continual quality surveillance is portrayed in detail in this step-by-step explanation of the manufacture of Memorex flexible discs. Memorex product benefits are vividly portrayed to provide you with a tremendous selling tool.

The presentation consists of approximately 80 slides, a synchronized audio cassette, and a typewritten script. Contact your Memorex sales representative to order your set.

### New Product Literature

New brochures, spec sheets, and compatibility charts are now available. The new product literature contains information on recently announced double-density mini flexible discs and mini flexible discs with hub rings. Contact your Memorex sales representative to place literature requests.

## Packaging Modifications

You will have noticed a gradual phase-in of modified packaging for Memorex flexible discs. The trademark "Markette" has been replaced with "Flexible Discs" on all product packaging and literature to aid in clarification of the product. Jacket labels and box labels have been standardized to ensure complete and accurate product identification, and all flexible disc envelopes are now printed with multi-lingual care and handling instructions. Please bear with us until the transition to the revised packaging is complete. It may take longer to phase-in the new labels on some of the less common product configurations.



## Rigid Disc Technical Tips

For your easy reference, listed below are the names and area responsibility of the Rigid Media Engineers. These are technical people located in the field to answer any technical questions. You can also contact Memorex Rigid Media Engineers through your Memorex sales representative.

**Howard Bryant** Western Region - Santa Clara Office. Area: Alaska, Hawaii, Washington, Oregon, Montana, Idaho, Wyoming, Nevada, Utah, Colorado, Arizona, New Mexico, Texas, Oklahoma, Arkansas, Louisiana, Florida, California.

**Mike Skrzypek** Midwest Region - Chicago Office. Area: North Dakota, South Dakota, Nebraska, Kansas, Missouri, Iowa, Minnesota, Wisconsin, Upper Michigan, Illinois.

**Fred Kropveld** Great Lakes Region - Detroit Office. Area: Lower Michigan, Indiana, Ohio, Kentucky, Tennessee, Mississippi, Alabama.

**Jeff Zimmerman** Eastern Region - Philadelphia Office. Area: Pennsylvania, West Virginia, Virginia, Maryland, North Carolina, South Carolina, Georgia, Delaware, Washington, D.C.

**Vern Crews** Northeast Region - Boston Office. Area: Maine, Vermont, New Hampshire, New York, Rhode Island, Massachusetts, Connecticut.

**Joe Falzone** New York Region - New York Office. Area: New York City, Long Island, New Jersey.

## Damage Inspection

Shipping damages can occur with even the best packaged disc pack. Advise your customer to visually examine each pack prior to mounting it on a disc drive. Follow these simple steps:

1. Remove the bottom cover.
2. Make sure you have a firm grip on the cover handle; then turn the pack upside down and level it so it can be spun freely inside the cover.  
**IMPORTANT:** Apply slight spinning force to center of pack without touching data discs.
3. As the platters are turning, visually inspect for excessive up and down motion of any single recording disc. If there has been shipping damage, it will usually be obvious.

Contact your Memorex sales representative immediately.

This procedure will pinpoint any damage before the pack is mounted and avoid possible loss of data.

## Know Your Product Specifications

Many times you will be confronted with a situation where a disc pack will be sold to a user with the understanding that the product meets drive specifications. For the most part, this is a happy relationship. However, on occasion you will have dealings with a customer who knows little about disc media or drive requirements. The usual questions of error criteria are then overlooked.

For example, a DEC user might ask for a DEC compatible pack. Herein lies the problem. The user's expectations might not be the same as Memorex error specifications of a DEC compatible pack. For the Mark XI (200 MB) pack, the DEC specification allows 35 maximum errors; 5 hard, 30 soft. This is the specification for the MEMOREX SILVER pack, as we allow 16 to 35 total errors, standard or free of uncorrectable errors. If this criteria is not clearly understood by the customer before the sale, you could have a problem.

What your customer **must** know is the error specification for the entire range of 200 MB product. In this way the **customer** makes the decision based on price and selection offered.



Howard Bryant  
Technical Support Manager  
Western Area

# CMG Sales Training

## Memorexpeditions

As 1980 draws to a close, I would like to thank the many distributor organizations who have supported the CMG training effort in the past year.

A number of training sessions (in Santa Clara and throughout the country) were held which gave Memorex the opportunity to work with very professional distributor personnel.

Looking forward to 1981, I solicit your comments and suggestions with regard to enhancing existing training programs and ask you to keep an eye out for new and innovative programs from CMG. We are going to GET THINGS DONE in '81.

## CMG Product/Sales Training Program



September Product Sales School

The fourth quarter product sales school (pictured above) in 1980 was held in Santa Clara from September 29 through October 3.

With 23 people in attendance, 15 individuals represented distributor organizations. I wish to thank Advanced Computer Products; Arrow Computer Supplies; Challenge Computer; I.D.E.A.; J.P. Patti, Inc.; Leading Edge Products; Moore Business Forms; S.T.E.P.; Suntex Data Systems; Tab of Arizona; Timberline; Western Duplicating (Calgary); and Willamette Data Supply, whose people contributed to the success of the class. Jim Eling, Advanced Computer Products, was named Class Leader.

As in past product/sales schools, many Memorex experts assisted with training and tours and kept product information flowing at an exciting pace.

Due to fourth quarter demands on selling time (for both Memorex and distributors), the school scheduled for December 1-5 has been cancelled. Please watch for information regarding a product sales school to be held in March of 1981.

## Customer Oriented Selling

COS was held following product sales school (October 6-8) and continues to win rave reviews. I encourage your participation in the program.

In 1981, we are anticipating a number of additional COS classes. In order for us to sponsor a session in your city, however, we need your support. "Speedy Medians" will be forthcoming with detailed information.

Thank you again for a productive 1980, and happy holidays.



Karen S. Zaveckas  
Manager, Sales Training & Development  
Computer Media Group

The new Median will be published bimonthly by the Computer Media Group. Any comments or suggestions should be sent to:

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