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FOR HP EMPLOYEES AND FAMILIES IN  
AUSTRALIA AND NEW ZEALAND  
No 35 October 1988



“... it's the biggest thing that has happened in the 21 years of Hewlett-Packard Australia ... the key plank in our breakout strategy to change our position in the marketplace and make a reality of our vision of the company being a leading supplier of products and solutions.”

**MALCOLM KERR**  
Managing Director  
Hewlett-Packard  
Australia Ltd

**The Joint  
Venture  
■  
Telecom  
Hewlett-  
Packard**



“... will strengthen Telecom's relationship with our Corporate Customer base which in turn will help secure Telecom's long-term growth objectives.”

**MEL WARD**  
Managing Director  
Telecom Australia

## Value of Joint Venture

**W**hat we have done through the Joint Venture with Telecom Australia is leapfrog our competition and become, if not the second, then the third major source of integrated information systems in Australia.

We have gained access to at least 80 national account managers and many communications consultants.

This helps us strategically position our products and solutions with the top 500 companies.

There are also facets of the JV which will increase our distribution capabilities beyond the top 500.

I believe this is a major milestone in the development and change of our company in Australia.

When you put on top of this our commitment to Partnership and Development, we are very clearly becoming an Australian-based company that is doing things for the benefit of Australia and its people.

It is important to recognise that the key architect, who showed great resilience and persistence, was our Business Development Manager, **Bruce Graham**.

Others who contributed greatly to the success of the agreement were Region Administration Manager **Bruce Thompson**, Region Marketing Manager **Bruce Marsh**, Region Customer Support Manager **Roger Kane** and their teams.

It should also be remembered that people like OCS Project Manager **Bill Wood** and Telecom National Account Manager **Kel Needham** played valuable roles in the early development of our proposals to Telecom.

There is no doubt that **David De Campo** has been a champion for the concept from the Telecom side and he has made a major contribution to both organisations.

David was ably assisted by **Steve Owens**. Both have now joined us at Joseph Street to help implement the agreement. We certainly welcome them to HPA.

The joint venture is an exciting growth opportunity for both HPA and Telecom and our customers.

It will enhance the nature and cultures of both companies and provide further opportunities for employees to develop and expand their abilities.

MALCOLM



• Bruce Graham.



• Bruce Thompson.



• Bruce Marsh.



• Bill Wood.



• Roger Kane.



• Kel Needham.

## The venture

**T**elecom Hewlett-Packard —

- Is 50 per cent owned by HPA and Telecom.
- Gives Telecom access to the range of HP Company's business computing solutions.
- **Shared objectives:** Provision of a single source for information management (integrated communications and computing) solutions.
- **For HPA:** The profitable growth of a subsidiary company.
- **For Telecom:** Full participation in the communications/ information management business, meeting growth and customer service goals and protecting its existing network and Customer premises equipment business.
- **For Australia:** Product development and subsequent manufacture by the Joint Venture, by HPA and Telecom or in conjunction with other Australian companies for both the Australian and export markets.
- **Advantages to HPA:** Efficient integration into the recently changed Telecom infrastructures so that enhanced growth and market share may be achieved.
- **Advantages to Telecom:** Access to a complete business computer product range with its accompanying sales and marketing expertise.
- Access to a competitive computer support infrastructure without the delay and cost of establishing one of its own.
- Bringing products to market in a timely and efficient fashion. ■

## Easy changeover

Following a number of special assignments, **David De Campo** spent six months investigating how Telecom's counterparts around the world had entered the computer marketplace.

Travels took him to HP at Palo Alto and the joint venture that HPA and Telecom have just launched grew from those inquiries.

David and Telecom colleague **Stephen Owens** spent 18 months at Blackburn while negotiations proceeded.

As Steve remarks: "When we decided to become HP employees, we knew a lot about the company, its standards and its standing in the computer industry; it was an easy changeover."

David is an engineer by training with an MBA from Melbourne University. He moved into finance accounting with Telecom's Victorian administration and later to the headquarters staff for some special projects, including Computerphone.

His HPA title is JV Program Manager.

He lives at Albert Park with his wife Rhonda and daughter, 6, and son, nearly two. Recreation comes from badminton, tennis, swimming and riding a push bike.

■

Steve was born at Stafford in the UK and came to Australia with his family. He went into Telecom straight out of HSC "as a general dogsbody, opening the mail and getting the teas" in a suburban office.

He later earned a Diploma in Business Studies, majoring in EDP, followed by a Bachelor of Business, majoring in ac-



• **David De Campo.**

counting, from Preston Institute.

He tracked through the admin area and helped set up the Coburg area office; then to head office to assist with Telecom's computerised phone product.

He worked with **Mel Ward**, Telecom's managing director, in 1979 when he was supervising engineer in the switching design branch and then met David when moved to the Computerphone project.

Steve lives at Epping with his wife Jean and their two children, nine and six.

Interests are reading ("a lot") "and doing mundane things like gardening." ■

## Optimistic approach to '89

**Managing Director Malcolm Kerr** and Director of HPA Marketing Operations **John Toppel** successfully negotiated financial and headcount resources at the recent meeting of world managers at Palo Alto.

"They gave us what we needed to grow our program in the next year," Malcolm said on his return.

"Chief Executive **John Young** opened the gen-



• **Stephen Owens.**

eral managers' meeting with several important comments, and all presentations supported his focus on HP being one company.

"It was clear that there was a lot of leveraging of programs and sharing of resources between our technical and commercial computer sectors. "John Young was particularly complimentary about the '88 results, even though expectations in some areas were not reached.

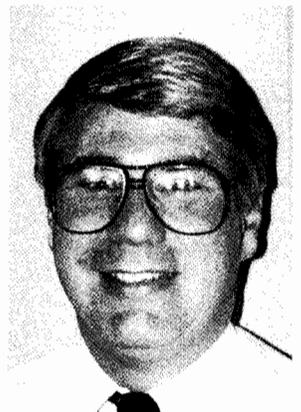
"Our worldwide growth exceeded 20 per cent and special credit must go to Salesforce 12 and T&M teams."

Malcolm said that John asked for continuing focus on our selling programs to achieve our \$10 billion goal as we enter our 50th year.

Locally we have asked Region Marketing Manager **Bruce Marsh** to head a taskforce to plan next year's celebrations in Australia and New Zealand.

"We will focus our celebrations on our employees and our customers. We also plan to involve the communities where HPA is located.

"The theme for 1989 moves from 'Take the Offensive' to 'Focus the Offensive.' We look forward to receiving continued return for our efforts," Malcolm said.



• **John Toppel.**



Executive Vice-President **Dick Alberding** particularly asked the marketing and selling teams to focus on five action items for '89:

- To specialise and focus our programs by market, application and industry.
- To improve our VAB channel by more aggressive application; and to manage the changes in policy that will affect that program over the next year.
- To plan and invest in developing project management programs so we can be successful in big deals.
- To continue developing processes and technology tools that help us improve field productivity.
- To continue focusing on customer satisfaction; and not to become complacent.

It was clear that the cost of ownership, education services, HP documentation and sales interface were areas that we needed to work on for '89.

"Dick finally reminded us that we had full ownership of selling and the customer interface; and that we all need to lead in making HP more visible and more aware in the market," Malcolm said. ■



• From left: Cathy, Vicki, Carole, Dot and Erica.

## Customers offer their thanks

Patrons of the Joseph Street cafeteria appreciate the quality of food and the unfailing cheerfulness and cooperation of Chef **Ben Bramble** and his team.

So, given a lead by Facilities Manager **Warren Jones** and Purchasing Officer **Joy Wingard**, they gave a surprise luncheon with all the trimmings to the cafeteria staff.

Many made donations of food and drink or waited on table and others dropped by to express their appreciation.

Ben was a notable absentee, away in Adelaide doing an 18-weeks' pastrycooking course to expand his culinary skills.

The guests were **Ronda Burns**, **Cathy Clarke**, **Vicki Demas**, **Carole Letson**, **Dot Tilley** and **Erica Yarrow**.

Payroll Co-ordinator **Karin Biermann**, Payroll Assistant **Judy MacDonald** and SVC Co-ordinator **Kitty Gardiner** were attentive waitresses. ■

## Nostalgia

Canberra's Product Support Representative **Carol Blackman** was seated on a bench soaking in the sun in the London suburb of Watford when she was reminded of home.

"There I was having a quiet English pub lunch when a van with the HP logo on the side drove up."

The day could have been made better only if Elton John had led his Watford footballers past on a training run. ■

## Births

- Jason Eric, son of A/P Clerk **Jacqui Burns** and David, at Diamond Valley Hospital on 1 August (4082gr/91b).
- Kaitlyn Jayne, daughter of Mgmt Acct Supervisor **Peter Edwards** and Jenny at 7.42pm on 7 September (3997gr/81b 13oz).
- Matthew, son of Region Support Admin Manager **David Burgess** and Trish, in the wee small hours of 20 September at Box Hill Hospital (3260gr/71b 3oz).



• Judy (left) and Karin.



• Joy and Warren: silver service.

## In first 20

**B**lackburn SVC **Jim MacLeod** was one of the first 20 HP technicians around the world to work on the new 5371A time interval analyser and so was sent an impressive tee-shirt from Santa Clara.

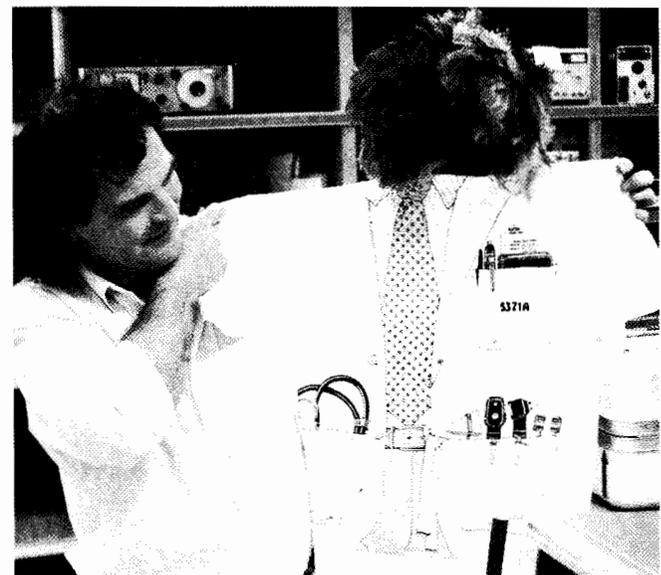
Asked to wear it for a picture, Jim displayed a droll sense of humor by making a tailor's dummy with a feather duster as head and saying: "I don't want to mess up my hairdo; anyway, readers won't know the difference."



• Kitty (left) and Ronda.

## Married

Southern Area AEO Manager **Bernie Rottinger** and former Canberra BBM **Vicki Walker** on 17 September. ■



• Jim and tee-shirt . . . tools and tie are painted on.

## Networks offer growth and profit

Hewlett-Packard Australia's involvement in networking, one of the fastest growing areas of the electronics industry, is now well established.

An initial target of four sites has been met with months to spare.

More customers could have been sought but the type and number were restricted until HPA's organisation was thoroughly bedded down.

Area CE Manager **Kevin Neal** has networking as a special project and CE **John Cheney** has spent several months in the US on advanced training.

"We refer to John as our network champ, the highest qualified in Australia and New Zealand," says Kevin.

Networking is much more than getting computers to talk to each other or even linking them with peripherals like printers, plotters or industrial machines.

It offers the ability to share resources, like data banks, in the next room or separated by a street, a state or a continent.

Information from distributed business systems, mainframes, personal computers, engineering workstations and manufacturing systems and controllers can be integrated.

In the early days, it was almost an article of faith that customers, to ensure compatibility of equipment and certainty of backup, should buy from the one supplier.

It still makes sense but users have increasingly spread their patronage, buying a computer here, a printer there and an instrument somewhere else.

They bank on in-house expertise being able to make them work together, to pinpoint faults and summon the appropriate manufacturer for repairs.

But systems have become ever more complex and many have outgrown the capacity of in-house staff to manage them or quickly pinpoint a fault.

And having high levels of expertise on the permanent payroll is not justified in the periods that the system is trouble-free.

HP, with a wide range of skills not only in Australia and New Zealand but throughout the world, can provide more efficient and economic management of networks.

So HPA offers customers various levels of service:

- With planning and design in the preliminary stages of setting up a network;
- With training a customer's staff to be ready for it (through Network Prepare); and
- With diagnosis of faults, calling up support from the appropriate supplier and management of the problem until it is fixed (through Network Assure).

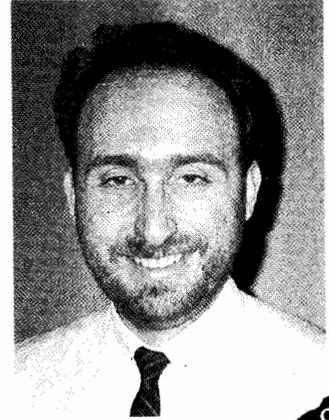
"The HPA agreement requires customers to take out support contracts for each piece of equipment or software in its network. HPA does not itself support the equipment of other manufacturers," Kevin says.

"What we do is avoid trauma for the customer by isolating the precise location of a fault and then alerting the appropriate supplier to their commitment.

"By and large, suppliers don't dodge their responsibilities but they aren't anxious to become involved if a



• Kevin Neal.



• John Cheney.

Computer  
Museum

customer is vague about what part of a mixed bag might have failed.

"They know that an organisation with the expertise, resources and integrity of HP won't risk its reputation by just guessing what might be wrong."

John adds: "Few users have proper documentation of what equipment and procedures they are using. Whenever we take responsibility for a network, we thoroughly document the system.

"One copy is given to the customer, I keep another and a third is lodged with the Australian Response Centre.

"So when a network gets into difficulties, we can often pinpoint the trouble by going into the system remotely; and with the customer in possession of the same documentation remedies can be suggested.

"If this fails, we go quickly to the site. And with Response Centres in the US and UK also holding the documentation, the customer has 24-hour protection.

"I guess it boils down to this: user-friendly networks don't require the users to be technically proficient; we relieve the customer of all the technical aspects of designing, installing and keeping a network healthy."

John came with his family from England when he was 10; he graduated from RMIT in 1983 in electrical engineering; and he's interested in photography, music and environmental issues.

Kevin has been 12 years with HPA. He's married to Karen, they have boys aged seven and 10; and his hobbies are gardening, music and "following the Mighty Blues."



• Jim Sinclair was a popular security officer at Blackburn and friends made a presentation to him when he retired. He's pictured with receptionists Judy Payne (left) and Doreen Hayden.

## Entry to the club

You would be wrong to say everyone in the Perth office had either worked at Carnarvon satellite tracking station or been attracted off a ship to get married.

But you wouldn't be entirely wrong.

BSM **Ian Murray** and CE **Peter Lalor** did stints at Carnarvon. So did CEDM **Chris Cantor** and CE **Peter Forrester**.

Visit a site with them — such as the Aussat tracking station at Lockridge — and it's like Back-to-Carna Week. Old Carnarvonites pop out of the woodwork.

**Gil Maravillas** set the other pattern of matlots leaving the sea, settling in Perth and being piped aboard HPA.

On shore leave from a vessel of the US Navy, he met a girl named Jan and they married.

Recently, he did a Precision Architecture course at Mountain View and Rockville in the US and was joined by Jan and sons, Adam and John, for a campervan tour.

"In five weeks, I saw more of America than in the 14 years I lived there," said Gil.

**Jan Jesske** was another called away from the sea. He was working on a seismic boat when he met Lucy in Perth. They have two children, Natasha and Karl.

Jan also did a Precision Architecture course, four weeks in San Francisco and then to Rockville.

On his return journey, he visited family in Yorkshire. ■

**BBM Glen Taylor** was guest speaker on TOC at a recent well-attended Enterprise Australia luncheon.



• Gil (left), Brian and Jan.

## Space trackers

Canadians launching a satellite needed help to track part of its earth orbit and they contracted the Aussat earth station at Lockridge, a north Perth suburb.

Because the Canadians and Aussat use HP instrumentation and test equipment, our Perth office was asked to provide backup in case of malfunction.

Depth accompanied CE **Peter Forrester**, responsible for the Aussat site, and CEDM **Chris Cantor** to Lockridge when they negotiated the terms.

HPA input was more than just giving a promise of quick response. It had experience of other launchings. And before joining the Perth office, both Chris and Peter had worked at the Carnarvon tracking station.

The client took obvious confidence from HPA people being no strangers to space science.

He asked about response time and quickly accepted the recommendation not to take a standard contract but to have an engineer on site for the critical phases.

Chris and Peter volunteered that the crucial

periods were the minutes leading to blast-off and the first three 10-hour windows when tracking and command were done through Aussat. The customer agreed.

And they said it was routine HPA procedure to assemble a full kit of spares and have them ready on site.

Peter came to HPA through WA television, OTC in Sydney, the Murree earth station and Carnarvon (succeeding **Peter Lalor** there in 1976). He's been with HP for two years.

He's married to Emily and they have a five-month-old son.

In recent days, Chris has moved to Melbourne as AEDM. ■

## Another convert

Lent to Perth for a fortnight's assignment a year ago, SR **Brian Glasgow** is yet another easterner who liked the place and stayed.

Brian has lived in New Zealand, South Africa and Melbourne. He was in the 1986 graduate intake with a degree from Monash University.

He declares Perth has the best weather and swimming he knows. The beach apartment he has bought looks out at Rottneest Island.

"I like the small office, the HP people and the beaches," he says.

Perth has started a league for American gridiron football and that is his current recreation. ■

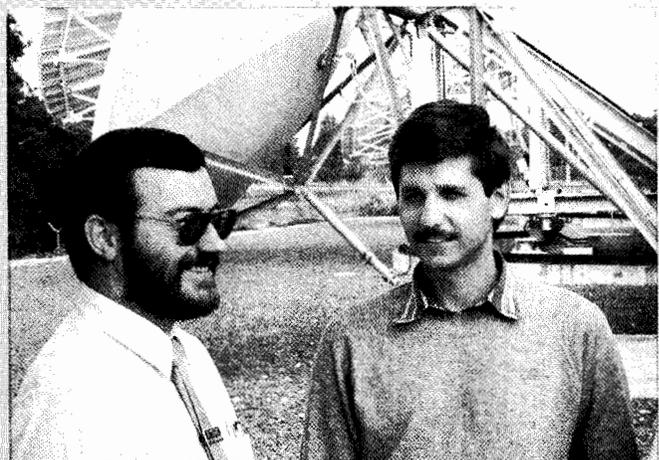
## Sue's a purler

Sales Secretary **Sue Anuriw** has been 18 years in Perth after coming from the UK.

She joined HPA in April, having previously worked for a mining company.

Most of her leisure is spent gardening or knitting.

"I do a lot of knitting," Sue says. And not only straight plain and purl, as the design on her jumper (next page) attests. ■



• Peter (left) with Telesat Canada's Hugo Kneve.

## W.A. Report



### Orbital and HP CAD

Development of revolutionary Orbital Engineering Company products is being helped by CAD hardware and software supplied by HPA.

A Computer Aided Design system is being used to perfect Orbital's advanced engine management unit, which controls the injection of fuel for the Sarich-designed two-stroke motor.

The more efficiently an engine burns fuel, the less it needs anti-pollution devices that add weight and cost.

HP data acquisition systems let Orbital characterise the combustion



• Sue Anuriw.



• Ron (right) with Orbital's electronics manager Peter Simons.

processes of the engine in their search for optimum performance.

They have enabled engineers to experiment with almost an infinite combination of shapes for pistons, cylinder heads and other components that affect performance.

SR **Ron Sebrechts** is responsible for the Orbital account. He was recruited four years ago from the ABC, where he was a broadcast engineering officer with Channel 2 television.

Before that, he was six years in the RAAF as an instrument fitter.

Part-time study gained him the Diploma in Electronic Engineering.

Ron came to Australia from Holland when he was five. He and wife Lynn have a daughter, Lisa, who is five. ■

### Kalgoorlie Expo

Preparing for a trade fair at Kalgoorlie in early November means busy days for Perth SR **Stephen Hicks**

Just about every industry that supports mining will be represented.

There will be sales

people for brass fittings, pumps, derricks, drills, bulldozers, trucks, petroleum and rubber products, pipes, explosives and communications.

"Because HPA is so closely involved with mining in Western Australia, I'm encouraging our dealers to participate with us," Stephen says.

Before coming to HPA four years ago, he worked as a trainee accountant in banking. His responsibility now is PC dealer support.

His all-absorbing interest is repairing a house he has bought. It leaves little time just now for tennis, squash and golf but he'll get back to them in due course. ■



• Stephen Hicks.

## Self-taught Alison



Cheerfully admitting a lack of formal qualifications, SE **Alison Turnbull** is accepted as a valuable member of the Perth office team.

BSM **Ian Murray** praises the contribution she makes.

"She's come from a semi-rural environment near Sydney to the cutting edge of the electronics industry, supporting systems software that's sometimes only a few days out of Palo Alto," Ian says.

"Argyle Diamond Mine is upgrading to a 1.1 and Hamersley is a showcase system. She's not fazed by either."

Alison went straight from high school to a position as trainee programmer. She learnt quickly and had the confidence to branch out on her own as a contractor.

As a consultant in programming systems, analysis and design, her clients came from insurance, railways, warehousing and mining.

"Seven years ago I came to Perth for a short look around but haven't found a reason to go back east," she says.

Alison plays squash and haunts the beach in summer. Currently she's immersed in renovations to a house she bought a year ago. ■



• Alison Turnbull.

## HPA role in CRA research

Breaking rocks is something Perth SR **David Chambers** knows a lot about.

None, we hasten to add, learned on rockpiles in Her Majesty's Prisons.

Rather it's come from running his own business servicing the West Australian mining industry and later supplying Hamersley Iron with HP computer and measuring equipment over the last 10 years.

It's vital to know what is just enough explosive to peel tens of thousands of tons of rock from a mountain face.

The big bang is brutally spectacular but engineers can measure the charge and orchestrate linked blasts so finely that loaders can move straight in to gather the ore.

Use too much explosive, mislocate drill holes or muff timing and rock sprays all ways, needing perhaps corrective blasting and hours of shovelling just to clear the mess.

Computer technology tells engineers what happens immediately after the bang and this is where HP helps.

Sensors in the rock are blown to smithereens but computers record their last milliseconds of excited chatter.

Through Hamersley, David has long focused on the parent company, CRA Ltd.

CRA has now decided to establish its Advanced Technical Development Group in Perth and base all process control systems on the HP9000.

HPA beat the incumbent supplier, Digital, in tendering.

CRA will conduct research into:

- Wear and tear properties of materials. Mining is notoriously

tough on equipment, transport, tools and buildings.

- Explosive techniques and high speed data acquisition.
- Artificial intelligence as applied to process control.

All AI development will be done in Perth and the lab will contract to all CRA divisions.

"It is a significant sale," says David. "There is initial funding of \$10 million, employing 50 people with plans to double that number."

"They will require some sort of computer capability, PCs or powerful work stations, on top of data acquisition equipment."

David has recently worked on expanding HPA business with CRA in the eastern states, SE Asia and beyond. CRA is one of Australia's biggest companies. ■

## Milestone nears

January 2 is an important date for Perth Sales Secretary **Sally Imberger**. It marks the completion of 10 years' service with HP.

For her five-year award she received an HP brooch which she wears proudly.

"I'll be even prouder when I add the bracelet. Then they will have to show me the respect befitting the grandmother of the office," she says disarmingly.

However, while Sally reckons anyone can go close to working out her age, she says only the Personnel Department and Melbourne SVC Technician **Gary Visser** could get it spot on.

"I went to Doncaster Heights Primary School



• Ore carrier's tyres dwarf David Chambers.

with Gary but he wouldn't tell. Gary's a nice lad, he's no cad," she avers.

Sally came to Perth on holiday and fell in love with the place. Her only complaint is that air fares to visit family in the east are so high.

"You can have two weeks in Bali with accommodation and breakfast for less than just the Melbourne fare," she says.

Tennis, followed by swimming and dancing, is how she enjoys off-duty hours. ■



• Sally Imberger.

## Came from RAAF

Finishing his Associate Diploma in Electrical Engineering on Friday, **Kevin Tucker** lost no time becoming gainfully employed.

He started as a CE in Perth office on Monday.

Kevin had spent more than four years in the RAAF, at Richmond in

NSW and at Morawa near Geraldton in WA.

He had gone through the RAAF School of Technical Training at Wagga as an electrical technician and worked in maintenance shops and on aircraft.

His latest course at Mt Lawley College in Perth took three years.

Weekends find him at Lakelands golf course. "I love golf," he says. ■

## Seeing it the user's way

Understanding and satisfying customers' needs has always been the aim of an HP Sales Representative but now, with restructuring of the Project Centre, HPA is going an important step further.

**Bill Clarke**, recently appointed Project Centre Manager, brought with him extensive experience as a user of electronic equipment and says:

"Previously the Project Centre was typically involved in post-sales activity. With a deal done, it saw the sale through to implementation.

"Now it will join SRs in pre-sale discussions with customers, providing a different perspective by having been on the other side of the table.

"We often will understand better where the prospective buyer wants to go and can help develop proposals, more specific solutions, that are more useful to the customer.

"There is a trend in industry to select a prime contractor who will accept responsibility to make everything work. We should be able to make a contribution to getting this kind of deal."

Bill has had 20 years' experience in EDP — with the Rural Water Commission (which manages 80% of Victoria's water services), Australia Post and the Federal Department of Housing Construction.

He has a commerce degree from Swinburne, a post-graduate diploma from Chisholm CAE and is a qualified accountant.

He lives at Glen Iris with his wife Olivia and children, Katy, David and Ross. Interests are camp-

## Newcomers

**Mano Anandamurty**, Service Technician (Sydney).

**Connie Balakrishnan**, Secretary (Melbourne).

**Martin Bastock**, Staff Sales Representative (Melb).

**Adam Boxshall**, Warehouseperson (Melbourne).

**Bridget Chater**, Order Administrator (New Zealand).

**Pat Cid**, Computer Operator (Melbourne).

**Glenn Claiden**, Applications Engineer (Melbourne).

**Bill Clarke**, Project Centre Manager (Melbourne).

**Melinda Clark**, Analytical Secretary (Melbourne).

**Graeme Cobb**, Manufacturing Engineer (Melbourne).

**Brian Coogan**, Software Development Engineer, ASO (Ringwood).

**Jon Danks**, Service Technician (Melbourne).

**David De Campo**, Joint Venture Program Manager (Melbourne).

**Robyn Devries**, Call Co-ordinator (Melbourne).

**Mark Dixon**, Analyst Programmer (Melbourne).

**Corinne Frenken**, Call Co-ordinator (Melbourne).

**Liz Kaubisch**, Software Development Engineer, ASO (Ringwood).

**Helen Lacy**, Secretary (Melbourne).

**Alan McPharlane**, Software Development Engineer, ASO (Ringwood).

**David Marchant**, Staff Sales Representative (Sydney).

**Stephen Owens**, Telecom Account Manager (Melbourne).

**Chris Papp**, Sales Representative (Melbourne).

**Julie-Ann Stephens**, Receptionist (New Zealand).

**Paul Taig**, Service Technician (Sydney).

**Nick Tzatzagos**, Staff Customer Engineer (Sydney).

**Dion Vandenhout**, Trainee Contract Administrator (Melbourne).

**Karyn Werner**, Secretary (Melbourne).

**Gary Winder**, Service Technician (Melbourne).

## Transfers

**David Barr**, Contract Administrator to Admin Supervisor (Melbourne).

**David Booth**, Sales to ASO (Ringwood).

**Spiros Bourloukas**, AE Systems Manager to Computer Operator (Melbourne).

**Alan Brown**, Sales Representative (HP UK) to Assoc T&M SR (Sydney).

**Kevin Burbank**, CSD (Cupertino) to Marketing Program Manager (Melb).

**Chris Cantor**, CEDM (Perth) to AEDM (Melbourne).

**Karen Clegg**, (HP UK) to Sales Representative/ PC Group (Sydney).

**Peter Combridge**, Warehouseperson to SVC Administrator (Melbourne).

**John Ewins**, ASO (Ringwood) to Sales Representative (HP Dublin).

**Robert Gasser**, Applications Engineer to Staff Sales Representative (Melbourne).

**Toby Gawin**, Sales Executive (HP UK) to Senior Sales Representative (Sydney).

**Michael Holmes**, CSC to Inventory Co-ordinator (Melbourne).

**Glenda Hutchinson**, Customer Education Manager to Personnel Representative (Melbourne).

**Pam Isaac**, CEDM (Sydney) to AEDM (Rosebery).

**Christine Okey**, Secretary/AEO to Personnel Co-ordinator (Melbourne).

**Roberto Paggi**, Customer Engineer (HP Argentina) to Customer Engineer (Melbourne).

**Helene Smith**, Call Co-ordinator to Field Development Co-ordinator (Melbourne).

**Rolf Stoekle**, Service Engineer to Customer Engineer/ Medical (Melbourne).

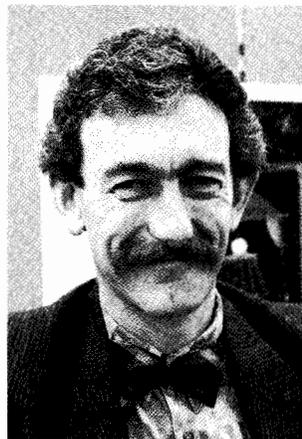
ing, canoeing, jogging and renovating their house.

Assisting Bill as Project Managers are:

- **Paul Curtis**, who last year came to Melbourne after 12 years in the Adelaide office;

- **Iain Messer**, who joined in April from his own retail computer company and before that from Ok Tedi mine where he was MIS manager; and

- **Sanjeev Khare**, originally from Bombay, who in July brought experience from assignments in India, Denmark, Dubai and the United Arab Emirates.



• Bill Clarke.



• Paul Curtis, Sanjeev Khare and Iain Messer.

Computer Museum

## Customer education

The first Systems Engineer Instructors have been appointed — one for Melbourne and one for Sydney.

They are full-time instructors with professional teaching qualifications whose key responsibility is to provide quality instruction to customers on HP products and services.

Initially they will focus on the majority of the HP3000 courses.

The US appointed its first SE Instructors about four years ago and by the end of this year expects to have 67.

**Glenda Hutchinson**, who made the appointments as Education Centre Manager just before moving to Personnel, said previously courses were taught by SEs on a rostered basis.

Besides being excellent engineers, many were excellent teachers but some did not have natural teaching skills or found teaching, being only one of their responsibilities, distracted from the others.

There was also duplication of preparation time and lack of a uniform approach.

Glenda was Customer Education Centre manager for 18 months. She is married to Sales Representative **Brett**; they were both Monash University graduates in 1982.

**Ian Wallbridge** brings 10 years' teaching experience to his Melbourne appointment.

He has been involved with computers in education since 1982, being a former member of the Ministry of Education Computers in Education Curriculum Committee and of the advisory committee for the Graduate

Diploma in Computer Education.

At the Victoria State College he lectured to practising teachers.

He is married with three children and his interests are white water kyaking, radio-controlled yachts and road motor cycles.

Already he's a familiar figure riding his Honda to and from Joseph Street.

"I started with bikes when I couldn't afford a car but they became an absorbing hobby," Ian said.

**Peter O'Shannassy**, holds a Diploma of Teaching from the Riverina-Murray Institute of Higher Education and will complete his BA, majoring in computing and education, at Macquarie University this year.

He's taught at primary schools, been sportsmaster, has been a self-em-



• Wendy and Robin.



• Ian and Glenda.

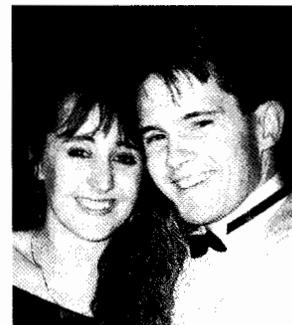
ployed professional photographer and written software for ACA Pacific Technology Pty Ltd.

In Sydney, Peter reports to AEDM **Laurence Fong** and is supported by Customer Education Co-ordinator **Barbara Evans** and AEO Systems Administrator **Tracey Keyes**.

Ian has the support of Customer Education Co-ordinator **Wendy Haag** and AEO Systems Administrator **Robin Kenny**. ■



• Peter in Sydney.



• Stuart Dudgeon and fiancée Susan Heuer.

## Joseph Street's dinner dance

There wasn't a dissatisfied customer after the annual dinner dance, held this year at the Melbourne Hilton.

**Joyce Thompson** was warmly congratulated on its success, both at the venue and on Monday morning at the office.

Perhaps the most satisfied patron was **Peter Schurr**, who won the major prize of a trip for two to Tasmania with \$300 spending money. ■



• The Response Centre responding to the enjoyment of the evening. From left: Robyn Devries, Wee Ming Tan, Eric and Marie Millard, Christine and Chris Crowle, Kerry and Ashley Henwood, Rod Makin, Graeme Davie and Kathy Hollingsworth.

## Survey supports other ratings

Australia and New Zealand did well in a recent survey to measure satisfaction among HP's own customers.

For four years running, HPA had come out top in the Hoby Award, which assesses the market's perception of customer satisfaction enjoyed by the major suppliers.

Australia and New Zealand customers of HP were surveyed as part of the Company's worldwide "Quest for Total Quality" project.

"The latest survey shows a high level of satisfaction

within our installed base," commented Region Quality Manager **Roy Armour**.

"It is crucial that we capture and respond to the voice of the customer.

"Worth noting is that we did very well in areas where 'people input' was measured; in SE communication, teamwork, the quality of instruction and ability to diagnose and resolve problems.

"Everyone involved should be complimented on a job well done. We should be very happy with the results, even though analysis highlights areas where process improvement is still needed."

Graphs show the findings, scored on a scale of 10.



• Jo-Anne Hawkins with fiance James McKellar.



• Hilton diners Arthur Argyropoulos and Debbie Kondelos.

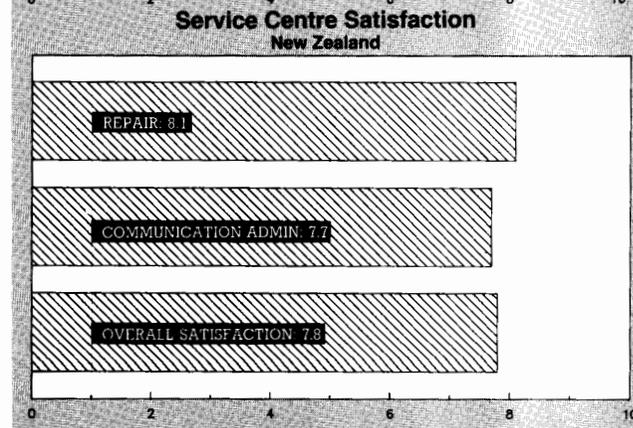
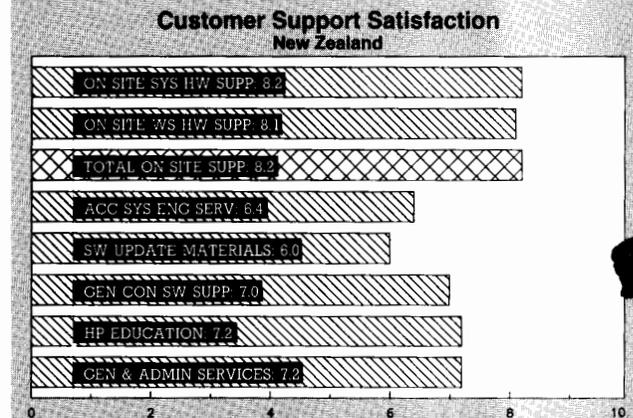
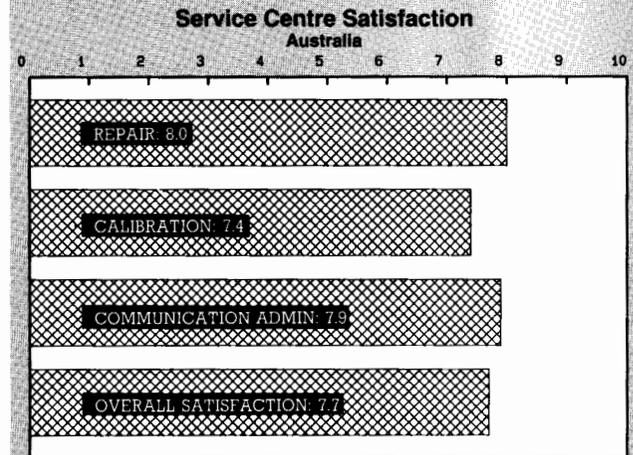
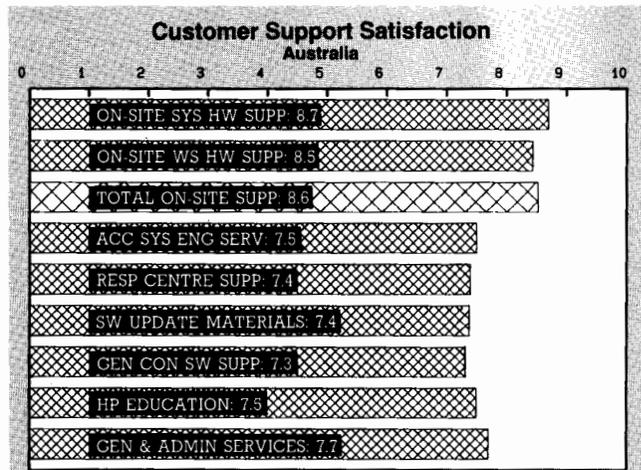


• Peter Schurr, Joyce Thompson, Rolf Stoekle and Barbara Kerr.

Sports administrators are cracking down on drugs, as evidenced by happenings at the Seoul Olympics.

HP's gas chromatograph and mass spectrometer are key weapons.

So sensitive that a chemical can be detected in the ratio of one teaspoon in a swimming pool of water.



## Moving again

Two years ago, **Keith Watson** made a difficult decision to move from Wellington to Melbourne, necessary to take promotion to Australasian Dealer Sales and Marketing Manager.

He and wife Fran, both New Zealanders, were happy in Wellington but they decided it was an opportunity to experience a new country while there were no complications with the education of Natalie, then 3, and Kate, six months.

Now they have had to make the decision again with the offer to Keith of the position of Intercon SF12 Sales Manager.

"Schooling will need to be arranged for Natalie but it's still not a critical thing," Keith said as he prepared to leave for Palo Alto.

Announcing his appointment, **Rick Justice**, Intercon Director of Marketing, Sales and Support, said:

"As SF12 Sales Manager for the Australasia Region, Keith brings excellent credentials, including Intercon's award for the Best Dealer Sales Program in FY87."

**John Toppel**, Director of HPA Marketing Operations, added:

"Keith's assignment will be a great opportunity for him. It is also good to have 'one of our own' on staff at Intercon Headquarters."

"Keith and the SF12 team have been doing a fantastic job growing our Dealer program so it is fitting he takes a position to make this type of contribution to the entire Intercon Dealer effort."

Keith's replacement will be **John Bieske**, having completed his assignment to Intercon Headquarters.

Rick said: "John has done an excellent job as our

Value Added Channel's Manager and is well prepared to take on his new assignment back home, where SF12 now represents a third of our SF16 business."

Welcoming his October return, John Toppel said John Bieske had had two extremely successful years at Intercon. His US experience would be valuable in keeping the ball rolling for our Dealer Program. ■

## Achievers

Third quarter Melbourne Achiever Awards went to people in Finance, Sales, AEO and Distribution.

Each winner won a restaurant dinner for two and their photographs are displayed in the awards cabinet in the cafeteria.

The winners and citations:

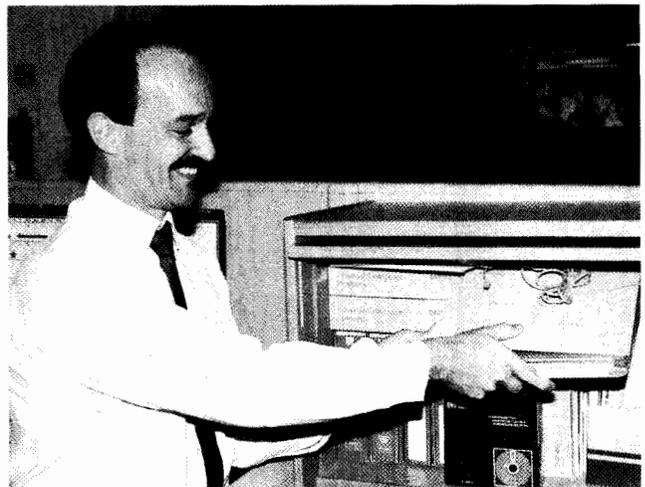
**Nancy Gan** (Finance Accountant): *Developed a pricing model which dramatically reduced TAT (turn around time) during the pricing round. The work involved took a great deal of personal time.*

*Also, for four months running, Nancy achieved variations on forecast of less than 5% of total assets for both Australia and New Zealand.*

**Jean Crawford** (Sales Coordinator) and **Monika Waffler** (O/P Co-ordinator): *As members of the HP Direct Order Admin team, they have been handling record levels of Dealer orders and inquiries over the last two quarters.*

*They show a growth of up to 95% of shipments for Quarter 3. A great sustained effort.*

**Ian Clarke** (Product Support Engineer), **Stan Karpowicz** (SR) and **Ken Sheers** (SE): *they have*



• Keith clearing cupboards before his move.



• Nancy Gan.



• Stan Karpowicz.



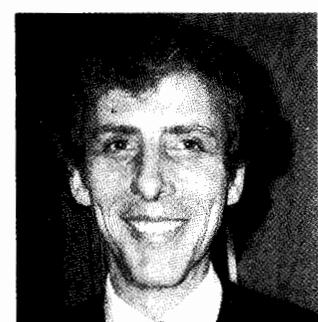
• Jean Crawford.



• Ian Clarke.



• Monika Waffler.



• Ken Sheers.

*worked as the ANL SE team and put in outstanding work on a difficult tender which required extensive bench marking*

*and long hours at night and weekends in order to work with the US to meet deadlines.* ■