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FOR AUSTRALIAN AND NEW ZEALAND
STAFF AND FAMILIES OF HEWLETT PACKARD
No 29 June 1987



• A new Distribution Centre serving a new kind of business.

Corporate visitors were well pleased

Dean Morton and Alan Bickell were welcome visitors early last month when they helped us celebrate our 20th anniversary.

When we sat down to review our Australian and New Zealand activities, I started my presentation by saying they would meet a professional and enthusiastic lot of people on both sides of the Tasman.

Later both Dean and Alan were kind enough to recall my promise and to volunteer that we had demonstrated a great deal of professionalism and enthusiasm.

At the three social functions they attended — in Melbourne, Sydney and Wellington — they had been impressed by the camaraderie and team spirit we display both on and off the job.

It was more than 15 years since Dean's only other visit and he saw many changes — in HPA and in Australia.

Today's issues that we discussed were clearly those of profitability. He believed we had a clear understanding of what we should be doing and that we were on track. I know they have gone back pleased with what they saw.

On the other hand, they would like us to solve our difficulties quickly and I am sure we can count on them supporting us whenever our region comes up in the various councils of the Company.

Dean was most impressed by the ASO. He liked the quality of what it was doing and what it meant in terms of the globalisation of HP.

He was very interested in our MTS approach and the contribution it will make to our future success.

I mentioned that a year ago the Senior Management Team had identified some cultural weaknesses in our organisation. They were lack of consistency in planning and implementation; and that we were easily distracted onto tactical issues.

Dean and Alan were interested in how we were attempting to add value at each level of management.

I explained the MTS processes we have to diagnose and implement change and how we were working to clarify organisation and job roles to ensure responsibility and ac-

countability for each function and employee.

I showed how MTS helped us focus on areas of effectiveness and methods for raising the standards of our organisation over the next couple of years.

They were shown how MTS started with the Team Vision, which included the primary mission for the organisation, and how the SMT should relate within the team and with other teams.

They saw how the next stage, the Team Performance Plan, was the platform on which all the functional plans for FY87 have been based.

I reported on the issues raised in Open Line, how we had addressed most of them and how we intended

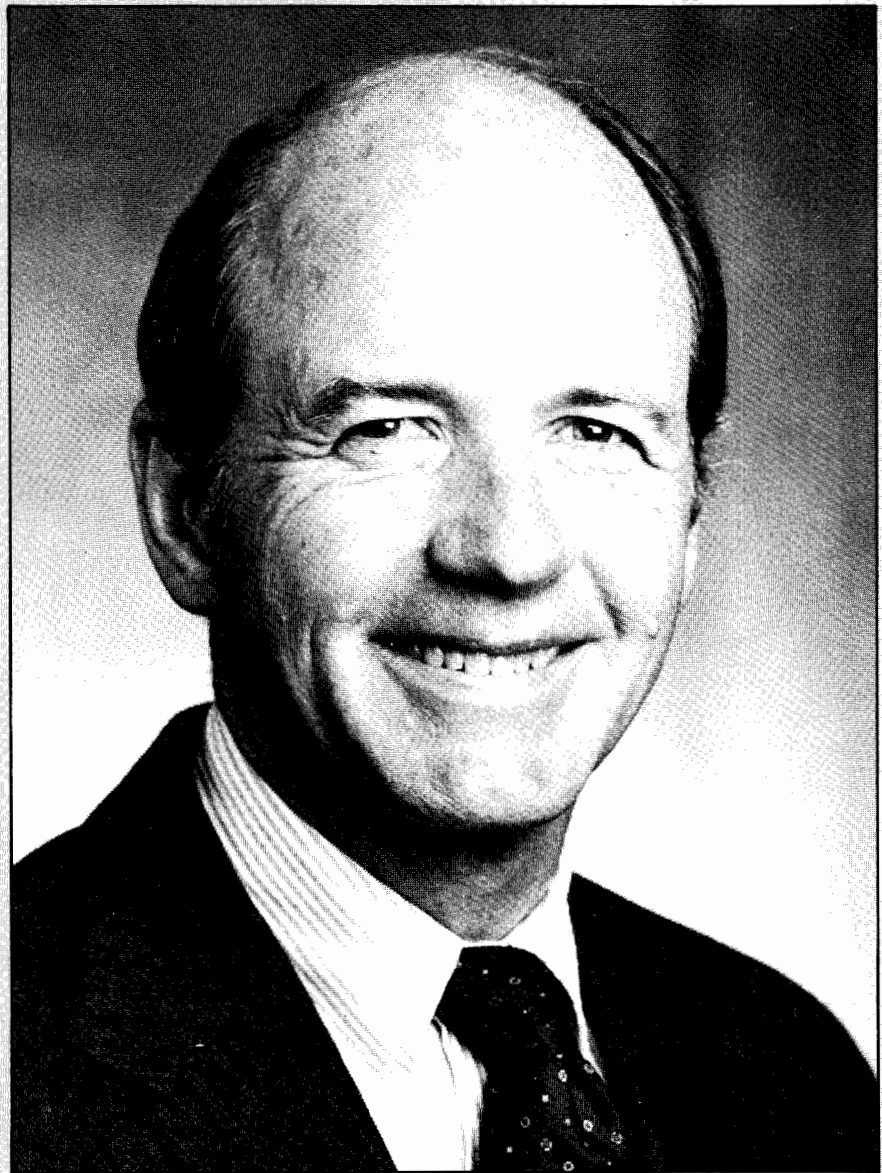
all of the remainder to be finalised in FY87.

Dean and Alan were particularly pleased that HPA, for the third year in a row, had won top rating in the Hobby Survey for overall DP support; and was also top for hardware performance, supplier business practices and current product upgrade path.

They were sorry that a tight schedule prevented visits to all offices in support of our celebrations.

Barbara and I will personally relay their congratulations and good wishes when we visit Adelaide and Perth late this month and Canberra and Brisbane in July.

MALCOLM KERR



• Dean Morton, Executive Vice-President and Chief Operating Officer.

Twentieth parties

Last month two parties in Australia and one in New Zealand celebrated HPA's 20th anniversary.

Executive Vice-President and Chief Operating Officer **Dean Morton**, accompanied by Vice-President and Director of Intercontinental **Alan Bickell**, were guests at functions in Melbourne, Sydney and Wellington.

A tight schedule prevented meetings with all employees of the region but other anniversary celebrations are scheduled for the places they could not visit.

HPA grew out of the distributorship held by the Adelaide company, George Sample and Sons.

First directors of Hewlett Packard Australia Pty Ltd, established on 1 July 1967, were **K E Tingley, J A Warmington, W P Doolittle** and **C C Trumble**. In 1981 we became a public company with a name change to Hewlett Packard Australia Ltd.

Those employees of John Sample and Co who came over and still work for the Company are:

Chairman of the HPA board **John Warmington**; Managing Director **Malcolm Kerr**; **Peter Burford, Danny Kovaks, Les Lawrence** (now in Sydney), **Bruce Marsh**, and **John Springall**.

Other Sample people who stayed a significant time with HPA were **Gray Morgan, John Williams, Walter Buturlin, Iris Smith, John Biggins, Robyn Schmidt** and **Jan Matthews**.

Ninetyfive per cent of HPA managers have been promoted from within the company.

In 1967 orders totalled \$2 million (earned by 25 employees). In 1977 income was \$25 million (240). In 1986 it was \$163 million (650).

HPA's growth for the first half of 1987 is 19% (worldwide HP's first quarter growth was 13%). Our assets in Australia are estimated at \$90 million.

Equipment valued at \$500,000 has been donated to hospitals, educational institutions and community service organisations.

Of the 30,000 installations of HP3000s world-wide, Australia has sold 580. Excluding desktop computers, we have installed 790 technical systems.

Over a five-year period, we have



• Some originals: (Left) Alan Bickell, John Warmington, Malcolm Kerr, John Springall, Iris Smith, Bruce Marsh, John Biggins and Danny Kovaks.

recruited 134 graduates from universities and CAEs.

Our first property buy was at 96 Churchill Rd, Prospect. A fish-and-chip shop and the adjoining green-grocery were converted into Adelaide's first office.

Melbourne operations started in a house in Weir Street, Glen Iris. The Blackburn complex was opened on 18 February, 1974.

After renting premises in Pymble, we built our own Sydney facilities at North Ryde and had the official opening on 12 November, 1980.

Canberra moved from outgrown Fyshwick to a fine new building in Fernhill Technology Park, Bruce, on 18 August 1986.

Perth moved from Claremont to modern facilities at Osbourne Park and had its official opening on 20 May; and next day Adelaide opened its expanded and refurbished offices in Greenhill Road, Parkside.

The Brisbane office is a leased modern building at The Gap (in acceptable HP tradition its first premises were in a suburban garage). The move to The Gap was in November 1982.

Wellington's architecture was enhanced last year when HPNZ's handsome five-storey building in Willis Street was opened on 11 April.

At 14 minutes and 58 seconds after 11 am the Deputy Prime Minister pressed a computer key, read off local time and the position of Haley's Comet and declared the premises open for business.

Looking back, these might be seen

as significant highlights:

- **Ross Chapman** selling a 2000F to ACI (leading in time to sales of 17 3000s).
- **Malcolm Kerr** making a sale to the Bureau of Mineral Resources, leading to nearly 30 orders for 1000s.
- RMIT buying a 3000 Series 11 which led to a substantial installed base in other CAEs.
- Sale by Bruce Graham of the first 3000 in 1974 to the Department of Defence in Canberra. About 70 machines — a mix of 9000s and 3000s — have been installed and we are currently bidding for more major business.
- **Bruce Graham** signing BBJ as an OEM and selling a 2000F time-share to Austral Standard Cables.

Many HPA employees have joined the Million Dollar Club.

Awards have included the Australian Defence Industry Quality and Achievement Award (1985); a certificate of commendation for repair and servicing work for the Royal Australian Navy; and the Arthur Hoby Award for Overall DP Support (top in the industry three years running).

Acknowledged as partners in our 20-year success story are all our customers, who include Telecom, the Royal Australian Navy, Army and Air Force, NEC, Siemens, Ericssons, Joint Exchange Computers (now known as the Australian Stock Exchange), STC, Shell, Dupont, ACT, CSIRO, Co-Cam, BBJ, Comsys, Comops and Datakey. ■

Special guests

Three Country General Managers and HPNZ's only two retirees attended the 20th birthday gathering in Wellington.

Derek Barlow, the first GM, and Wayne Squires, the second, were given a warm welcome by Hans Neilson, the third.

Frank Wilson and Bob McCulloch, the retirees, were also popular guests.

Frank, for years HPNZ's poet laureate, was naturally expected to compose something for the occasion and he did not disappoint.

Because Dean Morton and Alan Bickell were unable to fit in more than a Wellington visit, Lois Numans (with husband Robert) and Kevin Matson (NZ's longest-serving employee and wife Diane) travelled south to represent the Auckland office.

Country Sales Manager Bruce McCormick was unable to change another engagement but he and other Auckland residents will celebrate at a later function Hans is planning.

For the Americans particularly, a Wellington highlight was the performance by a talented Maori arts group.

They pressed noses with every pretty girl who offered a greeting.

Dean explained to Lavon and Alan explained equally carefully to Pat that they had to do it — it was strict Maori protocol; to refuse would give offence. ■



- It could be a ritualistic beheading for not achieving quota but there's a more innocent explanation. Dean Morton waits for Alan Bickell to blow out the candles before cutting Wellington's 20th birthday cake. NZ's GM Hans Neilson and MD Malcolm Kerr think they have won bets that he'll run out of puff.

- Lavon Morton and Pat Bickell accompanied their husbands to Australia and NZ. Lavon (left) at the Wellington celebration with Annette Neilson, wife of Hans.



- Alan Bickell ... invited to dance.



- Dean Morton ... joins in Maori greeting.



- Dark glasses didn't mean they cloned a combo of Elton Johns for Melbourne's 20th anniversary party. It was a skit on Marketing Manager Bruce Marsh's prediction that HP's future is so bright everyone should guard against the glare.

From left: Bruce, John Burnet, Alan Bickell, Russell Warmington, Tom Daniel, Malcolm Kerr, Dean Morton and Jill Digirolamo.

Tandem success

Close co-operation with a Value Added Reseller has led to a significant sale by Adelaide office.

SR Peter Duncan and Melbourne-based Anne Davies, MD of Information Builders Australia Pty Ltd, had both wanted to break into the public hospital market.

We had been struggling to break through the *preferred supplier* barrier which discriminated in favor of HP's competitors.

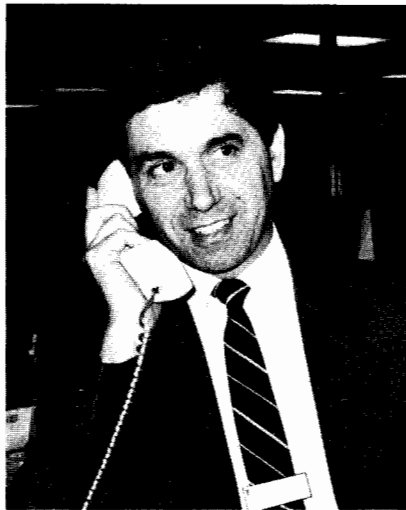
"More than one public hospital wanted our system after seeing it perform so much better than what they had; but we weren't on the official preferred list," Peter reported.

The first breakthrough came when Modbury Hospital insisted on going to open tender.

Then Anne, who had built a good business with private hospitals, decided to tackle the public sector also. And to move her software over to HP hardware.

Peter and Anne prepared a strategy for Modbury, attended preliminary meetings together and made a joint presentation. For final discussions they met hospital officials in the morning, had a break to do some fine-tuning and by 4pm they had the deal.

"We're not yet on the preferred list but we feel it's just around the corner. We're really pleased because



- Peter Duncan ... good sales.

it shows what can be done working with a good third party. An increasing amount of our business is coming this way," Peter says.

Another sale that Peter says lifted Adelaide morale was made to the Grand Prix Office.

The GPO handles all hotel and private accommodation, track management, security and media liaison for the Formula 1 car race that has given the city world-wide publicity.

Officials were not satisfied with the efforts of two suppliers they had tried and decided to get other help with word processing, controlling the issue of passes and allocating accommodation.

"One competitor had a head start, already being a Grand Prix sponsor, but Squire Computers was chosen and that company was using HP hardware," Peter says.

MD Richard Squire, in letters to Adelaide Sales Manager Graham Palmer and Order Administrator Joan Boxhall in Melbourne, said "rapid delivery of the 3000 enabled us to meet extremely demanding schedules for this very visible client; staff at the Grand Prix Office have already stated that this system is 300% better than their previous mainframe." ■

Births

- Kate Elizabeth, first child of Secretary Norma Cherry and Russell, at Royal Women's Hospital, Melbourne, at 8.45pm on 19 May (3490gr/7lb 11oz).

Charisse, daughter of Customer Engineer Steve Bogaars and Mirella, at 4pm on 25 May at Waverley Private Hospital (3827gr/8lb 7oz).

Jessica Anna, daughter of Brisbane Secretary Liz Whitton and Russell, at Royal Women's Hospital on 7 April (3317gr/7lb 5oz).

Jennifer Lyn, first daughter and third child of Sales Representative Ion Klopogge and Wendy Deane, at 9.38am on 30 April at Box Hill Hospital (3742gr/8lb 4 oz). ■

Depth's editor is an ungenerous person ever reluctant to admit a mistake.

Not for him the voluntary "We were wrong" of some publications.

So it wasn't surprising when an error in the April issue found him stalling.

It was reported that Auckland's Remonde Claridge had celebrated 10 years with HP New Zealand, having joined on 26 September, 1966.

Clearly, when you do your sums, as one reader did, she had joined in 1976 or else was celebrating her 20th anniversary.

"Perhaps there wasn't a mistake at all. Perhaps the discrepancy is explained by the time difference between New Zealand and Australia," the editor procrastinated.

"Two hours," the reader explained.

"Well, the international dateline?"

"Only a day in that, and Enzed is on the wrong side of the line to be useful.

"You've done a terrible injustice to a lady, making her 10 years older than she is. There'd be no trouble slicing off a few years but think of the fury of a woman who's had them added on.

"She could storm off the next plane and how would you handle that?"

Visibly shaken, the editor capitulated. He now admits unreservedly that the information supplied by Lois Numans in Auckland was clearly typed and no way in error. Remonde joined in 1976, she had completed 10 years' service.

But, stubborn to the end, he insists on 5pt setting, the printer's smallest type. He hopes the retraction will escape everyone's notice. •

Computer
Museum

- ASO project team that's "beefing up" HPtoday:

(Left) Simon Hiscox, Steve Farrugia, Clifford Heath, Farrell McKay, Theo Mihelakos, David Thomas, Alan Barnes, Michael Cartier, Rod Bruce



- Farrell McKay . . . another jump for the log book.

Tackling the world

Brazil, where the next world parachuting championships will be held, is where Software Development Engineer **Farrell McKay** hopes to be.

He's taken six months' leave from the Australian Software Operation at Ringwood for full-time training at Tyagara, near the NSW-Qld border, and Alice Springs.

Farrell has made about 1200 jumps and his wife Pat, who comes from Edinburgh, about 900. They met parachuting in America; Farrell followed her back to Scotland, they married and he joined HPA in 1984.

"Pat doesn't worry when I'm jumping. A non-jumper probably would, even though the sport is safe if you

meet minimum standards for equipment and technique," he says.

Then adds: "It can't be too dicey seeing the National Safety Council sponsors the Australian team. Most fatalities come from inexperience, like overshooting your landing and falling into water."

What are the rewards of a sport that is more expensive than many?

"Parachuting gives extraordinary stimulation. There's no sensation of falling. You just feel like you're floating on air. Memories and the visual experience are intense; it's like another world."

Ringwood colleagues in particular wish Farrell success, first that his team represents Australia and then against the best in Brazil. ■

Obituary

LUCILE PACKARD, wife of Hewlett-Packard co-founder and board chairman **Dave Packard**, died of cancer at their home on 30 May, aged 72.

Lucile was a student at Stanford University with Dave. They met when he was washing dishes in her sorority.

She was a secretary at Stanford when, for the fledgling HP company, she "typed the letters, kept the records and heated up the coffee pot" after finishing her day job.

As HP grew, she joined the company full-time and worked on tasks that ranged from interviewing potential employees to baking metal panels in her home oven.

She started the practice of morning

coffee and sweets, at first baking all the treats for employees herself. She also helped organise the first company picnics and beer busts.

Later her energies were applied to the Packard family philanthropies and a wide range of community activities in the counties of Santa Clara, San Mateo and Santa Cruz.

She was deeply involved in the Monterey Bay Aquarium, which the family built in 1984 and operates.

At the time of her death, Lucile was chairman on the Stanford Children's Hospital Board and vice-chairman of the New Children's Hospital to be built at Stanford.

She was also a leader in establishing and supporting childcare programs; and was on the board of the Wolf Trap Foundation, which manages a Virginia performing arts centre.

Lucile is survived by her husband and children, Julie Packard, David Woodley Packard, Susan Orr and Nancy Burnett. ■



- Lucile Packard . . . community worker.

Wanderer settles

Even if you can afford a seat, pass it up for a perch atop the luggage atop the bus.

That's advice which new Australian Marketing Communications Manager **Doug Forsyth** offers anyone whose travels take them near any of the world's political hot spots.

He can speak with lofty authority.

Hitch-hiking around the world the hard way, he always opted for the cheapest transport — free whenever possible — and that's why he was with the luggage on top of a bus near the Thai border.

And why he escaped when guerrillas fixed their fire on those jam-packed inside the passenger compartment.

Doug admits he wasn't about to draw their fire.

"The way I snuggled into the baggage was certainly designed to show there was no one on the roof," he recalls.

He found similar hazards travelling by train in parts of troubled Africa.

On one occasion he bedded down — this time with a ticket and swanning it in a sleeper — and saw moonlight peeping through bullet holes in the carriage wall. Guerrillas had gunned the train on a previous journey.

"You feel a little vulnerable with bare soles between you and the nasties that might be out there in the night," he says.

"But then you'd feel even more vulnerable stretched out the other way round."

Doug was born to a New Zealand farming family and "at 19 shoved off to see the bright lights of Australia."

He took his farm skills to Western Australia and sheared sheep for six months near Geraldton. More farm work in the Wollongong district got him to thinking there were better occupations.

So, with one of the first three-year teacher scholarships granted by Balmain Teachers' College in 1969, he qualified as a primary school teacher.

For four years he taught at Cooma, Jindabine and Bombala.

Then itchy feet again and off on a hitch-hiking marathon that took him around the world — el cheapo tickets or free lifts by car, on the tops



• **Doug Forsyth . . . away from the beaten track.**

of trains and buses, by donkey, camel and horse.

Through SE Asia, India, Tibet, the Middle East, Turkey, Europe ("too civilised so I didn't stay long"), the UK, South Africa, Rhodesia (now Zimbabwe), Kenya, Sudan and South America.

He'd done some selling here and there and on return to Sydney sold Ramset guns to builders, copiers for Xerox, facsimile and PABX equipment for GEC.

In 1983 he joined HPA. He was Dealer SR in the PC Group when he moved to Melbourne in February.

Doug thinks his wandering days are just about over. In Sydney he met his Irish wife, Margaret (from Ballyjamesduff in County Cavan and now an accountant with Retravision).

They make trips to see family in Dublin: as bonafide passengers inside the cabin, not stowaways among the luggage.

Melbourne is "slower paced", Doug answers diplomatically when invited to make comparisons with foreign places he has visited and even with Sydney.

"But it suits me," he says. "Sedate isn't quite the right word to describe Melbourne. Solid, perhaps? It was certainly more solid underfoot than my birthplace, Tauranga, in the recent earthquake. Full marks for Melbourne being solid."

Doug recently added to his diploma

Newcomers

Dave Beaton, Sales Representative (Rosebery).

Stirling Bowen, Warehouseperson/Distribution Centre (Melbourne).

John Davidson, Field Engineer/Medical Sales (Sydney).

Karen Harris, Librarian/Field Marketing (Melbourne).

Paul Henderson, Applications Engineer/AEO (Sydney).

Lindsay Lyon, Customer Engineer/CSC (Sydney).

Janette Scanlon, Secretary/Medical (Melbourne).

NEW ZEALAND

Alan Haszard, Warehouseperson/Distribution Centre (Wellington).

Carol Hogan, Inventory Administration/Admin (Wellington).

Christine Lewis, Sales Secretary/Sales (Wellington).

Elizabeth McMillan, Order Coordinator/Admin (Wellington).

Nigel Owen, Customer Engineer/CEO (Wellington).

Merrick Wong, Contracts Administrator/Admin (Wellington).

Transfers

John Antonello, District Manager to Marketing Development Manager/Marketing (Melbourne).

Neil Brand, Applications Engineer to AEDM/AEO (Melbourne).

Frank Freschi, Sales Representative to Sales Manager/MDM

Alan Honeyman, Sales Administrator to Applications Engineer/AEO (Melbourne).

Tony Wade, Systems Engineer to Sales Representative/Sales (Canberra).

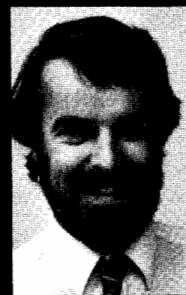
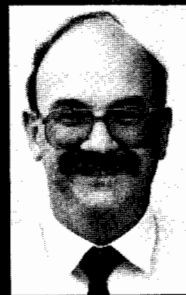
NEW ZEALAND

Glenys Tunnicliffe, Marketing to Sales (Wellington).

in teaching with a Graduate Diploma in Marketing from the New South Wales Institute of Technology.

His two years of intense part-time study was also rewarded by winning the Australian Trade Commission's graduate prize in international marketing. ■





**DISTRIBUTION
MANAGER**

John
Daley

Secretary

Mary
Weinman

**CUSTOMS &
TRAFFIC
SUPERVISOR**

Phil
Jones

Greg
Beers

Mark
Bryant
(Sydney)

**STOCK
SUPERVISOR**

Bill
Allison

Mike
Buckingham

Peter
Cambridge

Joe
Kakucska

Don
Mays

Sean
Mellerick

Alex
Przychodzki

Vin
Wilson
(Literature)

Dave
Wiggett

Jeff
Ineson

Strong growth since its founding 20 years ago could have been expected to require consistent upgrading of HPA's warehousing and distribution facilities.

But in 1984 a new factor had to be addressed. It was clear our business was changing; that peripheral and PC products were going to introduce us to the expectations of a wide range of end users not previously experienced.

These new products would generate continuing sales of consumables, giving contact with end users of low as well as high value products.

We had no effective *over-the-counter* process to service this market. Existing manual processes had been developed mainly for our business of instruments and systems.

It was like the clothing industry moving from bespoke tailoring to suits off the rack.

We knew a lot about customising a system. Buyers spending \$100,000 or so understood there had to be a time lag between order and installation.

Not so the potential buyer of a smaller, cheaper item who expected it to be in stock. Anything less was unacceptable.

So started the huge task of designing and building our Australasian Distribution Centre at Blackburn.

John Daley, the current DC Manager, says that Gray Morgan brought to the task his vision of what a distribution facility could be.

Gray was a long-time employee of HPA who knew where we had come from and where we wanted to go. His enthusiasm got the project started.

Distribution Centre is n

There were stiff challenges for him and they continue for John and his team. To be competitive in the changed market place, we had to reduce the high cost of order processing for low value orders.

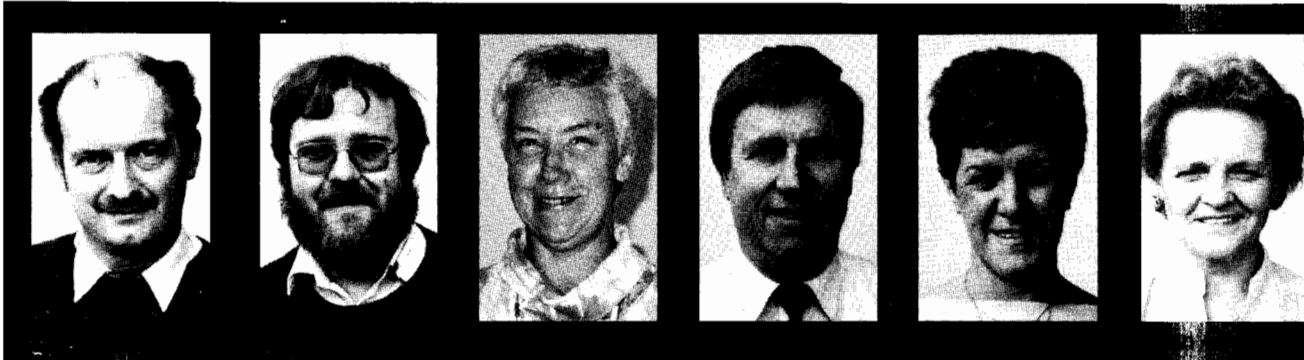
Labor costs had to be contained; people had to upgrade skills and processes had to be smarter.

We had no experience in high volume distribution and effectively no stock inventory management tools; there were multiple customer interfaces for order and supply; we had a thin customer base spread over a large land mass; and air freight was costly.

To casual observers, the biggest job was constructing a hanger-like

Mark Bry

ON I



building with a ground floor area of 1740 square metres.

Less obvious but equally important was the design, installation and commissioning — within six months — of *Radius*, a tele-ordering and despatch system bought from the Melbourne software house, Megatec.

We took Megatec's core system and then spent \$200,000 enhancing and integrating it with all our existing procedures, files and systems.

Meeting changed needs

Fine tuning the Centre continues but this is what has already been achieved:

- Volume has increased dramatically. The DC handles 5000 enquiries and 3500 shipments a month.
- Headcount is down 10% from last year.
- Sales from *opportunistic* orders have increased.
- Inventory turnover has lifted from 2.8 to six times a year and our goal is eight.
- A toll-free national voice/data network is operating; customers phone at the price of a local call and all HP offices can see the inventory situation, pricing and availability.

- For SF09 (post sale consumables), the customer base has moved from 100% Dealer to half End User and half Dealer.
- Customer satisfaction has lifted.

The opportunistic order has been one of the real benefits from the Distribution Centre. Sales have been to VARs, VEUs, Major Accounts and Government; and mainly for PCs, Peripherals and Plotters.

Happily, supply to Dealers has not been degraded as a consequence.

The Distribution Centre is responsible for:

- Customs and Traffic (Australian and overseas transport).
- Sales Office Receipt and Despatch, including the Committed Inventory.
- The Australian PCDO (distributing centre for PC products).
- The Australian DMK (direct marketing for consumables and accessories).
- The Australian CPC (Corporate Parts Centre).
- Sales Support, including O/P for SF12 Dealers).
- Sales Support for SF09 End Users.
- Marcom Distribution.

In the future — but not all that far down the track — are other planned improvements. ■

COMMITTED /DEMO SUPERVISOR

Laurie Cini

Stirling Bowen

Peter Boyle

Mark Wilkins

Geoff Brown

Ken Mackay

Burlington Northern (Sydney) Forwarder

SF09/DEALER SUPERVISOR

Tony Holman

Wilma Spencer

Ken Braszell

Denise Alcock

Jean Crawford

Linda Edwards

Heather Hooper

Monika Waffler

Mike Sepecan



Teamwork essential

Distribution Manager **John Daley** doesn't hesitate:

"Flexibility, a strong team spirit and sense of humor are prime requirements for anyone working in a warehouse.

"Teamwork is desirable anywhere but in a warehouse it is essential for physical safety. With heavy loads being moved around by quick and powerful machinery, you need your wits about you all the time.

"And not only your own wits; you're hoping team members don't lose their concentration."

John says a warehouse person is always responding to the demand of the moment. When a truck pulls in, you wouldn't tell the driver you'll be with him as soon as you finish the sports page.

"Not because of the threat of a bunch of fives but because warehousing is a skilled and professional occupation. You want to be seen to do your job well, which means giving a quick turnaround for busy truckies."

Everything delivered in bulk must be stowed ready for picking (trade jargon for selecting items from storage) that day. Items for interstate must be ready by 2pm and for local delivery by 4pm.

"We just have to catch the line haul vehicles going to capital cities. A Sydney dealer ordering today knows his goods will be ready for despatch at 2pm tomorrow and on his premises by noon the following day," John says.

Just about everything from the US comes by air. HPA spends \$5 million a year shipping overseas equipment and \$1.5 million on inland freight.

The DC will service all Australia with two exceptions: customised systems for installation in northern cities which are better handled through Sydney; and very high cost components not frequently needed.

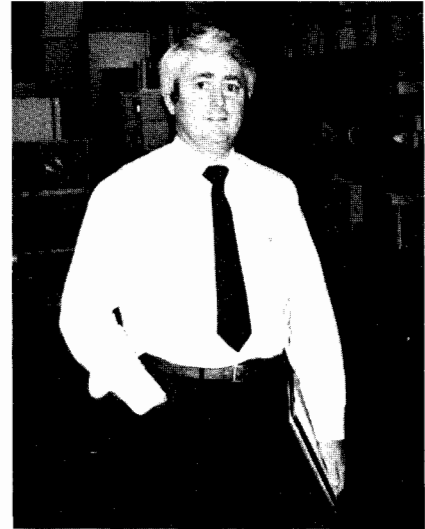
With the latter, there may be only one back-up part in the country, such as a restored board for a unique technical computer; these will be housed at Mascot airport and when a request does come a part can be on its way within minutes.

John started his career in the electronics industry as chief accountant with the Fairchild Camera and Instrument Corporation, California.

He spent 15 months in Germany and a similar time in Latin America.

Fairchild offered him a US position but he elected to return to Australia.

After two years in the plastics industry, he joined HPA as its first Service Administration Manager; then came positions as Region Accounting Manager, Southern Area Admin-



● **John Daley ... heads the DC team.**

istration Manager, Region Sales Administration Manager; and now Distribution Manager.

He is currently enrolled for a logistics management course at the Australian Institute of Management. It involves two nights of classes and another night "to catch up". Throw in a few weekend chores around the house and it leaves little time to indulge his love of golf.

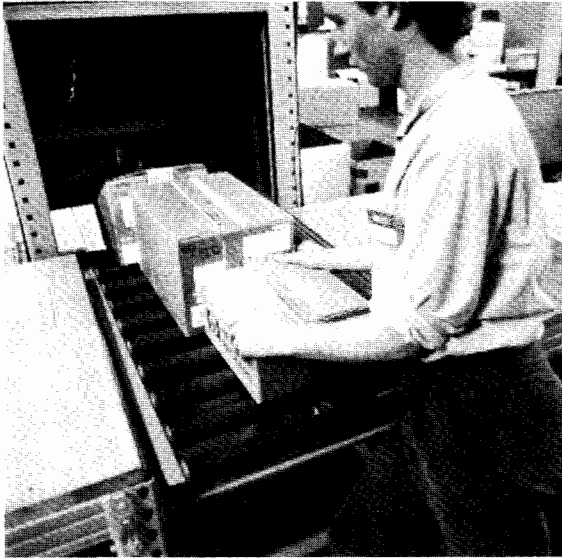
Wendy is his wife and their children are Karen, 24 (busy looking after twins), Susan, 21 (a receptionist), Robert, 18 (in the asbestos removal business), and Warren, 14 (still a student). ■



● **Safety cage with counter-balanced gates.**



● **The system provides 192 picking positions in the carton live storage section.**



computer
museum

• (Left): Small picked orders. (Right): Storage for technical literature.

The warehouse

The most visible part of the Distribution Centre is the spacious warehouse, built to the side and the rear of the Australian headquarters in Joseph Street, Blackburn.

It is the main facility for storing and distributing 10,000 or so computing and electronic measuring components for business, industry, science, health care and engineering that come from HP plants around the world.

The handling system, comprising a variety of storage modes, was built and installed by Brownbuilt Ltd.

Efficiency has been achieved with a combination of pallet live storage, selective pallet racking, extensive steel shelving, carton live storage,

mechanically assisted Compactus units and safety gate receival bays on the mezzanine.

The warehouse is accessed by fork lifts and a picking and receival conveyor, which links the raised small-pick area with the ground floor medium area and despatch station.

The ground floor pallet flow provides for fork lift delivery of full pallets to the rear of the shelves and for hand picking of orders from the front onto the conveyor.

The system comprises:

- 260 bays of steel shelving of 500mm depth back-to-back.
- 192 picking positions in the carton live storage.
- 88 bays of ground floor pallet live storage, which is accessed by the fork lifts in, and hand picked out onto the conveyor.

- 76 bays of the mechanically assisted Compactus units.
- 66 bays of selective pallet racking.

A feature is the provision of two safety gate receival bays on the raised level for increased safety of employees taking deliveries of replenishment stock. Counter-balanced gates, which prevent entry to the bays during fork lift deliveries and, when opened for access, provide exterior safety rails which drop into place.

Adjustable tracking in the carton live storage units accommodates differing carton widths, which can be achieved without using tools.

The mezzanine also houses our 5000 items of technical literature, allowing for efficient collation and despatch. ■

DUTIES

The Distribution Centre is responsible for the physical distribution of products, support for Dealer Sales, handling sales of consumables and marketing, administration of stock products,

warehousing and import/export processes.

Duties break down into these sections:

CUSTOMS AND TRAFFIC: Customs clearance, exports, shipment quality, overseas freight, US export licences, tariff

administration and insurance claims.

SALES OFFICE & WAREHOUSE: Goods receipt, government service inspection, reception and despatch of demonstration equipment, service reception, bulk stationery and customer

product returns.

FINISHED GOODS WAREHOUSE: Product receipt, despatch of SF09/12 items, committed inventory despatch, despatch stock SF15, obsolete product stock, country parts centre, bulk

sales of literature, customer product returns and remarked products.

ORDER PROCESS AND INVENTORY MANAGEMENT: Dealer orders, SF09 enquiries and orders, SF03/04

consumables orders, sales invoicing, stock ordering, parts identification, local product sourcing, stock returns administration, product recalls, stock warranty administration and stock management and control. ■

Now to relax

Fourteen weeks without a free weekend was the contribution of Facilities Manager **Warren Jones** and his team to the smooth reorganisation and refurbishing of the Blackburn office.

Now they're relaxing — relearning how to recognise families, crank oil-clogged mowers and in some cases re-establish golf swings.

For Warren, for Maintenance Supervisor **Les Clark**, electrical contractor **Warren Heath** and contract handyman **John Bennett**, it has meant careful preparations during the week and then a weekend rush to have a newly furnished area ready for occupation on Monday.

On various weekends, they were assisted by Warehousepersons **Joe Kakucska**, **Sean Mellerick** and **Mark Wilkins**, John's son **Mark Bennett**, SVC Engineer **Alan Skelton**, and Contracts Administrator **Adrian Weiss**.

Their method of attack was to pre-wire partitions for data and power reticulation on week days; on Friday night clear an area of 25 to 30 work stations of desks, other furniture and packing cases; and on Saturday and Sunday give access to contractors to erect partitions and to Telecom to hook up phones.

As contractors finished a section, Warren's team moved in to link the

data and power lines, replace furniture and clean up for a tidy handover on Monday.

In Sydney and Adelaide, where refurbishing has also occurred, more reliance was placed on contractors but it still meant heavy extra chores for Facilities Manager **Pam Tamplin** and Facilities Clerk **Mark Martin** (Sydney) and for Branch Business Manager **Sandra Carter** (Adelaide).

At the same time, Warren was keeping an eye on progress of the new building in the Herdsman Business Park, Osbourne, that was being customised for our Perth operations.

Always with such a project, there are glitches to be sorted out, plan changes to be assessed, accepted or rejected.

"Oh, no. They can forget about it," was Warren's first thought when the Herdsman owners made a late offer to fix \$90,000 worth of black marble to the HP entrance.

"We'll pay. We want it to be our showpiece," Herdsman added.

"Sure, sure, a great idea," Warren agreed.

BBM **Glen Taylor** watched over the work between Warren's visits and had willing support for the weekend move from Claremont.

Our neighbors at Osbourne include Canon, Toshiba, TAB and West Australian Newspapers. The site is near the coast and just seven minutes from the centre of the city.

It's the first Perth building with a totally false floor in the office area, offering swift and infinite relocation possibilities without the bugbear of disturbing staff.

Like Blackburn, all customer facilities, including a cafeteria, are downstairs. The reflective lighting is said to be the best available.

The ground floor juts beyond the back wall so that future extensions, from the present 1200 sq metres up to 2100, can be made without interruptions inside the original building.

Perth now has 27 employees and a generous 92 car parking slots. We have a 5-plus-5 leasing arrangement and think the facilities will fit our needs for 10 to 15 years. ■

Take time

Take time to think — it is the source of power.

Take time to play — it is the secret of perpetual youth.

Take time to read — it is the fountain of wisdom.

Take time to love and be loved — it is the music of the soul.

Take time to give — it is too short a day to be selfish.

Take time to work — it is the price of success.

From Daniel Johnson Image Makers' Newsletter on Effective Time Management.



- Given time, landscaping and planting will merge with Perth's fine new building.



- National Sales Manager John Toppel and Secretary Sharon Redford sort out the boxes.



(Left): Peter Bridge, Director of the State Supply Division, Dept of Services and Supply (a neighbor in the Greenhill Road building); Graham Palmer; the Minister, Lynn Arnold; and Bruce Marsh.

Old and new

Dr Gordon Free, Chief Information Adviser to Hamersley Iron Pty Ltd, is right up with high technology.

Opening our new Perth office on 20 May, he paid a gracious compliment to the technical support we give his company and others in the CRA group.

But according to Admin Manager Bruce Thompson, who travelled west for the opening, DCEM Chris Cantor used the lowest of low technology to signal the exact moment of the opening.

Dr Free knew he was to cut a ribbon but not also a string hidden behind it. A loony linkage of cords and levers would then release kinetic energy stored in a

suitable mass (a length of water pipe, actually), which would crash down on a mouse.

Then state-of-the-art would do the easy bit, triggering a computer to throw a digitised picture of the new building onto a giant screen.

"Will it work; have you done tests?", Bruce, the cautious, asked anxiously.

"The theory's foolproof. Anyway, we can't afford tests because it self-destructs," replied Chris.

To the relief of insiders and the astonishment of Dr Free and others, it worked perfectly. Except the mouse will never be the same again. ■

Postscript: Animal lovers not up with computer science need not fear; it was a mechanical mouse.

● Former SA manager John Williams once gave out the keys. But, though an honored guest at the opening of the enlarged Adelaide office, he was without the combination of the new fangled electronic locks.

Marlene Castrique mocks her old boss: "Yes, can I help you? This entrance is for staff only."

John retorts: "It's true what they say. There's nothing so past as a past president."



Creating wealth

Hewlett Packard is admired for its capacity to generate ideas, mix them with entrepreneurship and create wealth, according to South Australia's Minister for Technology and Development, Mr Lynn Arnold.

Opening HP's expanded facilities at Parkside, on 21 May, Mr Arnold said Australia needed that mix right now.

He praised HP's investment in research through the Australian Software Operation.

"I'd rather you did it here but what you are doing at Ringwood is good. Many countries don't go offshore with their R&D but Hewlett Packard is giving Australians a chance to show their skills," he said.

"Be involved with the 100 software companies based in South Australia" he urged.

"Commendably, HP is doing research in the immensely exciting area of super-conductivity. In 10 years from now Bill and Dave will be wondering what has happened to their baby."

Mr Arnold said that South Australia's selection to build six RAN submarines would benefit not only heavy industry but all of the state's economy.

"Progressive companies like HP deserve a piece of the action. By helping us you will be helping yourselves," he said.

"Electronics is a very competitive market. It's right that that be so. We say let the companies fight it out but there are benefits for them as well as their customers."

Marketing Manager Bruce Marsh assured him that HP "will be in their pitching" for a share of the submarine business.

State Sales Manager Graham Palmer hosted a friendly gathering of 100 guests. Next day he was wishing it hadn't been quite so friendly.

The last players and stayers left at 1.30am (more comes from talks after the formalities are over, Graham says) but at 3.30 he had to rush his daughter to hospital with a nose haemorrhage.

He kept an 8.30am appointment with *Depth* but confessed that by lunch time "I'll probably flake."

PS: Adelaide Children's Hospital handled the medical emergency admirably. ■

Seminar feedback

Brisbane Marketing Co-ordinator **Mandy Jack** reports gratifying feedback is still coming from the HP seminars conducted at the end of the SPARC conference in March.

There have been many letters, phone calls and face-to-face congratulations on the success of the mammoth promotion: 24 hour-and-a-quarter sessions in just one day.

Established and potential customers thought the program at the Hilton Hotel had been professionally handled and that it had raised HP's image in Queensland.

"Obviously we're delighted. It's a reward to a lot of people for an immense amount of work, by friends in the industry as well as ourselves," Mandy said.

"It took two months to organise. Many of the scheduled speakers generously extended their SPARC visit to help."

The theme that went through all the sessions was:

"In today's market place the need to present *total* solutions has become imperative; but no single organisation has the expertise to provide the proper solution in every way.

"Together with our software suppliers, Hewlett Packard can provide the answers in a wide range of application areas."

These were the session presenters, their topics and enrolment numbers (which totalled 1216):

HEWLETT PACKARD

Planning and Control Systems for JIT Manufacturing (47).

SPARC Along with Business UNIX (28).

Taking the Mystery out of Protocol Analysis (67).

The Mechanical Design Centre: Computer Aided Design and Modelling (82).

Office Productivity Services (108).

BUSINESS MODEL SYSTEMS

How Business Modeller Offers a New Dimension in Spreadsheets (62).

KINGDOM PTY LTD

Geographic Mapping, Information and Design Centres (78).

CO CAM COMPUTER SERVICES LTD

Customised Human Resources Management System (48).

Money Market System (31).

BBJ PTY LTD

BBJToday Supply and Maintenance Packages (38).

BBJToday Financial Management Packages (41).

MIRENE HOLDINGS PTY LTD

Health Core Systems (26).

Occupational Health and Safety Information Management System (20).

COMOPS PTY LTD

Distribution — An Accounting and Marketing Function? (29).

TUSC COMPUTER SYSTEMS PTY LTD

Processing Monitoring as a Base for Factory Information Systems (34).

Laboratory Information Systems as an Aid to Manufacture (37).

ENGINEERING COMPUTER SALES PTY LTD

PC CAD/CAM — Fact or Fiction? (128).

INFORMATION BUILDERS AUSTRALIA PTY LTD

Hospital Information Management (23).

QCOM PTY LTD

Video, Image and Text Retrieval (92).

MENTAT MANUFACTURING SOLUTIONS

Selecting the Right Distribution or Manufacturing Solution (16).

J B DAVIES COMPUTER SYSTEMS PTY LTD

Modern Trends in Numerical Control Programming (41).

ASK COMPUTER SYSTEMS

The Mechanics of Management and Computerisation of Manufacturing Companies (18).

COMPUTER AND ENGINEERING SERVICES

ALICAT/1000 — Automated Laboratory Instrumentation Control and Testing (30).

DELTA TECHNOLOGY PTY LTD

Advances in Desktop Publishing (92).



● Sydney's Michelle Borg (left), Phillip Simmons, Cathy Stewart and Chris Macfadyen . . . ready to occupy new work stations.



● (Left): Elfie Traue and State Sales Manager husband Fred; with Carman Rossi, Manager of Parity Computer Ltd, at Adelaide opening.

HPtoday makes mark

Back from five months at the Cupertino Software Evaluation and Migration Centre, Systems Engineer **John Velezis** has enhanced expertise to help customers move their software from the MPE5 3000 to the MPXL.

Also stories of how *HPtoday* starts conversations for Australians travelling abroad.

People in California, Minnesota, from Canada and even Italy, said to him: "You're from Australia? Aren't you the guys who put *HPtoday* together?"

John didn't get a chance to get together with ASO's **Stefan Ziemer** but heard his name mentioned often in connection with *HPtoday*.

Californians impressed John as being "more laid back than Australians but in business more competitive."

He said: "Californian weather, for all its sunshine and guarantee that you won't be rained on, had me longing for Melbourne's four seasons in a day. It was so good it got boring."

But he liked to shop there. "You have the immense convenience of being able to buy anything any hour of the day or night. I lived in the HP apartments, cooked for myself and didn't have to worry about making the shops before closing." ■

Thirteen teams drawn from employees at Blackburn and the ASO at Ringwood fought out a volleyball competition which saw the Interceptors narrow winners.

The victors, comprising people from the Response Centre, were not intimidated by the fearsome titles of some of their opponents — like the Awesomes.

In the best-of-five grand-final on 21 May, they pipped the Awesomes, a combination from Facilities and the Warehouse, in the last set.

The prize was a shield.

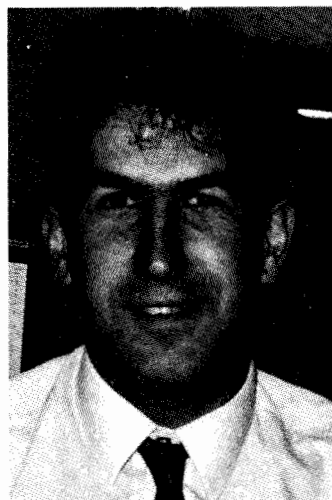
At least 80 employees from both sites were highly partisan and vociferous spectators but commendably fraternised without incident at the barbecue put on by the Joseph Street Social Club. ■



• At the Ringwood party: Cafeteria personalities Coral Letson (left) and husband Keith; Dot Tilley and Frank; and Kathy Self.



• SE Steve Jenkinson and wife Loretta at Ringwood.



• John Velezis ... prefers Melbourne climate.



• Champion volleyballers: (Left) Jeff Riley, Graeme Davie, Jenny Miller, Linda Harrison, Wee Ming Tan and David Bye.

Parcel for Jenny

The Joseph Street receptionist rang to say there was something waiting for collection downstairs.

Staff Response Centre Engineer **Jenny Miller** wasn't expecting a delivery . . . certainly not a box as large as that **Doreen Hayden** was offering at the desk.

Inside was the biggest beribboned Easter egg she had seen.

With it was a card addressed to Jenny, Senior Support Engineer **Lloyd Stott** and SE **Steven Brivik** that read: "Thanks for all the help you have given us.- Frank Colli."

Frank is a customer whose CDC Systems has been writing special software for a business application of the HP150.

"He did call a lot and his questions were harder than most. But they weren't silly questions; they extended us and we were glad of the challenge and being able to give the answers he needed," Jenny recalls. ■

New award

Everyone in the Melbourne office except Sales personnel is eligible for the monthly *HP Achiever's Award*.

Announcing the new award, Southern Personnel Manager **David Peake** said it would replace the *Sales Process* and *General Support* awards.

Sales Representatives will continue to have their monthly/yearly quota awards.

Prizes for the new award will be upgraded from a bottle of champagne to a dinner for two, if won by an individual, or a lunch for all members, if won by a team.

Each winner will receive a certificate signed by MD **Malcolm Kerr** and Administration Manager **Bruce Thompson**; and photographs will be displayed in a cabinet in the Joseph Street cafeteria.

David said the award would be given "for efforts above and beyond normal expectations of job performance, like an outstanding contribution to the success of a team or the Company."

Other offices have been advised of the format of the new award and told they can copy or vary it as they wish. ■



• Thanks for your help . . . to Steven, Lloyd and Jenny.



• SR Ken Jackson (left), Phillips Industries' John Crawford and Admin Manager Bruce Thompson at Adelaide opening.

• At St Andrew's, purists would fume in a letter to the Royal and Ancient should caddy be spotted glass in hand on the greens.

But it's more relaxed in Queensland — at least for a social occasion like HP's golf day at Ashgrove.

Secretary **Liz Whitton** (left) encourages **BBM Di Haynes** to really attack a daunting half-metre putt.

