iNfORM

Spring 1996

The magazine for the people of
Hewlett-Packard in Australia and New Zealand

**HEWLETT®
PACKARD**

contents

A focus on customers

Bruce Thompson

It's been another successful year for HP in Australia and New Zealand. Although market conditions have been the toughest we have seen for some time, we managed to meet our overall commitments with respect to growth, profitability and asset management. A job well done!

Clearly this performance didn't come easily but we can all feel justifiably proud of the results. To increase our total business by 24% in a tough competitive market reflects great credit on the talent and dedication of our people. There is no doubt we have the best organisational capability in the industry and this will continue to be our greatest competitive differentiator.

As we finalise our plans for FY97 we naturally reflect on the elements of our business which are important to maintain or improve our leadership position towards the end of the millennium. There are of course a number of these elements, but the one that strikes me as being the most critical, and perhaps in most need of careful attention is the need to become a truly customer-centred organisation.

HP's reputation for quality products has been hard won, and must be defended at all costs. But product quality alone is not enough to compete successfully in the future. We need to know exactly how customers feel as they experience our products and services. We need to know how they feel about our competitors. Further, we need to know exactly which improvements would have the greatest impact on our customers and the choices they make.

Most organisations strive for such knowledge, but few completely achieve it. Fewer still have the ability to use that knowledge to drive changes wherever they are needed in the value chain and thereby don't achieve the level of customer loyalty necessary to achieve their full potential.

HP's Chairman, president and CEO, Lew Platt, says we are now focusing on measuring and achieving customer satisfaction and loyalty. Loyalty is a deeper level of commitment than satisfaction. It probes issues such as: Will our customers buy from us again? Will they recommend us to a friend? Will they give us a chance at all of their new business?

As our plans for FY97 and beyond unfold, you will hear a lot more about our vision for becoming "customer-centred", and why this is so critical for our future growth.

Many thanks for the outstanding support you and your families have provided throughout the year and I wish you all a safe and happy festive season.

Building relationships with the banking sector

National Australia Bank (NAB) has awarded Hewlett-Packard Australia the contract for more than 1600 NetServer LH Plus computer systems which will become a vital part of the bank's new retail branch systems.

The contract – worth about $15 million – forms part of a global preferred supplier relationship for these products.

John Bieske, general manager of HPA's Computer Products Sales and Distribution Organisation, said the contract was an extension of a relationship which will see HP working closely with the NAB on the broad issues of investment in information technology.

"HP's expertise in the systems market and our commitment to the banking industry, reinforces that we are in the best position to advise the NAB on open systems, client server and distributed computing issues," he said.

HP NetServers were chosen because they offer an upgrade and expandability path which provides greater protection of the initial investment.

The equipment will be supplied by HP systems integrator, Business Computers of Australia Pty Ltd (BCA).

Lindsay Lyon, the then HP corporate account manager, said: "We worked very closely with BCA during the evaluation cycle in which they greatly assisted with the in-depth knowledge of the bank's OS/2 environment.

"We were also successful in closing a deal with the bank for some 1000 plus HP LaserJet 5Si printers for the retail environment – about another $9 million worth of business."

> **"These deals represent the two biggest server and printer deals ever for Hewlett-Packard Australia ..."**

Lindsay played a key role in the establishment and finalisation of the deal with the bank and continues to work closely with it.

"Lindsay put in a most professional sales plan and strategy so as to win the printer business for HP," said John Bieske. "This success comes directly on top of earlier success in gaining 1600 NetServers into the bank."

These deals represent the two biggest server and printer deals ever for Hewlett-Packard Australia.

Michael Coomer, NAB's Group General Manager, Information Technology, said HP had demonstrated it could service the group's needs from a product perspective as well as in support and advice.

"We are impressed with the manageability HP offers in terms of the installation, configuration, operation and administration of the network system products," he said. "The system solution from HP was also price competitive."

During the past two years, HP has invested considerable resources to attract the banking sector. The NAB contract and preferred supplier status follows successes with Citibank, ANZ, Wells Fargo, Banco Frances e Brasileiro, the Swiss Bank and Euro Bank Belgium.

Geoff Cuopples, general manager Operations, congratulates John Bieske on the signing of the agreement.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Meeting

the challenge of our nation's defence

The success of the project, required close teamwork between HP, Transfield and third-party suppliers.

G lenn Exton, former senior application engineer with Hewlett-Packard's Test & Measurement Organisation, Melbourne, has completed and implemented one of the most strategic and complicated commercial off-the-shelf (COTS) systems of his career.

It has taken Glenn more than two years from the initial solution concept to deliver and implement an Electronic Support Measure (ESM) Test System for Transfield Shipbuilders Australia, the contractor building frigates for the Royal Australian Navy.

The ESM systems will be used as an early warning device for detecting emitters, typically another vessel's radar or communication equipment, to ensure the safety of the ship and personnel.

Hewlett-Packard won a tender to design, build and support test systems to verify the performance of the ESM system deployed onboard the ANZAC ships. The challenge for Glenn was to be able to design and build a system that verified both direct and through-the-air ESM performance characteristics.

Adding to the challenge was the need to meet the system requirements specified by Transfield, making it necessary to integrate standard HP and third-party products.

However, designing the COTS system meant much more than simply integrating the products. Both technical and follow-on support had to be addressed during all stages of the development life cycle, with the success of the project requiring close teamwork between HP, Tranfield and third-party suppliers.

Earlier this year the first system was installed and successfully tested, followed by the other three systems which are being deployed around Australia.

Glenn is now based in Singapore as the solution process manager for HP's Solution Services Division.

HP teamwork

Cara's winning ways

She's bowled over the world's best ...

now she has her sights set on No. 1.

Cara Honeychurch, a treasury and credit analyst with Hewlett-Packard in Melbourne, took on the world's top 12 women tenpin bowlers ... and won.

Invited to compete at the Olympic village in Atlanta, Georgia, in the FIQ Atlanta Tenpin Bowling Challenge, Cara demonstrated just how far the "suburban" sport has come.

Earlier this year, Brunswick Corporation was granted sponsorship status for the 1996 Games, and established a facility for the world's top bowlers to compete at the Olympic village prior to the Games.

This, along with tenpin bowling being included in the 1998 Commonwealth Games in Kuala Lumpur, has boosted the sport's aspirations for inclusion in future Olympic Games.

In winning the elite tournament in Atlanta, Cara competed against world class bowlers from 12 other countries from three different zones: Asia, Europe and the USA. Cara won the semi-final 226 to 215, finishing with six consecutive strikes and then went on to win the title match 215 to 185.

Cara started bowling when she was 11 years old and attributes her success to plenty of hard work, both mental and physical.

"At an elite level of bowling you must keep your emotions out to succeed. My preparation involves a lot of mental training, visualisation and relaxation techniques. Success for me has meant going that little bit further," said Cara.

Cara's former coach, Robert Zikman, says that he first saw her at a bowling centre, where he was bowling in a tournament and she was in the lane next to him.

"I looked over and saw a young, skinny little kid who would have been 12 or 13, who threw the ball and it looked like there was a bit of timing and talent there," Robert said.

From there Cara continued to bowl and was very competitive in her approach.

"Even when I was a little girl, probably as young as five or six, I really wanted to be the best in the world at a particular sport, it didn't matter what it was, I just loved sport," she said.

At just 24, Cara has achieved spectacular success in national and international amateur tournaments, recently being awarded the title of "Asian Bowler of the Year". Her future goals include being voted "World Bowler of the Year" and to win the World Cup which is an annual individual event, considered to be the world's most prestigious tenpin bowling event.

As the lobbying goes on for tenpin bowling to be included in the 2000

> **"I looked over and saw a young, skinny little kid who would have been 12 or 13, who threw the ball and it looked like there was a bit of timing and talent there ..."**

Olympics in Sydney, so does the search for champions to represent the sport.

Last year Cara beat all comers – men and women – to achieve Australian champion status. She has become the product which bowling authorities have been looking for to promote the success and inclusion of the sport at the Olympic level.

"The thing that is disappointing is that the media tends to portray bowlers in a certain light. There's been a number of television shows, especially sitcoms, which show a scene in a bowling centre featuring fat, lazy second class citizens," said Cara.

"In reality, however, this is far from the truth. If you go into a tournament and watch the elite bowlers play, they are all reasonably fit, intelligent people with good jobs," she said.

Cara being interviewed at Hewlett-Packard's Blackburn head office for Channel Nine's Sports Sunday program.

Snapshot of acheivements so far ...

1996 - 1st place Atlanta Bowling Challenge

1996 - Voted Asian Bowler of the year 94/95

1995 - World Championships: Gold medallist Trios event, Silver medalist Masters event.

1995 - Australian Open Champion

1995 - Australian Masters Champion

1994 - Runner up World Bowler of the Year

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The future of
communica

Hewlett-Packard Australia has teamed with Telstra
to rollout one of the world's first commercial
broadband telecommunications networks.

Telstra's high-speed broadband telecommunications network will enable the company to provide a wide variety of online services direct to the home personal computer.

Known as Broadband Internet Delivery System (BIDS), this Hewlett-Packard system is at present one of the only complete end-to-end systems of its type. In early September HP announced the implementation of a 10000 subscriber home system for Time-Warner in Akron, Ohio.

The Telstra rollout will closely follow this US implementation and it will become the first commercial international site for Hewlett-Packard.

"This is a very important implementation for Hewlett-Packard worldwide," said Krishna Hegde, program manager, Internet & Interactive Data for Hewlett-Packard's Telecommunication Platform Division in Cupertino, California.

"In fact, the Telstra rollout will be one of the biggest combined telco/cable systems to date – our previous experience has been with individual telecommunications or cable companies in the United States – Telstra represents the rollout throughout the entire country, something that is unique," Krishna said.

"This will be the first end-to-end solution involving a combined telecommunications/cable company. In the past we dealt with either cable communications companies or telecommunications companies. Telstra is combining the technologies."

Using cable modems connected to its growing cable network, Telstra will be able to offer varying levels of service from incoming fax, internet, news and information services, vision and voice. All of these services will be provided direct to the home.

According to HPA's John Burgin, project manager, Broadband Technology, the key benefit to cable modem technology is speed and capacity.

"Using current modem technology, 28.8kbs, it would take around four minutes to download a complex 2.5Mb multimedia page to the home PC. With the cable modem technology, this can be achieved in four seconds ... about the time it takes to turn a page in a magazine," John said.

Over a two-year period HP has invested more than 1000 man-months in developing the BIDS system.

Krishna Hegde said that while the broadband technology is new business, HP was able to satisfy the two key criteria in the implementation of such a network. These are:

- business risk; and
- technology risk.

tion

"With BIDS, HP offers low areas of risk in both instances. The business risk is low because we can tier the services offered. That means a carrier can start with a basic service and grow it as the user needs grow," he said.

"In the technology area, HP also offers low risk because 60 per cent of the system is made up of existing, proven technology, with the remaining 40 per cent made up of essential service and support components, particularly in the area of operations management.

"We know how to manage the risk, particularly as HP has been a leader in the TCP/IP network technology for more than 25-years."

The Telstra/HP BIDS system is expected to begin implementation in the first quarter of 1997.

HPA on the Internet

http://www.hp.com.au
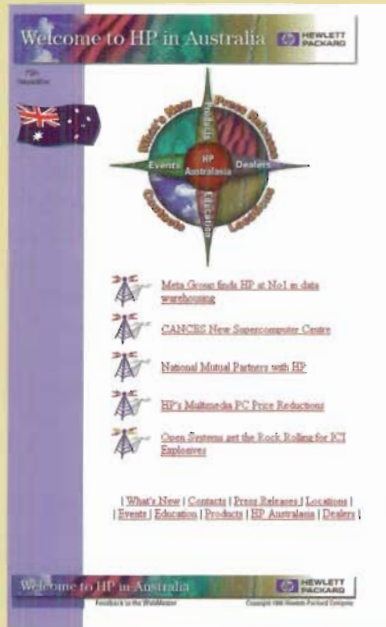
Hewlett-Packard Australia's external Internet web site went "live" at the beginning of October, 1996. The site, which currently contains more than 110 pages of Australian HP information, also links directly to the Access HP United States world-wide web site.

In the coming months the entire US site will be replicated onto the Australian web server to provide better access time for users. The Australian site already contains sections such as The History of HP Australasia, HP contacts and Australian office locations, press releases and education, which details all current HP training courses with online registration and coming events.

As the site develops more business unit information will be added. In the first seven days of the site being active, more than 17,000 requests were registered and over the first 15 day period almost 27,000 requests were recorded from 850 unique hosts.

In further developing the site, HP will provide links to dealers and other areas of interest.

The access address for the HPA site, is: http://www.hp.com.au

For further information regarding the development of the site, contact Tony Homfray on (03) 9272 4094.
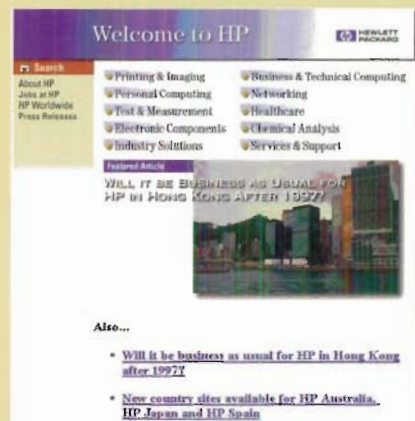
Healthy, Wealthy and Wise

Pap smear

Cancer of the cervix affects around 1100 women each year in Australia. Regular pap smear tests can detect changes in the cervix and cancerous cells at a very early stage.

If you are a woman who has ever engaged in sexual activity and you have not had a hysterectomy, you should be having pap smear tests every two years. Although some women feel uncomfortable about having them, it is estimated that 90% of the most common form of cervix cancer is preventable. So, they are well worth the effort.

Diabetes

At least 700,000 Australians have diabetes. Diabetes is a condition that affects a person's ability to take glucose (sugar) from the blood stream and use it in the body's cells.

There are two types of diabetes: one mostly affects younger people (Type I or insulin dependent) and the other mostly affects people later in life (Type II or non-insulin dependent). The main risk factor for Type I is having a relative who also has Type I diabetes. The main risk factors for Type II diabetes include:

- a family history
- being over 50 years of age
- obesity
- having had diabetes during pregnancy
- a history of having large babies (a birth weight of over four kilograms)
- ethnicity: mainly Aboriginal, Maori and Pacific Islanders.

If you are experiencing symptoms like tiredness, unusual thirst, passing water frequently, blurred vision, leg cramps or increased infections, ask your GP whether it is necessary for you to have a diabetes test.

Three good questions to ask your GP

Can you please explain what you just said, but using different words?

Where can I get more information on this?

When would it be possible for me to call you if I think of some more questions later?

Tips for effective business communications

1. Avoid alliteration. Always.
2. Prepositions are not words to end sentences with.
3. Avoid cliches like the plague. (They're old hat.)
4. Employ the vernacular.
5. Eschew ampersands & abbreviations, etc.
6. Parenthetical remarks (however relevant) are unnecessary.
7. It is wrong to ever split an infinitive.
8. Contractions aren't necessary.
9. Foreign words and phrases are not apropos.
10. One should never generalise.
11. Eliminate quotations. As Ralph Waldo Emerson said: "I hate quotations. Tell me what you know."
12. Comparisons are as bad as cliches.
13. Don't be redundant; don't use more words than necessary; it's highly superfluous.
14. Be more or less specific.
15. Understatement is always best.
16. One-word sentences? Eliminate.
17. Analogies in writing are like feathers on a snake.
18. The passive voice is to be avoided.
19. Go around the barn at high noon to avoid colloquialisms.
20. Even if a mixed metaphor sings, it should be derailed.
21. Who needs rhetorical questions?
22. Exaggeration is a billion times worse than understatement.

To remain an employer of choice, change and our core values compel HP to provide our people with flexible opportunities and supportable programs.

Facing the work/life balance challenge

A primary source of competitive advantage for HP is its ability to create a flexible, inclusive environment which attracts and retains highly talented people. Throughout the world, rapid technology advancements and global competition are accelerating changes in HP's activities.

To remain an employer of choice, these changes and our core values compel HP to provide our people with flexible opportunities and supportable programs.

The major challenges facing us today include diversity, development and work/life balance.

As part of our total "people" program, HP recently joined with other major Australian companies, including Esso, BHP and Ericsson, to launch an Elder Care Program. Our participation in this program reflects the increasing day-to-day responsibility in caring for elder relatives.

The Elder Care Program complemented the existing Child Care Program. Both these programs, which are designed to make it easier for employees to cope with these demands, are in the form of resource kits.

The program was launched by Australian actress Ruth Cracknell at Melbourne's Hard Rock Cafe. HP's involvement with other major companies in these activities provided an opportunity for some of the leading Australasian organisations to take a leadership role in recognising dependant care as an important business issue. A kit – *Maintaining The Balance* – communicated earlier this year, was also important in providing information and resources to help employees become more aware of the options available.

Other key programs that have also been introduced include Family Emergency Leave and the Employee Assistance Program, which provides counselling support to employees and their families on a wide range of personal, work and family related issues.

Meanwhile, the rollout of HP's Diversity Program is now in full swing throughout the company. Regular sessions are being undertaken at Blackburn and other sites accross Australia and New Zealand.

Come hell and high water ...
this race is a Classic

Hundreds of paddlers, 900 land crew and 500 organisational volunteers have just completed the gruelling 20th Hawkesbury Classic Paddle. HP's Rod Totten was one of the competitors.

In this year of the Olympics, the motto – *the objective is to compete rather than to win* – closely mirrors the objectives of the 20th Hawkesbury Classic Paddle, an event with which Rod Totten, of HP's Sydney office is closely associated.

At HP Sydney, it is widely recognised that Rod is a kayak "fanatic". So much so, that he has been pestering his fellow workers over the past six years to support him in the annual Hawkesbury Canoe Classic.

This is a canoe race which covers more than 100kms overnight and raises funds to support the Arrow Foundation, an organisation dedicated to research into bone marrow transplants.

Not only does Rod participate in the event, but he is also one of the organisers of the 1996 Classic. Founded by a group of ex-Outward Bound participants, the Classic has raised more than $830,000.

The Classic – held overnight to take advantage of the calmer river conditions and lack of river traffic – is held as close to the full moon as possible to allow for the beauty of paddling under the full moon. Doing this has earned the event the nickname of "Moon Light Madness" as more than 500 paddlers, 900 land crew and 500 organisational volunteers follow their "heroes" down the Hawkesbury River from Windsor to Brooklyn.

The quickest paddlers complete the course in less than 10 hours, while the average time taken is 15 hours. Last year the Arrow Foundation was able to contribute more than $55,000 to medical research and this year it hopes to exceed this amount.

As Rod points out: "Paddlers enter the event for many different reasons ... some for fun, some for fitness, many for fame but, most of all, just to finish. They want to take part in one of the world's special sporting events."

The race started on Saturday October 26 and ended Sunday October 27 1996. Rod received a silver medal for his successful completion of fives race (out of seven) and finished the Classic in 15 hours.
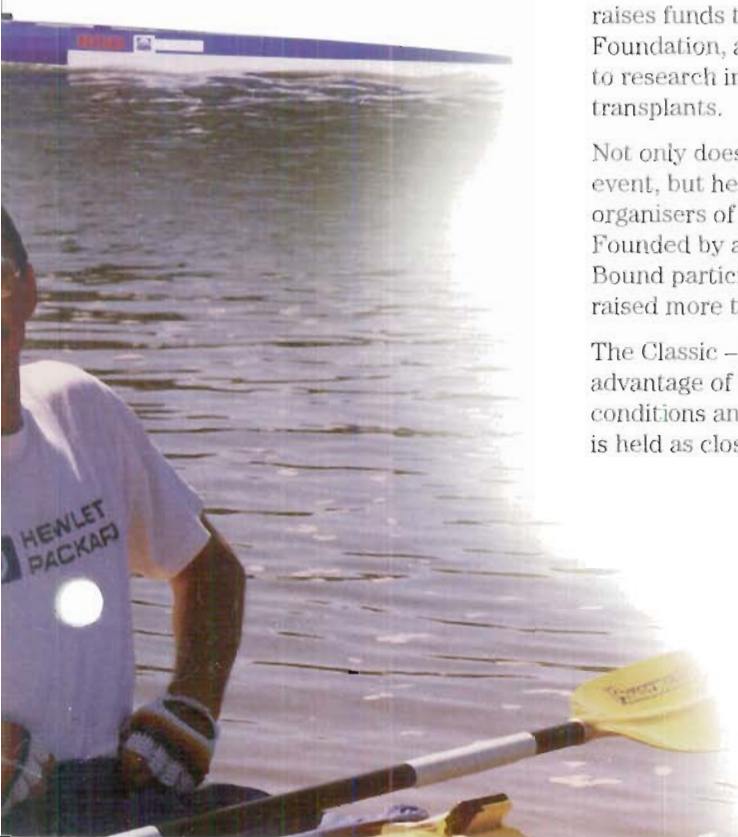
HP's commitment to the environment

A primary element of Hewlett-Packard's commitment is to provide products and services which are environmentally sound throughout their life cycle and to conduct our operations worldwide in an environmentally responsible manner.

Hans Neilson (left), director of Human Resources, presents the media award to Michael Freedman on behalf of Don Burke from Burke's Backyard.

Hewlett-Packard Australia's third year of sponsorship of the Banksia Environmental Foundation recently culminated in the 1996 awards presentation at the Melbourne Grand Hyatt.

The annual awards are the catalyst which highlight the achievements in excellence in leading the way to finding solutions to the many environmental challenges which face us in the '90s.

A primary element of Hewlett-Packard's commitment to the environment is to provide products and services which are environmentally sound throughout their life cycle and to conduct their operations worldwide in an environmentally responsible manner.

For three years HP has sponsored the Banksia Media Award – this year the award went to Don Burke, presenter of the popular Channel Nine *Burke's Backyard* television series. For more than 25-years Don Burke has maintained a personal commitment, and a major public involvement, in the environmental and conservation movement in Australia.

Banksia Environmental Foundation President, Peter Muir, said the standard of submissions this year was outstanding.

"The winners emerging from this year's event demonstrate how more and more people in our society recognise the importance of working towards true, full sustainability in all our activities," Peter said.

A feature of this year's awards was the keynote address by the Minister for the Environment, Senator Hill, and the live telephone link with Sir David Attenborough at his home in England. Sir David accepted the 1996 International Banksia Award for his efforts to encourage thousands of people across the world to raise their awareness of the value of our wildlife and work towards saving endangered species and maintaining biodiversity.

The Banksia Environmental Foundation exists to make a "major contribution to the quality and well being of life on this planet".

It achieves this through the acknowledgment and support of individuals, groups, organisations and governments who are leading the way in developing a viable, ecologically sustainable future which is supportive of all living things.

Major sponsors of the Banksia Foundation include Hewlett-Packard, Ford, Qantas, Telstra, Thorn EMI, Melbourne Parks & Waterways, Esprit, Simsmetal and ICI.

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If you would like to send us your comments, stories, thoughts, issues or feedback ... you may now do so by E-mail.

Forward your inputs to "*inform* magazine" desknode. Your inputs can remain anonymous if you wish and you should clearly stipulate this on your message.

Remember, we are looking to make *inform* an employees' magazine. Your contributions to *inform* are most welcome.

We are also interested in receiving photography from HP people. All contributions will be returned after use.

Moved or moving?

We want to ensure that you get every issue of *inform*. Please advise Personnel Services of your change of home address.