

iNFORM

Summer 1995

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

*Here comes
the bride*



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PACKARD



Bruce Thompson (left) presents Bill Hilliard with a farewell gift from HPA.

Farewell to Bill Hilliard

In late October, HP staff from around Australia gathered in Melbourne to farewell Bill Hilliard. Bill had completed his five-year assignment as managing director for Hewlett-Packard Australia and New Zealand.

In that period the company had undergone significant change and seen dramatic growth.

Both Bill and his wife, Janice, have indicated they will be returning to Australia regularly.



Bill with a moment of his adopted football club, Collingwood.

HP Australia staff at Bill's farewell.



Farewell
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HP Computer Museum
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Changing of



Bruce Thompson took over as managing director of Hewlett-Packard Australia and New Zealand in November this year. The 27-year HP veteran, who replaced Bill Hilliard after a five-year assignment, gave his first interview to *Inform*.

Bruce Thompson well remembers his first day on the job with Hewlett-Packard Australia more than 27 years ago. The Melbourne-born, former finance and administration manager, began his career in an accounting support role.

"I had just completed one-and-a-half years with a semi-government instrumentality, where the greatest challenge was finding ways to fill in the day. On my first day at HP I was told by my supervisor to complete the payroll by lunch time – that really came as a bit of a shock to me," Bruce recalls.

"But, I managed it and then it was off to lunch – with the entire company. In those days you could do that as we had probably only 35 people on staff. Things are somewhat different nowadays.

"In many ways that is probably the major difference with company between now and 27 years ago – the phenomenal growth.

"We are no longer a small business, but a significant participant in the Australian business community."

For Bruce, the path to his current position has been one of constant change.

"I clearly recall the early to mid '70s when we started selling the first hand-held calculator," he said.

"That was an era of tremendous change for us. We really had no idea how to sell other than through a direct sales force. But with this product we actually had people knocking at our door wanting to pay

the guard

us cash for those things – unheard of for the HP of those days. And we were not ready for it. We didn't even know how to take cash.

"In fact, we actually had to go out and buy a cash sales book."

From there the next big change was into the computer business, but this was more specifically into specialist computing. The company in Australia was still explaining the Hewlett-Packard name.

Bruce believes HP is in the midst of a change in identity and awareness.

"In the past two to three years the scene has been changing. HP is considered to be a significant competitor to the previously dominant computer suppliers," Bruce said.

He said HP Australia was now also seen as a significant participant in Australia's value-added research and development activities through the Australian Telecom Operation.

But to him the most outstanding achievement of HP world-wide is its consistency in performance.

"Since inception, HP has managed to continuously maintain an average capital growth rate of 20 per cent – that makes it a great time to be involved, at any level with HP."

Among his objectives over the next three-to-five years is to help people, both inside and outside the company, understand the significance of our business, the significance of the markets we are in and the opportunities to grow.



"We are no longer a small business, but a significant participant in the Australian business community."

"Also, there is an opportunity for one of the major players in the IT industry to establish a real reputation for excellence in customer service – there is an opportunity for HP to attain this leadership position."

To make all this happen, Bruce believes communication with employees is essential. He sees himself as a "coal-face" communicator.

"I want to talk to people who talk to customers. We have thousands of customer contacts a day and I want to make that contact two-way," Bruce said.

"I have a continuing commitment to listen."



"I had just completed one and a half years with a semi-government instrumentality and on my first day I was told by my supervisor to complete the payroll by lunch time - that really came as a bit of a shock to me"

"We have recently won some significant banking deals and this positions us well for growth in the commercial markets. Banking, to me, is the epitome of commercial computing applications. It is far removed from engineering and once you start to penetrate the big financial institutions, I think you can say we have finally made it as a commercial vendor."

"The real recipe for success is to continue to attract the best people in the industry and grow in the areas of operational excellence and customer focus," Bruce said.

"Operational excellence really means doing our job well and right the first time. We have a sound operational base, but we can continually improve that.

Bruce and his wife, Susan, have two sons. Lachlan, 21, is studying at Melbourne University; and Aron, 19, is training to become a commercial airline pilot.

Bruce's recreational interests include restoring a 1958 Mercedes Benz 22S and classic car rallying. He also plays golf and supports Melbourne in the Australian Football League.

Making the move

Overseas staff like Isabel Garity and Allan Carey make sure they see more than the inside of an office during their stay in Australia.

Be it ever so humble, there's no place like home. The refrain from Dame Nellie Melba's favourite encore song is familiar, as is the sentiment. But what if you are asked to leave your own country and move to the other side of the world? How does that affect your concept of 'home'?

Each year a number of HP employees do just that. They pack up their belongings, take the children out of



All the way from England ...
Allan Carey and his wife, Pauline

school and embark on an adventure, often to a country they have never before visited. HPA is host to several of these adventurers and Heather Duncan, from Personnel, says that the trend is increasing.

"The year before last we had something like 40 transfers. Last year we did 58, in this year we've done 71, so it is working out to be more than one a week."

Personnel's role starts with helping the manager source the person for the job, determining the appropriate transfer policy and making the job offer. Immigration and HP's internal approvals follow and, in due course, the household move, the arrival and settling in.

"We have a transfer pack which we give to transferring employees, which covers, among other things, how to get a tax file number, all about driving licences and road rules, opening a bank account and an introduction to

accountants for advice on the Australian tax system. This pack is given to the employee on arrival, or sometimes in advance if they are able to visit prior to the transfer," Heather says.

The pressure of so many transfers has recently led the Personnel Department to list the assistance of professional relocation services. These firms take over much of the responsibility for introducing new arrivals to the locality. They have

special expertise in such essentials as housing, schools, location of community services and integration of the family into their new environment. Heather and her colleagues are also preparing an information pack to give to all relocating employees.

People transfer to HPA for a number of reasons. Some, such as Isabel Garity, marketing lead with NSMDA, come for

a specific project. She explains: "I love Australia, but Fort Collins (Colorado) is my home. I'll work in Australia for two to three years. I treated it as a very exciting adventure launching a new product off the ground in a totally new environment. We hired all new staff. We are setting up all the processes here and all the manufacturing is going to be done here."

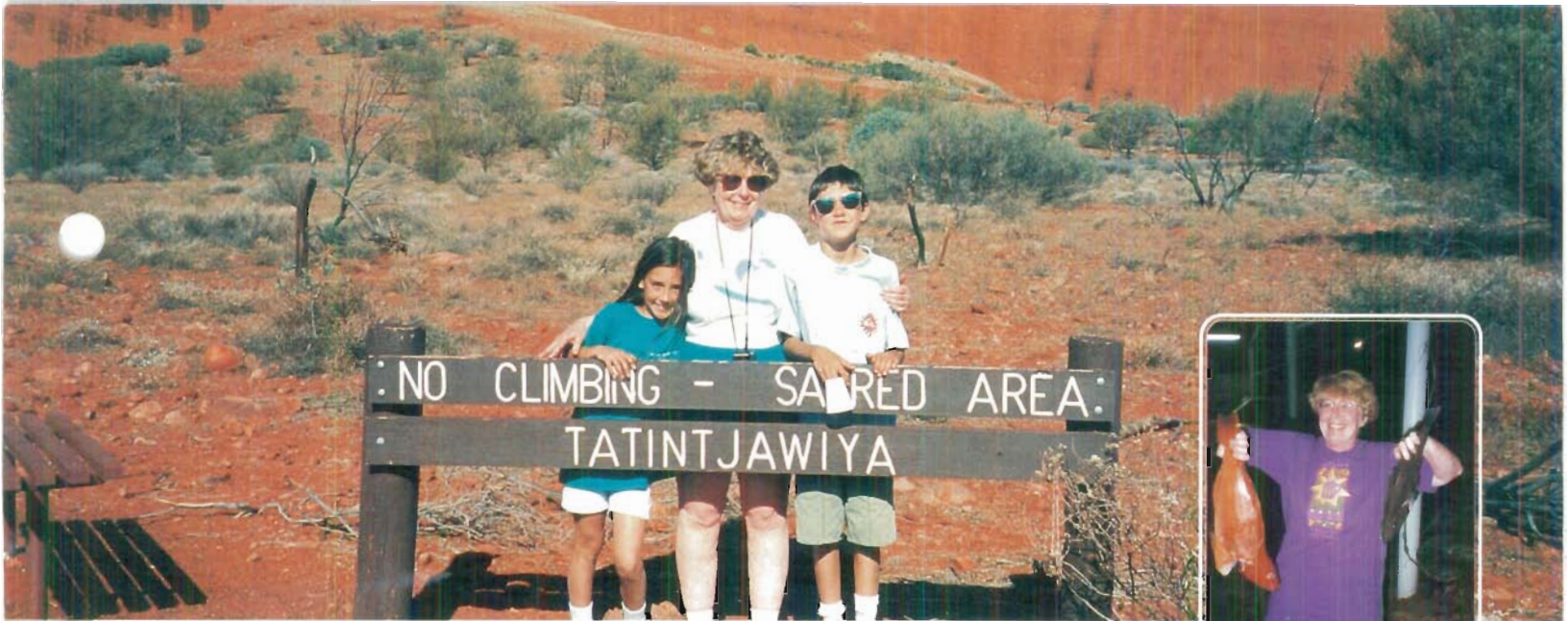
Isabel makes sure she sees more than the inside of an Australian office during her stay.

"I find the park system in Melbourne is just outstanding. The Westerfolds Park is beautiful. I walk in at least twice a week with a friend.

She has also climbed Uluru (Ayers Rock) and fished on the Great Barrier Reef.

Allan Carey moved from the UK to Sydney a few months ago. Unlike Isabel, he and his family wanted to move to Australia permanently. He successfully applied for the position of accounts services manager with Operations Services before he left Britain. Allan had lived in Brisbane while working on a

"We are making a whole new set of friends, but you get a bit lonely missing relatives ..."



Isabel Garity transferred from Fort Collins, Colorado, making sure she saw more than just the inside of an Australian office. Isabel has climbed Uluru and fished on the Great Barrier Reef.

project several years ago and he knew that moving to the other side of the world is not all excitement.

“We are making a whole new set of friends, but you get a bit lonely missing relatives,” he says.

Allan’s move, in mid-year, coincided with his sons’ (aged six and 10) educational needs. They finished the British school year in July then joined much the same level here. The Carey family is enjoying Sydney’s outdoor lifestyle.

Allan says: “There is a lot more you can do here that isn’t available to you in the UK, such as going to the beach. We went fishing last weekend and even though it was raining it wasn’t cold, so we thought that was a great day out.”

Ram Gupta also arranged his own position in HPA. He had worked with HP in India and the USA in the past and was keen to move to Australia permanently. By chance he found out about a software engineering position coming up with General Systems Division, which has recently set up in Australia. He successfully applied for the position and relocated his family from Singapore to Brisbane a few months ago. Moving from a compact ‘city-state’ to the sprawl of an Australian city brought many changes to their lives.

Handy hints to help make relocation a success

- Keep your sense of humour. Treat it like an adventure or new beginning.
- Remember your main priority in your first few weeks is to get settled and comfortable enough to start working. Don’t take too much on too soon.
- Understand and accept that not everything will be organised and settled from day one.
- Balance work with other activities. Use the transfer as the opportunity to learn more about another country/culture.
- Treat each situation as a new challenge.
- Use your colleagues, neighbours and other support groups as a reference. The amount of information you can gain and time you can save is astounding.
- Go out and get involved. You’re never going to assimilate by staying at home.
- Remember, you’re not the only one going through the change. Think of the impact of the transfer on your friends and family.

“In Singapore, having a car is a sort of dream because the government discourages that idea. Effectively you find you spend a lot of time travelling to the office. In Brisbane, although I do not have a car at this moment, I still believe that I save time. I now have got more time to spend with my family,” he says.

Relocations work the other way, too, and many HPA employees have decided to take up overseas opportunities. HPA currently supports 11 employees on

temporary overseas postings. Predictably most of them are in the USA, Singapore and Hong Kong, but one is stationed in Russia.

The relocation scheme has been a great success. So, although a move to another country is a daunting prospect, many HP employees have successfully created a place they can call home on the other side of the world.

A marriage made in heaven!

In November 1994, whilst free falling in a parachute jump in southern California, David Loncasty proposed to Lee Boswel.



David getting set for the big day.



N NOVEMBER 11 this year, HP's Lee Boswell and David Loncasty, were married in Canberra following a 3,000 metre "drop-in" to the Boat

House reception centre on the shores of Lake Burley Griffin.

Both Lee and David are experienced sky divers and have over 2,700 jumps between them.

David, who recently arrived in Australia from the USA, has been skydiving since 1983 and has 1100 jumps to his credit. He lists skydiving as his major pastime.

Lee started jumping overseas in 1982 and holds a number of records of achievement in the sport, including numerous records for free-falling in the USA and a Guinness Book of Records achievement of a 16

Women's Canopy Stack in 1990. During her university years, Lee was a member of the Oxford University Dangerous Sports Club in the United Kingdom and is credited with the world's first woman's bungee jump, from a crane, in 1982.

Lee and David now both work for Hewlett-Packard Australia. David is a member of HP's Test and Measurement Organisation as a sales representative. He has been with the company for over 15 years, spending the past 10 years in the fibre optics communications laboratories in the USA. He has been responsible for the development of a number of HP's fibre optics products.

Lee has more than 15 years experience in the computer systems industry, with extensive technical experience in information architectures and distributed computing. She has played a major



Do you take this man ... ? Do you take this woman ... ?

role in information superhighway initiatives in the USA.

Lee works for Hewlett-Packard's Professional Services Organisation in Australia as a managing consultant. Based in the Sydney office, she is responsible for the Technology Practice and is a member of the management team. She is also responsible for leading and managing a team of technical consultants, who are skilled in the area of developing open, distributed systems and solutions.

Additionally, Lee has the responsibility for developing HP Australia's strategy towards the information superhighway and stimulating the development of an Australian National Information Infrastructure.

During her university years, Lee (right) was a member of the Oxford University Dangerous Sports Club, and is credited with the world's first woman's bungee jump, from a crane, in 1982.



Cover shot and aerial photographs courtesy Warren Booth.



"We have got to be careful not to isolate ourselves from the rest of HP. I think there is a danger of that, of losing touch entirely. We have here the capabilities to expand if and when it is needed."

– Robert Salier, R&D engineer.



ATO spreads its wings

In October, HP's ATO relocated to a new building in Burwood, Victoria. This is what some employees had to say about the move:

New Building

"The improvements are a much greater sense of space. It seems to be very logically organised. I would think it would induce a positive frame of mind in the people who work in that environment. I think it is indicative of a positive future for the workforce of Hewlett-Packard in Australia, which is to be congratulated on its winning of export contracts to people such as Deutsches Bundes Post and Telecom."

– Tony Coffey, Motorola's southern regional account manager for Hewlett-Packard.

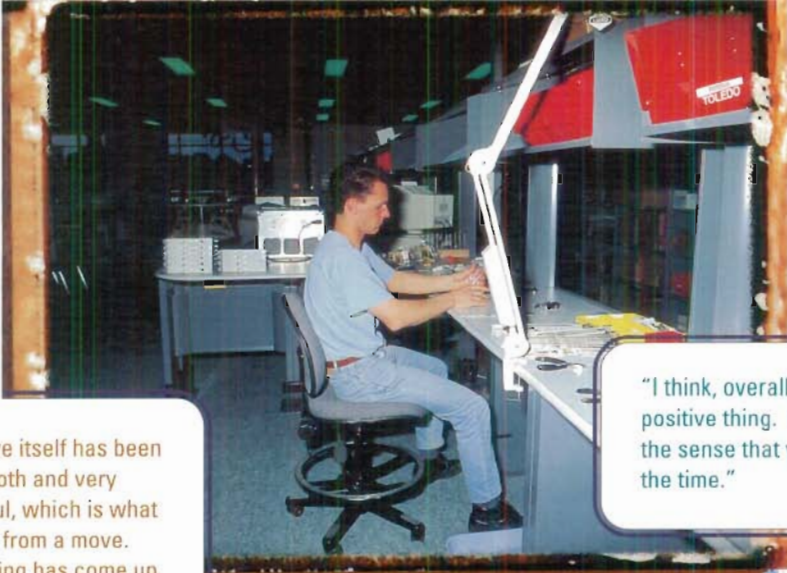
"I think it's brought us a lot closer together. Just being here and being in our own building. We just work better as a team, I feel. I notice that my own people work more as a team and they've been more productive since they've been here and I think that's because they're happier."

– Christine Dignum, order fulfilment manager.

"We've got a lot more space. One of the things it actually does is give the organisation a bit of an identity. It's really nice to have everyone in the one location, it feels more like a home of our own. It's certainly a huge relief after the relatively cramped conditions we have previously 'enjoyed', along with everybody else, at Blackburn."

– Bill Wood, operations manager.





"The move itself has been very smooth and very uneventful, which is what you want from a move. The building has come up and it's been running well."

— Andrew McKenzie,
R&D manager.

"I think, overall, it is very good. The view is a really positive thing. It is quite delightful. You don't have the sense that you are locked in a concrete box all the time."

— Kenneth Green, design engineer.



"It's a much nicer building to work in. It's bright and sunny and it's got a more open feel to it and it's closer to home."

— Gail Hodgson,
learning products developer.

TMO, passing the cus

Howie Vogel heads up a team which is helping customers achieve their best in an increasingly competitive world marketplace. Here is their story ...

"The Test and Measurement Organisation is all about making our customers more competitive in the world market, and in fact our motto is 'TMO – Completing the Picture'."

A fairly ambitious statement for Howie Vogel, TMO's new region business manager, but it is one he is already acting on. Howie and his family relocated here from the USA in the middle of the year. Before his move, Howie was the sales manager for the Boston Massachusetts district, working on a number of strategic named accounts. He has been with Hewlett-Packard for 19 years and has held a

customers. This involved looking firstly inwards at the TMO organisation, the way in which it currently operated, and the structure of the group.

"Teamwork is an essential ingredient in the organisation. As a managerial team we sat down and determined the key success factors required to meet our objectives, and then looked at how we could empower our team with the authority to meet these goals.

"To date we have carried out DMG (Deal Management) training for all our sales force, which enables them to provide clients with customised solutions. And it is imperative that once training is

called 'Thinking on your feet' – again focusing on giving our people the tools that they need to meet the challenges of their jobs.

"We are building a strong team of people that will embrace changes and the many challenges that are put before them. And we are also giving them the skills that they will need to adapt to the restructures that are taking place within TMO."

Howie also believes that whilst the TMO team is changing its outlook and mode of operation, our customers and their needs are also changing.

"Since its beginning, Hewlett-Packard has been a test and measurement company. Customers would traditionally go first to their HP Test and Measurement Catalog for information and to see if we had a particular product, and would then call us for further help if it was needed. It was generally a single box purchase.

"Today, with the expanding trend towards customised solutions rather than single box purchases, the answer is not always in the catalog, and the need for closer interaction between the customer and HP is becoming more evident.

"The way our organisation is currently structured means that customers often find it difficult to speak to the right person the first time, and it has become a priority for us to address this problem."

Howie also believes that whilst the TMO team is changing its outlook and mode of operation, our customers and their needs are also changing.

number of positions during that time, so he knows well how customers operate and think.

One of the first things Howie did upon his arrival in Australia was to sit down with his managers to work out exactly what was needed to better serve our

completed, the management team reinforces the training with their staff.

"At our off-site meeting which was held in November, instead of the usual time of January, we had a number of workshops on empowerment and teamwork, as well as a training session

tomor test

Hewlett-Packard Test & Measurement Australia/New Zealand :
COMPLETING THE PICTURE ...



... making you more competitive in the world market



Jan Dietrich, Howie Vogel and John Lipson

Members of the TMO working together



To this end, a new department within TMO has been established – the Call Management Centre. Arthur Booth will be setting up this new facility, and has some ambitious goals in place.

“In building this sophisticated facility, we have to look at the customer and the relationship we want to develop with them, as they are the whole purpose and focus of the Call Centre,” said Arthur.

“To do this successfully we have to have customer-based objectives that drive the ‘look and feel’ of the call centre, and determine its functions. We also need company based objectives that drive the

business, reducing costs, raising revenue and reaching more customers.

“We will only achieve these things if we can improve the areas where we are negligent today. We must improve the quality of our service to the customer, and at the same time maintain the level of productivity of the Call Centre. Getting it 100 per cent right 100 per cent of the time is the challenge.”

With strong foundations such as these already in place, Howie is optimistic about the task ahead, and about strengthening the team.

“The key is that I am excited about the challenges that face us all, and with a strong team in place I know that we will be able to grow, adapt, change and in the end better serve our customers – and ultimately we will make them more competitive in their marketplace. It benefits all of us.

“The future is exciting and ours to create!”

“That’s the trouble with always being in the background. Everyone forgets I’m there and they treat me like I’m just a piece of furniture.”

I hate office Christmas

I hate the girls who ignore me most of the time during the year, just dropping by when they need help and then rushing off again.

They’re so vain and shallow. Smiling at me sometimes and then looking straight through me at other times, as if I wasn’t there. Oh, I wish I was more popular and I KNOW I look every bit as good as they do. I just don’t gossip like they do. Well, that’s just the way I am and I’m not apologising for it. But sometimes I wish I was one of them. My problem is I’m too honest. I just tell it like it is. What you see is what you get. Perhaps this could be the reason no one stays longer than a few minutes with me.

But the office Christmas party is the worst time. All these girls mincing around in their pretty party dresses with Santa Clauses’ dangling from their ears. I look pretty Christmassy too with just some tinsel draped around me. I don’t need all that affectation.

Here we are at the party, groups of girls standing around me, occasionally smiling at me, but not really seeing me. They’re too busy talking about that new guy in Accounts and wondering if one of

them can get him to go to the nightclub with their group after the party has finished.

The way they talk, he must be really something. I’ve never seen him and there’s no way these girls will bring him by.

Uh oh, here comes Mrs Tuttle. She’s been here for over 20 years. Her problem is she likes to act like she’s everyone’s mum. She’s always asking me how I come to look so grubby all the time. A lesson in tact wouldn’t go astray with her! Doesn’t she realise that the job I do results in me becoming a little bit grotty? But does she have to grab a paper towel and proceed to dab at me in front of people I hardly know? How embarrassing!

The band starts playing and a grog-induced rendition of Christmas carols starts up. I know now it really is Christmas and everyone is in a cheerful high-spirited mood, except ... here comes Candy, Mandy and Sandy. Doesn’t Candy know that she shouldn’t wear yellow? It makes her look terribly washed out – drains all the colour right out of her face. And Sandy! What

would she do if she knew Mandy was going out with Andy from the Shipping Department? Sandy’s had her eye on Andy for ages. Oh well, if Sandy insists on wearing those short skirts; and with HER thighs!

Copious quantities of liquid refreshment flowing now and look, there’s that prim little Annabelle. By the look of her she has downed quite a few I would say, lurching over to me and breathing alcohol fumes all over me – fond of the odd dram of whisky it would seem.

“The band starts playing and a grog-induced rendition of Christmas carols starts up. I know now it really is Christmas ...”

parties

By Rosie Vine

Looking at me like that, pushing her face right up to me and staring at me with bleary bloodshot eyes – and her, so prim and proper every other day of the year. (What is it about a Christmas Party that everyone wants to be the fairy on the tree?)

What? What was that? Did I just hear Clarice telling Annabelle that dancing the Lambada with her boss and letting him hold her like that would be the talk of the office?

Well, if I was a gossip, which I'm not, it would be one of the many "shame files" that would circulate. Teach them to ignore me and just use me as a sounding board for their inebriated chatter!

That's the trouble with always being in the background. Everyone forgets I'm there and they treat me like I'm just a piece of furniture. I mean, I try to be as helpful as I can. Didn't I show Geraldine just how really bad her acne is? And didn't I let Bernice know that she had a bit of parsley stuck in her front tooth? Well, yes I know it was after she'd spoken to the managing director about that promotion she wanted, but if she hadn't just rushed past me before

waylaying him, I would have let her know. I think that's Bernice in the ladies toilets now ... crying. Ooh, that is a nasty cut on Priscilla's forehead. It looks as though she might need a few stitches. I suppose hospital emergency rooms are used to hearing weird and wonderful stories about how people received their wounds at this time of year. Although in Priscilla's case an explanation will be unnecessary I would think, after all, the doctor will need to remove the remainder of the broken beer jug from her head before he can stitch it.

It looks like the girls from the typing pool are stopping for a chat. I can't quite make out what they're saying and if I didn't know better I'd think they were holding each other up but it must be some kind of new dance.

They must be telling some good jokes because they can't stop laughing. Everything they say is met with raucous laughter, in fact, they are becoming quite hysterical. Hang on, I think I can make out what they're saying. Sounded something like ... *didju shee imbee shick inner shew*. Hmnn, beats me!



The party's breaking up now and there they all go – off nightclubbing. They don't need me anymore. Oh well, if only they knew the stories I could tell. When all the girls see me again they'll remember that I heard and saw everything.

But they also know that everything I saw and heard at this party will remain a secret, because as I've said before I'm honest. What you see is what you get – and alas, a mirror in the ladies room sees all but can never tell tales.

Have a very merry Christmas everyone!

Enterprise Solutions Lab: "Our scope is the Asia-Pacific region from a consulting angle, but our view is worldwide from a product prospective."

Building an organisati

A newly-formed HP operation is developing unique solutions in response to astonishing growth in the computer telephony integration marketplace.

The traditionally hard-to-monitor area of customer service, according to latest American surveys, is one of the key programs which a majority of top consultants plan to pursue in the coming years.

In an increasingly data conscious world, customer service is among the main programs which 80 per cent of major American corporations in the fields of telecommunications, finance and manufacturing are prioritising in 1996, for the second year in a row.

The huge increase in focus on the customer service aspects of large corporate activity has sparked the evolution of the computer telephony integration marketplace, which is expected to multiply to almost \$7billion annually by 1998.

In response to this astonishing growth, a newly-formed HP operation based in Brisbane is developing unique solutions. Called the Enterprise Solutions Lab, Brisbane, the operation reports to GSY, Cupertino, USA.

The company was set up in January and initially operated out of temporary offices at the University of Queensland, St Lucia. New offices were opened in mid-November on historic McDougall Street adjacent to HP's Queensland

headquarters in the prestigious CBD area of Milton, overlooking the broad sweep of the Brisbane River.

With the dark blue hues of jacaranda trees in full bloom, and swaying palms, it's a glorious vista at this time of year. And a fitting setting to launch the 21st century aspirations of a team of dedicated visionaries working on the cutting edge.

The launch staff of 20 hand-picked people is headed by operations manager Sena Palanisami, with John O'Brien functioning as product marketing manager. The new operation has already introduced its first product, the Customer Contact Manager (CCM), a new form of call centre solution.

The focus of the program began with the rapid deployment of a leading edge customer care solution 18 months ago.

"In a very short time frame," explains John O'Brien, "HP implemented a very sophisticated solution for a large call centre which allowed the client to really differentiate itself from its competitors in terms of customer service.

"This," John continues, "naturally caused people within HP to really focus on the fact that if we could deploy solutions this quickly and of this calibre,

HP could really set itself apart in these industries with a goal of becoming a leading supplier and chasing significant market share over the next three to five years."

As a result, the Enterprise Solutions Lab was set up to cater for the increasing interests from customers worldwide in middleware. "In the US, it's a marketing organisation headed up by Dave Stevens with Lab manager Gary O'Neill," says John O'Brien.

"In that lab, there are various components covering data warehousing, transaction processing and the new arrival on the scene, Smart Contact which is a broad program inside GRC."

Subsequently the company began exploring the possibilities of setting up software solution creation divisions outside North America.

John says: "The company wanted to know where on going solutions could be built and that's when Chris Wallin, export manager for HP Australia, successfully bid in conjunction with a prominent Brisbane company called CITR. In the past, we've done some joint development work with CITR and Network Systems Management Division Australia (NSMDA).

"Australia was pitched as an ideal place to undertake software solution development. In terms of the culture, the economic and political stability, and also because we are very competitive on a costs basis with other countries as an origination centre for software."

The Enterprise Solutions Lab was set up on a low key informal basis eight months

on for customers

ago in the previous premises of CTR at the University of Queensland.

"We chose CTR because of its track record in building software, as well as substantial help from the State Government's Department of Business, Industry and Regional Development which played a role in persuading the company to set up in Brisbane," says John.

"Assistance was provided to contribute towards the installation of the infrastructure for creating a new HP entity in new premises at 16 McDougall Street – a decision which is bound to have positive long-term repercussions for government policy makers.

The initial focus is on software that integrates with the telephone switch and with the computers that contain various customer data.

"Why big corporations think this new software is significant is because it allows telephony events and business to be tracked together in real time," John explains.

"In the past, companies have operated call centres which details that they receive X number of calls per hour with a certain varying seasonality.

"With CCM, they can track those figures simultaneously. It provides business executives and company call centres with real time feedback about what's happening in their business.

"Typically in an organisation, there's somebody called a customer service manager who's a fairly senior executive

with a goal of improving customer service on satisfaction by 'n' per cent per annum.

"What's been holding back the evaluation of this performance was the absence of an ability to track telephony and business events at the same time – in short, the ability to monitor them simultaneously.

"It's the future access methods and the flexibility of being able to choose different components that sets our product apart and what interests a lot of potential customers."

The horizons seem limitless. "By the end of next year," says John, "we'll have the web solution with worldwide web access through our software, and in the information kiosks.

"There's a lot of shifting attitudes about the way people deal with companies that provide them service. It's kind of neat that we're in the Enterprise Solutions Lab because we're tied in with the transactions processing people and also the warehousing people. So we can integrate the data, if you like, at the back end.

"For example, insurance companies often don't know who their customers are. One person may have boat insurance, but the company has no idea if it might be able to sell the customer other policies. There's a lot of opportunity to do extensive cross-selling, but it comes down to that fundamental question – who is your customer?"

The prospects for the Enterprise Solutions Lab Brisbane appear most promising. "We've got 20 staff now but by the end of the year we'll be up to 30," says John.

Operations manager Sena Palanisami, an experienced HP manager, was brought in from Cupertino, California headquarters, to set up and run the operation. There is R&D support organisation availability and access to locate consultants.

"Our scope is the Asia-Pacific region from a consulting angle, but our view is worldwide from a product prospective," says John.

You can't help sensing we'll be hearing a lot more from Enterprise Solutions Lab Brisbane.

CCM: real time feedback about what's happening in a business.



Healthy, Wealthy & wise

The A-Z of interesting info

Asthma

More than 80 per cent of asthma deaths occur in people over 50 years of age. One of the main reasons for this is that their asthma has not been diagnosed or monitored correctly because the symptoms (wheezing, coughing and shortness of breath) can be confused with other conditions that often occur in older people and are seen as a 'natural part of getting older'.

Breast cancer

The chance of an Australian woman getting breast cancer is one in 13. If you are a woman over 35 years of age, you should be doing monthly self-breast examinations; if you are over 40 you should also have an annual examination by a doctor; and if you are over 50 you should also have a mammogram every two years.

Cancer

Around one in four Australians who die this year will die from cancer.

Donating blood

The average person has between four and seven litres of blood in their body. When you donate blood around 450mls is taken. This is replaced within 24-36 hours.

Exercise

To get the best results from exercise you should first define your goals. Are you exercising to lose weight, get fit, be healthy, relax, or become strong and toned? Your answer to this question will determine the type of exercise you take

up. For example, aerobic exercise (jogging, walking, swimming, cycling) will help with weight control, relaxation, health and fitness. Weight training and isolated muscle exercises will help you become strong and toned, but will also help with weight control since having more muscle increases your metabolic rate (the rate at which you burn energy).

Floater

Do you ever see spots or floating particles before your eyes? As we age, part of the clear jelly in the eye separates and floats in the back of the eye, casting a shadow which we see as a floater. Floaters themselves are mostly harmless but can be an indication of high blood pressure, migraines or some eye diseases. Having your eyes tested every year or two by an optometrist (even if you don't wear glasses) is a good idea.

Genetics

Many people believe that if their parents or grandparents suffered from heart disease or cancer that they are more likely to suffer from them too. This is true, however, it does not mean that you can't do things (such as exercise and eating well) to avoid suffering from either of these yourself. Remember, only 4-5 per cent of women with breast cancer have a mother or sister who has had breast cancer.

Headaches

Headaches are probably the most common reason why people visit their general practitioner, but if you get a severe

headache you might start to think there is something seriously wrong with you. Tension, eye strain, exhaustion, and viral infections are common causes of headaches, but if you suffer from a sudden, severe headache, see your doctor immediately.

Immunisation

Lately there has been some debate as to whether parents should immunise their children. The medical community believes that the benefits far outweigh any risks. There has not been a case of polio in Australia for some years now, thanks to widespread immunisation. The chance of suffering a harmful side effect from polio immunisation is one in three million. The chance of your child getting whooping cough is one in 760,000. Before widespread immunisation it was one in 2000.

Joints

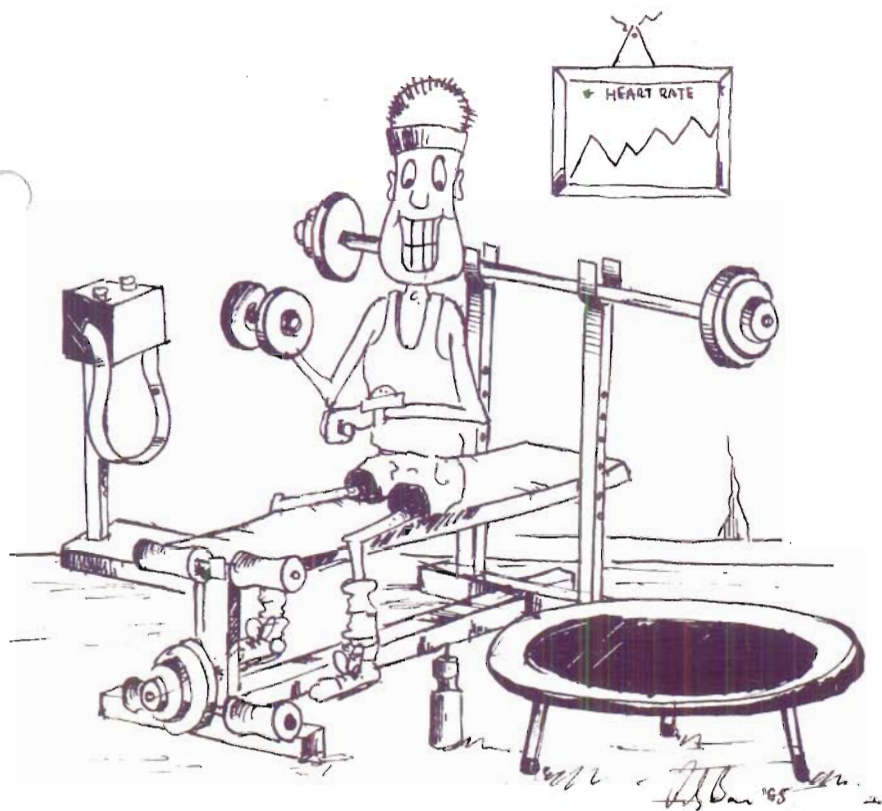
Arthritis is the general term given to more than 150 types of diseases affecting the body's joints. Arthritis does not just affect older people: 40 per cent of sufferers are under 56 years of age.

Kidneys

The organ that most people are waiting for on transplant lists is the kidney. Some of the 1,300 people waiting for a kidney will continue to wait for up to three years.

Longevity

Apparently, the average Australian man will live until he is 73 and the average Australian woman will live until she is 80.



Money

If you smoked one packet of cigarettes per day and then quit, you would save around \$2000 per year.

Non-insulin dependent diabetes

This type of diabetes represents 85 per cent of all cases of diabetes. It occurs most frequently after the age of 40 and most people with it are overweight. The most important way of preventing this type of diabetes is good nutrition, exercise and weight control. These are also the most important aspects of treating it.

Organ donation

More than 3000 Australians are on transplant waiting lists. Fifteen per cent of those awaiting heart or liver transplants will die before organs become available.

Posture

Approximately 80 per cent of Australians suffer from back pain. Very often, it is years of poor posture that is responsible. Sitting, standing and lifting incorrectly year after year causes wear and tear, and eventually pain, in joints and ligaments. Improving your posture is an important part of preventive back care, and an essential part of effective treatment for injuries.

Quit

More than three million Australians have quit smoking and another two million describe themselves as committed to becoming ex-smokers.

Road safety

Each year around 2000 Australians die on our roads, mainly because of drink driving, driver fatigue, excessive speed, and not wearing seat belts. Periods like Christmas are thought to be times of the year when most of these deaths occur, however an average of 20 people are killed on the roads in holiday periods. If these were typical weeks, then approximately 1000 people would die each year, rather than 2000. This goes to show that you should always be careful on the road.

Sudden Infant Death Syndrome (SIDS)

The incidence of SIDS in Australia, or cot death as it is often referred to, has been reduced by 50 per cent since Red Nose Day was introduced in Australia in 1989. The reason attributed to this reduction is an increased awareness about the following *risk factors*:

- Sleeping your baby on its stomach.
- Overheating your baby.
- Keeping your baby in an environment where people are smoking.
- Not breastfeeding your baby where possible.

Tiredness

All of us have felt exhausted, but some people suffer from a disorder called Chronic Fatigue Syndrome (CFS) whereby they feel constantly fatigued. Rather than this being a 'yuppy' illness as it has previously been described, it is an abnormal biological response to a virus, which makes even normal daily activities difficult to do. Around 130 Australians in every 100,000 suffer from CFS.

Ulcers

If you suffer from persisting indigestion, you could have an ulcer. See your doctor.

Vitamins

Vitamins that help fight cancer include vitamins A and E. Research has found, however, that fruits and vegetables containing these vitamins also contain other substances that protect against cancer. This helps explain the advantage that whole foods have over vitamin supplements.

Wisdom

"What could be worse than coming to the end of your life and realising that you haven't fully participated?" Edward Albee

X-rays

Mammograms are x-rays of the breasts. If you are a female over 50 years of age, contact your general practitioner or state department of health to find out where you can have a free mammogram. You do not need a referral from your doctor.

Youth

Regular aerobic exercise is probably the closest thing we have to an anti-ageing pill. One way in which exercise can halt the ageing process is by warding off osteoporosis (brittle bones).

Zones

According to research done on the study of personal space, if your personal zone is invaded and there is no way for you to regain it (for example in a lift), you will probably: fill the empty corners of the lift first, cease conversation, avoid eye contact, and adopt the behaviour of those around you, such as watching the floor numbers.

High achievers

During December 1995, the Asia-Pacific Customer Support Organisation held the inaugural High Achievers Event to recognize those people who have made a significant contribution to the Customer Support Organisation's success in FY95.

In total, 60 Hewlett-Packard employees, along with their spouse/partner, enjoyed four fun packed days at the Sheraton Grande Laguna Beach Resort in Phuket, Thailand.

Australia had nine representatives (with partners). They were:

- Terry Davies
- George Artemiou
- Mick Blowers
- Rod Totten
- Kristine Hendry
- Mike Lee
- Laurie Cini
- Andrew O'Callaghan
- Pippa Neilson

These people were nominated by their peers, with representation made to the Country Support Management Team by their respective managers. Each nomination received a gift voucher of A\$100 in recognition of their efforts.

The criteria for eligibility was as follows.

The Employee:

1. Met and exceeded customer expectations in every respect.
2. Contributed consistently as a premier team player
3. Demonstrated the ability to create enthusiasm within the group and have a positive manner when liaising with both team members, internal and external customers.
4. Showed sustained commitment to superior results in executing the duties of their role. They had/have a firm understanding of the role within Customer Support and how it contributes to the business and customer satisfaction.

Congratulations to all those who were nominated. Reports indicate that the winners had a terrific time in Phuket!

Profit sharing

HP distributed more than \$US267 million in cash profit sharing for the second half of FY95 to more than 97,700 employees throughout the world. The profit sharing percentage of 11.46% of employees' semi-annual pay was the highest payout in HP's history.

Letters to the EDITOR



Dear Editor,

I would like to comment on the quality of your magazine. I am a HP Singapore employee and a copy of your magazine happened to float across my desk the other day. After briefly scanning through the publication, I was impressed by the quality and mix of story content. Great work. Why don't you distribute across Asia-Pacific?

Editor: Thanks for the feedback. Inform's sole purpose is to disseminate information about the goings-on in Australia and New Zealand. This means that we are not geared up, both with resources and budget, to go across Asia-Pacific. Perhaps with more of the feedback you have given us, this will change in the future.

Dear Editor,

I would like to comment on Bill Hilliard's "Think like a Customer" column in the last edition of *Inform*. Although, this may be construed as "sour grapes", the truth is that these were all the right words, but the question is whether it's reality in practice. Primarily, HP is not geared up to "Think like a Customer". We have separate business functions who find it difficult enough to talk to one another, let alone work in harmony to meet customer needs. Instead, we seem to be saying all the right things without making the structural changes to make things happen.

Recently, we heard of a merger between the PSO, CSO and CPO organisations, but what does this translate to – absolutely nothing.

I am not intending to personally attack Bill Hilliard, it is just a little hypocritical that customer satisfaction within HP appears to be the prominent issue that keeps "biting us in the bum", yet I am not seeing anything changed to ensure we serve our customers to the best of our ability. After all, our customer still complain that they cannot even find one

central point of contact to have the queries answered. If we can't even get the basics right, how are we expected to "Think like a Customer".

Dear Editor,

I was impressed by the level of HP "Community Service" that we appear to be involved in at the moment (namely the primary school story and the museum story in the last edition of *Inform*).

The problem is, I don't think we are really leveraging off this philanthropy. Apart from *Inform*, I question how much the wider community is exposed to the good deeds and corporate citizenship of HP. If we are doing all the right things, well let's tell some people about it.

Editor: The last story's mentioned above were both publicised in the press. I guess the real problem is more the fact that the internal communication channels are not working as well as they should.

Inform us, now on Mailnode

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.

