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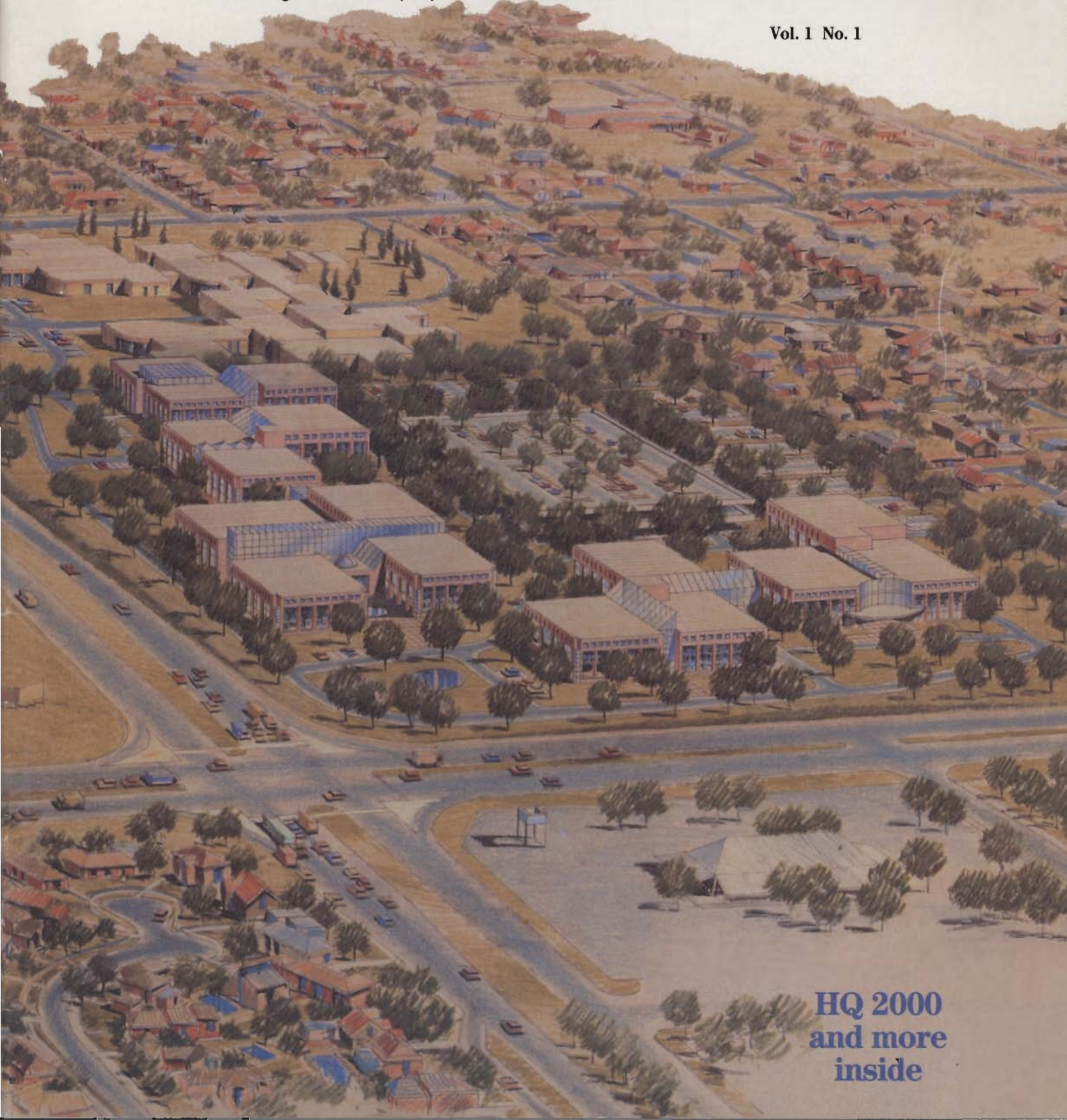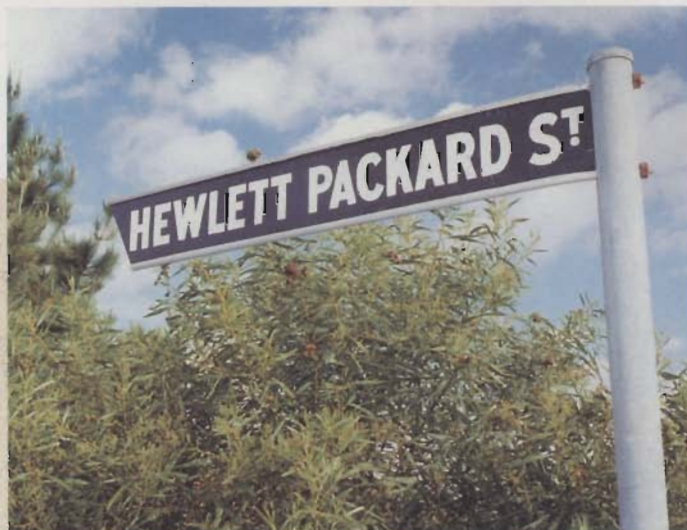
The magazine for the people of Hewlett-Packard in Australia and New Zealand

Vol. 1 No. 1

HQ 2000
and more
inside

A street named Hewlett Packard

- *HP Street ... inspired by a calculator.*

introducing

inform

Welcome to the first issue of your new bi-monthly magazine. But what's happened to **depth**, you might ask? The simple answer is that it has evolved into two new internal publications; *inform* and *About Us*.

inform follows the approach of its parent publication *Measure*, providing a broad view of HP in Australia and New Zealand, hence the inclusion of the latest issue of *Measure* and the mailing into your home, as is the case with Measure in the U.S.

Its focus is you – your contributions to our company and customers, your families, your lifestyles and your interests.

Why *inform*? The title comes from our corporate purpose statement that what HP is ultimately all about is creating products that enhance people's lives through providing access to useful information. Inform expresses action in line with our purpose.

In November, the first issue of the monthly newsletter *About Us* will be distributed throughout our Australian

ABOUT Us

- *About Us ... the first issue of this new publication is due out in November.*

and New Zealand locations. This publication will keep you up to date with company directions, organisation and personnel changes, news items and specific areas of company activities – it's about the company all of us work in.

I hope that you enjoy *inform* and welcome your feedback and, especially, your input.

David

David Hattrick
Corporate Communications Manager

By Tim Boord, Adelaide

How *does* a street get its name? That was the question on everyone's lips at HP's Adelaide branch office when it was discovered that a **Hewlett Packard Street** existed in the southern suburb of Reynella.

In most cases streets are named after some historical figure, a local historical event, an aboriginal name, flowers and plants – but a computer company?

In 1983 the land where Hewlett Packard Street now stands was being developed for public housing by the South Australian Housing Trust. Surveyors were called in to sub-divide the land and as the developers and surveyors were given naming rights for the new streets, various names were submitted to the local authorities for approval.

For some reason, a few of the original streets names were deemed inappropriate. So one of the surveyors working on the site, pressed for time to come up with a new name, looked down at his desk and noticed his trusty Hewlett-Packard 41CV scientific handheld calculator (now superceded by the 48SX). This instrument had always served him well, so he thought to himself: "What better name for a street than Hewlett Packard Street?"

These days Hewlett Packard Street has come a long way from that moment of inspiration in one surveyor's mind. It has become the centre of a large community which appropriately houses the local Reynella East High School.

In little more than two years the Big Move to the new regional HQ of Hewlett-Packard Australasia will begin.

While not far away – it is sited like the present Blackburn HQ within the City of Nunawading – it will nonetheless set the tone and style for both a new corporate era and ethos.

Headquarters 2000

Under the company's Metro Master Plan all of HP's Victorian operations will be brought together on the one site – a vast 8.5 hectares (21 acres) on the corner of Burwood and Springvale Roads East Burwood – for which rezoning as a "Technology Campus" is currently being sought. This process is expected to take another 12 months.

In common with similar projects elsewhere, such as Technology Park in Adelaide and the planned Latrobe Technology Precinct in Melbourne's north west, the new HQ will feature a modular, horizontally integrated design (see cover) appropriate to the new commercial environment ushered in by the Federal Government's Partnership for Development program.

The program sets benchmarks for export levels to be achieved and investment in research and development. While HP will meet these objectives in a variety of ways from its local and international resources, equity and royalty-sharing arrangements on site with local manufacturers are assuming more importance in the context of rapidly changing market demands. They allow greater operational flexibility and optimise turnaround capacity. Bill Hilliard and his team are actively pursuing several such arrangements at the present time.

As far as possible the existing natural environment – and this is a virgin site – will be preserved and all development integrated with it. What all this means in day-to-day practice is a more low-key, more comfortable working and living environment – better air, more trees – coupled with more fluid client/customer access and greater autonomy in the workplace. Says Regional Property Manager John Daley: "The new Regional HQ will be designed for the 21st century.

By Richard Murphy, Melbourne

- *Peter Carrazzo (left), Bill Hilliard and John Daley survey the plans for HP's new regional headquarters.*

"Intelligent building techniques will enable a *world class* work environment combining low-energy use and advanced communications and computing resources with environmental sensitivity."

Funding for the project will be sourced from a mix of loans from HP Head Office, equity from deals with local manufacturers under PFD agreements and profits from local operations.

Overseas sales of ATO's Sonet/SDH analyzers alone will contribute $20 million to the local export drive this financial year. The Sonet/SDH analyzer has been short-listed for an Australian Export Award and all indications are

HQ background

that HP Australasia is poised to take advantage of a globally expanding market for specialised telecommunication products. Equity-sharing (and by implication, knowledge-sharing) arrangements with local manufacturers already underway and in the pipeline will underpin the exports thrust and – on the ground – promise a more stimulating and diverse working environment as the new Regional HQ becomes a reality.

Abbotsford staffers are likely to be the first to feel the effects of the Big Move as the building lease winds down and is offered on the market early in the new fiscal year. ℹ

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

The year was 1973 and the HP35, the world's first scientific pocket calculator, was the hottest thing on the market.

At the new Hewlett-Packard offices in Blackburn, Joy Wingard had to twist the candidate's arm to get her to take the job of administrative assistant. (How times have changed ... a recent job advertisement resulted in hundreds of enquiries).

Left: Brandy ... the bath-loving cat!.

Below: Wendy at home with Danny, a sufferer of cerebral palsy.

A generation of support

Not that Wendy Mosden had anything against computers – she knew next to nothing about them at the time.

Wendy certainly caught on quickly. Over the next few years she developed her skills, moving from administrative assistant to computer operator and, later, operations supervisor.

Under John Springwall, she helped to build and maintain the library for the HP2000Es and 2100s in the days when "archive" meant what it said: a large, musty storage room crammed with rolls of magnetic tape.

Well, it will be 20 years next February since Wendy signed on as assistant to Bill Caelli, making her the **longest-serving female employee** in Australia and New Zealand.

Wendy, as a good team player, talks first about the global changes she has lived through in the workplace – "I'm sitting now (in Support Admin.) where the canteen used to be" – and has to be coaxed to talk about the self her co-workers see: the co-ordinator, the facilitator, the networker.

Her wide and varied knowledge of HP internal systems has been of great assistance to the Support Contracts team.

"Wendy has directly contributed to many productivity improvements in her time here," says her supervisor Pam Seibert.

This praise is reinforced by her department manager Jack Gargano.

"Wendy's a lot of value in Support

By Richard Murphy, Melbourne

Wendy (left) at work with colleag Elizabeth Schroe

Systems. She's very adept at turning out marketing-oriented reports for management services," he said.

Wendy draws on her self-taught Business Report Writer (BRW) skills to collect and assemble widely spaced data generated from our contract base.

Wendy shares her North Ringwood home with Carolyn, a high school teacher, two dogs Whisky and Ebony, and Brandy ... probably the only bath-loving cat in captivity (see photo).

The abundant vegie garden in the backyard – with its healthy crop of tomatoes, broccoli and silverbeet – reflects Wendy's desire to do things well.

As many at HP Blackburn will know, Wendy and Carol have taken on a monumental responsibility with Danny,

a 13 year-old cerebral palsy sufferer. Danny's case is pretty severe, and HP staffers last year contributed to the $700 needed to buy him a special exercise bike which, says Wendy, has helped greatly to strengthen his leg muscles.

Danny spends weekdays at the St Paul's School for the Blind in Kew and looks forward to his weekends with Wendy and Carol.

The winding down of "Mozzo's" main career roles, as she approaches retirement, just happens to coincide with increasing claims on her attention at home and the beckoning lure of her long-planned trip around Australia.

We are confident Wendy will bring as much grace to her future activities as she does to those in the office. ℹ

• *Linda Howes keeps a watchful eye over baby Robert, born 11 weeks premature.*

# The miracle of little Jonathon

by Tim Boord, Adelaide

Today Jonathon Wilkin is a happy healthy little boy – so much so that it's hard to believe that when he was born in April this year, he almost didn't see 24 hours of life.

While most parents expect traumas and heartbreaks as they lovingly watch their children grown, for Peter Wilkin, a Customer Engineer (Computer Systems) at HP's Adelaide branch office, and his wife Lesley, the pain came a little earlier than they had expected.

The birth of baby Jonathon appeared to go well, but within 24 hours the situation had dramatically changed. Jonathon's lungs aspirated blood and became weak and suddenly Peter and Lesley were being told their son had a 5 per cent chance of surviving the next day.

Doctors rushed little Jonathon to the Royal Children's Hospital (RCH) in Melbourne where he would be given Extracorporeal Membrane Oxygenation (ECMO) treatment.

In a healthy child, oxygen is circulated throughout the body when blood is pumped from the lungs. But when a child's lungs are too weak to add the necessary oxygen to the blood and remove the carbon dioxide, outside help in the form of ECMO is needed. This involved the removal of blood using an artificial heart and lung, adding oxygen to that blood and transferring it back into Jonathon's body. This allows the vital organs to rest while they build up the strength to cope with blood oxygenation by themselves.
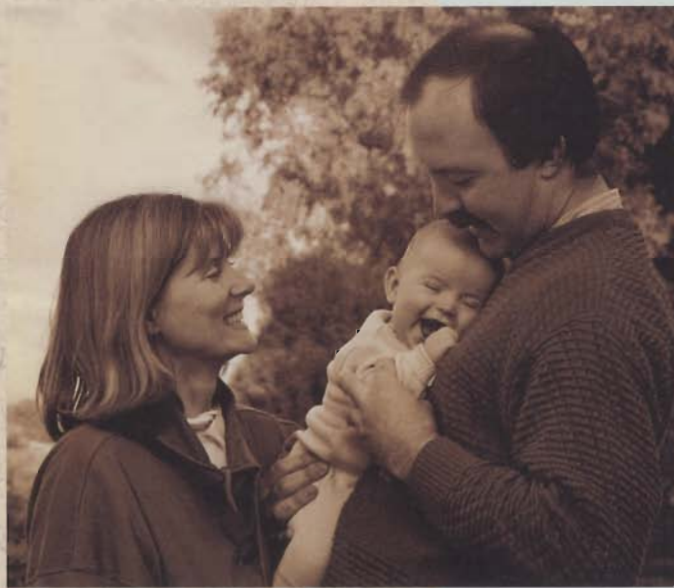
• *Lesley and Peter Wilkin share the joy of a happy, and healthy, baby Jonathon.*

After seven days on the ECMO treatment there was no sign of improvement in Jonathon's condition. However, overnight, as suddenly as the whole trauma began, Jonathon's chest finally started to move.

But Peter and Lesley still couldn't relax. Just when the prognosis looked a little brighter, Jonathon had a severe reaction to one of the drugs.

"We were sent out of the room while they tried to stabilise him – it was pretty horrific," Peter says.

After nine days in Melbourne, Jonathon was flown back to Adelaide to be treated and observed at the Flinders Medical Centre. Although improving rapidly, he was still in need of intensive care, but after several weeks, Jonathon was well enough to go home.

While Jonathon was in hospital HP was there with him in the best possible way.

"All the equipment that monitored his vital signs was Hewlett-Packard," Peter says. "So I had a bit of an interest on the side, althought I'd rather it not have been my child lying there hooked up to those machines. But in a way, I'm glad it was – it didn't miss a beat."

Peter says HP supported he and Lesley throughout their ordeal and the staff from the Melbourne office passed the hat around and made a donation in Jonathon's name to the annual telethon appeal in aid of the RCH. ⓘ

Hewlett-Packard a life-saver for NZ staff

Two Wellington staff had cause to be very grateful for Hewlett-Packard technology recently following the premature birth of their children.

Cheryl Brown, Marketing Associate, Test Measurement Group, gave birth to her daughter Shannon 6 weeks prematurely. Shannon was immediately placed in an incubator at the neonatal unit at Wellington Womens Hospital where her heart beat and breathing were placed under the watchful eye of an ever reliable Hewlett-Packard monitoring system.

A few week later, Linda Howes, the wife of General Manager, Greg Barton gave birth to their son Robert 11 weeks prematurely. Robert weighed a mere 1000 grams (about 2.5 lbs) at birth and spent seven weeks in the incubator, again monitored by HP equipment. Both babies are now progressing well. ⓘ

HP shines in sunny Queensland

HP's Queensland office is celebrating a major breakthrough in the local government field, one which is bound to have significant repercussions.

In tandem with Genasys II Pty. Ltd. – HP's exclusive associate in seeking local government solutions – the company has supplied a Financial System for the Pine Rivers Shire Council and has successfully tendered for a Geographic Information System.

Long recognised as a leader in utilising computer technology in a local government environment, the Pine Rivers Shire Council (located on the northern outskirts of Brisbane) is one of the largest shire councils in the state of Queensland.

With an annual growth rate approaching 5 per cent, Pine Rivers is among the fastest-growing shire councils in Queensland and one of the boom population growth areas of the entire country.

The deal was assembled by HP Sales Representative, Tony Beatton, in

- *Genasys II Account Manager Steve Green (left), Pine Rivers Shire Council Manager Electronic Data Processing Brad Rosser and HP Sales Representative Tony Beatton ... first penetration of the local government market in Queensland by HP and Genasys II.*

association with Steve Green, Account Manager for Queensland, Genasys II Pty. Ltd. It marks the first penetration of the local government market in Queensland by HP and Genasys II, and augers well for the future.

"The Pine Rivers Shire Council went to public tender for the replacement of their existing Financial System, and then for the acquisition of a Geographic Information System," explains HP's Tony Beatton.

"After an extensive evaluation of both software and hardware, the Council decided on the HP and Genasys collaboration for both tenders."

Pine Rivers Shire Council has a well-deserved reputation in effective use of computer technology which stretches back over two decades. "This Council has been on the leading edge of technology for many years," confirms Deputy Town clerk, Gary Bryce.

"It was the first council in Queensland to computerise the rate book back in 1972. By 1976, we had in place a system using a combination of software which worked very well for us and lasted for 16 years," says Gary.

"Last year we decided to upgrade the technology and we wanted to move into a UNIX series *open environment* situation."

Notes HP's Tony Beatton: "Since we at HP are the largest suppliers of UNIX open systems, coupled with the Genacis Financial System by Genasys II, we were optimistic that we were in with a chance."

The public tender was called midway through 1991 and the successful bid was announced in January. Installation was completed by July 1 and involved a HP 3000 927, a 9000 827 and a 9000 720 combined with the Genacis Financial System and the Ingres Relational Data Base.

*By Ritchie Yorke,
Brisbane*

The Geographic Information System also was tendered in July 1991 with HP and Genasys II again the successful bidder. This installation was expected to be completed in October and involves a HP 9000 720 and three 9000 710's.

The Genacis Financial System has been chosen by 52 local authorities along Australia's Eastern Coast but this marks the first installation in Queensland.

"It's a significant win for us," notes Steve Green, Genasys II Account Manager for Queensland, of the exclusive collaboration with HP. "This opens up a Queensland base for both Genasys and HP ... we're very pleased to make such significant progress in a matter of only 12 months."

HP's Tony Beatton wholeheartedly agrees: "Since the Pine Rivers Shire council is regarded as being on the cutting edge of technology, the future looks very bright for us here in the Sunshine state."

HP's man in the van

By Paul Yurisich, Auckland

He's become the city computer users suit-clad superman, responding to customers' urgent repair needs faster than a speeding workshop-bound engineer.

He's Jack Vlas – HP Auckland's man in the van, a service started last year to quicken turnaround times and cut customers' down-time.

The job of on-the-road customer engineer has made Jack Vlas, literally, a Jack of all trades – the versatile quick response, Mr Fix-it, mobile customer service person. His workshop on wheels is designed to have him on the scene of a HP printer fault, big or small, within hours, with the equipment enabling him to fix the problem on-site at his fingerprints.

He covers an area from Silverdale, just to the north of Auckland, to the small township of Pukekohe at the foot of the Bombay Hills, south of the city.

"In the van I've got every part required to fix 99 per cent of printer problems in New Zealand. Everything's in here from vacuum cleaner to spare toner, all the different maintenance kits and every sort of manual possible."

The man-in-the-van idea was brought to Auckland following a three-month trial in the Wellington region. It has already proved so successful plans to put a second van on Auckland roads, catering for screen and HP Vectras, are now being considered.

"Most of the customers are pretty amazed by it – they feel the service is a real step forward," says Jack.

"Reaction among staff was a little mixed at first – we weren't sure if it would work as we hoped – but even those who were sceptical now back it 100 per cent. After four months it all started to look good and now, 10 months down the track, it's come out better than anyone had hoped for."

Before taking to the road last November, Jack had spent his two-and-a-half years, since joining HP, working in Auckland's bench area, repairing
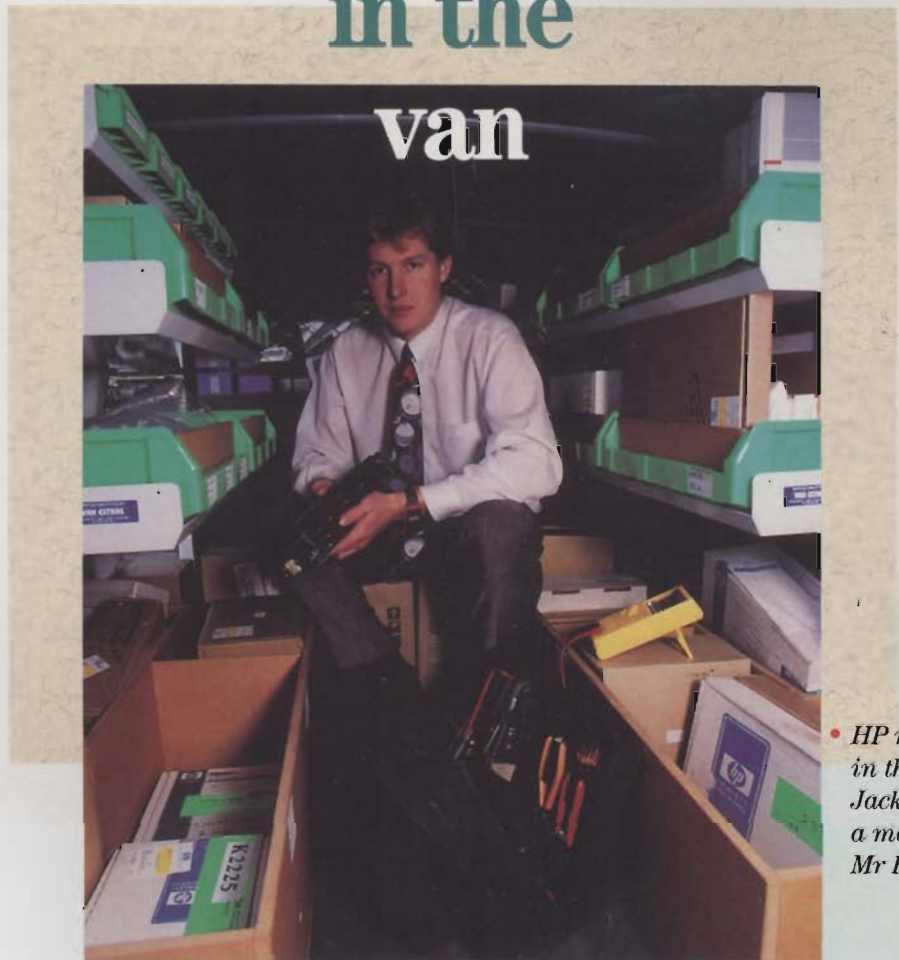
HP man in the van Jack Vlas ... a mobile Mr Fix-it.

equipment brought into the workshop by customers. The closure of the bench area and switch to the van service has slashed those repair times by more than half.

"When things were going really well on the bench area it was a day-and-a-half to two days turnaround, when they were hectic it was pushed out to three, three-and-a-half days," Jack said. "For some companies that was like chopping off an arm."

But now Jack is normally on the spot making repairs within half a day, a *world class* improvement.

"One of the very first goals we set for it was to get as close as possible to a 100 per cent fix rate, not to have to bring things back to the workshop and not to

have to go out again to fix them. We're running in the mid-90s for a first-time fix rate at the moment."

A typical day sees Jack on the road to the first of an average eight daily calls about 9.30 a.m. It's a job he enjoys – out meeting people, seeing more of the Auckland area and keeping clients happy. A job well-suited to his friendly, chatty manner. Customers needing his service simply dial an 0800 freephone number which connects them through to support engineers in Wellington. They ask a list of basic questions to try to pinpoint the problems before tele-paging Jack.

Finally, Jack's job philosophy is simple: "I go in, fix the problem, and get out as quick as I can." ℹ

HP *helping* the community

By Alan Eager, Sydney

Hewlett-Packard's policy of helping the community was put into action early in September when a group of students were shown the Company's new Office Management Program, Aus-COE.

The students from the nearby Meadowbank TAFE College have a project on the automated office as part of their computer studies for the HSC.

Their TAFE teacher approached Hewlett-Packard for information on office automation and Trudy Edghill, Sydney HP's Information Technology Co-ordinator, was there to help.

"This is one of the objectives of raising the awareness of what HP can offer in better communication technology and at the same time be seen to be helping the community," Trudy said.

In this case it's helping students in what they are trying to achieve and make them aware of the environment they will be working in when they join the work force.

In a 'show and tell' situation in HP's Sydney training rooms, Trudy was showing the students the Common Operating Environment (Aus-COE) that is to be used throughout the company.

Trudy told the students, "We don't look at it as one automated office but as a global office and HP is part of a global automated network."

"I want them to see this side of the real world in their studies," she said.

In the HSC computer course, students do all the theory on computers in the class and Trudy was able to show them HP's automated office in the New Wave Environment with everything in the one spot.

"They had never seen anything quite like it before," she said. "It's user friendly, a nicer environment than DOS with everything at their fingertips."

The ways in which it works regarding security, software licensing and the tools were some of the things the students had not seen before in this global networking environment.

Trudy Edghill, HP's Information Technology Co-ordinator, discusses HP's new Office Management Program with students from the Meadowbank TAFE College.

As part of HP's **involvement in the community**, Trudy was a presenter in the Choices Program, initiated by former HP Managing Director, the late Malcolm Kerr, where she spoke to Year 10 students trying to make them realise the value of their education. For Trudy, this pilot showing of the new office management program is another step and a follow-on from the Choices Program.

"These students have seen the value of education and are trying to put it into practice," she said.

This is just one example of HP's Sydney office helping future computer users see another side of this broad complex subject. 🛈

Inform us

Your contributions to *inform* are most welcome. "Letters to the Editor", comments and story ideas should be sent via HPDesk to David Hattrick at Blackburn.

We are also interest in recieving photography from HP people – the preferred format is transparencies or slides with a picture proof.

All contributions will be returned after use. 🛈

Moved or moving?

We want to ensure that you get every issue of *inform*. Please advise Personnel of your change of home address via HPDesk **HPA Personnel** or call Rosie Vine on +61 3 272 2736. 🛈