

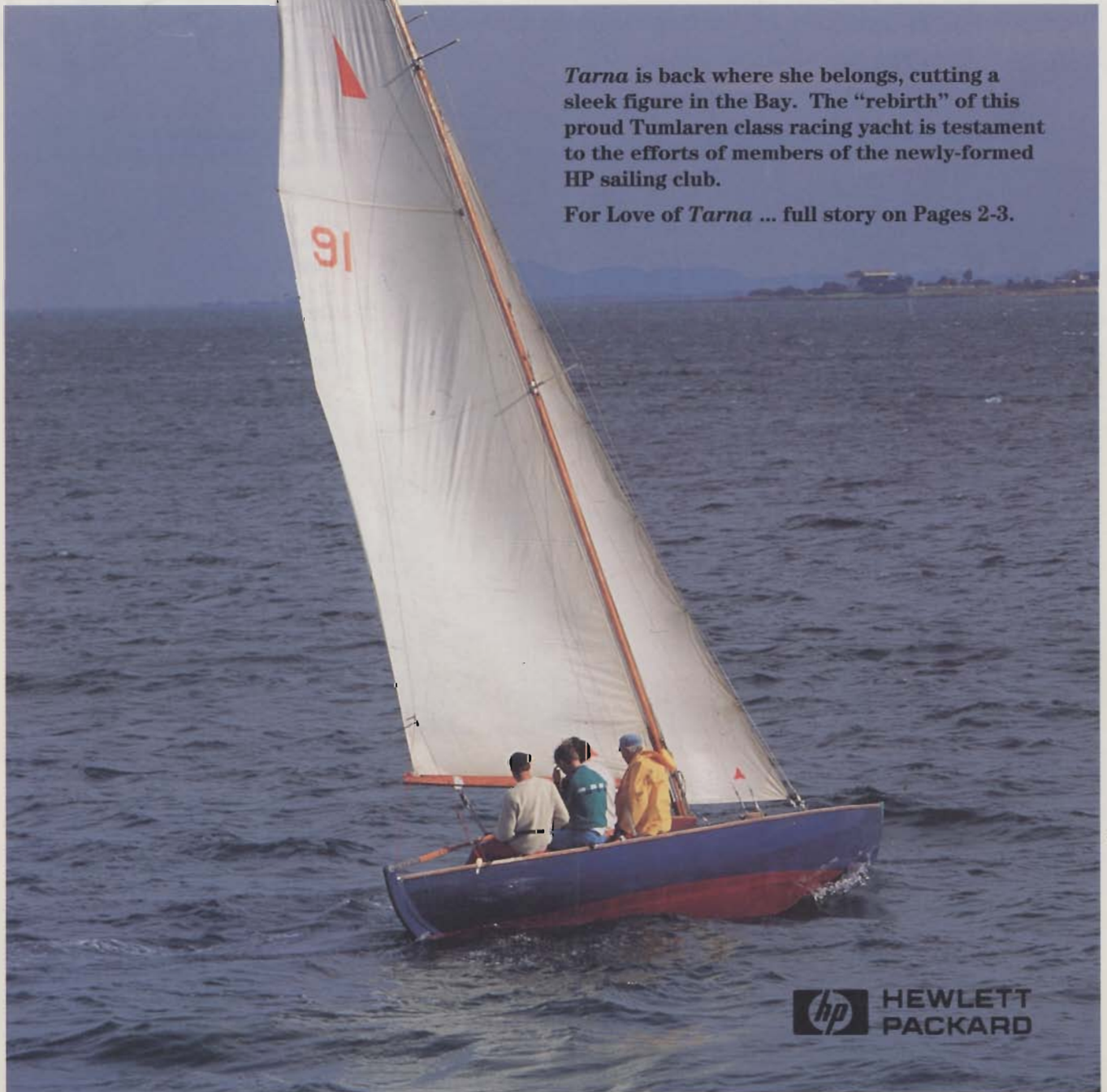
inform

Volume 1
Number 5

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

Tarna is back where she belongs, cutting a sleek figure in the Bay. The "rebirth" of this proud Tumblaren class racing yacht is testament to the efforts of members of the newly-formed HP sailing club.

For Love of *Tarna* ... full story on Pages 2-3.



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- *What a mess ... **Tarna** before the refurbishment by HP yachting enthusiasts.*

For love

By Sandy Burgoyne, Melbourne

"*Tarna* is a lovely boat. She sails beautifully," says Paul O'Brien, a member of the HP Logistics team at Blackburn.

Few would have agreed with him that winter's morning last year when *Tarna* was lifted from her mooring at the Royal Melbourne Yacht Squadron (RMYS).

The stalwarts of the recently formed HP sailing club were confronted by a 55 year-old, mastless hulk which had been both larder and dining hall to water rats and sea birds for three years.

The once-proud Tumblaren class racing yacht smelt like a fishmongers and looked like a wreck.

With *Tarna* out of the water and supported by a wooden cradle, HP staffers set to work with shovels to scrape off the freeloaders living on her underside.

With them out of the way the classic Tumblaren 'wine-glass' shaped keel was again exposed.

Paul O'Brien had a fast initiation into the mysteries of Over Dimension transportation as he towed *Tarna*, which towered above his 4WD, from St Kilda to Head Office in Blackburn.

The HP sailing club held their collective breath as boat and cradle just scraped through the roller door.

David Wilkinson, an Analytical CE at HO, was a prime mover of HP's *Tarna* project. He arranged for the use of the ground floor at 25 Joseph Street, an integration space for PCs and systems. The area's cellar-like cool, stable atmosphere proved ideal for boat restoration.

Six months of work followed with Paul O'Brien and David co-ordinating the efforts of the HP sailing club members.

David helped in the restoration of 'Phantasy' – a similar yacht – and he used that experience to plan the rejuvenation of *Tarna*. He has sailed dinghies since he was a child and when the owner of *Tarna*, Ken McDonald, offered the Tumblaren to him for restoration he jumped at the opportunity.

"There are a lot of people in HP who have a dream to go out on the water sailing and I came up with the idea of getting them to help out and getting the benefits when it is finished," he explains.

Paul O'Brien puts the genesis of the HP sailing club differently: "Let's all get together to restore this heap of rotting

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Marketing mission

Introducing Margaret Anderson, HP's newly appointed CPO field marketing manager, based in Auckland.

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Teamwork for success

A team effort by HP in Canberra, Melbourne, Sydney and California secures an ACT Government contract.

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HP to the rescue

Karen Claridge has two children with disabilities ... and thanks to HP she now gets some time to relax.

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Howzat!

Melbourne-Sydney rivalry is alive and well. The battleground ... a cricket pitch.

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- *Back where she belongs ... the proud Tummlaren class racing yacht cuts a fine figure in the Bay.*



of *Tarna*

wood.” Paul is also a sailor, but his experience is as a crewman with large off-shore craft sailing between capital cities. He is in demand as a cook as he can man a galley in a rolling boat without turning green.

With the job of removing the old paint out of the way, Tom Whitfield, an expert in wooden boat construction, was called in. David remembers: “He didn’t say much.” Paul adds: “He used a diagnostic finger, tapping here and tapping there.” Tom’s conclusion was of a surprisingly sound boat, given her age and the neglect of the past few years.

The Tummlaren class is of all-wood construction designed in Sweden in 1933. *Tarna* was built in Australia four years later, mainly of local timbers. Understandably some parts of the boat had to be replaced and where possible the same timber was used. As Paul says: “Wooden boats are real boats. *Tarna* is a classic racing yacht.”

Perhaps the most depressing discovery was that half the copper nails in the hull had faded away. About 1000 nails were replaced and Paul estimates it took 100 hammer blows to drive each one home.

After much sanding, scraping, shaping, caulking, hammering and painting the now resplendent *Tarna* was returned to her mooring. Her mast had fortunately been recovered soon after falling into the Bay some years earlier. After repair it was stored at the Royal Melbourne Yacht Squadron along with her sails and these were now refitted.




All the hours of work and frustration were left far behind when *Tarna*, skippered by David and crewed by Geoff Brown and Darrin Romasz, competed in this year’s St. Kilda to Geelong race on Australia Day.

Many of the *Tarna* helpers had no previous boating experience, but they are now learning the art of crewing with David.

The HP sailing club plans other activi-

ties such as a sailing weekend on the Gippsland Lakes, sailboarding days and social sailing days for dinghies and yachts.

Tarna will be a regular competitor in events for her design.

The Tummlaren class is still well contested with more than a dozen sailing regularly at the RMYS. *Tarna*, in her livery of midnight blue and red, will carry the HP analytical logo. 

Margaret's on a marketing mission

HP's computer products profile in New Zealand is being given a boost.

And expect a few upward changes in some sales areas, if Margaret Anderson has her way.

Margaret's been appointed in the new CPO position of field marketing manager, based in Auckland.

She'll work at consolidating the position of HP's already established markets, developing new ones and providing constant feedback to marketing development.

Already one area's been targeted – she plans to concentrate a lot of early energy on PC business, something Auckland branch manager and NZ CPO boss Mel Weston is keen to see expanded.

"When people think of HP here they think of a printer company. That's really wrapped up ... but if we could have just a small fraction of the PC market it would really increase revenue," says Margaret.

"We are starting to get a lot more market acceptance in PCs, so it's an area getting my special attention at the moment."

"I'm really impressed with the product range. It's compete, it's innovative, it should be unstoppable ... you can't blame the products for not selling."

Margaret joined the Auckland office in late April from database company, Oracle, where she'd spent five years – the last two in marketing.

"There was a real challenge there, in marketing software. It's intangible ... you can't rely on the appearance of it. You can't touch it.

"But here I've got a very broad role and there are actually a lot more challenges. There's a lot of room to develop in this job and I'm not going to get bored," Margaret enthuses.

*By Paul Yurisich,
Auckland*



• *Margaret Anderson ... Boosting HP's computer products profile in Auckland.*

"Technology's constantly moving and developing and the products we're marketing this year won't be around this time next year. It'll be something completely new."

A graduate of a three-year commerce degree at Auckland University – majoring in information systems – Margaret went to Unisys, on a graduate programme for her first real taste of the computer industry.

The move to HP, she says, was one she'd long been keen to make.

"It's one of the few hardware companies I'd want to work for. I've only ever heard good things about HP.

"It's a very people-oriented culture. An environment where I would be supported was a real attraction," she said.

• Margaret's appointment is one of two boosts to the Auckland office. Service engineer Nigel Owen, who's been with HP for five years, has taken up the new role of training specialist. 

- Steve Brine played a vital role with the team to secure the ACT Government contract.

**By Trevor Creighton,
Canberra**

On March 30, Bob Robertson, general manager of Hewlett-Packard's Computer Services Operation, and Phil Sadler, of the ACT Government's Computing Service, signed the contract for the Government's largest ever Open Systems acquisition. On hand to witness the signing was Terry Connolly, ACT Minister for Urban Services.

The ACT Government has purchased an HP9000/H50 system in a dual Symmetrical Multiprocessing configuration. The system will ultimately support a user base of 600, employing the Human Resource Management System (HRMS) software, ASPECT Computing's PERSPECT.

Although various departments of the ACT Government, including Motor Vehicle Registry, Public Works and Services, and Education, were existing clients of HP, the tendering process for this contract was highly competitive.

HP's ultimate success was chiefly the result of three factors: the excellent track record of reliability and service of existing HP equipment, HP's reputation as a developer and innovator, and tremendous teamwork within the HP organisation – from Canberra, Melbourne and Sydney ... and across the Pacific to California.

Eighteen months ago Canberra's branch general manager, George Nicola, began moves to "beef up" sales and support strength within the office. Part of this process involved recruiting Steve Brine to an account management role from HP Wellington. Steve had been with HP Wellington for the previous nine years, the past two managing Hewlett-Packard's Health Care Information Systems Program. With Steve on board, George Nicola developed the business case and pricing strategy for the bid. Ian Scott, David Burton and Seong Chuah, Canberra-based PSO members, put the proposal together. After receiving expressions of interest from a number of manufacturers, the ACT



Teamwork the key to HP contract success

Government short-listed five. Along with HP were Data General, Pyramid, Sequent and Unisys.

To succeed, HP needed to both demonstrate impressive levels of performance from existing machinery and convince the ACT Government of its capabilities for significant future development – in this case over the three years of implementation. The Government further whittled the list of prospective tenders to three and established a benchmark test wherein the various manufacturers' machines were required to handle a simulated 300 user situation, running the PERSPECT software.

Getting HP's equipment package to benchmark performance was a minor logistical miracle involving, chiefly, the PSO, HP Canberra and a trans-Pacific link. Ray Ffrench from PSO Melbourne was on hand early in the piece to fine tune the PERSPECT application to the HP9000. Ray is an expert in running PICK applications (such as PERSPECT) in HP's UNIX environment. About two days before the benchmark it was realised that, in order to adequately run the test, the hardware would have to run on-line to the United States. As luck had it David Triggs, Performance

Consultant with PSO Sydney, was about to depart for a conference in California. Steve Brine contacted David the evening before his departure for California and arranged for David to fill his leisure hours standing by the telephone at HP taking readings of how long the system was taking to execute commands, setting the system up and getting it running optimally; on one occasion until 3a.m.

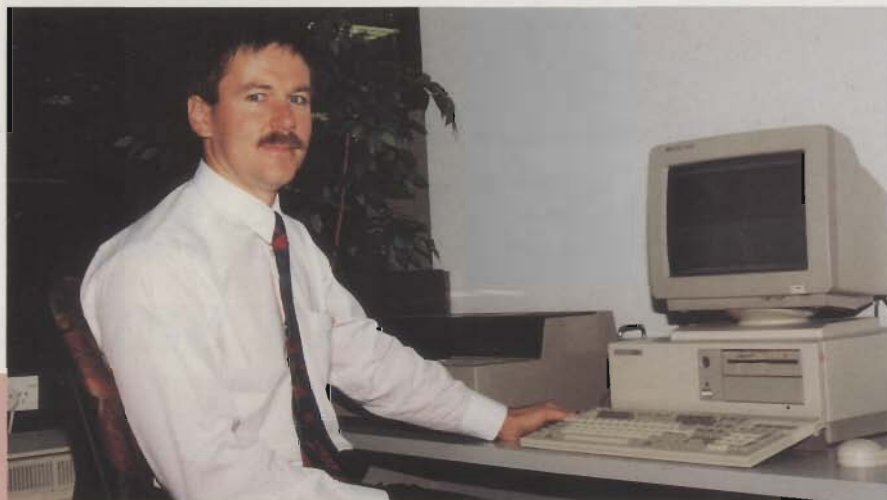
If that wasn't enough, Ray Ffrench had to leave just before the benchmark test, which is where Nelson Chong stepped in. Nelson, also from PSO Melbourne, is a master of fine-tuning HP's machinery. So Nelson spent many hours conversing via trans-Pacific telephone link with David Trigg at HP's Capacity Planning Centre in California. Nelson and David were instrumental in getting HP's hardware performing as well as it did.

When it got down to the wire, the ACT Government's decision in favour of HP reflected a high regard for our track record. They also felt comfortable and confident working with HP.

In deciding to go with HP, the ACT Government placed its faith in HP's ability to not only supply outstanding existing equipment, but to maintain its position at the forefront of innovative technologies and to deliver these to users in the future. □

Computer care: HP to the rescue

By Peter Burke, Wellington



- Senior systems engineer Bill Gyde ... a "people-focused" engineer.

"She rang me personally and explained her plight and it seemed such a genuine need ... on this occasion I felt that we could help."

– General manager
Greg Barton

The donation of a Hewlett-Packard Vectra PC is proving to be a great relief for a Wellington family.

Karen Claridge and her husband John have two young children with disabilities. Renee (4) has Down Syndrome and Robert (7) has Perthes Disease – a congenital hip disease which means that he has to keep very still and cannot run around and play like other children. He was in plaster from the waist down for three months as part of the treatment for the complaint. (The Claridge's also have two other older children).

Dealing with children in need of constant attention was proving quite a handful for Karen, so she decided to look at ways of getting some time for herself and also something that would interest, entertain and help the development of Renee and Robert.

"A computer seemed a possible solution for Robert," she said. "The idea of him sitting in front of the screen and not moving around was very important. But we really didn't have the money so after approaching a number of retail outlets I

called Hewlett-Packard on the off chance that they might be able to assist," she said.

General manager Greg Barton said the request for assistance from Karen Claridge was a little out of the ordinary. "The fact that she rang me personally and explained her plight and it seemed such a genuine need that was above the dozens of requests that are made each year for assistance. On this occasion I felt that we could help," he said.


But supply of a suitable PC was not the end of the problem for Karen and her family. They had limited experience with computers and needed assistance to use the machine and any software.

Greg put a note around the Wellington office asking for volunteers ... and he got one in senior systems engineer Bill Gyde. Bill has been with Hewlett-Packard for nearly nine years and was chosen for this task for a number of important reasons. The fact that he lived in the same suburb (Whitby) was one reason. He also has a young family with children of a similar age to the Claridge's. But a key factor was his excellent personal and customer service skills and the ability to relate and empathise with the special needs of a client.

A self-confessed "people focused" engineer, Bill sees his role as helping others over the technology barrier ... and he has been able to apply this philosophy in dealing with his two young clients.

Karen Claridge has acquired some educational software from friends and Bill has been teaching the youngsters how to use this. He keeps in regular contact with the family and is on hand to solve any problems. "We have such things as 'hangman spelling' and some maths games which have a bit of noise and this makes the learning process entertaining as well as educational," said Bill.

And for Karen Claridge, a HP computer has made a huge difference to her daily routine. "Robert in particular enjoys the computer which means he stays still while he's learning. For me, well I can get the occasional break ...

"I can't thank Hewlett-Packard enough for their generous gift," she said. 

- Penny McClelland, senior branch secretary of HP Queensland, presents a PC to Trevor Farrell, executive director of the MS Society of Queensland.



Forging links with those in need

Success in the 90s is not always measured in the corporate balance sheet.

*By Ritchie York,
Brisbane*

There are times when providing assistance to those less fortunate than ourselves can be an integral asset in a company's annual output. Not as easily measured perhaps but a distinct and vital aspect of corporate endeavour.

Such is HP Queensland's involvement with the Multiple Sclerosis Society of Queensland, an arrangement which has been in place for three years and has provided invaluable support for MS sufferers in the Sunshine State.

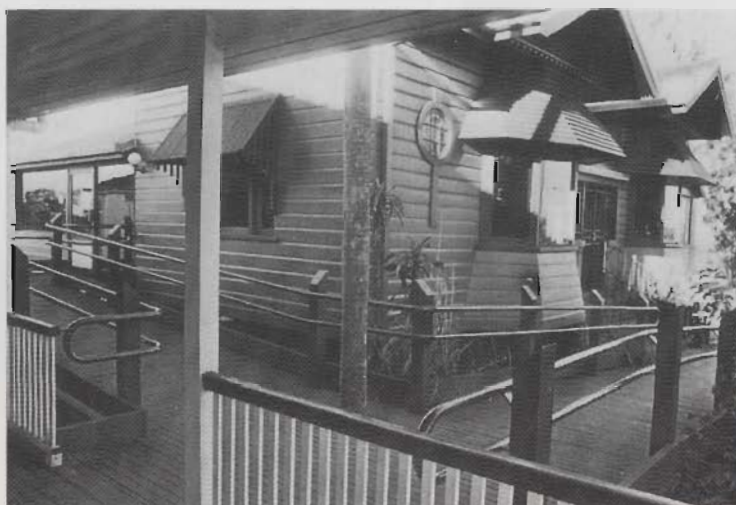
HP's association with the MS Society of Queensland has meant not only the provision of company products to the society's Brisbane headquarters but a continuous and ongoing flow of advice and expertise from HP management.

Trevor Farrell, executive director of the Multiple Sclerosis Society of Queensland, views the HP involvement in the organisation as "vital".

HP state manager Nick Debenham serves not only on the Executive Committee of the MS Society but also on its Development Committee.

"Because of our society's reliance on information systems," notes Trevor Farrell, "it's obviously important for us to have board members who are familiar with our needs in this regard.

"To be able to have Nick Debenham share his knowledge is great assistance to us. And not just in the area of computer information - Nick makes an important contribution to the management and daily operation of our organisation.



- The MS state administration centre ... an example of the Society's innovative approach to using limited resources.

"The quality of our Board reflects the level of community support and the reputation of our organisation. It affects our ability to make decisions consistent with community expectations.

"Naturally it's important to have people from the business community involved in our decision making. We gain respect for what we're doing by the calibre of people we're associated with here in Queensland," says Farrell.


Even though HP's involvement with the MS Society represents what Trevor Farrell terms "a significant contribution of personal time", Nick Debenham regards the effort as a vital part of corporate activity in the Sunshine State.

He views it as the ideal way of fulfilling

Corporate Objective #7 of HP Corporate Citizenship: "To honour our obligation to society by being an economic, intellectual and social asset to each nation and each community in which we operate."

HP Queensland is approached by three to four charities per week seeking either financial or product donation assistance, but concentrates its efforts on assisting the Multiple Sclerosis Society.

With the acquisition of the new PC, Trevor Farrell of the MS Society plans to link up with a projected Community Information Network for Queensland which ultimately will become part of an international MS information system.

"I suppose some people might think that supporting a charitable organisation such as the MS Society is not all that important," observes Debenham, "but we feel it's a key component of our corporate presence in Queensland." 



Howzat!

Melbourne hits Sydney for a Six

"We knew we were in trouble when they all turned up in whites," said David Burgess, captain of the HP Sydney cricket team. David was commenting on a recent match played against the HP Melbourne cricket team at Epping in Sydney.

He reports that the Melbourne boys retained the HP Ashes and admits to memory loss regarding the accuracy of final scores. Sydney were all out for around 130 while Melbourne belted a match-winning total in excess of 240, according to David. [i]



• *Sweet victory ... three cheers for the lads from HP Melbourne.*

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