

'Flying Squad' Lands Major Multics Sale

MEMPHIS - Employing what it described as a flying squad marketing technique, Information Systems has landed a contract for three Multics computer systems with Data Communications Corporation here.

The three systems have an installed sales value of over \$11 million, according to Jim Burch, account representative for Data Processing Operations (DPO) here. Burch said the sale followed more than a year of negotiations with the customer, with the last seven months devoted to selling the Multics systems.

Data Communications Corp., explained Burch, is a service bureau for broadcasting companies, primarily television stations. The firm provides computerized scheduling of commercial advertising time, including computerized accounting of

advertising, to more than 150 television stations in the U.S. and others in Canada. In addition, the customer has a subsidiary in London providing similar services in the U.K.

In landing the contract, Honeywell won out over Burroughs (the existing data processing supplier), and also over IBM and Univac, who dropped out of contention.

The flying squad strategy involved intensive support of the field effort from the Multics marketing and technical groups at Phoenix and Cambridge Computer Engineering Operations (CEO), and the Multics program management group at Phoenix Computer Operations (PCO). After Burch and his associates in DPO's Southern region had established Honeywell as a

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contender, NAO's Multics marketing group, headed by Warren Martin, developed the initial sales strategy and the approach to the Multics proposal. Ron Riedesel, Multics program manager at PCO, then continued to provide technical selling support for the duration of the negotiations. Also involved in the technical selling were several members of Bob Montee's Multics engineering groups in Phoenix and Cambridge, including Montee himself, Steve Webber, John Gintell, and Mauro Pacelli. Montee is manager of Multics engineering for CEO, and is acting director of Multics systems for NAO.

The Multics flying squad, said Burch, evaluated the viability of Multics for the customer's use, provided the technical pre-sales presentations, did configuration development, and performed simulations.

The field effort, said Burch, took an exceptionally high level of teamwork and shared responsibilities. Among those involved were Dick Phillips, regional manager of marketing support; Jess Mobley, branch marketing manager in Memphis; Al Bibby, regional director; E. W. Owen, branch manager; and Russ Henderson, Eastern Operations vice president. During final negotiations, Bill Young Multics marketing and Charles Hood, financial marketing specialist on Bibby's staff, joined the effort.

The first contract, added Burch, also includes orders for two of IS' page printing systems. The customer is now considering possible purchase of several hundred

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