

Amdahl Delivers Its First-Ever Billboard

Amdahl bought its first-ever billboard advertising in August 1999. Positioned north of the San Jose International Airport on the way to Amdahl headquarters in Sunnyvale, the billboard is a striking reminder to customer executives and other visitors that Amdahl is a major presence in Silicon Valley and the technology industry.

In this Issue:

Multi-Vendor Support for Amdahl Customers

Amdahl Call Center

Online Form Helps Field Report Wins

Practices Info Available on New Web Site Addresses

Benefits Open Enrollment



C.E. Services

Facilitating Multi-Vendor Support for Amdahl Customers

A key division of the Product Support Services (PSS) organization, C.E. Services provides important support to the Amdahl sales channel in expanding customer support opportunities.



Photo courtesy of Victor Innuye.

Providing Multi-Vendor Enterprise Support

Larry Fillmer, Vice President, PSS, and President, C.E. Services.

"C.E. Services is actually an integral part of PSS," said Jim Graham, Vice President for PSS. "Without their expertise and experience, Amdahl would be much less competitive in our MVES (multi-vendor enterprise support) efforts.

"The main objectives for C.E. Services," Graham continued, "are to provide a sales and brokerage operation with the Product Support Services organization that can provide previous generations of Amdahl and OEM products to the main Amdahl Global Solutions sales channel and its named customer accounts, and to provide all services surrounding that equipment."

In other words, Amdahl customers who are also using equipment from other vendors can contract with Amdahl to provide maintenance, training, service, support, technical services, parts, documentation, asset management, and logistics for a wide range of that equipment.

4 Years With Amdahl, 21 Years in Business

C.E. Services has been in business since 1978. "The company's original charter was to provide third-party support strictly for IBM products," said Larry Fillmer, Vice President, PSS, and President of C.E. Services. "Since then, it has evolved into a provider of support for multi-vendor products."

Amdahl purchased C.E. Services in May 1995 as part of the company strategy to offer customers a broader range of support and services.

"There were a couple of reasons Amdahl purchased C.E. Services," said Ed Ismail, C.E. Services Vice President, OEM Product Support Services. "Several large customers wanted Amdahl to be a one-stop-shopping company that could provide both support and services for its own equipment, as well as a wide range of services for OEM products. It was also a revenue decision."

The decision was based on increasingly reliable technology in the marketplace. "In the early-to mid-90's, the reliability of equipment was increasing while the maintenance prices

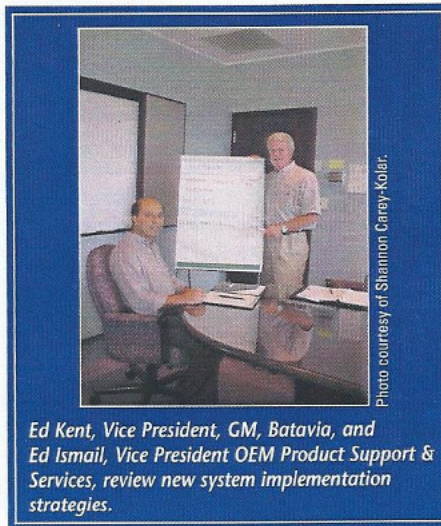


Photo courtesy of Shannon Carey-Kolar.

Ed Kent, Vice President, GM, Batavia, and Ed Ismail, Vice President OEM Product Support & Services, review new system implementation strategies.

were declining with newer generations of technology," explained Larry. "It was becoming difficult to demand a premium price for maintenance. We also had available cycles in the field support organization to do more services work, and therefore, we were looking for an opportunity to get into the multi-vendor service business to allow us to use the resource capability we already had in the field."

C.E. Services is now a fundamental piece of the PSS organization and the Amdahl GS strategy, providing support to the Amdahl sales channel in designing and delivering comprehensive IT solutions for their customers.

"The customer is now demanding higher levels of service and support, and it is key

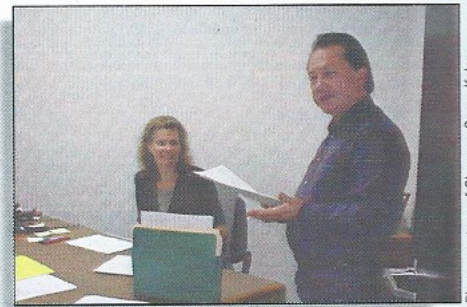


Photo courtesy of Shannon Carey-Kolar.

Kimberly Kuball, OEM Logistics Support Manager, and Rich Kachnik, Technical Instructor, going over RISC strategies.

for the Amdahl GS strategy to have a services organization that can build solutions but which is also able to provide after care," explained Alan Bell, Group President, Amdahl Global Solutions. "We are well placed to provide this type of service, and C.E. Services is key in providing the support needed to drive this direction."

Broad Support for the Multi-vendor Enterprise

C.E. Services operates two facilities:

- ▶ The Grand Prairie, Texas, headquarters, situated in a 102,000 square foot facility with 60 people on site; and
- ▶ The Batavia, Illinois facility, at 175,000 square feet, is the largest computer reconfiguration center in the United States. Forty employees work in Batavia.



Photo courtesy of Renae Stiff.

A few of the Grand Prairie MVES Technical Support Center staff (l-r): Harry Page, Larry Lindsey (manager), Bill Jones, Renae Stiff, James Campbell, John Dowell.

In addition, Ed Ismail has management responsibility for the PSS Service Tools and Technologies Group (with members in Sunnyvale, Canada, North Carolina, and Washington), which develops the remote support capabilities for all Amdahl products and services and works closely as an integrated team with the C.E. Services technical staff in Batavia to develop and deliver these capabilities to customers.

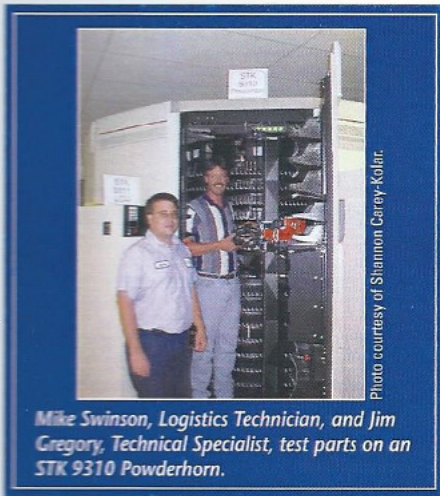


Photo courtesy of Shannon Carey-Kolar.

Mike Swinson, Logistics Technician, and Jim Gregory, Technical Specialist, test parts on an STK 9310 Powderhorn.

With these facilities and staff, C.E. Services is able to provide a broad range of support services for a variety of OEM products, including:

- ▶ Technical on-site support
- ▶ Remote support
- ▶ Training
- ▶ Documentation
- ▶ Spare parts
- ▶ Parts distribution
- ▶ Warehousing
- ▶ Equipment refurbishment

Staff at C.E. Services develop all of the training modules, documentation, and support capabilities for OEM products. At first glance, it doesn't seem economically sound to essentially re-create processes for other vendor products. The reverse, however, is often true. "We can't rely on third-party vendors to supply OEM information because we end up paying a premium for it," said Larry. "We are fortunate to be able to circumvent that because we have many experienced technical people who are very knowledgeable about OEM products. Our team will tear

down the equipment and essentially re-build it and the support processes from the ground up."

To ensure that it is a profitable endeavor, C.E. Services is highly selective about the products for which they develop support. Ed Ismail characterizes the process of identifying new projects as "fairly simple." It is, he said, driven by the market and by the revenue possibilities, with most ideas coming directly through the Amdahl sales channel.

"Once a project is proposed and we've looked at the market data, then we develop a business plan for the PSS senior management team's review and approval."

The entire proposal and review process generally takes 90-120 days. After PSS management approval, a small project team that includes technical staff and a tech writer begins the process of developing maintenance support plans, logistics strategies, training modules, and tools from the ground up.

"We learned early on that in this business, we have to be better than the original vendor or we won't be competitive," said Larry. "We aren't necessarily going to be the least expensive option, but we've built a reputation for delivering quality solutions that can meet individual customer needs. Often, these solutions have been rejected by the OEM because the project involved unique, one-off solutions that might not fit into the vendor's support plan. We are more flexible than that."



Photo courtesy of Renaee Stiff.

C.E. Services Logistics Department, Grand Prairie.
 Back row (l-r): Tom Shelton, Cris Swierc, Tom Richards, Ronnie Wakefield, Paul Compton, Larry Little.
 Front row: Jose Velasquez, Roy Klendendorf.
 Not pictured: Wayne Ludwig (manager), Joy Grubbs.

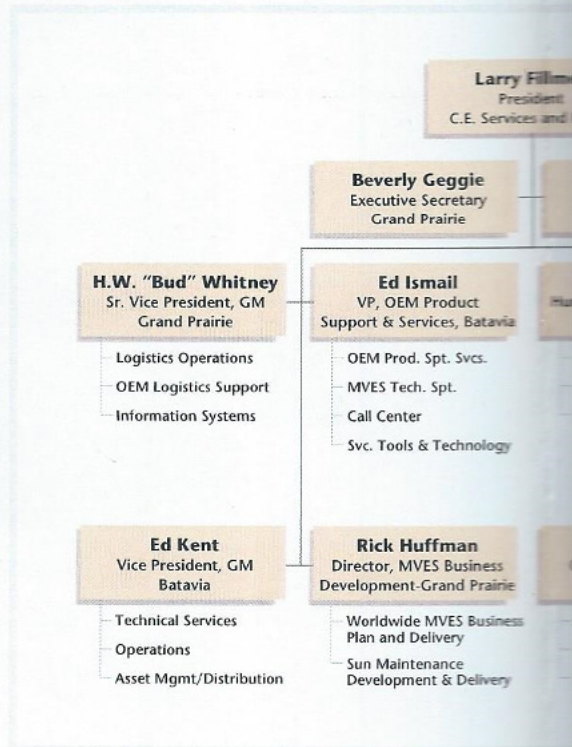
Major Strategies for 1999-2000

In a memo to his staff dated August 1, 1999, Larry touches on the past year's success—success that included \$40 million in MVES revenue for Amdahl—and outlines the goals and strategies for 1999-2000. Larry and the executive management team will head up the C.E. Services push to:

- ▶ Expand the sales operation
- ▶ Expand product and services offering
- ▶ Develop and expand service tools
- ▶ Expand technical support opportunities
- ▶ Expand logistics services to Amdahl and Fujitsu companies
- ▶ Continuously improve logistics services' systems and methods
- ▶ Focus on business development opportunities and processes

In addition, Jim Graham, Vice President, PSS, has challenged C.E. Services to triple its revenue and margin base in the next three to four years.

It will require a significant effort, but the C.E. Services management team believes all of the elements are in place. "Our key differen-



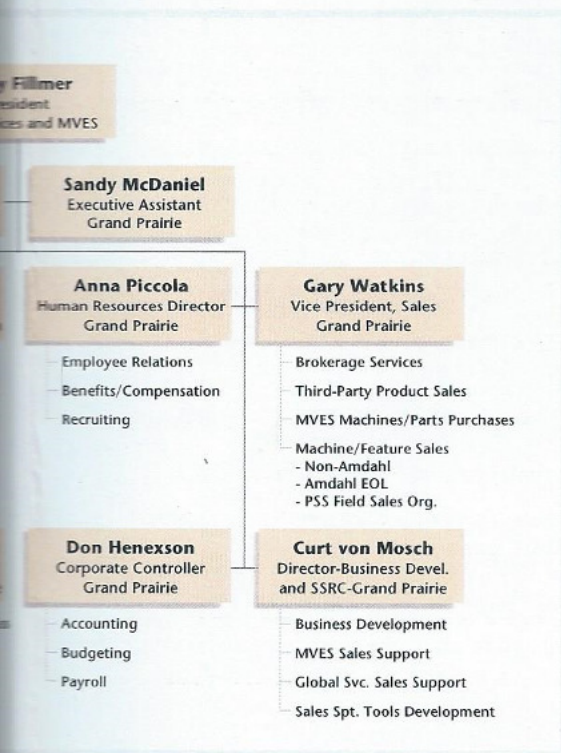
tiator is that we will do a job better than the OEM. That's our benchmark," said Larry, "and we have the talent to do that."

Ed Kent, C.E. Services Vice President and General Manager, Batavia Operations, echoed the sentiment. "C.E. Services has a long history of resolving the most difficult of customer requirements in new and innovative ways. We have been successful because of the desire and ability of our people to develop creative solutions that address these challenging customer needs. I believe that this is the most important differentiator that has made C.E. Services so competitive in the multi vendor services marketplace."

Summing it up, Ed Ismail concluded: "Our people and our attitude make us stand out. We develop everything with a 'can-do' attitude, we have enormous technical skills, and our employees have amazing commitment and dedication."

To read more about the company and their offerings, visit the C.E. Services web site at: <http://www.ce-services.com/>.

See organization chart below and additional org. chart at <http://www.ccc.amdahl.com/pss/pssorg/sld001.htm>.



On Alert

Amdahl Call Center First Point of Contact for Customers

Amdahl Call Center Operations, established in Grand Prairie, Texas, in June, is the first point of contact for Amdahl customers having problems with their hardware or software. It also serves as an alert and paging system for Amdahl field engineers who need to get in touch with their colleagues. Staffed by 11 agents on first shift, and five on the second, and agents in Hook, U.K., for third shift, the Call Center (also called the Alert Center) handles 600-800 calls each day, an estimated 35% of which are customer questions or problems. Typical call length is 1 to 3 minutes, with MVES calls averaging slightly longer if a third-party maintenance company is involved.

A typical customer query to Call Center Operations (CCO) might follow this route:

A customer calls with a hardware or software problem, a question, or a request for support.

The CCO agent determines whether to route the call to one of the

support groups (open systems, UTS, compatible systems, software, customer direct support, or Amdacs) or to page a field engineer.

If the problem is a "severity 1" (the most critical), the agent follows escalation procedures, notifying appropriate support and management personnel.

The agent completes the Clarify call-tracking information and closes the call.

"The process sounds straightforward," said Holly Lambert, Call Center Operations Manager. "But in reality, we often spend quite a bit of effort just to

determine what is happening before we can route it to the appropriate group. Sometimes the customer can't be sure what the problem is, or does not have the necessary information such as the serial number or even machine model to help us diagnose the situation. And questions can be asked many different ways. It is definitely a challenge."

To prepare for the variety of situations and problems that can arise, CCO agents attend a six-week "boot camp" to get up to speed on equipment,



Call Center Operations: Kim Edwards, Demetri Green, Lavern Marthey, Jill Scott, Vickie Wilcox, Betty Cirkles (Team Lead), Heather Waren, Chris Thomas, Lela Connor, and Holly Lambert (Call Center Manager). Not pictured: Jamie Beltran, Keshia Bryles, Helen Duson, Kenneth Ferguson, Darla Mullen, David Roberts and Andrea Williams.

services, and software. They then go through additional training on the Call Center system, processes, and customer service.

"It's a lot of information at once," said Lambert, "and our agents are handling the transition with considerable dedication and commitment. My goal now is to decrease customer complaints by 75% in the next year and by 99% within two years."

With the comprehensive training program and a focused, committed staff, the prospects are bright.

Photo courtesy of Renae Stiff.

Get the word out

New Online Form Helps Field Report Wins

Want your team to gain the recognition of a big sale? Submitting your team's win information has never been easier. In early August, Marketing Communications launched a new online form that provides field personnel with an easy-to-use method for reporting the details of their sales. The comprehensive form features pull-down menus to allow quick entry of customer sale information.

This new online form allows Amdahl employees to rapidly access sales information to learn more about sales efforts, and for potential customer success stories, win tactics, Public Relations efforts and potential editorial coverage in major business and trade publications.



Carol Ann Brennan, Marketing Communication Manager, uses information from the new online win form to put together "Field Forum News," a weekly compendium of field sales successes.

According to Carol Ann Brennan, Marketing Communication Manager, the online form provides a venue in which field employees can leverage the expertise of their colleagues, read about different approaches to sales challenges, and document critical sales information. "The information is available for others to use to complete sales and solutions," says Carol Ann. "It's a sharing of knowledge and experiences."

To report your team's win online, refer to:
<http://flash.cc.amdahl.com/winreport/>

Practices Info Available on New Web Site Addresses



Amdahl Global Solutions last month launched a new web site specifically designed for Amdahl's worldwide sales force. The new site, dubbed the Practices home page, contains information about all of the current offerings within Amdahl's infrastructure practices, including enterprise integration, data management, systems management, ERP deployment, and legacy services.

The Practices web site enables Amdahl salespeople to easily prepare for the initial call on "what Amdahl does," while demonstrating possible customer opportunities. Each offering is described in detail, complete with thorough positioning papers describing the value and methodology behind each practice. The site also:

- ▶ Gives field personnel a basic understanding of customer infrastructure issues, addressed by the offering;
- ▶ Describes Amdahl's value proposition for each of the offerings;
- ▶ Describes how Amdahl GS provides the offering;
- ▶ Provides qualifying questions to be asked of a customer to identify a possible sales opportunity; and
- ▶ Provides the "anatomy of a sale" for each of the offerings.

This information can be easily accessed and downloaded from the web with links to other important information like Amdahl win stories, references, statements of work, and delivery guides. The Practices home page can be found at:
<http://www.ccc.amdahl.com/amdahlgs/ags/index.html>

Benefits Open Enrollment Earlier, Shorter This Year

Amdahl's U.S. Benefits Choices Open Enrollment—the annual period when employees have the opportunity to re-elect or change benefits choices for the coming year—will be held October 4-October 10, 1999.

The shorter and earlier open enrollment period will allow the conversion of the Human Resources Information System (HRIS) to PeopleSoft to be completed before the end of the calendar year.

U.S. Amdahl and Amdahl Federal Service Corp. employees will be able to enroll between October 4 and October 10, 1999 to:

- ▶ Change their current coverage;
- ▶ Add eligible dependents for coverage; or
- ▶ Participate in spending accounts in 2000.

Open enrollment materials explaining all of the benefit changes in more detail will be mailed to employees' homes beginning September 27. These materials contain important information about a number of changes that will impact employees in 2000 and should be read carefully.

U.S. DMR and C.E. Services employees participate in separate and different open enrollment periods; information about those dates and benefit choices will be distributed separately.

Employees with questions after reading the open enrollment materials should contact the Benefits Department at Health_Benefits@Amdahl or by calling (408) 746-8106.

—Carol Hastings Jones, Health Benefits Group

UPDATE

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We value your feedback.

Please let us know if you have story ideas or comments about *Update*. We want to know what is going on in your corner of the world and how this publication can best serve all Amdahl employees. Contact us at:


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Your Benefits Choices at Amdahl

*You have one week to enroll—
October 4-10, 1999*



Year-2000 Open
Enrollment
Guide