

E.C.

I N T E R O F F I C E M E M O R A N D U M
C O R M T S A L L - I N - 1 S Y S T E M

Date: 23-Feb-1989 09:39am EST
From: Ken Olsen
OLSEN.KEN AT A1 at CORA at
Dept: Administration
Tel No: 223-2301

TO: See Below

Subject: 1990 BUDGET

TO: ALL FIELD PERSONNEL

FROM: KEN OLSEN, JACK SHIELDS, DAVE GRAINGER

We've committed for the 1990 budget to make field operations much more efficient and much more satisfying. We promise to eliminate the time-consuming steps in preparing quotes and processing orders. We've committed to have districts make their own budgets and allocate resources to make things more efficient. We're confident that we will have a system that eliminates the time-consuming negotiations between services in the field and between districts and the major account managers.

With the efficiencies that should come from these improvements, we think that selling will be much more efficient, and we should get a lot more orders per man. However, we want to remind everyone that we are not making major organizational changes but simply changing the way we are doing our budgeting. People shouldn't expect instant changes, particularly when the budget period doesn't start until this July.

We'd also like to remind people that, even though we expect great new efficiencies in the future, we must today get a significant number of orders before July. We expect everyone to continue to work as hard as ever even though the new efficiencies won't be seen for awhile.

Before and during the summer and during the fall, we'll have a large number of very exciting product announcements. We'll have the very large, fast VAX computer that so many customers have been enthusiastically waiting for, and we'll have a VAX that's between the 8700 and the 6300 in price and speed. We'll also continue improvements in the smaller VAX and UNIX machines. We are promising a very exciting year, and we will all have to work to make sure these efficiencies really work out the way we promised.

With best wishes.

Sincerely yours,

KHO:lt
KO:2703

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CC: Jack Shields

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