

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: 17-May-1989 01:57pm EDT
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Subject: IMPORTANT MESSAGES FROM THE FIELD

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Many of the frustrations I reported last year are still unsolved in the field and are very discouraging. The sales people are still spending most of their time fighting through red tape and poor quality services. If we are going to recover, or even survive, we are going to have to make efficient use of our sales people. So far we have done little to help.

I think Jack Smith, for most of these problems, is going to have to set up organizations to take care of each of these items because they are his responsibility. The problems are:

I. PRICE LISTS

The problem with the price lists is not that they are big and have too many items. In fact, the sales people are terrified by our simplification of the price lists. They claim that when prices are deleted, the important ones are deleted and it just adds to their trouble and frustration. They would like to have every price available and the size of the book is not important.

The big problem is that the price lists are not on time, not at all current, not consistent with each other or the on-line information, and they are not consistent with the databases.

With highest priority, I want Jack Smith to take over the price lists and instantly develop a single database with all the prices that are absolutely current because there is no other database than this one database.

From this database there will be published each month an updated price list for each of the special interests. They will probably look like the Air Travel Guide and will