

E.C.

DIGITAL CONFIDENTIAL Document

I N T E R O F F I C E M E M O R A N D U M

Doc. No: 011093
Date: 21-Nov-1989 03:31pm EST
From: Ken Olsen
OLSEN.KEN
Dept: Administration
Tel No: 223-2301

TO: See Below

Subject: NEW EMPHASIS ON APPLICATIONS AND MARKETING

DIGITAL CONFIDENTIAL
DO NOT DISTRIBUTE OR COPY

Marketing applications is a major part of our selling. In general, people buy applications and not computers. To show emphasis on this, the Executive Committee has decided that they, as a committee, will review, influence, challenge, and inspire application groups.

The Corporate Operations Committee will continue to oversee the segments and the operations of the Corporation which normally involve the selling, manufacture and delivery of hardware and software. The Executive Committee will be responsible for overseeing all application marketing groups.

Each marketing group shall have one manager who will be responsible for budgeting, all expenditures and committing to all resulting orders. For example, there will be a manager for manufacturing applications, NAS, imaging, EDI, etc. There will also be a manager for each of the various applications in telecommunications and each of the applications in banking.

Each of these managers will come periodically and explain their dream for market share, for products, for growth, etc., with the Executive Committee. In addition, each month or each quarter, the expenditures and returns will be published on a list for each of the marketing groups.

KO:3551
(DICTATED 11/21/89 BUT NOT READ)

Distribution:

TO: Jack Smith (SMITH.JACK)

TO: Bill Demmer	(DEMMER.BILL)
TO: Bob Glorioso	(GLORIOSO.BOB)
TO: Dom LaCava	(LACAVA.DOM)
TO: Remote Addressee	(PIER CARLO FALOTTI @GEO)
TO: Dave Grainger	(GRAINGER.DAVE)
TO: DICK POULSEN	(POULSEN.DICK)
TO: Don Busiek	(BUSIEK.DON)
TO: DONALD ZERESKI	(ZERESKI.DONALD)
TO: BILL HANSON	(HANSON.BILL)
TO: BILL STRECKER	(STRECKER.BILL)
TO: PETER SMITH	(SMITH.PETER)
TO: Bill Johnson	(JOHNSON.BILL)
TO: BRUCE J RYAN @CORE	(RYAN.BRUCE J)
TO: Dick Farrahar	(FARRAHAR.DICK)
TO: Willow Shire @ CORE	(SHIRE.WILLOW)
TO: BOB PALMER	(PALMER.BOB)
TO: Grant Saviers	(SAVIERS.GRANT)
TO: Jim Osterhoff	(OSTERHOFF.JIM)
TO: Win Hindle	(HINDLE.WIN)
TO: John Sims	(SIMS.JOHN)
TO: Martin Hoffmann @CORE	(HOFFMANN.MARTIN)
TO: Abbott Weiss	(WEISS.ABBOTT)
TO: Distribution List	(MKTG. REVIEW COMM.:)

DIGITAL CONFIDENTIAL Document