# ITEREIN

VOL. 1 NO. 1

October 2, 1980

# We're A-Fixin' Arrangements are currently being made for ordering stationary, brochures, phones, and furniture. Bruce also stated that

October 13, 1980 is opening day for the Ross Systems' Dallas office. This day also Just harpens to be the two year anniversary for the Los Angeles office.

Why did we choose Dallas? "Dallas is the financial center of the Southwest," says Bruce Gall, "and perhaps the strongest economy in the United States." Not only are there alot of middle size manufacturins companies, we also have a major influential client there, Mercantile Texas Corporation, which represents a good beginning reference point.

In attempting to find a good candidate for managing and directing the new office, ads were placed in the Wall Street Journal. The position required technical experience, a related business background and a marketing point of view. Several applicants responded and Cliff Hall was selected as Person to cliff from best properly represent the originally natti, Ohio where he received a BS from Xavier University and a MBA in Business Administration University of from Cincinatti. marketing and years technical experience with NCR and 1 1/2 years marketing experience with United Corp. (UCC) in Dallas.

To initiate the procedures for the new office, floor space has already been found.

Arrangements are currently being made for ordering stationary, brochures, phones, and furniture. Bruce also stated that they plan to advertise in the Dallas Morning News, The Wall Street Journal, and in the mailing for Dun and Bradstreet in Dallas. In addition, recruiting efforts for a technical person will also be underway soon.

Bruce states, "We have the right combination of people, products, and market to insure a successful operation in Dallas." LA was a success, Dallas will prove the same.

# RSI PEEPH@LE

LEWIS MARTIN Marketing Representative

Pre Ross: Marketing Rep.,Service Bureau Co., Lincoln National Life, U.S.D.A. Forest Service

Residence: Oakland

JACK BROWN Consultant

Pre Ross: Senior Financial Analyst, Teledyne Argonaut Insurance

Residence: Cupertino

ANNA BARGER Marketins Secretary

Pre Ross: Secretary, U.S Army, Heidelberg, Germany

Residence: San Carlos

CLIFF HALL Marketing Director Southwest Division

Pre Ross: NCR, UCC Residence: Dallas

# President's Corner

The inausuration of the INTERCOM represents an important step in the growth of Ross Systems. While I believe that the new ordanization structure has been highly successful, I also believe that it has tended to discourage intergroup communication. The numerous favorable comments that I received about the annual meeting reenforced my opinion that Ross Systems needs a vehicle to enhance the communication process between the various groups on a frequent basis. The addition of Dallas and potentially other cities will magnify this need, and INTERCOM will hopefully fill it.

The idea of this newsletter is not meant to be the company "ras" or a sossip sheet, but a fact filled publication that describes what people and projects are happening at Ross Systems. In a way, it is meant to replace the company staff meetings that we had and the "round robin" sessions where people described what they were working on.

Each of you is encouraged to sive Trudy. articles or ideas for inclusion in the news-letter. We all need to work together to make it a success.

ANNE MICHON Consultant Starts 11/1/80

Pre Ross: Tymshare, Software Specialist Residence: Cupertino

# CPD to secede from Union?

NEW SOFTWARE MAINTENANCE PROCEDURES

In response to a srowing need for improved coordination and communication in the areas of product maintenance and enhancement, the software group will be implementing the following plan:

neeting to review incoming SR's (Software Response), completed SR's, and to discuss what we will be working on the next week. Each Branch's. Customer Support consultant will receive a summary report of that meeting and some revised reports from an SR database we have established. We will start by holding the meetings Friday morning in the hopes that the branches will receive the reports in Monday's mail. Our

first such meeting is scheduled for October 3rd.

2) Additionally, a copy of a submitted SR will be returned to the orisinating party when it has been implemented, so you will know on a more detailed level how we are doing with your own individual contributions.

3) For those who are new employees, let it be restated that our overall intention is to establish a close, workins relationship with the Branch Customer Support consultants and to filter all customer and consultant problems through them to

In that regard, all buss in MAPS and INTAC should be submitted by a Customer Support person. If a client or consultant has a problem, it should be first reviewed by the

appropriate Customer Support person to determine whether in fact it is a bus or a misuse of the product. If it is a bus, then the Customer Support consultant is responsible for communicatins the problem to the software products sroup, either by fillins out a Software Request (SR) form or by phoning us directly.

4) It is also our intention to create an open environment where all RSI personnel are free to contribute their ideas for improving our products.

In that resard, Software Products encourages direct suggestions as to improve our products (i.e., enhancements) from EVERYONE. All anyone needs to do is fill out a Software Request form and submit it to the software group.

# TECH NOTES

RSI Operations is an active—and important contributor to the running and functioning of our company. It is a service within our service. Because we all do not see the innerworkings of this division, when shutdowns or overload problems occur, dedication, expertise, and fast response plays an important role for the Operations crew. Likewise, patience, support, and working toward communicating our efforts to them will make a significant impact on the service we receive. The following represents the best contacts for future problems.

Vern - Communication problems

Kevin or Spike - Tape
Backup, restores
Aero Delivers of
tapes and printouts

Spike - Purchase orders

Jim - System Programming questions and VAX problems FUTURE AND CURRENT DEVELOPMENTS

 Four lines from Tymnet have been hooked to the VAX.

 We are ordering COBOL for the VAX (special price deal).

- The dedicated lines between Palo Alto and Los Angeles are having their capacity doubled. Speed will improve from 480 to 960 characters per second which will transfer the same information in half the time.
- Ballas office will be setting a dedicated line.
- We will be receiving a new version in the operating system of the port selector. This will help alleviate the problem when modems answer; but don't prompt for computer number.
- Three new terminals will be put in at 1800 Embarcadero. Vern started this week installing one.

- Tymnet interface has increased from 8 channels to 16 channels, allowing 8 more users to access the systems.
- Architects will be called in soon for the future computer room design.

#### A NOTE FROM JIM

Before leaving Ross
Systems, Steve B. had put
together a form conveying
technical information to
the staff at Ross Systems.
The title of this document
is "Technical Support
Memo". I have distributed
a binder to each office
with the intention that a
copy of each memo will be
placed for review. I will
place in each RSI
newsletter a list of new
items that have contributed to the binder.

In addition, everyone is invited to contribute to the binder. As a resource the binder's value lies in that it will help us avoid "reinventing the wheel" by serving as a focal point for obscure information.

# Branch Offshoots

SAN FRANCISCO Contributed by Bruce Powell

#### NEW BUSINESS

Ross is helping to shape the future of the entire potato growing world as BASIC AMERICAN FOODS, prime supplier of potatoes in all forms, does its product/sales analysis in INTAC. Whether it be sliced, diced, boiled, fired, slivered, mashed or dehydrated, each and every potato grown in the U.S. impacts this analysis. Of course, some potatoes have a bigger impact than others.

From now on as RSI personnel travel around, they should sample the delights of AMFAC HOTELS AND RESORTS. This new customer uses MAPS models to analyze potential hotel ventures. Recently, to evaluate one site, they ran 24 sets of reports covering all likely combinations of interest rate, mortgage rates and building cost. Soon after the bomb blast at Harvey's, Howard Gold, the key AMFAC user, called to see if we could put a special parameter into the models... that parameter being "Expected damages from extortion attempts".

Sol is just finishing a "high-spot" review for DIVERSIFIED ENERGY CORPOR-ATION; a syndicator of oil wells. Diversified has been paying thousands of dollars a month for a poorly-run batch accounting system and wants a new approach. We are proposing an integrated accounting system to be operational by January 1st.

GATX LEASING is seriously interested in converting from their HP3000's to BEC equipment, and Todd is "in bed" with the key decision makers. After a corporate visit next week, Todd expects to be identifying new application areas to take over on a time-sharing basis until they make the switch, which could be some time.

Finally, because Mike, Todd, David, Janet, and Jerry are all having BIRTHDAYS in the first week of October, that week has officially been declared as a holiday. We expect to wind up the festivities on Friday with a formal set-together wherein we will offer up appropriate measures of affection. For any of you who are anguishing over the guestion, each of them has taken this reporter aside to express his or her preference for "nothing gaudy... just a little something in gold or silver".

#### PALO ALTO .

Since the beginning of the fiscal year, we saw the need to add more reorle to our staff. Since then, we have hired 5 more reorle plus one starting Nov. 1. Do you realize this means 1/2 the reorle in the PA Branch have only been with Ross less than 4 months?

In adding reorle, we've had to expand our space. Our expansion down the hall will include 5 new offices, storage room and workroom/escape room. This should all be ready by Oct. 31. Once the

space is ready, plans will be implemented to "spiff" ourselves up.

On the workside, we are deep in the planning cycle with Rolm, Syntex, AMD and all the other "good guys". Our goal is to have everyone down to 8 hours a day before the end of October. Rick says, "by the end of next week".

New Projects - AMD is currently developing new applications on the VAX. Steve Billingsley is working on a conversion of a Msf. system. The Corp. Budgeting and Fost Systems will be converted by mid-Nov. Not only is this a good opportunity to offload to the VAX, but AMD also wants all the data on one system for additional reporting capabilities.

We anticipate a contract from PRENTICE CORP. for Accounts Payable next month. They are currenly running G/L and are very pleased with systems and our support. V.P. of Finance and Controller both will be happy to be used as a reference. They are kicking out Tymshare.

Lewis is absorbing everything he can about RSI. His feet are itching to set out an pound the pavement.

Deadline for material for next issue of INTERCOM is October 24, 1980. VOL. 1 NO. 2

October 31, 1980

# PRESIDENT'S PAGE

I would like to thank every employee of Ross Systems, Inc. for contributing to the outstanding results that we achieved for the first quarter of our fiscal year which ends June 30, 1981. If we continue this rerformance, we will be well on our way towards THE PRESIDENT'S BONUS! The table below summarizes the results for the quarter (unaudited).

After Tax Income is distorted by an non-comparable and unplanned investment tax credit of \$30,000 which sreately reduced our taxes for the quarter. This does not detract, however, from the large percentage increased we achieved both compared to our plan and to our last year's figures.

All organizations within

Ross Systems contributed to its performance. San Francisco, CPD and Palo Alto exceeded their revenue plans for the quarter with San Francisco showing a 38% increase over plan. While LA did not quite meet plan, Dick Hardy greatly exceeded his sales quota becoming the leading sales person for the quarter in the company. The new business he sold during the quarter including Digital Scientific, Linear, Symbolics, Coast Federal Savings and the Institute for Financial Education will contribute to LA's future growth. Palo Alto exceeded their revenue plan by 12% and, because of their large size relative to the rest of the company, were a significant factor in our overall performance. CPD

rut together an outstanding quarter, combining hardware, royalty and software product sales to do far better than we have ever done in that new area.

For those of you who have reviewed the plan, next quarter (endins 12/31) is crucial to our total year performance because of the large corporate planning "spike" in our revenues. It is a hectic and difficult time because of the deadlines on our clients. Additionally, operations is hard pressed to balance loads and meet capacity restrictions before the arrival in February of C5, our second VAX. Let's all pitch in together to contribute to making the next 3 quarters as successful as the first.

	Actual	Plan	Last Yr	% Increase (over last yr)
Net Sales	\$870,821	770,250	504,178	73
Income Before Taxes	187,669	88,007	102,222	84
Income After Taxes	127,669	44,617	54,222	135
Per Share	.41	.28	.18	127

Deadline for articles for next issue of INTERCOM is November 20, 1980

# CPD silent on succession plans

We have implemented our new procedures for processing software requests for maintenance and improvements. Customer Support Consultants can expect weekly reports along with a memo highlighting significant items. We are attempting to make progress on the long list of outstanding software requests. To aid in this we have a new employee starting November 3. His name is Tim Rudolph and he comes from GTE, Sylvania.

Other significant items include:

- We have our first sale of INTAC to a non-MAPS client. This new client will also be the first installation of INTAC on an 11/34.

# tech note

A NOTE FROM JIM
The Technical Support
binder has had two
articles added. The
current list of articles
includes:

#1 11/27/79 INTAC File Presllocation

#2 11/27/79 INTAC Skeleton usade

#3 09/23/80 VAX-11 Rasic

#4 09/23/80 VAX to RSTS file transfer

#5 10/20/80 VAX/VHS Haster Account

#6 10/28/80 VAX/VMS Accounting Reports

I encourage everyone to contribute to this binder. Lori has the master, and will handle typing and distribution.

- The plotter package has now been installed on a client's machine.

- All products will be ready to release on the VAX on Nov. 1.

- Pete has started work on the project plan for a new MAPS that will feature a more human-ensineered approach.

# RSI

# **PEEPHOLE**

LORI COPE Computer Operations Administrator

Officially Ross permanent employee 10/3/80

Pre Ross: Syntex, Foothill College, U.S. Geological Survey

Residence: Sunnyvale

BILL SHATTUCK Consulting Mgr. (SF)

Pre Ross: Consultant, self employed. Also worked at Data Resources, Peat Marwick, Mitchell Co and IBM.

Residence: Mill Valley

JOANNE TANNER Client Support Consultant (PA)

Pre Ross: U.C.I, Texas Instruments

Residence: San Jose

STEVE LINDEN
Programmer/Analyst (LA)

Pre Ross: Computer Operations at Calif. Institute of Technology and MBA from USC in Information Systems

Residence: San Marino

# Branch Offshoots

SAN FRANCISCO HOTLINE Contributed by Todd Ziezins

DATELINE MARKETING

The bis news in San Francisco is our new client - AMFAC Hotels and Resorts. Yes, Yes, Bruce Powell has landed the bis one! Last week Bruce and Mike found out that AMFAC will be movins their daily hotel reportins system from STSC (service bureau in Texas) to Ross. In addition, this large system will feed into The Whole Taco'; an integrated financial reportins and analysis system for AMFAC's senior management. This account will be a bis one... Keep an eye on this Palo Alto. The first step (a systems design) will likely commence within the next few weeks. If this soes well, we can expect the system to so up around the first of the year.

Bruce has also been working on some promising things at Levi Strauss. He is talking with the Internat'l Planning group in an effort to enhance their current systems which performs long range financial planning.

Todd has signed GATX Leasing up for a small VAX timesharing account. They are planning to go VAX and hope this account will provide justification for their goals. They will be implementing a large lease planning model (written in Fortran on a HP 3000) on the system in the next couple of weeks. If the conversion works well, GATX will bring a VAX in-house in the next year and a half.

Todd and Mike are travelins to Tucson to visit with VALPAR Corp. in an effort to sell them a system for an automated inventory and financial reporting system.

continued on Page 3

# Offshoots con't

DATELINE CUSTOMER SUPPORT Jackie has been working hard to keep Crocker, Wells, Shaklee, First Boston: and Baron Data Systems harry and productive on our systems. Recently, she completed a small acquisition and planning model for Fredrickson and model for Fredrickson and Company which was well received. To keep her amused in the slow moments, Jackie is learning all about the Plot Package in hopes of adding Bar Charts and Pie Charts.

DATELINE CONSULTING

DATELINE CONSULTING
Sol, Tibbs, David,
Cathy and Mike are all
workins hard on the Wells
conversion to the VAX.
This system includes the
OPS Folders System (written by Wells) and the GPR
bis system. Bill is
attempting to learn about Ross and our Software ways and Jerry keeps plussing along with Crocker. Pam has Just completed a well despreed deserved vacation Mexico while Janet busily supports the whole team.

#### DALLAS HOTLINE

petween the inter-workings of Cliff Hall and Bruce Gall; the Dallas office is setting well underway. The underway. They sot a terminal hooked up and communications with pro-spective customers has besun. Within a month, Cliff expects Dallas to be a full fledsed office.

Currently, they looking "hot and heave" into hiring a top notch technical support type person and have scheduled a full week of interviews starting next Monday. Anybody from Ross with any leads he support to let them. leads be sure to let them know.

# LOS ANGELES HOTLINE

Los Anseles Just landed a new project with a new client -- WATSON HOMES. Plans are underway for a Cash Flow Projection System, keeping track of their starts and completions of sales.

## PALO ALTO HOTLINE DATELINE MARKETING

It pays to keep your current clients happy... As a result, PAD has a new client, SYNERTEK, a sub-sidiary of Honeswell, which manufactures semiconductors and micro-processors in Santa Clara. Previous marketing efforts revious marketins efforts had been unsuccessful, until a couple of our old friends from Measurex misrated into financial positions at SYNERTEK and are bringing in P/L. and Budseting models on Ross Systems. Systems. Hooray for cli-

: Another "new" customer is Another "new" customer is DATA SYSTEMS DESIGN. They will be doing financial modeling and a Project Tracking/Cost Accounting proposal is being pulled together. Mike Novak did some original work with the company last investment. the company last January, but it never sot off the ground due to DSD reorganization. We'll set some timesharing dollars from them this time!

New markets ...?

Jack Brown: PA Consultant, has lots of application experience in the Insurance industry and thinks that is a possible marketplace for us. Kathy Gillespie and Jack will be spending time this next month reviving some contacts and seeins what response they set. If response they set. If anyone has any input or wants some information sive them a call. Kathy will be sure to write a commentary in a future issue of INTERCON. Wish them luck! DATELINE CUSTOMER SUPPORT Contributed bч Freedman

The PA Branch is pleased to inform the consulting world of its improved; smoother; cleaner, faster - reacting Customer Support organization. We welcome the addition of Leslie, who has seen the light and departed Operations for the glamour of the Palo Alto branch. Also, Joanne Tanner has recently joined our ranks, makins our Customer Support stoup by far and away the largest in the corporation.

While we mourn the loss of William to the Consulting Group, the addition of the roup, the addition of the ladies alons with sood old what's my name will provide Palo Alto with Customer Support able to solve MAPS and INTAC problems in a single phone call, faster than a speeding port selector.

addition to fielding In addition to fleiging customer calls, which becomes more and more critical as our Silicon Valley clients besin their annual plans, we are in the thrells of developing a new timesharing billing system. Hore news on this in next issue.

#### DATELINE CONSULTING

Brooke is currently working on a system for SYNTEX that will allow for data collection from all over the world. SYNTEX employees from about 50 different locations input data into their own terminals which is then OWE S Passed onto a MAPS system that already exists.

There's been a delay in moving to the "Annex", Ken's name for the 1800 expansion. The word is, contractors were at stand-still when further con-struction required an inspection permit. The inspection required an inspection permit. The Inspector for the City was on vacation resulting in holdup of whole process. Hopefully, by end of next week things will be swinsing towards completion.

VOL. 1 NO. 3

December 1, 1980

# One More Time!

#### By Marjie

The Computer Products
Division is very concerned
that all RSI employees be
informed about our software maintenance procedures. We outlined these
in the first issue of
INTERCOM and have stated
them in several Software
Status Reports to the
Branch Customer Support
Consultants. Apparently,
some employees are still
not aware of these
procedures. So, here goes
one more explanation!
There will be a quiz on
the following information
at 9:00 AM on December 5.

- 1. Software Request forms (SR's) are the vehicle by which an RSI employee should report a problem with one of our products or sussest an improvement. These forms are available in each branch through the Customer Support Consultant (CSC) or in CPD. All SR's reporting bugs should be submitted through your CSC to determine whether in fact it is a bug or a misuse of the product. Improvement requests can be submitted directly to CPD.
- 2. Submitted SR's are reviewed by the Software Products group at periodic meetings, usually weekly on Friday mornings. Each SR is assigned a priority between 0 and 4, indicating the urgency of the request as determined by the Software Products group.

The priorities are:

- O Program dead; no one can use it.
- 1 User can't accomplish what he wants to do.
- 2 Bus with a bupass, or normal development.
- 3 Desirable but not important.
- 4 Requested but not approved for implementation.

3. The prioritized list of all requests is used as the basis for determining what we work on.

- 4. After the meetins, each Branch Customer Support Consultant receives a copy of several reports showing completed requests and outstanding requests. They also receive a covering memo highlighting items completed, new items and work in process. This memo should be distributed to all Branch Consultants. The reports should be filed in the Branch where they are available to all for reference.
- 5. The SR's are entered into an INTAC database. In the near future we plan to instruct the Branch Customer Support Consultants in the use of this database so they can look up the status of individual SR's at the terminal.
- 6. It is our expectation that this can be an effective means for us to control the maintenance of our products and to communicate the status of that maintenance to all RSI employees.

# President's Corner

Welcome to the third issue of the INTERCOM. Trudy and I have looked at other company newsletters, and I feel that the INTERCOM is one of the best we have seen in offering a serious means of interchanding information within the company.

Many of you have experienced the sometimes slow response time of our 11/70's, and you may be interested to know that our timesharing revenue in October exceeded our forecast for June, 1981. This is good in some respects, but bad in others. Customers are often frustomers are often frustrated by slow response times, yet they don't complain until it is too late! The short and long term solution to the roblem is the VAX. Presently, C4 is not heavily utilized, and C5 is coming in February, so everyone should make a concentrated effort to convert applications that are best suited to operate on the VAX. Additionally, it is most important that everyone keep their channels of communication open to customers so that critical problems can be dealt with on an individual basis before serious dam-age is done.

Constradulations to everyone on a fine performance for October.

# Branch Offshoots

### LOS ANGELES HOTLINE

Los Andeles has been doing strong and proving a record performance since October. So far, they've acquired one brand new account - BRENTWOOD SAVaccount - BRENTWOOD SAV-INGS and LOAN and will be developing a Financial Planning System for them using MAPS. In addition, they've acquired 3 new projects from already established accounts and have several more pros-pects before the year ends.

To accommodate the needs of the continued growing list of users, LA has installed a 9600 baud line plus downtown LA access numbers. This will improve the performance and service for their clients.

#### DALLAS HOTLINE

'Now that the Dallas office is established, an office is established, an intense marketing campaign will be installed to build revenue for the Dallas Branch, says Bruce Gall. The cornerstone of the advertising campaign will be weekly ads in the Dallas Morning News similar to the West Coast campaign that was so successful in the Wall Street Journal. Cliff is independently starting a independently starting a direct mail campaign using a mailing list purchased in the Dallas area.

To further the support of the office, Ralph Ruth has joined the Dallas Branch formerly as Senior Customer Support Representative. Ralph worked for tative. Ralph worked for Computer Sciences Corporation - INFONET Division in Dallas and has extensive experience in financial modelins and database cial modelins and database management systems. Rumor has it; that Ralph was our formulation that their hormulation for the management systems. Rumor the want an estimate on converting their hormulation for the management systems. They want an estimate on converting their hormulation for the management systems. truth is, he's our 49th.

#### SAN FRANCISCO HOTLINE

By Jackie

Consulting news -Tibby, Jerry and Dave seem
to be always busy, all
working at Wells. Jerry
also still has his hand in
at Mercantile - trained in
Customer Support, he knows
how to keep those clients
happy. Fam, after a brief
period of time with
nothing to do and almost
going stir-crazy, is back
in her normal mode of
working 100 miles per hour
with many more things to Consulting news workins 100 miles per hour with many more things to do than she can possibly set done, but still doins them all. Bill finally sot his first project workins on Fisher Industries. Thanks to Todd and Sol's grand marketing scheme, it still isn't billable. Oh well, maybe he'll set his first business trip out of it to Fresno, CA.

Todd, who always attends the "right events" with the "right people" went to the Guardsmen's "Bis Game" luncheon and met the President of Fireman's Fund, no less. They discussed financial planning and as a result, Todd will be contacting him in the near future.

Best wishes to Cathy Bendlin! Her last day was November 12 and we had a luncheon for her on Mon-day, the 10th and save her two baby carriers. Hore she comes back soon!

Congradulations to Mike for landing the business with Crocker Internat'l. This will be a daily system to be accessed from all over the United

MAPS model in existence)

to a five year quarterly model. It's still any-body's suess as to how many of the 600+ rows will have their calculations affected. To make it a real challense, the model has two segments, the largest of which has no comments. They had to be taken out so the model would fit into BP2!

Many thanks to Todd for coming up with the winning idea for a wall hanging for our entryway. After months of a blank wall and considering various pieces of "modern" art (at very "modern" prices) we now have a sign with the Ross Systems logo carved from oak blocks. Against the textured wall-paper, it really looks terrific. terrific.

# RSI

# **PEEPH@LE**

ANNE MICHON

CONSULTANT PA Branch

Pre Ross: Tymshare Residence: Cupertino: CA

TIN RUDOLPH

SOFTWARE PRODUCTS SPECIALIST

Pre Ross: GTE Sylvania Residence: Mt. View, CA

RALPH RUTH

SENIOR CUSTOMER SUPPORT REPRESENTATIVE Dallas Branch

Pre Ross: Computer Sciences Corporation Residence: Dallas, Texas

# HQS No Mystery

Contributed by Marty

The soins on at Corporate Headquarters is really no mystery at all. The fact of the matter is we have become so busy with the influx of new business and more spending that we haven't had time to let everyone else in on what we are up to.

Tanya, has been handling all the Accounts Receivables, which includes not only depositing cash, but collecting it as well. Through her extensive collection efforts, we have been collecting most of our 'old monies' rather than writing it off. She has also been working on setting up and more clearly defining all of the accounting procedures. Due to the increase in company spending, she will recruit Jennifer to help with Accounts Payable and tracking and maintaining the Fixed Asset files.

In a couple of months HQS will be taking over the Timesharing billing system. This of course will increase the workload and since Jennifer is making such good progress in learning the new accounting projects, she is being promoted to Accounting Clerk. This will mean Jen will have to give up her plush new desk and relinquish her "crown" to a new "voice of RSI" at Palo Alto. The new receptionist will barely have enough time to help out with typing because of the volume of calls coming through the console lately.

If the new receptionist does as good a job as Tansa and Jen have been doins, I will be spending more of my time handling Personnel Administration. By Becember 1st we will have 50 employees! This means keeping up with the needs of 50 people for Payroll, Bonuses, Insurance, Pension, Profit Sharing, and Stock Purchases. I am also attempting to update or in some cases, implement new personnel policies and procedures.

# TECH NOTES

-- The new computer room design is complete. The walls of the present utility and tape room will be knocked down to expand the room for 3 more computers. Across the hall at 1900 will become an extended area of Operations. Plans are to convert Kevin and Vern's present office to a tape room and John's present office will be expanded to include two operators. Also, the design includes a Customer Pickup room. Customers will need to ask for printouts before picking them up.

-- 10 new lines will be put in Mt. View area in a couple of weeks.

-- If you haven't heard, Andy Jew will be joining Ross Systems on December 1st as Operations Manager, and we are all looking forward to his contributions to RSI.

# Offshoots con't

PALO ALTO HOTLINE

The Annex is now occupied by Steve, William, Jack, Anne, and Brooke and hosts the new 1800 Conference Room equipped with the old Conference Room table and chairs from 1900. The original meeting room at 1800 is being converted to a workroom and eventually a documentation library.

Customer Support made it known to all that they had arrived at 1800 on November 14th. A pleasant event indeed with the influence and spirits by Rick. We expect great things to happen now that we have the whole branch together.

We're a bit behind in our hirins plan for Consultants (need two Consulting Hanaders) and are still feeling the pinch. However, we have found a Branch Secretary. Betty Klindelhofer, comes to us on December 8 with lots of experience in being a secretary. Betty will have a definite distinction at RSI. She will be our oldest employee.

Best wishes for Leslie as her last day with the PA Branch was November 26. We gave her an unforgetable farewell luncheon and kindred spirits. Time will be on our side if she is able to Join the Dallas Branch.

Deadline for next issue of INTERCOM is December 22, 1980.

# FOSS SYSTEMS THE RESERVE OF THE RES

volume II,#1

December 18, 1981



"Yeah, I'm tired of celebrating too - this is the tenth sale this week."

How does Los Angeles keep generating those easy (1) software sales? "Absolutely unequivocally outstanding salesmanship," says Bruce Gall, talking about the office's latest triumph, Mountain States Mineral in Tucson.

Mountain States was as impressed with MAPS and INTAC as it was with Ross sales charisma. "We narrowed our search to six systems," said their systems analyst. "Ross showed us that their systems could actually do all the things the other people just talked about." Ross will be designing a sophisticated financial/accounting/baseline system for the Arizona company to replace a thrice-converted IBM system that nobody could or would support.

LA scored another victory with American Telecommunications last August. Dick Hardy's coup was even more stunning because ATC had been using FINAR for five months and was ready to buy It.

Dick made inroads into ATC by selling one programmer on MAPS. Once she was hooked, she became an ardent MAPS advocate (and excellent "salesperson" for Ross). Dick converted FINAR models into MAPS, and convinced ATC to convert its allegiance to Ross Systems. The clincher, says Dick, was the forthcoming NCA interface. ATC users succumbed to our products superior charms and, according to a DP manager, "just love MAPS."

Fresh from ATC success, Ross triumphed at Jafra Cosmetics. Jafra, who had been using SBC, called Ross in to give a presentation. The inimitable duo of Dick and John Introduced Jafra to the wonders of MAPS and INTAC, and two days later Jafra appeared in Canoga Park with a signed contract for MAPS.

"We duplicated their whole system in two hours," said Dick, recalling the sale. "It totally confused them." Jafra is using MAPS to create profit and loss reports, perform consolidations, handle responsibility reporting, and interface with their IBM accounting system. They are, according to Dick, ecstatic about MAPS.

With typical Ross enthusiasm and dedication Los Angeles keeps racking them up. Customer service, superior products, and, of course, "ebsolutely unequivocally outstanding salesmanship" continue to fuel the conquering Ross - L.A. team.

## INSIDE



New Faces2
PRESIDENT'S CORNER
WORLD NEWS ROUNDUP4
BASELINE SYSTEMS6
(AND MORE!!!)



## ... as the twig is bent



Since the start of FY82 (July 1, 1981), Ross Systems Family Tree has both grown new foliage and been pruned. At the close of FY81 we had 69 employees. Since then we have fluctuated from a high of 82 to a low of 78 back to our present 80 (depending on the position of the moon at the time you asked). Here are some of the new "leaves" in order of appearance.

> KEVIN WALSH Marketing Representative, PAO

Lured to the Bay Area from National CSS, Seattle by Roy Latham, ex-CSS employee. Was technical rep and marketing rep at CSS. Educated at UC Berkeley.

JOHN DRISCOLL
Marketing Representative, PAO

Migrated north from downtown Pasadena. Graduate of USC. Marketing rep for Redac Graphics and Boeing Computer Services.

> JOHN BRUZAS Consultant, SFO

Formerly with U.S. Department of Transportation. Undergraduate education at Northern Michigan University, Georgetown University, with MBA from Berkeley.

NANCY PARKER Consulting Manager, SFO

Former client at Crocker Bank in timesharing, also a free lance artist. B.A. from UCLA; currently working on M.B.A.

LAURIE RIORDAN
Software Sales Associate, SFT

Currently completing B.A. at San Jose State in Public Relations and Cybernetics. Another former client, who taught MAPS at INTEL. Be sure to ask her about March 13.

PAM EAKEN
Training and Documentation Specialist, EDU

Came to Ross from Tymshare and Bali Computers, where she was a technical writer. B.A. from San Jose State. Trying to develor her racquefball skills.

> ELAINE WONG Marketing Representative, LAO

Migrated to warmer and smoggier air from the Bay Area where she was branch manager of a General Electric office. MBA from Northwestern University. DEBBIE MACDONALD Consultant, DAL

A recent graduate, who studied at Oklahoma State University and Southern Methodist University as a Computer Science/Business/Math major.

> TOM GOLDEN Consultant, LAO

A Computer Science/Business major at Southern Methodist University, he left self-employment (Golden Software) to join our Los Angeles office.

> JEFF PRICE Marketing Representative, PAO

Another ex-CSS marketing rep in Seattle. Received his MBA from University of Puget Sound.

DENISE L. QUINN Receptionist, HQS

Migrated from the far reaches of San Francisco by way of Foster City. Worked for KTI Chemicals before becoming the "Voice of RSI Palo Aito".

STEVE TETER
Software Specialist, SPT

Formerly an instructor at San Jose State and College of San Mateo in Math/Computer Science. Writes songs in his spare time.

RICH GRUBBS Computer Operator, OPS

Recently discharged from the Air Force where he was computer operator/supervisor. Computer science major at De Anza.

> JANINE HANEMAN Receptionist, SFO

Clerical receptionist at Cato Institute; currently attending Skyline College. Youngest employee and a newlywed.

> RHONDA CHEE Branch Secretary. SFO

Attended University of Hawaii and University of Massachusetts, Amherst. Trust administrator at State Street Bank in Boston; former secretary at University of Hawaii.

(continued next page)

(new Leaves, cont)

PAUL TARCZY Consultant, PAG

Formerly a programmer with Faralion Consulting and service rep at Sorbus Inc. Educated at San Francisco State.

JILL WALL
Accounting Clerk, HQS

Spent last six years assisting her husband in managing a Kentucky Fried Chicken restaurant in San Jose.

CAREN CHAPPELL
 Consulting Manager, PAO

Recently systems engineer with Electronic Data Systems after returning from 11 years with IBM in Nairobi, Kenya. Attended University of Idaho and Carnegie Tech.

December's newest sprouts are David Glantz, Consultant, and Robert Ostilng, Marketing Rep. They are both based in San Francisco.

Bob Schramm \* Heide Griefeld \* Jerry Swezy Charles Horne \* Steve Locke \* Carolyn Taylor Leslie Shaffer \* Buck Buchanan \* Lewis Martin Jessie Sterling \* Bill Shattuck \* Matt Chen

# +++++ SFTWRE PRDCTS

The most colorful item in a recent issue of Fortune magazine had nothing whatsoever to do with the stock market, economy, or takeover bids. Opposite the Keeping Up section (in selected issues) was the debut of the new MAPS ad. The advertisement's appearance in Fortune coincided with the introduction of MAPS 5.0. Both of these events reflect the amazing productivity of the Software Products group.

Software products has been responsible for several other new ventures too: Anne Long has produced a number of outstanding documents lately, including MAPS class materials and functions documentation. Pam is working hard on the upcoming MAPS primer. And the software sales group continues to churn out new leads and sales. All MAPS clients are being sent new releases (version 4.4), plus the new materials, this week.

The new MAPS/INTAC brochures will appear soon, thanks to a concerted effort by Bruce, Commart (the ad agency), and Just about everyone else. Anne and Johnne are co-editing the first client newsletter, scheduled for late January. Any suggestions for a newsletter name will be graciously accepted by the editors, who seem to be incapable of generating anything other than absurd acronyms and revolting puns.

# The President's Corner



Las Vegas - 1981. Many of you know that 1 attended the COMDEX computer show in Las Yegas just before Thanksgiving. COMDEX Is a show geared toward the higher-end micro-computer, executive workstations, and software for all of the above. Two things were impressive at the show. First was the large number of 16 bit microcomputers designed for the business professional. typical configuration would include 256kb of memory, a 5MB "hard" disk drive, a CRT, and a floppy disk for \$10,000. This individual machine fits on top of a desk and has roughly half the CPU power of a PDP-11/70. In fact, a number of independent services had benchmarked some of these machines at half the speed (single user) of a YAX 11/780.

The second thing was the wide range of "financial modeling" (VisiCalc imitators) being developed and offered for these machines. The newer products are offering many advanced features that are quite nice. Clearly, the world of financial modeling is changing, with some percent of that business moving toward personal computers of one type or another. By the same token, there will always seem to be a need for a time-shared approach with centralized data bases, etc.

Over the next month or two, I expect to announce some developments that will give Ross Systems some capabilities in this area. Stay tuned to the INTERCOM for future development.

# NEWS FROM AROUND THE WORLD





BIG D

Dailas continues its #get ahead and stay ahead# plan. In October Qube Cable of Dailas used INTAC for a materials control system. in November, Trammel Crow Development Co. signed up; they are building a property master file via timesharing. Cliff, with no small amount of help from Ed Harley and John Benedict, also sold a VAX 780 to Crow.

FNB-Dallas and Mercantile Texas Corp are hot In the middle of their first live, in-house planning season and have kept the consultants Jumping.

The office celebrated its one year anniversary on 10/13/81. Marde Ross sent a delictous bowl of Strawberries Rebecca to the office that day. All leftover liquids from the open house were also consumed. It does seem like only yesterday...

Fred Honea !!! Is preparing for his overdue move into the sales arena, as we continue to search for a replacement for his ample consulting talents. Debbie MacDonald has purchased a home in Dallas and has been working hard to complete a large documentation project at Merc.

We have had many RSI-California visitors in the past month, and all agree that Dallas has not only the least expensive but the most impressive office in the company. To handle anticipated growth some additional footage has been added. 1982 promises to be a banner year for RSI-Dalles and we're all looking forward to it.

# LA

Los Angeles continues to sign up new clients, recruit new personnel, and have a generally good time throughout it ail.

After acquiring new software clients (see front page article) Ross-L.A. sold timesharing and consulting services to Coast Federal Savings and Loan, Orange County, and LaSaile National Bank in Chicago.

The office celebrated a successful year at Its December 11 Christmas party in a Chinese restaurant. Then - back to work at a joint software/timesharing seminar on December 15.

On the personal side, Bruce notes that nothing much has happened. "The ones that are married are too old to have kids and the single ones don't have girlfriends." Be that as it may (don't believe everything you hear) the L.A. office continues to be a happy, productive group.

# palo alto

The Paio Aito branch is doing very well concerning everything but the Plan, signing 25 new timesharing and two software sale accounts during the first five months of FY82. Palo Aito consultants are booked through the end of February (know anyone who needs a job?), and the client support group is presenting two sets of MAPS classes each

Major new accounts:

TDC (Mike Novak's contribution to the pian)

Eank of Santa Cruz (why is it that John Driscoil only makes calls in Santa Cruz on Friday afternoons?)

City of Paio Aito (Jeff Price was lucky; Roy Latham couldn't sell this account in the five years he tried)

The consultants have been doing an excellent job. In October the consulting revenue was at an all time high for PAO: \$32,600. Brooke Hauch billed \$11,000 of this and Jan Burch is still worrying "when will I get things under control?"

PAO is looking forward to the next six months of FY82. The office is "on a roll" and plans to best The Plan during the last half of the year.

(News continues next page)



(more World News)

# sf

We've San Francisco is on the move! reorganized ourselves this past month to give better service to our customers, an even higher level of enthusiasm to our employees, and more revenue and profits to ROSS SYSTEMS. The biggest news, as spelled out in another article in the iNTERCOM, has been the introduction of a Base Line System area. This required that our Branch Manager in San Francisco, Soi Melendres, switch gears and take control of this emerging area. M. E. Novak will be weaving his magic spell to keep the revenue flowing until our new leader, Dick McBride, comes on board to take us to even loftler heights. Dick will be starting December 22.

under Kathy campaign, sales Gillespie's enterprising leadership, will be cearing up now that we've added two more gearing up now that we've added two more salespeople. Shelley from customer support and Robert Ostling as a new employee, to our sales team. There will be no holding Kathy and her gang back as they take S.F. into an era of new clients and projects.

Tibby and Liz will be jointly responsible for the customer services area, a job sharing arrangement that is novel for Ross. We are taking a poil whether to call them Libby or Tiz as a joint name for the position.

Pam and her crew have been giving some help to Palo Alto's buiging consulting backlog, and with some projects that have been sold in New York and need to be implemented. We've pirated one of Trancomm's wizards to join us, David Giantz, and he is rapidly coming up to speed, some say he may even rival John Bruzas as the local king of the keyboard gurus ("Watch my dust" scoffs John). We continue to get kudos from clients regarding the work of our three consulting heavyweights, Pat, Jackie, and Nancy.

It looks like we finally have the support system we need to keep the office running smoothly now that Rhonda Chee and Janine Haneman have come on board, someone can finally be counted on to answer the phone.

Based on the rave reviews from the seminar that was debugged in San Francisco last summer, and then taken on a road show to other offices, look for us to do another one up here in late February or so. Mike has promised to another major project in San generate Francisco between now and the end of February that will keep us on our ambitious financial plan for the year.

Finally, a message to Todd. The weather is wonderful here in San Francisco, the sun is out and it's in the 50's to 60's during the day. The 49'ers are in the playoffs, and we miss your wit around the office.

## a better connection

We have recently enhanced our telecommunications network at Ross Systems with the addition of the Uninet network. Uninet covers most of the continental U.S. and Canada, and was installed to supplement our own network and the Tymnet system.

To obtain a list of access numbers, type:

HELP UNI STATE s HELP UNI AREA &

where s = desired state and a = desired area code. Numbers are given for 30 and 120 CPS service.

To log onto any RSI computer:

- 1. Dial the Uninet number nearest you
- 2. You will be prompted:

i ?

Enter a carriage return.

3. When you see:

UNINET NODE XX CHNL YYYY SERVICE:

Enter the word ROS

(note: the network character echo can be avoided on the 11/70 systems by typing F,ROS rather than ROS. This will create a double rather than NUS. INIS WILL CREATE a GOUDLE echo during log on, so your password will be echoed at your terminal. At the Ready level, type "Set local echo" to turn off the computer echo. This procedure is not yet available on the YAX.)

4. Next you will see the familiar

COMPUTER#1

prompt, and you can take it from there.

Uninet is cheaper than Tymnet, so try to use and evaluate it. Call Vern with any questions/comments/problems.

Dith everlasting gratifude to: Jaanne Goldberg

Editor

Contributors (in order of appear-

ance)

Marty Dard Ken Ross Cliff Ball

Anonumous flike "Under-the Bire" Novak Vern Tidmell

Sol Gelendres Anna Barger Jeri Young

Critics & Consolution

# HAPPY HOLIDAYS !!!

## (shh!)

Suess which well-known company president rented a Winnebago to go to the Rod Stewart concert at the Cow Palece last week? And then entertained his employees with a sparkling rendition of one of Rod's biggest hits...

## Back to Basics

for over a year, there has been discussion on supporting baseline systems. These discussions have led to some questions on the definition of "Baseline" versus "Package" systems. To clear the air, let's look at the concepts of applications development. Typically we offer our clients custom applications to solve their business problems. However, the majority of the effort is the meat and potatoes of the application and approximately 40% is truly custom. Therefore, the question is "why don't we salvage and reuse the 60\$ baseline of the application?™ This involves taking the 60\$ and making it generic, independent of industry and client requirements. For example, all A/R systems require invoicing, cash application, A/R aging, and cash distribution.

Development of baseline systems involves these steps:

- 1. Review consulting projects for potential
- 11. Develop minimum sales documentation
- IV. Develop estimating guidelines
- V. Conduct sales and consulting training
- VI. Finalize documentation
- VII. Develop and implement ad strategy VIII. Upgrade baselines with new features via new consulting engagements

Taking this approach provides the following advantages:

- I. Assist sales in closing via demos and reduced implementation cost
- II. Assist consulting in not having to reinvent the wheel
- III. Assist clients via reduced implementation cost and time
- IV. Assist T/S revenue via quicker production implementation
  - V. Assist software sales via quicker solutions to client business problems

## DECUS Decadence



Laurie Riordan and Johnne Goldberg braved the L.A. smog, the multitudinous leers, and the bureaucracy of the Hotel Bonaventure in their williant effort to stage a Hospitality Suite at DECUS (the DEC users sem!-annual conference). They passed out handbills advertising the H.S., talked to dozens of people, didn't sit down (much less sleep) for two days, and grew two inches each (from the callouses on their feet). The result: the Hospitality Suite, held Wednesday from 4-8 p.m. was generally acclaimed a success. Approximately 50 visitors feasted on hors dioeuvres and heard all about MAPS and INTAC from Johnne, Laurie, and Elaine, Bruce, John, and Dick.

One timesharing client has aiready signed up, and several "hot software prospects" were Ross Systems will undoubtedly acquired. accrue the benefits redounding from this event in the months ahead. (of course, the most immediate beneficiaries were the L.A. office members, who got all the leftover booze.)

\*\*\*\*\*\*

It is important to note that the client will still be receiving a custom solution and upgrades will still be implemented via consulting engagements.

Currently the targeted baseline systems (in order of priority and timing): 1. G7L - General Ledger

- 2. A/P Accounts Payable
- 3. A/R Accounts Receivable
  4. F/A Fixed Assets
  5. O/E Order Entry
- 6. P/O Purchase Order Processing

Our current backlog of potential baseline clients is ten. The major baseline effort will be assisting sales. Second priority will be development of documentation, demos, and RSO training.

Beginning in January monthly status reports will be published to keep all RSI personnel informed on the status of baseline systems. Anyone who has ideas, questions, or suggestions should call Soi in San Francisco.



# 

Volume IV, Number 1

October 22, 1982

#### NEW !!

### **NEW Spirit!**

### **NEW Products!**

That's the news as Ross Systems roars into the waning months of 1982.

MAPS/Pro is on schedule for availability by mid-to late-November. On November 15th, we will release Version 0.5 to field test sites, branches and selected DEC offices. The software has been preceded by intensive marketing, principally to the DEC sales organization.

We have barraged them with direct mail pieces, a cycling demonstration on diskette, sales seminars and most recently, RSI's first sales videotape! The feedback has been tremendous. This should be a hot product! We will start our national advertising campaign in December to reach financial and data processing management.

Concurrent with the MAPS/Pro activity, both the Stock Option Tracking application and GL/AP application packages are being actively marketed. Expect quality documentation and product literature on these soon-to-be-best sellers.

Since we're dramatically expanding our product live, we have invested thousands of dollars in developing a super-quality corporate "look" that will gain us wide recognition and the together all our products. Get this, fans - the new Ross colors are...copper and dark blue! Red is dead, blue is too and brown is for little old the birds. Also, in a truly mystical flash of insight, the dot between the R and the S was deemed to be "busy" and has been relegated to

NEW Upscale Corporate "Look"!

sentence stop. Seriously, the new look has been carefully planned, and will be the basis of all our future sales literature and documentation. Plus, Ross Systems has commissioned an original work of art, by L.Podevin, to represent our strategy of multiple, inter-related products to meet the needs of corporate financial management. The art will be turned into a poster that hopefully will be catchy enough for people to hang on their walls.

So look for exciting new things over the next couple of months. Things to hang on your wall, to tickle your fancy and to inflate your bonus!!



## Dallas

DATELINE BIG D....

Howdy all yall out than!! Here's a littl' somethin' from the buckaroos and buckarettes?? In Dallas.

Even though there are only four of us here, we are still alive and kicking!! We have been busy with the great intermedics project with the help of Vincent in LAX, the cilent in Houston, and Dennis running the show from here. Our other consultant, Debbie, has switched roles and will be our Customer Support representative; and along with the help of Leslie will try to keep on top of things.

By the way, what famous Texas guitarist will be taped live in living color and stereo from downtown San Mateo after a "fast and furlous" rally in Reno???!!!

We're checkin' out new, local talent for two consulting positions and a sales position; as well as tryin' to lassoo us a branch manager.

We're also lookin' forward to a big howdy and chow down next week when our head hauncho comes into townil! We ail gathered 'round the local waterin' hole this past week when Mike was here for drinks and nachos, Texas style.

So until we meet again, "Happy Trails to you..." from Big D...."

## Los Angeles

The Los Angeles Branch has reorganized - but who hasn't. We have four additions and two departures (both to corporate) since the last INTERCOM edition.

Pat Uhl joined us on a temporary basis this summer but inevitably discovered the true advantages of Southern Calif. living. Pat has recently been promoted to Branch Consulting Director and is in the process of building a strong consulting team, when she can extricate herself from a terminal.

Tim Rudolph transferred to LA as Client Support Manager from PAO. He has done an excellent job of organizing this new area and is already held in good stead with our client base. Tim has been very successful at conducting MAPS & INTAC classes. For some reason those classes seem to be comprised mostly of attractive females and they continue over to TGIF Fridays afterwards.

Ed Parker joined the consulting ranks in October. Ed comes to us with five solid years' systems and programming experience using BASIC to create accounting applications. I know we have an excellent fit here.

Sheryl Moss started this month as part time receptionist. She allows Vicki to return to part time. Sheryl is a student at Cal State Northridge, majoring in Marketing.

Vince Chen was promoted to Special Products Development Manager. He will work with Jan Burch in bringing us additional 'super' products to peddle.

Tom Golden transferred out of our branch to work with the gurus in Product Support. I'm sure Tom fits in like a glove. Tom, we miss the candy concession you operated here so profitably.

We conducted a couple of very successful seminars this quarter. We want to thank all those who helped in the preparation and presentation.

LA is on plan for the first quarter and expect to continue so for the remainder of FY831!



## Palo Alto

The Palo Alto Branch continued its assault on this years plan. We finished over 180% of revenue plan for the quarter while supplying over 70K in revenue to other Ross branches.

There is an entire new management team in Palo Alto. John Driscoll is now Branch Marketing Manager, Caren Chappell is Branch Consulting Manger, and John Bruzas is Branch Client Support Manager.

We have new people in consulting, Ella Uychaco and Sheri Levin. Jackie Gage will be joining us officially in January. Dana Woods has joined Trudy and Shelley in our Client Support Group. Laurie Klatt has officially become part of the branch in her Regional Software Sales role. Anna Barger and Rita Louden joined our administrative staff. Rita has already moved on to more fertile grounds in San Francisco and has been replaced by Yvette Gallard.

Yes, there has been a lot of personnel movement in Palo Alto. It's a tribute to everyone in the branch, and those who have moved on, that we attained our first quarter number. Everyone is looking forward to an exciting second quarter.

Ok, yes, Jeff Price has been promoted to branch "Atlas" responsible for 73% of the Palo Alto revenue, and 44 % of Ross Systems revenue.

## San Francisco

The U.S. economy has got nothing on SF branch these days: If the next six months hold the last push to recovery in the recession, then SF is right on target! We're shaking our summer slump and getting ourselves healthy to take advantage of an upturn — if the market remains soft and the outlook flat, don't bother telling us — we're bullish on the SF branch.

Ocotber has been a pivotai month: Brooke Hauch Is overseeing the SF uptrun as new Branch Manager. Joe Taydus has joined the ranks of SF \*Account Managers\* and, with Kathy Gillespie and Marty Lehale will lead SF out of Its slump! Supply and demand are soon to become critical! With the pipeline gearing up, we're losing Nancy Parker to New York (forget-It, we won't let her stay too long) and Jackle Gage to the down-home folks in Palo Alto (a permanent loss -but we gain in options...). Rhonda Chee, our Branch Administrator has left for the sales life - but we are delighted to welcome Rita Louden as our new Branch Administrator (and she's delighted to get away to the Big City...). We're operating at a higher capacity with fewer workers cause Pam Black is "meeting the challenge of recovery" with aid and abbetance from David Glantz (their bust bond swapping with Chem Bank). And we're stabilizing the "support" thru Tibby Wyatt's and Joel Farr's effort.

Communications are great - a night on the town with the PAO group is enough to raise any GNP (good natured peoples). The office looks terrific -Rite is getting us whipped into shape - and new artwork has appeared to matck our style. The environment is hot and wetre ready to move. We'll discount the misery that's going to be down the road for another few months \*till our pipeline is full and we're battening down the hatches cause we just went thru the eye of the storm. Watch out for us!

# OFTWARE

#### Software Development

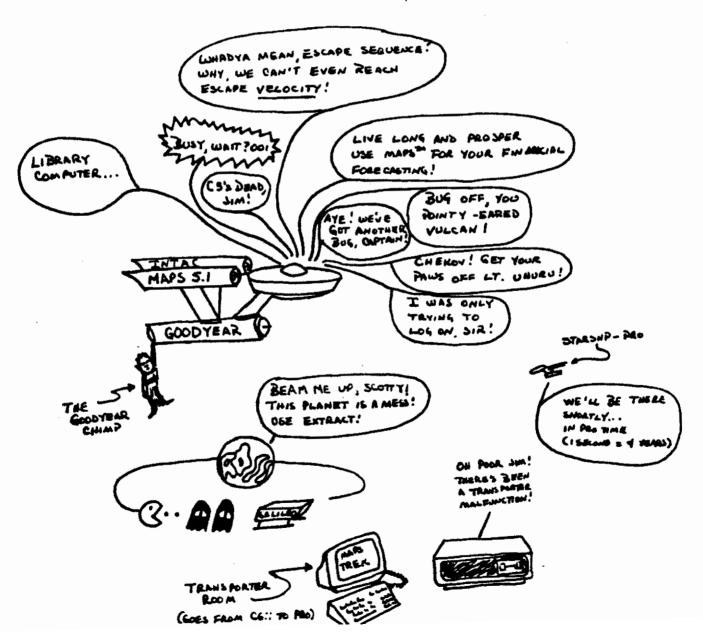
Although exiled in the boondocks, down the road from Headquarters, the Software Development group has been busy cracking.

The major crunch has been implementation of MAPS 5.1 on the PDP 11's and VAX's and the development of Ross' latest software adventure: MAPS/Pro. Steve Teter, Artie \*Mr. MAPS\* Aividrez, Pete, Rich and the latest addition to the MAPS development team, Tom Golden (coming up in the world from the LA Branch), have been beating C3 and C6 to death writing the MAPS data editor, logic interpater and discovering the joys of micro-computers with MAPS/Pro.

in addition, Margie and teliani have been busy developing implementation and release and delivery procedures for our growing repertoire of software offerings. The entire Q.C. testing, documenting and coordination responsibilities have grown significatly over the last year. Sorry Ken, no more \*PIP\*.BAC\*.

Overall, the MAPS/HOST and MAPS/Pro development is proceeding at such a fantasite pace we're almost on schedule.

P.S. INTAC is still alive and O.K. Although Ted has been temporarily stolen to work on the Stock Options system his heart is still with INTAC and is more than happy to be diverted with your favorite INTAC quirks.



#### Software Products Update

The big news is the addition of a new function to the group. Jan is now in charge of Applications Products Development. This new function will finally give us a means of developing, implementation, maintaining, etc. new application products. The first products in the agenda are the Price Waterhouse General Ledger (VAX) and the Stock Options Accounting package. Vince will be working on the Price Waterhouse conversion and Jackie will continue to manage the production of the Stock Options package.

Jack Brown is now the Product Manager for Applications Products and will be coordinating with Jan and her group production of the products and implementing marketing strategies for all our applications products.

(Bave you heard of Starshine?)

Look for further information on this new venture from Jan and Jack in the near future.

Ricks group continues to crank our MAPS/Pro and Anne and Pam are up to their same tricks as well as some new ones. Look for Rick and Pams articles elsewhere in this issue.

Meanwhile, I am keeping close watch on the contruction of the building next door and learning something about project planning (it's also fasinating!), and keeping close watch on some of the people in this building who are keeping close watch on the construction workers.

The President's Corner (18/18/82)

#### "Momentum"

Positive momentum is an exciting phenomenon which we are now experiencing. It seems as if almost all events during FY82 were an effort and always resulted in problems or below plan performance. Conversely, virtually everything going on now seems to be successful. Our financial results for the quarter exceeded energetic performers in virtually all of our key positions. Our product development of MAPS/Pro is proceeding incredibly smoothly with constant communication among all of the players. Our results in applause each time shown. Our efforts to develop and install the Cambridge systems are now paying off. If we can keep up this performance, we can make or exceed our plan for FY83 and be back on our fast track performace. I've spent some time trying to understand the subjective facts that have resulted in this turn of events, and I really can't explain them. My only conclusion is that the same overall factors that have resulted in 10 years of growth are continuing to come into play, and that small "blips" in the economy should have no long term impact on performace for the first quarter.



1 Just Said Me Had Softwere Support — I Never Said We Had Software.



This fall season finds Anne and Pam working deliriousty on MAPS/Pro documentation package. Consequently, under the oppression of the November 15th deadline, we find Anne (after a grueling two week vacation in Italy) huddled over her desk (with her earplugs in) tackling the gargantuan task of writing the MAPS/Pro Users Guide. reporter threw an INTAC manual at Anne to get her attention and then asked how the job was coming along. "Bene, bene, trovo il lavoro domandate e stimolante. Sono tempo che gl'utenti di MAPS/Pro studiano Italiano." she shouted. Removing the ear plugs, Anne broke into an aria (to the tune of the Anvil chorus), "This document will be like a Michelin guide covering every obscure feature of MAPS/Pro, but guiding you to the best through a three-star rating Some of us are, system." however, beginning to wonder if she is writing in Italian.

On the other side of the room we find Pam (in addition to acting as Anne's interpreter) writing the MAPS/Pro Primer, which is designed for the first time MAPS/Pro user. The primer will contain installation procedures and an of overview MAPS/Pro capabilities. When asked about her view of the project, she said, "The fascinating part of this opportunity is being involved state-of-the-art software development. In fact, we in documentation are way ahead of the actual state of the software, artie or otherwise. Consequently, we are making up features as we go and letting Rick's group catch up with us."

Projects that have been precursors (but domanding no less creativity) to MAPS/Pro have been:

For Pam, the MAPS Database Class, the SCAN HELP messages, and the SCAN Primer.

For Anne, the completion of the dynamite INTAC Manual, help with the MAPS cycling demo, production of the AP Users Guide, and preliminary user documentation and HELP for EXTRACT.

in the midst of all the work needing to be done Publications, the dynamic duo do find time for recreational activities. One major area of endeavor has been setting up an Arts and Graphics workroom. They find the most fun is spending someone else's money for furniture, which includes a drafting table, engineering arm, drafting light and chair, and a filing cabinet for art work. Anne and Pam now fee! that they can really do some professional looking art work to give our manuals that Ross look. (First job -- removing all the dots in Ross logos.)



#### ONLINE OPERATIONS REQUEST SYSTEM

Computer Services is undertaking a software development project to write an online system for clients and internal users to submit operations requests. The system should help us all, by making each of our jobs a little easier. Any user on any timesharing system will be able to submit their request and determine the status.

In addition, beginning this month RSI is billing users for certain types of operations functions (tape mounts, back-up/restores, etc.). Thus we need some kind of system for tracking requests and getting this data to the billing system.

We plan to have the system available on January 1, 1983.

AUTOMATED OPERATIONS REQUEST FUNCTIONAL SPECIFICATIONS

#### Introduction

The Automated Operations Request system, OPSREQ, is an online software system for requesting services from operations. This system will be available to inhouse and client users alike. It will be available on all timesharing computers.

#### Goals

- .Reduce operations telephone time, thus allowing them to spend more time to complete requests
- .Provide operations with more complete/accurate data by having the user type in the information with an online system

Provide the user with uptodate status information on their request without having to make a phone call

Capture operations statistics for computer services mgmt. and integration into time-sharing billing system

#### Potential Requests available

- .File/Account backup and restore
- .Ad hoc tape creations, including disposition instructions
- .Tape mounts
- .Account transfers from cpu to cpu (RSI only)
- .Software tape requests (RSI only)
- .New account requests (RSI only)

#### Reports and Inquiries

- .Pending request status
  .Historical requests completed
  .List requests for a particular client (useful for C/S)
  .Billable requests by branch, client, and type
- Operations activity log by computer, by time of day (CPSV mgmt)

#### Scenario

- .User runs OPSREQ menu, selecting their request from the menu
- .The screen for their request is displayed on their terminal (if VT100, otherwise they will be prompted). Some prompts will be supplied with user specific default information (name, address, phone 0, etc.)
- .User completes form, the system will assign them a unique request number of the format (s-nnnn). s = system number and nnnnn = unique number
- Bardcopy form is printed in computer services quality control area
- .Q/C picks up request, checks for potential errors, and acknowledges receipt (which the user may check periodically)
- .Q/C assigns request to an operator
- When completed the operator returns the request to Q/C who then updates the status to COMPLETED

7/81/82

9/28/82

# RSI PERSONNEL ☆☆

SAN PRANCISCO

NEW ADDITIONS						
DEPARTMENT	NAME	TITLE	BIRED			
		******************	FESTERESEC			
SOPTWARE PRODUCTS DEVELOPMENT	LEILANI BOLZERLANDT	BR. SOFTWARE SPECIAL.	7/26/82			
BEADQUARTERS	KAREN BENNETT	RECEPTIONIST/SECRETARY	6/87/82			
	DEBBIE BELL	ACCOUNTING CLERK	7/81/82			
	MILDRED WHITE	PERSONNEL CLERK (PART-TIME)	9/28/82			
LOS ANGELES	SHERYL MOSS	BRANCE SECRETARY (AFTERNOONS)	19/4/82			
	EDWIN J. PARKER	CONSULTING MANAGER	18/11/82			
CORPORATE MARKETING	KIM REED	CORP.MARKETING ADMINISTRATOR	8/9/82			
NEW YORK	MARGARET ANGELETTI (BIRED IN UNDER ALIAS OF MARGARET BORRELLI UNTIL LOUIS ANGELETTI REQUESTED THAT SHE CHANGE IT)	CONSULTANT	6/1/82			
	ELIZABETE CUNNINGHAM	RECEPTIONIST/SEC.	9/13/82			
	MARTIN LIPPMAN	MARKETING REPRES.	18/18/82			
COMMUNICATIONS	FRANK HATTYAR	SYSTEMS PROGRAMMER	6/14/82			
<b>OPERATIONS</b>	ROGER TRUONG	QUALITY CONTROL CLERK	6/21/82			
	*RENALDO MILLADO	COMPUTER OPERATOR	6/22/82			

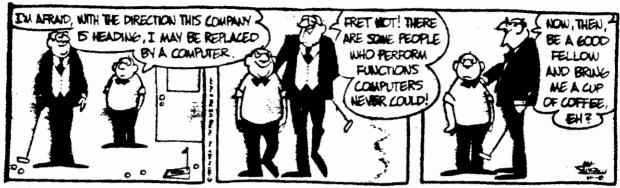
COMPUTER OPERATOR 6/28/82 MIKE SMITE COMPUTER OPERATOR 7/12/82 \*FRED WARD \* EVENING CREWS 7/12/82 BRANCH SECTRETARY PALO ALTO RITA LOUDEN 18/28/82 TRANSFERRED TO SAN PRANCISCO-BRANCH ADMINISTRATOR 8/18/82 ELLA UYCHACO CONSULTANT 9/28/82 SHERI LEVIN CONSULTANT II CLIENT SUPPORT CONSULT. 9/23/82 DANA WOODS 10/19/82 TVETTE GALLARD BRANCH SECRETARY

MARKETING REP.

MARKETING REP.

MARTIN LAHAIE

JOSEPE TAYDUS



Since the last addition of the INTERCOM (April 8th) there has been a few title changes within the company.

- Anna Barger from Marketing Administrator to PAO Branch Administrator.
- Jack Brown from PAO Client Support Manager to Product Manager.
- John Bruzas from Consultant to PAO Client Support Manager.
- Caren Chappell is now PAO Branch Consulting Manager from Consulting Manager.
- Vincent Chen from LAX Consultant to PAO Manager Special Projects Deve.
- John Driscoll from Marketing Representative to PAO Marketing Manager.
- Jackie Gage has moved from SFO to PAO as Consulting Manager.
- Brooke Bauch from Consulting Director PAO to SFO Branch Manager.
- Pred Bonea from Consulting Manager to Marketing Representative.
- Rita Louden is now Branch Administrator in SPO from PAO Secretary.
- Beidi Riedel from PAO Branch Secretary to Corporate Branch Administrator.
- Tim Rudolph from PAO Client Support Consultant to LAX Client Support Manager.
- Pat Uhl from Consulting Manager to LAX Consulting Director.
- Kevin Walsh from Marketing Manager to PAO Branch Manager.

- Todd Ziesing from Software Products Manager to NYC Client Support Manager.



ROBERT OSLING-5/31/82, CLIFF BALL-6/15/82, LISA CARY-6/18/82, ANNE MICHON-6/22/82, ED BARLEY-7/5/82, AUDREY HAMRELL-6/1/82 TO 8/18/82, RANDALL LEE-7/81/82 TO 8/31/82, JOANNE TANNER-9/2/82, RALPE RUTH-9/18/82, DICK MCBRIDE-9/24/82, RBONDA CHEE-18/15/82.

BABIES DUE SOON:

SHELLEY & BILL SWACKHAMER ARE EXPECTING A BABY AT THE END OF DECEMBER.

PAUL & JENNIPER VODAK ARE EXPECTING A BABY JANUARY 16TE, PAUL WANTS EVERYONE TO KNOW THAT ITS UP FOR GRAPS ON JANUARY 17TH. ANYONE INTERESTED???

I would like to thank the following for contributing to the Intercom on such short notice.

Ted Bear Lori Cope John Dyson Pam Eaken Rick Freedman Brooke Hauch Karol Hines Anne Long Bruce Powell Jim Sturtevant Ken Ross Marty Seager Leslie Surratt Kevin Walsh

The INTERCOM welcomes contribution from all Ross Employees. The next issue is scheduled for December 20th. Deadline for



# INTERCOM

Volume V, Number I

January 28, 1983

## MAPS/Pro LIVES!!

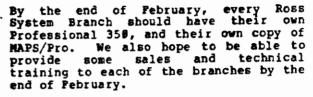
The long-awaited and what, from early indications, will soon be the much-sought after MAPS/Pro Distributed Pinancial Planning software package is now officially available. Ross Systems has the distinct advantage of being the first commercial software package available for the DEC Professional 358 microcomputer.

In the first month alone, we have shipped almost 40 copies of MAPS/Pro to a combination of Field Test sites and DEC Sales Offices. Primarily due to the efforts of the New York, Los Angeles, and San Francisco branches, MAPS/Pro is installed and running at a number of impressive accounts, including such Fortune 1000 accounts as AT&T. Polaroid, Pord Aerospace, and such Top 200 Financial Institutions as Citibank and Crocker Bank. Perhaps most encouraging is the fact that most of these accounts are new.

Also, copies of MAPS/Pro have been sent to a number of DEC field offices in cities where we don't have our own branches. Areas where DEC is demonstrating MAPS/Pro to their Pro 350 customers and prospects include Boston, New Jersey, Pittsburgh, North Carolina, Chicago, and others.

The next version of MAPS/Pro, called V0.6, will be available by mid February. This version will run under Version 1.8 of DEC's Professional Operating System (P/OS) and will be submitted to Digital's Internal Testing program so that we can obtain DEC's Tested Software Seal of Approval.

Version 8.6 of MAPS/Pro will be generally available to anyone who wishes to order it. The graphics module should be available by the end of February. It will be automatically sent to users who purchase MAPS/Pro V8.6 prior to the graphics module being available.



There are a number of people to whom the lion's shore of the credit for producing MAPS/Pro should go.

Rick and his group spent an incredible number of long and often-times frustrating hours of working with pre-released versions of DEC's system software for which there was little documentation and lots of bugs and missing pieces. Rick, Leilani, Artie, Steve, Margie, Tom, and Ted all deserve an enormous amount of recognition for achieving a difficult objective under trying circumstances.

What would our software be without documentation? What Pam and Anne achieved was nothing short of remarkable. In ten short weeks they produced a Primer and a User Guide that sets an entirely new standard for Ross Systems documentation. Perhaps most remarkably, Anne and Pam were able to produce this documentation at the same time the software was being written!

And even though he is no longer with Ross Systems, Bruce Powell deserves a great deal of the credit as well. Bruce was responsible for coordinating the MAP/Pro Packaging, Videotape, Poster, and the Brochures which will be available the first week of February. Bruce had a tremendous amount of creative talent and he deserves to be recognized for his achievement in giving MAPS/Pro and all of it's supporting materials a very professional and consistent "look".

Due to the efforts of these individuals, MAPS/Pro is something the whole company can take pride in. MAPS/Pro is a sound product, it's the first product available for the 35%, and now it's simply a matter of exploiting the opportunity open to us. Restated it's quite simply time to go sell the living #\*0!%\$... out of it!

#### san francisco

The San Francisco Branch is charging ahead - all nine of us - mow that Mancy Parker is back from a sojurn in the New York Office and sailing in the Caribbean.

We are dedicating ourselves to closing some new accounts and getting the pipeline full as soon as possible in 1983! We've been hosting or planning to host seminars - a MAPS/Pro seminar for our DEC friends in the city, a Stock Option seminar is scheduled for February 15.

Pam Black, Nancy Parker and David Glantz, our consulting team, are helping out with client calls and proposals. In order to leverage Client Support's role in our marketing efforts, Tibby Wyatt has been spending time researching and making a lot of phone calls to qualify attendees for the Stock Option Seminar with input from Cheryl Breetwer. Fellow up calls are planned for next week. Also, Tibby has been calling to get names for a Savings and Loan mailing in consideration of the new S & L regulations. Client Support will be publishing the San Francisco edition of Clientell, thanks to the generosity of editor in chief John Bruzas. Kathy Gillespie and Joe Taydus; our Marketing heavy weights, are pounding the pavement. Rita Louden, our Branch Administrator, is up to her elbows in mailings. Brooke Hauch, our Branch Manager, decided to show the sales force how it's done and closed the first software sale of '83. Kathy, never to be outdone. signed Bank of Canton.



We are all listening to the Bightingale tapes, that is Earl Bightingale and Fred Berman. Their marketing knowledge is helping to sharpen our awareness of marketing issues so that all our client or prospect contact is more productive. This means Consulting, Branch Administration and Client Support have all donned marketing hats. How do you all feel about our marketing efforts!? We are super! Isn't that intuitively obvious? We won't be caught with our gross margin down!

We are anxiously awaiting the arrival of a PRO 35%. Since Joel Parr has spent some time in Palo Alto working with software on its development crunch, we will have an in-house expert. San Prancisco clients are as eager as we are for a demonstration of this hot new product.

#### dallas

When you last heard from the Dallas Branch we were eagerly searching for a new Branch Manager. Well, everyone's efforts paid off in a big way. Dan Smith is now the Dallas Branch Manager. Also, we have been included with the NY office in the RSI Eastern Region under the leadership of Dick Giordanella. Dick has been to Dallas a couple of times now and word has it that the next time we see him he'll be wearing his boots and cowboy hat!!!

We also have another addition to our branch, Andy Stern. He joined us on January 17 as our Senior Sales Rep.

We feel sure that Andy, Dan, and Dick will get the ball rolling in Dallas. So it looks like a busy, prosperous, and fun 1983 for Dallas!!

## los angeles



Happy new year and greetings from the big city with the bright lights. Exciting things are happening down here, especially with the addition of a consultant, two sales reps, and more office space.

Lori Conover joined Pat's consulting staff in October and brings us expertise in financial analysis and applications. She comes to us with an M.B.A. from Loyola Marymount University and three and one half years of experience at Citicorp where she has mastered a diversity of tasks including Loan Administration and Credit and Pinancial Analysis. Lori enjoys skiing, tennis, horseback riding, and river rafting. Lori...we're going to make you a star!!!!

Ed Winsberg, sales representative, came on board from Martin Marietta. Eis sales experience includes over ten years in the computer service industry. Consequent to the addition of Ed, John Dyson went out and bought a new wardrobe of cruisewear and Pat Uhl, who has been fitted for a grass skirt, has depleted the entire stock of Coppertone at the Thrifty Drug Store.

Revin MacKay, the latest addition to our sales force, has a proven track record in software sales with companies including Reynolds & Reynolds and AMCOR. Because of Kevin's sales ability, Tim, who is frequently seen with a young starlet on his arm, has committed to use his next quarterly bonus check for the down payment on a mansion in Beverly Hills. Kevin's hobbies include racquetball, golf and weight-lifting.

On the consulting side, Pat has been commandeering the development of accounting systems for

Tiger International, Commuter Computer, and ARA Transportation.
After nine months of L.A. living,
Pat has acquired a whole new
wardrobe of polyester to go with
her Topsiders. Ask Pat, and she
will tell you "Fer Sherr Fer Sherr,
like it's totally bitchin'!!!









Ed Parker is on his way to the Acadamy Awards by sucessfully wrapping up projects at Tiger International. He's there so much that Tiger has given him his own office, telephone and key to the executive washroom. Ed is currently preparing a demonstration of Ross System's products to be presented to Tiger's board of directors which includes Gerald Ford as a director.

Producer Hardy, our marketing manager, has been very busy signing up new acts and kicking off the local DEC/Pro campaign. He has been hopping around his new territory with his topless black rabbit. Sure hope the rabbit don't die!!

History has been made in Los Angeles when Tim held the first Advanced INTAC class. The class received rave reviews from the critics and the phone has been ringing ever since. Director Rudolph has also been holding open demo auditions with the new sales reps. BUX to follow!!

Vicki and Sheryl have jointly won the Oscar for best supporting role as Branch Administrator.

John has been successfully involved in the establishment of a finely tuned machine. The enthusiasm is running high as John is ready to turn his machine loose to devour Los Angeles.

SEE YOU IN THE MOVIES!!!!!!!

### new york

The Small Systems Narketing Group at DEC is convinced that our approach of Distributed Pinancial Planning (MAPS/Bost and MAPS/Pro) is key to their success and is very willing to contribute to our success and growth by working with us in this opportunity. Because of this, we have agreed with the Small Sysetms Group on the following joint approach -- The Seed Program.

The Small Systems Group will rotate 28 or more seed units within the Bell System for major opportunities (i.e., multiple sales). When a seed is delivered, we will be contacted and MAPS/Pro will be installed on that PRO 358 with documentation. We have sold 28 demonstration copies to DEC New Jersey for this purpose. The demonstration copies are fully functional but are used for testing the product only, not for production usage. We are in the process, right now, of following up with significant opportunities at New York Telephone, American Bell, and AT&T Corporate.

Another major opportunity closed in January by Peter Sobiloff is Chase Manhattan Bank. It is the first true Distributed Financial Decision Support System within Ross. It is a sale of MAPS/Bost and MAPS/Pro driven by our New York consulting expertise. There is potential for distributed networks of micros and VAXes to do applications like Loan Officer Reporting, Utility Company Analysis, and Credit Analysis.

As you can see, December was a busy month for us New Yorkers. We began the month with a very successful Open Bouse with approximately 100 attendees and ended the month with our Christmas Party at the very beautiful Sign of the Dove Restaurant for dining and Xenon's for dancing.

Many changes have taken place since the last issue of the Intercom. The Dallas Branch is now part of the Eastern Region and is ready to roll with a new Branch Manager, Dan Smith, and a new Senior Marketing Rep, Andy Stern.

\*\* Watch out Ross, Dallas is on the move!!

In the New York office, the population keeps growing -- Steve Masserman joined Ross as a Consulting Manager, Joan Jackson is our new Client Support Rep, and Ann DePaul has joined the sales team as the DEC Field Marketing Manager for the East Coast. Along with these additions, we are also saying good-bye to Todd Ziesing who is leaving for the warm climate of California to become Ann's counterpart on the West Coast. In addition, over the last few months we have had tremendous help from William Wang, Nancy Parker and Jan Burch.

Although the population in the New York office keeps growing, the space doesn't. But we are happy to say that we have now secured a little extra space and will be remaining in our Fifth Avenue location.

Many exciting opportunities have opened up recently, particularly pertaining to MAPS/Pro. Citibank and AT&T Int'l are both beta test sites for MAPS/Pro.

ATET is an especially exciting opportunity. They are DEC's largest customer and in New Jersey alone are expected to generate over \$388 million of revenue this year. Outside independent research firms have predicted the Bell System nationally will purchase 58,868 micros next year.

#### Puture activities include:

 AT&T Executive Breakfast -March 23

ATET executives will be whisked by limosine (courtesy of DEC) to the New Jersey Marriott where Ken Ross will address them on the topic of "The Impact of Micro Computers on the Pinancial Executive."

- \* New York Seminar March 24
- \* Another important future event is the arrival of Margaret Angelletti's first baby this June!

#### palo alto

The Palo Alto Branch can lay claim to being the most productive branch so far this year despite the fact that "Atlas" (Jeff Price) was in Hawaii for a week. Shelley Swackhamer has given birth to an 8 1/21b. boy, Wesley, on January 21. Hot be outdone, Paul Vodak's wife, Jennifer, gave birth to an 81b 12oz boy, Tyler, on January 23rd. John Bruzas and wife Barbara are also expecting in June. You might say that Palo Alto has decided to "grow its own"! (We may just turn the terminal room into a day-care center).

To inaugarate his "reign" as Branch Marketing Manager, John Driscoll held a sales contest in November. True to form, his "boys" pulled through with 13 signed contracts.

December saw the publication of the first issue of Client-Tell, the Branch client support newsletter. We've already had one call-in based on the Budget Baseline feature article. Look out Computerworld!

In tue with the dynamic nature of the Branch, we've also had some people movement. Shelly has taken a leave of absence (for obvious reasons) and has been replaced in Client Support by Paul Tarzcy. Laurie Rlatt has moved from this column of the Intercom by getting promoted to Marketing Communications Specialist in the Corporate World. Taking over her position is Marlene Serna who has worked for both California Computer Systems and DEC. Filling the vacancy left by John Driscoll's promotion is John Wehrheim who came to us from Raychem.

## president's corner

By now, most of you will have seen my quarterly report dealing with the financial results for the quarter ended December 31, 1982. The results were excellent, and the quarterly bonuses reflect that Performance. In addition, with Charles Riddle and Dan Smith, we have filled our final two major personnel openings. The last bit of good news is that our MAPS/Pro effort over the last year has been a success. Marketing, Documentation and Product Development together have produced an outstanding product that will be capable of generating large amounts of revenue for us within a few months. The bad news is that three of our five branches are falling behind planned performance for the next three to six months and our expenses are on the rise again. We'll be in a transition period between the time that our new products come up to speed and when Cambridge goes away, where our financial performance will not be up to par. We all have to work extra hard the next 6 months to crank up the revenue and manage our expenses. Hopefully, we'll have a little bit of luck in Los Angeles, Dallas and San Francisco, and close some big deals that can bring us some added, short term revenue. Congratulations to everyone for the fine performance during the quarter.



#### documentation/education

"We loved it -- a real break-through in computer documentation" "The best yet" "Can't wait until the next release!" "You two are so clever."

Yes, these were some of the reactions Anne and Pam overheard from overjoyed readers of the DOC/ED article in the last Intercom. Reaction to the MAPS/Pro Primer and Users Guide hasn't been bad either, though admittedly more subdued. "Gee, fat, isn't it." "I never read Users Guides." "Is that for a micro?" "Where's the dot?" "You spelled spreadsheet wrong on page 1-2." "Is that Prim er or Prime r?"

Speaking of client response to documentation, we must give special mention in this column to Michael Bailey of the Shawmut Bank in Boston. Michael is the only person to return the READER'S COMMENT page from the INTAC manual. Michael gave his name and address, leaving the rest of the questionaire blank. His comment page arrived in a special protective clear envelope along with an abject, two-page apology from the post office for tearing it. As we have distributed over 680 copies of the manual to date, we have set up a special INTAC file to track these comments and maintain a database of addresses. We hope the post office is prepared to handle the volume.

Pam has escaped from MAPS/Pro to the Stock Options project. As Pam once worked on a system to track trading in precious metals, she is again enjoying the vicarious thrill of exercising options that will make her rich. From the reactions branches are getting to the Stock Options package, maybe the vicarious will become the veridical for all of us. (Beidi, don't edit this sentence -- people expect hard words from English majors. Besides that, Rick gave us a word-a-day calendar and we have to use it to avoid hurting his feelings.)

Anne is revising MAPS/Pro documentation -- for #.6 and #.7 and #.8 and #.9 and 1.8 and 1.1. Anticipating massive shipments of MAPS/Pro, Kim is testing the new shrink-wrap gun on everything bookish in sight. Alas, Anne is always bookish and she seems to have been wrapped along with the last users guide. Do you need anyone shrink-wrapped? Don't forget that Pam and Anne continue to expand our art department equipment and capabilities and are more than glad to share.

Joining the Software Products Group soon will be Winnie Chow to organize our lives as the administrative secretary. Winnie will be in charge of document inventory, including master copies of classes. She has a degree in architecture and should be a big help to our art efforts also.





# T-Shirt Contest!!!

Sorry guys, not a wet T-shirt contest!

We are going to have a contest for the best Ross Systems T-shirt slogan and design. We are hoping that all you creative geniuses will come with some inspirational ideas that will capture the essence of Ross Systems. You can send your ideas to me so I can publish them in the next issue of the Intercom. Then we will all vote to select the winning idea. The winner will receive a "surprise" prize, which will more than make up for the time and effort expended to come up with the idea. We hope to see every RSI employee contribute an idea, and we're looking forward to see the products of your artistry.



POSS SYSTEMS, INC.

INTERCOM

**EDITOR IN CHIEF** 

Ken Ross

**EDITOR** 

Heidi Riedel

welcome aboard

Ross Systems New Employee list as of 18/82.

•	
Sherly D. Moss Secretary	- LAX
Böwin Parker Consulting Hanager	- LAX
Martin Lippman Sales Representative	- NYC
Yvette Gallard Secretary	- PAO
Steven Wasserman Consultant	- MYC
Curtis HcClendon Consultant	- PAO
John Wehrheim Sales Representative	- PAO
Todd Minor Consultant	- DAL
Lori Conover Consultant	- LAX
Joan Jackson Client Support	- MYC
Ann DePaul MAPS/Pro Representativ	- NYC
Edward Winsberg Sales Representative	- LAX
Charles Riddle V.P. Marketing	- MRG
Kathaleen Salazar Accounting Manager	- HQS
Star D'Antonio Receptionist	- HQS
Dan Smith Branch Manager	- DAL
Marlene Serna Sales Representative	- PAO
Kevin HacKay Sales Representative	- LAX
Andy Stern Senior Sales Represents	- DAL ative
Lynn Smith Personnel	- BQS