

INTERFACE

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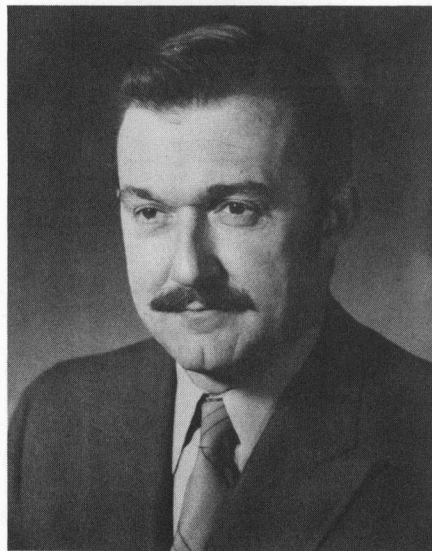
Richard Weber New Sales VP

Richard E. Weber has joined Data General as vice president, North American sales reporting to Herb Richman, vice president of marketing.

"Dick Weber's experience in the data processing marketplace, and his background in serving the requirements of end-user customers will balance Data General's long experience and continuing commitment in the OEM market," Herb said.

Weber was formerly vice president of marketing for Eastern Operations in Honeywell Information Systems' Data Processing Operations, a post he assumed in January, 1973. Previous positions included director of marketing support, director of Canadian marketing, and branch sales manager within the Honeywell organization. Before joining Honeywell, he was a senior sales representative for Univac.

A 1957 graduate of the University

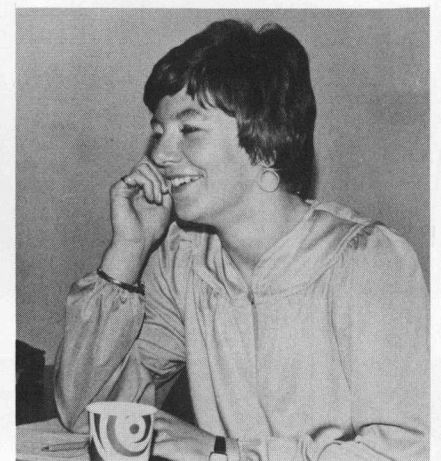


Dick Weber

of Miami with a B.B.A. degree, Weber attended the Program for Management Development at Harvard Business School in 1972.



Eric Giskes



Jackie Mundy

Personnel Managers At Work In Europe

Personnel managers for Data General are now on the job in Europe.

Eric Giskes is headquartered in Paris while Jackie Mundy works out of Greenford, England. Since joining the company about two months ago, they have covered their territories as well as spent some time in Southboro.

"It's a very hectic organization," says Eric of Data General—Southboro.

"It's a very different type of work environment from Europe," relates Jackie.

In particular, the new personnel managers remarked on the casualness in which clerical work is shared and the informal dress. While very observant of the differences between "blue suit" Europe and Data General, both Eric and Jackie seemed to adapt very quickly.

Both are enjoying the challenge of setting up personnel procedures for the several hundred field sales and service personnel stationed across the country from Austria to Scotland.

"We're starting from scratch," noted Jackie.

"It's not like your fifty states," remarks Eric. "We have to tailor procedures to the differences from country to country."

Eric will work with all country managers while Jackie concentrates her efforts in the implementation of these more sophisticated procedures in the United Kingdom.

Eric came to Data General from 2½ years as compensation and benefits manager for RCA International in London. Prior to that he was a plant personnel manager for four years at a Dutch textile company in Belgium. He is a native of Holland.

Jackie has been a personnel officer for the marketing and service people with Xerox in the United Kingdom and previously for the Training Board servicing the printing and publishing industry. She is a native of the London area.

If there's one thing that didn't impress the two new employees in their visit to Southboro, it was the weather. They hit the hot and humid days that filled the last week of June.

"If you have two or three hot days in London, you say good — that's summer," commented Jackie.

Eric, in an apparent attempt to cool off, took a high dive into the motel pool. Displaying a bandage across the bridge of his nose, he comments "You've got to learn to make your pools deeper."

How Much Should I Be Paid?

Many things help us determine whether we like our jobs. Pleasant co-workers make coming to work enjoyable. A cooperative spirit within a department makes it easy to meet schedules. Benefits, such as insurance programs, provide security. Fair pay encourages continued good performance.

Pleasantness and cooperation are easy to detect. Most benefits can be judged as satisfactory if they meet our needs. But what goes into determining fair pay?

For the benefit of all employees, INTERFACE discussed **how pays are determined** with Walt Green, manager of compensation and benefits.

Pay

"What is commonly known as pay, we call direct compensation," said Walt. "Because, in addition to weekly earnings, the cost of company paid benefits, social security contributions, workmen's compensation insurance and the like are all part of an employee's total compensation."

"It's direct compensation, however, that we look at when talking about 'fair pay' and it's determining that correct pay range which requires a close look at each Data General job and the pay it brings in the local area or computer electronics industry."

In the case of hourly paid jobs, these factors are translated into points. The point values attributed to different job requirements are taken from nationally accepted rating systems. The point totals then determine which job grade or pay range the position falls within.

Surveys

The rate of pay assigned to a particular job grade is determined by comparing Data General wages with pay scales elsewhere. This is done through surveys. Companies, such as Data General, submit their pay scales for certain "benchmark" jobs, such as assemblers, secretaries and technicians, to independent organizations which report the results anonymously.

"These benchmark jobs," explained Walt, "are those that are similar throughout an industry or industries."

A typical survey might indicate the pay scales in each reporting company as well as the industry average for a group of "benchmark" positions. Also shown might be the average wages being paid within

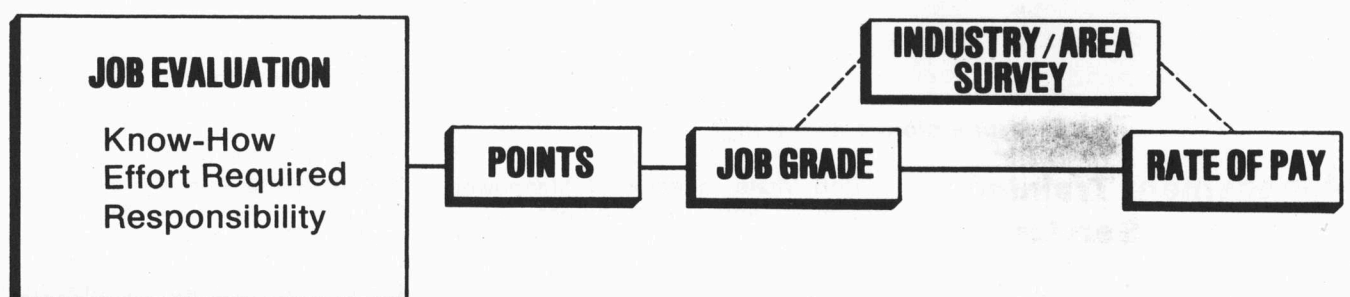
PAY

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Job Evaluation

Each job at Data General has a description — a written explanation of what duties must be performed. Sometimes a description applies to just one person's job. At other times, dozens of people may be covered by the same description.

Job descriptions are prepared by a job analyst with input from managers, supervisors and the people doing the jobs. The descriptions reflect the know-how needed, the mental and/or physical exertion required, and the responsibilities involved.



Determining fair pay involves taking a look at the work you perform and a comparison with other companies to keep wages competitive.

Data General's Outing — Family Fun

The annual outing for Data General employees and their families from the Southern New England area was a huge success. The major factors were a beautiful park (King Philip in Wrentham), ideal weather (sunny and warm), and good attendance (more than 2400).

The pictures tell the story!



Competition was strong!



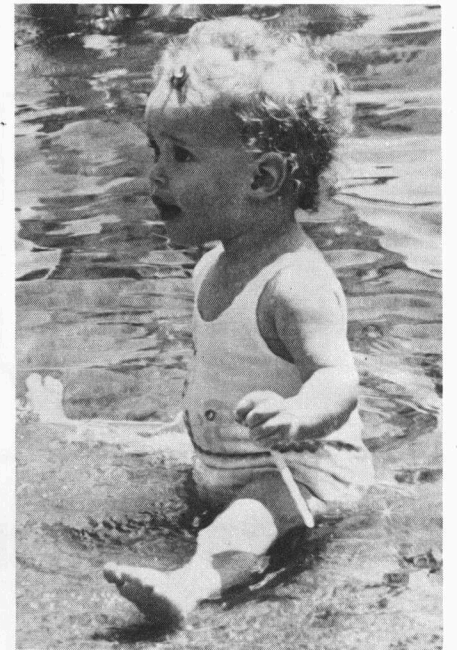
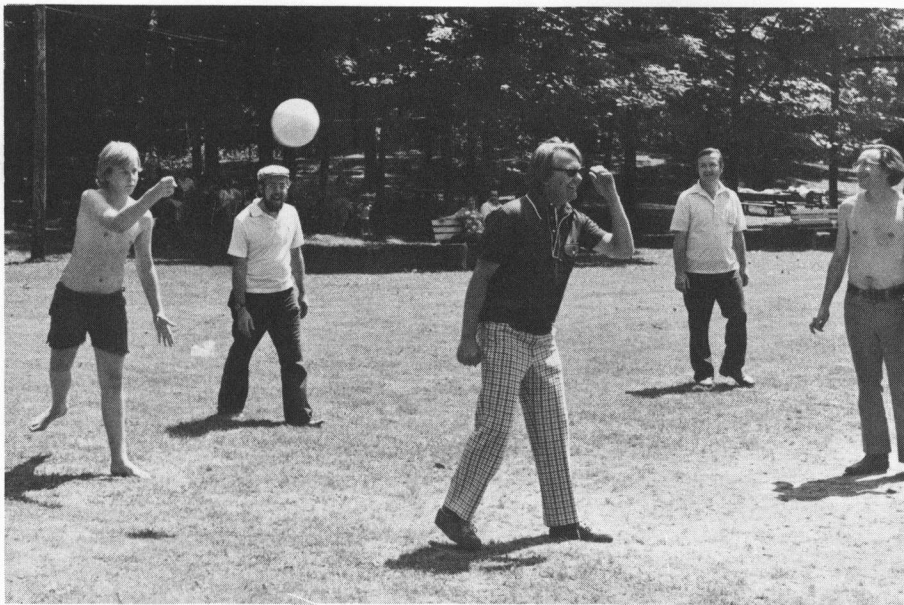
Blue Ribbon Family

The summer outing held something for everyone, but it was an exceptional day for sales engineer Mike O'Mahoney and his family. Mike, Stephen, 5, Christine, 6, and Michael, 8, competed in the various afternoon races and walked away with 13 winning ribbons!

"We competed in all age groups and tried anything and everything including the 50-yard dash; sneaker dash, potato sack race and tug-of-war," said Mike. Totally they won four first, four second and five third prize ribbons.

Asked if he was surprised they had won so many ribbons, Mike replied "it's nothing new with my family." Especially for his oldest son Michael who has received awards from a variety of school sports and outside activities before. Michael's contributions to the collection included a blue ribbon for winning the 50-yard dash and three second prize ribbons.

Mike Sr. capturing third place in the 50-yard dash out-ran his boss, district manager Bob Washburn, as he passed him enroute to the finish!



The water was cool and refreshing!

Many of these surveys will focus on other information in addition to pay scales. They will indicate the typical amount of increases given, the requirements most companies have for promotion (for example from Technician 2 to Technician 3), and other useful information which helps Data General be competitive.

After evaluating a job and comparing pay scales to surveys, a company such as Data General must determine where it wants to be in the market.



Walt Green, manager of compensation and benefits, explains that jobs at Data General are constantly being reviewed to insure fair pay.

"In between these annual surveys, changes from company to company affect our relative standing, so we look to see whether we lead or lag in relation to the average for various jobs," said Walt. "From there we determine what we have to do to continue to be competitive and make sure our people are fairly paid."

"There are a few companies who always try to lead and a few companies who lag, but the majority of companies, including Data General, try to be competitive and pay equitable wages," explained Walt. "And we have been told that our non-exempt increase program is one of the best in our survey groups."



PAY

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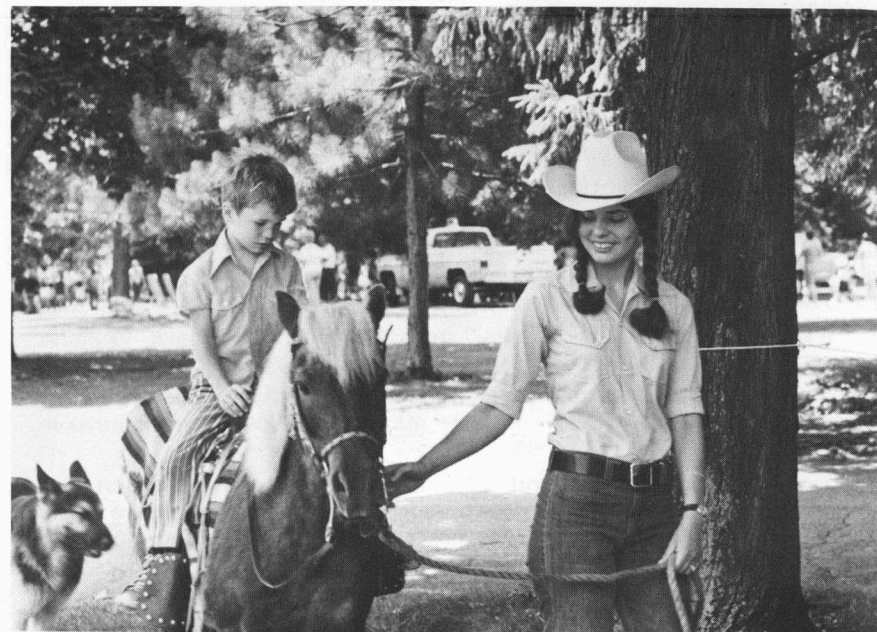
those scales to assemblers, inspectors, secretaries, technicians and other positions.

When comparing clerical positions, Data General might well utilize a survey that includes many different industries within the South Middlesex/Worcester area. For manufacturing jobs at the Southboro complex, several surveys of electronic and computer companies in eastern Massachusetts might be used. For certain professional positions requiring specialized talents, the pay levels may be determined by using national surveys of the computer industry.

Individual Performance

Fair pay does not necessarily mean equal pay. A minimum/midpoint/maximum pay range for a job allows an employee to move forward as experience is gained. He then receives a better wage for continued good work and can be rewarded for outstanding performance.

Next time you wonder about your pay, be sure that no one spun the wheel of fortune or used a dart board to figure it out. Determining compensation is a complex procedure aimed at paying all Data General employees fairly and rewarding outstanding performers.



The attractions were many!



Everyone did his own thing!

Management Training For Field Service

Seminars at Greenford, England and Paris last month helped train field service people in the principles of supervision and the application of management principles to field service problems.

Bob Vitale, director of Manpower Planning and Development, conducted the two day seminars attended by 17 managers, supervisors and engineers.

Hosting both sessions was Tom Worthington, European Field Service manager.

Saluting The Super Sellers

Million \$\$\$\$\$ Club Enrolls Twenty For Fiscal 1974

Top sales engineers have to know their markets, their products and themselves. The 20 field people whose sales eclipsed the million dollar mark in fiscal 1974 came to Southboro late last month to focus on those areas — markets, products and careers.

During their three day stay, the sales engineers were officially recognized by company officers as

members of the exclusive Million Dollar Club. They were presented with silver Paul Revere bowls, the official bicentennial gift of the city of Boston.

During the initial session on markets, field engineers participated in roundtable discussions with President Ed de Castro, Vice President Herb Richman, and department directors.

The emphasis then switched to the product with particular focus on EGLIPSE, communications and peripherals products, and software.

The formal part of the program concluded with an examination of career patterns led by New England Regional Sales Manager Chris Robert, Ken Brandt, former district sales manager in Atlanta and newly appointed manager for South America, and Don Bateman, field personnel manager.

Recognition

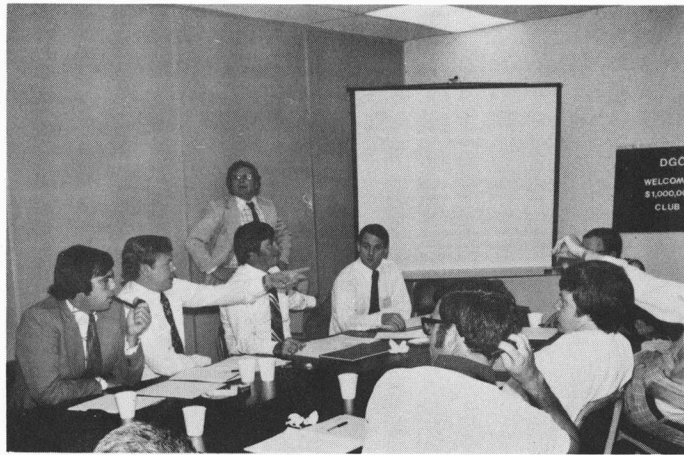
Top among the sales people, dollar wise, were Jim Hertz of the Rochester, N.Y. office in the mid-Atlantic region, Dave Day who works out of Greensboro, North Carolina in the Southern region, and Steve Stuckey of Palo Alto, Calif., a

sales engineer in the Northwestern region.

Other members of the club are: Tom Oberst and Lee Machan of the New England region; Jim Repsher, Bob Rabiner and Stan Levitt of the mid-Atlantic region; Gene Alterkruse, Alex Gasiel, Marty Gliva and Bill Trail of the Midwest region.

Also Fred Carroll, John Chyzik, and Paul Charbonnet of the Southern region; Jim Bargabus of the Northwestern region; and Seymour Stein, Mike Cusick, Roger Nielson and Jim Samuelson of the Western region.

Ken Brandt and Stan Joseph, director of federal marketing, were field management hosts for the "club meeting" which was coordinated by Bill Morris of sales training.



AT WORK SESSIONS — Million Dollar club members prepare their questions (left and center) for President Ed de Castro (right) and other

company officials taking part in roundtable discussions.



AT LEISURE — Two groups of field engineers enjoy dinner at the awards evening of the Million Dollar Club. At left are Gene Alterkruse, Lee Machan, Bill Trail and Marty Gliva. With back to the camera at left



of photo is Frank Rowe, director of product marketing. In the picture at right are Jim Repsher, Fred Carroll and Dave Day.

NOVA® Is A Sox Watcher

Ever wonder how the promotion of an auto rebate can go from decision to your TV screen in a matter of days?

In the dog days of summer, how does a radio station keep one beer commercial from bumping into another?

When the President decides to take to the airwaves, what happens to those lost commercials?

Data General NOVA® 2/10 computers are helping coordinate commercial placement at over 100 radio and television stations throughout the United States. Systems which include the NOVA, CRT terminals, line printers, multiplexors and high speed lines to a central computer, help eliminate scheduling headaches long associated with broadcasting.

Each station using the service, designed and offered by Data Communications Corp. of Memphis, Tenn., has a master file of its programming into which commercials, public service announcements and station promotions are fit.

When selling "spots," a salesperson asks the computer what times are available and what alternatives there might be to a client's first choices. When commercials are purchased, the system immediately reserves the agreed upon times and enters related information such as rate schedule.

With these systems, a customer can be provided with answers, almost immediately, as to what is available and whether he can buy it. Thus with the need to mount a campaign almost overnight, as with auto rebates, local stations able to respond rapidly with good times could be in an advantageous business position.

For the beer advertiser looking for exclusivity, a salesperson can call up reports to resolve potential conflict.

Administratively, the official station

log that had to be altered due to a rained out ball game or a Presidential address, can be corrected in the official records as the NOVA 2/10 updates the data base. From this corrected base, the official records and customer invoices are taken.

Channel 38 in Boston is one of the system users. Next time you're Sox watching and the right commercial comes on at the right time, remember a NOVA 2/10 is helping keep things straight.



In the control room of Channel 38 in Boston, a traffic clerk delivers the station's daily log, produced by an intelligent terminal built around a Data General Nova 2/10 computer. The terminal is part of a system offered by Data Communications Corporation of Memphis and now in use at over 100 radio and television stations in the United States. It keeps track of advertising schedules and rates and generates the daily log.



SMILE! That word was spoken hundreds of times during a two week period this past month as employees at Southboro and Westboro received their photo identification badges. The "mass badging" was carried out as part of a program aimed at improving employee identification for purposes of access to restricted areas. Photographer on duty in Building 6 was Sergeant Ken Parker.

DG Systems Engineers Support Sales Effort

What's in a title?

A lot, when you're a systems engineer. Formerly called applications engineers, these people represent Data General on the front line with customers and potential customers.

"The title of AE was accurate when dealing primarily with just the computer and little system software, but today it's obsolete and misleading," explains Steve Gaal, manager of systems engineering. "Data General is in the systems business, in the sense that we sell a complete ensemble of hardware and software that provides a substantial computing facility. Today's systems engineers must be knowledgeable in the operation of our systems and be able to effectively present those capabilities to customers and prospects.

"As we move strongly into the commercial marketplace," Steve continues, "systems engineer is a title consistent with our functions and meaningful to our potential customers."

For those who deal with these competent field people, pledge today to remove the letters AE and the words applications engineers from your vocabulary. With ECLIPSE and more advanced NOVA's in use, the software people in the field are truly systems engineers.



SERVING THE CUSTOMER — Truck driver John Gilbert (right) makes deliveries for the convenience of the customer. One recent afternoon that meant placing computer equipment aboard the twin

engine Cessna of International Signal and Control of Lancaster, Pa. Data General's traffic department arranged the late afternoon landing at nearby Hopedale Airways where Bill Chesk accepted the cargo on behalf of the customer.

Sales and Earnings Up

The third period report showed increases in both the revenues and income for Data General. For the 12-week period ended June 7, sales totaled \$24,873,000 compared to \$21,346,000 for the same period last year.

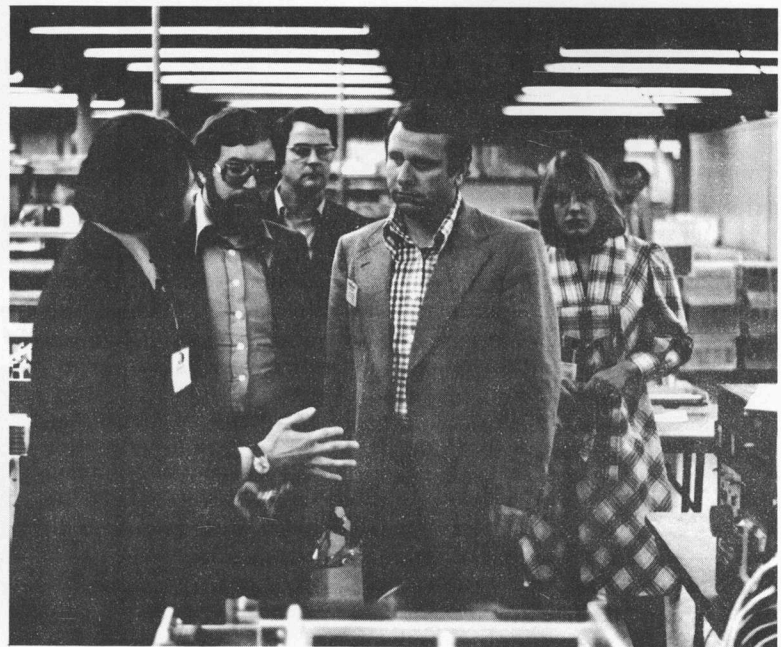
Earnings after taxes for the period were \$2,915,000 or 35 cents per share compared with \$2,537,000 or 31 cents per share for the comparable period last year.

The interim report to stockholders, mailed on July 15, also outlined the addition of products in the data communications market, build-up of Eclipse production, successes at the National Computer Conference, essentially level employment, and a public offering of one million shares of stock to finance future company growth.

For the 36 week period, sales totaled \$73,631,000 with earnings after taxes of \$8,597,000 or \$1.05 per share. Sales for the first 36 weeks of the previous fiscal year were \$51,125,000 with earnings after taxes of \$6,251,000 or 71 cents per share.



European Editors learn about Data General! Four writers from England and the continent toured Data General at Southboro recently as part of a week long visit to Massachusetts Industries. Climbing the stairs at Building 5 are Judy Bloor of COMPUTING, Daniel Gallacy of ZERO-UN INFORMATIQUE, Wolfgang Funk of COMPUTER ZEITUNG, and Bill Gledhill of SYSTEMS. In photo at right, Frank Nardo explains mainframe assembly to Judy, Wolfgang and Daniel. Looking on is Brad Stroup, Data General's manager of financial relations.



Community Spotlight

Dan Dion — Big Brother To A Fatherless Boy

There are always those who need help, but too often few willing to help. It shouldn't be that way with Big Brothers, according to Dan Dion of production control at Southboro, since the organization provides an opportunity to do your part and have fun as well.

Dan has been involved with Big Brothers for a little over a year. As it has for more than a quarter century, the association matches boys and men according to the areas in which they live, their interests and personalities.

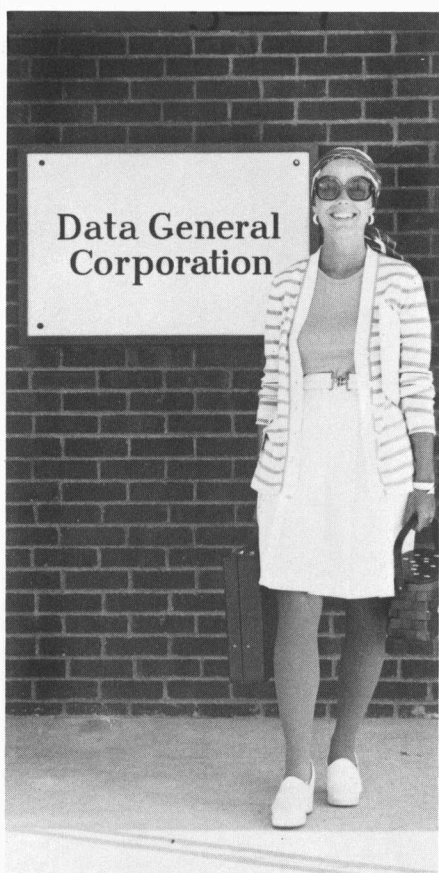
"There are many people who bemoan the troubles of our society," says Dan, "and yet are not willing to actively do anything about them. The association has afforded me the opportunity to do my part and have fun as well. Watching my little brother grow and develop a sense of himself has made my efforts extremely worthwhile."

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INTERFACE

To Employee Communications
Building 6 — Southboro



Dan Dion and his "little brother," Tim Gardner of Norwood, enjoy a game of basketball at a neighborhood school in Dan's hometown of Mills.



STEPPING OUT AND UP! Cheryl Klang who successfully created Data General's User Group is now out recruiting users. Cheryl joined the field sales force this month with western Massachusetts as her territory.

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