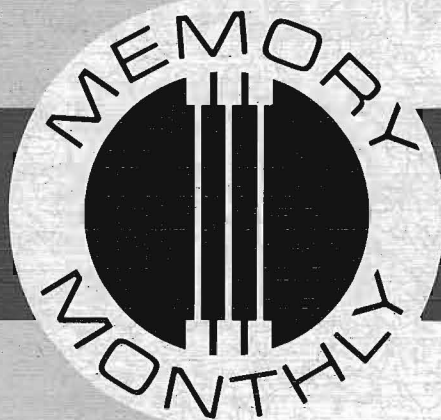




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BSM CORPORATION NEWSLETTER

BROKER

October, 1991
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Computer Svcs.

Profile with:
Glenn P. Bishop

BSM Corp's
Challenge

Meet BSM's
International
Marketing Rep

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Circle Computer Services, our Canadian Connection

Since 1987, BSM Corporation has come to rely on the services of Circle Computer for third party maintenance in Canada, with excellent field expertise and subsequently providing overall customer savings.

"There are several third party maintenance facilities in the marketplace. However, none of them can provide the range of services and levels of expertise contained in Circle," explains Jeff Day, President of Circle Computer. "Many users have significant concerns about using third party maintenance in their computer room. We hope to address these issues and concerns," says Day. Of Circle Computer's four divisions, Warehouse Services, Technical Services, P.C. Services, and Maintenance Services, "all of our technicians have ten years experience in varied OEM backgrounds.

BSM deals directly with Circle Computer's Maintenance service group, whose various responsibilities include: medium and long term maintenance support on IBM computer equipment, assistance in customer site relocations, processing hardware growth and migration plans, and assistance in facility installation and planning. Since its official registration in 1987, Circle Computer has grown from an 8,000 sq. ft. warehouse to a 63,000 ft. facility in April 1990.

Other than maintenance expertise, BSM deals with Circle to directly pass on savings to you. BSM can focus on providing highest quality

memory, and Circle, in conjunction with BSM, can provide expertise in lifetime maintenance. "Circle Computer is competitively priced in the third party maintenance market and can, from time to time, offer extremely reasonable flat rate maintenance prices on specific equipment," says Day.

Using this methodology, "Circle can provide the customer with the necessary product maintenance support at usually better than 60% savings. BSM's lifetime warranty for their product has enabled us to discount our already aggressively priced maintenance, to pass both the benefit of lower priced, higher quality product and service," Day explains.

Since 1987, BSM's unique relationship with Circle has been successful. How did BSM become involved with the firm? "Circle was introduced to BSM by Circle Germany in 1987 - BSM being the 308X technical guru's! Since then, we have had many successful dealings with BSM," says Day. "We sold to the broker community a total of 224 mb of 308X memory, and currently 128 mb of 3090 memory. We also have 64 mb BSM central storage installed in Canada on a 3090 200E," Day explains. "The product has been exceptionally reliable and BSM has always been very responsive on the occasions that we have required technical assistance for the memory and associated machines." BSM Corporation hopes to continue to provide highest quality, market proven memory and excellent lifetime service and maintenance guarantee in association with Circle Computer.

EUROPEAN REPORT



PROFILE

The following is an interview with Glenn Bishop, Vice President of Operations, discussing maintenance.

Q: What is the biggest maintenance issue?

A: "The most asked question is whether IBM will maintain our memory. IBM's response to maintenance is very grey. Depending on each individual case, and depending on the branch personnel handling the account, sometimes IBM is willing to maintain. We've met IBM's largest criteria with add-on memory. It has been in the area of safety. All of our upgrades have been specifically designed to operate in the environment that is provided, thus no power supplies were required, or cables left dangling for connections to 400hz through the frames. Our installations have always met safety standards."

Q: Do you have an alternative maintenance program?

A: "Definitely. Our customers are obviously considering cost savings and should realize a savings with both our product and the maintenance. We offer the service through several maintenance organizations. At each installation, we also provide our own remote support facility (RSF). This would enable us to make an immediate problem determination if ever one should occur."

We can be reached 24 hours, 7 days a week at 800/899-4BSM."

After launching an extensive advertising campaign in Europe, BSM was asked to meet with some of the top European brokers in order to bring our 3090 and ES/9000 memory abroad. As BSM's international marketing representative, it was a very exciting idea to personally meet many of our top European brokers. Speaking three languages made it easy for me to discuss not only computer matters but also other up-to-date events. The international meetings were enjoyable and gave me a better feeling for what the economical climate is in countries like Germany and Switzerland. The reception was warm and great interest was expressed for our third party memory. But at the same time there was mention of "enduser fear".

For decades IBM has been the world's computer giant. Clients have learned to trust in IBM's quality and service, leaving no room for third parties. But times have changed, the economy has declined, and companies are looking for alternatives. Third party memory is pushing forward and more and more brokers are able to convince their clients that you do not have to give up quality or service in order to pay a realistic price.

The customer's key concern is and will be - maintenance! We are therefore placing great emphasis on maintaining and creating solid relationships with reliable and experienced service companies in Europe. Being in Germany & Switzerland personally gave me an opportunity to check on reputation and service radius. Maintenance availability is very important, since customers want service "now" and should be able to get it.

Keeping the customer's concerns in mind, BSM will supply the enduser with our own Remote Support Facility Tower linked directly to the maintenance company. Should any error arise our RSF box will automatically contact the service company to alert them of any problem. Our brokers were excited with the idea that BSM has the capability of providing the customer with efficient and prompt detection of any malfunction.

Many of our European contacts also shared a feeling of enthusiasm to represent BSM - a company not yet spoiled by success, but still working hard to make a mark! The word "trust" seemed to be often used by many of our successful brokers. Business abroad still values long standing relations and loyalty to longterm clients.

Borrowing George Bush's phrase: "We are going to be leading kinder, gentler lives", BSM, too wants to be part of the '90s movement. We aim at being part of the Decency Decade, the first socially responsible decade devoted to the three "E"s - environment, education and ethics.



Elfie Bishop, International Marketing Representative



FREE BSM 30 DAY CHALLENGE!

BSM Corporation would like to acquaint you with the quality and performance of our IBM compatible memory manufactured by BSM with superior American craftsmanship, along with effective cost savings. A lot of people don't realize BSM had plug-compatible 308X memory installed even before EMC. In fact, our first installed memory is still running at the original site and *has never failed!*

BSM would now like to become a viable player in providing alternative memory products. To improve BSM Corporation's visibility in the marketplace, we will be traveling extensively throughout the US and Canada to demonstrate how truly plug-compatible our BSM memory really is!

That is precisely why we are offering you to let us put our money where our mouth is, by doing *what not one* of our competitors can. *We challenge you to try one or two BSM memory cards in your machine next to IBM cards for a 30 day trial run!* We are that confident that you will be satisfied with the results. Even if, for any reason, you aren't satisfied, we will remove the memory at no cost to you. At BSM, we will do whatever it takes to give you that "comfort zone" everyone needs to make an intelligent, fully confident and informed decision involving an alternative memory upgrade.

We have just begun our extensive national campaign this month in the metro Detroit area, where we were received extremely well at a number of enduser sites and broker locations.

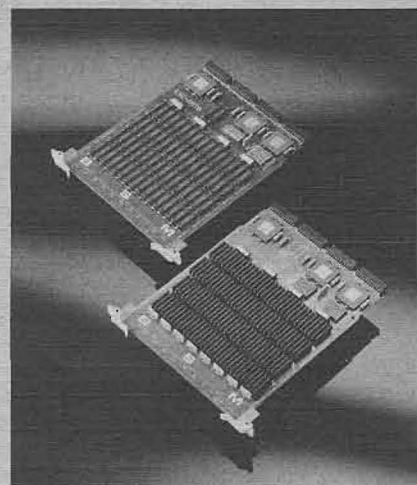


Mark Hulseberg, Marketing Director

We have the tools to train anyone on our 3090, ES/3090, ES/9000 and 308X memory boards.

BSM does not adversely modify your mainframe in any way. Our memory plugs right in with no additional power supplies, and utilizes all of IBM's hardware and microcode. We even use IBM control cards.

Simply let us demonstrate by taking the BSM free 30 day trial run challenge. We are confident you will be satisfied with the high quality results. I'm looking forward to demonstrating to all of you that BSM is really the only choice there is when looking for third party memory. Hear from you soon!



PRODUCT

BSM products let you get more life out of the computer you've already invested in. We use only the most superior American manufactured memory chips. This, plus decades of engineering experience with IBM water-cooled CPU's combine to deliver highest quality, market proven products. Best of all, our products are available to you at a realistic price. BSM has gained world-wide respect in the industry for craftsmanship and reliability. We do more than what is expected; we do our best.

What advantages does BSM memory offer over it's competitors? BSM does not adversely modify the 3090 mainframe. Our memory plugs right in with no added power supplies. We utilize all of IBM's hardware and microcode. We even use IBM control cards. Special dram chips are used in our main storage. This allows us to keep bits from the same line of memory in separate modules. Therefore, if a whole memory chip fails, only single bit errors occur (transparent to customer operation). We can actually remove four memory chips from our main storage with no adverse effect on customer operation. If you ask one of our competitors to remove just one chip from their memory, it won't work.

Both cards support a 4 bit wide data path. We use all IBM store/fetch - address/terminators to operate in each 3090 model. Our cards run on power and voltages already present in the machine. No alterations are required. All diagnostic tools are useable to isolate any errors. Basic function of our cards is like that of the IBM 'antelope' design technology.

HAPPY HALLOWEEN!



Quote of the Month ...

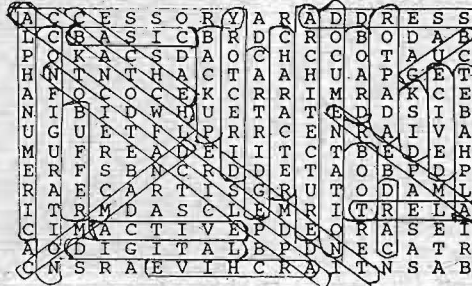
If A equal success, then the formula is A equals X plus Y and Z, with X being work, Y play, and Z keeping your mouth shut.

Albert Einstein

PAGE O' FUN!

ANSWERS:

Sept. 10, 1991



Aug. 10, 1991



WIN!

If you are the first person to finish this month's treasure hunt, you will be the proud recipient of a 3' x 5' nylon American flag! Simply find and circle all of the Halloween characters listed below, that are scattered throughout the Memory Monthly, and fax your answers to: (708) 980-6834.

**FIND ALL OF THESE SPOOKY CHARACTERS....
BE CAREFUL!**

- * bats
- * black cat
- * 4 witches
- * pumpkin
- * dracula
- * skeleton
- * haunted house
- * ghost

The winner of last month's wordsearch puzzle was Dan Majkowich, President of Custom Computer Services. There were a lot of entries, but Mr. Majkowich was the first! He is now a proud owner of a 3' x 5' American flag. You, too, can be a winner!

THE ADVENTURES OF MEMORY MAN

AFTER RECEIVING A MASSIVE BLOW TO THE SKULL, MARVIN WAKES UP IN A DAZE. SUDDENLY HE IS WHIRLED INTO A BIZARRE STATE OF METAMORPHOSIS!!!!



CONTINUED NEXT MONTH