

BSM CORPORATION NEWSLETTER

BSM Upgrades Komatsu Dresser

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Mark Hulseberg

CDLA Photo Spread

Our Product

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BSM Corporation recently installed its 3090 expanded memory into Komatsu Dresser's 300E. Komatsu Dresser, manufacturer of heavy construction equipment, leased its mainframe for four years previous and "assumed all along that at some point we would have to do something to upgrade the basic unit," explained Chris Marler, Manager, Technical/Engineering Systems. "We have all of our commercial processing for the entire company functions on the 3090 300E," said John Obrist, Manager of Operations. "We support financial marketing, manufacturing, and parts business." Komatsu Dresser has on line DASD systems that support all of those functional areas, plus programming development organizations at three different facilities.

"We felt it was an excellent opportunity to do something that we had anticipated doing within the next twelve months in a fashion that was very easy to justify financially," said Mr. Marler. In addition, Komatsu Dresser had looked at a variety of other companies and felt that BSM Corporation was a logical choice. "Even used IBM memory would have been prohibitively expensive for us at this time," said Marler. "In our case, we definitely would be doing more paging to DASD without the expanded memory. Without the addition, a number of problems occur -- one of which is slower overall page to DASD by several orders of magnitude, secondly, and more important to us, it

makes it more difficult for us to tune the DASD sub system with that much paging activity going on to it. So now we can be a little more cavalier about what we do with our DASD paging because we know the I/O rates are going to be extremely small and should be consistently small," explained Mr. Obrist.

Komatsu Dresser was pleased to find BSM's overall capability to solve their problems effectively and proficiently. Mr. Obrist, who was present during most of the 3090 memory installation, felt that "Paul Bishop, who executed the installation, knows what he is doing. He seems very competent." Mr. Obrist was "pleased that it worked out as well as it did." Overall, Komatsu Dresser has been very satisfied with BSM Corporation's ability to solve their problems effectively at very low cost. BSM looks forward to bringing low cost reliable memory to customers across the United States and abroad.



John Obrist and Chris Marler



PROFILE

The following is an interview with Mark Hulseberg, BSM Corporation's Marketing Director, North America.

- Q: What's new in the way of promoting BSM Memory?
- A: "At the end of the last quarter we sent out a special issue of the "Memory Monthly" to 3,000 endusers across the nation. The newsletter included a generous amount of information, including the "Free BSM Memory 30 Day Challenge" and "BSM Memory in Case 3090 500J" articles. We even included a crossword puzzle in which the correct answers faxed in first resulted in a 308X TCM!"
- Q: How was the newsletter received?
- A: "The enduser newsletter was received quite well! It has generated numerous phone calls from across the nation in which I have followed up. BSM is making a tremendous effort to let people know that we are here for you, whether that entails an installation of a BSM memory upgrade or, perhaps, a question relating to the industry. I feel that it is important to apply all of our education and expertise when speaking to potential clients. Very simply, we would like to help you in anyway we can."
- Q: Where do you see BSM Corporation in the next year?
- A: "We're already developing 9121 memory. We believe that product will be out in the first quarter of 1992. We are also planning for a product on the ES/9000 model "800" series in the fourth quarter of 1992."

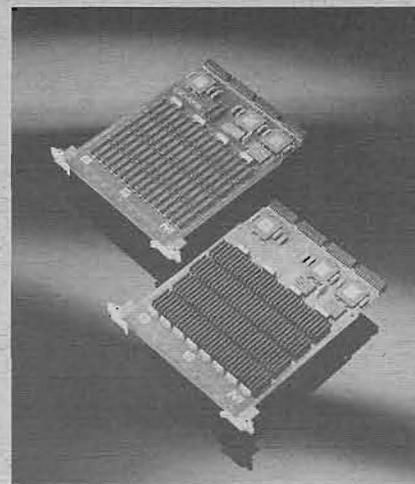
Did We See You at CDLA?

BSM's Paul Bishop, Vice President of R/D, Mark Hulseberg, North American Mktg., and Elfie Bishop, European Mktg. were pleased to meet so many new & familiar faces at the CDLA/ECLAT annual meeting in Washington D.C.! Hope to see you next year!





Photographs by Al Peasley



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.

Be A Winner!

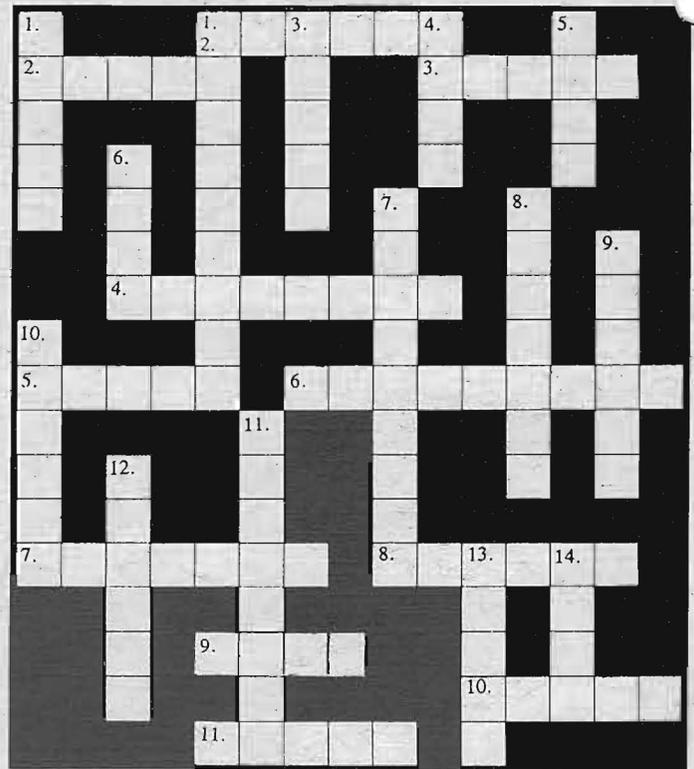
The winner of last month's puzzle was Todd Harris of Smith Wilson! He is now the proud owner of a 3' x 5' American flag. You, too, can be a winner! Be the first to send back this month's crossword correctly, and win an American flag. Fax answers to 708/980-6834.

Across

1. The aggregate crosstalk from a large number of interfering channels.
2. A quantity assigned to a constant, a variable, parameter or a symbol.
3. The amount of time by which an event is retarded.
4. Unresolved contention for use of a resource.
5. A process for determining accuracy.
6. The rate of signal oscillation, expressed in hertz.
7. To convert clear data into cyphertext.
8. A switching device.
9. A systematic deviation of a value from a reference value.
10. To modify an object program without recompiling the source program.
11. American National Standard Code for Information Interchange.

Down

1. An occurrence or happening.
2. A point of reference from which measurements can be made.
3. Accumulation of data to be processed.
4. Enter, modify, or delete data.
5. Wait-before-transmitting-positive-acknowledgement character.
6. Group of tracks on a magnetic drum or on one side of a magnetic disk.
7. Value used to alter a counter or register.
8. Location in the storage of a computer where data are stored.
9. To end a task before it is completed.
10. Operational.
11. Making of charts & pictures.
12. To return to the original level of a user interface.
13. A graphic symbol whose appearance conveys information.
14. An ordered set of data.



THE CONTINUING ADVENTURES OF MEMORY MAN

THOMAS D. GIBSON

AFTER HIS STRANGE TRANSFORMATION, MARVIN NOW REALIZES THAT HE HAS OBTAINED A FASTER AND MORE POWERFUL BODY & MIND.

THIS IS WEIRD!

87
 $\sqrt{P_1 + 1.41} \times P_2$
 $\max \leq 2 \text{ pd}$
 $7.0-7.2 \text{ ct}$

THE FIRST ORDER OF BUSINESS IS TO THANK THOSE TWO CLOWNS FOR HELPING TO GIVE ME MY NEW FOUND SUPER POWERS, NOW WHERE DID THEY GO?

AAAAAAHHHHH!

WE'RE OUTTA HERE!

AS MARVIN HEADS TO HIS CAR, HE CONTEMPLATES WHAT KINDS OF ANTI-STATIC MATERIAL WOULD MAKE FOR A COMFORTABLE SUPER HERO-TYPE OUTFIT WHEN SUDDENLY...

POOF

THE SUPER HERO RETURNS TO HIS NORMAL STATE...

YIKES!

I MUST DEVELOP A WAY TO CONTROL THIS ENERGY.

CONTINUED NEXT MONTH