

# BSM CORPORATION NEWSLETTER

BROKER

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## BSM Upgrades Butterworth's 3090

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Mark Hulseberg

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BSM Corporation, in collaboration with broker Neil Salsitz, president of New Horizons Productions, Ltd. (708/520-3480), recently sold and installed a 3090 BSM central storage upgrade to Butterworth Hospital. Mr. Salsitz, when referred to BSM Corp., met with Marketing Director, Mark Hulseberg to discuss options available in satisfying the requirements of clients. "I try to work with all of my clients in both a reactive and pro-active modes, responding to immediate needs PRN, and assisting whenever possible in the design and strategic planning for their future needs. The memory upgrade at Butterworth had been discussed for the past year and was part of a long term plan to allow the implementation of a new software package for the hospital, as well as provide for utilization of enhanced ESA functions," said Salsitz. Without a memory upgrade, response time would have slowed dramatically. "Obviously," explained Salsitz, "with a degradation in response time in any computer system, the productivity of the computer would diminish and the jobs that required timely processing might not be processed in time. As with any operation", said Mr. Salsitz, "this would cost in all arenas. In the health care industry, delays can cost significantly in man hours, time value of revenues in billed and unbilled accounts, overtime, and environmental - and, of course, the future employment of the MIS staff involved when what is supposed to be completed is not completed on time!"

Since the installation, Butterworth has improved results in their system. "The 3090 is running well and the customer is enjoying all the benefits that a 64 mb increase to central memory provides." In addition, "the technicians' knowledge, performance, on-time completion, and professionalism were noted by the customer."

As a broker, Mr. Salsitz helped Butterworth realize that BSM memory would provide identical performance to IBM memory at significant savings with no forfeit of safety or reliability. "In these days of growing budget consciousness, end-users are more and more willing to consider alternatives that will provide identical performance at significant savings. BSM provides this and more," said Salsitz. "That is the point that we (BSM and New Horizons Productions, Ltd.) were successful in conveying!", he said. "I am convinced that there are hundreds of shops out there that can benefit in the same way, and I am recommending to all of my clients that they consider the BSM alternative in their future plans!"

As with any major purchase, especially a purchase from a third party vendor, "the question about references, maintenance support, performance guarantees, and IBM/3090 compatibility were discussed," explained Salsitz. Through the efforts of Mark Hulseberg, Glenn Bishop and Neil Salsitz, Butterworth Hospital attained a satisfactory comfort level and has been pleased with everything to date!

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708/980-6834

# BOE KNOWS MEMORY

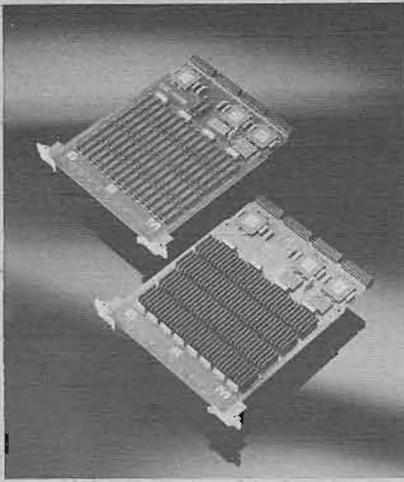
Here at BSM, we feel that building trusting business relationships involves a willingness on our part to inform our customers of every aspect of our memory, maintenance policies, and company. The backbone of our company is, of course, our staff. In particular, we are very proud of the prestigious engineering history and excellent work performance exhibited in our CAD Logic designer, Robert E. Boe.



**Robert E. Boe,**  
*Research Engineer*

"Before coming to BSM in 1990, I worked as an electronics technician for Motorola for 27 years in various positions, most recently in an engineering design lab assisting engineers, tabulating reports, and taking care of test equipment repair. Previously, I worked on final testing, analyzing, and repair of microwave multiplex equipment," said Boe. "Here at BSM my main job is evaluating circuit boards, creating schematics and connector charts. These are then plotted on a computer," said Boe. Mr. Boe is an important part of BSM's Research and Development department and continues to aid in the development of new products.

On the personal side, Mr. Boe feels that "hobbies are a necessity in my life. I have several, including camping, woodworking, amateur radio, stamp collecting, and working with my computer, to name a few." Boe feels that "computers are here to stay. Reflecting on the past, it's pretty hard to imagine how we got along without them years ago!"



## 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.



**Steven Thomas Bishop,**  
*Junior Technician*

## It's A Boy!

BSM would like to congratulate Glenn and Peggy Bishop on the birth of a 6 lb. 12 oz. baby boy, Steven Thomas, on October 29, 1991. We wish them all the joy that a new addition to the family brings!

# IMPROVE YOUR MEMORY!

Dear Brokers,

BSM Corporation's dedication to the production of reliable 3090 memory, a hard working sales force, and an extensive advertising campaign has effectively increased BSM's credibility as a viable player in the third party memory market. Our successful publication of the "Memory Monthly" has grown from 500 brokers and 2800 endusers nationally, to 1500 brokers and 5000 endusers all around the world! As a result, BSM has gained worldwide respect from major corporations in every industry: utilities, health care, government, municipalities, financial services, publishing, universities, and manufacturing.

Our clients have come to rely on us. They know we can be trusted for quality, service, and confidentiality. It simply makes sense. Our engineers have an average of twelve years of experience working with IBM water-cooled mainframes. This is one reason we are often invited to trouble shoot for other technical companies. We are especially proud of our old fashioned reliability, maintaining hands on management and quality control is what has earned us our spotless reputation. BSM had plug-compatible 308X memory even before EMC. In fact, our first installed memory is still running at the original site and has never failed!

We recognize how vital the mainframe computer industry is to a clients operation. That is precisely why we recommend that you approach the purchase of a memory upgrade with caution. Unlike many companies, 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. However, we believe the real proof is in the consistent performance of our BSM 3090 memory.



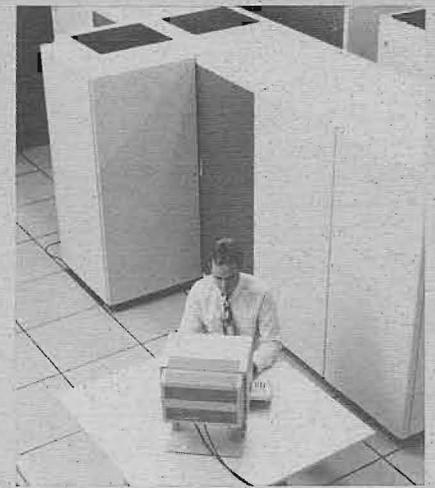
**Mark Hulseberg**

That is why BSM has offered 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 mainframe next to IBM cards for a 30 day trial run.* We are fully 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.

Simply let us demonstrate by taking the BSM free 30 day trial run challenge. I'm looking forward to answering any questions you may have regarding our products and services!

A handwritten signature in dark ink, which appears to read "Mark Hulseberg". The signature is fluid and cursive.

**Mark Hulseberg,  
Marketing Director**



## T E S T I N G

Nothing at BSM goes into the field before it has been thoroughly - even mercilessly tested. Our on premise testing facility is busy day and night running BSM Memory cards through several steps of rigorous testing. First, emulated tests are run under full voltage and temperature bias. Then, each entire storage upgrade must pass a 168 hour burn-in procedure in one of our IBM 3090 mainframes. Furthermore, we run them in their target configuration, that is, where you want them to run. This kind of dedication to product testing has earned us a reputation for reliability. Even our competition states that BSM storage is the industry's cleanest and easiest to install and maintain. Our clients feel the same way. In fact, many of them purchased 3090 upgrades before they were even available!

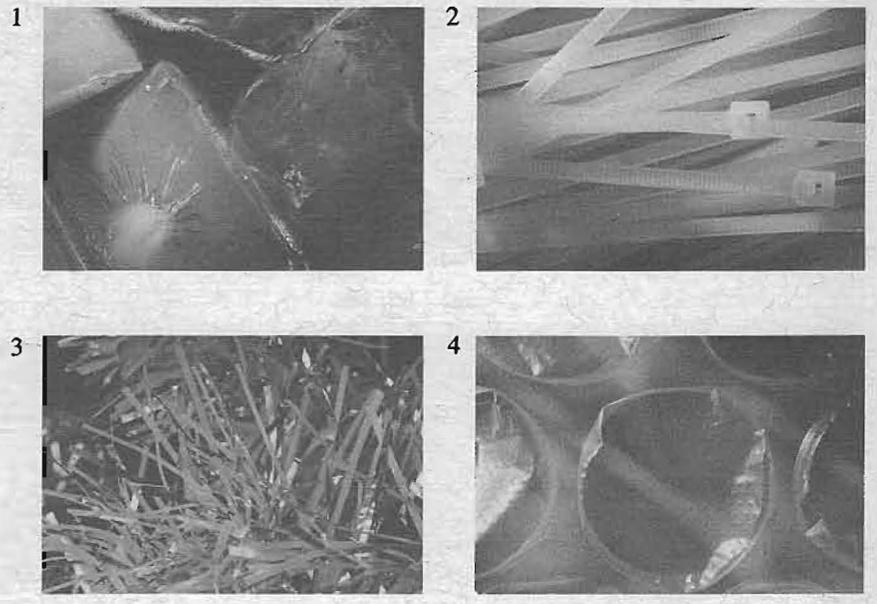
In design and manufacturing, strict standards maintain the high quality of BSM products. We use highly qualified American made drums as well as U.S. manufactured components and assemblies. Highest reliability is achieved by using the latest technology available.

In short, BSM Corporation uses the finest chips and components available, manufactures its 3090 memory according to strict standards, and thoroughly tests its cards before going into the field. If you have any questions or comments, please call us at 800/899-4BSM. We look forward to hearing from you!

# Quote of the Month ...

America is the country where you buy a lifetime supply of aspirin for one dollar and use it up in two weeks.

John Barrymore



# Be A Winner!

You can be a winner! Be the first to correctly guess what these four pictures are, and you can win a 3' x 5' American flag! Fax the answers to 708/980-6834. **Good luck!**

Name \_\_\_\_\_  
 Company \_\_\_\_\_  
 Phone \_\_\_\_\_

Answers:  
 1 \_\_\_\_\_ 3 \_\_\_\_\_  
 2 \_\_\_\_\_ 4 \_\_\_\_\_

## THE CONTINUING ADVENTURES OF MEMORY MAN

MARVIN BEGINS WORK ON HIS SUPER HERO UNIFORM WHEN SUDDENLY HE RECEIVES AN OMINOUS PHONE CALL ...

HELLO

HELLO, MARVIN? SPOCK HERE, SINCE YOU ARE NEW TO THE SUPER HERO SCENE, THERE ARE SOME THINGS YOU SHOULD KNOW ...

THE FEDERATION RECOGNIZES BSM AS A HIGHLY LOGICAL SOURCE FOR MEMORY. THEREFORE, I STRONGLY SUGGEST YOU REPORT TO THEM FOR FURTHER DIRECTION.

REALIZING HIS NEED FOR MOBILITY, MARVIN JUMPS INTO ACTION - DILIGENTLY WORKING TO CREATE THE VEHICLE THAT WILL ASSIST HIM IN HIS ADVENTURES.

THUS WE INTRODUCE ... THE MEMORY MOBILE!