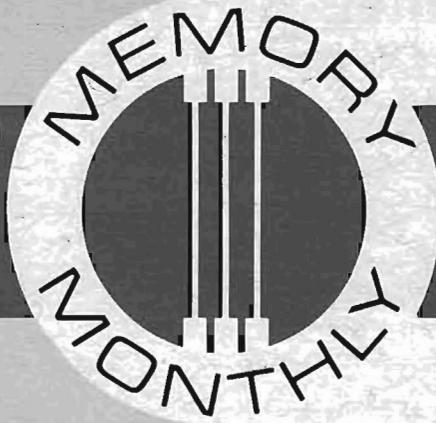


ENDUSER



BSM CORPORATION NEWSLETTER

3rd Quarter 1991

BSM Memory in Case 3090 500J

When J I Case, worldwide manufacturer and marketer of a full line of agricultural and construction equipment, needed a memory upgrade for their 3090 500J mainframe based in Racine, Wisconsin, BSM Corporation was promptly there to install its own memory into the computer. Case's 3090 500J needed additional storage to avoid a high paging rate and to improve overall response time. "Here in Racine, our 3090 500J is mostly used for financial applications...sales...marketing...and parts," explained Phil Balcom, Manager, Planning and Technology Assessment. Concerning Case's other various mainframes around the globe, specifically in Hinsdale, Illinois; Le Plessis, France; Neuss, Germany; Doncaster, England; and Sydney, Australia, Balcom explained that "we have them all connected together by means of a satellite network and high speed telecommunication lines. If someone wishes to order a specific part somewhere in Europe," Balcom explained, "the order comes from a terminal in Europe over the telecommunication lines to the computer here in Racine and the response goes back to the terminal in Europe providing the status of the part.

"We believed that we would get better response time if we had somewhat more storage," Balcom said. "A year ago, we planned to have a central memory upgrade at about this time," he said. "In your case, you offered us more memory at less cost than anyone else." As a direct result of BSM

Corporation's 3090 memory upgrade, "response time has improved." Case has been extremely pleased with BSM's 3090 memory upgrade and our ability to solve their problems effectively with overall professionalism. "We've done business with you a number of times in which Case has been extremely pleased," said Balcom. "This time, you've actually supplied the memory and have installed it...we've been very happy." Of BSM Corporation's professionalism, Phil Balcom said enthusiastically, "Any time that I've talked to the people at BSM, anything that they said or implied has happened just the way they said it would. You know the IBM equipment extremely well. In the case of providing BSM's memory and installing it, our overall view has been very positive!"



Phil Balcom, Manager
Planning and Technology Assessment

IN THIS
QUARTER'S
ISSUE.....

JI Case Job

Meet Circle
Computer Svcs.

Profiles with:
Glenn P. Bishop
and
Paul G. Bishop

BSM Corp's
Challenge

WIN A TCM
ON PAGE 4!

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PROFILE

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

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."

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, including IBM, Amdahl, NAS, CDC, Memorex, etc.

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 it's 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.



HAPPY HALLOWEEN!

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.

Our goal is to provide you with the necessary information concerning BSM memory and maintenance policies. Therefore, to further acquaint you with BSM Corp., I will be sending you our newsletter, "The Memory Monthly", on a quarterly basis. "The Memory Monthly" will keep you currently abreast with customer testimonials, informative interviews with BSM leaders, our associates, related industry news and BSM Corporation's overall philosophy on how we do business. We've even included our "Memory Monthly" cartoon strip, "The Adventures of Memory Man" by Thomas R. Bishop, Advertising Director for BSM. Also a chance on page four to win a TCM, a valuable collectors item to any manager of information services!

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. 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! 🍀



Mark Hulseberg, Marketing Director



PROFILE

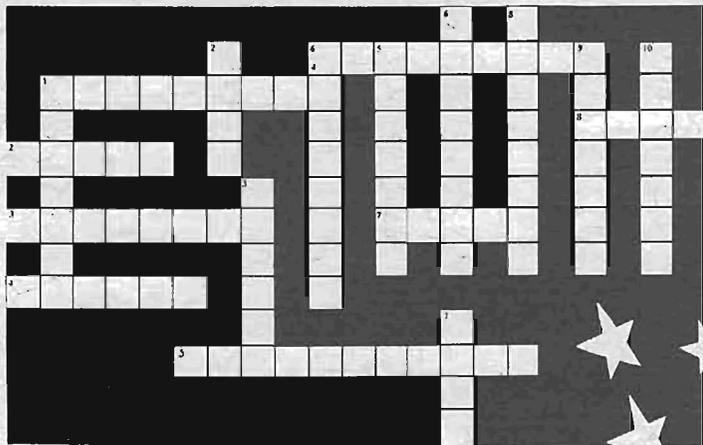
The following is an interview with Paul Bishop, Vice President of Research and Development.

- Q: What advantages does BSM offer over its competitors?
A: "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."

- Q: If we buy memory for a 3090, can we use it on a 9021 in the future?
A: "Yes! Our memory runs on all 3090 models and 9021 models up to model 720."

- Q: How long are BSM's memory cards guaranteed for?
A: "We have a lifetime warrantee on all of our products."

- Q: How does BSM Corp's pricing compare to it's competitors?
A: "BSM believes the price you pay for superior quality should be realistic and fair. BSM will give you quality equal or superior to the product you already own. Our prices are very competitive against our competitors!"



WIN!

You can be a **WINNER OF A 308X TCM**, which can be used as a coffee mug coaster, collector's item, etc... provided that you are the **first** person to finish the **IBM SPECIFIC TERMS CROSSWORD** puzzle and fax your answers, name and phone number to (708) 980-6834. **GOOD LUCK!**

Across

1. A large computer, in particular one to which other computers can be connected so that they share facilities it provides.
2. Enterprise systems connection architecture that implements high speed fiber optic channels.
3. Physical equipment, as opposed to programs, procedures, rules and associated documentation.
4. A quantity usually characterized by an ordered set of numbers.
5. Pertaining to transformation of data to conceal meaning.
6. One or more micro-instructions.
7. Erasable programmable read-only memory.
8. Dynamic random access memory.

Down

1. A human action that produces an unintended result.
2. Processor Resource-Systems Manager (logical partitioning).
3. Program-addressable storage from which instructions and other data can be loaded directly into registers for subsequent execution or processing.
4. A unit of measure for storage capacity.
5. A path along which signals can be sent.
6. Programs, procedures, rules and any associated documentation pertaining to the operation of a system.
7. Direct access storage device.
8. The time during which a functional unit cannot be used owing to a fault.
9. A person, device, program, or computer system that utilizes a computer network for the purpose of data processing and information exchange.
10. A part of an IBM product that may be ordered separately by the customer.

THE CONTINUING ADVENTURES OF MEMORY MAN

