



# BSM CORPORATION NEWSLETTER

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## Erie 1 BOCES Takes the BSM 30 Day Challenge and Wins!

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When the Board of Cooperative Educational Services (BOCES) agreed to take the BSM Challenge by agreeing to a trial run of BSM 3090 main storage in their 3090 180S for a full 30 days, the results brought them not only satisfaction with BSM memory, but also confidence in our ability to professionally communicate and solve their needs.

Erie One BOCES, located in Lancaster, New York, basic mission is to sustain and enhance the ability of New York school districts to carry out their role as chief instruments in the community.

"BOCES utilizes its IBM 3090 mainframe to provide administrative, financial and student oriented applications to school districts served by Erie 1 BOCES," explained Mike Guido, Data Center Manager at BOCES, who supervised the business dealings in coordination with BOCES's Computer Operations and Systems Software Departments to implement this project.

"We wished to increase our processor throughput by increasing memory and thereby improving service levels, such as transaction response time, to the school districts," said Mr. Guido. Having initially read about the BSM 30 Day Challenge in the "Memory Monthly", BOCES felt that the logical solution was to try BSM memory.

Through extensive telephone conversations with Glenn Bishop, Vice President of Operations, BOCES quickly decided to lease 128 megs of BSM main storage for their IBM 3090 mainframe. BOCES also felt that our business dealings with them were very professional and ran smoothly. "Follow-up was prompt and correct," said Mr. Guido. "Negotiations were fair and beneficial to both Erie 1 BOCES and BSM Corporation."

Mike Guido was satisfied with the performance of our on-site technician, Mark Feltes. He found Mark knowledgeable, proficient and responsible. Mr. Guido also noted that our technician was very communicative.

Since the upgrade install at the beginning of this year, BOCES's 3090 has run with no problems. As a result, the processor remained stable and response time has improved. Overall, Erie 1 BOCES is satisfied with BSM memory and our dealings with them. Mr. Guido said, "BSM delivered as promised".



## MARKETING

The following is an interview with **Elfie Bishop**, *International Sales*.

**Q:** What has been your approach in bringing BSM memory to Europe?

**A:** Having been affiliated with the advertising industry for 20 years, I felt it was a logical and effective solution to start introducing BSM Corp through the mail - mainly general information brochures. My next step took me on a ten day business trip to Germany and Switzerland. Meeting with many top European brokers was the first and most important part in creating good business relationships. I was able to establish an understanding of the market and its players. The next move was to meet with our industry representatives at the CDLA/ECLAT meeting in Washington. It took a lot of preparation and arrangements to have a successful and smooth show, but it was worth the effort!

**Q:** Are there any international trade shows BSM will be attending in the future?

**A:** Yes! Paul & I just made arrangements to meet some of our European brokers at CDLA in sunny Desert Springs. On our agenda is also the ECLAT meeting in Heidelberg in September.

**Q:** Are you planning further advertising in Europe?

**A:** Yes. We are just beginning. I already translated our Computerworld ad and expect to have it inserted this spring in Computerwoche. The French version is being worked on as we speak, and it will be ready for *Le Monde Informatique* in May!

# Creativity is our Name - Refreshing Advertising our Game.

Bringing product confidence to brokers and endusers in the third party memory market is challenging in the 1990's. At BSM Corp., a great deal of time and thought goes into exactly how we should market our memory boards. We have found that the most effective means is to have an in-house advertising department working in coordination with our marketing staff. Heading BSM's advertising department is Thomas R. Bishop, who has a degree in graphic design with a major in advertising from the American Academy of Art in Chicago.

"My function at BSM is to work closely with the marketing staff to promote our memory products," said Tom. "This involves constant input with the marketing/sales staff. Mark Hulseberg, BSM's North American Marketing Director, and Elfie Bishop, European Marketing Director, are the eyes and ears of our customers. They will also communicate, for instance, what questions are not being addressed in our publications, or even what strengths have been effectively conveyed and need to be pushed more. We then work together to fulfill our customers needs and find ways in which to better market BSM memory," explained Tom. "Ultimately any job entails the visual means by which we communicate our ideals to brokers and endusers."

Tom's most fundamental challenge is to design BSM publications so that they convey one clear and concise message to our customers, that is - confidence in BSM. Anything the public sees from BSM must communicate strength, a high-tech feel, and well established ground so that brokers and endusers are confident when buying or leasing BSM memory products.

Take, for instance, the BSM logo. The three "prongs" are graphic shapes derived from a mainframe memory board, representative of the three leaders of BSM: Glenham Bishop, Glenn Bishop, and Paul Bishop. The circle tying these shapes graphically signifies a family owned business. Finally, the silver color represents the high-tech industry.

When Tom designed our Computerworld advertisement (displayed in last month's newsletter), he conveyed to the viewer that you do have a choice. "Our concept of a stressed out MIS manager about to jump off the top of a mainframe, with a headline reading 'Don't Jump!'," leaves the reader with the impression that there truly is an alternative solution," explained Tom. The result was an ad that works.

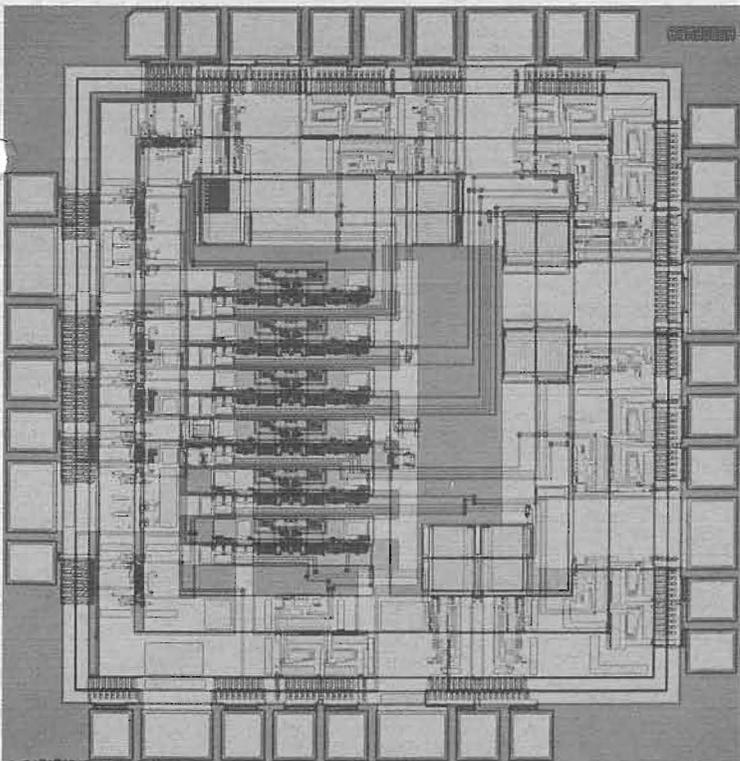
Perhaps one of the most effective means of communication is by sending the "Memory Monthly" to brokers across the country. "The sole purpose of the newsletter is to familiarize brokers with BSM as much as possible. We therefore include articles on recent installations, interviews with company personnel, product information, and related news concerning BSM and the industry," said Tom. We also send out a quarterly newsletter to endusers.

Advertising is a very challenging field, but it's also very exciting. There are so many possibilities and new ideas forming all of the time. We can't wait and see what Tom has in store for us. Tom Bishop, an essential member of the BSM team!

# BSM has GaAs!

It's been building up inside us for over a year, but it's finally here! In anticipation of IBM's Summit series of processors, Paul Bishop, Vice President of Research and Development, proceeded to design and fabricate a custom high-speed bus transceiver chip. Paul knew that IBM's Summit clock speed would be near the 10ns mark. He also knew that IBM's data and control lines would be in a non-standard logic format. Paul developed this chip to get new BSM product to market, sooner, as there would be less time spent on engineering.

The prototype chips were received in February and passed acceptance testing. The GaAs fab facility will start production this month. BSM is expecting the first shipment in April. We will also incorporate this chip in our 3090 main storage for the London models.



BSM Corporation's custom high-speed bus transceiver GaAs chip.

Microphotography by C I Photography



## 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 drams 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 ...

Law of Hydrodynamics: When the body is immersed in water, the telephone rings.

-Gerald Lieberman,  
3,500 Good Quotes for Speakers,  
1983, Pg. 212.

### MISSING LINKS

Below is an equation in which all the plus or minus signs have been left out. It is also possible that two of the numbers in the equation should have been printed together as a single number.

Can you sort out the line so that it reads correctly?

## Be A Winner!

$$1\ 2\ 3\ 4\ 5\ 6\ 7\ 8\ 9 = 100$$

You can be a winner! Be the first person to send back this month's puzzle correctly, and win "Made in the USA", by the Made in the USA Foundation. It's the complete guide to America's finest products! Fax the answers to: 708/980-6834. **Good Luck!**

Name \_\_\_\_\_

Company \_\_\_\_\_

Phone \_\_\_\_\_

### THE CONTINUING ADVENTURES OF MEMORY MAN

