



BSM CORPORATION NEWSLETTER

BROKER

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Three-peat!

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Three-peat! BSM is borrowing the new phrase from the back-to-back World Champions, the Chicago Bulls, to describe JI Case. They have just installed their third BSM memory upgrade!

JI Case upgraded their 3090 500J in August '91, with 256 megs of main BSM memory.

In June '92, they exchanged their 500J for a 600J. Case added another 256 megs of main for a total of 512 megs, and 256 megs of expanded storage, all BSM.

October '92 was the latest upgrade. JI Case installed a 3090 500S. BSM installed 512 megs of main, and 256 megs of expanded memory.

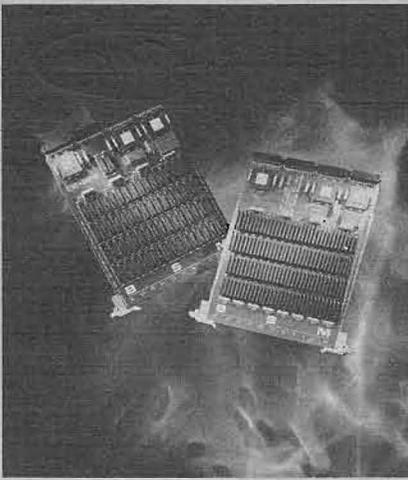
In this last upgrade, JI Case's Phil Balcom, Manager of Planning and Technology Assessment, found that the IBM 3090 500S with BSM

memory was less expensive than a similar Amdahl solution.

JI Case is proud of the fact that they do get the most out of their budget dollars. Phil Balcom exhaustively researches the market for the best deal. BSM was the best answer for their mainframe memory upgrades. BSM provides top quality products, at cost saving prices.



JI Case's Midwest Computer Center



MEMORY

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 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 have over its competitors? BSM does not adversely modify the 3090 main-frame. 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 a single bit error occurs (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 usable to isolate any errors. The basic function of our cards is like that of the IBM 'Antelope' design technology.

Who Will Maintain BSM Memory?

Maintenance is the biggest issue when considering an upgrade. Customers want to know, who will maintain BSM memory?

Our customers are obviously considering cost effectiveness and should realize a savings with both our product and the maintenance. We offer the service through several excellent maintenance organizations.

BSM memory is being, or has been maintained by Circle Computer, Infinite, Fortel Group, Granada, Sentinel, Bell Atlantic Business Systems Services, and IBM Corporation.

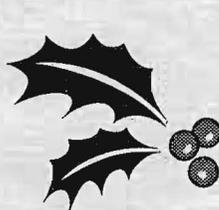
BSM does not have a national maintenance agreement with any

one organization. We use Bell Atlantic and IBM on a time and material basis. This cuts the cost down on their usually high-priced service, without sacrificing their high-quality work.

BSM has met IBM's largest criteria with add-on memory, safety. All of our upgrades have been specifically designed to operate in the environment that is provided, thus no power supplies are required, or cables left dangling for connections to 400hz through the frames. Our installations have always exceeded safety standards.

At each BSM memory installation, we also provide our own remote support facility (RSF). This enables us to make an immediate problem determination if ever one should occur.

BSM has many maintenance options. Assuredly, we can meet every customer's needs. BSM, the Memory People.



Season's

S P E C I A L A N N O U N C E M E N T S

BSM & COS Form International Partnership

COS COMPUTER SYSTEMS (SCHWEIZ) AG, recently entered into a distributor agreement to market BSM products in Germany, Switzerland and the Netherlands. COS, the largest leasing company in Europe, has already installed BSM 3090 memory in France. COS will also assist us with our first European tradeshow, CeBIT in Hannover. This show will run from March 23rd through March 31st 1993. We are looking forward to a long and prosperous partnership with COS. More on COS in the next newsletter!

BSM UPDATE:

BSM has been busy expanding. . . Our assiduous marketing department has just welcomed the experienced Mr. John Woodruff to the BSM team. John has been involved in the computer industry for fourteen years, following in his fathers footsteps. His expertise in large mainframes is well respected in the industry. BSM is proud to have John join our hardworking staff.

BSM's new asic chip is finally in production. Paul Bishop, Vice President of R&D, designed this special chip at the local Motorola CAD center. Our new product line will incorporate this particular component. Look for our extensive marketing campaign on this new product line at the start of the new year!



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!

Greetings!

THE CONTINUING ADVENTURES OF MEMORY MAN



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