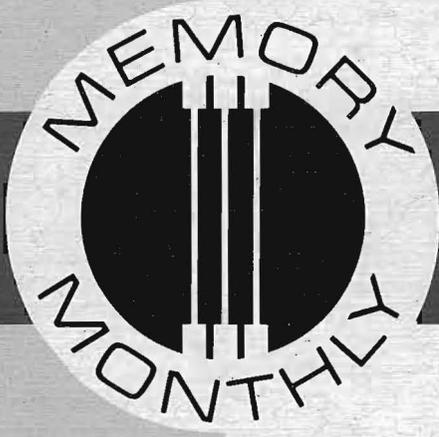


NEW 0011

TRIFOLD

END USER
4-23-92
5,000



BSM CORPORATION NEWSLETTER

1st Quarter, 1992

BSM Upgrades TriCom Inc.

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BOCES*

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708/980-6800
708/980-6834

When TriCom needed to upgrade their 3090 200E with a cost effective, high quality memory alternative, BSM storage was the obvious choice.

TriCom, located in Troy, Michigan's high-tech I-75 corridor, provides a full-service facility devoted exclusively to Computer Aided Engineering. They specialize in CAD systems management for businesses who utilize design engineering. TriCom's CAD Center is a high-security facility, with fully-equipped workstations for their clients' designers. Connected to their IBM* mainframe, the workstations run on industry standard software such as CADAM* and CATIA*. TriCom also provides optional services, which include plotting, data conversions, CATIA training and GM Net Communications. They offer a way to expand their clients' CAD capabilities without tying up a fortune in capital investment.

When Tricom signed on a large outsourcing contract, with a leader in the aerospace industry, they realized an expanded and main memory upgrade was needed in the very near future. Tricom needed a cost effective memory alternative, but also needed guaranteed reliability. BSM was the logical solution.

Mark Hulseberg, BSM's Marketing Director, worked extensively with Pam Hoban, Vice President of Tricom, to ensure a smooth installation of 256 megs of expanded memory and 128 megs of main storage. The install was done quickly and efficiently.

The end result is Tricom can effectively increase their workload tremendously, without risk to their present clientele.

Adding main and expanded storage on their mainframe was such a profitable venture for Tricom, that they are now seriously considering doubling their machine size, along with more BSM memory!

BSM is looking forward to a long-term relationship with TriCom.

* IBM is a trademark of International Business Machines, Inc.
★ CADAM is a trademark of CADAM, Inc.
⊙ CATIA is a trademark of Dassault Systems.





CANADA

The Foreign Commercial Service of the United States Embassy in Ottawa is organizing a USA Showcase Catalog Exhibition at the 1992 Canadian High Technology Show, scheduled for May 5 - 6, 1992 at Lansdowne Park in Ottawa. The USA Showcase will be on display in the main exhibition hall of this show. Information on BSM Corp's products will be on display.

The 1992 Canadian High Technology Show is by invitation only. Over 15,000 private and public sector Canadian high technology buyers, agents and distributors will receive an invitation. Please call us on our toll free number, 800/899-4BSM, if you would like to attend.

BSM Corporation has been working extensively with Canadian Customs, to get BSM products labeled duty-free, as per the US - Canada free trade agreement. BSM guarantees, if our products aren't duty-free by the time of an upgrade, we will pay for the duty.

Being duty-free, would be a tremendous cost savings, on top of the fact that BSM is already a high quality, cost effective memory alternative.

BSM works closely with the Canadian maintenance company, Circle Computer Services. Circle's corporate office is located in Brampton, Ontario, 416/792-1747. Please call Jeff Day for complete maintenance options on BSM memory.

Phi Delta Marketing To Sell BSM Products

BSM CORPORATION is proud to announce that we have entered into an agreement with PHI DELTA MARKETING CORPORATION, a SMITH WILSON affiliate, to sell BSM memory products in the United States and abroad. BSM Corporation designs and manufactures plug compatible memory for IBM 308X, 3090, and ES/9000 central processors. Phi Delta Marketing (708/541-2600) sells computer hardware, software, and services to end-users and distributors as part of Smith Wilson Corporation, a capital investment and leasing company with interests in investment opportunities, and aircraft and computer leasing. Together with their sales staff, Geoff Flagstad, Kent Crombie, and Grant Vanker bring experience and an in-depth knowledge of the plug compatible memory market to Phi Delta Marketing.

Under the agreement, BSM will continue with its current marketing efforts while Phi Delta assists them in opening new markets and expanding market share.

Grant Vanker, Vice President of Phi Delta, believes that this is the ideal time to be in the plug compatible memory business. "Businesses today need to be especially prudent when investing in technology. The reliability of BSM memory coupled with the significant savings makes it one of the wisest investment opportunities available. Geoff, Kent, and I have been involved in the memory market since the IBM 360 era. Installations required two days of downtime, and because the memory was separate from the CPU, system reliability was compromised.

BSM memory can be installed in a matter of hours, in the CPU, exactly where IBM installs their memory. We feel that the financial

strength of Smith Wilson combined with the state of the art design of the BSM memory makes for an ideal partnership."

"We look for products that fill the needs of our customers. Quality products at realistic prices. We feel that BSM's products meet these criteria and we are excited about the opportunity to act as their agent", said Geoff Flagstad, CEO of Smith Wilson and Phi Delta.

Recently, our partnership took us to the Anaheim Convention Center, for the Enterprise Expo tradeshow, in Anaheim, California. Marketing Reps, from both BSM Corp and Phi Delta, were on hand to display 3090 products at the BSM booth.

The main attraction at our booth was the BSM Remote Support Facility. Our reps linked up to one of BSM's own enduser sites. They showed how well BSM memory ran, via a SAD display.

4,953 people went to see what was on display at Enterprise Expo. We had visitors from all across the United States, Canada and Europe stop by the BSM booth.

Come and see us at the Enterprise Expo in Chicago. The show will be located at the Expocenter Chicago during July 14th - 16th. If you have a chance, come out and see BSM personally. Schaumburg is only 45 minutes from downtown!

BSM will also be in the 1992 AFCOM (Association for Computer Operations Management) tradeshow. The AFCOM show is located in Nashville, Tennessee, April 26-30, 1992. Hope to see you soon!

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

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.

BSM Update...

*Do you realize that BSM not only sells and installs our own plug-compatible memory for IBM 3090 and ES/9000 mainframes, we also provide services. BSM has always been able to install and de-install machines, along with doing feature work. It keeps our technicians up to date on the whole mainframe, not just the memory. BSM prides itself on knowing as much as we can about the machines that we make our products for.

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".

*BSM now has a Technical Consideration Data Sheet on our 3090 products. Call our toll-free number for the latest updates.

*BSM has signed a lease agreement for an IBM 9121 system, for the specific use to burn in BSM 9121 memory.

*And the best news of all.... BSM 9121 memory is very near completion. We have beta sites ready. BSM will be accepting 9121 memory orders for June 1 delivery.

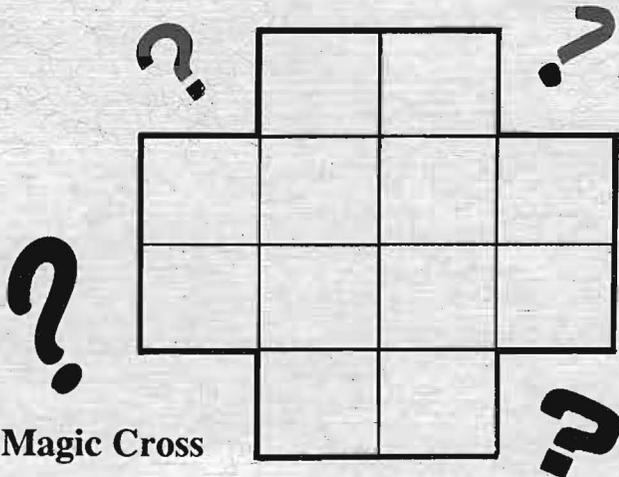


T E S T I N G

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!



The Magic Cross

Can you insert the numbers 1 through 12 in the squares so that lines across and lines down all add to the total 26?

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 _____

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.

THE CONTINUING ADVENTURES OF MEMORY MAN

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

RING!

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.

RRRRRRRRRR

THIS WE INTRODUCE ... THE MEMORY MOBILE!

BSM

CONTINUED NEXT QUARTER



BSM CORPORATION

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