

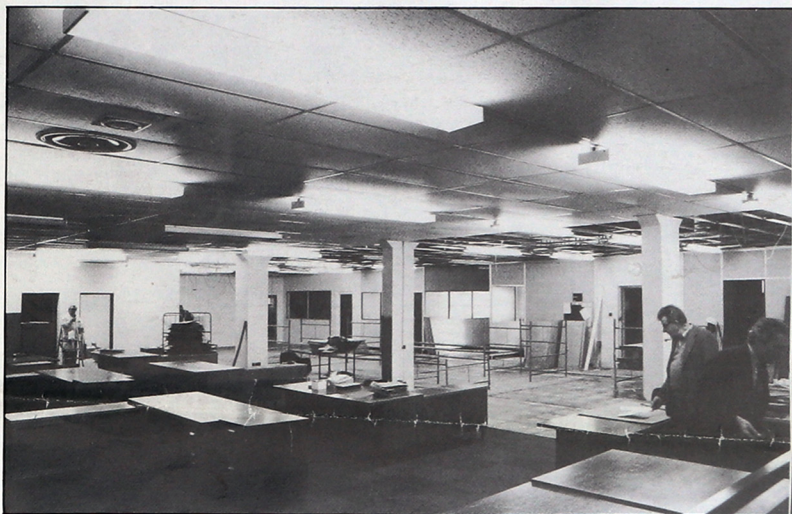
# NEW Tek TIMES

FEBRUARY 1985

Number 1



## THE MOVING GAME



Taking shape . . . the interior of the main building at Harpenden.

# NEW LOOK FOR HARPENDEN

NOW that all Tek's centralised departments are fully operational at the company's new Marlow HQ, Harpenden is reorganising itself for maximum efficiency in tackling the demanding role as the sales and service centre for the Eastern Region, which has some of Tek UK's most important customers on its books.

The interior of the main building at Harpenden is undergoing a complete remodelling and refurbishment. The first phase is due for completion this month, ready for the sales group to take up residence in the south side. Work on the north side is also well under way. The region's service department, currently occupying a leased Victorian factory across the river, is due to move into this part of the building in mid-April.

Remodelling of the building has had to take into account future changes — for example, cable channels will be available to accommodate data network links. Brian Ellison, District Services Manager for the Eastern Region, says: 'At present we have one terminal linked to the mainframe computer at Marlow. We expect to install more later in the year to give improved access to files for order processing and information on parts, prices and scheduling.

Precision planning has ensured that every inch of the

28,000 square feet premises — that's about double the floorspace occupied by the Southern Area staff at Marlow — will be put to best use.

### Demonstration

Office space has been carved out by reclaiming hitherto under-utilised storage areas at the back of the building, and sizeable rooms have now been established for customer demonstration and for setting up equipment.

The offices and open-plan areas are home for 87 Tek

staff, who for some functions outnumber the regional complement at Marlow. It is made up of five sales managers, 29 salesmen and technical support engineers, 37 service personnel and 16 FOS staff.

Says Brian Ellison: 'The Harpenden building is actually owned by Tek and considerable sums have been invested in this refurbishment.' It's easy to understand why when you look at the statistics. Customers served

• continued on page 2

UNDER the scrupulous eye of electrician Dennis Exton, Yvonne Wise (pictured above) turned off the computer at Tek Southgate for good.

But that was just the beginning — eleven hours of dismantling and packaging later the computer was ready for its 40 mile journey to its new location — Marlow.

Starting at the crack of dawn two days running, DEC engineers and Tek computer operations staff worked to install the computer and by early evening of the second day they were finished.

The systems were given time to 'bed in', then tested and finally ready to board users by the fifth day.

## NEW 'TEAM BRIEFING'

AS PART of a drive to ensure effective communications throughout Tek UK, a system of 'team briefing' is being introduced. The idea is that every member of staff will be kept informed about the company's business activities and objectives, enabling the individual to achieve a greater understanding of his or her own role within it.

The system is based on a monthly briefing document originated by Tek UK's Managing Director, Keith Retallick. The information it contains is passed via the management chain to all employees by means of briefing sessions. Communication is intended to be two-way however, and individuals will in their regular monthly team sessions be able to ask questions, comment on issues that concern them and make proposals.

Peter Jones, Tek's Human Resources Manager, says: 'There has been an increasing need for a formal system of communications in the company. Tek has appointed a large number of new staff recently, there have been changes in organisation and a new HQ has been set up.

### Exchange Rate

'Tek's offices are spread widely over the country and sales and service staff spend a lot of time out of the office. We have to make sure they know what's going on. For example we are an American-owned company and people need to know how movements in the dollar/sterling exchange rate affect the UK operation.'

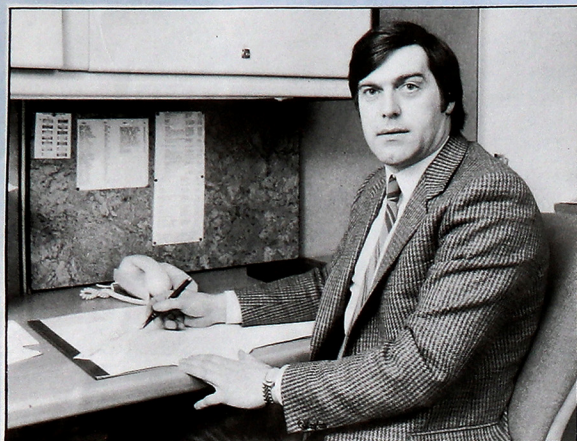
Some 40 managers have attended a two-day course in communications presented by Business Education, a consultancy specialising in employee communication. The course is designed to help managers identify what needs to be communicated and equip them with the skills to convey it.

Business Education will be monitoring the system during its first year and talking to staff to gauge their response to it. A team briefing system has already been tried at Hoddesdon and this has worked well.

Peter Jones believes that briefing sessions are one of the most important innovations at Tek this year. 'The company already has a good informal communications network, with everyone on first-name terms, but the MD and I felt that Tek would benefit from the discipline of a precise, regular and formal system with documentation.'

++ NEW HQ OPENED + BATTERY POWER + SPOT THE DIFFERENCE + YOUR CONTACTS ++

# PROFILE



DR Ian Dunn has been appointed National Sales Manager of the Design Automation Group. Based at Marlow, he combines his new responsibilities with the role of Sales Manager for VRIS products, a position he took up last June.

## DR IAN DUNN

setting up a sales operation for the software company in France and Germany as well as in this country, recruiting sales teams, investigating the market potential of the Merlyn packages and assessing the competition. Married to a former comprehensive school teacher, Ian has three young children — a girl and two boys. His increasing responsibilities at Tek meant that he had to grab the chance presented by the seasonal lull to transfer his family down from Cheshire to their new home in Princes Risborough. The move took place just five days before Christmas.

Ian still doesn't have much time for outside interests, which include playing squash and tinkering with his 1937 Austin Ruby — "The car has great sentimental value," he says. He has promised himself he'll join the Oasis squash club, though.

What are the priorities for DAG's new National Sales Manager? The main thing, of course, is getting the orders. "I want to build up an experienced sales team, keep them motivated and well-directed and make sure they have the tools to do the job."

"They need to have the right procedures and the right marketing programmes to provide them with sales leads. We have to make the market aware of our products and create the right image."

He believes that Tek "is moving more into the systems business in the computer-aided design and engineering areas, and I feel confident about the direction we are taking."

He adds: "And in a high-growth market there's an exciting future for VR products."

# MINISTER OPENS NEW UK HQ

FOR SOME, it marked the culmination of several years of planning and research; for others it marked the beginning of a new career with Tektronix. For all, however, it was a day of celebration when Norman Lamont MP, Minister of State for Industry came to open the new Marlow headquarters.

The official opening, on January 11th, occurred almost 21 years to the day that the company was established in the UK.

In those days, early in 1964, Tektronix UK was based at Harpenden and employed just 30 people. The company now has a staff of 550 and an annual turnover of £55 million.

The Marlow headquarters combines the functions and people from the Harpenden, Maidenhead and Southgate offices. Altogether, some 200 Tek people work at Marlow in sales, marketing, accounts,

administration support, servicing, data processing and warehousing.

Tek's sales and service centres at Manchester, Livingstone and Dublin have not been affected by the move to Marlow whilst a small section at Harpenden remains as the Eastern Area Sales and Service Centre. The Hoddesdon manufacturing plant is also unchanged.

That Tektronix UK Ltd required a new headquarters building had been recognised for a little over eight years. The Marlow site was acquired less than two years ago and builders Taylor Woodrow completed the construction within 15 months.

Pat Plimmer, Tek UK's Facilities Manager has worked with the headquarters project since the company first began looking for a suitable site in 1976. In the following years, many sites throughout the



Home Counties were inspected and rejected until, at the end of 1981, the decision was taken to build on a four acre site at Marlow's new Globe Park Industrial complex.

According to Pat Plimmer, who is now gradually dealing with the inevitable problems that all new buildings develop during their first weeks of occupancy, the project was completed with relative ease. This however, he told *New Tek Times*, has not meant that many people have worked both hard and efficiently to ensure the smooth operation of the Marlow headquarters project.

Other notable guests invited to attend included the Mayor of Marlow, the local Member of Parliament Mr Ray Witney OBE, and the Towns Chief of Police.

President and Chief Executive, Mr Earl Wantland was at the opening and other senior Tektronix Inc people present were Mr John Landis, Senior Vice President — International Operations and Mr Frank Doyle, Vice President — Europe.

Members of the UK electronics and computer press, together with a number of people who had either personally assisted in the Marlow project or who worked with companies that had provided their services, completed the guest list for the day.

Following his address Mr Keith Retallick introduced President and Chief Executive, Mr Earl Wantland.

It was left to Mr Wantland to provide data for the statistically minded. The new headquarters, he pointed out, was constructed at a cost of £6.5 million and consisted of some 83,000 square feet of building.

Mr Wantland said: "The

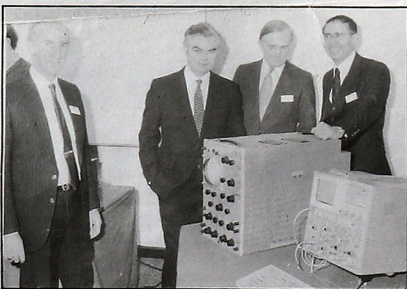
Minister of State for Industry Norman Lamont MP, performs the opening ceremony at the new headquarters of Tektronix UK Ltd. Pictured with the Minister (centre) are Mr Earl Wantland, President and Chief Executive of Tektronix Inc (left) and Mr Keith Retallick, Area General Manager of Tektronix UK Ltd.

present Government has a good track record when it came to providing the best all round environment for high technology companies to prosper in the UK. This record of success would be continued, he told the guests and he also echoed Mr Wantland's remark that the UK can boast a highly qualified and innovative engineering and scientific community.

After the opening ceremony was performed, the guests, who numbered almost 50, were given a brief tour of the Marlow building which included product demonstrations.

Although pride of place went to the new family of engineering computer systems, the most popular exhibit was provided by the Instrument Group who showed a working 513D oscilloscope next to a new model 7854. It provided the best example of the progress that Tektronix has made during the past 30 years.

Norman Lamont MP, Minister of State for Industry, (second from left) inspects a 30 year old type 513D oscilloscope together with Tek's latest model, the 7854. Pictured with the Minister are: Mr Ray Witney, OBE, MP (third from left); Mr Earl Wantland, President and Chief Executive of Tektronix Inc (right); and Mr Keith Retallick, Area General Manager of Tektronix UK Ltd.



## Occupation

The building was completed in less than 15 months and the occupation of its two floors began during November 1984.

With a building of such importance to Tektronix, the industry and the surrounding area, it was decided that a Senior Government official with responsibility for industry would be invited to perform the opening ceremony and Norman Lamont MP, the Minister of State for Industry, agreed to officiate.

## HARPENDEN BEGINNING TO TAKE SHAPE

Continued from page 1

by Harpenden staff generate more than 40 per cent of Tek UK's sales revenue and about 33 per cent of service revenue. Some of Tek's major customers — for example, British Telecom (at North London and Ipswich), Plessey (at Ilford), Marconi and Applied Research, Cambridge — are located on the Harpenden patch.

## ... a chance to show off

HAVING just invested more than £6.5 million on a new headquarters building and equipped it with office equipment and electronic gadgetry to the highest possible standards, it was a natural desire to want to show it off.

It was decided, therefore, to follow the opening-day with a week-long event to which invited guests could explore the Marlow building for themselves.

As a result, during the week beginning Monday January 20th, a steady flow of customers, local residents, Tek suppliers and Tek staff and their families were seen touring the building.

Customers were allotted Monday through Thursday and, according to each of the product groups, attendance was very good. On each day,

staff from each group were seen showing the building and many of the products to customers. Personally guided tours, including full product demonstrations and luncheons were the order of the day.

## Well attended

On Friday 25th January companies and individuals who provide their services to Tek in the UK toured the building. Included were printers, stationers, publicity advisers, recruitment consultants and so on. Again, it was another well attended day.

In addition to Tektronix's customers and suppliers, it was also decided to allow local residents the chance to look around the headquarters because of the close proximity

of the building to a new housing estate. Well over 50 local people accepted the invitation.

The open week ended with an open day for Tek employees and their families. More than 350 visitors enjoyed lunch in the restaurant after an extensive tour of the building. Those who brought children with them were relieved of them — for an hour at least as entertainment was provided whilst their parents were shown the new building.

More than 600 people visited the headquarters during the open week. Altogether, it was a great success.

The headquarters building is now well and truly open and *Tek Times* is quite sure that the Marlow people will be perhaps a little relieved that they can now settle down to the job!

## INTERNATIONAL MARKETING FIELD REPORT

CUSTOMER Attendees at MDP Seminar		FIELD ENGINEER Gavin Beattie	BEAVERTON ROUTING
ADDRESS Dragonara Hotel Edinburgh		MONTH-DAY-YEAR 1/16/85	
GROUP & FUNCTION			
RESPONSIBILITIES & NAMES			
INSTRUMENT TYPE(S) 856X			
PRODUCT USE	CUSTOMER REACTION TO PRODUCT		
MEASUREMENT REQUIREMENT	COMPETITIVE INSTRUMENT PERFORMANCE		
REASON FOR PURCHASE	CUSTOMER REACTION TO BUSINESS PRACTICES		

## BOOTIFUL SEMINAR

During DAG's recent series of Microprocessor Development seminars, a great deal of interest was shown by our customers in the new 'boot-up' method for the 856X family. For those not in the know the start-up procedure for any computer is booting the system. Now however, it has been simplified by two new options — options 89A and 89B.

The major advantage of option 89A (the hobnail boot) is that when kicking the instrument to start up: a) you do not break the power on switch and b) you do not scratch the paint round the power on switch.

The only disadvantages of option 89A are: a) you need a size two foot and b) you could break a toe.

Option 89B has some major disadvantages, the main ones being: a) you do not break the power on switch and b) the paint round the power on switch gets very messy.

However, size is optional and you are unlikely to cause too much damage to your feet.

We in DAG here in the north do tend to recommend option 89A as it has a second and unintended advantage — you can wear it when you are digging your car out of a snow drift!

On a more serious note, the efforts put in by DAG applications engineers and salesmen in the planning and resources were well justified when over 400 design engineers and their managers attended the series of development systems and logic analyser seminars. Although aimed at the educational the emphasis was obviously placed upon those facilities offered by Tektronix.

Considerable interest was generated during the seminar particularly in the new state of the art products, eg structured analysis and VSLI device testing. Whilst it is difficult to state exactly how many direct orders will be received as a result of the seminar there is no doubt that they assist in maintaining the name of Tektronix where it should be at the forefront of people's mind, and, of course, on the front edge of technology.

TEK 20 1/77

An attentive audience at the Edinburgh Microprocessor Development Seminar.



## IN BRIEF

RECENTLY the Human Resources Department introduced a recruitment finders' fee of £250 to be paid to staff who introduce a new sales engineer who is recruited successfully.

Anyone who introduces sales, sales support, and product and service engineers is eligible for the £250 fee.

There are two conditions, to this finders' fee:

1. The finders' fee will be

## RECRUITMENT FINDERS' FEE

paid after the sales engineer has joined the company. 2. District sales managers will be eligible to participate when they introduce sales engineers recruited to groups other than their own.

Introductions should be made to Chris Cain and it is important in all cases that HR are able to identify who made the introduction.

Up to now two people have received their £250 introduction fees.



Peter Castle ... setting up the order desk.

## CALL 'TEK-SCOPE' FOR 2200 SERIES

EARLY in February, National Order Desk will be coming to life. Its prime aim is to sell 2200 series oscilloscopes via the telephone. To help the customer make his choice, Peter Castle will be providing expert technical advice on both the 'scopes and their applications. National Order Desk customers will benefit from fast delivery — typically three days from placing the order on the phone.

Helping Peter with the day to day tasks of quoting, sending literature etc is Lindsey

Whitehouse. New to Tek UK is the freefone facility. Customers wanting to contact Peter can simply call the operator and ask for Freefone "Tek-Scope". In the event of Peter not being at his desk, or the call being made out of normal office hours, an answerphone will provide a ready means for customers to leave messages.

Remember, these UK manufactured 'scopes are now only a phone call away. If a customer is interested, get him/her to call Peter.

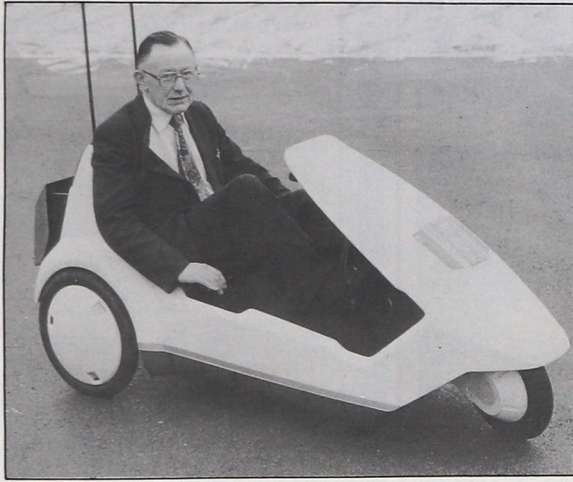
# RON RUNS ON BATTERY POWER

HODDESDON employee Ron Kettlewell is one of the first to own a revolutionary Sinclair C5 electric car. His mini-trike was delivered just two days after the well publicised launch and it has generated much interest among his manufacturing colleagues.

Ron, currently a component evaluation engineer, has worked at Tek for 21 years. He uses the car daily for travel to work from his home in Rye Road, Hoddesdon and is impressed with its performance to date. "The C5 is speedier than I expected, although hills do slow it down considerably and peddling is required to take some of the strain from the battery," he said.

A "Weatherbeater" cape is on its way to give some protection against the snow and rain which unfortunately followed its purchase.

Such hazards fail to deter Ron from his final comment: "It beats cycling, any day!"



# Don't book it - Thomas Cook it for TEK

THOMAS Cook are now "serving up" the answer to all Tek UK's travel requirements, including visas, passports etc and a foreign exchange facility. Also on the "menu" are reductions on the following personal holiday bookings for Tektronix employees: 10% off Thomas Cook and Rankin Kuhn holidays, and 5% off the following Tour Operators' programmes: Sovereign, Jet-save Holidays, Enterprise, OSL, Olympic Holidays, Wings, Speedbird, NAT, Twenty, Intasun.

## Reservation

For most of the above Tour Operators, Thomas Cook can make an immediate reservation for you on their computer.

Anybody wishing to take

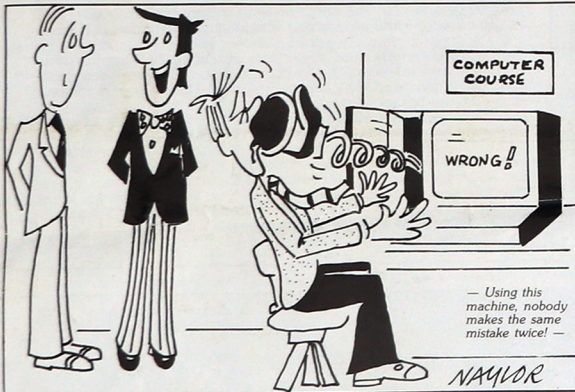
advantage of this facility merely has to produce a letter from the HR Department confirming that they are employed by Tek when they go in to book their holiday.

## Convenient

Our branch of Thomas Cook is at High Wycombe but if you want to book at another Thomas Cook it is only necessary to say that our account is held at the High Wycombe branch. If it is convenient to you, Thomas Cook will even deliver the tickets to the office for you!

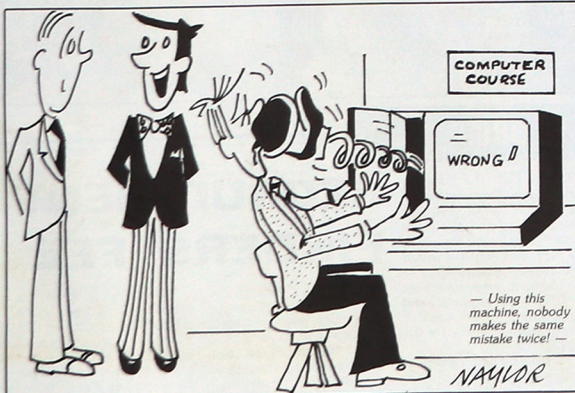
If you have any problems, or want to know more about what Thomas Cook has to offer, Alison Dewar, who is Tek's principal co-ordinator with Thomas Cook, (ext 412 Marlow) can help.

## TEK QUIZ + TEK QUIZ + TEK QUIZ + +



THESE two cartoons aren't quite the same - there are eight differences. Circle those you can spot in the cartoon below, fill in the coupon and post it to Chris Cain at Marlow. The winner will receive a £10 book token.

NAME .....  
OFFICE/DEPT .....



## Contact Communications

### New look

FROM this issue, *Tek Times* takes on a new look. We'll be bringing you fuller coverage of company news - and more regularly. The new *Tek Times* will be appearing six times a year instead of just four.

We'll keep you posted on all the latest company developments: appointments, promotions, product news, sales successes, plans and policy, plus special reports on company projects. And we won't be neglecting the lighter side of life. We'll report on all the company sports and social activities, introduce some of the Tek personalities and tease you with a quirky Tek Quiz - your prize opportunity! There's a lively letters column too for all Tek employees with a point of view to express.

To help us bring you the news from all corners of Tek UK we've appointed six staff members to act as contacts. So if you have a story to tell *Tek Times* - you needn't necessarily write it yourself - just speak to one of the ace news gatherers listed here:

**MANCHESTER**  
Marco Levy Ext 205  
Product Service Engineer  
**MARLOW**  
Chris Cain Ext 236  
Personnel Officer and Tek Times editor  
**HARPENDEN**  
Eileen O'Doherty Ext 210  
FOS Supervisor  
**HODDESDON**



Chris Cain



Eileen O'Doherty



Deidre Howard



Marco Levy



Pat Coulson



Linda Hughes

Linda Hughes, Ext 261  
Office manager/PA  
**LIVINGSTONE**  
Pat Coulson Ext 23

FOS secretary  
**DUBLIN**  
Deidre Howard Ext 001  
Administrator