

Co-operation bringing mutual benefits...

DURING the past year co-operation between our distributors and the Major Accounts Division has reached a new peak.

A number of distributors are now helping in the development of some of the decentralised nationwide customers which Major Accounts look after.

Basically the Major Accounts people deal with the customer, as a whole, on a national basis and distributors are involved at a local level selling to a customer at terms agreed by the Account Manager on the range of products.

This has enabled a stabilisation of prices and a closer working relationship to occur, which has proven mutually beneficial.

Electronic Eldorado

TOP poetess Pam Ayres found the right key when she composed an ode encompassing the Olivetti Praxis 45D for the Sunday Times magazine recently.

The unit, with its one line memory and 16 character display, which can justify the right margin and centre automatically, though it is not a heavy-duty machine is a real winner.

I approached with patience short
This thing the Sunday Times had bought
With every new facility
A whole-line buffer memory.
With daisy wheel and mode selection
Automatic self-correction
Elegant and well laid back
All encased in cheerful black.

Small though, compact, light and clean,
I confess that I had been
Expecting something vast and hairy,
Not unlike the old Queen Mary,
But, as I came forth to suffer,
And be made to look a duffer,
Glimpsing the instruction book
I picked it up to take a look.

And behold! A revelation!
Olivetti's explanation.
Language pure and clean and plain
Mindful of a baffled brain
In arrowed pictures bold and stout
Everything was pointed out.
The keyboard travelled hand in hand
And even I could understand.

So now, before I type an ode
I gaily flick from mode to mode,
Setting in my madcap way,
New line formats every day,
Discovering with new bravado
Electronic Eldorado,
The joy of Praxis knows no bounds
And only costs four hundred pounds.

So far this year Peter Atkins of Major Accounts estimates that we have obtained at least an extra £250,000 of Olivetti business owing to the operation of the new scheme.

Profit

For the distributors, profit margins have been increased, and extra professional help is available to aid with their sales strategies and negotiations.

There are future plans to increase this kind of mutual co-operation with the spread of distributors, particularly as most are now involved in servicing Major Account installations.



Customers examine items on offer at the IBM System User Show in Olympia 2 this month.

Show attracts 5000

MORE than 5,000 potential customers came to Olivetti's three stands at the IBM System User Show at Olympia 2 this month.

The IBM compatible products group showed its range of IBM type machines including the TCV 370 and the OC 5300 range.

The TCV 370 is an interactive display offering colour, mono and a low cost 14 inch version. The OC 5300 range comprises medium sized processors.

Micro Division presented its complete family (ranging from the portable M 10 including the M 21 transportable micro and the M 24.

These recent additions have revolutionised the micro market as they are not only IBM pc compatible, but outpace the pc in speed and flexibility.

Olivetti's peripherals subsidiary, OPE, showed its newly launched daisywheel and dot matrix printers.



Ready to begin their 12 month programme at Haslemere are the 16 new graduates.

AS part of British Olivetti's growth plan, a special graduate training scheme has been instituted.

And on September 3 16 young graduates arrived in Haslemere to begin an intensive 12 month programme which will involve formal courses in the training centre and work experience projects in all divi-

sions of the Company.

At the end of this varied training schedule our new colleagues will be appointed to specific jobs within the organisation as appropriate to their background, aptitudes and experience.

We wish them well in their new careers.

Olivetti on show

FOLLOWING Olivetti's recent success in an art treasures exhibition, at the British Museum we are currently being exhibited at the Cleveland Gallery in Middlesbrough.

Six major figures were chosen from the design world to nominate what they considered to be the best design currently available in Britain.

Amongst the nominations was an Olivetti ET 111 typewriter and an L1 computer keyboard.

Cleveland County Council organised the exhibition, which runs until 3 November and amongst the selections are a Routemaster bus, a bath for the disabled, a cork-screw and the drinks bottles found on many supermarket shelves.