

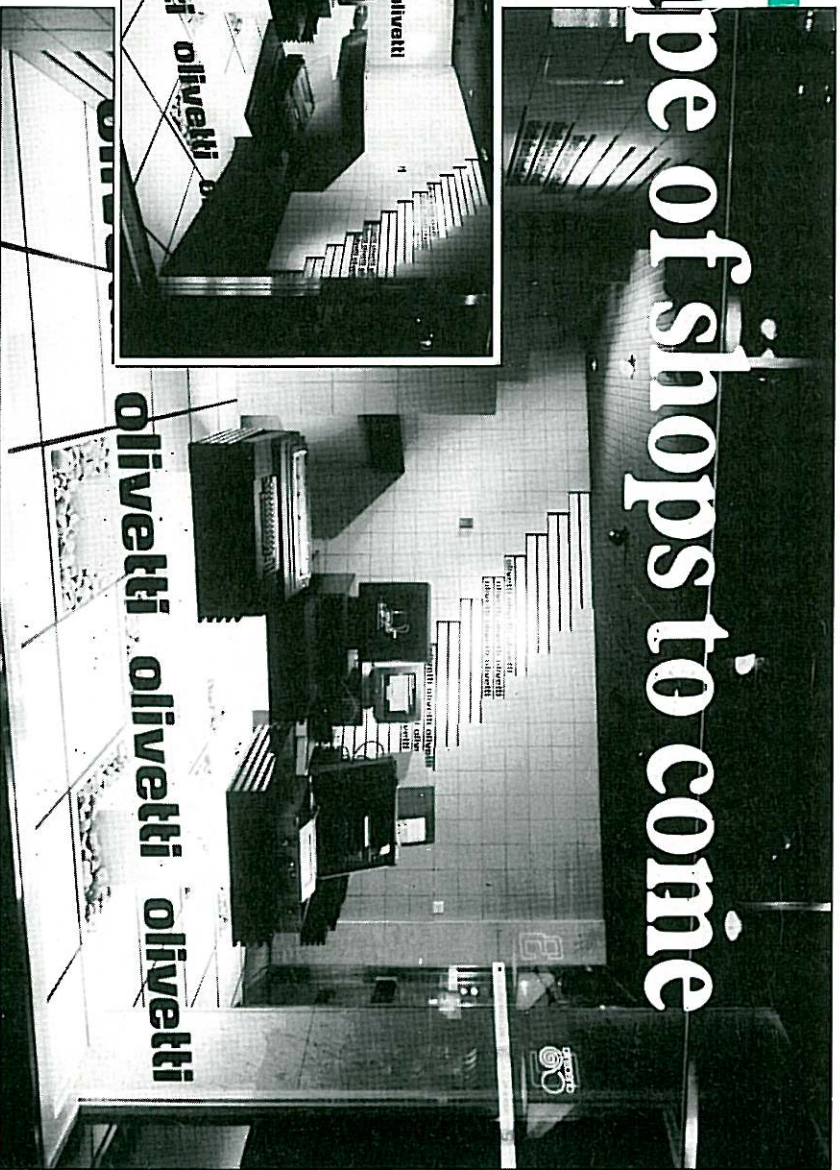
# The shape of shops to come

IS THIS a glimpse of the future? Not if you live in Leicester where Olivetti supplier City Business Systems Ltd had this striking window display created.

The complete redesign and modernisation was handled by contractors Barnsby Prince.

John Williams, a director of City Business Systems described them as being "in tune with

'Olivetti Style'" — even down to the fact that their own offices are fitted with Olivetti synthesis furniture.



## 'FANTASTIC!' High profile pays off at Which Computer? show

OLIVETTI had a commanding presence at this year's *Which Computer?* show, with Micro Division, Olivetti/AT&T, CES and General Business Divisions all reporting a successful time.

Micro Division's architect-designed stand dominated the main exhibition hall. Bob Garrett described it as: "Fantastic, the best stand we've ever had. We attracted a high level of interest, a lot from people who already had our PCs."

OEM/VAR division, under the Olivetti/AT&T banner, took the unusual step of having dealers on their stand. They were there to demonstrate applications in management, insurance, accounting and machine control.

Mike McCormac was delighted with the success of this approach. "We set out to take 500 enquiries, but actually took more, and have already sold quite a few large systems."

CES Division made its point at the exhibition by offering its third party maintenance service to other exhibitors. Its offer was taken up on more than one occasion, and to CES' great credit, it could report a 100 per cent success record.

General Business Division had a two-pronged attack, with stands for both printers and Diaspron supplies. It launched its new Demodiscs at *Which Computer?* show — a highly successful move, according to Nigel Blyth, sales and marketing manager.

"We made over 10,000 advanced sales of Demodiscs, and generated over 200 trade leads, which is excellent considering *Which Computer?* is predominately a user show."

Also unveiled were a number of new printers including the DM100, which is now available from stock.



TYPICAL of the way in which Olivetti works with dealers to market its business systems was the series of seminars held for practising accountants last year.

These were organised by Olivetti and dealers to introduce the Line One Compass systems to the profession.

John McCarthy of the Birmingham office sent *Olivetti News* a report of one such seminar held in the East Midlands.

◀ *The seminar was organised in conjunction with our business system distributors for the Nottinghamshire and Derbyshire areas — East Midland Computers. They had worked extremely hard and had succeeded in getting 18 partners from 15 practices to attend. The accountants who did attend may*

## Selling by seminar

have been tempted by the attractive venue we chose: the *Donnington Park Motor Racing Circuit*, home of the world's largest collection of single seater racing cars.

Whilst at *Donnington* the participants had a glass of wine, wandered through the collection, then heard presentations from Ian Cockburn, Sector Manager, Accountancy, Richard Hutton, an Olivetti user and partner of Harwood Hutton accountants, and myself, in my capacity as Dealer Account Manager.

One extra surprise at the *East Midlands Seminar* was the presence of Nelson Pique, who was then driving for the Olivetti sponsored Brabham BMW team.

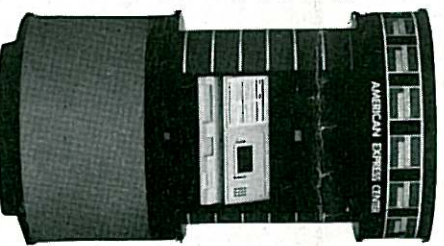
Although it was a coincidence that he was at *Donnington*, he was happy to greet people and to sign a few autographs. ▶

## Olivetti expands AMEX network to Europe

IN A major project for the CES National Installation Team, British Olivetti is helping American Express to expand their automatic teller machine network into Europe.

One of the reasons why Amex, who have a network of Docutel/Olivetti ATMs in the USA, chose Olivetti for its European expansion was "Our ability to provide service cover in each country," according to Ian Rushton, CES Project Manager for Amex.

"First level on-site service will be provided by each national Olivetti subsidiary, but British Olivetti is installing the machines and will provide overall training, electronic repairs, parts and second level support. We will also monitor the standard of



service throughout Europe," he added.

ATMs are already operational in places as far apart as Stavanger in north Europe and Rome in the south, and they are planned for places like Greece, Turkey and Bahrain.

Members of British Olivetti's National Installation Team working on the project have put in more flying time in six months than they would normally expect in a lifetime.

They have also had to cope with one or two problems, such as how to unload heavy computer equipment from a gondola in Venice, and meeting the stringent safety standards for installation in Germany. The latter involved a special production run of ATMs, which had to be thoroughly tested in Ivrea and Frankfurt before they were accepted.

Commenting on the project, National Installations Manager Peter Oldfield said "In 1985 we met all our installation and commissioning targets, and we are looking forward to an equally successful 1986."