

olivetti NEWS

BUSINESS SYSTEMS ALL GO!

ALL THE signs indicate that 1985 is going to be a very good year for Business Systems Division. Already it is well ahead of budget for the first quarter and sales are substantially up on the same period last year.

"The reason for this is essentially quite simple. The Line-1 is a product range that has blossomed since it was first launched last June," said Paul Sartor, Divisional Marketing Manager.

"Our real achievement has been to develop and have available both specialised and general commercial software. Applications software is working and installed and our customers are very happy with what they have got.

"Another very important factor to our success is that we have put more commitment into our indirect sales operation this year. As a result it is doing very well indeed."

It is the avowed aim of the division to take the Line-1 multi-user business systems and make massive inroads into the vertical markets relating to small-medium companies. Specifically lined up for current attack are Solicitors and Accountants along with Manufacturing and general Commercial companies.

Some clear indication of the success of this approach is that Olivetti Corporate Marketing at Ivrea, Italy, have singled out the world's largest jeweller, Zales, for an in-depth international user profile. This customer was chosen on the criteria of the

Budgets beaten and sales soar...

amount and type of business done by Zales with the UK Business Systems Division.

The intelligent use of incentives to the sales force is also playing a major part in the

division's success.

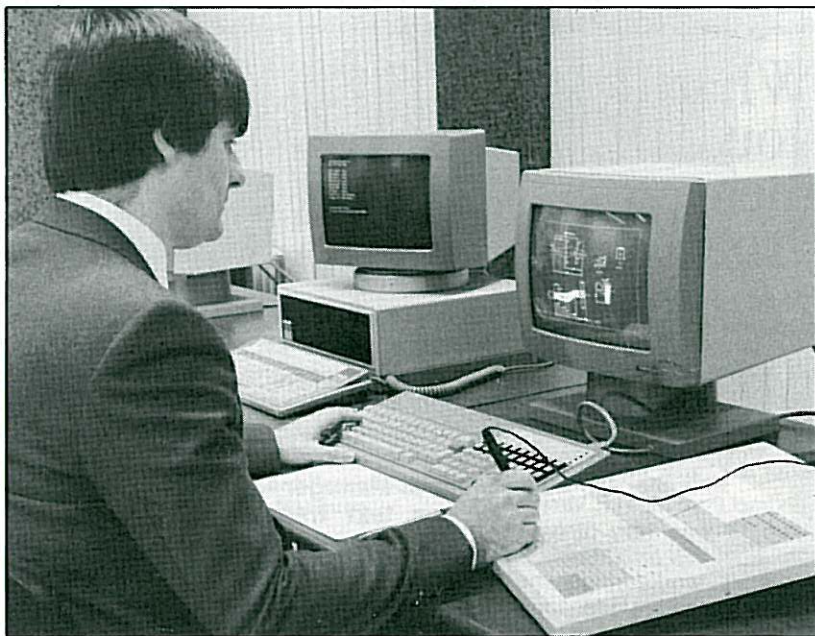
Just back from a long weekend in Paris are a group who topped the sales league in the year's first quarter. Altogether 11 people qualified for the trip and represented a quarter of the total sales force.

Highlights of the trip were a cruise along the River Seine, visits to Versailles and the Moulin Rouge, and all topped off with lunch half-way up the famous Eiffel Tower.

At the international level the division had four people who were recognised and rewarded by the "Top Performance Corporate Club". The aim here is at corporate level to recognise the sales people within the Olivetti subsidiaries that achieved during the year the highest levels of professionalism with respect to the "Medium-Small Accounts" market.

"The important thing to realise is that this scheme was designed not only to promote sales but was also very much geared to improve the professionalism of both the sales force and the division itself. So the emphasis is not only on the value of the sales but also on other factors such as the size of each order and the prompt payment by the customer. This latter point not

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Group results jump by 22 per cent

A SPECTACULAR jump in group revenue to £2,000 million in 1984, an increase of 22.5 per cent over the previous year, confirmed Olivetti in the front rank of European data processing equipment.

Profits were in line with this, increasing 20.6 per cent to

£150 million. It was also a year of record investments in excess of £200 million.

F.T. comment

Commenting on these results, The Financial Times (May 21st, 1985) said: "At a time when many European countries are in retreat, even losing market share at home, Olivetti is forging ahead."

We're backing Brabham

THE OLIVETTI logo will be a familiar sight on the Grand Prix circuit over the next three years. Olivetti is backing the Brabham drivers Nelson Piquet and François Hesnault in their challenge to the MacLaren team's domination of Formula 1.

Behind the scenes, Olivetti engineers are working with Bernie Ecclestone's Brabham-BMW team to apply computer technology to the solution of the complex problems that surround the development of Formula 1 cars.

Vittorio Levi, Olivetti's Executive Vice-President for Operations said: "Formula 1 racing appeals to an ever increasing number of people, and one in which the high technology in which Olivetti specialises is a decisive factor."



Art feast for Royal couple

DURING THEIR recent triumphant tour of Italy, HRH Prince Charles and Princess Diana were reported captivated by the Olivetti sponsored restoration being carried out on one of the world's most famous and valuable murals, "The Last Supper" by Leonardo da Vinci.

The restoration of this masterpiece is one of the most complex undertaken by Olivetti in its variety of art projects over the years. Painted on the wall of the church of Santa Maria della Grazie, in Milan, it has suffered centuries of natural wear and tear coupled with Milanese industrial pollution. The restorers involved are using a virtually contemporary copy of the painting - a

25-foot long canvas made only nine years after Leonardo completed his work. It was painted by Marco B'Oggiono and now belongs to the Royal Academy in London. As a reward for this co-operation Olivetti is also having the painting restored at the same time.

It was only a few years ago that Olivetti funded a touring exhibition featuring the famous horses which used to look over St Mark's Square in Venice. Over 200 pieces travelled as far as Mexico City and West Berlin. Some 62,000 people saw it while it was at the Royal Academy in London.

£1 million TE530 telex deal - CENTRE PAGES