

Feedback

Published by
Decision Data Computer Corporation
100 Witmer Road, Horsham, PA 19044-2282

December 1982





Richard J. Schineller

There is no question that 1982 has been the most significant in Decision Data's history. We have achieved record revenues and profits. At the same time, in contrast to the general economic trends within the nation and in the world, we were able to increase the employment in our company by approximately 225 people.

This year has been of additional importance because we have established a reasonable foundation for the company, which we will be able to build upon for many years to come.

The new year brings increased challenges for each and every one of us. We must increase the number of products marketed by our Company. We must improve our efficiency to insure that we remain profitable in such a dramatically competitive market. We must strive to attain within our Company, a business climate and a morale that is positive, that instills confidence and that maintains enthusiasm for doing an outstanding job. It is not enough that we all do a good job. We must all do a *great* job.

When all is said and done, no one has a patent on success. Others can design products, build products, sell them, maintain them, and account for a company's performance. The ones who do it best are the ones where the company's people are totally committed to be the best. It will benefit us all to adopt as our New Year's resolution, the will and the energy to be, not just good or better, but to be the very best.

May love, peace, good health and prosperity be yours during this Holiday Season and throughout the New Year.

Richard J. Schineller

President and Chief Executive Officer

COVER

DECISION DATA . . . HAPPY HOLIDAYS . . .

Denise Foley, our lovely Telephone Operator/Receptionist will be greeting callers to our company with that cheery phrase during holiday time. In any given week, she will answer approximately 9,500 calls through her switchboard. Denise's well trained voice is familiar to employees, investors, customers, brokers and analysts. She speaks with callers throughout the United States, Canada, Europe, South America and the Orient. She is truly "The Voice of Decision Data".

Denise is an important part of the Corporate Administration Department. For a detailed look at that department, please turn to page 5.

NEGOTIATIONS CONTINUING FOR RETURN OF DRI WARRANT

DDCC is still in the process of negotiating with Data Recording Instrument Co., Ltd. (DRI), for the purchase of the Warrant held by DRI which grants DRI the right to purchase 2,823,530 shares of DDCC's Common Stock at \$2.55 per share.

Negotiations to purchase the Warrant, have resulted in both parties reaching an understanding



John Armstrong, Managing Director of DRI now sits on our Board of Directors and is a member of the Executive Committee.

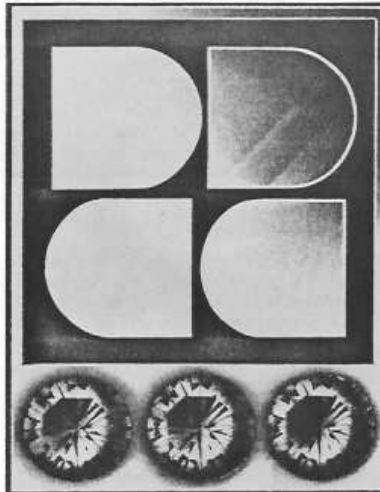
that, subject to the resolution of certain items, the execution of the formal agreement, and the approval of their respective shareholders, DDCC would purchase the Warrant for approximately \$4.2 million and prepay the \$7 million loan owed by DDCC to DRI.

If the transaction were culminated, DRI would continue to be the principal shareholder of the Company, owning 720,000 shares (14%) of DDCC's outstanding shares, and would continue to have the right to representation on our Board of Directors. DDCC's total outstanding shares, assuming the exercise of all granted options and warrants would be reduced by approximately 32%.

If and when a definitive agreement is finalized, further information would be promptly communicated to the employees, stockholders and public.

SERVICE AWARDS REDESIGNED

Decision Data Computer Corporation recognizes the dedication of employees through our Service Award Program. The Company's new logo was introduced into our award design in recent months. The design and accessories were carefully selected so that the new spirit and enthusiasm of DDCC was captured.



Enlarged sample of logo design

You may choose from a fine selection which includes: a stick pin, necklace, tie tac, woman's I.D. bracelet, man's watchband, keyring and pen-knife. All of these items are gleaming 10 karat gold, with three rubies for 5 year anniversaries and two rubies with one diamond for 10 year anniversaries. There is also a beautiful black pen and pencil set that you may decide upon. It also has the logo attached.

TAX TIPS



Harry J. Collins

The Tax Equity and Fiscal Responsibility Act of 1982 was signed into law on September 3, 1982. It is the biggest revenue raising bill that has ever been passed and everyone is going to have to throw something into the pot. Most of the 1982 Tax Act does not become effective until after January 1, 1983. Let's take a brief look at some of the changes the '82 Tax Act makes in our tax system.

In 1983, the floor for deducting medical expenses has been raised from 3% to 5% of adjusted gross income (AGI). The separate deduction for 50% of medical insurance premiums has been eliminated.

Also, in 1983 casualty losses will be deductible only to the extent that total losses are over 10% of AGI and not reimbursed. Under prior law, they were deductible to the extent that the losses exceeded reimbursement and \$100.

One of the most controversial new rules — the withholding of income tax at the rate of 10% of dividends and interest — will take effect on July 1, 1983. Exceptions to these rules include:

- Individuals who had income tax for the prior year of \$600 or less (\$1,000 on a joint return).
- Elderly individuals (65 or older) with prior year income tax of \$1,500 or less (\$2,500 on a joint return).
- Interest payments of \$150 or less, on an annualized basis are exempt.
- Simple trusts whose income beneficiaries are otherwise exempt.

Remember . . . The withholding tax is not a new tax. It is just an advance payment of tax similar to the tax that is withheld on wages. While it will cost individual taxpayers some interest accumulations, you will get credit for it when you file your yearly income tax return.

*Harry J. Collins
Director, Corporate Taxes*

FEEDBACK . . . NEW LOOK . . . NEW EDITOR



Elizabeth H. Witlow

As I was telling Michael Dyer of the Houston Branch the other day . . . I viewed the FEEDBACK as a very important communication tool for Decision Data. As our company grows larger, it is even more important for us to know about each other, to understand about the other person's job, and to hear about the activities of our corporation. We can do that through FEEDBACK magazine. I say WE, because I cannot do it alone. This is YOUR company magazine. I cannot fathom up stories, articles or pictures that I do not know about. I ask for your interest in making this magazine a cohesive factor in our corporation. FEEDBACK will try to be informative, pleasant to look at and easy to read. We shall try to be a fine magazine representing a top-notch corporation. Please help by submitting your articles to me, c/o Human Resources, Horsham. Black and white photos are requested with each article.

On a personal note, I'd like to thank all my fellow employees who wished me well as I accepted this challenge as your Editor. Friends in Horsham were superb, it was also heartwarming to hear from Rich Coughlan, British Vancouver; Ken Heiss, Pittsburgh; Gisela Haywood and Jan Spary in Staines, England. Thank you Bob Ament for the call from St. Louis and John Keithley, yours from Paris. All this great encouragement from Decision Data friends . . . that after all, is what our FEEDBACK magazine should be . . . friends learning about the company and each other . . . and caring.

Elizabeth H. Witlow

*Deadline for next issue is
January 17, 1983.*

TORONTO'S OUTSTANDING FIELD ENGINEER

"District F.E. of the Year - 1982"

Johnny Young is Branch Tech Specialist in Toronto. To be an F.E. you must have technical ability. To be Branch Tech Specialist, your technical ability must be outstanding. To be chosen as "District F.E. of the Year" you have to know more than how to fix a printer or a workstation. You must be able to relate to customers who are usually in a high pressure environment. You must be able to zero in on problems and help another F.E. and not expect the credit. You must be able to smile after 14 hours of unrelenting problems, and just when you have headed home . . . be willing to turn around and get another customer's equipment on-line and running again.

What gained John Young his 1982 award was not only his outstanding technical ability, it was his attitude. Attitude . . . going the step beyond.

A customer tells it this way. "When John shows up, everyone is encouraged. He spends time analyzing the situation, quietly assuring all of us and always in good humor. We know that when he touches something it will work. I feel his courteous, self-confidence as soon as he lands on the scene. Yes, it is his attitude that is of the utmost importance."

That same attitude has been with John from the day he started with DDCC in June of 1975 fresh out of school and it continues to this day. Letters from customers, Marketing and CSD Performance Appraisals, they all have similar comments:

- 1976 - "Tops in category of Associated F.E."
- 1978 - "Commands the highest respect from his fellow F.E.'s and customers".
- 1979 - "Promotion from F.E. to Tech Specialist".
- 1980 - "Exceptional Branch Tech Specialist".
- 1981 - "Probably the most valuable employee in Canada".
- 1982 - "District F.E. of the Year".

If we were looking for a model to exemplify the Ten Commandments of the Customer Service Division, we don't have far to go. Johnny would get my vote as one of the best F.E.'s I have ever met. Technical ability, attitude, perseverance, dedication, and a quiet, wry humor. An excellent Field Engineer and a very fine human being. John is well deserving of his recent honor. Toronto is especially proud of him.

*Walt Abrams
Service Manager
Toronto, Canada*



Johnny Young on the beach in the Dominican Republic. John was a guest of CSD's 200% Club because he was chosen as his district's F.E. of the year.

CSD WELCOMES PRISM PRINTERS

Integral Data Systems, Inc. has selected DDCC to offer third party maintenance services for its Prism Printers. Under terms of the agreement, DDCC will make equipment support services available to users of Prism Printers throughout the United States. Included are installation, on-site maintenance, and equipment upgrading services and supplies

Designed for use with Apple, IBM and other professional microcomputers, the Prism Printer is sold by computer retailers and OEMs, who will now be able to offer the quality maintenance services so critical to the microcomputer market.

Decision Data, through this maintenance agreement, looks forward to a long and profitable relationship. A warm welcome to Prism Printers.



JOE VEASEY MAKES SALES DEMO AND HELPS WIN LARGE ACCOUNT

FEEDBACK received the following memo which merits sharing with you . . .

"Thanks to the extra special effort by Senior Computer Operator, Joseph Veasey, we secured an order for 10 Line Printers from the Minneapolis based TLS Company. The order is valued at \$245,100.

Mr. Veasey's enthusiastic computer operations demonstration displayed a high belief level in DDCC's equipment and in the company. This was instrumental in assisting Ron Hanson our Marketing Representative, in closing the order on the very same day."

Joseph T. Simone
National Sales Director



Joe Veasey

Joe Veasey has been with DDCC for 2½ years starting as a second shift Computer Operator with the MIS Department. He is taking advantage of the company's educational benefits while attending Beaver College pursuing a degree in Computer Science.

When Joe is not operating computers or studying, he trains for the marathon. He has completed a 13 miler, but wants to run in a "big" one, so he trains, trains, trains.

Through a recent promotion, Joe is now based in the Engineering Department's Software Support Group where he runs developmental software on the VAX Digital 750, IBM Sys/34 and will also operate the new IBM Sys/38 when it is installed.

A VOICE THAT SPEAKS WELL FOR DDCC

The Human Resources Department provided 98 Horsham support personnel with telephone training workshops.

The workshops centered around the theme "Developing Good Telephone Techniques" which included etiquette, improving listening skills and perfecting good communication.

The session on improving and developing an effective telephone personality caused surprise and a great deal of laughter. A tape recorder was used to practice putting a smile in the voice and to practice enunciation. There was no one in the workshop that recognized their own voice. One participant was shocked to hear how high her voice sounded over the recorder. After a few practice sessions, her tone and modulation improved 60%.



Left to Right: Lucy Craig, Margaret Lane, Joanne Handschuh and Vicki Davis. Order Entry Clerks in the Spare Parts Department. 90% of their work day is spent on the telephone.

Those attending the sessions learned that an effective phone call has two requirements:

- Understanding exactly what the caller wants.
- The caller should feel satisfied.

WHEN THE TELEPHONE RINGS . . . the effective support person should:

- Answer promptly
- Identify Office and Self
- Be a good listener
- Always offer caller assistance
- Take complete messages
- Close the call courteously

Printed workshop material is available. If you would like a copy, please contact your Human Resources Department in Horsham.

SPOTLIGHT: CORPORATE ADMINISTRATION



Left to Right: Ed Grant, Corporate Director of Administration; Sam Bromall, Manager Facilities and Planning; Kathy Long, Manager Administrative Services; Phyllis Smith, Manager Office Services; Carol Edwards, Administrative Assistant to Ed Grant.

Service is a key word in today's society. Providing service to Decision Data in a cost effective and efficient manner is the challenging task of our Corporate Administration Department. In our Company you can't write a memo, hold a meeting or have a cup of coffee without having been affected by the services provided by Corporate Administration.

Corporate Administration is a relatively new organization which was formed in February of this year. The department, under the leadership of Ed Grant, Corporate Director of Administration, is comprised of 28 people and is structured into three functional areas of responsibility. These are: Administrative Services, Office Services and Facilities and Planning.

Administrative Services, headed by Kathy Long, Manager, has a wide range of responsibilities including overseeing the Home Office and Field telephone and telecommunications systems, the Corporate Policies and Procedures Program, administration of all office equipment and furnishings, as well as Field real estate and the Corporate Travel Program. The newest area of involvement for Kathy's group will be the provision of new Xerox Memorywriters for the Company. These units (Xerox 600 series) will start arriving in November and will provide us with an initial step towards automating the office of the future here at Decision Data.

The Administrative Services section has recently completed expansion of our Home Office telephone system doubling its former capacity. A four digit

numbering system was also placed in effect to accommodate our new requirements and allow grouping of departmental extensions in a logical manner.

Reporting to Kathy and assisting in her responsibilities are Mary Klenieski and Joanne Rentz, Administrative Analysts.

The Office Services function, headed by Phyllis Smith, Manager, provides services to the Corporation in the Word Processing, Print Shop, Mail Room, Telex and Facsimile services. They further have the responsibility for providing office supplies, the design of corporate forms and printed materials and also maintaining the archive storage and retrieval system.

Numerous people assist Phyllis in these areas. Among those are Chris Morett, who as Supervisor of the Word Processing group, has the day-to-day responsibility for its operation. She is assisted in this function by Heather Durham, Emma Peterkin and Dawn Zito, Word Processing Specialists. Diane Harris, Supervisor, Communications handles the operations in the Print Shop, Mail Room, Telex/Facsimile areas. Her group consists of Ric Gibson, Joan Mack, Lil Murray, Peggy Plummer and Judy Sampson. Office supplies, forms and archive storage coverage are provided by Michael Adams and Barry Costin.

Phyllis also has responsibility for the Switchboard/Receptionist area which is handled by Denise Foley. The latest expansion of our telephone system, added to difficulties involved in learning the new

telephone extensions have placed a real strain on Denise. Without her patience and cooperation during these trying times, the expansion could not have been done with such success. On behalf of Decision Data and its people, "Thanks Denise for a job well done!" In the future, assisting Denise in this area will be an additional switchboard operator/receptionist.

The Facilities and Planning Department is headed by Sam Broomall, a relative newcomer to DDCC, who came aboard in August of this year. Sam is responsible for the physical plant here in Horsham, as well as the newly acquired warehouse in Montgomeryville. The Facilities Group is divided into two sections: Maintenance Services managed by Angelo Ianni and Facilities Planning currently managed by Sam himself. The Maintenance Services section, manned by Bruce Dilliplane, Dennis Donovan, Marvin McCoy and Bill Siegfried, as the name implies, is responsible for all maintenance and services in the facility such as care of our air conditioning, heating system, landscaping, janitorial and utility services and just about any other thing which requires attention here in the plant.

The planning function, which is a new one, is staffed by a newcomer to our Company, Bill Morrow, who as our Space Planner is responsible for providing the necessary information to accommodate our present and future facilities requirements. It will be Bill's responsibility to design and lay out new Haworth arrangements as they are needed as well as determine if and when we need additional office space.

As you are aware, the initial Haworth installation has been completed and the facility is looking much better than it did last year at this time. Visitors are impressed and our employees can reflect with pride on the way their Company looks. New signs have been installed on the building and in the parking lot to reflect DDCC's new logo and color scheme.

What's Coming?

The Facilities Group is in the process of completing revampment of the Executive Area and construction of a new office area to house an expanded Engineering and Operations staff with scheduled completion in mid-December.

In order to reflect the image of a growing, high technology company like Decision Data, you will soon see improvements in both the rear employee's entrance area and the front lobby.

As everyone is aware, the people that provide cohesiveness throughout the Corporate Administration organization are the administrators and secretaries. These positions are held by Carol Edwards, Paulette Moosbrugger and Jan Neary.

Ed Grant, Corporate Director of Administration, believes "service is people oriented". During this time when our Company is growing so rapidly, the Corporate Administration Department will do its best to provide and upgrade these services as befits our growth. In this function, we welcome the opportunity to serve all of you.

*Carol Edwards
Administrative Assistant*



- Facility Maintenance
- Security – Facility
- Security – Dept. of Def.
- Construction (Horsham)
- Company Vehicles – Lease/Maintenance
- Furniture/Equip. (Horsham)
- Facilities Services (heating, air conditioning, etc.)
- Fire Brigade

- Word Processing
- Mail Room
- Print Shop
- Office Supp./Printed Materials
- Receptionist/Switchboard
- Telex
- Facsimile
- Archive Storage and Retrieval
- Disaster File Control

- Space Planning (Field)
- Real Estate Admin.
- Office Equip. Control/Service
- Furniture (Field)
- Telecommunications
- Records Management
- Corp. Policies and Procedures
- Travel Coordination
- Credit Cards
- Conference Room Control



Angelo Ianni, Mgr., Maintenance Services



Rear: Chris Morett, Supervisor of Word Processing Group. Left to right: Dawn Zito, Emma Peterkin and Heather Durham, Word Processing Specialists



Peggy Plummer, Telex/Facsimile Operator



Joanne Rentz, Administrative Analyst



Lil Murray, Group Leader, Mail Room/Reproduction



Left to Right: Judy Samson, Mail Clerk; Diane Harris, Supervisor Communications; Joan Mack, Reproduction Clerk; Ric Gibson, Printing Specialist; Barry Costin, Office Supplies



Ladder Right Side: Marvin McCoy, Maintenance; Mary Klenieski, Administrative Analyst; Standing Right Side: Dennis Donovan, Maintenance; Bill Morrow, Space Planner; Left Middle of Ladder: Bruce Dilliplane, Group Leader Maintenance; Standing: Bill Siegfried, Maintenance and Service; Paulette Moosebrugger, Administration Secretary; Standing in the middle of the ladder is Jan Neary, Administrative Assistant to Sam Broomall.

DECENTRALIZED AUTOMATED SERVICE SUPPORT SYSTEM —

DAS3 - ROLL-OFF

DAS3 is a Mobile Data Processing System providing logistics efficiency and mobility for the commander in the field.

Housed in a 35 ft. 10 ton semi-trailer van, the system consists of a commercial "off-the-shelf" computer, complete with disc and tape drives, I/O terminals, printers and a Decision Data 8010-05 card punch/reader. All of the equipment is environmentalized and tested to withstand severe field conditions.



DDCC's card punch/reader

To meet survivability and operability requirements, the system has high altitude electromagnetic pulse and lightning protection, as well as, EMI/EMC shielding.

Despite the large number of components in the system, the government's two hour set-up and break-down requirement can be met using a six member crew and supervisor.

The DAS3 Van has been tested by being frozen in the arctic; buried in the hot desert sand; it has withstood forces up to 40 G's in a railroad shock test. The system has demonstrated transportability over radial washboards with 2-4" waves at speeds up to 15 mph. It has survived a 15 minute soak in 5 ft. of water and had to meet the 700 error free hours of demonstration required by the U.S. Army.

DAS3 will provide the field Army with a totally automatic data processing environment for the logistics management mission. Capabilities include data reduction, manipulation and summarization; generation of reports and historical files; processing of transactions; and interface with a higher level of supply management. The system will permit independent operation, thus reducing demands on the communications system and provide flexibility in World-wide positioning of data processing centers.

There are presently, in Phase A of the DAS3 program, 200 vans with Decision Data's 8010-05 card/reader punches (with features) aboard. In Phase B, DDCC has already delivered 11 of our 8010-80's and will ship an additional 260 beginning in April 1983.



At McGuire AFB, DAS3 was certified for loading aboard the CSA and C141.

PENSION PLAN ANNOUNCEMENT

Decision Data announced on December 9th, the addition of a Pension Plan to our benefits package. Beginning March 1, 1983, the company will contribute 3% of each eligible U.S.A. employee's base salary to his or her pension account. In addition to a phone information line for your questions, enrollment meetings held in January will provide you with substantial plan information.



SERVICE ANNIVERSARIES

OCTOBER

5 Years

Ronald Newsom
Customer Service

10 Years

Kenneth Heiss
Marketing

Henry Cooper
Customer Service

Richard Harris
Legal

George Ochal
Manufacturing

Mary Ellis
Manufacturing

NOVEMBER

Bui Quang Loc
Customer Service

Bruce Mitsch
Customer Service

Michelle Parento
Customer Service

Jacqueline Cooper
Manufacturing

Elizabeth Dalton
Manufacturing

Jane Joyce
Manufacturing

Jean Vest
Manufacturing

DECEMBER

Edwin Connelley
Customer Service

Richard Ginieczki
Marketing

John Glinske
Customer Service

Wayne Lash
Customer Service

Decision Data Computer Corporation
gratefully recognizes these employees
who have attained service anniversaries
of five and ten years.

CHRISTMAS THOUGHTS

Is Christmas just a passing moment for giving and receiving
Or, is it an eternity for faith, hope, and believing?
Is Christmas a temporary act for wrappers to be torn?
Or, remembering in your lifetime, that the Christ Child was born.

The real meaning of Christmas, as you will all see
Always begins in your heart, which is the key
For enjoying a Merry Christmas and a Happy New Year
For you, your Family, and all those you hold dear.



*Frank Craven
Horsham*



FEEDBACK is published by the Human Resources Department for Richard Hude, Horsham Draftsman, his family and his 1221 fellow employees.

An Equal Opportunity Employer M/F

Editor Elizabeth H. Witlow
Assistant Editor Loretta Zsido
Special Assistant Vita Maltese
Printing Advisor Ric Gibson



**Decision
Data
Computer
Corporation**

100 Witmer Road
Horsham, PA 19044-2282

