

Number 8, July 1993

Czechs bank on Classic

Although business has been slow to take off in Central Europe this fiscal, week ending June 4 saw general manager **Roger Landau** and his team bring in contracts to the value of £350,000.

The bulk of the business came from **Czech Savings Bank**, which signed up for two ROCC 2845 platforms, software and support. The bank has used ROCC systems for nearly 20 years and will transfer a variety of applications to the new systems.

Roger's operation moved at the end of June and this will be reported with pictures in the next issue.

Facing the Future

As has already been reported, ROCC Computers Limited increased pre-tax profits by 17.5% in the financial year 1992/93. The company continues to have no debt and has continued to be cash positive.

1992/93 was in many ways a watershed year. The continuous corporate change of the last three years as we metamorphosed from computer manufacturing company to computer services company reached a point where the new company had finally overtaken the old. The final corporate structure fell into place as planned. The retirement from the company of two of the founding directors, **Derek Strath** and **Norman Watling** neatly underlined the great changes from the old ROCC to the new ROCC.



A Caterpillar finishes off unit 3 in Kelvin Way.

A more physical sign was the demolition of Unit 3, from which a new WH Smith distribution centre will arise phoenix-like, and the coming disposal of surplus properties in Bristol and Islington.

More tangibly the strategies that have been pursued for a number of years have started to pay off. In Technical Services Division (TSD), we sought to build a new business out of the old business aiming at a seamless transition to product independent maintenance provider. Orders for independent maintenance now far exceed orders for maintenance on ROCC supplied platforms. Margin performance by TSD has been good throughout the transition. Extension of the business into Novell Netware promises significant new opportunities.

...new management & marketing techniques

During the year, our manufacturing facilities were transferred to TSD with great success. BS5750 accreditation quickly established an objective image for manufacturing quality that has enabled new manufacturing opportunities and contracts to be attained. This was evidenced by the manufacturing team winning orders in excess of £350,000 from one single company.

The systems business completed its reorganization as a services business geared to responding to customers with information processing problems through product, project and lifetime services provision. During the year the new Systems Division obtained its largest ever services contract, from the Inland Revenue, and discharged the contract with great success. The Systems Division came into being as a result of longterm strategies. ▶▶▶

Since our last issue in April, ROCC has sold the Kelvin Way site to Clerical and Medical Insurance and the first redevelopment phase has already started, as you will have noted in the chairman's annual review 'Facing the Future' beginning on the front page.

In his review he reports that the company has undergone a period of great change and how it was addressed.

The rest of this issue features a variety of interesting topics: news of a customer engineer's BA from the Open University; business from central Europe; lots of new babies; a wedding; leisure pursuits; helpful tips for women drivers; new faces...

To all those submitting editorial contributions - thank you again.

Beryl Hutchin editor

Software TickIT

The software development activities within UK Systems Division are to apply for quality certification under the Department of Trade and Industry's (DTI TickIT) sponsored scheme. This covers applying quality standards such as BS5750 and ISO9000 to software development, production, installation, maintenance and support services.

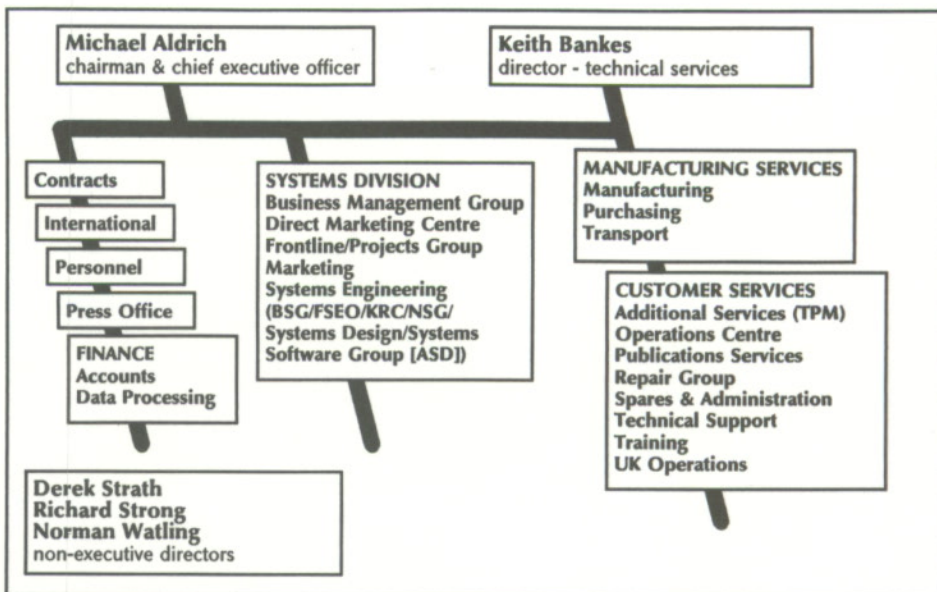
...groundwork

Currently the division's management team assigned to this project is preparing the basic groundwork before ROCC commissions the services of a firm of consultants.

More news on the division's progress in future issues.

Facing the Future ...continued

The settling down period coincided with the introduction of new management and new marketing techniques. As a result a profound review of all facets of its operation has been completed, wide-ranging new initiatives to provide growth and success in its new business have been and are being undertaken and the future is looking promising. Systems Division's orders obtained for work which it directly undertakes rose significantly during the year. This year Systems Division has to achieve independent recognition for its quality and has to meet challenging financial targets.



Company organisation structure for the '90s

Finance has had a good year particularly in the areas of cash collection and cash management. The challenge this year is to update our systems to bring them into line with our new businesses and integrate them with our Corporate IT Strategy. We are looking for 1990s solutions to 1990s requirements.

The personnel department saw the retirement of John Martin. The new arrangements have been most satisfactory. Your co-operation is appreciated.

The press office finally paid off 'Information Management' after a very distinguished history and replaced it with a bevy of newsletters which are beginning to achieve worthwhile penetration of selected markets and measurable pay-backs. It says a great deal for everyone concerned that we can move so quickly from one approach to another and achieve success.

...hindsight is a wonderful illuminator

In international we have wrestled with change in exactly the same way as in the UK. The world has changed. Our industry has changed. And we have had to change with them. Again the outlook is much better than it has been in the last few years.

The changes everywhere have been very difficult. Often we have been in unknown territory devising the rules and mapping the terrain as we have gone along. There have been plenty of mistakes. Hindsight is a wonderful illuminator.

There can be no return to the past. We are in the land of constant, continuing change. Certainty doesn't exist. But there are great opportunities in this new world just as there are serious threats. The opportunities can be grasped very simply by focusing on performance with quality, on satisfying customers, on working together to achieve goals and on commitment to be excellent in our work.

We would also like to focus on some less serious aspects of our teamworking - sport. The skills of the staff over a whole range of sporting activities over the years has been awesome. The company has now issued a new sporting challenge to staff. On initial investigation it has proved difficult to put together sufficient teams for five-a-side football and six-a-side cricket as originally planned. It was agreed on June 3 that the staff run a 10-pin bowling tournament. Two members of staff have agreed to organise this, Christine Allen from the operations centre and transport manager, Alan Gould.

The tournament will be run later this summer culminating next October in a social evening and prize giving ceremony.

It is hoped that not only Crawley staff will participate but those of you out in the service centres and branch sales offices as well.

We are looking forward to recognising the winners later in the year. And we are looking forward overall to a better year in 1993/94.



Michael Aldrich
chairman and chief executive officer

Newsline | PEOPLE

BA for Neil

Customer engineer, **Neil Springate** has obtained a BA from The Open University in maths, computing and information technology. Under new proposals currently being discussed in academic establishments it is being proposed that the current BA award would instead become a BSc degree. Once the legal side has been ratified then Neil can apply for a BSc equivalent.

The degree ceremony was held at St David's Hall, Cardiff on May 29. It was a very proud Neil who went up to receive his degree and perhaps an even prouder family who were in the audience to see his presentation.

As he told Newsline on June 8, "It has taken me seven years of studying in the evening; over 2000 hours in all." He has attended over 50 two-hour tutorials and three one-week summer schools, at York, Warwick and Reading Universities.

Neil has completed around 60 assignments, one 3000 word thesis, nine three-hour examinations. These were technology foundation course, mathematics foundation course, information technology: social and technological issues, digital computer, mathematics and computing, computer-based information systems, computers and computing. images and information (imaging systems) and introductory electronics.



Neil Springate BA

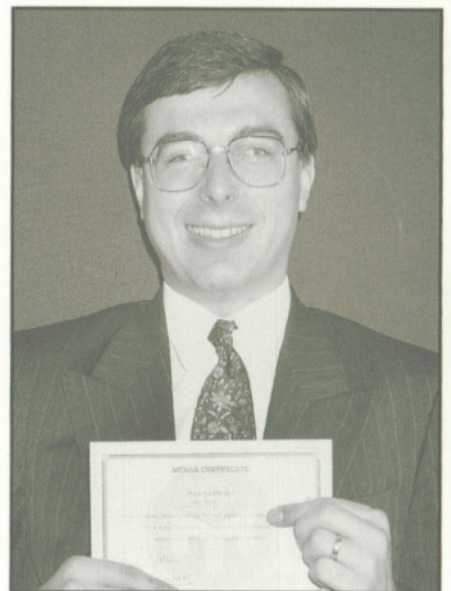
He is extremely grateful to his family, especially wife Kathryn, who supported and encouraged him throughout and to his children Mark aged 9 and Sarah 12. As he said to us "It will be great to return to family life."

It's been a hard slog, but Neil feels that he has gained much - a greater knowledge of the subject matters he is interested in and it has given him so much confidence in his day to day business life. Neil would also like to express his thanks to ROCC for its generous sponsorship.

Brainchild Paul

A chance remark about 'brains' from area consultant, **Paul Sinden** had the editor digging deeper into what he meant. It seems that our Paul is a really brainy guy having recently taken a Mensa test paper resulting in an IQ on the Cattell scale of 155 which puts him in the top one per cent of the population and qualifies Paul for membership of Mensa!

Below are two puzzles to try. Answers to the Press Office. A prize will be awarded for the first to be drawn from all the correct solutions in by August 31.



Paul with his Mensa certificate

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1	2	4	—	16	32
3	3	5	4	4	—

Roger's new look

Customer services driver **Roger Cocks** was over the moon when he took delivery of his new Ford Transit van and was even more delighted with the van's overall effect after **John McGregor-Temple** had designed and applied its livery.

Both Transits now carry a silver ROCC logo on their bonnets, along with the red Customer Services script. The sides show BSI and Novell NetWare symbols together with the company's Crawley telephone number.



Roger showing off his new van

Alan's paper

May 20 - University of Sussex, where divisional director of marketing, **Alan Springford** gave a paper to second year engineering students on 'How to structure a business solutions sale'.



In the 1990s, selling systems as solutions to business problems is fundamentally different from selling similar systems pre-1990. He told his audience that it is not hard to see why management consultancies have been so successful in penetrating the market for business solutions. Today, one has to work in partnership with the client to achieve results which are mutually beneficial in terms of profit, opportunity and satisfaction. The solutions sale means understanding the sales process, identifying where and when to deploy resource and the key milestones to a successful sale. The only way to approach the sales process is through disciplined methodologies strictly applied using an account penetration strategy.

He told the students to apply the knowledge and to plan and manage campaigns as if they were their own business investments (they are!) and they would win.

All hands to the pump!

That is what happened when systems integration manager, **Steve Aplin** had a word with his manufacturing team in order to meet the tight delivery schedule imposed by Westinghouse-Cubic. Steve asked staff to work longer hours to ensure the success of the manufacturing unit's largest order to date.



Alan Gould helps with cable preparation while Steve explains part of the client's process to Amanda Rose.



Senior buyer Pat Dobson is seen crimping earth leads.



Inspector Julie Cutting assembling a power supply harness.