

# Good Year for the Systems Division

issue

34

April 1998

ROCC Newsline

April 3 saw the gathering of System Division's sales and pre-sales support personnel at ROCC's Brighton offices.

Director of sales **Phil Northeast** (below) had called the meeting to review the division's performance for the financial year 1997/98.

He welcomed staff, particularly the new recruits, and briefly went through the agenda for the afternoon.

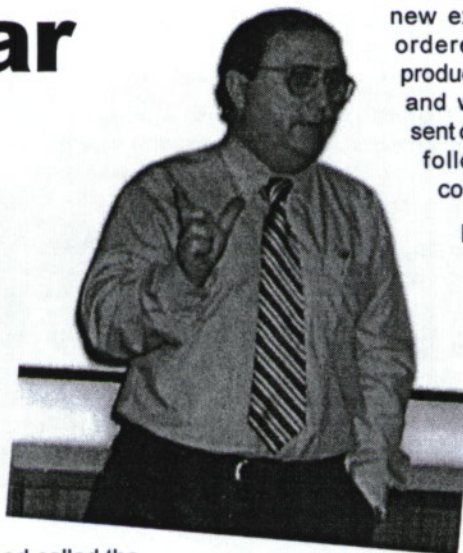
A slide on the new sales structure from April 1 was shown. Northeast announced that **Andy Cush** had been promoted to area sales manager and **Ann Clifton** to senior consultant with **Nick Harrison** transferring from a support role to sales executive.

He thanked staff for an excellent performance for last year and said that they now had had two good years under their belts.

The target for the new fiscal 1998/99 was achievable said Northeast and he urged his salesforce to set their sights on this goal and wished them every success.

The two sales managers **Chris Potter** for UNICLASS® and **Henry Francis** for the ICR and CLASSIC products reviewed their respective activities with Potter saying that to obtain the level of business required he saw UNICLASS forming more strategic partnerships with private contractors.

Business development manager **Luke Aldrich** (right) now had a new ICR team under his wing working out of our Brighton and Bristol offices, as well as retaining control of the direct marketing centre (DMC).



With his marketing hat on he said that new exhibition stands had been ordered; there would be new products on the way for UNICLASS and when large mailshots were sent out, DMC would outsource the follow-up to a telemarketing company.

Managing consultant **Paul Sinden** went briefly through the new version of Readsoft's Eyes and Hands recognition software. Version 4.02 he said now had WIN/NT capability. He took his audience through the latest features and concluded by saying that this was a version that

should be a real winner with existing clients and prospects.

**Michael Aldrich** (above), in his new 12-month role as general manager of MICRORATE® sales said that MICRORATE for Windows had been launched last June and was a product with potential. The intention was to sign up all the local authorities and as many private contractors and civil engineering consultants as possible for this software product.

## Achievements...

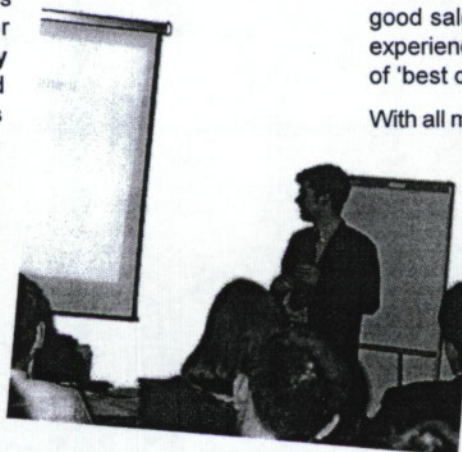
Next came the presentations of champagne and outstanding achievement award certificates.

**Ann Clifton** received two awards, one for being top ICR pre-sales consultant, the other for exceeding target. In the latter category northern support manager **Dave Bunting**, managing consultant **Paul Sinden** and pre-sales consultant **Nick Harrison** also qualified. **Andy Cush** (ICR) and **Chris Potter** (UNICLASS) were also presented with two awards, again for exceeding their targets with sales manager **Henry Francis** and for being top sales people.

The final award the 'Crufts' Supreme Champion Trophy (this year a gorgeous little wiry haired Welsh Terrier) went to **Chris Potter** as overall top salesperson for 1997/98.

In summing up Northeast said that there were now three good sales team in place. "We have the pedigree, the experience, the strength and the knowledge with a range of 'best of breed' products. Go out and sell, sell, sell."

With all members of Systems Division now at the meeting Aldrich said that he wished to thank all the staff for their efforts resulting in a marvellous year for the division. He reiterated Northeast's comments that there had now been two exceedingly good years and he looked forward to an even better one for 1998/99. "This year," he said "would see an increase in staff recruitment within the division as resources were extremely stretched to cope with the current order flow. The pipeline for the new fiscal was already looking healthy and with new personnel in place we should be in a position to allocate full resources to each new project."



# From the Editor



The Systems Division meeting at Brighton was the main event of April and congratulations are offered to all those who received awards in recognition of their achievements.

This page features the presentations made on April 3 and other news from around the company.

Beryl Hutchin editor



*Andy Cush (above left) and Chris Potter - exceeded targets and were top sales people for ICR and UNICLASS respectively. Chris also took the overall top salesperson trophy.*



*Mike Aldrich and Phil Northeast presented champagne to Nick Harrison, Ann Clifton and Paul Sinden - all of whom exceeded their targets. Ann was also the top ICR pre-sales consultant.*

*Henry Francis (right) also exceeded targets and was rewarded accordingly.*



## Business NEWS

### Seminars

Forms Processing Seminars are being held on: May 6 and 27 at ROCC's Brighton offices and May 13 and June 3 at ROCC's Rochdale location.



## Barn News

Forthcoming events for May at the Ifield Barn:

May 4 - Ifield May Fayre. A fun day for all the family. Starts at 11.30am ends at 4.30pm.

May 8-9 and May 13-16 - Love Affair by Alfred Shaughnessy. Performance starts at 8.00pm. All tickets £5 each.

## Get Well Soon, Steve

Rochdale-based account manager Steve Hilton is currently in hospital. He will be away for some time but I am sure you will all join Newsline in wishing him a speedy recovery.

# Brian becomes a Compaq ASE

Technical support supervisor **Brian Gent** has become a Compaq accredited systems engineer (ASE).

He attended three courses which included Compaq systems technologies, Novell NetWare API (advanced performance integration), which is the optimum way of installing Novell NetWare on Compaq servers, and Compaq in-site manager (a software package that reports on the status of Compaq servers)

Brian then sat three examinations that required him to achieve an 85% plus pass rate in order to become an ASE.

The picture shows Brian being presented with a bottle of champagne by customer services divisional director **Alan Dobson** with technical services manager **Martin Palmer** in attendance.



## Appointments

### New Director

**Luke Aldrich** has been appointed to the board of directors of ROCC Computers Ltd.

Luke is 28 and joined the company in 1993 and is now responsible for the company's business development arm.

Academic qualifications: BA in humanities from now Greenwich University and a post-graduate diploma in marketing from Kingston Business School.

Leisure pursuits include watching football and cricket and playing the occasional game of the latter.

Luke also likes reading, particularly American novels.



Luke Aldrich

### IT Maintenance Services

#### Surbiton

**Sarath Payagalage-Don** has joined as a customer engineer having worked for the last two years on various contract assignments.

Prior to this he was with Harrow-based Micro Lease, a company specialising in high performance test and measurement equipment and computer products where he was employed for nine years as a laboratory engineer.

Academic qualifications: Post graduate and MSc degrees in data communications – Brunel University and B.Eng degree – South Bank University.



Sarath

Sarath is married to Kanthi and they have three children, Chalaka aged 16 years, Nipur who is 13 and Dishni is 12 years old.

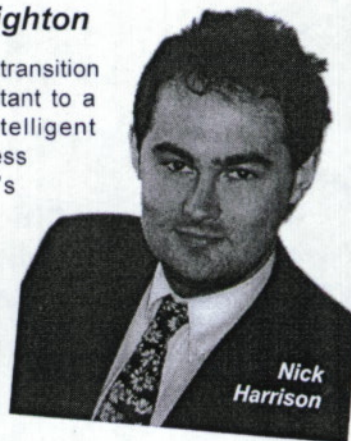
During his leisure time, he enjoys participating in family activities, DIY, gardening and stamp collecting.

### Systems Division - Brighton

**Nick Harrison** has made the transition from being a pre-sales consultant to a sales executive for ICR (Intelligent Character Recognition) business arm working out of ROCC's Brighton location.

He joined the company in late summer 1996 as a support analyst.

Academic qualifications: BA 2.1 honours degree in business information systems from University of Humberside.



Nick Harrison

**Steve Smith** has joined the company as an account manager for ICR and will be based in Rochdale.

Previously he worked for EPOS systems solutions company DGCS Ltd as its sales manager from April 1996 to joining ROCC last month.

From 1991 to 1996 Steve was a sales executive with IPC Corporation UK Ltd, a hardware and software company.

He is married to Karen and they have two children Eleanor and Daniel aged 2 years and 1 year respectively.

Steve plays football for a local team and is its captain and enjoys being involved in family activities.



Steve Smith