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## Marketing *NEWS*

Issued by:  
DDE, Marketing Group.

**Marketing News is  
strictly confidential.**

Target group: Sales people,  
department managers, as  
well as others interested in  
marketing activities,  
employed with DDE.

Please direct any input to  
the Marketing Group:  
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## Dear Reader

The issue of 'Marketing News' in your hands will be the last of an exceptionally short series of publications. As from January 15, the newsletter will be substituted by a new publication, 'DDE News' which will be targeted at all employees in DDE subsidiaries as well as the target group for 'Marketing News'. It will be published on a monthly basis.

The Marketing Group in Herlev and Vejle will edit the newsletter, and we heartily welcome any contributions, particularly on international affairs. Please remember that the Marketing Group is engaged in a number of ambitious projects, and we can't invent stories, so give us the information by electronic mail, as soon as you have a story to tell.

Apart from information about special events, the general headings are:

- ★ Message from the Executive Office
- ★ News from DDE Subsidiaries
- ★ New Orders
- ★ New Product Releases
- ★ News from Marketing
- ★ Organizational News
- ★ News about relevant Solutions
- ★ Technical News
- ★ News from Field Engineering and Support
- ★ News from the Administration

In addition, we aim at describing the organization in each subsidiary, country by country, as well as covering relevant market trends, competitors, etc.

We hope that this newsletter will be of benefit to you, and we look forward to improve the internal communication within the expanding DDE-Group.

*Kim Elsass*

## New T-shirt Design

DDE's new T-shirt design presented by 'The Dynamic Duo' of the Marketing Group. The Great Dane has been dug out its grave to signal that DDE is on the alert and ready to attack prospects.



The reason that Pernille is turning her back on you is certainly not that she is in a bad mood, in fact we asked her to display the backside (of the T-shirt!). Marianne is facing you, because she is ready to ship the new T-shirts to you, when you place your orders.



# Marketing Materials on the Drawing Table

In the following we will give you a short briefing of some of the future general marketing materials to be produced by the Marketing Group. As you will see, we are emphasizing the aspect of internationalisation.

## Presentation materials

*Company video:* A video presenting DDE (10-12 minutes) is being shot at this moment. Copies will become available during January or early February in the following languages: English, Danish, Swedish, Norwegian, Spanish, French, Flemish, Italian and German. The system will be VHS.

*Overheads:* A new set of general overhead presentation materials with hardcopy flipovers will become available during February in English and Danish (further languages are planned to follow).

## Brochures and newsletters

### *Company profile brochure:*

The new company profile brochure, at this moment available in English, Danish, Swedish and Spanish versions, will become available in French, Flemish and Italian during January (Versions in German and maybe Norwegian are planned to follow).

### *Solution and organization brochure:*

A brochure briefly describing DDE solutions and the outline of the DDE organization will become available during February in English and Danish versions.

### *Technical Supermax brochure:*

A technical brochure (divided into a general and a more technical part) in English and Danish will become available during February.

*Supermax Information:* An English version of this newsletter will be published in February.

## Internal materials

*New internal newsletter:* A new internal newsletter to replace Marketing News and to bring other relevant organizational and product news will be born on January 15th. It will be English-language and published once a month.

*Design manual and marketing catalogue:* The design manual will describe standards regarding DDE logos, layout, typography, letters, etc. The marketing catalogue will describe the service offerings of the Marketing Group. This English-language publication will become available in February.

*Posters:* A set of posters with illustrations and texts from the new company profile brochure, as well as more technically oriented posters, will become available during February. They are meant as wall decorations in DDE subsidiaries (demo areas etc.) and will be published in all relevant languages.

## DDE's New Company Profile Brochure

Our new Company Profile brochure has now seen the daylight in English, Swedish, Spanish and (of course) in Danish. The English version is on the way to all subsidiaries (if you have not already received it).

We are also preparing French, Flemish and Italian versions. (Versions in German and Norwegian will maybe also appear).

The brochure is prepared to give our many future customers an impression of DDE's fundamental strategies and visions in an appetizing form. After having read the brochure, the readers should become curious and dying to hold a meeting with a DDE adviser.

You will not find pictures from DDE locations or basic information on numbers of employees, profit, numbers of subsidiaries and so on. This information the salesman can reasonably dish up with during the meeting (in this way our brochure will be up to date for a number of years).

Especially for the subsidiaries it is important to create a strong profile of DDE. Therefore the brochure will be available in the languages spoken in almost all the countries where DDE is represented.

We do hope, that all of you will agree, that the Company Profile reflexes a company worth to deal with - and to work for.

MFN

## Gift articles

We will continuously supply you with data sheets on available gift articles. The first edition will be published together with the new internal newsletter in January along with an order form.

Of new things to come we can mention: wallets, salt & pepper, pens with name engravings, sports bags, diskette and pocket calculators, playing cards, cube blocks, post-it blocks with dispensers, bottle openers, key rings and sweets. 'Old' articles, such as bucket bags and clothing articles, will become available again - with a slightly altered look.



## Marketing Publications

### 'List of Marketing Publications'

consists of surveys of all available brochures, solution descriptions and data sheets. The list is divided into parts according to language.

The list will be revised and published by the Marketing Group once a month. It is possible to subscribe to it through the new internal subscription system which is handled by the Support Department.

### How to get the publications

Sales people and other interested in Herlev can get the listed publications from the central store room.

Others can order them by contacting Kim Høegh Pedersen (mail: khp, phone: 423).

Please note, that the use of non-DDE produced brochures (describing peripherals etc.) is limited. They are for use only in situations, where the internally produced data sheets are insufficient.

It is also possible to subscribe to future publications through the internal subscription system and hereby automatically receive for instance all new brochures.

PHP

## DDE Partners

We have compiled a list of DDE's existing partners in order to help the solution developers utilizing the internal knowledge of our partners' contributions to DDE solutions or sales. The list covers OEMs, distributors, agents, dealers, sales partners, VARs, co-developers of software, and hard- and software suppliers to the business units.

The descriptions include partner names, their roles in relation to DDE, the affected product (types), and the DDE contact persons and groups. Partners related to the basic development departments are not included. For information on these, please contact the responsible DDE departments.

The partner list (10 pages) is available in English and Danish versions. Please contact me to get a copy (mail: php, phone: 377).

## Product Descriptions

### 'DDE Product Descriptions'

is a document containing short English-language descriptions of (nearly) all DDE products and solutions: hardware, system software, data communication software, application software, solutions, etc.

The document (September 1990, 34 pages) is a derivative of a set of product descriptions sent to the editors of the international '1991 UNIX Products Directory'.

### Data communication

Five documents describing DDE data communication solutions are available for internal information or (except the confidential document) as supplements to tenders:

- ★ *Supermax LAN. An introduction* (June 28, 1990. 8 pages. English and Danish versions).
- ★ *Supermax LAN Manager/X. An introduction* (June 28, 1990. 4 pages. English and Danish versions).
- ★ *Supermax OSI Solutions* (May 25th 1990. 8 pages).

English and Danish versions).

- ★ *Supermax SNA Concept: Integration of Supermax into SNA based IBM Environments* (11 pages. English and Danish versions).
- ★ *Token Ring til Supermax* (22. februar 1990. 6 pages. Danish version. *Confidential*).

### X Window System

Two documents describing the X Window System are also available:

- ★ *The X Window System: Overview of the X Window System. X Toolkit Concepts* (Rev. A, May 1990. 6 pages).
- ★ *X Graphical User Interface Toolkits: XGUI Toolkit Concepts. Comparison of OPEN LOOK and OSF/Motif. X Toolkits in DDE Applications* (Rev. B, April 1990. 22 pages. *Confidential*).

If you want copies of any of the above mentioned documents, please contact me (mail: php, phone: 377).

PHP

## UNIX and Minicomputers

*Datapro Reports on International UNIX Systems* is a reference book containing profound reports treating a lot of current subjects from the UNIX world, both in the hardware and the software field.

*Datapro Reports on Minicomputers* (in three volumes) is a similar reference book with reports on supermini computer systems and descriptions of a lot of specific systems.

These books are published by Datapro International, and they are monthly updated. Interested persons are welcome to take a look at the reference books and to copy relevant reports from them.

PHP



## DDE Euromax Success in Barcelona

A busy day at the IFRA EXPO. Please notice the new layout of the friezes and the combination of high/low walls giving a more solid impression.

ARG



## New Euromax Brochures

*Information about new brochures we can deliver now and brochures to be produced during the next months.*

For two reasons we have had to start the production of new Euromax brochures. The first reason is the change of name from GMI to Dansk Data Elektronik which was effected on July 1st this year. The other reason is the fact that we want the Euromax brochure layout to follow the new DDE layout presented in the new company profile.

### Brochures we can deliver

The new Euromax newspaper brochure (12 pages with pictures and illustrations in colours) in English or Danish. This brochure introduces the Euromax newspaper system with a lot of beautiful pictures and not very much text.

Two new data sheets (each 4 pages with a frontpage picture and an insi-

de illustration in colours) in English or Danish. The data sheets give a more detailed information about the two major parts of the Euromax newspaper system, *Editorial Management* and *Advertising Management*, and it is pure text information.

### Brochures to come

For the newspaper market we are planning 4 extra data sheets covering *Graphics*, *Planning and Control*, *Distributed Page Make-up* and *Display Ad Make-up* to be delivered at the end of January 1991.

For the commercial market we are planning a new brochure (8 pages) using the same idea as in the newspaper brochure.

*Customer Information Sheets* is an idea we are working on at the moment, where we want to inform about some very interesting customer sites e.g. Skive Folkeblad with

their Euromax display ad system in cooperation with their editorial Atex system. Another example is Werks Fotosats in Aarhus producing books and magazines using the EGW for the page make-up. The idea is to produce information sheets on all Euromax customer sites in the whole world within the next 3-4 months.

### Translation of brochures

The original language in all Euromax brochures is English. All subsidiaries will receive the English original texts and the subsidiaries are responsible for the translation. When we receive the translated text electronically, we will be able to deliver proofs within a few days.

The production time from accepted proofs to brochures ready for shipping is 1-2 weeks depending on the number of pages in the brochures (4-8-12 pages).

ARG

## DDE Exhibition survey 1991

Date	Exhibition	Place	Solutions taking part
22-26/1	Grafex	Stockholm (S)	Euromax
12-15/2	MICAD	Paris (F)	IPL
20-22/2	Teknik & Data	Odense (DK)	CIM
26-28/2	Computers in Libraries	London (GB)	Library
5-7/3	Newstec	Birmingham (GB)	Euromax
13-20/3	CeBIT	Hannover (D)	DDE
19-21/3	CAD/CAM	Birmingham (GB)	IPL
March	ICOGRAFICS	Milan (I)	IPL
23-26/4	Industrial Products Dev.	Gothenburg (S)	IPL
22-28/4	Flanders Technology	Gent (B)	DDE, Euromax
30/4-3/5	DanMiljø	Herning (DK)	Technical & Environmental Systems
13-15/5	Nordgraf	Stavanger (N)	Euromax
May	EXPOCAD	Madrid (E)	IPL
11-13/6	Library Resources	Birmingham (GB)	Library
19-22/8	ISAK	Fredericia (DK)	Local Government Systems
10-14/9	HI'91 Industrimesse	Herning (DK)	DDE
24-26/9	Electronic Design Show	Birmingham (GB)	IPL
14-17/10	IFRA	Amsterdam (NL)	Euromax
23-27/10	MikroData	Copenhagen (DK)	DDE
Nov.	Elektronika	Munich (D)	IPL

## Press Release

### Two Danish electronics companies enter into new type of cooperation agreement.

**Dansk Data Elektronik A/S and RE Technology AS embark on cooperation on strategic technology.**

Two leading Danish electronics companies, Dansk Data Elektronik A/S and RE Technology AS, have entered into an unusual strategic cooperation agreement worth approx. DKK 30 million concerning an advanced-technology project.

The agreement has just been signed and implies that over three years, in close cooperation with RE Technology, Dansk Data Elektronik will create a fully-integrated computer management system featuring cross-border communication between companies in the RE Group. The system will control all work functions in RE Technology from CAD/CAM and production to finance control and information.

»RE will gain a control tool providing fast registration of market changes, and reactions thereto. All information will be available at one and the same time to all RE employees, regardless of geographical location«, states Managing Director Claus Erik Christoffersen, Dansk Data Elektronik A/S.

This represents a strengthening of RE Technology's competitiveness, believes Group Managing Director Henrik Schrøder.

»When our Product Manager is with a customer in the USA he must be able to retrieve up-to-date information on specifications, prices and delivery times from head office in Copenhagen. The products are designed in close cooperation with a customer, so the crucial parameter is immediate access to relevant information«.

RE Technology develop, produce and sell advanced electronic testing and communications equipment. As the computer system for in excess of 30 million Danish kroner is introduced, the organisation will be restructured.

»The unusual aspect of the agreement is the close continuous cooperation between the two enterprises at a strategic level. DDE acts a catalyst for both technological and organizational development in RE«, Henrik Schrøder states, pointing out that:

»A decentralized organization is the prerequisite for successful introduction of comprehensive computer management, enabling employees to exploit open information access. Previous attempts to establish fully-integrated systems stranded on the failure to adjust organization to the new technology.

For both Danish-owned, internationally oriented, companies, both successful marketers of tailored electronic systems, the greatest gain is the synergy impact:

»Technological cooperation implies mutual know-how exchange between our companies and employees. This provides us with synergy advantages and a lead on our respective international markets«, states Claus Erik Christoffersen, DDE.

»In the 1990s everybody in the business will be forced to acknowledge the integrated computer system as a decentralized structure to be able to exploit the competitive advantages which computers provide«, he adds.

**For further information please contact Managing Director Claus Erik Christoffersen, DDE, telephone nr. (+45) 42 84 50 11, or chairman of the Board of Directors Henrik Schrøder, RE Technology, telephone nr. (+45) 31 18 44 22.**

**Issued on November 28, 1990.**

## Press Release

### New Horse Power for Anne Grethe Törnblad

**Unique cooperation between elite dressage, sponsorship and horse breeding increases the medal chances of world champion Anne Grethe Törnblad, giving her a chance to work intensively for the 1996 Olympics.**

To reinforce Anne Grethe Törnblad's well-earned place amongst the world dressage elite right up to the 1996 Olympic Games, Dansk Data Elektronik A/S (DDE) as main sponsor of Anne Grethe Törnblad have acquired a promising new dressage horse, 4-year-old stallion 'Macho'.

»In Dressage long-term planning is extremely important and DDE's investment should be viewed against this background. It takes at least 4 to 5 years to train a horse to perform optimally, physically and mentally, and 'Macho' is now at an age where this training can commence«, states Managing Director Claus Erik Christoffersen, DDE. He continues: »We believe that this is the right time in Anne Grethe Törnblad's career to concentrate on new horse power, supplementing the three other Supermax horses, which are all developing positively. As an ambassador for elite Danish sport over the past years she has generated much goodwill for Denmark and DDE, and has made Supermax Computers known far beyond Denmark's borders. Her talent, energy and in particular her attractive personality deserve the very best horses, ensuring her even better opportunities in the future to make an impact in tough international competitions«.

'Macho' is evaluated by experts to be an extremely promising dressage horse, and Anne Grethe Törnblad states: »'Macho' is a wonderful horse, with very good paces and a real talent for dressage. His temperament is fine and the horse is extremely cooperative. He has a fine personality, beauty and elegance, and I am looking forward to good results with 'Macho'«.

The stallion's very high stud rating is illustrated by the fact that, as well as winning an award in Hannover, it has also been nominated as a stud stallion by Dansk Varmblod (the Danish sports horse breeders' association), and even on the reserve list. 'Macho' has also received an honorary award from Hestens Værn (the Danish Society for Protection of Horses).

»The unique aspect of this initiative is that together with its dressage career 'Macho' will be available as a stud stallion, giving sports-interested horse breeders an opportunity to match their mares with real international achievement. We also hope that we have paved the way for others to develop the same model, by making the best progeny picked out by Dansk Varmblod available to talented riders. Danish riders, breeders and sponsors will be able to cooperate on achieving top international results in the sport, as well as in horse breeding«, Claus Erik Christoffersen concludes.

**For further information please contact Managing Director Claus Erik Christoffersen, Dansk Data Elektronik A/S on telephone number (+45) 42 84 50 11.**

**Issued on November 28, 1990.**





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### DDE News is strictly confidential.

Issued by  
DDE, Marketing Group:

Kim Elsass (KE)  
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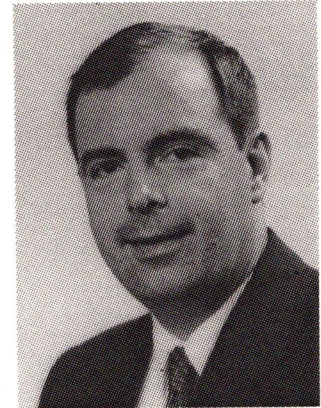
## Dear member of the DDE Team

We have just published our financial results for the first half year, ending October 31st. Although the result is not as brilliant as last year, the Board of Directors is overall satisfied with the result. It is worth noting that we have fared much better than the competition; and the press and the stock market analysts have reacted more positively towards DDE than we had expected. Maybe they are finally beginning to understand our strategies?

Internationalizing the company is costly but necessary, if we want to be on the map in ten years time, and we do! The recent events in England show us that if the concept is right, and it is brought to the market in a professional manner by dedicated people, then there are no limitations for our international potential.

However, this is certainly not a time for resting on our laurels, if ever there is such a time in this business. The challenges in the future are enormous and exciting. Apart from the challenge of reaching or even surpassing our goals for this financial year, the longer term target of making DDE a true international company is an issue that must attract a lot of attention from all employees.

Although DDE's financial results are crucial for our common future success, it is still worth remembering that there are other important issues in life than sales targets, budgets, profit before tax, return on equity, etc.



In a World of change and conflict, it is a comforting thought that all in the DDE-Team, professional qualifications aside, possess personal qualifications that are far above average. These qualifications contribute to making DDE a company far above average in all respects. Thank you all!

Finally, I would also like to take this opportunity to wish all of you and your families a happy and prosperous New Year.

*Claus Erik Christoffersen*

## Welcome to DDE News

*By KE*

DDE News is a newsletter for all DDE employees. It will be published once a month by 'M'. DDE News has been created by the leftovers of Marketing News and an internationalized version of Super-Posten.

Marketing News will cease to exist, but Super-Posten will continue, mainly containing information for the Danish employees.

We are looking forward to receiving *your* contribution to the next issue of DDE News. Please mail articles electronically to Marianne (mc).



## Interim Report

In case some of you did not read the interim report, or maybe you forgot some of the contents, here follows the gist of it to refresh your memory.

The profit for the period May 1 - 31 October 1990 is reached as follows (DKK million):

As of October 31, 1990, the equity capital of the company amounted to DKK 176.5 million.

### Summary

The international market development has been intensified, which has implemented an increased but necessary resource consumption.

Considerable orders have been obtained both nationally and internationally.

The turnover has increased and will for the whole year be larger than the previous year.

The contribution margin has increased.

The Group net profit for the half year - and the net profit for the whole year - is and will be influenced by the increased efforts in the international market development.

This effort will continue within the next years.

The net profit for the second half year will be considerably larger than for the first half year. For the year as a whole, the result is expected to be lower than the previous year as a result of the investments in the market development.

	1990/91	1989/90	1988/89
Turnover .....	209.4	190.9	153.8
Contribution margin .....	148.6	126.5	104.0
Costs including depreciation .....	(140.1)	(115.1)	(95.5)
Financial costs, net .....	8.5	11.4	8.5
Profit before tax .....	(0.3)	( - )	0.4
Tax .....	8.2	11.4	8.9
Minority interests' share in profit .....	(4.2)	(4.2)	(5.1)
Net profit .....	0.5	0.4	0.3
	4.5	7.6	4.1

## DDE at EXPO '92 in Sevilla

By KE

Along with a carefully selected group of influential Danish companies, DDE has accepted to become sponsor for the Danish pavillion at the World Exhibition in Sevilla '92. The Danish participation is meant to strengthen Denmark's position as sponsor of the project. The Danish Government and the protector is Prince Henrik.

During the exhibition which opens in April and closes in October, a multi-media show will be staged in the pavillion and we will be able to invite prospects and customers to visit the VIP show at the exhibition. DDE's name will feature in many contexts at the exhibition and in the media. As an important side effect, we hope to supply EDP

systems for the exhibition and/or our fellow sponsors.

During the next couple of months, we will be looking into ways of using the sponsorship to reach its full potential. We regard DDE's participation as a milestone in our growth and internationalization programme.

## Subsidiary of the Moment

By KE

In 'M', we had no difficulties in selecting which subsidiary we would put on display in this issue of DDE-News. The reason is of course that the team in DDE Great Britain has just broken the ice on the English market by receiving a letter of intent from Portsmouth Publishing & Printing Ltd to purchase a complete 100+ terminal Euromax newspaper system with full page make up.

It took a long time and a lot of effort to secure this deal, and discussions on details in the contract are still going on. Implementation of the system will start in March. John Mason reports that more orders will follow, next time from Ireland.

Congratulations to the whole Euromax team!

Euromax is not the only solution concept aiming at conquering the market in UK. Following some successful exhibitions in the UK, the Library System is getting ready to hit the market in March/April. Two employees will move into DDE-GB's new attractive offices in New-

bury in the March/April timeframe.

International Computer Systems Sales (ICS) is also planning to start up sales in the UK, and expect to be active from May, so next time you see a family portrait from England you'll see more faces.



## Product News

Edited by PHP

### MIOC is ready for sale

In future, the MIOC (Multiple I/O Controller) will be a very central module in the Supermax computer. The production of SIOC, CIOC and NIOC will be discontinued, and their functions will be combined in the MIOC card.

MIOC will solve existing problems regarding the shortage of storage capacity, performance and bus positions.

The MIOC module is based on the MC68030 and has a 4 Mb memory cache. It is functioning in both Ethernet, Token Ring, LABP and

SDLC environments, and OSI, TCP/IP, SNA and NetBEUI protocols can be used in connection with all the mentioned nets - simultaneously and independently.

A MIOC must always be sold, when one of the following products are upgraded/sold for use on existing installations: diskless PCs, LM/X, X Windows, or SQL\*Net on heterogeneous Supermax computers.

The 'new' Supermax will consist of: DIOC, MIOC, MCU and storage capacity. We aim at selling solutions based on MIOC in connec-

tion with network solutions in the future.

The document *Supermax LAN. An introduction* is describing DDE's strategy regarding network solutions based on MIOC. It is available from PHP's archives in English and Danish versions.

### Supermax goes X

The X Window System, usually referred to as X, is now available for use on Supermax.

X is a networked graphical window system introducing the issue of graphical user interfaces to UNIX based systems and enabling a 'look and feel' approach to application design.



By connecting bitmapped graphical terminals (X terminals) to the Ethernet, the user can run several windows/applications on the screen simultaneously. This is made possible by a networked concept using a client/server architecture.

The X application (X client) uses a protocol to communicate with a display server (X server), which handles graphical output and input from keyboard and mouse.

X has become an industry-standard window system, acceded by all the major computer manufacturers. The latest version of X, version 11 release 4 (X11R4) is available on Supermax today.

The graphical user interface (GUI) for X on Supermax is Motif from Open System Foundation (OSF). The latest version of OSF/Motif, release 1.1, is available in a beta test version.

*See also the illustration at the next page.*

Stock number: 30180991.

#### **WordPerfect 4.2**

The well-known word processing program WordPerfect is now ready for use on Supermax.

With a few exceptions, the UNIX and PC versions are identical. Files are easily copied between PCs and Supermax, and conversion programs (delivered with all installations) are solving most of the problems regarding the integration of the DOS character set with the UNIX applications.

Stock numbers:  
39111710 (Danish)  
39111711 (English)

Other languages are also available.

#### **Supermax Overlay**

Supermax Overlay is a new program for the making and printing of forms, letters, logos, etc. together with text.

The user can specify his own overlays and macros or he can insert a cassette with macros into the printer. Form and text are printed out simultaneously. Overlay is a module in the Supermax Office system.

Stock number: 33150000  
(Danish).

#### **Supermax Draw Runtime**

Supermax Draw Runtime is used in situations, where a customer wants to print out graphics (typi-

cally a logo) on documents, and neither Supermax Graph nor Supermax Draw is installed in the Supermax.

The product contains the necessary programs for printer and spooler configuration.

Stock numbers:  
33141000 (Danish)  
33141001 (English)

Other languages are also available.

#### **Supermax 4224/SNA**

Supermax 4224/SNA is a program emulating an IBM 4224 printer. It allows text and graphics created on an IBM mainframe to be printed on a graphics laser printer or a plotter attached to a Supermax. 4224/SNA fits into the same environment as 3179G/SNA.

Stock number: 41340991.

## Solution News

*Edited by PHP*

#### **Supermax Retail System**

The DDE solution for the radio and television business, Supermax Radio & TV, has been redefined and renamed.

The target group for this solution has been expanded to cover the whole retail business, and the name of the solution is hereafter Supermax Retail System.

Torben Krog is sales and marketing manager.

#### **Supermax Hotel System**

At last, the hotel solution is now hitting the Danish and the Spanish markets.

The solution is developed and marketed in close cooperation with our software partner Nordic Team.

The solution is headed by Ulla Falk, and Joaquim Parra is leading the sales in Spain.



Aragorn:/wd/uttl/thj/anim

**JANUAR 1991**

M	T	O	T	F	L	S
1	2	3	4	5	6	7
8	9	10	11	12	13	14
15	16	17	18	19	20	21
22	23	24	25	26	27	28
29	30	31				

Uge 3 måned 1

09:00  
09:30  
10:00  
10:30  
11:00  
11:30  
12:00  
12:30  
13:00

**FEBRUAR 1991**

M	T	O	T	F	L	S
4	5	6	7	8	9	10
11	12	13	14	15	16	17
18	19	20	21	22	23	24
25	26	27	28			

LM

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17:00  
17:30

Slet møde Flyt møde  
Startbill Find Kopier Overlap

NY bruger Red deltag Udskriv  
Møderække OverskriftPost

Calculator

DEC 0

SQR1 e^x 10^x y^x 1/x CMS 7 8 9 /  
 XI PI sin cos tan EXX 4 5 6 \*  
 DRV DRG INV STD RCL EVTA 0 1 2 3 -  
 +

Icons

xbiff oclock xterm xterm xterm xcal xlogo

Time: 15:00

Calendar: 15 January 91

memo 15 January 1991

Help 15 January 1991

Edit the memo file

xterm

Aragorn Aragorn 3.1 Supermax - MCGU usage LAST 0000

pid	prc name	owner	mcu	Load
-1	idle			83.31%
28941	ctoa	tsh	2	69.13%
-1	idle			50.54%
24670	sysdisp	thj	1	38.62%
30905	oclock	thj	2	19.07%
2290	vi	thj	2	12.40%
28772	mysysdisp	str	2	7.15%
16	swap<	root	2	6.20%
28710	xterm	thj	3	6.20%
30727	process	thj	2	5.24%
1	init	root	1	5.24%
26780	ksh	thj	2	5.24%
8255	rwhod	root	2	3.34%
28869	xterm	pho	1	3.34%
17	>swap<	root	2	2.38%
30899	xload	pho	2	2.38%
16408	jobsched	pho	2	1.43%
6324	smtpd	root	2	1.43%

mcu stat mem stat alloc logi alloc stat streams update init mask  
processes memory alloc phys os items print ser edit mask



# News from Marketing *By KE*

## The DDE Corporate Video

Several kilometers of raw film is now ready for editing, so that the end result will be a 12-minute Oscar nominated production.

The English and Danish versions will be ready simultaneously in the latter part of February (the preview is scheduled for February 15th). Other nationalized versions will become available during March/April. We are currently working hard with the script, so that the film will really reflect the unique philosophies within DDE.

'Supermax - The Movie' is built up in three parts. The first part is a brief introduction to DDE, centered around the theme that the strength of the company is what is inside the heads of the employees. This pretty bold statement is followed by the second and by far the most important part of the video which is a tour of the most significant reference sites of DDE, showing the versatility and geographical spread of our solutions (sorry, but we didn't make it to New Zealand). The reference sites are:

- \* RE Technology - CIM - Denmark
- \* Brüel & Kjør - E-CAD - Denmark
- \* Nordforbrænding - Waste Management - Denmark
- \* Copenhagen Airport - Process Control - Denmark
- \* Herning Bibliotek - Library System - Denmark

- \* Campus in Geel - Education - Belgium
- \* Ericsson - E-CAD - Stockholm
- \* Famiglia Christiana - Euromax - Italy
- \* Portsmouth Publ. - Euromax - England
- \* Tønsberg - Euromax - Norway
- \* MEFFSA - DARTS - Spain

The final part of the video is a summary of what DDE is all about: open systems, internationalization, modularity, etc.

We have put a lot of thought and work into this production, and we are confident that it will work for you in your future sales campaigns.

## Gift Articles *By MC*

	Minimum quantity	Price per piece	Availability
- key rings with dde-dog	50	10,- DKK	April
- post-it blocks with dispensers	10	45,- DKK	Now
- cube pads (memo-pads)	?	?	?
- playing cards	10	45,- DKK	Mar
- bottle openers	50	8,- DKK	Now
- sweets	1 kilo	90,- DKK	Now
- pocket calculators	10	26,- DKK	Now
- diskette calculators	10	60,- DKK	Now
- sports bags	1	120,- DKK	April
- wallets	1	170,- DKK	Now
- salt & pepper	1	170,- DKK	Feb
- umbrellas	5	45,- DKK	Now
- dde pens (Parker)	10	30,- DKK	Now
- dde pens (plastic)	50	5,- DKK	Now
- jogging suits	1	260,- DKK	Now
- polo-shirts	1	160,- DKK	Now
- sailor jackets	1	520,- DKK	Now
- t-shirts	1	60,- DKK	Now

The prices are not including tax.

Very soon we will be able to publish a data sheet on available gift

articles, but you can already now place your order for available articles to Marianne (MC) in the Marketing Group.

## News from Field Engineering Service Department, Great Britain

By Mikael Engelhardt

The Portsmouth order for the Euro-max-system in DDE-GB is in many aspects a remarkable case.

It is not only the first system sold directly by our British subsidiary, it's also the biggest Euromax order ever, and it's certainly a challenge supportwise for everyone in England (and for lots of people in Denmark as well).

DDE took the client by storm stating unequivocally, that we were ready to place a support engineer at the site for a full year without reservations. This undoubtedly in-

fluenced on the Portsmouth management's decision to the DDE way.

DDE will not only station a support engineer from Vejle at the newspaper production site, but we have also decided to complement the services from our partner, Spectra, by setting up a proper service department in the DDE-UK.

The service department will be responsible for installation, service and support for all basic hardware and software products, as well as for the concept specific products.

SD-GB = Service Division UK is a business unit within DDE-UK. As a matter of fact we are currently looking for a manager and for Service/Support Engineers.

During the next fiscal year the support staff is expected to grow to 4-6 DDE employees, thus providing a solid platform for the Euro-max concept and for all other concepts to further penetrate the British market.

In addition to this we will still be co-operating with Spectra, and in this way we are ensuring a strong support organisation for Great Britain and Ireland.

## Supermax Technical Courses

By Hans-Henrik Jeppesen, Lavst Lavsén and Henrik Elkjær

ISS is working on making new technical courses for technicians. Until now we have only the training courses to offer you, but in the near future we will also be able to offer you the technical courses listed under the training courses. Soon we will be able to send you more information about this.

### Training courses :

Training I - Supermax Configuration  
Training II - Supermax Hardware - Diagnostic

### Technical courses :

Communication I - Supermax ddeterm  
Communication II - Supermax SNA, BSC  
Communication III - Supermax X.25  
Communication IV - Supermax UUCP  
Communication V - Supermax TCP/IP  
Communication VI - Supermax LanManager  
Communication VII - Supermax Osi-login/ScaNet  
Xwindows - Supermax Xwindows  
Oracle - Oracle Administration (SQL\*RDBMS, SQL\*Plus, SQL\*Forms)

For more knowledge in Supermax courses or to be notified, please contact the International System Support department in DDE, - or directly to our Course department in DDE-Denmark.

(Continued)



### Courses in English:

#### Training courses in 1991

Month	Days	Week	Number	Courses
January	21-25	04	tr1-003e	Training I - Supermax Configuration
March	18-22	12	tr2-003e	Training II - Supermax Hardware - Diagnostic
April	15-19	16	tr1-005e	Training I - Supermax Configuration
May	27-31	22	tr2-005e	Training II - Supermax Hardware - Diagnostic
September	16-20	38	tr1-007e	Training I - Supermax Configuration
October	14-18	42	tr2-007e	Training II - Supermax Hardware - Diagnostic

### Courses in Danish:

#### Training courses in 1991

Month	Days	Week	Number	Courses
February	28-01	05	tr1-004d	Training I - Supermax Configuration
	18-22	08	tr2-004d	Training II - Supermax Hardware - Diagnostic
May	13-17	20	tr1-006d	Training I - Supermax Configuration
June	10-14	24	tr2-006d	Training II - Supermax Hardware - Diagnostic
November	11-15	46	tr1-008d	Training I - Supermax Configuration
December	02-06	49	tr2-008d	Training II - Supermax Hardware - Diagnostic

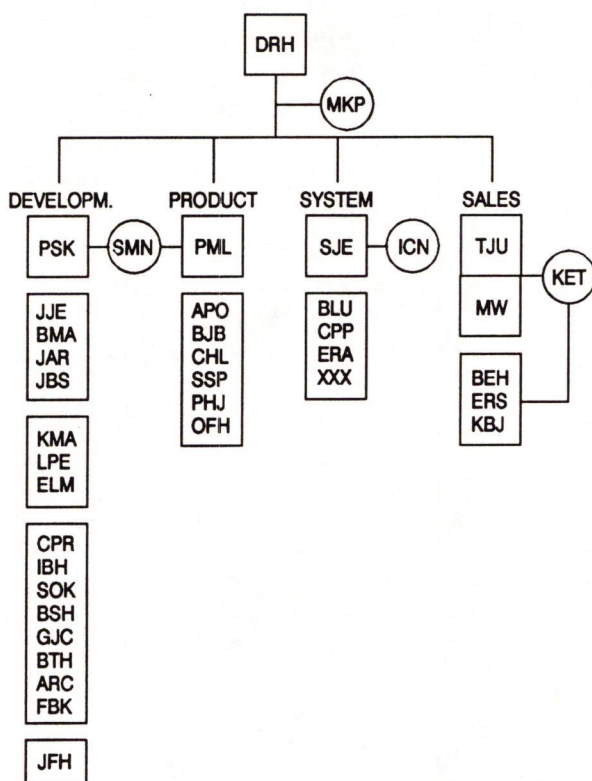
Technical Courses	January Week/Day	February Week/Day	March Week/Day	April Week/Day	May Week/Day	June Week/Day
Training I Eng	04/21-25			16/15-19		
Training I Dk	05/28-	05/ -01			20/13-17	
Training II Eng			12/18-22		22/27-31	
Training II Dk		08/18-22				24/10-14

Technical Courses	July Week/Day	August Week/Day	September Week/Day	October Week/Day	November Week/Day	December Week/Day
Training I Eng			38/16-20			
Training I Dk					46/11-15	
Training II Eng				42/14-18		
Training II Dk						49/02-06



# Organizational Chart for DDE Vejle

During the past six months we have been working on major re-organization of the structure in the Euromax concept. We have recently added more personnel to the concept, and now is the time to present the result of the changes we made.



## Department manager

Dorte Rønnow Hansen (DRH)

## Development group

Group leader:

1. Editorial (TMS, editor and back end systems)

Per Skjoldager (PSK)  
Karsten Mathiasen (KMA)  
Lisbeth Pedersen (LPE)  
Elkær Mathiasen (ELM)

2. Graphics (graphic workstation, GCS, picture manager, logo scanning and integration of third party products.)

Claus Priisholm (CPR)  
Ib Højme (IBH)  
Søren Kristensen (SOK)  
Benny Sander Hoffmann (BSH)  
Grete Juel Christensen (GJC)  
Bjarne Thams (BTH)  
Arne Christensen (ARC)  
Frank Bitch Kristensen (FBK)

3. Advertising (planning and production control)

Jesper Jensen (JJE)  
Bjarne Madsen (BMA)  
Jannie Rasmussen (JAR)  
Jerome Smith (JBS)  
Susanne M. Nielsen

Secretary:

Test of output units, evaluation/benchmark, test of typesetters, RIP

Jan Foght Hansen (JFH)

## Product group

Group leader:

Training: Technical and user level, documentation: technical and user level, test of new and existing products, supervise test projects, QA-control, error report handling.

Peter Møller (PML)  
Annette Palmelund Olesen (APO)  
Bjarne Bonvang (BJB)  
Christian Larsen (CHL)  
Susanne Pedersen (SSP)  
Per H. Jørgensen (PHJ)  
Ole F. Hansen (OFH)

## System group

Group leader

International and national project management and installation, international and national hot-line support, delivery/installation of new and additional systems, up-date of existing systems, check of customers' test systems

Søren Jensen (SJE)  
Bo Lundgaard (BLU)  
Christian P. Petersen (CPP)  
Ernst Andersen (ERA)  
Inge C. Nielsen (ICN)

## Sales group

Newspapers and commercial printers in Denmark, international and national sales support.  
Area manager NZ, B og N, group leader  
Area manager I, UK, S, group leader  
Secretary:

Erik Sørensen (ERS)  
Bent Slot Hansen (BEH)  
Knud Bjerregaard (KBJ)  
Mark Wilson (MW)  
Torben Juul (TJU)  
Ketty Søgaard (KET)

## Special assignments

In connection with sales support, product coordination, sales demonstration, new products and OEM dealers.

Mogens Koch Pedersen (MKP)

## Others

Marketing:  
Information/Book keeping:

Arne Grønkjær (ARG)  
Inger Lise Pedersen (ILP)  
Jette Kristensen (JET)  
Vita Nørskov Johansen (VNJ)  
Britta Carlsson (BCA)



## For the Euromax concept the year 1991 is going to be very interesting

### Information for DDE employees:

This information to introduce a new ad form, which has been used in Scandinavia and offered to the subsidiaries.

## euromax



Euromax is a very strong solution for the graphical market and especially newspapers and magazines are interested in the system. Some of them have ordered even big Euromax systems, e.g. in Italy and England. A lot of Euromax systems in very different sizes will be sold within the next year, not only in Denmark but also in New Zealand, Benelux, Norway, Sweden, Italy and England.

There will also be many exhibition activities within the Euromax concept!



Brochures, ads etc. can be ordered via E-mail/[arg@admgni](mailto:arg@admgni)  
Arne Grønkjær, DDE, Vejle

*Euromax is a complete set of professional tools for fully integrated electronic publishing.*

## DDE Exhibition Survey 1991

Date	Exhibition	Place	Solutions taking part
13-17/1	Hotel Expo, Bella Center	Copenhagen (DK)	
22-26/1	Grafex	Stockholm (S)	Euromax (S)
12-15/2	MICAD	Paris (F)	E-CAD
20-22/2	Teknik & Data	Odense (DK)	CIM
26-28/2	Computers in Libraries	London (GB)	Library
5-7/3	Newstec	Birmingham (GB)	Euromax (GB)
12-14/3	Logiprim	Paris (F)	Euromax (B)
13-20/3	CeBIT	Hannover (D)	DDE
19-21/3	CAD/CAM	Birmingham (GB)	E-CAD
23-26/4	Industrial Products Dev.	Gothenburg (S)	E-CAD
22-28/4	Flanders Technology	Gent (B)	DDE, Euromax
30/4-3/5	DanMiljø	Herning (DK)	Technical & Environmental Systems
8-10/5	EXPOCAD	Madrid (E)	E-CAD
13-15/5	Nordgraf	Stavanger (N)	Euromax (DK, N, S)
11-13/6	Library Resources	Birmingham (GB)	Library
19-22/8	ISAK	Fredericia (DK)	Local Government Systems
10-14/9	HI'91 Industrimesse	Herning (DK)	DDE
24-26/9	Electronic Design Show	Birmingham (GB)	E-CAD
3-7/10	SMAU	Milan (I)	E-CAD
14-17/10	IFRA	Amsterdam (NL)	Euromax
15-18/10	Ibercad	Barcelona (E)	E-CAD
23-27/10	MikroData	Copenhagen (DK)	DDE

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### DDE News is strictly confidential.

Issued by  
DDE, Marketing Group:

Kim Elsass (KE)  
Arne Grønkjær (ARG)  
Pernille Harm Pedersen (PHP)  
Mogens Nielsen (MFN)  
Marianne Christensen (MC)

## DDE Sweden - yesterday, today and tomorrow!!

By Maria Viklund

### The beginning ...

Some of you may think that DDE are newcomers on the Swedish market, but that's not at all true. DDE has been represented in Sweden under its own name since 1986. That means we are actually celebrating our fifth anniversary this year. It all started in Malmö, with two persons, Sune Davidson and Per Viklund, who saw the potentials in marketing and selling Supermax IPL in Sweden. (The solution for PCB-Layout.) After several tough benchmarks and hard negotiations, they managed to put such a wellknown company as Ericsson on the Supermax reference list. As years went by, another solution tried to break through on the

Swedish market. It was Euromax, which in 1989 succeeded to get its first installation in Sweden, at the newspaper Södermanlands Nyheter.

Now it was time to choose the right road for DDE in Sweden. With the Euromax and E-CAD installations the need for more service- and support personel became obvious. Also, we had to put more effort and resources in sales if we were to stay on the Swedish market.

In May 1989, DDE reached a decision to reorganize the company in Sweden to a fully own subsidiary.



From left to right, Stig, Svann, Torbjørn, Per, Ole, Bernt, Peter, Josef and Maria. The picture of Sune and Per from Skurup will be brought in the next issue of DDE News.



To be able to reach the market better, we also packed our things and moved to a newbuilt office about 20 km north of the Swedish capital Stockholm. The builders were not quite ready when we moved in, in august 1989. But finally in November, we could hold a reception to declare the opening of DDE's office in Stockholm. The office lies along the E4 highway, between Stockholm city and Arlanda airport. We had a lot of space in the beginning. Seven rooms and only four people to fill them. But already after one year, we had to »break the walls« and expand with five more rooms. And here we are today nine people in Upplands Väsby and two in Skurup, working with the solutions Supermax E-Cad, Euromax, APEX and PT&T. We also have our own service- and administration departement. If you take a close look at the pictures here, you can see what we look like and wich roll we play in DDE Sweden. If you're ever in the neighbourhood, you're welcome to visit us.

Now, lets take a look at the different solutions in DDE Sweden, the situation of today and their visions of what tomorrow will bring.

### **Supermax E-CAD**

Since many years, DDE has successfully been marketing and supporting different electronic companies i Sweden with the Supermax E-CAD concept. Ericsson has today approx. 40 installations on different sites in the country. During the last year we have also managed to sell off the system to Saab-Scania and a division of ABB (Asea Brown Boveri) called EB-signal.

Ever since the first installations back in the mid-70's, the E-CAD system, also known as Supermax IPL, has attained among the best response from it's users. They have given us credit for the systems capability, tailor-made installations and for skilful support. The Swedish group of E-CAD consists of Pär Landberg, sales, and Per Viklund, sales and support.

### **Euromax**

Euromax (EMX) is serving the graphic industry with »state of the art« prepress-solutions. In Sweden, EMX have an editorial, production and archive-system installed at Södermanlands Nyheter in Nyköping with approximatly 50 terminals/workstations.

The overall target for 1991 for EMX is to take our place in the market and to make EMX one of the main alternatives for prepress purchases. We concentrate our resources mainly on the newspaper-market at first, but in a little longer term we also want to be a serious alternative for the commercial market.

Our presence on the Grafex trade-fair, january 1991 in Stockholm, was a take-off. Our goal is to have at least two to three new customers during 1991. In a tough newspaper market with reclining advertisement incomes, we believe that our unique possibilities for production efficiency based on a standard platform will be very competitive.

EMX Sweden is now Berndt Gustafsson and Sverre Krogstadholm. By the end of the year, we plan to be four to five persons.

Since october last year, we also have had Stig Forsberg amongst us. He's been working as a consultant in marketing EMX in Sweden. As Berndt Gustafsson came in an took over the selling role, Stig is less occupied with DDE Sweden and is now working for EMX in DDE Norway and Denmark.

### **Service department**

At the moment, the SE-department in Sweden is built around two persons. Josef Hajjar, service manager/hardware engineer and Ole Henneberg, software support, mainly Euromax. Due to the expansion of DDE Sweden and the increased numbers of solutions, we believe that the number of employees in the SE-department will reach four, before 1992.

We mainly give service and support to customers running DDE's solutions on a Supermax platform, but also on other hardware such as SUN Sparc stations. In our job, we work closely to the salespeople in the other groups. We feel that the servicepeople play a big part, in building up good relations between DDE and the customers and also to give DDE and it's products a good reputation on the market. Our aim is therefore to give fast and efficient service, so that we'll have satisfied customers.

### **APEX**

During spring 1990, APEX were introduced in Sweden. That also meant two more persona in DDE Sweden with Torbjörn Westerström as sales manager and Peter Wiman as sales support and product manager.



The work during the first year were mostly concentrated in translation of software and other adjustments in making APEX suitable for the Swedish market. Already during this phase, APEX managed to get it's first order and also made several interesting contacts with potential customers.

Based on DDE's concept, APEX is an application for efficiency in health-care. The customers in Sweden are mainly clinics administered in the same way as the public »primary-health«. A typical installation consists of 20 - 30 terminals, where the doctors, nurses and secretaries are the active users.

In spite of the many number of actors on the Swedish market, Apex has in short time gained great response from the market and has a potential of customers which makes it look good for the coming year and the future. The total target group also consists of the clinics at hospitals.

#### PT&T

Sune Davidson, one of the pioneers in DDE Sweden, now belongs to the fourth group in Sweden, that is PT&T. PT&T is putting all their efforts in marketing DDE and Supermax to the public sector, working closely with the group in Denmark and especially Søren Grotum.

There is one special solution wich has gained great response, the transport- and planning system. For more than two years, PT&T has had a Supermax installed at the regional Post office in Örebro.

There they use the transport planning system to plan the distribution of parcels. After having registered the delivery adresses, the computer takes care of dealing out the parcels on available trucks, and also makes plans for in what order to deliver the parcels. The computer then calculates expected delivery time, and makes a suggestion of how to load the truck to avoid unnecessary heavy lifts during the transportation.

The transport- and planning system is developed in cooperation with the Danish consultant company Peter Matthiesen A/S. Today the Post office in Örebro sees the system almost as a necessity in distributing parcels in a satisfying and efficient way.

PT&T is now working with several activities aiming to reach other potential users of the transport- and planning system. There are other post offices to contact and also many private transport companies on the market.

### Good-buy to Niels Kristian *By KE*

After 6 1/2 years of employment in Vejle, Niels Kristian Sørensen has decided to test his talent as a freelance drawer. Since may 90, Niels has been employed in the Marketing Group, where we have enjoyed and valued his graphical capabilities.

We hope to make occational use of Niels Kristians drawing talent, and wish him all the best in the future.

### Video Cassettes on Loan *By KE*

The DDE corporate video program is now available in English, Danish, Italian, Spanish, French, Dutch and Swedish.

The video program has been well received by the prospects and employees who have already had a chance to see it, and we trust that it will help create a stronger profile for DDE.

If you would like to take a copy home to show your family what kind of company you are working for, please contact 'M', and we will send you a copy in the language you prefer.

### International Business Development *By CEC*

With regret I have received the resignation of Klavs Skjerbek. Klavs is seeking new opportunities outside DDE, and I would like to wish him good luck and thank him for good and inspiring co-operation in the past.

At the same time I have the pleasure of announcing that Steen Clausen as of to-day has become manager of IBD. One of Steen's first tasks will be to find a suitable replacement for Klavs, who will continue his work under the management of Steen until the end of March.



# Solution News

By PHP

Organization survey showing DDE departments with solution concepts and sales (including responsible persons):

DIR.	DEPARTMENT / SOLUTION CONCEPT	RESP.
CEC	IBD (International Business Development)	STC
CEC	Euromax <ul style="list-style-type: none"> <li>▪ Euromax Grafiske Systemer / Euromax Publishing Management and Production System</li> </ul>	DRH
BÖ	CIM (Computer Integrated Manufacturing) <ul style="list-style-type: none"> <li>▪ Industrielle løsninger / Industrial systems</li> <li>▪ Proceskontrol, Vedligeholdelsessystemer, CAD/CAM / Process control, Maintenance systems, CAD/ CAM</li> <li>▪ Detail / Retail System</li> </ul>	BR lak br  tk
FVN	Key Accounts <ul style="list-style-type: none"> <li>▪ Scandinavia (ES4, System integration, Projects, VAR)</li> <li>▪ Iberia (Financial systems, HotelData, VAR)</li> <li>▪ Asia/Pacific</li> </ul>	BDA sst ad lal
FVN	Kommunale Sektor / Local Government <ul style="list-style-type: none"> <li>▪ Kommuneløsninger / Local Government Systems (incl. Teknik &amp; Miljø / Environmental Systems)</li> <li>▪ Bibliotekssystemer / Library Systems</li> </ul>	AJE cha  bsg
FVN	PTT <ul style="list-style-type: none"> <li>▪ Post, Tele &amp; Transport</li> <li>▪ Kundeløsninger / Turnkey Solutions</li> </ul>	TBC sgt tj
FVN	Statslige Sektor / Central Government <ul style="list-style-type: none"> <li>▪ FIKS (Forvaltningens Integrerede Kontorsystem / Integrated office systems for public administration)</li> </ul>	JES
SVS	APEX <ul style="list-style-type: none"> <li>▪ APEX (Lægesystem / General practitioners)</li> <li>▪ DYRAS (Dyrlægesystem / Veterinaries)</li> </ul>	VBL vbl hkm
SVS	E-CAD (Integreret »designer's environment« til elektronik-industrien; elektronisk CAD/CAE / Integrated »designer's environment« for the electronics industry; electronic CAD/CAE)	GTV
SVS	Undervisningssektoren / Education Systems <ul style="list-style-type: none"> <li>▪ Undervisnings- og Forskningssystemer / Education and Science Systems</li> <li>▪ Studieadministration / Education Management System</li> </ul>	EKR agb fe



## Organization Changes

By CEC

Herlev March 6th, 1991

**After the recently finished budget rounds, the following organization changes are found appropriate to strengthen the organization concerning the new financial year.**

- The Key Accounts and ICS Departments have been merged to create possibility for great synergy effects. The new department is called Key Accounts and is under Bjarne Dahl's control. The department is divided into 3 groups, that will have responsibility for Scandinavia, Iberia and Asia/Pacific.

- Anna Damsgaard has wished to make her engagement in our Spanish subsidiary more permanent. Because of this, she is resigning as Department Manager for Branch Solutions to become Group Manager for Iberia in the new Key Accounts Department. As Anna then mostly will have the responsibility for DDE activities in Spain, it is found natural to transfer the Hotel concept from Branch Solutions to Anna's new department.

- The APEX Group is given departmental status, and Verner Buch-Larsen is appointed Department Manager. This department will also have the responsibility for the new veterinary concept DYRAS, that Henrik Kold Mikkelsen will market in Sweden.

- The Vertical Solution Department is abolished and Supermax Retail (RTV) is transferred to CIM Department under Bjarne Rasmussen.

In the future Helle Remmer is going to be secretary to both APEX and Steen Clausen in IBD.

- As the E-CAD Group has become large as well as important, it is appropriate to have a more direct reference to the Management (SVS). E-CAD has obtained departmental status and Gitte Tvedeskov has been appointed Department Manager.

- The CIM Department with Bjarne Rasmussen as Department Manager is transferred to Bo Öhrström.

The IL Group has delivered very fine sales results, and these are to be followed up by new orders and considerable implementations. This demands the greatest attention, and this is secured in the best way with the new constellation. As mentioned above, the responsibility for Supermax Retail also is transferred to this department.

The above organization changes are effective as from today, but budget/wise it will not be effective before the start of the financial year.

## Product News

edited by PHP

### POM - Protocol Object Manager

The Protocol Object Manager - or POM - is the new DDE tool for configuring and managing communications products. The first products to be managed through POM are the OSI and TCP/IP versions of the NTC2 due for release by the end of 2nd Q. 1991. But over time, we will see more and more communications products under the POM umbrella.

POM offers the following benefits to DDE's customers:

- A common user interface to our communications products - in particular the MIOC based ones.
- A tool for handling some of the interesting problems that arise, when several protocols run in parallel over different types of networks.
- A state-of-the-art object oriented system which in its architec-

ture follows the trends that we see in distributed systems management.

From a development's point of view, POM offers some further benefits, because the object oriented approach gives us a systematic method of separating the generic aspects of communications products from the more product-specific ones - and this means less work when configuration facilities for a particular product are to be developed.

We may describe POM as »a thin layer of software« around specific products that allow us to handle them in a uniform way.

In order to become independent of changing user interface styles, all user interface issues are separated into PUAs, POM User Agents.





In the first release POM will contain two different PUAs. One based on FMLI, the Forms and Menu Language Interpreter, that AT&T has chosen for Systems Administration in UNIX V.4, and a command-line interface to POM, which is useful over thin communication lines (slow modems) and for running POM from scripts and programs.

Finally we should note a few things which POM is NOT:

- POM is not an attempt to enforce a particular standard for storing or exchanging configuration and status information. It merely provides a common view to this kind of information.
- POM is not a network management system. POM only addresses local systems management issues of networking products.

For further information please contact Per Bech Hansen, OCS, ext. 240.

## SupermaxNFS

SupermaxNFS is DDE's implementation of the de facto standard NFS (Network File System) 2.0 for distributed file systems.

It allows users to access other computers' file systems via network. For the user there is no difference between a local and an imported file system. The computers need not be identical in any way.

SupermaxNFS also supports PCNFS, which (besides the above mentioned) allows users to utilize the printer spooling system on the

Supermax from the PC, and a central access control can be forced on the PC users. The product also enables data protection on user name. It is NOT supporting the locking of files or records.

SupermaxNFS will be released together with the next version of the SMOS operating system (May/ June 1991). SupermaxTCP is required.

For further information please contact Henrik Bøje, BP, ext. 438.

## Datapower UPS

In the past, DDE has delivered two different UPS (Uninterruptable Power Supply) systems mounted in a Slimline cabinet. These units were produced by Silcon A/S.

Because of new safety regulations - and because of the prices - we have decided to stop the sales of these two products (No-break Systems 1000VA and 2000VA).

From now on, DDE will market four standard products from Silcon A/S:

DP10 1000W Datapower UPS (stock no. 29000060)  
 DP20 2000W Datapower UPS (stock no. 29000070)  
 DP103 3kW Datapower UPS (stock no. 29000080)  
 DP105 5kW Datapower UPS (stock no. 29000090)

These products all meet the safety regulations defined in EN60950.

Configuration information can be found in Supermax Technical Note no. 18.

Brochures are available from the central store room. Please contact Kim H. Pedersen (khp), ext. 423.

## New Terminals

**DDE is introducing five new terminals, two ANSI terminals and three X terminals. Here are some of the key features:**

### DDE terminal 520

The terminal is based on the Tandberg TDV1200/14 which is a VT220 compatible terminal with some extensions.

- Monochrome 14 inch CRT with white phosphor and overscan.
- 70 Hz refresh rate (non-interlaced).
- VT220 emulation.
- ISO 8859/1 character set.
- 6 pages of screen memory.
- VT320 keyboard layout.
- Very high ergonomics.
- Very low radiation.
- 16 PUSH keys.
- Built-in calculator, calendar and note pad.
- The terminal is as standard supplied with a height adjustable stand.

Stock numbers: 20005200 (Danish keyboard). 20005201 (USA keyboard).

VTI key option (23 new keytops to simulate an ASCII keyboard). Stock number: 20005220.

### DDE terminal 520g

The terminal is based on the Tandberg TDV1200/14 with graphics option and is a VT240 compatible terminal with some extensions.

- Monochrome 14 inch CRT with white phosphor and overscan.



- 70 Hz refresh rate (non-interlaced).
- VT220, ReGIS and Tek 4010/14 emulation.
- ISO 8859/1 character set.
- 6 pages of screen memory.
- VT320 keyboard layout.
- Very high ergonomics.
- Very low radiation.
- 16 PUSH keys.
- Built-in calculator, calendar and note pad.
- The terminal is as standard supplied with a height adjustable stand.

Stock numbers: 20105200 (Danish keyboard). 20105201 (USA keyboard).

VTI key option (23 new keytops to simulate an ASCII keyboard). Stock number: 20005220.

Mouse. Stock number: 20105210.

#### **DDE terminal 3000 (X terminal)**

The terminal is based on the Tandberg TDV6230.

- Monochrome 17 inch flat CRT with white phosphor and overscan.
- 78 Hz refresh rate (non-interlaced).
- A resolution of 1024 x 768 x 1.
- 87 DPI.
- TMS34010 50 MHz processor with 2 Mbyte RAM.
- X server version 11 release 4.
- The terminal executes the server code directly from RAM, and therefore it has to be booted from the Supermax.
- The terminal has an Ethernet module with an IEEE 802.3 10Base5 AUI interface and an IEEE 802.3 10Base2 transceiver.

- The terminal has, with the current software release, 23009 Xstones measured on a Supermax with 68030 25 MHz, NIOC running TCP/IP version 2.15c.
- Tandberg TDV 5010 PS/2 keyboard.
- Tandberg TDV 5001 mouse.
- Low radiation.
- The terminal is as standard supplied with a height adjustable stand.
- No fan.

Stock numbers: 20030000 (Danish keyboard). 20030001 (USA keyboard).

The DDE 3000 is also available with a security-lock feature. Stock numbers: 20130000 (Danish keyboard). 20130001 (USA keyboard).

DDE 3000 boot tape (X server code). Stock number: 40501999.

RAM upgrade 2 -> 4 Mbyte. Stock number: 20030010.

#### **DDE terminal 3010 (X terminal)**

The terminal is based on the NCD17c.

- Color 17 inch flat CRT.
- 70 Hz refresh rate (non-interlaced).
- A resolution of 1024 x 768 x 8.
- 85 DPI.
- 68020 20 MHz processor with 4 Mbyte RAM.
- Two custom graphics engines as coprocessors.
- X server version 11 release 4.
- The terminal executes the server code directly from RAM, and therefore it has to be booted from the Supermax.
- The terminal has an Ethernet module with an IEEE 802.3 10Base5 AUI interface and an

IEEE 802.3 10Base2 transceiver.

- The terminal has, with the current software release, 25787 Xstones measured on a Supermax with 68030 25 MHz, NIOC running TCP/IP version 2.15c.
- PS/2 keyboard (Cherry).
- A mouse is supplied as standard.
- No fan.

Stock numbers : 20030100 (Danish keyboard). 20030101 (USA keyboard).

DDE 3010 boot tape (X server code). Stock number: 40502999.

RAM upgrade 4 -> 8 Mbyte. Stock number: 20030110.

#### **DDE terminal 3020 (X terminal)**

The terminal is based on the NCD15b.

- Monochrome 15 inch flat CRT with white phosphor.
- 70 Hz refresh rate (non-interlaced).
- A resolution of 1024 x 800 x 1.
- 100 DPI.
- 68000 16 MHz processor with 2 Mbyte RAM.
- Multi-function graphics engine as a coprocessor.
- X Server version 11 release 4.
- The terminal executes the server code directly from RAM, and therefore it has to be booted from the Supermax.
- The terminal has an Ethernet module with an IEEE 802.3 10Base5 AUI interface and an IEEE 802.3 10Base2 transceiver.
- The terminal has, with the current software release, 13783 Xstones measured on a Supermax with 68030 25 MHz, NIOC running TCP/IP version 2.15c.
- PS/2 keyboard (Cherry).



- A mouse is supplied as standard.
- No fan.

Stock numbers: 20030200 (Danish keyboard). 20030201 (USA keyboard).

DDE 3020 boot tape (X server code). Stock number: 40500999.

RAM upgrade 2 -> 5 Mbyte. Stock number: 20030210.

For further information please read the data sheets or contact Ole Jensen, MUDV, ext. 267.

## DDE Euromax makes success on GRAFEX-91

*By Stig Forsberg*

GRAFEX -91 exhibition is a every 4 year periodical event covering the technological progress and the trends over the hole of the Scandinavian graphic industri. GRAFEX covers Newspapers and Commercial printing industri in general as well as the small local Type Setting Shop and Tradeprinter »on the corner«.

This time the exhibition took place in Stockholm during 22:nd to 26:th of January. There where almost 30.000 people visiting the combined exhibition and seminar event.

### Seminars teaching the market latest trends

Over four days was diffrent seminars given in the changes of attityd to both technical systems and organizations.

This well visited events learned the management and the employees of the industri about new ways of effective production flows.

»Modern technolgy implemented across the organisation will change the hole industry dramatically in a close future« was the main messages from this seminars.

Technically was a lot of state of the art products for pictures, color separation and page make up discussed with the audiens. The conclusion came down to »Technic components with impressive prestanda are aviable, but still there is no real working production system ready for industrial high flow and high quality production«.

### DEE Euromax teaching the market real production

The exhibition was taking a the biggest part of the intrest from the people comming to Stockholm. The people visiting was well informed about the needs of the industry and the possibel ways of solutions.

Maybe just becaouse of the qualified vistors to the DDE Euromax stand we made that succées as we had. There where many many vistors to us anques to learn about our systems. The standard UNIX based platform with database, SQL, Ethernet, communication knowledge and so fourth was well received.

Our total concept idéas with distributed page make up, ad handling and production control impressed as well as the functionality on single components as the workstation »EGW« for ad creation and production.

Or as one exited visitor expressed it: »Your systems seems to be adapted to the new organization and production philosophies already.«

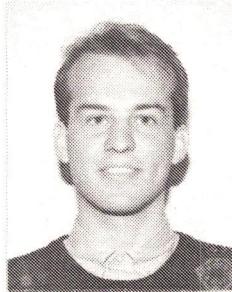
We had a very good and succéssfull exhibition with a lot of visitors and a lot of new prospects. The only drawback is now that it can be hard to do it even better the next time, but that is someting we tacle as an inspearing challenge.





# New Faces in February/March

By MC



Morten Vesterager  
CIM Department  
DDE-DK



Lars Kamper Bang  
Support Group  
DDE-DK



Iben Godtfredsen  
SA-Office  
DDE-DK



Vinni Olesen  
ADM  
DDE-DK



Tine Nielsen  
Canteen  
DDE-DK



Henrik Kjærsgaard  
E-CAD  
DDK-DK



Jette Hastrup Andersen  
Retail System  
DDE-DK



Mogens Henning Jensen  
Support Group  
DDE-DK



Birgitte Juncker  
Library Systems  
DDE-DK

## New Address in Malaysia

We wish to inform you that, with effect from today, we will be shifting our office to the following address:

DDE Asia/Pacific Representative Office  
13th Floor, Technology Resources Tower  
(Letter Box No. 29)  
161-B, Jalan Ampang  
50450 Kuala Lumpur.  
Tel Nos: 2622852  
Fax No: 2622855  
Tlx No: MA 32217 DDEKL

Any correspondence, kindly forward to the new address.

DDE Asia/Pacific Representative Office  
Lars E. Larsen/Anders Ansted

## Bottle Messages as a New Marketing Method?

»An offer of DKK 560,000 has been sent. The receiver is not known yet.«

(From a DDE meeting report)

## New Car Streamers

By MC

Now we are able to deliver car streamers in a new design. The streamers can be ordered by calling or writing Marianne/MC/425 in the Marketing Group.

The new design shows the dde dog jumping over dde and supermax.





## DDE Skiing Team

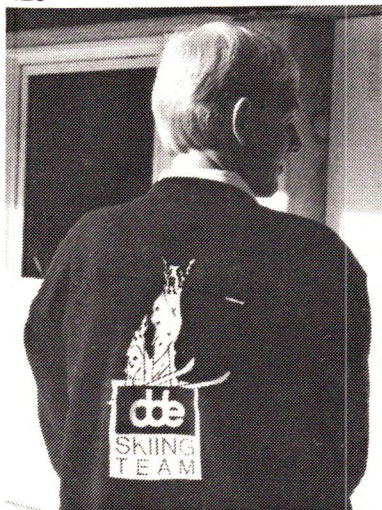
by Richard Müller

This is printed on the back of a new fancy sweatshirt, you are able to purchase to a reasonable price.

Are you going on ski vacation, you must wear such a sweatshirt. Have you already been skiing this year, you must have it as well, to tell that you have been skiing this winter. Are you going for a walk with your dog, the sweatshirt will prevent you from catching a cold. Are you looking for a present for your cousin, the sweatshirt is an obvious choice, even if your cousin doesn't ski. Anyway, the message is that there are no conditions in wearing or purchasing the sweatshirt.

The price for the red sweatshirt is DDK 195,-.

If you are interested, please contact Marianne Christensen/mc/425



P.S.

I forgot to mention, that you may turn the inside out of the sweatshirt, if you don't like the fancy printing on the back.

## New Documentation By PHP

- |  |                 |
|--|-----------------|
| <b>Accounting Utilities (ACCT)</b>               | <b>94300691</b> |
| Supermax Basic Utilities                         |                 |
| System V Reference Manual                        |                 |
| Section 1. Accounting Utilities                  |                 |
| Release 3.1, version 4.0                         |                 |
| Dansk Data Elektronik A/S and AT&T, January 1991 |                 |
| 28 pages   |                 |
| In English                                       |                 |
| <b>Supermax Overlay</b>                          | <b>94331500</b> |
| - Supermax Overlay Brugervejledning              | 94331510        |
| Version 1  |                 |
| Dansk Data Elektronik A/S, 1. november 1990      |                 |
| 40 pages   |                 |
| - Supermax Overlay Referencekort                 | 94331540        |
| Version 1  | (4 ex)          |
| Dansk Data Elektronik A/S, [1990]                |                 |
| Folder   |                 |
| <b>Supermax Regnskab</b>                         | <b>94510000</b> |
| - Driftsvejledning til Supermax Regnskab         |                 |
| - Funktionsbeskrivelse til Supermax Regnskab     |                 |
| UNIX System V, Version I3.V3                     |                 |
| Dansk Data Elektronik A/S, 05-NOV-90             |                 |
| 14 + 244 sider                                   |                 |
| <b>Supermax Virtual Terminal Interface</b>       | <b>94300451</b> |
| Second Edition                                   |                 |
| Dansk Data Elektronik A/S, January 1991          |                 |
| 92 pages   |                 |
| In English                                       |                 |
| <b>System V Interface Definition (SVID)</b>      | <b>94300001</b> |
| UNIX Software Operation                          |                 |
| Third edition                                    |                 |
| AT&T, cop. 1989                                  |                 |
| Volume 1 - 4                                     |                 |
| In English                                       |                 |

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### DDE News is strictly confidential.

Issued by  
DDE, Marketing Group:

Kim Elsass (KE)  
Arne Grønkjær (ARG)  
Pernille Harm Pedersen (PHP)  
Mogens Nielsen (MFN)  
Marianne Elsass (MC)

## Who is Bernhard?

By KE

He is the guy who founded a major Danish Daily Business Newspaper, Erhvervsbladet. He is also the Chairman, Managing Director, Chief Editor, as well as Major Shareholder of the Newspaper.

The reason for our special interest in Bernhard is that Erhvervsbladet elected DDE as 'Company of the Year', and presented us with a nice and interesting granite sculpture, called 'Bernard of the Year', at a celebration in the canteen in Herlev.

To mark the occasion, many DDE-employees were present, and there were speeches from Bernhard himself, our Minister of Education, Mr. Bertel Haarder, and not least a very humorous talk by the creator of the sculpture, Steen Jensen.

The reason why DDE was awarded the prize was primarily that we have proved that it is possible to be successful against stiff competition, often against tough odds.

On unveiling the work of art to Claus Erik, Mr. Bertel Haarder summed it all up very nicely, saying, 'If only Denmark had 100 companies like DDE, many of our problems would be non-existent'.

You can see the granite sculpture in the reception when visiting Herlev. The sculpture represents a Sct. Bernard dog (not a Great Dane) breaking through a copy of the newspaper.



The Minister of Education, Mr. Bertel Haarder and Claus Erik Christoffersen.



# The Winds of Change

As you all know, on March 12, DDE's Board of Directors informed the Danish Stock Exchange and the press that the results for the fiscal year 90/91 would not meet expectations stated in our half year report.

The reason why we chose to inform our surroundings at that time is that we want to maintain and further develop our image as an informative and very reliable company.

At the same time it was important for us to emphasize the fact that although the immediate financial results are not up to our usual high standards, our basic strategies for the future development of DDE are unchanged, and that they will prove their success again next year.

We could be accused of having overestimated the growth potential primarily on the European Market, and indeed we have expanded very strongly in Europe at a time when our competitors have reduced their activities.

The Gulf War did nothing to improve the situation, causing major delays in order flow and deliveries.

However, it is due to the investments in the internationalization programme that we look towards 91/92 with the greatest optimism, an optimism founded in recent signs of market penetration for several solutions in the European market place. Euromax, E-CAD and Library Systems are but three solutions from which we expect substantial international growth in our aggressive budget for next year.

On the brink of the new Fiscal Year, the organization is now trimmed to meet the demands of the future. The mix of front office and back office staff has been changed in favour of the front office staff close to the customers. New employees in internationally orientated selling positions have been hired, and more will follow. Thus during the next twelve months the total number of employees for the group will show a healthy and very controlled growth.

The recent important extension of the responsibilities of the Directors, to give maximum attention to the overall development in the subsidiaries, is yet another sign that we really mean international business.

In the current and future markets it seems that the only constant will be rapid change. For a flexible and aggressive company this is an opportunity rather than a threat. DDE is a young company still learning how to exploit changing markets, and how to steer the ship in changing waters. We all have a devotion to succeed, and must accept and learn how to tackle the winds of change in markets as well as in DDE's infrastructure.

It is the firm belief of the Directors that by the end of next April, we will look back at this year's results as a minor setback in an ongoing success story. We look forward to an exciting year with many challenges and lots of orders.

**Good Luck!**

**Claus Erik Christoffersen**

## DDE Skurup

In the last number of DDE News we brought an article about DDE Sweden with a photo of the people in Stockholm. Unfortunately we forgot the DDE people in Skurup, which we are very sorry about. So here it is.

From left to right, Sune Davidson and Per Viklund.





# DDE joins VIEWlogic Systems' PCB Design Alliance.

*Edited Press Release*

DDE and Viewlogic Systems, Inc., announced at the CeBIT exhibition in Hannover in March that DDE will be joining Viewlogic's PCB Design Alliance (PDQ). This combination of DDE, Denmark's leading supplier of computer solutions, and Viewlogic of CAE software, gives the electronics industry a partnership that can offer a complete design environment. The agreement enables us to offer a fully integrated Supermax CIM-concept.

Through the terms of the agreement we will market, sell and support Viewlogic's Workview computer aided engineering (CAE) tools. In the United Kingdom this activity will be marketed by Cadniques Limited of Reading, our UK distributor of Supermax E-CAD products.

This agreement allows us to provide our customers with a one vendor solution to their electronic

design needs from a European supplier.

At the same time, it allows us to continue focussing on what we do best. After 15 years of experience in the European E-CAD market with tools that have been tested in our own design environment, this agreement creates a powerful range of product tested tools.

In addition to the overall strength of the combined tools, both companies have strongly mixed analog/digital (A/D) capabilities. Viewlogic provides the industry with the most powerful mixed mode simulation environment, taking advantage of its 28 state digital logic simulator and industry standard SPICE simulators such as HSpice and PSpice.

This mixed A/D environment complements DDE's mixed A/D and hybrid layout tools.

Viewlogic Systems, Inc., markets the Workview Series, advanced CAE tools for complex system, ASIC and analog designs. Workview runs on all popular hardware including the Supermax. Workview provides a framework for integrating proprietary and third-party CAE/CAD tools into a single system.

Viewlogic leads the EDA industry in support of VHDL and EDIF standards. Founded in 1984, Viewlogic is a privately held corporation with representatives in 40 locations worldwide. Viewlogic Europe, BV., a subsidiary of Viewlogic Systems, Inc., has its headquarters at Basingstoke, in England. Viewlogic has an installed base of 8,000 units.

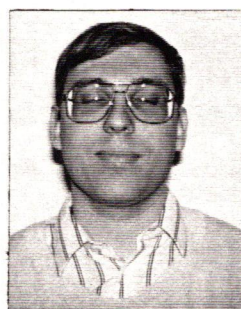
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## New Faces in March/April

*By MC*



Peter Lassen  
Library Systems  
DDE-DK



Anders Chandler  
Local Government  
DDE-DK



Inge Brewer  
E-CAD Department  
DDE-DK



Flemming Petersen  
E-CAD Department  
DDE-DK



Jan H. Larsen  
Service Department  
DDE-SPAIN





# Product News

*Edited by PHP*

## New Mail System on Supermax

In the version of Basic Utilities to be released around May 1st 1991, the mail system will be based on the Sendmail mail router, which is state-of-the-art in this area.

The program gives you a lot of new possibilities in configuring the mail network. The system also supports the use of new media for mail transfer within or out of your local network.

As a new feature, mail may now be exchanged via SupermaxTCP over an Ethernet. This facility gives the sender complete control of the mail delivery until the letter is put into the mailbox on the receiver's host. This SMTP protocol (as it is called) is supported by many manufacturers, also by computers not running a UNIX operating system. Thus, these computer types may be integrated in your mail network for fast and reliable mail exchange.

The new mail system will also (combined with some additional communication products) make it possible to exchange mail with IBM hosts via SNADS and with hosts connected to the ISO standard X.400 mail network.

The system, of course, still supports local mail exchange on a Supermax and, via uucp connections, mail exchange with other Supermaxes or other (UNIX) computers.

The new mail system also supports a similar system, which makes the addressing of users on other hosts easier and allows you to define lists of users who may be addressed collectively.

You have the possibility of making your own programs for receiving mail, automatical answering, registration of letters in databases, etc. You may redirect mail or define groups of people or programs, who are to receive copies of your mail.

For further information please contact Flemming Lau, BP, ext. 366.

## Pie Charts

Supermax Graph is a program used for graphical presentation of data. The program consists of three parts:

- Interactive user interface.
- Command file interpreter.
- Diagram file interpreter.

The command and diagram file interpreters are used when users want to make programs, whose data are to be shown graphically. In version 2.0 of Supermax Graph, these interpreters have been extended with commands for the generation of pie charts.

It is possible to explode (emphasize!) pie pieces/segments in the pie charts and the pie charts can be shown in these ways:

- Outlines of the segments.
- Different hatching/shading of the segments.

- Different colouring of the segments.

As standard the pie chart segments may be supplied with text. The text may be followed by the size in per cent or the actual value.

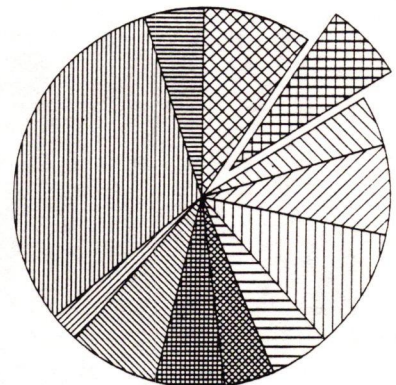
The charts can be included in Supermax Text documents or edited in Supermax Draw. Future versions of Supermax Spreadsheet and SQL\*Calc Graph Interface will also support the pie chart facilities.

Stock number: 33120000.

For further information please contact Jens Michael Bisgaard, KKS, ext. 307.

## New Module for the IPC Computer

The IPC 6710 CPU II module is a new, enhanced CPU and memory module for the IPC process control computer. The module now implements a complete controller on a single board requiring only one (or more) I/O boards to make a process computer.



*(Continued)*

The controller is based on a Hitachi 64180 CPU, and the board includes 256k RAM with battery back-up, up to 512k bank switched EPROM, up to 32k EEPROM, real time clock, two communication ports (RS232, one optional RS485), watchdog, timers, MMU, DMA, IPC bus interface, user mode for normal process control execution and a special system mode for supervisor programs, embedded test and debugging facilities plus an extended I/O addressing scheme.

This results in a substantial increase in performance over the previous CPU board and enables us to heavily outperform conventional PLC controllers on both computing power and memory capabilities.

For further information please contact Allan Petersen, MUDV, ext. 221.

## Solution News

*Edited by PHP*

### New Partner in Spain

DDE has started cooperation with CYCMA, a Spanish company resident in San Sebastian, which is going to sell accounting solutions and tailor-made applications on Supermax computers to medium-size companies.

CYCMA is operating in San Sebastian, Barcelona, Madrid, Vigo, Zaragoza and Sevilla.

The DDE contact person is Juan Manuel Lopez.

### HotelData

On April 1st, 1991, DDE decided to stop selling solutions to the hotel business. The cooperation with Nordic Team, which has developed the system, has not turned out to be successful.

## Unix and Mini-computers

*By PHP*

Datapro Reports on International UNIX Systems is a reference book with comprehensive reports about a lot of current subjects from the UNIX world, both in the hardware and software field.

Datapro Reports on Minicomputers (in three volumes) is a similar reference book with reports on supermini computer systems and descriptions of many specific systems.

These books, containing a lot of competitor information, are published by Datapro International and they are monthly updated.

Interested persons are welcome to take a look at the relevant articles from them. You can contact me on ext. 377.

## DDE Great Britain

*By MC*

In DDE News no. 1 we wrote about DDE GB and we also showed a photo of the people at the office. Unfortunately we forgot to mention their names. Therefore here it is again.

From left to right (back row), Terry McGinnie, Jerome Smith, Jane Bowes, Simon Thomson.

From left to right (front row), Mark Jobson and John Mason.



\*\*\*



# DDE's New Sponsorship

By MFN

In February this year we said good bye to »The Supermax Ladies«, Regitze Siggard and Ulla Jensen, our two rowing girls - world champions in their double sculler »Supermax Lady« in Tasmania in 1990. The girls have decided to continue their studies and stop rowing. Regitze and Ulla culminated their career with the world championship after having won gold in the Danish, Scandinavian and European championships. Two excellent representatives for Denmark and for DDE.

Now we have started a new sponsorship - not on the water but instead on the fairways and greens. Maybe you have already guessed, that we are talking about golf.

We have signed a main sponsor

contract with Asserbo Golf Club (AGC). AGC is situated in Northern Sealand. (Sealand is the island on which the Danish capital Copenhagen and DDE's headquarters are situated.)

AGC's first team is playing in the Danish

second division - far away from a world championship but has an intention to join the first division very soon - by means from DDE. Big ambitions for the team, but some of the young talents have also ambitions for their individual career - they would like to join the All-Denmark team and of course they dream of the Danish championship. We are sure that those young golfers will continue the rowing girls' fine representation for DDE - good luck.



# Scanvægt heading for open systems

By KE

The most advanced manufacturer of weighing and sorting equipment of Northern Europe signs up with DDE for a Supermax CIM system (CIM = Computer Integrated Manufacturing).

The Hi-Tech company, Scanvægt A/S in Aarhus has decided to abandon the closed proprietary computing world to join forces with DDE into a new world of open information systems with a Supermax CIM system.

Scanvægt A/S is the largest manufacturer in Northern Europe of weighing and sorting equipment and has specialized in systems for data accumulation and output control for the food industry. Scanvægt A/S has now grown out of the existing system, and instead of attempting to expand the current IBM Mapics installation, the company decided to switch to the long term strategy of open systems.

- We firmly believe that open systems based on UNIX will become a force in near future. It provides us with a better control tool, a higher degree of flexibility and a more efficient production flow, says managing Director Erik Steffensen, Scanvægt A/S, about the background for this strategy change.

- When we position our data and weighing systems as being the most advanced, and based on the most recent technology, our own equipment has to be the latest as well.

Furthermore, our employees are all well-informed about state-of-art computer technology, and make demands on system development, explains Erik Steffensen.

## Thorough Selection

This spring DDE is going to implement the Supermax CIM system which is based on the 4th generation tool - Oracle. It is going to be the core of the growing information system of Scanvægt and will handle material requirement planning and control as well as the entire production. Included and integrated are also financial systems as well as wages and employees' systems.

- A supplier of such a vital part of the company's information flow as well as planning and control, is more like a partner than a supplier, and we have been very thorough in our selection of the vendor,« says Erik Steffensen. In competition with many of the substantial companies in this area like IBM and Hewlett Packard, DDE has secured the deal after a final round in which the users have tested the systems in a workshop environment. - The Supermax system came out with flying colours - reports Lars Kyed, sales and market manager for the CIM-group.

Another point in our favour, was Scanvægt's emphasis on obtaining ISO 9001 quality certification. Supermax CIM handles the quality management aspects necessary to obtain certification.

## Synergy at Work

- When two companies like ours form this type of technological partnership it will quite naturally lead to a mutual exchange of knowledge and know how. The resulting synergy effect will give us an advantage on our respective markets.

For DDE it is of special interest, of course, to get an order for a control system to such a qualified and demanding user. At the same time Scanvægt's choice of the open strategy supports our own belief that the users in the 'nineties will make demands for open systems.

Congratulations to Torben Mikkelsen in Aarhus, Lars Kyed and the rest of the CIM team.



*Weighing out and registration of products from cutting.*



## E-CAD's Benefit from CeBIT '91.

Outside Scandinavia, the E-CAD Department can count the largest number of customers, amounting to 10, in Germany.

This fact and the intention to employ an E-CAD Salesteam in Germany from the beginning of the new business year 91/92 led to our very enthusiastic preparation of CeBIT '91.

Very soon it appeared that the whole stand in Hall 1 with an area of 135 sqm was available for the E-CAD solution, in addition to which only the new »Optical Archiving« solution was represented.

CeBIT is the greatest EDP exhibition in the world with more than 500,000 visitors. The period 13th to 20th of March was the deadline for completing our contract negotiations with the American supplier of CAE-tools (Computer Aided Engineering) VIEWlogic Systems, Inc.

You could not find a more suitable time to publish our new solution: »A Designer's Environment« - Could you?

Together with VIEWlogic we invited the trade press in Sweden, Denmark, Germany, Austria, Switzerland, France and England to a press conference taking place on the 13th of March.

To emphasize the importance and our expectations of this co-operation, both for DDE and for VIEWlogic, the European President of VIEWlogic, Mr. Kanti Purohit and Claus Erik Christoffersen were present at this press conference.

Before the Exhibition we sent 250 invitations by direct mail to electro-technical companies. We had many visitors at our stand, and could have needed some more DDE employees there.

We had 75 enquiries, of which 10 were for specific quotations. Besides, we were contacted by several dealer prospects, among others one from India. They have already paid us a visit here in Denmark.

The conclusion is that the E-CAD group is very satisfied with the benefit of the CeBIT Exhibition. Our sales team has a good base to start from in the efforts to achieve our sales turnover in Germany.

We can only recommend other DDE solutions to participate next year. The DDE stand is very attractive and well situated in Hall 1 at the greatest European Fair. Could it be better for a company with Europe as its home market?

See you next CeBIT year!

Gitte Tvedeskov DDE - E-CAD



### New employee in the E-CAD department in DDE- Italy

By GTV

In the E-CAD department we welcome Robert Mortensen as our area sales manager in DDE-Italy. Robert started on April 22, in Copenhagen. It is the plan that Robert the first couple of months will work from Copenhagen. During this period Robert will be trained in our solution and at the same time get to know the DDE-house here in Copenhagen.

# DDE Wins Public Relations Award

By KE

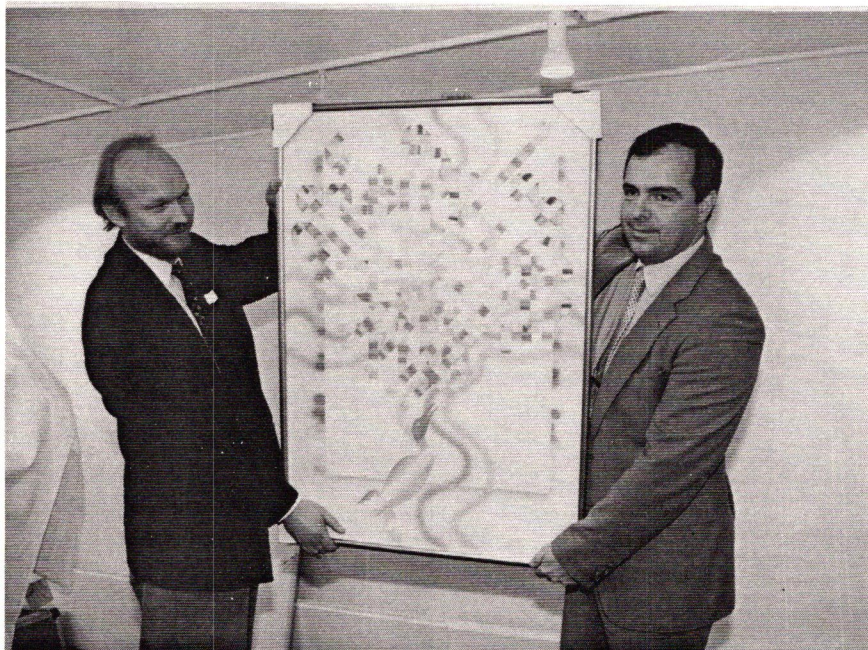
This year has seen a significant change in DDE's domestic marketing strategy from massive advertising in national daily newspapers to conscious utilization of the media by the placing of press releases, background stories as well as various comments on the industry from Claus Erik.

The efforts of improving the quality and quantity of our PR-activities have not been unnoticed of the Danish Public Relations Federation. Last month, they presented their annual prizes at a large celebration reception, and on behalf of DDE, Claus Erik was the happy recipient of the PR- diploma for DDE's high level of general

public relations, and especially the excellent achievement in the field of investor relations.

We aim to continue the positive trend in our PR-efforts, as we are convinced that creative and conscious use of PR is the single most important ingredient in DDE's marketing program. If you have a good story worth communicating to the masses, - please don't hesitate telling us.

\*\*\*



*Peter Birgens from the association of Public Relations Companies and Claus Erik Christoffersen holding the PR-Price.*

## What is the resemblance between Einstein and DDE?

By KE

The correct answer is:

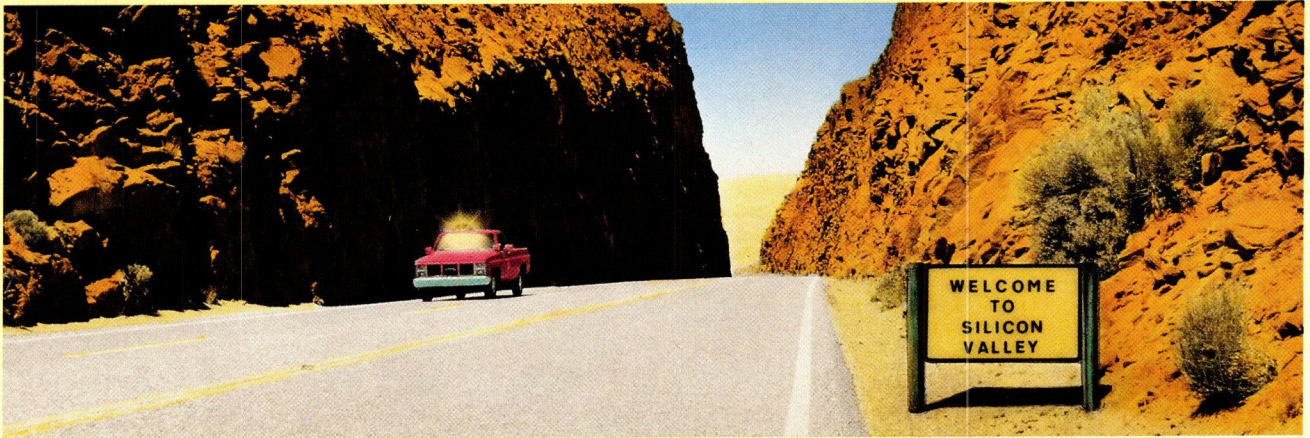
'Neither was born in Silicon Valley'

Don't be confused, this is the message of our international advertisement which will appear in the inflight magazines 'Scanorama' (SAS) and 'Sphere' (Sabena) in May.

The main theme of the ad is that although Einstein wasn't born in Silicon Valley he wasn't altogether stupid. DDE wasn't born in the Valley either, so maybe our computer solutions might just be worth learning about. Compared to its rivals, DDE is a very small supplier, but maybe there are some superior grey cells in the skulls of DDE-employees that make up for the lack of size of the company?

Please take a close look at the attached colour ad and also read the copy. If YOU were a decisionmaker on the verge of forming your information system strategy, would YOU fill in the coupon and send it to us?

Get your prospects in a SAS or Sabena plane during May or June and let's spread the message.



# We weren't born in Silicon Valley. Neither was Einstein...

The geniuses of this world are few and far between. Their special abilities recognise no international boundaries and can change the perspective of the whole world. A long way from Silicon Valley.

From our base in Europe, we serve the world as one of the very few full-service computer companies in existence. We create the software ourselves. We design the hardware ourselves. And we build our Supermax computers ourselves. To meet the most demanding international standards.

Despite our youth as a company, DDE is already represented in over 20 countries. Our tailor-made software and superb hardware produces newspapers in Norway, deals in futures in Spain and educates technical students in Belgium. As

we said, genius recognises no international boundaries. Einstein was way ahead of his time. So were we 8 years ago, when we made the decision to use the UNIX® operating system to get the most out of our powerful Supermax computers. Silicon Valley recently had the same good idea.

DDE does not just produce hardware and software. We produce a rational solution to a specific set

of problems. A solution that is comprehensive, flexible and that grows with your company.

That philosophy was born a long way from Silicon Valley. And has crossed international boundaries with the same ease as you are doing at this moment.

The concept is an open system for an open Europe.

If you would like to hear more about DDE's ideas for computer systems of tomorrow, mail the coupon to us today.

Name: \_\_\_\_\_

Position: \_\_\_\_\_

Company: \_\_\_\_\_

Address: \_\_\_\_\_

Post/Zipcode: \_\_\_\_\_ Country: \_\_\_\_\_

Tel. No.: \_\_\_\_\_



**Head Office: Dansk Data Elektronik A/S.**  
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Tel.: (+45) 42 84 50 11. Fax.: (+45) 42 84 52 20.

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### DDE News is strictly confidential.

Issued by  
DDE, Marketing Group:

Kim Elsass (KE)  
Arne Grønkjær (ARG)  
Pernille Harm Pedersen (PHP)  
Mogens Nielsen (MFN)  
Marianne Elsass (MC)

## Clear the Front Page- DDE leads the Pack!

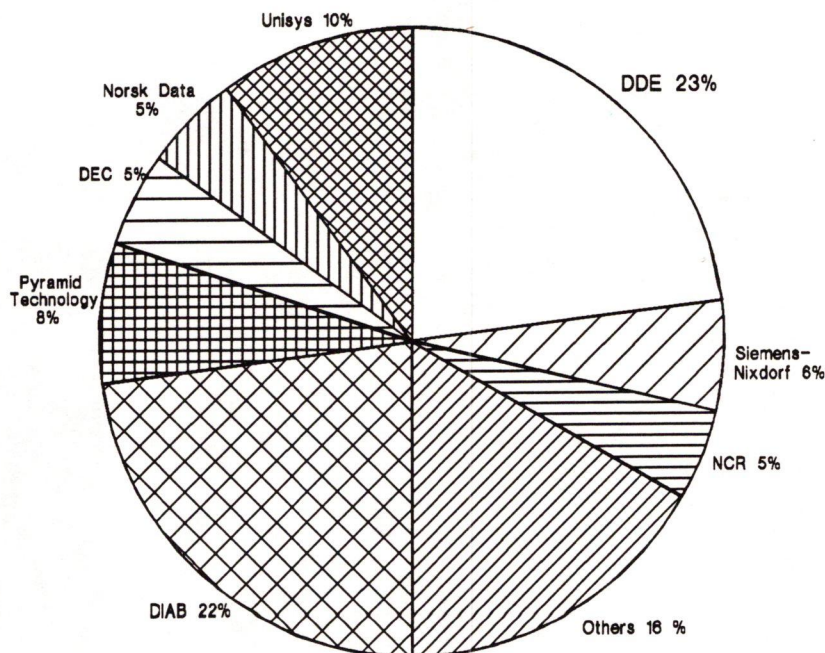
By KE

**Just two minutes before deadline, we received the fresh figures from the still wet IDC Nordic Unix market report.**

The next issue of DDE-News will include a summary of the extensive report but we couldn't wait to give you an appetizer, in the shape of a pie, or what we in Denmark call a custard pie or layer cake ('lagkage').

The contents of the pie is indeed impressive. As you can see, DDE occupies the enviable position as the no. 1 slice, relating to the installed base of medium-scale Unix systems in the whole Nordic area. Medium-scale systems are defined as having from 33 to 128 users, and this of course is the area where DDE is strongest. If you look at the same pie-chart in twelve months time, updated with new figures, you will see a decline in DDE's market share. Is this a bad sign?

No, it is just a sign that DDE was the first serious player in the Unix ballgame, and that DDE has more Unix experience than any of our competitors. To attempt to maintain such extremely high market shares in limited markets for a company of DDE's size would be costly and hazardous. Instead, we are investing in international markets where 1-5% market share is a major achievement. Remember to get this message to your prospects! If they continue to ask nasty questions you could ask them a question: 'Where is a giant like Hewlett-Packard in this show?' Luckily you also have the answer, 'They don't even deserve a place of their own, they are in the slice carrying the humiliating label, 'others'.







# DDE Italia

By GRO

DDE Italia is located in Cinisello Balsamo, in the industrial area around Milan. The Company was setup in February 1990, has started the activity in a small executive office and moved to the new premises and started the official activity in November 1990. Euromax has been the first concept in Italy and very soon it will be followed by E-CAD. The Euromax concept has been proposed into the Italian graphic market to all market segments: newspapers, magazines and commercials.

Up to now we have been successful in:

- magazines with a large installation at Famiglia Cristiana (one of the most popular magazines in Italy with a circulation of more than one million copies).
- commercial printers with installations at Monograf - Bologna (Entry Level System) for book-setting and small magazines and at Cromographic - Milan (Entry Level System Expanded) for magazines and Service typesetting with Postscript Typesetter.

There is also one installation at Editografica - Bologna for book setting and service typesetting, made before the establishing of DDE Italia.

DDE Italia consists of 5 people:  
 Remo Maccaferri - Euromax Business Unit Manager  
 Roberto Lanzani - Sales  
 Mauro Antonelli - Support and Application  
 Grazia Romanoni - Administration  
 John Pedersen - Service

**Remo Maccaferri** has been in the typesetting market since 1972 and has grown several experiences in newspaper system projects (5 years) and sales support (7 years).

**Roberto Lanzani** has 25 years' experience in the graphic field with colour scanner systems and as salesman in typesetting during the last 15 years.

**Mauro Antonelli** has been working in typesetting as operator and as manager of a typesetting department in a large book publishing house.

**Grazia Romanoni** built her background from previous experiences in the computer industry.

**John Erik Pedersen** has been with DDE since 1984 and has been allocated to Italy for Hardware and Service Support.

In Italy the graphic market has been a continuously growing one since the very beginning of typesetting. More than 60% of the Italian market is located in the Milan area and Lombardia, the surrounding region. Competition is very strong, and the hardest job is to make DDE's name known and make the Euromax philosophy accepted as the winning system for the nineties. Our installations are just starting now to be our best advertising agent and our most efficient public relations office.

The Euromax is recognized as one of the best available products; European roots are a plus against American products and the Italian staff in credited high credibility and reputation.

All this does not mean it will be easy, but we can assure you that we will work very hard to make DDE a successful company here in Italy.



# Product News

Edited by PHP

## Supermax Dual Hosted Disks

This feature in the Supermax operating system is developed on request from the Euromax concept. The Euromax people needed a system, that was able to ensure, that the power down time of a Supermax during a system crash was minimized to a few minutes. Furthermore, the users should be able to continue their work on the same data as before the system crash. The system is now installed at several Euromax sites. However, the system is not limited to work with the Euromax solution concept - it is a general purpose system to be used with any solution.

The purpose of dual hosted disks is to use two Supermax computers as a fault resistant system. Normally, the two systems run separately, but in case of a system crash in one of the systems, the users are able to connect to the other Supermax computer. Since the user's data are situated on hard disks, these disks must be able to connect to both Supermax

computers. This is known as »dual hosted disks«.

The operating system is unable to handle two systems running on one file system. To overcome this problem, each physical disk is owned by one DIOC3. If the system owning the disk crashes, the other system is able to take over the ownership of the disk. When the systems are rebooted, the original owner of the disk is able to run on the disk again.

### Example of a configuration

Dual hosted disks are able to run as single disks, mirrored disks or disk subsystems.

Since the purpose of dual hosted disks is to obtain a fault resistant system, a normal configuration uses mirrored disks or a disk subsystem. A typical configuration consists of two Supermax computers, each system equipped with a DIOC3, and a disk cabinet with four disk drives. These four disk drives are used as two pairs of

mirrored disks, one owned by the first system, and the other owned by the second system.

For further information please contact Jørgen Uldall Petersen, ext. 297.

## SQL\*Forms 3.0

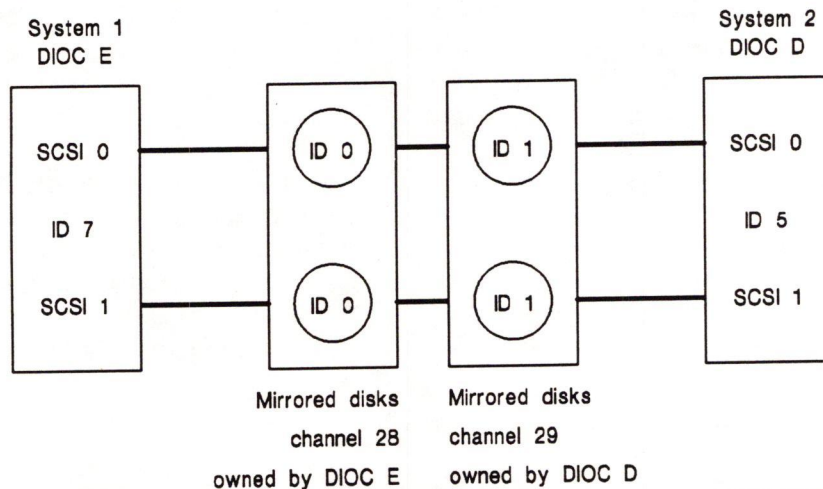
The new SQL\*Forms version 3.0 from Oracle Corporation is now available from DDE. This version offers major facility enhancements over version 2.3. Some of these enhancements are described below.

### Reduced Design Time

The actual time used to design and test an SQL\*Forms application will be reduced significantly, because the default application development can use 'constraints' already hooked on the base tables in the Data Dictionary and, therefore, can generate a number of forms triggers automatically.

The interface of SQL\*Forms to create, maintain and review the forms objects has been restructured to allow fast access to any object in the form. SQL\*Forms also allows the designer to store often used objects in a library, from where they may be pulled whenever needed. This feature highly reduces the time used for the re-development, re-typing and re-testing of existing facilities.

(Continued)





The '.inp' file is now readable and fully documented, making maintenance and inspection much easier.

### **Strong Integration with SQL\*Menu, SQL\*Plus and PL/SQL**

SQL\*Forms may be linked together with SQL\*Menu and SQL\*Plus to avoid: unnecessary logging in and out, net traffic overhead and extra process starts. SQL\*Menu features may also be used from SQL\*Forms, reducing the complexity of the individual form.

PL/SQL is used in the V3 triggers to regain control over complex triggers and to get rid of some of the user-exits.

### **New Features in the Designed Forms**

The designer may use a number of new features to present a faster and better looking application to the customer. Using popup windows, field editor for all kinds of fields (also LONG fields), field masks (read: easy date handling), dynamic field attribute settings, plus a number of new macros and functions to allow the designer to put more facilities into the forms.

### **Easy Migration from SQL\*Forms Version 2.3**

Forms written in version 2.3 may easily be converted to version 3.0. The triggers from version 2.3 will become V2 triggers in version 3.0, and some of them may be rewritten manually as V3 triggers using PL/SQL.

### **Memory Requirements**

As more facilities are built into SQL\*Forms, an increase of

memory used for the actual code and data should be expected. Some of your user-exits may on the other hand be removed.

Transforming some of the SQL statements into PL/SQL may also result in memory savings.

### **Languages and Versions**

SQL\*Forms 3.0 and SQL\*Menu 5.0 support Danish messages and will support Dutch, Finnish, French, German, Italian, Norwegian, Spanish and Swedish in a short while.

The current versions are: SQL\*Forms 3.0.15, SQL\*Menu 5.0.10, SQL\*Plus 3.0.8, PL/SQL 1.0.32 and the ORACLE Kernel 6.0.30.

For further technical information please contact Martin Jensen, ext. 439. A number of interesting technical comments may also be found in 'Supermax ORACLE 6.0 Hints', version 1.7, from May 21, 1991.

---

## **System V Release 4**

**The current Supermax Operating System is based on UNIX System V Release 3. In the future we shall move to System V Release 4 (SVR4), which offers a number of new features.**

### **ABI**

The most important single new feature of SVR4 is undoubtedly the definition of a set of binary standards.

In the PC world people can go to their local computer shop and buy a software package. When they load it on their PC, it will normally execute immediately without any problems. In the UNIX world this has so far not been possible. It has not been possible to move executable programs from a computer made by company X to a computer made by company Y. This problem is being addressed in SVR4.

A set of so-called ABIs (Applications' Binary Interfaces) are now defined. These standards specify the format of executable files for a given CPU type. This means that a program running on one computer that supports the ABI will also run on another one, provided that the underlying CPU is the same.

It is, of course, not possible to execute code for, say, a Motorola 68030 CPU on, for example, a MIPS R3000 CPU. Therefore, there is not one ABI but several - one for each CPU type.

### **Dynamic Linking**

Dynamic linking is another new feature of SVR4. The principle behind dynamic linking is that the linking of a program to its execution library is deferred until the program is executed. This offers two important advantages at the cost of a slightly slower program startup time:

First, it is possible to replace an execution library without having to re-link the program. In this manner an error corrected in an execution library will immediately propagate to all the programs that use this library.

*(Continued)*

Second, execution libraries code is shared between processes executing on a CPU. Today, processes A and B only share code if they are instances of the same program. In SVR4, processes A and B will always share the code of the standard C library, resulting in better use of disk and memory space.

### Other Features

A number of other features are introduced:

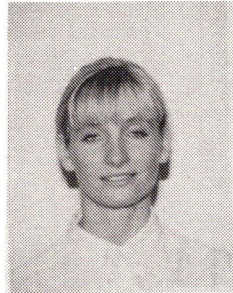
- The mechanism used for the internationalization of programs has been improved.
- It will be easier to debug programs.
- The terminal driver has been rewritten to run on the STREAMS mechanism, resulting in greater versatility of the driver.

For further information please contact Claus Tøndering, ext. 289.

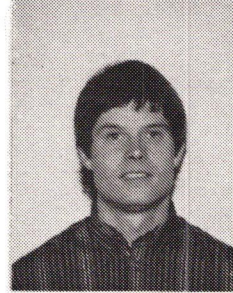


## New Faces in May/June

By MC



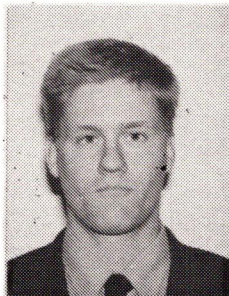
Lotte Kromann  
Central Government  
DDE-DK



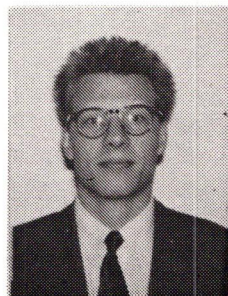
Morten Forchhammer  
Central Government  
DDE-DK



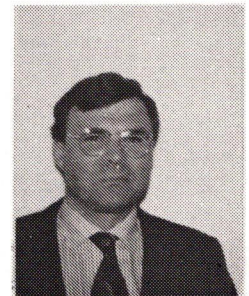
Karsten Meyer  
E-CAD  
DDE-DK



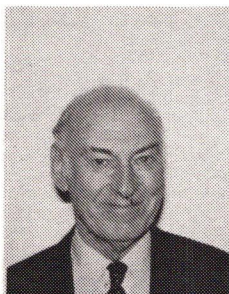
Robert Mortensen  
E-CAD  
DDE-DK



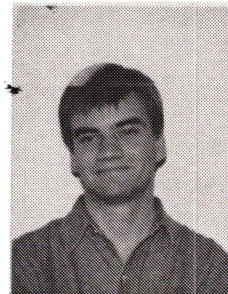
Olaf Grønvaldt  
E-CAD  
DDE-DK



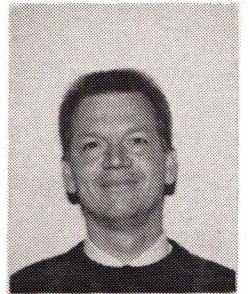
John Robbert  
IBD  
DDK-DK



Erik Fischer  
Adm.  
DDE-DK



Stefan Meisner  
Basicware  
DDE-DK



Søren Henriksen  
CAD/CAM  
DDE-DK



# Organization News

By PHP

## Basic Development

**Recently, the DDE departments for basic hardware and software development have been reorganized, and the strategy and procedures in connection with product releases have been changed.**

### New Departments

The former Departments for System Software, Office & Communications Systems and Research & Development have been mixed and re-formed into these three new departments: Basicware, Basic Tools and Basic Applications.

The new department managers are: Freddy Lykke (Basicware), Henrik Skjolding (Basic Tools) and Mikael Rasmussen (Basic Applications).

As Product Development Controller, Anne Brix Christiansen is the leader of the development strategy and co-ordination group, which will also comprehend sales strategies.

The departments and the co-ordination group are referring to Deputy Managing Dir. Bo Öhrström.

### Platforms - Not Products

Regarding product responsibility and product quality, a new era has just begun in DDE.

In the »old days«, the single product was in focus, and quality was depending on the individual product developer.

In the 80'ies, we started focusing on product families, but the inter-connection between these was somewhat neglected.

After the reorganization of Basic Development (BD), DDE will bring PRODUCT PLATFORMS into focus - not single products or product families.

In future, BD will release integrated product platforms (consisting of both hardware and software), which the solution concepts can base their solutions on.

The new department managers emphasize that this change in release strategy and procedures demands mental adjustments in the whole DDE organization, and that this new way of conceiving the product range will be important for our future success on the export market.

\*\*\*

## DDE joins the Object Management Group

By Per Bech Hansen

DDE has recently become a member of the Object Management Group. OMG is an international non-profit organization founded to promote object-oriented technology.

It consists of systems vendors, software houses and end-users and is likely to play an important role in shaping the technologies that will be used in the nineties for the integration and management of applications.

Our membership will provide inputs to our development plans, and in some cases it may also have a marketing value.

It is my intention to distribute a commented summary of what we receive from OMG on an irregular basis via e-mail. Please mail me (pbh), if you want to get on the mailing-list.

Per Bech Hansen, BNA (Basic Networking Applications), ext. 240.

## Strictly Confidential!

DDE News is an internal magazine. It is published with the intention of keeping all DDE employees informed on various subjects. Obviously, you are welcome to utilize your knowledge where relevant, **but you are NOT supposed to copy articles for external use, unless you have been given the permission from the authors.**

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### DDE News is strictly confidential.

Issued by  
DDE, Marketing Group:

Kim Elsass (KE)  
Arne Grønkjær (ARG)  
Pernille Harm Pedersen (PHP)  
Mogens Nielsen (MFN)  
Marianne Elsass (MC)

## Greetings from DDE-Germany

By Karsten Meyer

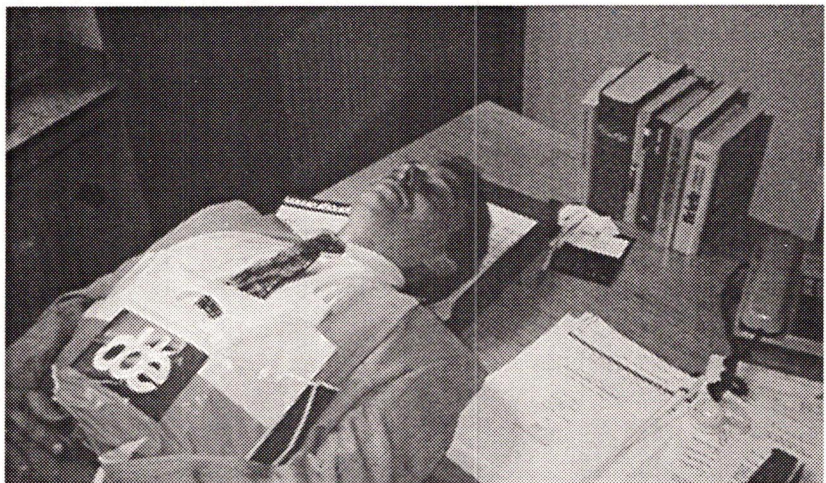
I'll put it to you straight - I'm overweight. In earlier days I used to gain a few pounds every winter and then lose them again in the spring. Unfortunately it has not been so the last couple of years, at least not as far as the spring part is concerned. Anyway, at a point I simply had to face the fact that suit-wise the point of explosion was by far passed, and I was forced to invest in a new wardrobe.

Consequently, I had two wardrobes: one that fitted me, and one which enabled me to pull up my pants to a point somewhere between my knees and my hips before they got stuck.

By the way, I've been a DDE employee since June 1, 1991, and I'm in charge of working up and heading our activities in Germany. Some time before I was employed, I had to realize that the problems I was having with my clothes weren't due to sudden shrinkage of my clothes, sudden shrinking of

my legs or other disturbances in my hormones but to a consumption of food out of which was by far out of proportion seen in relation to the exercise I was getting. It is possible to deal with problems like that. Since then I've been on a strict diet - and actually it helps. Week by week I can observe how the power consumption of my electronic scales is decreasing, and that's great.

As you all know, the Jülich office situated between Cologne and Aachen opened two weeks ago on July 1. However, just about a month before I left for Germany I ran into some trouble because I had lost so much weight causing me to end up between two wardrobes - volume-wise. At the same time I was very busy getting to know the products as well as the company, visiting German costumers, and planning a future which I only partly knew. Apart from getting them clean, I can adjust the size of shirts and sweaters in my



Now and then I sleep at night

(continued)



washing machine, i.e. only into smaller sizes. This trick is done by giving the clothes a thorough wash at a nice, high temperature. It does, however, not work on pants or suits as practical tests have shown that not only do they tend to become thinner but they grow shorter as well, actually, some pants only get shorter. I can inform you that dieting don't make you lose height, only weight.

It is a known fact that the E-CAD people are well-dressed - with Gitte as the avantgarde. Consequently, I had to purchase new suits and other stuff, all in accordance with the German choice of colors which is perhaps best described by comparing it to that of southern travelling guides. Due to the above- mentioned working pressure prior to my departure, the purchases were made in the very last moment, and as I am still despite my diet somewhat on the voluminous side, the pants had to be shortened just a teeny bit. Actually I experienced the tremendous thrill of finding out that several of the pants and one of the suits fitted without alterations.

However, the rapture didn't get a chance to last long as the stupid shop assistant put it to me loud and clear: "Well, these makes are extremely short-legged". If I hadn't been such a nice guy - and I am a nice guy - I would have punched him right there in the shop; but then they would have gotten the impression that I was not unmarked by this guy's remarks. Anyway, I really got back at him when he asked me whether I wanted cuffs on my pants. As I couldn't really make up my mind, he wanted to help me and said

with a barely concealed pride in his voice: "Take a look at my pants, they have cuffs". Then I really got him. I pointed at his pants and said in a voice twice as loud as the one he'd been using: "No way, I don't want to look like that". This made him very sad and I had to tell him that it was merely a slip of the tongue. He never really returned to his good old self, though.

Tough, but the rest of the pants had to be shortened, and the tailor couldn't make it before I had to drive to Jülich on June. It all ended up with me paying the postage and the shop promising to forward the pants to my private address in Jülich. So far, so good.

while I'm camping out in a partly organized room in my house which is crowded with painters etc. and is not expected to be finished until September including the bathrooms, so when I need to use the little boys' room I have to drive to the office. The story about the day after the day I had had too much fresh fruit I'll save for some other time.

If only the customers hadn't been so damned interested in what's happening now, life would have been much easier. In the beginning I had planned to visit and say Guten Tag to two customers a day, but no, German customers are a pain in the neck because they



I really miss walking my dogs.

To begin with I forgot everything about pants when I first started down here, as I was extremely busy organizing my office, talking with the authorities, interviewing German applicants, visiting existing customers, and working out details of my above-mentioned plan which could now be somewhat more definite. And mean-

come prepared with everyone involved, from the top guy to the daily leader of the CAD department, and with long lists of questions. Some have even had the nerve to ask for a quotation for our stuff and twice somebody wanted something straight away. Consequently, every meeting lasts at least a whole day, down here



people don't drink as much coffee as they do in Denmark so at night, hungering for coffee, I have had to revise my plans. I'm telling you, it's rough - why can't those Germans behave like normal customers with whom you have to negotiate for a long time, await decisions and comparisons with the competition. If I hadn't had Olaf and Inge (OGR,IBR) to help me out, I don't know what I should have done.

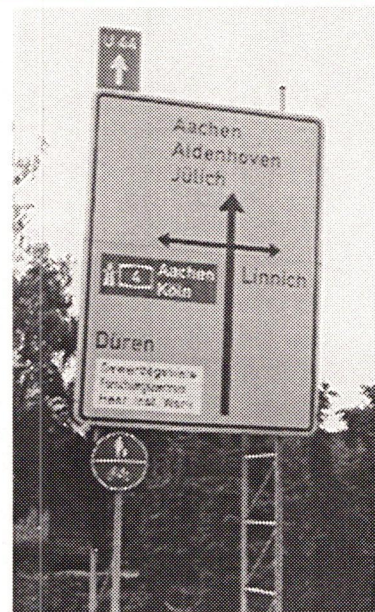
And now there are even more of them, the Germans I mean, and many of the customers won't wait as nicely and quietly as they are supposed to, they just start planning the opening of branches in the new Bundesländer (member states). And don't you go on thinking that this is where it ends - forget it, they are also dead-set on getting us involved in the whole thing - I'm telling you, it seems sort of unnatural to me.

Then on Wednesday when I had just recovered from Gitte's two-day visit (a kind of jet lag) and in the first free moment since my employment, I almost considered having lunch but then I remembered my four pairs of pants. They should have arrived a long time ago. Therefore, I called the clothing company but as it also sometimes happens when I call Herlev, nobody answered the phone even though I let it ring forever. Nobody does a thing like that to me and gets away with it, so I set the General (the mother of my maybe children) on them. To her they swore that the pants had been forwarded on July 1. So I got hold of the post office where I couldn't get any information on the phone due to the "Datenschutzgesetz". My inquiry as to the purpose of the

"information" remained unanswered. Those Germans are pretty good at keeping a straight face.

When I came home late that night there was a small postal note for me. A package had arrived from Denmark but as I had failed to be home in order to pay the 28 Mark fee, the package had not been delivered. Fee, I thought and even went as far as swearing loudly in my thoughts, something I'd normally never do. 28 Marks - that's about 110 Kroner, and I had paid 65 Kroner in postage, so it was probably a surcharge because the idiotic clothing company in Copenhagen hadn't put on enough stamps even though they had taken their own sweet time weighing the pants in order to find out how much I had to pay. 28 Marks - now I was really upset and shook my fist in a north-north eastern direction. Should I call Anders, my lawyer in Copenhagen? The pants could not possibly have become heavier after having been shortened! Nope, I'd pay the bill and send it to the company adding the 2.40 Marks in stamps - i.e. DEM 30.40 up front.

In Germany you have to be very fast when dealing with the authorities, Town Hall ect. close at 12:00 hours sharp. The post office, however, is open as late as until 3 p.m. but is closed for lunch - as are most shops - between 12.30 and 2.00 p.m. Consequently, I showed up at the post office quite early and was one of the first to be let in after the drapes had been drawn at the speed of a snail and the doors slowly opened. I went to the counter to get my package and said teasingly - me and my big mouth - while paying the 28 Marks



Jülich is not Düsseldorf - contrary to the rumours.

that I had heard a rumour that German mail is not distributed from day to day. Now that was a serious mistake, the money-package transaction stopped completely and the post officer started a long speech on the distribution of the area's mail. He got out a map showing me how all Jülich mail is sent to a pre-sorting in Düren in order to be sent on to Aachen or Cologne, depending on its' destination. This means that a letter sent from Jülich to another Jülich address has to go through Düren and Cologne before it is sent back to Düren and then finally delivered in Jülich. Meanwhile people were lining up behind me and I completely refrained from speaking my mind when the official made one final comment on how fast the postal system actually worked considering how far the letter had travelled. From that point of view you could also say that the high postal rates in Germany are in fact low.

I'll never tease a German post official again. At least not when I'm busy.

*(continued)*





Leaving the counter, I casually asked what the amount covered just to have some sort of closing remark. "It's VAT we have been ordered to collect". VAT - now I got upset all over again, it wasn't the people in Copenhagen but German bureaucracy that was giving me a hard time. I wanted my 28 Marks back but no matter what arguments I used, my pants had been unwrapped, classified as a foreign purchase with an estimated value of 200 Marks. If I was displeased, I could contact the customs authorities, and since I needed to speak to them anyway I stalked out of the post office to my car. I should perhaps mention that at that time the temperature was about 36 degrees C and probably twice as much in my black car which had been parked there so long that I had to hurry in order to make it to the customs authorities. A bar of chocolate had melted and become so thin that it had left the wrapping and destroyed - among other things - some maps which I needed to find my way around Germany.

On the windshield there was a little note. Handbills, I thought and got out of the car to remove it. They talk so much about the environment and at the same time they put all kinds of advertising junk under the windshield wipers. Who said anything about having double standards. It was, however, a funny looking handbill with lots of writing on one half and on the left half it said: Verwarnungs-Nummer = 03.064680.0/2619. It was a parking ticket because the meter had run out long time before the post official had gotten to the description of the initial pre-sorting of the letters in Düren.

While driving down to the customs authorities I tried to hum "Always look on the bright side of life" but I just couldn't remember the tune. I did actually knock before I went in. An elderly gentleman moved a little and looked at me over his glasses. I explained I was an EC citizen who was caught in the German machinery. Without as much as turning a hair he told me that these things were handled by his young colleague next door. I went in and started up by saying "Sie sind der Gauner" (meaning something like You, Sir, are the crook) because you have to be polite down here. Completely unimpressed he answered that he was not, he was only the chief executive of the customs authorities. Then I told him my sad story and how the customs authorities had severely bruised my few remaining illusions about the EC and the Inner Market. Then he smiled for the first time and said that if I really believed that the Inner Market would ever come true I was even more stupid than he already thought I was. The undertone of his remark was sort of alarming. Well, after giving me a long song and dance he admitted to a "irrtümliche Abfertigung zum freien Verkehr". Great, I thought, now he's going to give me my money. I'm probably a bit naïve because first it had to be formally acknowledged which is done by me writing to Hauptzollamt Aachen-Nord, Sachgebiet Abfertigung. He was going to call Frau Lutz, though, and tell her that it was o.k. Now I felt something was happening and I was just about to ask when I could have my 28 Marks. But then he said that Frau Lutz would forward the official acknowledgement of the error and enclose a request for payment of the

amount which I would then receive at a later stage. I was speechless and just about to leave when he said (in German): "Stop, we haven't finished yet, because now the error is corrected but the pants have still not been correctly imported into Germany". Then he produced another formula with three double pages (VSF Z 08 03 Abs 1 - N-I 741 626 88) called "Zollantrag und Zollanmeldung für die Abfertigung von Übersiedlungsgut zur Freigutverwertung". My heart was beating fast as I realized I was in over my head in this pants matter, and he went on: "and since the pants are now illegally in Germany you should bring them with you the next time you go to Denmark so that you can import them correctly", all this time he looked very sinister.

I drove silently back to my office where the work was piling up. For a long time I didn't even talk to myself but then I had an idea which cheered me up again; you can only fight the system by using the system itself. Now I was creative.

Today I put on my illegal pants and felt very brave. That was the first move. Theoretically, the pants are not in Germany before they had been imported correctly and unless somebody had taken a picture of them no one can know. Then I went to the post office and paid 11 Marks which is one Mark more than my parking ticket. I didn't use the postal check which was attached to the parking ticket and which stated the Verwarnungsnummer but in stead I used a bank check transferring the amount directly to the account of the "Stadtsdirektor" in Kreissparkasse Jülich (of which the woman

*(continued)*

post official strangely informed me) without stating the Verwarungsnummer but only my name and border plate number and written in danish that it covers a parking ticket and then finally the date. In this way I have created problems for at least three different authorities. The Stadtdirektor won't be able to account for the 11 Marks, the Ordnungsamt will know - when they have managed to get a translation into German - that the 11 Marks concern the payment of a parking ticket but they won't know where the money comes from and the department in town hall now take up proceedings against an unknown person. You see, all authorities are bound by the "Data Protection Act" which does not allow them to exchange pieces of information. When they have worked out the connection the worst problem I have actually caused them is the extra Mark I paid. According to German law it cannot be written off, nor can it be used for other purposes. There has to be an account and the owner must be found regardless of the costs. The way I see it, I'll either go to jail for this or one day I'll receive a postal check for 1 Mark. It will all happen in a year or so at the earliest and only after the authorities have wasted hundreds of hours of work. I, on my part, have only paid my ticket plus a little extra. Oh, that sweet taste of revenge.

This story is not a unique example of German bureaucracy - EVERYTHING involving the authorities works this way, and I have told people at home in Denmark what we are up against down here. Formulas, formulas, endorsements, weird authorities and slow ways of



Sorry - still no mail from DDE

working, and all information has to be repeated every time because of the Data Protection Act.

Will I ever enjoy the privilege of wearing my pants legally? Will I be writing from jail the next time. What else is happening in the German DDE-division? Why are there so many confused people running around Dürener Straße? Why does the DDE make the post go bananas? Did the telephone operator at the office turn up his toes? Does the Ordnungsamt like disorder? Why do we have only very intelligent customers. What does the DDE dog mean to us and what's it's dog shits got to do with it? Is my diet working? Why is DDE getting rich on being in Germany. Why do I drive around with a RE streamer? How did I make Gitte be quiet for 28 minutes and 21 seconds? This and much more I'll tell you about the next time I send you greetings from Germany.

*One of the heavy weights of the business.*

\*\*\*

## Euromax-Sweden

by DRH

Jan Ahlgren - a well-known person in the business - has started at DDE Euromax the 17th of June 1991. Jan Ahlgren is going to strengthen the sales organization which is one step in the planned progress of building up the Swedish market.

Jan Ahlgren has among others worked as a freelance consultant, been Sales Manager at Mälarda and has contributed to built up ND Comtec in Sweden.

In connection with Jan Ahlgren starting up in Sweden the responsibility of Berndt Gustafsson has been extended not only to include Sales in Sweden but also all the other markets of DDE Euromax.

As International Sales Manager, Berndt Gustafsson will split his time between Sweden and the head office in Vejle, but is going to live in Vejle though.



## DDE (NZ) Ltd.

*By all the staff in DDE New Zealand*

The beginnings of DDE in New Zealand can be traced back to a market survey initiated by GMI-data. Clive Martis had been working with them in Håstrup and Vejle for several years. On his return to New Zealand it was seen to be the perfect opportunity to take "a little piece of Denmark" home (are there any big pieces???).

The market seemed to indicate we had the "right product at the right time", so early 1989 saw the arrival of demonstration equipment, and the gradual establishment of a formal company structure. That is really another way of saying that the business moved out of the kitchen and into a small office located on the second floor of an old building in Palmerston North.

At the end of a freezing cold Winter, and after nearly falling down the narrow staircase while carrying a Supermax "Vertical", Clive decided it was time to move again. The next stop was a two storey building, ground floor access, with office space rented to several "owner operator" companies, one of which was run by Carol Watts, whom you will meet later.

At this time (November 1989) negotiations were in hand with our first major prospect. They were looking serious, so it was decided that DDE should try to do the same. We formally registered DDE(NZ)Ltd. as a company, and set it up with a share capital of NZ\$20,000 (DKr.70,000).

Independent Newspapers Limited



The DDE headquarters in New Zealand

became the first customer in December that year.

To cope with this initial order for six systems, we needed staff. Over the Christmas period Kevin Bisset and Martin Oyston were employed. They had about a week in the office to organise themselves and then went directly to Denmark for product training.

Martin likes to recount his initiation to this company as stepping of the plane on his return, and into a training course later that day. That level of activity continued most of the way through 1990. No doubt his previous occupation as schoolteacher prepared him to be ready for anything. Certainly his most frequent reply was "no problem".

Kevin had responsibility for all hardware and non applications software. He had his work cut out. UNIX and uucp failed to permanently damage him, though a long involvement with the famous A3 Panasonic laser printers nearly did!

Carol Watts' own business was to provide accounting services to small enterprises around the Palmerston North region. It was convenient to contract out much of the financial administration to her at this time, since she was in the same building. Jette Pedersen was also employed for a year to run the office. She provided the atmosphere of an established company, when for much of the time most of the staff were away at installations or on sales trips.

At the end of 1990 it became clear that we needed to focus our attention more on sales than on existing commitments. Cliff Norton was employed from Atex (Australia) to break into some new business. Cliff left immediately for Denmark for product training, then on the the IFRA exhibition in Barcelona.

Mark Nansett was employed at the same time as Cliff. He drew the short straw and got the job as Service Manager. We needed organising as there were few procedures in place and many activities were

*(continued)*

crisis oriented, rather than planned and considered. Mark had a strong background in service, having run his own service business contracted to NZ Telecom.

Early in 1991, Carol moved from being a part-time employee to full-time. She has closed down her own business (though still appearing occasionally late at night with armfuls of accounts).

DDE in New Zealand now conforms completely to the subsidiary structure. We are six people, three departments, but one team.

Since April 1991, we have been waiting for other concepts to join us here in New Zealand, so far none have risen to the challenge, though several have come to visit...

New Zealand has a 'clean green' image, with more sheep than people and lots of wide open spaces. However these open spaces, mean that the travelling time to reach our closest customer is a mere two hours, and the furthest away is over eight hours (on a good day); the equivalent of driving from Vejle to Austria. In winter, when snow falls close the main highway, the alternate routes add several hours to the driving time. So there is very little chance of being home in time for the evening meal, as Kevin knows only too well.

### **Euromax:**

The market for sales of graphic systems has been relatively depressed in Australia and New Zealand over the last year. So is the economy generally. It could be



Martin Oyston, Clive Martis, Jette Pedersen, Mark Nansett, Carol Watts, Cliff Norton and Kevin Bisset

said that we have not lost a sale yet - but nobody has made one on the other hand.

The "sales drought" was broken recently by Cliff selling a small system to a community newspaper in Hawera. It was an interesting time as all vendors were keen to take this one. Apple Computers tried especially hard reducing their price by more than 50%!

Fortunately, our prospects can spot a bad fruit when they see one, and we took the sale. What followed was perhaps even more remarkable. With a highly motivated team, we put together a system from demonstration equipment. The planning, installation and training took place in record time.

The Hawera Star began to produce the newspaper on Euromax after one day of training, and the site has been operating problem free since.

What for the future?

Driven by the need to expand sales opportunities, we have extended our sales activities to Australia. (Over four hours flying time away) DDE A/S have a commitment to open an office there to support Euromax sites, and other business units that may become established.

### **Staff Photo:**

Our team consists of:

Clive Martis, the Euromax concept manager. Expectant father and home handyman of considerable experience. He has attempted to introduce new hours to the work day in an effort to overcome the time difference between NZ and Europe. Unlike the rest of the team in NZ he is saving his energy for running when he is older.

Cliff Norton, Euromax salesman since October 1990. He relocated his family from Australia to NZ when he joined DDE, but now he finds that he is spending more of his time across the Tasman chasing sales prospects in Australia. He is a keen runner and willingly admits that he is not as fast as Mark. Cliff has the ability to survive on one meal per day, but he is not finding many converts among the rest of the staff, to his eating routines.

Martin Oyston, Euromax software support and training expert. And Class-AD tester of immense experience. His talents extend from the writing of pen portraits in the form of book reviews and to being Carol's Contract Bridge partner in two-handed bridge games at lunchtime. (We need 2 more players, any volunteers?) His exper-

*(continued)*



ience with computers, prior to DDE, can be described as a bit of a fruit bowl, consisting of apples and apricots.

Mark Nansett, Service department manager. Yet another home handyman who has been known to come to work with paint on his hands, but not on his hair as some others do. He is no snail when it comes to running, with a time of 2 hours 44 minutes for the marathon.

Kevin Bisset, Sled Dog Racing enthusiast, administrator of Sled Dog Sport, sled builder and breeder of Siberian Huskies. The only member of the staff who is ecstatic when it is snowing, who does on the odd occasion, when it's warm, do a bit of work for the company as Hardware Engineer. But only during the day, as at night he is known to do a bit of star gazing.

Carol Watts, the accountant in

charge of Administration, who reluctantly inherited the tasks previously performed by Jette, namely, receptionist, telephone answering, messenger and general organiser. In the past, her organisational skills introduced some visiting Danes to the thrills of flying in small, non-instrument, aircraft and enabled them to experience the frustration of being weather bound due to low cloud. She loudly voices her displeasure, when she finds that there is no milk in the fridge after she has poured her coffee.

The photograph was taken at the time of our farewell to Jette Pedersen prior to her return home to Denmark. We all enjoyed having her here as part of our team, and were sorry to see her go. To ensure that she didn't forget us too soon, Martin presented her with a series of pen portraits in the form of book reviews.

*Press Release*

## Hawera Star choose Euromax

### live production after only one day of training

The Hawera Star, an independent Newspapers Ltd Subsidiary based on the West Coast of the North Island of New Zealand just completed the installation of a DDE Euromax System.

The system includes a Compact, DDE 450 terminals, an EGW and a 600dpi output device.

Anne McLaughlin, General Manager of the paper said "We chose DDE, after visiting another DDE site in the area, because the system was a newspaper system, designed to produce newspapers, by newspaper knowledgeable

people and not, as was the case with other offerings by a bunch of programmers exercising their creative talents".

Anne's faith in DDE was well justified as the people at the Hawera Star turned off their old system after one day's training.

The Hawera Star is the seventh INL Newspaper to install a DDE System which adds credence to the old adage "If You sell a system once you may have been a good salesman or got lucky, but to sell it again means you have kept your word".

## New appointments in E-CAD - Spain

*By GTV*

As from July 1, 1991, *Agustin Cullrell Montero* (Regional Sales Manager) and *Mikel Garay* (Sales Support Engineer) are employed in E-CAD, Spain.

Both Agustin and Mikel have attended courses in Denmark. Agustin did a two-week sales course, and Mikel a three-week products course including VIEWLogic training.

Agustin and Katrine Dybdahl (KDY) have divided the Spanish market between them. At this stage they have visited several customers, and activities are expected to continue with renewed force in early September after the Spanish summer holiday season.

E-CAD has high hopes for the development of the Spanish market.

## Open Systems Video

*by KE*

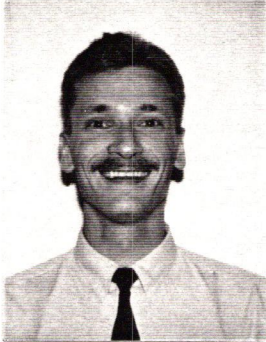
If any of you are interested in the open systems seminar with Dr. De Backer, you are welcome to contact 'M', and we will supply you with a VHS copy of the video from the seminar.

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# New Faces in July/August

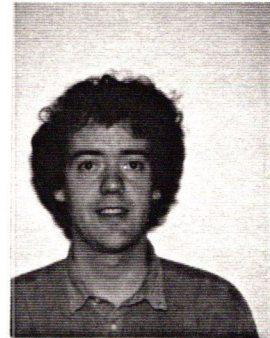
By KAR



Henrik Krøis  
Administration  
DDE-DK



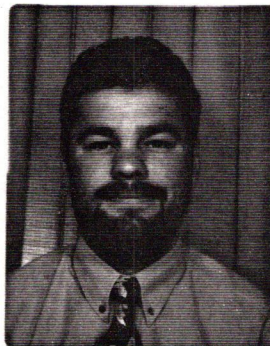
Jeannette Pedersen  
Service Region  
DDE-DK



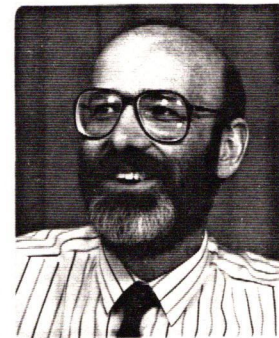
Kai Damgaard  
Support-Apex  
DDE-DK



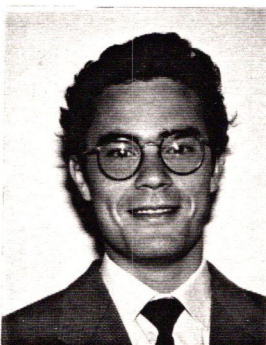
Paul Horseman  
DDE-Great Britain Ltd.



Mark Rendle  
DDE-Great Britain Ltd.



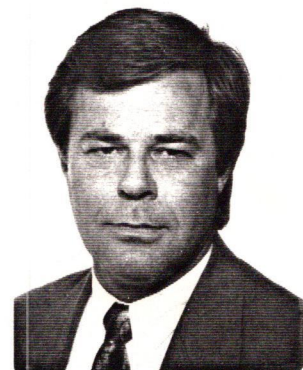
David Hollobon  
DDE-Great Britain Ltd.



Mikel Garay  
E-CAD DDE-Spain



Augustin Cullell Montero  
E-CAD DDE-Spain



Jan Ahlgren  
Euromax-Sweden

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**Appendix:**  
Copy of presentation slides

### DDE News is strictly confidential.

Issued by  
DDE, Marketing Group:

Kim Elsass (KE)  
Pernille Harm Pedersen (PHP)  
Mogens Nielsen (MFN)  
Karin Jørgensen (Kar)

## Successful launch of new Supermax Server

By ke

October 22nd was an important date for DDE. It was the day chosen to show our customers, selected prospects, and the press that DDE is healthy and very much alive, and indeed able to bounce back from the adverse effects of sluggish markets.

Instead of just staging a traditional press conference and customer meeting, we had chosen, in view of the not so positive and not so correct recent write-ups in certain Danish media about the state and future of DDE, to bring in outsiders as well to tell their story of DDE. Much effort from many people at Head Office was put into turning this day into a success, and judging from customer reactions and newspaper articles, - we managed.

Claus Erik opened the meetings by explaining DDE's product strategy 'Road Map', past present and future, and unveiling the brand new 'Supermax Multiserver' platform.

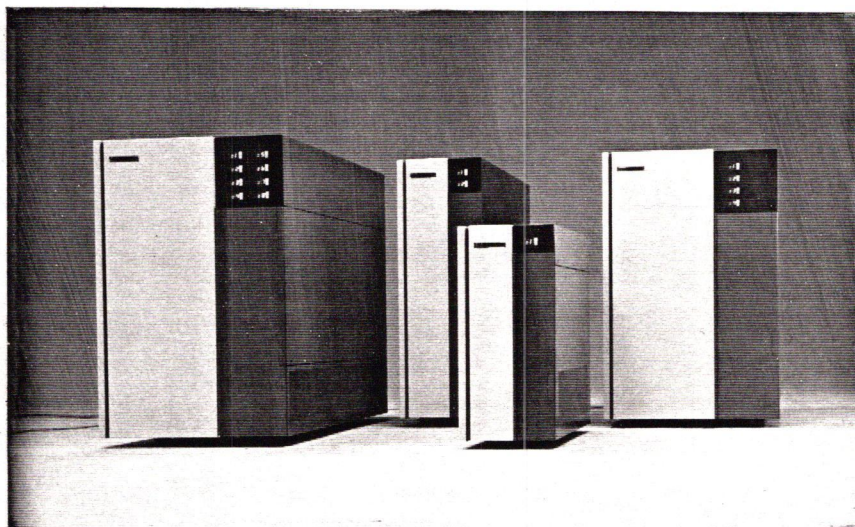
The outsiders were Gartner Group consultants who presented their

findings from a study of DDE's technological, organizational and market platform. The high-esteemed consultancy group was impressed with DDE's future potential, and the message was well received by the audience.

To add extra spice and credit, we brought in the largest DDE-reference customer, namely the PTT, and Mr. Poul Fischer of the PTT gave DDE good reviews.

Concluding the event, the canteen provided our guests with a tasty and very popular 'Haute Cuisine' buffet.

You will find a copy of Claus Erik's presentation as appendix to this issue of DDE-News.





# DDE Solutions

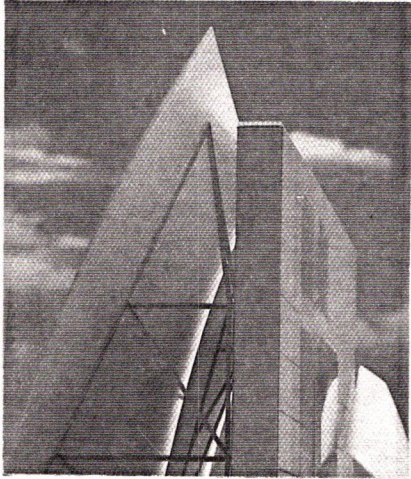
By PHP

<u>DIR.</u>	<u>DEP. MAN.</u>	<u>DEPARTMENTS / SOLUTIONS</u>	<u>SALES RESP.</u>	<u>PROD. RESP.</u>
CEC	STC	<b>Euromax</b> * Euromax Grafiske Systemer / <i>Euromax Publishing Management and Production System</i>	JRO BEG	MR
BÖ	BR	<b>CIM (Computer Integrated Manufacturing)</b> * Industrielle Løsninger / <i>Industrial Systems</i> * Tekniske Løsninger / <i>Technical Systems</i> * Detail / <i>Retail System</i>	LAK LAK STH	STM NBA STH
FVN	AJE	<b>Kommunal Sektor / Local Government</b> * Kommunaløsninger / <i>Local Government Systems</i> (incl. Teknik & Miljø / <i>Environmental Systems</i> ) * Bibliotekssystemer / <i>Library Systems</i>	CHA BSG	CHA BSG
FVN	BDA	<b>International Computer Systems Sales</b> * ICS (System Integration, Projects, VARs) * Iberia (Projects, VARs) * Asia/Pacific (System Integration, Projects, VARs)	BDA AD TSA	- - -
FVN	TBC	<b>PTT</b> * Post, Tele & Transport * Kundeløsninger / <i>Turnkey Solutions</i>	SGT TJ	SGT TJ
FVN	JES	<b>Statslig Sektor / Central Government</b> * Forvaltningens Integrerede KontorSystem / <i>Integrated Office Systems for Public Administration</i>	JES	JES
SVS	VBL	<b>APEX</b> * Lægesystem / <i>System for General Practitioners</i>	VBL	VBL
SVS	GTV	<b>E-CAD / EDA (Electronic Design Automation)</b> * Integreret "designer's environment" til elektronik-industrien; Elektronisk CAD/CAE / <i>Integrated "designer's environment" for the electronics industry; Electronic CAD/CAE</i>	GTV	FPE
SVS	EKR	<b>Undervisningssektoren / Education Systems</b> * Undervisnings- og Forskningsystemer / <i>Education and Science Systems</i> * Studieadministration / <i>Education Management System</i>	EKR EKR	AGB FE
OL	IB	<b>Kursusafdeling / Education &amp; Training Center</b> * Kurser / <i>Education and Training</i>	IB	IB



## A royal farewell to the Danish pavilion bound for EXPO'92 - the Universal Exposition in Sevilla 1992

By mfn



EXPO'92 aspires to be the first truly Universal Exposition, not only for its theme, but also for the variety and number of participants and visitors. Furthermore, the integration of culture and entertainment in the Exposition space and the dynamic conception - both scenic and audio-visual - of the pavilions will allow its worldwide diffusion by television.

This model will transform the traditional exposition model, which was based on direct visits, into a worldwide communications event without losing the value of the 'live' experience.

EXPO'92 thus aims to revitalize the nineteenth century model, adopting it to the satellite age, and to promote an synthesis of the cultural and technological dimensions of modern man. EXPO'92 is not a commercial exhibition.

Denmark and DDE participate in this exciting event in Sevilla in Spain from April to October next

year. 110 countries, 23 international organizations and 17 Spanish regions will show the world 'The Age of Discoveries'. About 20 million visitors are expected during the 6 months. The opening day is April 20, the 500 anniversary of Columbus' discovery of America.

DDE is proud to be one among 15 large Danish companies sponsoring the strengthen of Denmark's international profile and image. 'Vision Denmark' is the name the National Committee has given this ambitious project and the Danish pavilion radiates really visions from its peculiar and beautiful architecture.

The Danish pavilion, designed by the architect Jan Søndergård, has

been praised to the sky, and it is already sold to Japan after the exposition next year. The pavilion has 8 floors and includes 32 big characteristic glasfibre sails on which one of the largest AV-shows ever produced in the world will be displayed. The pavilion is based in a 15 cm deep water area as a big floating sailing ship where the tall building seems like a mast, and furthermore water will run down over the sails so that the pavilion will appear like a cool oasis in the hot Spanish climate.

The building was packed in 24 containers with prefabricated complete room elements plus the 32 glasfibre sails and loaded on board the m/s 'Blue Sky' in the harbour of Århus a sunny and



Vice Mayor Olaf Christensen



stormy day in August. The Danish crown prince Frederik 'launched' the pavilion after speeches by the chairman for the National Committee Steen Langebæk, the architect Jan Søndergaard and Århus' vice mayor Olaf Christensen. The famous entertainer Finn Nørbygaard diverted with a very enjoyable entertainment, and the event ended with a buffet.

M/S 'Blue Sky' left Århus bound for Sevilla through the Kieler canal, and the pavilion is now already unshipped, and a team of Danish workers are busy with the construction in the southern Spain.

Further information about EXPO'92 and the Danish pavilion will follow in coming ddeNews.

#### By the way...

you too can make an effort to profile DDE as an official sponsor of EXPO'92. We have made two kinds of nice stickers - one for use in Denmark and one for international use. You can put them on yours letters, envelopes, brochures etc.

The stickers are here shown in black and white, but they are printed in colours of course. Please contact Karin (kar) in the Marketing group to get the stickers.

EXPO'92 Sevilla  
Universal Exposition  
VISION  
DANMARK  
Official Sponsor



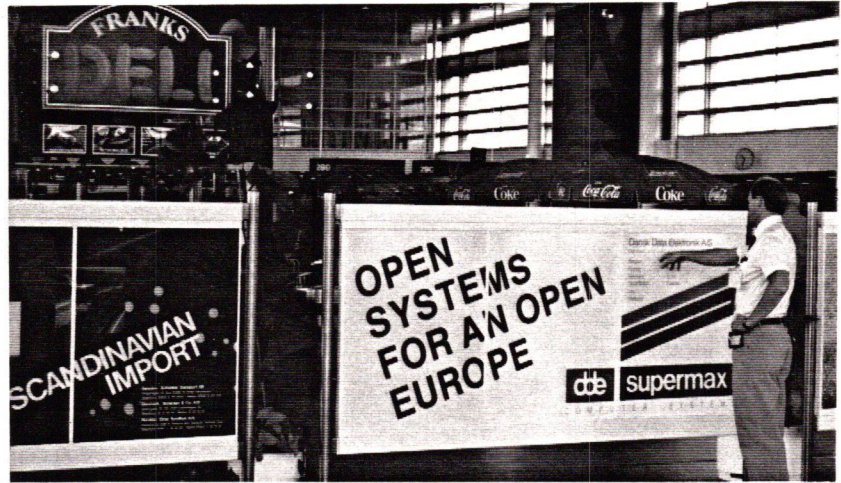
-Danish

EXPO'92  
SEVILLA

Official Sponsor  
of the Danish Pavilion

-International

## DDE welcomes 10 million people



DDE Supermax meets its clients from the open Europe and the entire world in Copenhagen international airport - Scandinavian's junction and the fifth-largest airport in Europe. In the two most busy gates B and C in the airport DDE displays the slogan 'Open

Systems for an open Europe' in big illuminated signs.

From August and one year ahead 10 million people will notice us, and we tell them that we are in Belgium, France, Germany, Great Britain, Italy, Malaysia, New Zealand, Norway, Spain and Sweden too.

## Euromax - Organizational news

To continuously strengthen DDE's position and visibility in the graphic market, and to ensure Euromax Business Units fulfilment of qualitative and quantitative goals, the following organizational changes have been made, efficient from the 1st of October 1991:

**Mr Steen Clausen (STC)** has the over all sales and marketing responsibility for Euromax Business Unit. Beside this Mr Clausen has also the over all responsibility for all the DDE subsidiaries, in his position as Deputy Director of DDE International Operations.

The sales and marketing coordination has been moved to HQ in Herlev and divided into two areas.

**Mr Berndt Gustafsson (BEG)** is responsible for "Area North": Norway, Sweden, United Kingdom and New Zealand.

**Mr John Robbert (JRO)** is responsible for "Area South": Benelux, France, Italy and Denmark.

Mr Gustafsson and Mr Robbert are reporting to Mr Clausen. They are both stationed in Herlev.

These changes are a vital part in the reorganisation of the Euromax Business Unit in the process of achieving cooperative effects by integrating the Euromax operations in Vejle closer to DDE HQ in Herlev.

# DDE Sponsors the Largest International Horse Show in Denmark

By mfn

**In the beginning of October DDE sponsored the 'Copenhagen International Horse Show' in the largest Danish sports arena, Brøndby Hallen.**

The best riders from 13 nations - present and previous World and Olympic Champions galore, competed in the fields of dressage, showjumping and carriage driving. It was a very popular event and a great gala performance of the most famous horses and riders in the world.

DDE was one of 3 main sponsors for the show - and the only sponsor for the dressage competitions. Dressage of course being the sport where former World Champion and Olympic Silver medalist Anne Grethe Törnblad carries the DDE-colours on her succesful team of horses Supermax Ravel (participated in the show), Supermax Efendi, Supermax Pedro, Supermax Macho and Supermax Sacha. Supermax Sacha is a new horse in the Supermax family and the mare was presented for the first time to the public on the last day of the show, albeit not in competition.

Highlight of the show was the Dressage 'Kür' which was a beautiful and graceful dance to music on horseback. Anne Grethe came second on Supermax Ravel, and was by no means a disgrace in the top flight competition. Important DDE-customers were entertained in the special VIP lounges equipped with television screens showing the results from the 'Supermax Scoreboard System'.

But the 'Copenhagen International Horse Show' was not only an equestrian event. Hair styling and fashion shows, exhibitions of the most expensive auction horses in the world, a market place for riding equipment, restaurants, disco dancing and other entertainment made the event a family occasion for about 20,000 people.

The Danish television channel 2 shot the event and transmitted two hours live from the show both Saturday and Sunday, and the dde-supermax display signs on the boards were seen hundreds of

times during the programmes - an invaluable television commercial for us. Internationally, the show was televised by the popular Euro-sport channel.

As an introduction to the show a much-heralded press conference was held in the auditorium in Herlev. Five world champions representing showjumping, dressage and four-horse carriage driving. Together with Claus Erik and the organizer of the show mr. Hermann Duckek, they faced the Danish press and television cameras at DDE.



Anne Grethe Törnblad and Supermax Ravel were presented with the 'silvermedal' by Claus Erik Christoffersen



# Towards Open Network Management

*Introducing Open Network Management.*

*Introducing OpenView Network Management software.*

*Introducing a new set of local and remote bridges.*

## Open Network Management in DDE

Many companies are currently experiencing that their LANs grow larger and larger and get connected via Wide Area Network links. At the same time, they become more dependent on the network in their day-to-day business - the network becomes mission-critical.

This is one of the main reasons for the current trend towards increasing emphasis on Network Management in user organizations planning computer acquisitions.

Another important trend is the move towards standardized - or open - Network Management, which is driven by the fact that the large user organizations that really need Network Management almost always use equipment from many different vendors - and they tend to dislike the idea of having a wall of monitors running the Network Management systems of every single vendor.

Today two important Network Management standards occur. The TCP/IP world uses the Simple Network Management Protocol (SNMP), and the OSI world uses the Common Management Information Protocol (CMIP).

The fact, that Network Management is becoming standardized, has some very important consequences:

- \* The network manager's system (the Management Station) becomes clearly separated from the managed systems because of the standardized interface.
- \* The Management Station software becomes something that any software house can write, i.e. we can expect to see a competitive market situation for this kind of software
- \* The major problem for user organizations will not be to select the "right" Management Station, but rather to make sure that all the systems in the installation are manageable.

In consequence of these observations, DDE will be concentrating its Network Management efforts on the Managed Systems rather than the Management Station, i.e. we will make sure that the Supermax and the other network components that we deliver are manageable through open management protocols.

The first step in this direction is that

- \* SupermaxTCP will be manageable through SNMP in the Supermax Open Systems Platform.
- \* A new family of local and remote SNMP-manageable Ethernet bridges are available

for sale now. They are introduced in details below.

## OpenView

On the Management Station side we have made a dealer agreement with Hewlett-Packard as regards the OpenView Network Management system. We have chosen OpenView, because it fits well with our strategies in many ways:

- \* Both OSI and TCP/IP management.
- \* X Windows Motif and MS Windows 3.0 user interfaces.
- \* Scalable system: runs on both PCs and UNIX workstations with the same user interface.

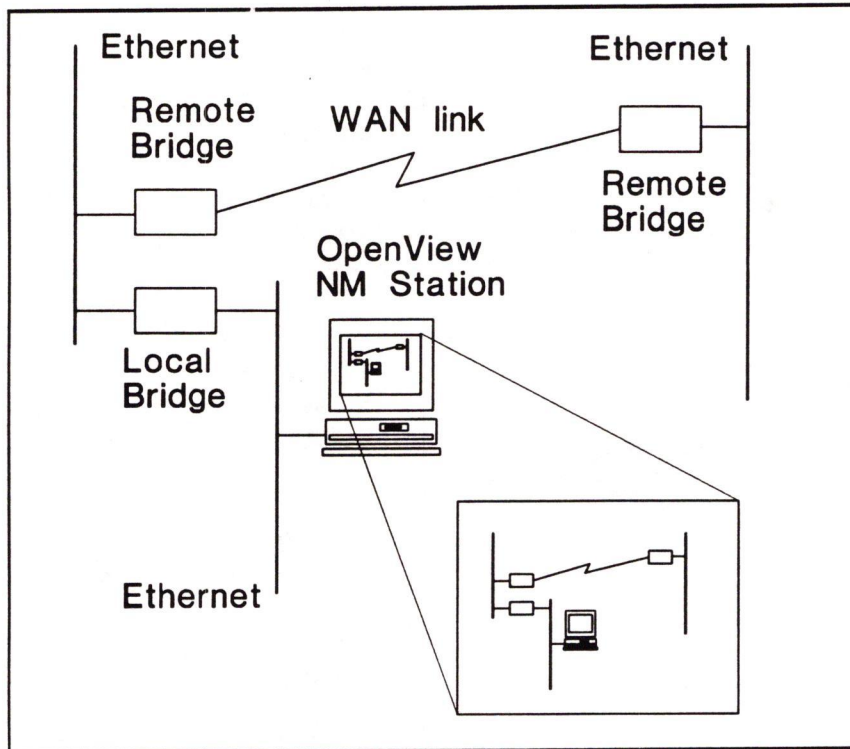
In addition, it has already gained wide industry acceptance: OSF has selected important parts of OpenView for its DME (Distributed Management Environment), and it has been chosen by other vendors, for example IBM and Siemens Nixdorf.

## Manageable Bridges

The new Supermax bridges are competitive alternatives to the bridges, DDE has sold so far.

They are named Supermax Remote Bridge and Supermax 10:10 LAN Bridge. The latter is a local bridge and its name reflects that it connects the two 10 Mbit/s Ethernets directly.

Both bridges are manufactured by Hewlett-Packard.



The Supermax Remote Bridge can connect one local and one remote IEEE 802.3/Ethernet LAN to form a single, integrated communications network across geographically distant sites. A standard V.35 interface to an external DSU/CSU (modem) provides access to the WAN link.

The Supermax 10:10 LAN Bridge is a "learning" bridge that connects two separate LANs or extends a single LAN beyond its topological limitations. It provides "media-speed" data transfer, and it performs address filtering to eliminate unnecessary traffic on the network.

HP Open View Bridge Manager software can centrally monitor and control the Supermax Remote Bridge and the Supermax 10:10 Bridge in an extended IEEE 802.3 or Ethernet LAN environment. Bridges are typically located in ex-

cellent positions for providing information about the network and its operation, and the HP OpenView Bridge Manager can use this information to identify and diagnose network problems, enhance network security and increase network reliability.

Data sheets are available for the Supermax Remote Bridge and the Supermax 10:10 LAN Bridge. The stock numbers for the products are:

- \* 15072000 Supermax Remote Bridge
- \* 15073000 Supermax 10:10 LAN Bridge
- \* 80700001 HP OpenView Bridge Manager

For further information please contact Per Bech Hansen (pbh), BNA (Basic Networking Applications), ext. 240.

## NTCs for Open Systems

### OSI and TCP/IP NTCs

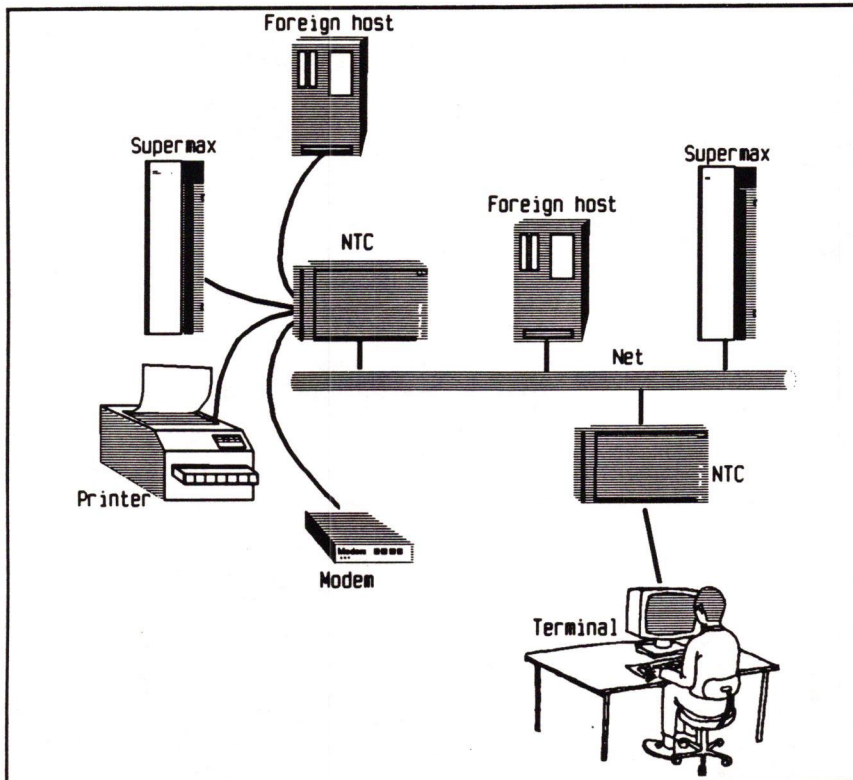
The NTC - DDE's Network Terminal Controller - is now available in two new versions: the OSI NTC and the TCP/IP NTC. The hardware is the same as we know from the XNS-based NTC2, but the protocols used for data communication are new, and some new features have been added.

The primary advantage of the new NTCs is that they are designed to operate in a heterogeneous environment, i.e. in installations with equipment from different computer system vendors. As shown in figure 1, you may use the NTCs to establish connections from a user to a Supermax, from a user to a third party computer, or between two computers which may or may not be Supermax computers.

The OSI NTC and the TCP/IP NTC support the features we know from Supermax LAN, for example data-controlled and permanent connections, and they can handle four virtual connections (sessions) per port, as opposed to the previous two. In addition, the new NTCs may be customized to specific user requirements, because their behaviour is controlled by an interpreted program which may be modified upon customer request.

### NTCs and MIOC

The new NTCs complement the MIOC (Multiple I/O Controller) well, because they support the same protocols. This means that the NIOC (Network I/O Controller) is



no longer required in a terminal-based environment, and hence, a Supermax computer system with one or more MIOCs is well suited for terminal-based installations, too.

### POM - Protocol Object Manager

The management of OSI and TCP/IP NTCs is performed by means of POM, the new tool for configuring and monitoring Supermax communications products. In the Supermax Open Systems Platform the OSI-products and the MIOC itself is also managed by POM. ...si POM is an object-oriented system, which means that products to be managed, for example NTCs, ports and boot servers, are seen as objects with well-defined sets of operations. POM itself has also been built using object-oriented techniques: most of the code is C++ and inheritance hierar-

chies are used to extend POM's capabilities to manage new types of objects.

POM has been developed according to the client/server model, allowing of clients with different user interfaces, while retaining the same server. The POM release accompanying the NTCs includes a user interface based on the FMLI (Forms and Menu Language Interpreter) that AT&T has chosen for system administration in UNIX V.4. A command-line interface, allowing management of sets of objects in an expedient way, has been developed for the Supermax Open Systems Platform.

### Migration

Since the hardware for OSI and TCP/IP NTCs is the same as for the XNS-based NTC2, installations which already include NTC2s may be converted to either OSI or

TCP/IP. A conversion tool is included in the NTC-software.

### Stock Numbers

#### Software:

42254001	TCP/IP for NTC
42301001	OSI for NTC
41341991	Protocol Object Manager (POM)

#### Hardware:

15020310	NTC2, 3 + 1 port m/trans
15020400	NTC2, 4 port m/trans
15020710	NTC2, 7 + 1 port m/trans
15020800	NTC2, 8 port m/trans
15030310	NTC2, 3 + 1 port
15030400	NTC2, 4 port
15030710	NTC2, 7 + 1 port
15030800	NTC2, 8 port.

For further information please contact Kjeld Egevang (ext. 251) or Per Bech Hansen (ext. 240).

If you have articles or ideas for the column Product News, please direct them to the editor 'php'.

## DDE-Belgium

by pdm

We are very happy to announce that from the 1st of May our Service Department will be strengthened with 2 persons.

Jan Verwaest, who has already been servicing the Euromax Department for almost one year, is joining us.

Dirk Van Nieuwenhove, who is very excited to start working with DDE, is more software than hardware-oriented and has experience in the graphical sector.

We welcome both of them on our team.

# New Supermax Brochures

By PHP

*The long awaited technical brochure, describing the new Supermax server, turned out to be two brochures. They are available now.*

"Supermax Computers" contains general information on the modular Supermax concept and the strategies, standards and technology it is built upon. The illustrations are very sophisticated and - for Danish-made publications - highly innovative. This brochure is available in English and Danish versions, and the target audience is primarily the top management.

"Supermax Computers - Technical Information" will be available in English only. It is an information-packed, 24-page leaflet describing the features, functions and benefits of the basic Supermax products (PCB modules, mass storage, systems software, networking, peripheral devices and cabinets). It is meant primarily for EDP managers and technical staff.

We hope that these brochures will be able to meet an internal information need, too. All interested DDE employees in Herlev are welcome to take a copy from the central store room in the basement. Others can order them by mailing 'khp' (Kim H. Pedersen).

Though we are proud of the brochures, we don't expect them to be totally perfect, and we hope to get a lot of comments and useful ideas for future versions. Ideas for improvement of "Supermax Computers - Technical Information", which is going to be updated next year, are most welcome (especially on e-mail to 'php').

With the aim of describing the ideas around the client/server concept more in details, we also have a new brochure called "Supermax Multiserver - Supermax as a Multiserver in Client/Server Architectures" for you. It is written by Søren Steenberg a.o., and it is available in English and Danish versions. Editions for internal use only may also be ordered.



*- If we are forced to freeze or cut down our salaries I suggest that we raise them first.*

## New Documentation

By PHP

94300181	Release Notes. Supermax Basic Utilities (V 3.10)
94300190	Supplement og Opdatering for Supermax Basic Utilities (V 3.10) (OPDATERING)
94300191	Supplement and Updating for Supermax Basic Utilities (V 3.10) (UPDATE)
94303090	Dokumentation for SupermaxNFS (V 1.0)
94303091	Documentation for SupermaxNFS (V 1.0)
94330510	Post Brugervejledning (Håndbog) (V 6) (OPDATERING)
	Post Forskelle mellem version 6.2 og 6.x (V 6)
94330520	Post Brugervejledning (Grundbog) (V 6) (OPDATERING)
94330530	Post Systemadministration (V 6) (OPDATERING)
94330600	Kalender Manualsæt (V 4)
94330610	Kalender Håndbog (V 4)
94330620	Kalender Grundbog (V 4)
94330630	Kalender Systemadministrator-vejledning (V 4)
94350051	Supermax Oracle 6.0 Release Bulletin (V 1.3)
94350061	Supermax Oracle 6.0 Inst. and User's Guide (V 1.3)
94350091	Supermax Oracle 6.0 Hints (V.1.8)
94413010	OSI-Login Systemadministratorvejledning (V 1.1)
94413420	POM Systemadministration (V 1)
94413421	POM System Administrator's Guide (V 1)
94423020	OSI & TCP/IP til NTC Systemadministration (V 1)
94423021	OSI & TCP/IP for NTC System Administrator's Guide (V 1)
94423210	LAN Manager/X Brugervejledning (V 1.0)
94423201	LAN Manager/X Manual Set (V 1.0)
94423211	LAN Manager/X User's Guide (V 1.0)
94423221	LAN Manager/X System Administrator's Guide (V 1.0)
94423231	LAN Manager/X Client Installation Guide (V 1.0)
94423291	LAN Manager/X Hints (V 1.0)

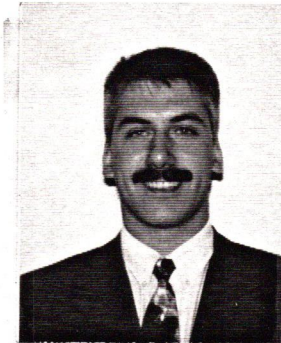


# New Faces in September/October/November

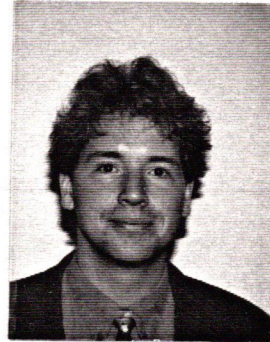
By KAR



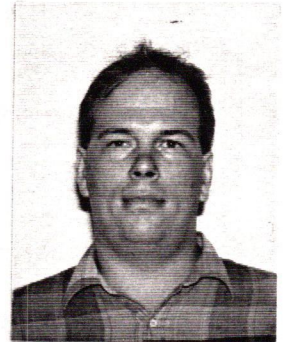
Susanne Michelsen  
E-CAD  
DDE-DK



Andrew Exton  
E-CAD  
DDE-DK



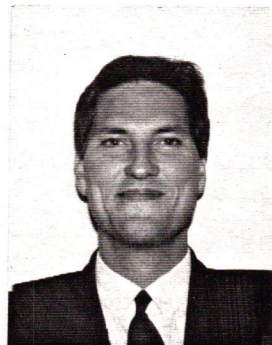
Brian Hagenau Hansen  
CIM  
DDE-DK



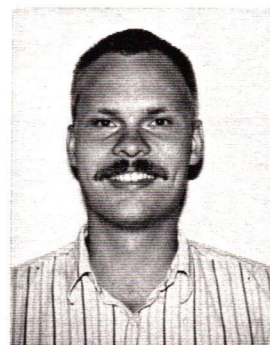
Jesper Wolf Jespersen  
CIM  
DDE-DK



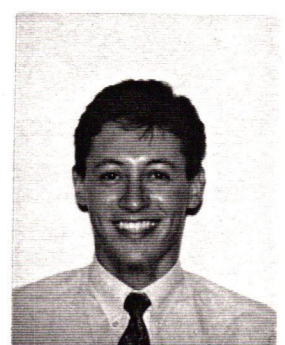
Hans Peter Bøss  
CIM  
DDE-DK



Tom Q. Jørgensen  
ISS  
DDE-DK



Jan Borris  
Education dept.  
DDE-DK



Peter Hansen  
Administration  
DDE-DK



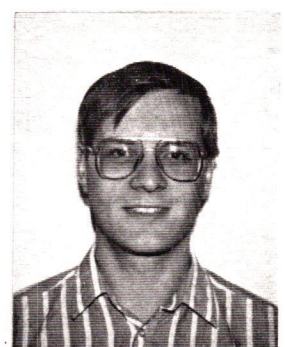
Lars Myrup  
Basic Development  
DDE-DK



Ejnar Slot  
Local Government  
DDE-DK



Bjarne Andersson  
Local Government  
DDE-DK



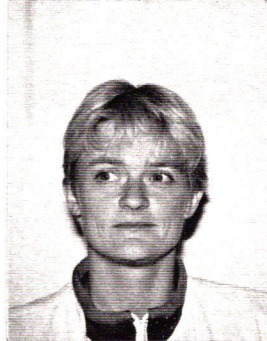
Stig Nielsen  
Local Government  
DDE-DK



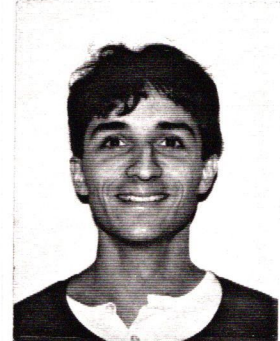
## New Faces in September/October/November



Ole Henneberg  
Internat. Support  
DDE-DK



Susanne Osted  
Basic Development  
DDE-DK



Michael Garde  
FPC  
DDE-DK

## APEX System no. 100 was launched in champagne, presents and speeches

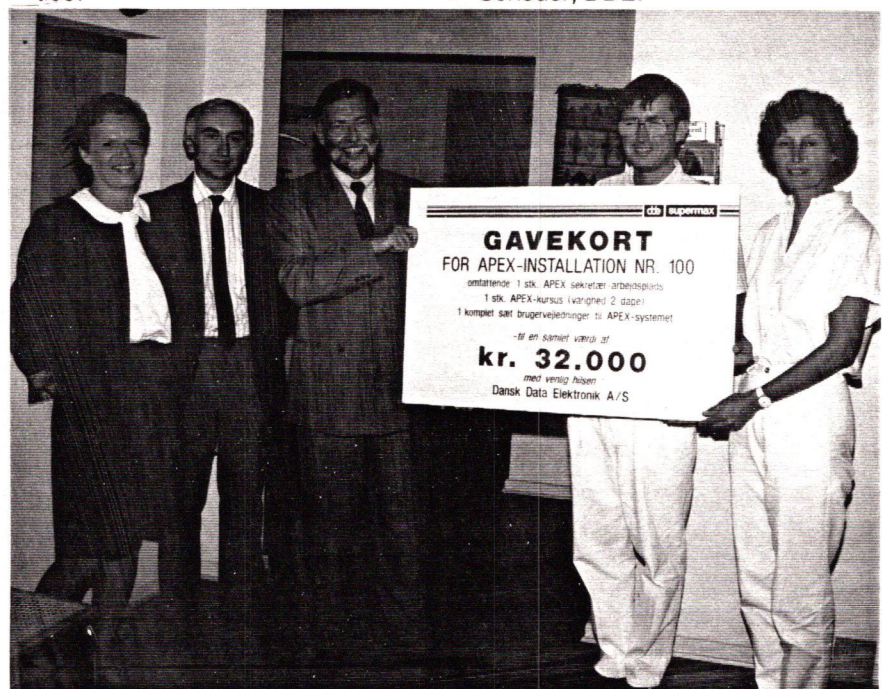
The Supermax APEX system for general practitioners jointly developed with the Danish General Practitioners' Association (P.L.O.) has rounded a sharp corner. 2 general practitioners in Horsens have in August bought APEX system no. 100.

The event was celebrated with champagne in the consultation. The two practitioners were presented with a large and valuable gift voucher by Sven Scheuer, so they in fact have got the secretary terminal, one user's manual and a two days course free of cost. Furthermore the chairman of P.L.O.'s Data Ltd. Mr. Kresten Nielsen presented them with 3 month free service - all in all a pretty lucrative day for the two practitioners.

The system was installed on October first and it contents of one Supermax Compact, two terminals for the practitioners, one for the secretary and three printers - to be used to manage all relevant administrative routines in the practice.

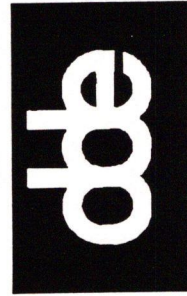
Photo:

The two general practitioners Jette and Mogens Vendelboe with the gift voucher from DDE together with (from left) Lisbeth Pedersen, DDE, Kresten Nielsen from P.L.O.'s Data Ltd. and Sven Scheuer, DDE.



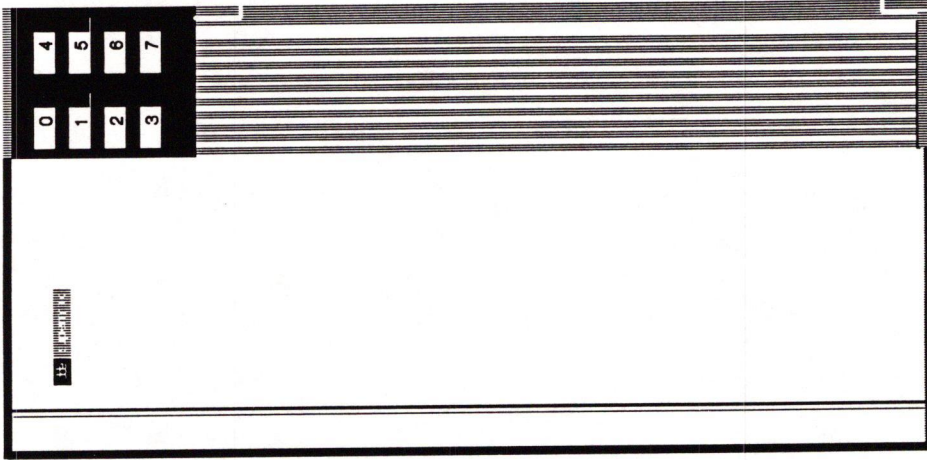


# Welcome to a future with





# One-stop Shopping with DDE



**Total Solution**

**Service**

**Training**

**System Integration**

**Solution-specific  
Applications**

**Software Platform**

**Hardware Platform**

**dbe**

**supermax**



# Open Systems

## Standards:

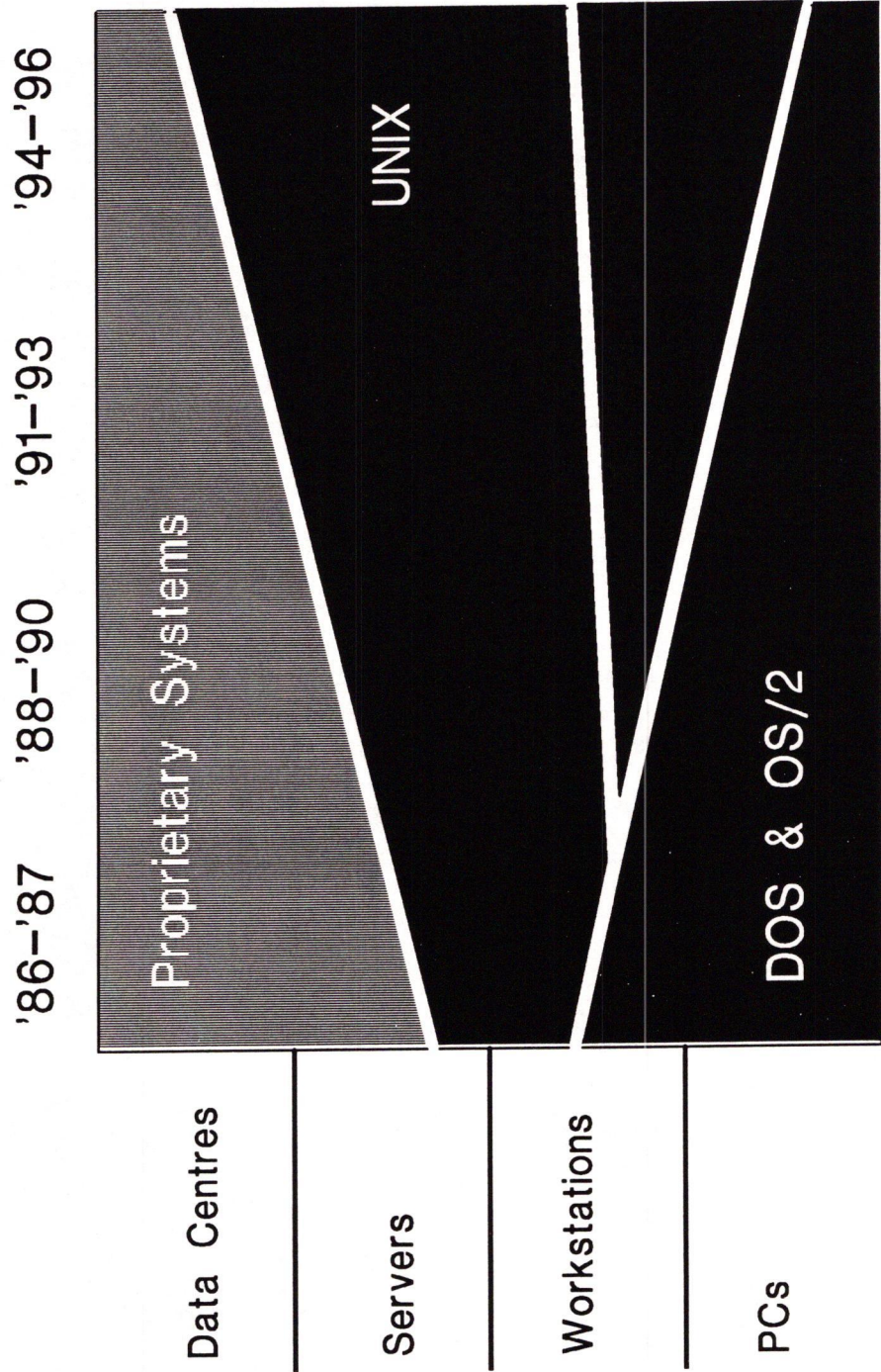
- \* X/Open
- \* UNIX International (UI)
- \* Open Software Foundation (OSF)

## Co-operations:

- \* Advanced Computing Environment (ACE)
  - co-operations among Vendors with
  - competition on their individual competence



# The Split among Operating Systems



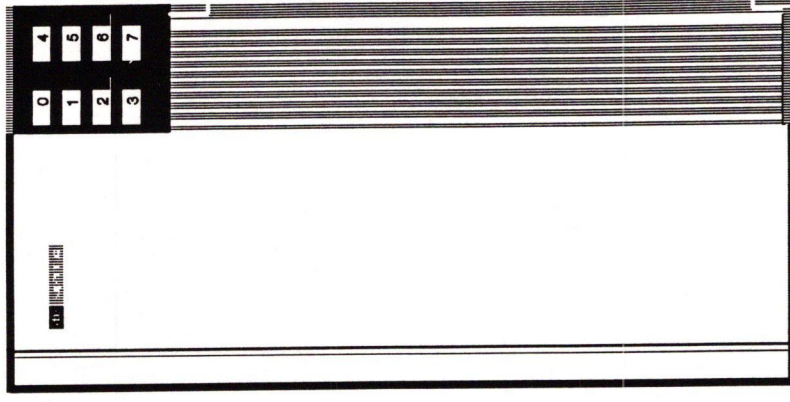
Source: MIPS inc.

dbb supermax



# Supermax RISC

- New Cabinets - de jure Standards
- 1-8 R3000 processors
- MIOC - intelligent I/O controller
- Scalability, Upgrading Possibilities
- Standards
- RISCos compatibility
- X Windows: X.11 rel.5, Motif
- PC Integration, Lan Manager/X
- Disk Systems
- Dual Hosted Disks
- Service Computer



dbt

supermax



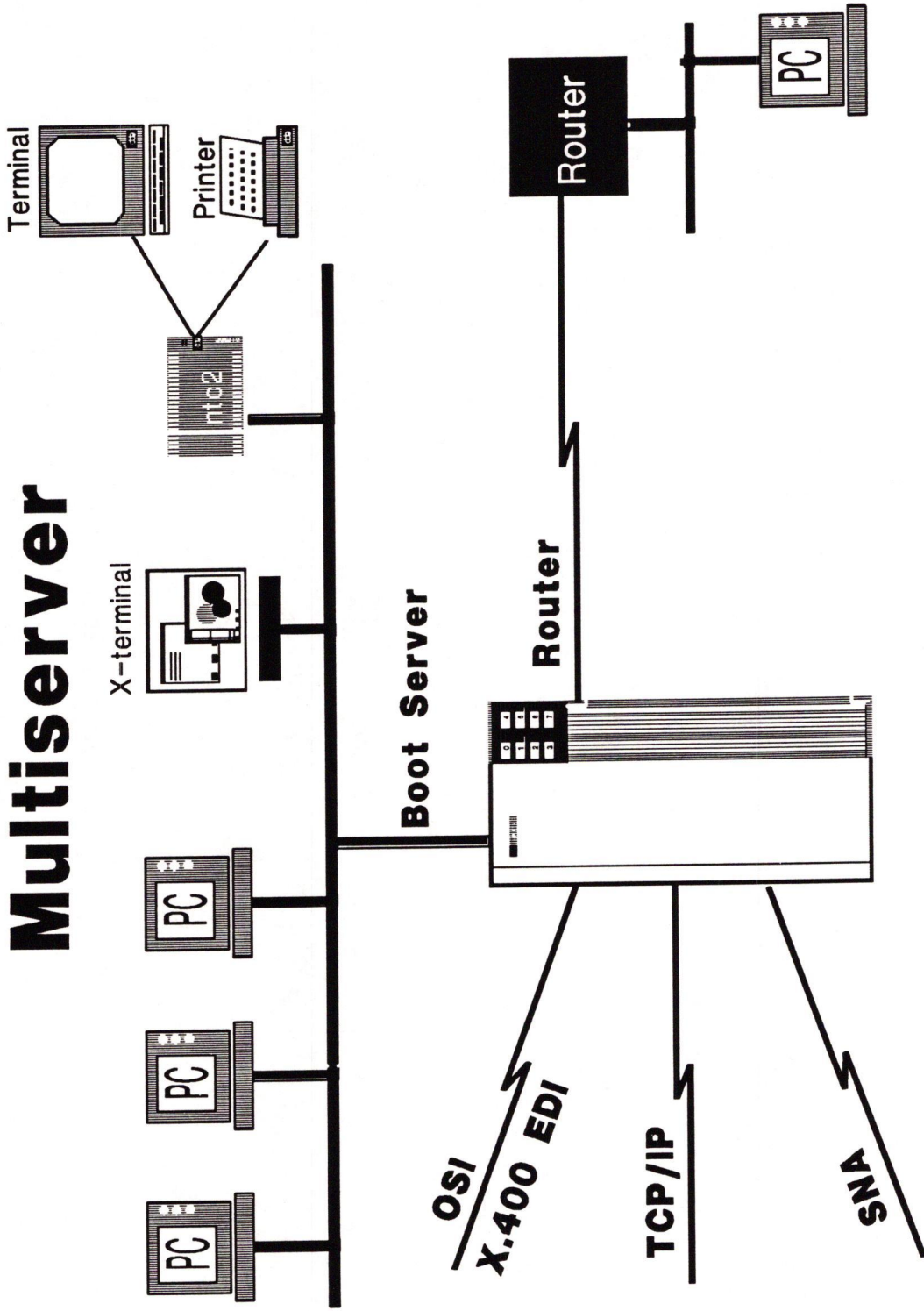
# Who will win?

RS6000	i860	MC88000	SPARC	MIPS
IBM	Stratus	Motorola	SUN	DDE
Apple	Alliant	Data General ND/Dolphin Sanyo ICON BBN Encore	Solburne/ Matsushita Toshiba Hyundai ICL Tatung Amdahl	DEC Bull Prime SGI Pyramid CDC Tandem Stardent NEC
<u>Others</u>				SNI Nokia HCL Concurrent Wang PC Cadmus MIPS RCI AT&T Convex
HP				

**dbe** supermax



# Multiserver



dbe supermax





# Supermax Multiserver

- File- and Printer Server ● Communications Server
- Boot Server ● Application Server
- Mail Server ● Database Server
- Network Management

db

supermax

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### DDE News is strictly confidential.

Issued by  
DDE, Marketing Group:

Kim Elsass (KE)  
Pernille Harm Pedersen (PHP)  
Mogens Nielsen (MFN)  
Karin Jørgensen (KAR)

## Guthrie DDE in Malaysia

By Bjarne Dahl, ICS

**DDE is now established in the Malaysian market. A joint venture agreement was signed December 16th with the Malaysian conglomerate Kumpulan Guthrie Sdn. Bhd., in which DDE holds 19% of the shares.**

Guthrie DDE Sdn. Bhd., which is the name of the joint venture company, was operational from January 1st. and by march there will be more than 30 employees in Guthrie DDE.

The story behind this begins approximately two years ago, during which time DDE has been represented in the region through our representative office in Kuala Lumpur. The first year was mainly concentrating on indirect sales channels, and through these channels we found some attractive projects, which made us change the strategy in December 1990. Beside the channels, we wanted to bid on some large projects, and very soon we realised a problem: DDE

has got the know-HOW in the IT business, but we missed know-WHO! We realised, it is extremely important to have the right connections in this part of the world, and we could obtain know-who either by cooperation or through an establishment.

At this moment in time we met Guthrie, who wanted to establish a company within the IT industry. After some initial presentations, they were very keen on adapting the DDE strategy. They wanted to sell solutions, conforming to the Open System standards, since the public sector in Malaysia has committed itself to Open Systems from January 1st 92.

*(continued)*





Today, we are on our way to establishing the first three business units.

The first being within the educational sector. The young generation of Malaysians want to learn more about IT and to use information technology in their future career. Malaysia experiences a lack of well-skilled IT people, since the demand is bigger than the supply.

The second one being MRP systems. Malaysia has an annual growth rate of 8-10%, which attracts direct foreign investments mainly as manufacturing companies. This has increased the demand for MRP systems.

The third one being the financial sector, which is looking for backbone systems and communications servers.

Furthermore, it is the ambition to set up a training institute similar to the one we have in DDE, as well as a project group, which will bid for some large tenders.

You could say that Guthrie DDE will copy and adapt the DDE strategy to the Malaysian needs. In the long run, it is the vision to start up other business units and a local production of Supermax computers in Malaysia if a sound basis is obtained. This production is meant to be sold only in the ASEAN region. The ASEAN countries have just agreed to build up a common market similar to the European EEC. A production in this region will allow some benefits to the business. Another point is that the Malaysian currency relates to the USD, and this may affect our pricing and competitive advantages in future.

Guthrie DDE is a joint venture company and not a subsidiary. The difference is that DDE do not fully control the company but influence the decisions taken via the Board. The Chairman of DDE Mr. Erik Christoffersen is selected to represent DDE on the Board of Guthrie DDE, which holds five members.

The DDE Asia-Pacific representative office, which is a group in the

ICS department, will continue to operate locally to make sure that Guthrie DDE becomes a success. The AP group consists of Mr. Anders Ansted (technical aspects), Mr. Thorkild Andersen (commercial aspects) and Mrs. Cheai Yoon Poon, who is the secretary. Beside taking care of Guthrie DDE, the objectives for the AP group are to expand business in the ASEAN region. The objectives will be reached in cooperation with other business units in DDE and the basic organization. A description of these matters and the structure related to a joint venture will soon be written by Mr. Bjarne Dahl, Department Manager of ICS.

Our new Supermax friends in Guthrie DDE are looking forward to cooperating with you to reach the common goal - a success.

## Press release

### Large library order for Dansk Data Elektronik A/S

- A complete computer system replaces 500.000 index cards in Lyngby-Taarbaek. After having success in Denmark, DDE is making good progress in exporting the Library Solution.

Dansk Data Elektronik A/S (DDE) has made a contract worth millions for a total computer solution with Lyngby-Taarbaek municipality, giving the patrons direct access to more than 500.000 titles in the four libraries in the municipality. The contract was entered after open tendering in the EEC.

- We aim to automate all tasks in the libraries, from search on items,





**Large library.....**

titles and authors to circulation, recall and holding control. The transition to ETP will be a great challenge to us and undoubtedly a huge gain for the users. It is going to be quicker and easier to find the books and on a long term basis there will be considerable savings for the taxpayers, states the city librarian in Lyngby, Jørgen Bro Glistrup.

**500.000 Titles in ETP.**

During the next months the staff will read more than 500.000 titles into the new computer system, that consists of a central Supermax computer in the City Library in Lyngby with direct connection to the sub-branch libraries in Taarbaek, Sorgenfri and Lundtofte.

This is done with bar code scanners, that afterwards will be used to quick registration of check out and check in. The system that includes 60 working places will be put into service gradually, and is expected to be fully operational before the end of 1992.

With this new computer system the libraries in Lyngby-Taarbaek municipality joins the company of more than 30 Danish libraries using DDE's Library Solution.

- We are very glad that Lyngby-Taarbaek has chosen DDE as supplier. Right from the start it has been manifested from the City Library in Lyngby, a well-known pioneer library, that they wanted a total-solution. And due to our solu-

tion strategy DDE has been able to deliver that, states Division Manager in the Library Group in DDE, Annelone Jensen.

**Library Solution in Both Spanish and English.**

- The contract is also a good reference for DDE - both in Denmark and in the exports markets, where we are making good progress. The first Spanish version of the Library Solution is already installed. We also have a version for the English-speaking countries, mainly for Great Britain, where we are conducting contract negotiations. But also for Malaysia where we have just signed a large joint-venture contract, says Annelone Jensen.

# DDE tops the charts

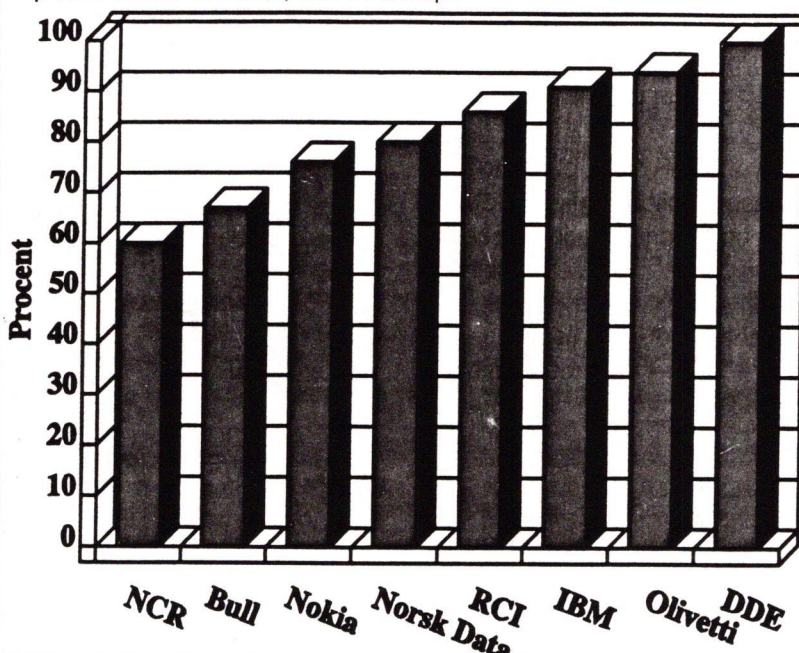
by KE

**A recent survey made by IDC and published in Computerworld DK shows that DDE is the preferred vendor of systems for local government in Denmark.**

All of Denmark's 258 municipalities were asked about their opinion of the 8 major competitors in the market, and DDE was voted tops by municipal customers and prospects alike, with regard to customer satisfaction. Customer satisfaction, of course, is all-important to DDE, as a good reference installation is the best marketing tool available, if used correctly.

Congratulations to Chris Hammen and his dedicated team on the fine analysis, which profiles the revitalized municipal solution well and is now also backed up by something even more tangible - SALES and PROFIT.

If you have any ideas on how you could use the survey in YOUR marketplace, please call us in Herlev, and we'll help.





## Press release

### Support for Democracy and Twin Town relationship behind Danish computer drive in Baltic States.

Dansk Data Elektronik A/S (DDE) and the Elsinore newspaper Helsingør Dagblad have been chosen to supply the first electronic newspaper system to Estonia. The supply is part of a project which is aimed at strengthening the freedom of the press in the Baltic States and has received a grant of DKK 1/2m from the Danish Foreign Ministry's Democracy Fund.

The computer supply to "Pärnu Postimees" - one of the oldest newspapers in Estonia - has come about as the result of a Twin Town Charter between the Estonian town of Pärnu and the Danish town of Elsinore. Helsingør Dagblad originally proposed to present the Estonian newspaper with its used computer system when upgrading to a bigger, more sophisticated DDE system. DDE and the Democracy Fund have since stepped in, offering know-how and a DKK 1/2m cash grant, so that Pärnu Postimees, which is at present produced like a Danish newspaper in the 1960s, can have its system supplemented with state-of-the-art technology.

- Although, for historic and cultural reasons, the Baltic States are now considered an obvious export market for Danish companies, Denmark industry is lagging behind in relation to, say, German industry. The project demonstrates

that it pays to think along untraditional lines when an opportunity of gaining a foothold in the East European markets presents itself, says John Robbert, area sales manager for the sale of DDE's newspaper system, Euromax.

- We see our participation in the project as a long-term investment in future exports.

Until 1 February, seven Estonian journalists, printers and engineers are visiting DDE's conference centre in Herlev, and are studying the work at Helsingør Dagblad. In a mere two weeks the Estonian press people will have to learn both computer technology and an entirely new working method. When they return to Estonia they will have just one week to run in the system; however, DDE will help by monitoring the system from a computer screen in Herlev with direct modem connection to the Estonian newspaper.

DDE's newspaper system, Euromax, is an integrated production system for solving tasks in the editing, engineering and advertising departments. Today, 60 Danish newspapers, local papers and printing houses around the world use DDE's Euromax systems.

## ORACLE NEWS

### ORACLE 6 for RISC

By ac

- o Oracle 6.0 RDBMS and tools for the R3000 CPU
- o Performance increased by 100 % since MC68030
- o Environment: SWD 3.50, Supermax TCP/IP 5.1, SMOS 3030.8
- o Databases from Motorola/heterogenous versions must be re-initialized
- o Can be installed on heterogenous systems
- o The packet must be upgraded when shifting to the "pure" RISC platform May 1992.

For the benefit of those who want to start software development for the RISC Supermax immediately, the SQL Group has transferred the entire Oracle 6.0 product line to the R3000 CPU.

Oracle 6.0 - R3000, version 2.0, is due for release medio January 1992.

While compiled for the R3000 exclusively, this version can still be installed and run on a heterogenous Supermax, provided:

1. The RISC version must reside in it's own ORACLEHOME directory
2. Existing databases from Motorola- or heterogenous R3000 versions must be re-initialized.

The RISC version of Oracle has been optimized, and customers will experience a significant performance improvement since the MC68030 versions.

(continued)

Product numbers are similar to the existing Oracle 6.0 numbers. Substitute the "7" for the third digit, such as

35700989 RDBMS 6 R 1-8  
35702989 SQL\*Plus 6 1-8

### ORACLE 5 "frozen"

Oracle V5.1 has been "frozen", meaning that no further development is happening on this version. Oracle V5.1 is not part of either Motorola- or RISC platforms scheduled for release in 1992. The effect of this is, that neither software development nor network products in these platforms are guaranteed to function with Oracle V5.1.

In reality, software development for Oracle V5.1 has not been possible since May 1990 versions of SWD. This is due to the fact that Oracle V5.1 was compiled for the MC68000 CPU. Support for compiling programs for this processor was discontinued at that time.

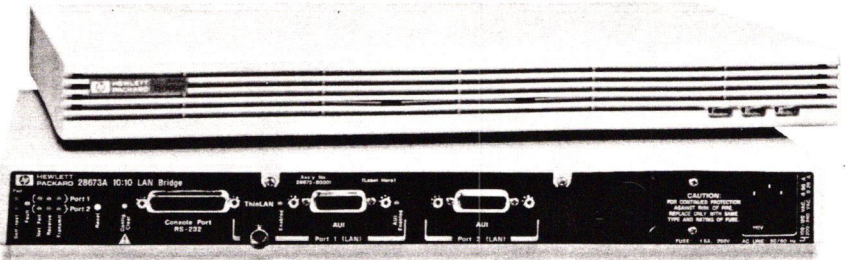
If you want to continue development for Oracle V5.1, you must keep your development environment as before the May 1990 version. Do not upgrade along with new platforms! The same is true, if you want to use SQL\*Net TCP/IP for Oracle V5.1. Furthermore it may be necessary to keep versions of Supermax TCP/IP from the same period, in order to assure correct functioning.

We still try our best to help customers using the Oracle V5.1 products. We recommend however, that Oracle V5.1 users and customers upgrade to V6.0 as soon as possible for maximum support and development facilities.

## Product news

### New Router and Local Bridge

Two new members have been added to the family of Supermax Networking Units, a multiprotocol router and a low-cost local bridge.



All units have the same dimensions: standard rack width and length, and height is only 4.4 cm.

#### Router ER

The Router ER is a high-performance multiprotocol router that can also function as a bridge. It connects to two Ethernets and to two WAN links, each at speeds up to 2.048 Mbits/s.

It routes five different protocols including TCP/IP and Novell IPX over Ethernet, leased lines, and X.25 networks.

The Router ER has been tested to interoperate with Supermax TCP/IP with respect to data transfer and exchange of routing information. Hence, the Router ER may be used in networks with Supermaxes running as TCP/IP hosts and Supermaxes running as TCP/IP routers. The Router ER has also been tested with Supermax X.25.

The Router is manufactured by Hewlett-Packard and has been developed in a cooperation between HP and Wellfleet. Wellfleet is one of the two world-leaders in the router market (the other one being Cisco).

Routers are aimed at "the next level of network integration": They can handle larger networks than can bridges, and they are better suited for interconnection of networks belonging to different organizations.

A Router Working Group has recently been formed in Basic Development to produce a set of guidelines and recommendations on the use of stand-alone routers, bridges and Supermaxes as routers.

#### 10:10 LAN Bridge LB

The other new unit is a low-cost version of the 10:10 LAN Bridge that is already being marketed. The "LB" is not configurable in any way and has no Network Management facilities. Still it is very useful for isolation of network load on an Ethernet and for extension of the network beyond the Ethernet size limits.

(continued)



## Product news...

### Overview

By now the family of Networking Units consists of:

Stock No.	Name	List Price (DKK)
15073000	10:10 LAN Bridge	35,990
15074000	10:10 LAN Bridge LB	18,040
15052000	Remote Bridge	37,030
15090000	Router ER	72,000

All except the "LB" are manageable through the OpenView Network Management system. English data sheets exist for all units, and Danish data sheets are in the pipe-line.

For further information please contact Per Bech Hansen (pbh), ext. 240.

## DDE Exhibition Survey 1992/I

By mfn

Date	Exhibition	Place	Solutions taking part
18-20 / 2	Computers in Libraries	London	Library
11-18 / 3	CeBIT	Hannover	DDE
25-27 / 3	Libraries	Randers, DK	Library
25-29 / 3	Grafitalia	Milan	Euromax
19-26 / 5	TPG'92	Paris	Euromax
02-04 / 6	Nordgraf	Helsingfors	Euromax
02-04 / 6	Libr.Res.Exh.	Birmingham	Library
17-20 / 8	ISAK	Fredericia	Local Government/ Library
15-19 / 9	HI'92 Fagmesse	Herning	CIM
30 / 9-7 / 10	Kontor&Data	Bella Center Copenhagen	DDE / Euromax
19-22 / 10	IFRA (Geneve)	Schweiz	Euromax

## Oracle Benchmarks

By PHP

### Supermax Oracle 6.0.30 TPC-B Benchmarks

The SQL Group in Herlev has carried through TPC-B Benchmark tests on two different Supermax configurations: one with a single RISC CPU and one with four RISC CPUs. Both configurations using Oracle 6.0.30.

A report, describing the test results, is now available. It is strictly confidential, and the performance results must be read and used with care.

*"Supermax Oracle 6.0.30 TPC-B Benchmark Report", SQL group, DDE, December 30, 1991, 32 pages. In English.*

### Competitors' TPC Benchmarks

A report, summarizing competitors' TPC-A and TPC-B test results as of May 1991 is available, too. It contains TPC-A performance results on computer systems from DEC, HP, IBM, Sequent, Unisys and Tandem. TPC-B performance results on systems from AT&T, DG, DEC, HP, IBM, Oracle, Sequent and Sun.

*"Complete TPC Results (as of 5/15/91)", Transaction Processing Performance Council, 5 pages. In English.*

*Please mail 'php' to get copies of the two reports.*

# Supermax Benchmarks

By PHP

A number of new benchmark reports with results from the latest benchmark tests in December 1991 are now available. All performance results have been improved with at least 10% compared to previous tests.

*"Supermax Benchmark : The Supermax RISC Family"* (December 1991, 1 page) gives an overview of MIPS-, SPECthruput-, Linpack- and Dhrystone results on the different Supermax models.

*"Benchmark Results for Supermax"* (December 1991, 4 pages) provides more detailed results from tests on Supermaxes with five different Motorola and one MIPS processor type.

The following benchmark types are included: MIPS, Dhrystone, Whetstone, Linpack, UTAH, TOOLS, Byte, SAXER, TEST-C, DODUC, BSD, MUSBUS, SSBA, SPEC, SPECthruput, SPEC SDET and IO-stone.

*"SSBA 1.21E : The State of the Art in Benchmarking"* (Association Francaise des Utilisateurs d'Unix, December 1991, 8 pages) is an appendix to the just mentioned report, giving specific infor-

mation on the SSBA version 1.21E tests.

*"SPEC Benchmarks : Comparing Supermax with other computer systems"* (December 1991, 8 pages) provides an overview of the following SPEC results on Supermax (RISC) in relation to other computers: SPECmark, SPECthruput, SPEC SDM (057.SDET) and SPEC SDM (061.KENBUS1).

*"SPEC Benchmark Ratios"* (December 1991, 4 pages) is an appendix to the just mentioned report, giving more detailed SPEC- and Throughput results.

If you are interested in one or more of these reports, please mail 'php' to get copies of them.

Please notice that the reports are strictly confidential, and the performance results must be read and used with care.

# New DDE brochures

By PHP

## Brochures ready for use

*"The Supermax Computer Range"* (2 pages, English) with a colour photo of the new Supermax cabinets together with a survey of the different cabinets and their configurations etc. (from the brochure "Supermax Computers : Technical Information", page 24). **Copy is attached to this issue of DDE News.**

*"Supermax EDA : Electronic Design Automation"* (15 pages, English). Advanced brochure describing the EDA system, which is marketed in close cooperation between the DDE E-CAD Group and Viewlogic Systems, Inc.

*"Supermax Container System : For New Competitive Advantages"* (6 pages, English) internally produced brochure with colour photos, describing our new solution for container terminals in large harbours etc.

*"Kursuskalender 1. halvår 1992"* (32 pages, Danish). Descriptions of DDE training courses from the Training & Education Centre.

## General DDE brochures on the drawing table

*"DDE in Facts"* (approx. 6 pages, English + Danish) with a lot of factual information on the company. Includes a chronological survey of DDE's history (milestones).

(continued)

# New documentation

By PHP

- 94330460 SQL\*Calc Graf Interface Brugervejledning (V 2)
- 94330480 SQL\*Calc Graf Interface Systemadministration (V 2)
- 94580020 Supermax Bibliotekssystem Brugervejledning Grundbog (V 5.0)
- 94580010 Supermax Bibliotekssystem Brugervejledning Håndbog (V 5.0)
- 94580030 Supermax Bibliotekssystem Kompendium (V 5.0)
- 94580330 Supermax Bibliotekssystem Systemadministration (V 5.0).





**New DDE brochures...**

"DDE Reference List : Major Supermax Installations" (approx. 6 pages, English). Short-form list mentioning most of our major customers, their home countries, system categories and numbers of terminals/PCs.

# New document lists

By PHP

In January, new editions of the following three publications have been prepared:

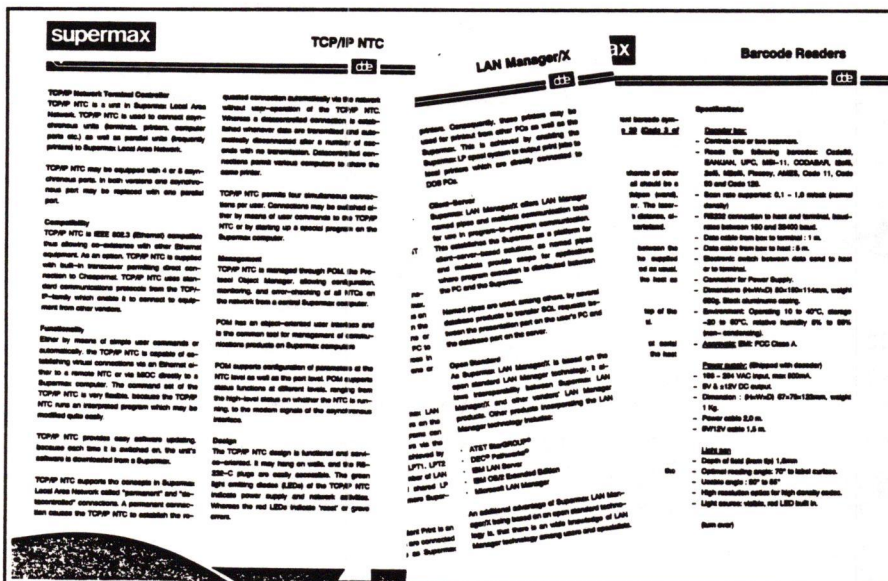
- "List of Marketing Publications" (brochures and data sheets),
- "List of Supermax Documentation" (user manuals etc.)
- "List of Technical manuals" (manuals for peripheral units etc.).

# New data sheets

By PHP

- 911120/DK CMS Control & Monitoring System
- 911217/DK Codex 2266 Modem
- 920106/DK DDE-Term
- 911227/DK DeskTop 1 serien
- 911120/DK DOK Dokumentationsstyring
- 911120/DK KONFIG Konfigurationsstyring
- 911211/DK MPS - Introduktion
- 911211/DK MPS - Grunddata
- 911211/DK MPS - Hovedplanlægning
- 911211/DK MPS - Indkøbsstyring
- 911211/DK MPS - Lagerstyring
- 911211/DK MPS - Nettobehovsberegning
- 911211/DK MPS - Produktionsstyring
- 911211/DK MPS - Salgsordre og fakturering

- 911211/DK MPS - Varianthåndtering
- 920106/DK MR-LØN Lønssystem
- 920106/DK MR-PAS Personleadministration
- 911126/DK Stregkodelæseudstyr
- 911105/DK Tegnesystem
- 910901/DK Tele
- 911120/DK VHS Vedligeholdelsesstyring
- 920106/DK VRS-Værkstedsrapporteringsystem
- 920115/UK Barcode Readers
- 911210/UK EtherCard PLUS Adapters
- 911217/UK OSI LAN DOS
- 911205/UK Protocol Object Manager
- 911217/UK XVision



## How to get the publications

The mentioned document lists, brochures and data sheets are found in the central storeroom in Herlev.

All employees, who are not in Herlev, can mail 'khp' to get copies of the documents.

## New Faces in December 91 and January 92

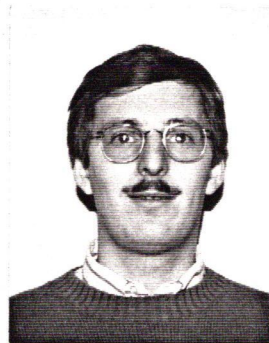
By KAR



Gabriele Buus  
Administration  
DDE-DK



Ole Henrik Møller  
Hardware Development  
DDE-DK



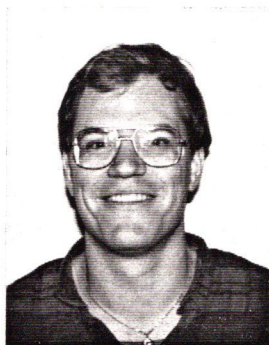
Poul Louis Knudsen  
Hardware Development  
DDE-DK



Henrik Mikkelsen  
Foreign Porting Center  
DDE-DK



Per Glentvor  
Foreign Porting Center  
DDE-DK



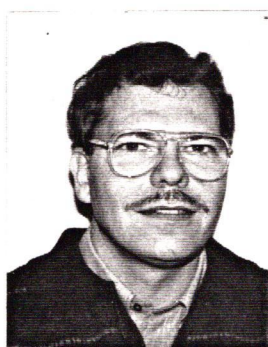
Jacob Marquard  
Foreign Porting Center  
DDE-DK



Jan Conradsen  
Education Department  
DDE-DK



Jan Cordtz  
Costumers' Solution  
DDE-DK



Gunner Petersen  
Library System  
DDE-DK

## Strengthening of International Systems Support

by Mikael Engelhardt

It is with great pleasure that we can inform you that as of February 1st, the International Systems Support Group (ISS) will report directly to Mikael Engelhardt.

The change has been made in order to strengthen the ties with our international service departments. The ISS Group is currently manned by Tom Quvang Jørgensen (Manager), Lavst Lavsén, Hans Henrik Jeppesen, Carl Bruun, Ole Henneberg and Henrik Elkjær. Henrik will be leaving ISS in favour of the Local Government Department on March 1st, and we are currently looking for a replacement for Henrik.

### Strictly Confidential!

DDE News is an internal magazine. It is published with the intention of keeping all DDE employees informed on various subjects. Obviously, you are welcome to utilize your knowledge where relevant, **but you are NOT supposed to copy articles for external use, unless you have been given the permission from the authors.**

Next deadline  
March 20. 92.  
Please mail your articles to  
kar/Herlev/DK

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### DDE News is strictly confidential.

Issued by  
DDE, Marketing Group:

Kim Elsass (KE)  
Pernille Harm Pedersen (PHP)  
Mogens Nielsen (MFN)  
Karin Jørgensen (KAR)

## The Platform - what is it?

By Claus Tøndering, BasicWare Department

**Starting this February, DDE's three Basic Development (BD) departments now deliver their products in a new manner, namely as a "Platform". What is a Platform? And what are the consequences of this new concept?**

BD's customers are mainly the rest of DDE. BD delivers products to the other departments, and they in turn build their applications on top of the hardware and software made by BD.

Until recently, BD delivered a number of products to its customers. These products were, for example, the basic UNIX utilities, the TCP/IP communication protocol, and the ORACLE database system. These products were released and delivered individually.

However, BD has felt the need to release these products in a more consistent, more integrated way. And this is exactly what the "Platform" is.

In the future, BD will not release individual products, but a Platform. The Platform is a computer with a consistent collection of hardware and software. It is not ONE product, but a set of products that are guaranteed to work well together. They have been tested both individually and as a whole. This ensures that the features of one product do not adversely interfere with the functions of another product.

BD hopes that by the simultaneous release of a set of mutually consistent products, the other developers in DDE will have a better

basis (a better "platform", if you like) on which to build their applications. It should be emphasised, however, that the existence of the Platform does not preclude that the products can be sold individually.

In February, BD released "Supermax - the Open Systems Platform". This is a Motorola 68030-based computer in which the operating system complies with the POSIX.1 and XPG3 international standards.

In June, BD plans to release "Supermax - the RISC Platform". This is essentially the same platform as the previous one, except that it is based on the MIPS R3000 RISC processor. This Platform should be the means by which DDE's applications move completely to the world of RISC computing.

### EXPO'92 watch



Specially designed for the sponsors of the Danish pavilion in Sevilla. The watch can be yours for only D.kr. 240,00 + tax - just visit Karin in 'M' or call her on the phone extension 425



## CeBIT 92 exhibition in Hannover

By Søren Steenberg

Since the introduction of the Supermax computer series in 1983 DDE has exhibited each winter at the Hannover Fair - which has now evolved to the CeBIT fair. Many of DDE's important international business activities have been initiated through contacts made in Hannover during these events.

The fair is the largest information technology and communications exhibition in the World, now covering 21 halls on the 1.000.000 m<sup>2</sup> Hannover "Messegelände" exhibition area (net exhibition space is 310.000 m<sup>2</sup>).

DDE's stand of 128 m<sup>2</sup> is situated in hall 1 where the largest companies are. The stands in hall 1 are permanent - only used during the 8 days of CeBIT - and never taken down. The whole hall is simply reserved all year for the CeBIT fair only.

This year's CeBIT was the biggest

ever. The number of visitors was more than 670.000, and more than 5000 exhibiting companies.

At DDE's stand the main message to the market was that DDE has a number of competitive IT solutions and also a strong UNIX based multiserver platform - the Supermax. Other software vendors showed solutions, and other hardware manufacturers showed boxes, but very few CeBIT exhibitors were - as DDE - able to show both components, even though many of DDE's competitors have realized and announced that they should market total solutions in future. On this strategy DDE is among the market leaders.

The solutions shown at DDE's stand were the EDA / E-CAD solution for automatic design of electronics products and the Euromax solution for electronic newspaper production. In addition to these two solutions the DDE department



ICS responsible for indirect sales of DDE products and solutions was present at the stand.

It is our impression that the message went through to many of the hundreds of thousands of visitors who passed by our stand. At the same time the two meeting rooms in the back of the stand were being used most of the time. Meetings were held with serious customer prospects and potential Supermax dealers from many different countries.

Among the visitors at the DDE stand was a delegation from the German State of Saarland, counting the Minister for Economic Affairs, Mr. Reinhold Kopp, Mr. Roland Schmitt and Mr. Thomas Schmidt (see the picture). The delegation wanted to discuss strategic business development with DDE, emphasizing the unique geographical location of Saarland between the two largest EEC markets Germany and France.



Mr. Steen Clausen shows the State of Saarland's Minister for Economy Affairs, Mr. Reinhold Kopp, Mr. Roland Schmitt and Mr. Thomas Schmidt, the Supermax Multiservers at DDE's stand.

# DDE Norway at your service!

By Anita Myklebust

**DDE Norway has existed for a long time. Actually, we claim to be one of the first subsidiaries in DDE's history. As a new-born baby in the family we had to learn a few things by experience.**

## This is how it all started ...

In 1987 Halvor Gløersen became employed with GMI Data, of which DDE at that time owned 70 per cent. With the signing of a valuable contract with the newspaper 'Tønsbergs Blad' the basis of DDE Norway was formed.

The company was officially founded on May 1st, 1988, and Halvor was, as the one and only employee, responsible for all sales and marketing functions.

Erik Bilben joined him in September '88, and his task was to form a service department that would be able to cope with existing and future customers.

Soon after Erik's arrival both Espen Martinsen and Ulf Berge-stuen joined the ship, and the formation of three musketeers fighting for the customers' investments was a fact. Last but hopefully not least I joined the team in the spring of '89 with responsibility for the administration.

The first editorial and production installation with Tønsbergs Blad consisted of two Verticals as servers, a local area network and 50

terminals. In addition to this they have three local editorial offices with their own small editorial system based on two Compacts as servers.

With Gjengangeren, a collaborating newspaper, we have installed a similar editorial and production system with 14 terminals based on two Slimlines as servers.

About one year later Sarpsborg Arbeiderblad decided to buy a Euromax production system. They were very satisfied with the improved efficiency of their production of ads after having leased a Euromax system for a period.

DDE Norway has installed an editorial and production system with Nordlandsposten including 25 terminals/workstations. The newspaper is situated north of the Arctic Circle, but it only takes about three hours to get there in an emergency situation. Besides, a lot of problems and demands can be solved by support via modem. As far as I know, this must be the Euromax installation closest to the North Pole, the polar bears and the midnight sun!

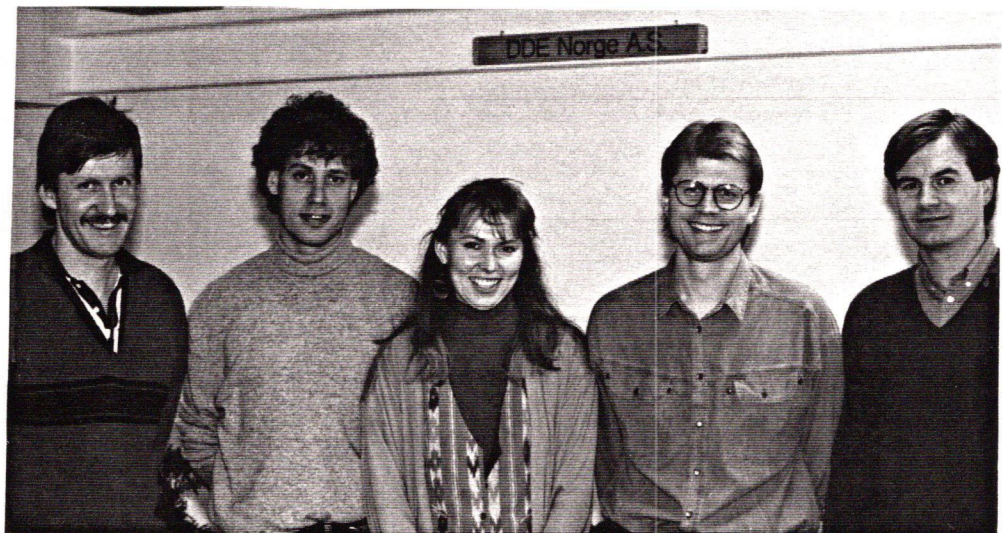
In Bergen on the west coast, we have installed a Euromax production system with Avishuset, a commercial advertising newspaper. Finally Tønsbergs Blad, our first customer, has recently signed an order for an advertisement booking system including 26 terminals/workstations.

In addition to the servicing of our Euromax customers, DDE Norway has taken over the responsibility for the first service level in connection with four ECAD installations in Norway, and this seems to be working out very well. I must say that our supporting boys are showing a highly developed ability of solving our customers' problems and keeping them satisfied.

We are rather optimistic about the future, we work on several exciting prospects in the newspaper market, and hopefully DDE will establish several more business units in Norway in the years to come.

You are very welcome to visit us, if you are passing by DDE Norway on your business or pleasure trips!

From left to right,  
Ulf Bergestuen,  
Espen Martinsen,  
Anita Myklebust,  
Erik Bilben and  
Halvor Gløersen





## New DDE brochures

By Pernille H. Pedersen

**"DDE - Facts & Figures"** (4 pages) contains brief, factual information on the company. Examples are: DDE's activities, target group, sales, subsidiaries, technological platform, standards, management and key figures. Included is also a list of "Milestones in DDE's history" starting in 1975 and ending in 1992 with the delivery of Supermax no. 2000. We hope that this brochure will answer many of the standard questions asked in connection with tenders, correspondence etc. English, Danish and Italian versions are available.

**"Major Supermax Installations"** (8 pages) is a list of major and/or important Supermax installations worldwide. It mentions customer names, countries, system categories and numbers of users. As the contents of this brochure can be regarded as competitive information, you are kindly asked to hand it out with care. The list is in English, but customer names are original.

**"Supermax Computers - Technical Information"** (24 pages) has been reprinted already, and it is only slightly revised. The most important alteration is a revision of the SPEC numbers, as the performance results have increased. You have to be careful when you use this brochure, too. Our competitors would probably be glad to have copies!

As a consequence of the altered SPEC numbers **"The Supermax Computer Range"** (2 pages) will be revised in the near future.

**"Multiserver Supermax : Supermax als Multiserver für die Client/Server Architektur"** (8 pages) is the German version of the Multiserver brochure, which is now available in English, Danish and German.

If you are not in Herlev, please mail 'khp' to get copies of the above mentioned publications - and the revised **"List of Marketing Publications"**.

## List of Supermax Documentation

If you want the new April edition of the list, and you don't have access to the central storeroom in Herlev, please mail 'khp' to get a copy.

## Analysis of DDE A/S

Gartner Group, firm of analysts, has made an assessment of DDE, this is now available in English.

The assessment concerns strategy, technology, sales and the DDE company.

Please mail Karin Jørgensen 'kar' to get the pamphlet, 'the Gartner Group presentation of DDE' (19 pages) and overheads to match.

## New data sheets

By Pernille H. Pedersen

920227/DK	10:10 LAN Bridge	920110/UK	10:10 LAN Bridge LB
920227/DK	10:10 LAN Bridge LB	920115/UK	Barcode Readers
920210/DK	Anlæg	920218/UK	Dual Hosted Disks
920227/DK	Bonprinter 58 / Kasseterminaludstyr	920227/UK	Receipt Printer 58 / POS Option
920218/DK	Dual Hosted Disks	920120/UK	Router ER
920227/DK	FlatTop 1 serien		
920227/DK	Protocol Object Manager		
920227/DK	Remote Bridge		
920227/DK	Router ER		
920115/DK	Stregkodelæseudstyr		

Please mail 'khp' to get copies of the data sheets, if you are not in Herlev.



## Press release

# Supermax No. 2.000 from DDE

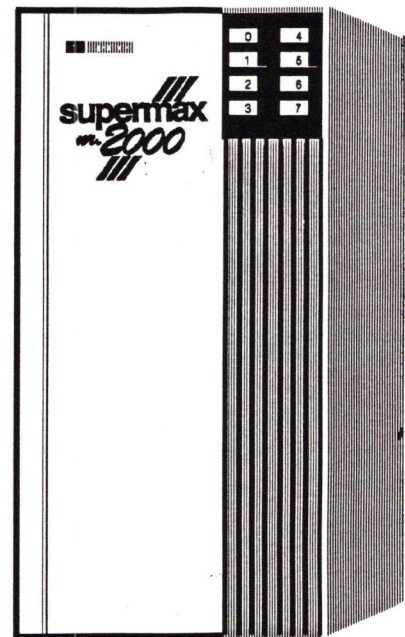
For almost ten years now, a steady stream of computers and servers has flowed out to the Danish and international markets from DDE's factory in North Jutland.

The Danish computer industry rounded a sharp corner recently, when Denmark's leading computer supplier, Dansk Data Elektronik A/S (DDE), delivered Supermax No. 2,000.

Since the development of the first Supermax in 1983, DDE has pro-

duced 1,200 UNIX-based computers and servers for the Danish market as part of total systems for the public and the private sectors. Another 800 have been exported to close and distant markets - even to the Mecca of electronics, Taiwan.

Supermax multiservers are made at DDE's modern factory in Klokkerholm near Aalborg, constituting a substantial part of DDE's many total solutions for newspapers, libraries, manufacturing companies, and municipalities.



## First UK reference site for DDE's Library System

On Thursday, 5th March things began to move for DDE's Library System in UK. That day a contract was signed at the Southampton Institute of Higher Education by David Leyland, Institute Director, and Julia Dickmann, UK Sales & Marketing Manager, Supermax Library System.

Also present at the event were, among others, Henning Nielsen from DDE DK and Lee Smith, DDE UK.

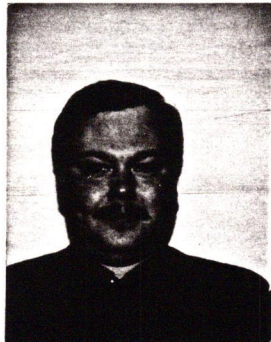


David Leyland, Institute Director  
and Julia Dickmann DDE UK

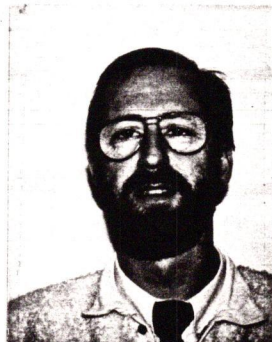


# New Faces in February/March

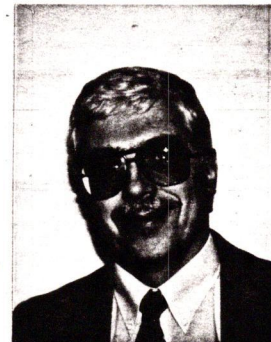
By KAR



Henrik Toft Nielsen  
International system Support  
DDE-DK



Poul Christensen  
International System Support  
DDE-DK



Tonny Krag Kristensen  
Service Marketing  
DDE-DK



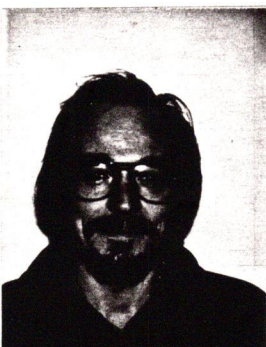
Peter Frederiksen  
Administration  
DDE-DK



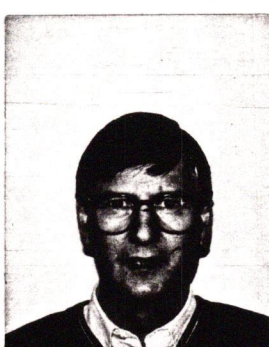
Lise Viggers-Bjurstedt  
Library systems  
Klokkeholm, DDE-DK



Ove Juel Hansen  
APEX  
DDE-DK



Bernd Dieter Koch  
E-CAD  
DDE-DK



Aage Jørgensen  
Basicware/HWD  
DDE-DK