

# New look race team

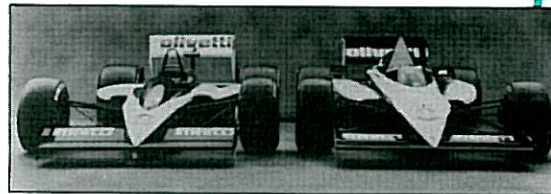
THE OLIVETTI Brabham motor racing team starts the 1986 season with some important changes. Not only are there two new drivers, but also a revolutionary new car.

Elio de Angelis and Riccardo Patrese will be driving for the Brabham team in 1986. The announcement came a week after the two Italian drivers completed a series of tests at the Paul Ricard

circuit in the South of France, during which Patrese set an unofficial lap record for the short circuit.

For the past six seasons 27-year-old de Angelis has been a member of the JPS Lotus Team, but Patrese (31) is already known to Brabham, having driven for them in 1982 and 1983 before spending two years with Alfa Romeo.

Whilst at the Estril circuit in Lisbon, at the end of January, Olivetti Brabham BMW unveiled their new car – the BT55.

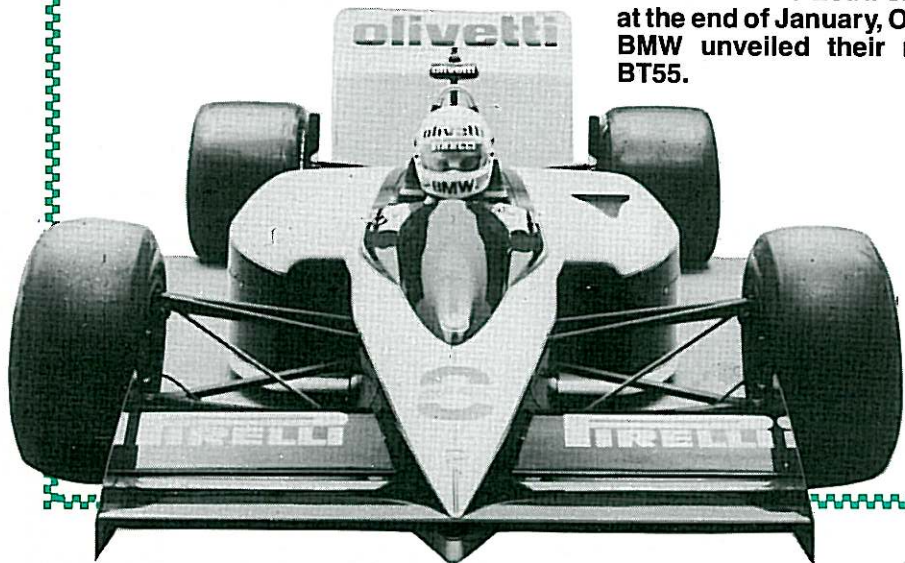


The car de Angelis and Patrese will be driving is the most radically different Formula One car to be seen for a considerable time.

It can claim several motor racing firsts such as a special seamless one piece monocoque made of a carbon kevlar composite, a special BMW turbocharged engine and the lowest overall bodywork height of any Formula One car.

Its lower centre of gravity and smaller bodywork mass will lead to big advantages in aerodynamics and cornering.

With de Angelis and Patrese to drive the revolutionary BT55 round the circuits, the Olivetti Brabham BMW team is certain to be one of the favourites for the 1986 Championships.



Above. The Olivetti-Brabham BMW BT 55 left, compared with the previous model, the BT 54.

## News in brief

### ETV 350

OLIVETTI's new ETV350 can upgrade any current Olivetti electronic typewriter into a videotyping system, for a minimal investment in hardware and staff training. The ETV350 is a more compact version of the successful ETV300.

### VAR network grows

A RECORD 16 value added resellers were appointed for the 3B range in December. Most of these are PC dealers initially contracted to resell the UNIX based 3B1. There are now 45 VARs for the 3B family.

### Database first

MICROFT Technology Ltd has produced the first commercial database management package to run under Olivetti's 10-Net local area network. Development of their Aspect package was spurred by Control Data's large 10-Net order.

### Disc demonstrators

FOR THE cost of an ordinary floppy disk, you can now buy Diaspron disks containing demonstrations of well known software packages. The disks can be overwritten as normal when the demonstrations have been used.

# FIGHTING FIT!

## Business systems reorganisation puts Olivetti in great shape for the future



Left to right: Matt Harrington, Bernard Skalla, Colin Young, Chris Welsh.

## Cheering but chilly

WHILE SOME of Olivetti's salesmen enjoyed a cheerful Christmas, others had a chilly March – all thanks to Business Systems Division's end of year incentive scheme.

Instead of the traditional hampers, BSD's successful salesmen were given vouchers to exchange at Oddbin's wine merchants and some were rewarded by a skiing holiday for outstanding sales performance.

The drinks vouchers were given for sales of Line One equipment in October and November, and the Italian winter holiday was for

salesmen who had reached certain sales targets during the last quarter of 1985.

Eight salesmen and their wives went on the skiing holiday, accompanied by John Dutton, the Divisional Manager, and his wife.

The holiday began with a flight to Milan on March 12, then four days skiing in Courmayeur. The fifth day was spent in Ivrea, including a tour of Olivetti's head office there and a visit to the manufacturing plant.

Then it was back to London, and back to work – trying to reach sales targets for 1986.

SALES and marketing of Olivetti's business systems has been reorganised, leaving the company in great shape to battle in the competitive computer marketplace.

The Direct and Indirect operations have been split, with Business Systems Division's direct sales operations now part of the Commerce and Industry Division, and its Indirect sales network part of the OEM/VAR Division.

Other Divisions under the Direct umbrella include PABX, Retail, dealing with electronic point of sale systems, and Finance, dealing with sales to banks, building societies and other similar institutions. These were all formerly under Major Accounts.

In the new Commerce and Industry Division, headed by John Dutton, salesmen will be account based, rather than product based.

This will enable them to be more closely involved with direct customers, and offer a much wider range of solutions to their problems.

Paul Sartor, Marketing Manager of Commerce and Industry Division, says of the reorganisation: "Our aim for the last three years has been to concentrate on selling large systems to large customers – small sales are much more efficiently handled by our extensive dealer network.

"This change is just another step in that direction.

"When salesmen were product based, they were not actively looking for opportunities to sell outside their portfolio. Now each salesman can offer his customers a complete range of equipment, from Line One and 3B products down to PCs."

These long term changes seem to be paying off. Last year Business Systems Division's turnover increased by 23 per cent compared to 1984.