



Ericsson GE Mobile Communications Inc.

The News

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EDACS training opportunities give EGE a competitive edge in a tough market

In a highly competitive market, such as Land Mobile Radio communications, the lowest price or the best product isn't always enough to make the sale. Customers are also looking for extensive training and long-term technical support when deciding on a major communications system. Ericsson GE's After Market Services provides an edge by offering classes through the Land Mobile Radio Training Center and 24-hour technical support through the Technical Assistance Center (see article in the January 11, 1994 issue of *The News*).

The Training Center is located in the Fort Avenue Building (FAB) and consists of two classrooms, two labs and a test system. Margaret Mundy, Manager-Training, explains that the center is responsive to customer demands and expectations. "Our goal is to offer high-quality training in a timely fashion," she says. "Our customers are requiring more training services. It's an area where we can contribute more to the business because customers accept the system faster when they feel comfortable with it and understand it. Then they pay quicker. It makes them more successful, and it makes them better customers."

Margaret explains that there are three types of classes available: Administrative Training, System Maintenance and Operator Training. An EDACS Engineering course is also offered for EGE's partners, such

See Training on page 2



Above: Nancy Hall works with members of the Polish National Police in one of The Training Center's labs. Below, left: Bob Cole makes a point while instructing the U.S. Navy group. Below, right: Navy students practice programming a radio.



Training *(cont. from page 1)*

as Harris, other Ericsson sales personnel and EGE employees.

Since EDAC Systems are being installed around the world, many nations have been represented at the Ericsson GE Training Center. "The thing that is so fascinating about this system and the training," Margaret says, "is that it's clearly a global requirement and opportunity."

In one week, customers from Poland, China and the U.S. Navy were taking different courses at the same time. Another week Canada, Brazil, Mexico and Hungary were represented. The language differences don't seem to hamper the training. Some visitors who speak other languages bring along an interpreter, as did the Polish National Police who were at the Training Center in January.

Zbigniew Szyszniowski of the Polish National Police, was complimentary of the training and the EDACS. Through an interpreter, he says, "The EDACS System will maximize the effectiveness of the police work in Warsaw. Before, we had many communications systems but because of rapid growth of the city, they were no longer efficient. The lessons learned while operating the pilot system confirm EDACS' functional advantages and its reliability.... We are very pleased and satisfied with the training, both in Warsaw and here in Lynchburg. The teachers are very helpful and friendly."

The U.S. Navy had some employees in training before their system was installed, which is not unusual. Xuan Thai (pronounced Swan Tie), an electronics engineer, is excited about the Navy's EDACS, which is being installed on the *U.S.S. Dwight D. Eisenhower* this week. "This is the first system we've put on a ship, so it'll be exciting and interesting," she says. "Before I took this training, I knew the theory and how the system should work. Now I'm learning its actual capabilities. I'm really



Members of the communications team from China gather around as John Wachter demonstrates an aspect of EDACS.

impressed with EDACS."

Meeting different people from different countries is an interesting part of the job for the trainers. Rick Brown says, "It's very educational for me, as well, because I meet different people from different cultures. Once you get past the language differences, everyone is real nice."

Rick and the other eight trainers are a major factor in the success of the Training Center and have an important role in EGE customer satisfaction. He works primarily with technicians who will maintain the system and the radios. "I want a satisfied customer," Rick says. "The people I train aren't the ones who decided to buy the system but they have to live with it daily. I may be the last person at Ericsson GE that they have contact with after the system is installed. I want them to be satisfied. A salesman can sell the system the first time but it takes a technician to sell it to them again."

Nancy Hall transferred from engineering to training in September of 1993. "I wanted to have more customer contact and get a broader view of our company," she explains. "In training, you get

the customers' viewpoint and exposure to different aspects of the company. Having worked with the technical side from an engineering perspective, I find it a challenge to explain the technology to them so that they're not intimidated by it."

The Training Center also reintroduced Field Technical Seminars in which Mel Anderson spends a day-and-a-half with a small group of customers and technicians from service shops, focusing on the MDX and MASTR III. The first seminar was held in Raleigh, NC in February and was quite successful, according to Margaret. Most of the participants wanted more time and more seminars. Future seminars will be held in Dallas, Texas; New Orleans, La.; Sacramento, Calif.; Denver, Colo.; Minneapolis, Minn.; Baltimore, Md.; Northern New Jersey; St. Louis, Mo.; Portland, Ore.; and Toronto, Canada.

Quality training and technical support are important aspects of customer satisfaction and Ericsson GE's After Market Services is providing both — a great complement to a quality product.

by Denise Woernle

Run for the Roses returns in '94

The Run for the Roses program is back and will run from January through December. Land Mobile Radio salaried and support employees worldwide will be recognized and rewarded for their "above and beyond" performance, for helping the business reach its goals, and for focusing on the Ericsson shared values of professionalism, respect and perseverance.

Each month, General Manager George Fath's staff may nominate

eligible RLMR and RLMR support employees who have demonstrated the above qualifications. The General Manager's Award Committee will choose a monthly winner from the nominees. George may recognize employees as "instant winners" at any time during the program, as well.

Each winner will receive an engraved marble plaque, an invitation to the year-end banquet, recognition in *The News*, and one entry in the drawing for a seven-

night Caribbean cruise. A random drawing at the end of the year will determine five winners for the cruise, *Adventures in Paradise*.

Look for the first winners in next week's newsletter.



SPC

Statistical Process Control

In December of 1993, 19 more employees joined the ranks of SPC graduates, bringing the total number of graduates to more than 400.

Participants learned to use certain tools — data collection, Pareto charts, cause and effect analysis, frequency distributions, and control charts — to help improve quality.

If you would like to make yourself more valuable to the business by taking the 10-week course, please use the coupon to the right.

Classes begin 1st week of April
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Statistical Process Control

April– June 1994

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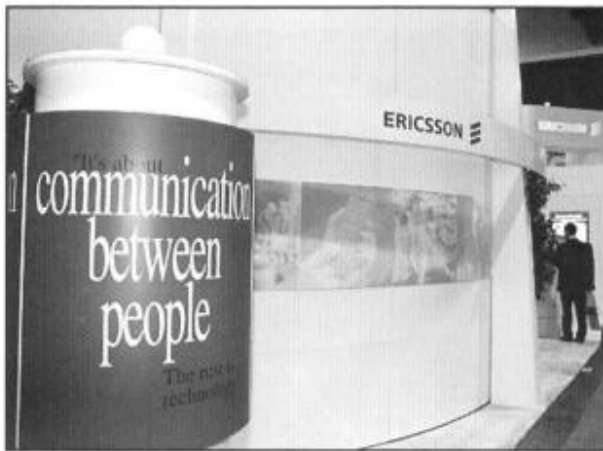
Wireless war escalating

"The war within the wireless world is escalating, with many competitors from a variety of industries massing along the borders of the wireless countryside and preparing to charge into battle." This quote was *Cellular Business* writer Shawn Steward's account of one of the forums at last week's Cellular Telephone Industry Association (CTIA) held in San Diego, CA. The annual convention and exposition, *WIRELESS '94*, is where competitors from around the world discuss technological changes and policy decisions and introduce new products.

According to CTIA, never before in history has such dramatic regulatory and technological change come so fast, transforming lives and offering such limitless potential. Change has come like an earthquake, shaking up and reshaping the wireless industry.

Ericsson GE made several announcements at the show which included a big order from McCaw Cellular for a new TDMA (Time Division Multiple Access) phone, a new base station that will be able to handle PCS, a deal with Sharp communications (see ETE Communicator™ story), the 100,000th TDMA phone shipped, and the commanding lead Ericsson has in the North American Digital Cellular market.

In future editions, we'll cover these stories while also examining and analyzing crucial industry issues, in cellular, land mobile radio, specialized mobile radio (SMR), mobile satellite, personal communications service (PCS), wireless data, and more.



Ericsson's marketing phrase "It's about communications between people..." summed up the expert's and industry's feelings about the Wireless industry. Ericsson GE cellular telephones and Ericsson Radio Systems combined to present an impressive image at the Cellular Telephone Industry Association (CTIA) exposition.

ETE Communicator™ turns Sharp Expert Pad into a global communications device

Mahwah, New Jersey — ETE, Inc. and Sharp Electronics announce the ETE Communicator, and advanced communications peripheral developed exclusively for the Sharp Expert Pad. Among the enhanced capabilities offered by the ETE Communicator is a cellular phone with hands-free communications, wireless digital packet radio, global positioning system and a data/fax/modem.

Cellular Phone

The ETE Communicator turns the Sharp Expert Pad into a state-of-the-art cellular phone that provides mobile users with convenient voice communications anywhere and anytime. Its EAMPS analog cellular system, developed by Ericsson GE, a world leader in cellular telephone technology, offers hands-free operation without requiring cumbersome headphones.



Wireless Packet Radio

The ETE Communicator offers reliable, two-way communications for the wireless transmission and reception of data such as E-mails and other mobile messaging information. An Ericsson GE wireless radio modem is integrated into the ETE Communicator to provide convenient, reliable, two-way communications. The public Mobitex™ wireless data network, operated by RAM Mobile Data, is utilized, allowing users to remain in contact with others regardless of location.



The Sharp Expert Pad is based on Apple Computers Newton technology.

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