



Ericsson GE Mobile Communications Inc.

The News

Vol. 5 No. 33 November 23, 1994

Team players redesign EDACS Simulcast producing a smaller, more 'robust' system

"Teamwork" has become an important buzzword in America's corporate culture in the past few years. There are books about it, magazine articles about it, and seminars that tell you how to implement it. But it's nice to look within one's own organization and actually see teamwork happening.

The story starts with a vendor who cut off the supply for a key part in the EDACS Simulcast system without prior notice. EGE began negotiations immediately for the continued supply of the part but to no avail.

Hundreds of millions of dollars in PRS business were in jeopardy, explains Robin Grier in Marketing.

Simulcast base stations sales in 1994 have been four times higher than in 1993 — EGE will ship 20 Simulcast systems this year.

A new design was already on the drawing board but was far from being ready to implement and ship to customers. In May of this year, the engineering team of Neal Gwin, Donald Harris, Tom Brown and Dave Brown shifted into high gear in order to improve the old design. They redesigned the system, replacing the unavailable part with something new from another vendor. In the process, they also made the system more robust, easier to manufacture, easier to maintain, and smaller. It

now requires fewer connections via a microwave radio and uses less power. The team created 500 new drawings and had the design ready for the next system to be manufactured.

Donald Harris says the new vendor is much easier to work with. "Cooperation and support from Intralex is excellent. We even worked it out so that we send them our equipment, they install their parts and drop ship it to the customer," he explains.

Of course these guys didn't do it all on their own. Paul Jasiewicz in Global Applications Engineering (GAE) was a key player. He

See Simulcast on page 2

\$7.3 million down payment reflects Taiwan Police's confidence that EGE can deliver

Private Radio Systems (RPRS, formerly RLMR) received a \$7.3 million down payment from the Taiwan National Police last week. It is the largest advance payment in the history of the business.

"This down payment shows the confidence the customer has

See Taiwan on page 2



The \$7.3 million down payment would cover an entire basketball court with three inches of \$1 bills. Team players include, l to r: Ty Mullen, Joel Sherbune, Dave Galindo, Craig Szczutkoski, Tom Zdanowski, Darlene Martin, Tom Worthington, and Dennis Scott.

Simulcast

(cont. from page 1)

designed a cross-connect board to simplify installation, reducing future GAE work, and created new packages of vendor equipment that previously had to be special ordered. Robin also says GAE was instrumental in pulling together the details of the first system built by the new design and in troubleshooting.

He emphasizes the excellent cooperation between people in Engineering, New Products ("Harold Dooley was great"), CAT (Catalog Ordering System), GAE and Manufacturing. Working together, these areas pushed new options into AMAPS and CAT, re-worked existing orders requiring the old design, impacting 11 racks of equipment in each system. "Manufacturing never missed a beat — they kept on producing Simulcast systems despite the major changes," Robin says.

Paul emphasizes the importance of communication while working on the project. "I had to keep them informed of what I was doing and they had to keep me informed of any

changes on their side. We communicated on a daily basis, sometimes hourly — we had to be successful," he says. "I hope we have more opportunities to work this closely between GAE and Standard Engineering."

During alpha testing, Wayland Pritchett noticed a subtle problem: Occasionally, when a base station's power was cycled, it did not perform properly. Although he was under pressure to ship, Wayland called the issue to the attention of the design engineers. After extensive investigation, Tom Brown, Chuck Hughes, and Paul Jasiewicz found the problem and came up with a solution to fix it. The stations were re-worked and a design change was created for future stations.

"If Wayland had not been observant and taken the initiative to resolve the problem, EGE could have shipped more than 300 flawed base stations this year alone. Eventually, the problem would have shown up in the field requiring several engineers to travel thousands of miles to isolate the problem. The base stations would have required an upgrade in the field," Robin

explains. "That's why we do Alpha testing. It's great to know we have alert testers."

"We've had a heroic effort from people throughout the business to bring about this new design," Robin adds. "The bigger Simulcast configurations are too large to set up and test in engineering so the only way to know you've got the design right is to build it. The result is that our customers are getting a much better system and we didn't slow anything down — the team really came through."

by Denise Woernle & Robin Grier

Simulcast is a configuration of EDACS which differs from the Multi-site configuration in that it uses only one channel to broadcast information from more than one location. For example, site one, channel five simultaneously broadcasts the same information as site two, channel five. Simulcast therefore provides radio coverage over a wide geographical area.

EGE shipped the first EDACS Simulcast system in 1988.

Ericsson Chronicles

Editor's note: Up until four years ago, the name Ericsson wasn't familiar to many people here at EGE, and most people still aren't familiar with the company's rich and interesting history. For the next several weeks, The News will contain little tidbits about Ericsson history to help everyone become more familiar with the company, how it started and how it has grown into a global telecommunications powerhouse.

Chapter Two

Early production at LM. Ericsson resembled that at Öller's, his former employer. But in 1877, when Ericsson heard of Alexander Graham Bell's 1876 patented invention, the telephone, he realized the future potential of the new means of communication. In 1878,

he began to produce telephones based on foreign models.

But there was one problem: Who would buy Lars Magnus Ericsson's telephones? The international Bell group of companies, which had been established on the basis of Bell's telephone patent, had a practical monopoly on telephone operating services in most countries where they had been introduced, including Sweden. The Bell group bought its telephone equipment from its own companies. The telephone market was largely closed to LM Ericsson.

In the early 1880s, however, while the company was developing, a certain market was provided by a number of small private telephone companies that had been formed in the Nordic countries. Because of its

strong position, the Bell company was able to charge its subscribers high rates, which hindered the spread of telephones among the general public.

The person who reacted most strongly to this situation was a Swedish engineer named Henrik Tore Cedergrén. He was the first Swede to realize the potential importance of the telephone to society if it could be made available to a larger public at a reasonable price.

To this end, and with the slogan "A telephone in every household in Stockholm," he formed the telephone operating company of Stockholms Allmänna Telefonaktiebolag in 1883, using telephone equipment produced by LM Ericsson.

Next week: Opposite personalities help build a stable company.

Facilities Update

New building will reduce storage costs

The Lynchburg facility will begin construction on a 44,000-square-foot addition in January of 1995 for storage, shipping docks, and a world-wide distribution center for RMOA. The building will be attached at the East end, connecting to the high-rise and the old shipping area. The driveway to the South Parking Lot will be moved to the other side of the guard house.

Harold Hudson of Facilities expects to break ground by the second week of January and complete the building in early Spring, weather permitting.

The additional space will allow the company to move all stored materials on-site rather than leasing space around town — a tremendous cost savings. All materials stored at the old Moore's building must be removed by the end of the year and will be stored at an alternate site until the building is complete. The company will also return approximately 50 rented trailers that are currently being used for storage.

In addition to the initial cost savings, the building will save time because of its location and the accessibility of material, and will also provide improved customer service.

Excavating for the 164,000-square-foot facility in Research Triangle Park in North Carolina will begin in December. The Research and Development Center is scheduled for completion in May of 1996.

Ericsson reports improved nine months earnings for 1994

Ericsson financial results for nine months ended Sept. 30, 1994:

- Pre-tax income improved 88 percent to \$464 million, versus \$247 million in the corresponding period in 1993.
- Order bookings for the first nine months of 1994 increased 22 percent to \$7,993 million, compared to \$6,544 million in the corresponding period in 1993.
- Consolidated net sales rose 29 percent to \$7,257 million in the first nine months of 1994, versus \$5,640 million in the same period in 1993.
- Order bookings in the third quarter were 30 percent higher than in the year-earlier period. Net sales also increased strongly during the third quarter.

Taiwan

(cont. from page 1)

in us and our ability to deliver," said Tom Zdanowski, Manager – Taiwan Program Operations. Craig Szczutkowski, Director PRS International, attributed that confidence to the professionalism demonstrated by both the members of Tom's Taiwan project team here in the U.S. and the Ericsson Radio Taiwan team. In the U.S. the players include: Darlene Martin, Doug Burnor, Dave Galindo, Bob Laverty, Ty Mullen, Dennis Scott, Joel Sherburne, and Tom Worthington. In Taiwan the players are: Zen Tung, Steve Chao, Glenn Hockenberger, and his team.

The Taiwan order for \$110 million is the largest order RPRS has received to date. The EDACS equipment for the entire three-phase, three-year project will be manufactured in Lynchburg. The contract calls for 83 EDACS sites, more than 500 MASTR III repeaters, more than 35,000 MPAs, 8,000 MDX mobiles, 3,000 desktop

stations, and 155 consoles. The first shipment, which consists of MASTR III and desktop stations, will be made in December of this year.

Securing the down payment was a task that involved nearly five months of preparation and negotiation. "We began working right after signing the contract in

"This down payment shows the confidence the customer has in us and our ability to deliver."

June," explained Tom. "Activities included pricing, contract preparation and approval, and working on the letter of credit with the financial institutions – Central Trust of China and City Bank of New York."

In addition to the documenta-

tion, a lot of prep work has also been done, such as site surveys to determine where the integrated multisite equipment will be located.

Tom added that even though there are cultural differences between the U.S. and Taiwan, the working process is going well. "We asked for some changes to the letter of credit from the Central Trust and they were very accommodating," he said. "The banking laws are different between countries and we had to meet certain terms and conditions that were set forth in the contract."

According to Gary Dinkins, VP Finance and Contract Management RPRS, the advance payment will help fund production and provide a positive cash flow in the early stages of the project. "The timing couldn't have been better as we strive to make our corporate commitments for the year," said Gary.



*Happy Thanksgiving
from The News staff*

American Red Cross BLOODMOBILE

149 donors

EGE employees donated 149 pints of blood on Nov. 14 & 15, missing the goal of 150 pints by one.

More than 150 people did show up to donate but some were not able to give for various reasons.

Thanks to everyone who supported the Bloodmobile.

FCC Ham Radio License

The Amateur Radio Club is offering a test for FCC ham radio licenses on Sunday, December 4 at 1:30 p.m. at CVCC. Please call Charlie Beard, 386-4651 to register. Space is limited.

JOB OPPORTUNITIES

Hourly:

Temp. LH21 Matl Cont, 1st shift, WH Clark.

(3) Production Support Techs, rotating shifts, M. Mazzone. Note: Six-months-on-job does not apply. LH33 Tech Maint SMD, 1st shift, W. Oden.

See posted job descriptions. All forms should be in by 12/2/94.



Holiday Craft Show

*Thursday, Dec. 1
11 a.m. - 1 p.m.
etc*

29 Craftspeople will display and sell thier handiwork

*Clothing • Jewelery
Quilting • Wooden Crafts
Wreaths • Ornaments
Floral Arrangements
And Much Much More!*

Get a jump on your holiday shopping without leaving the building!



Telephone Directory Update

Veronica Stevens, the receptionist in the MVR lobby, will be updating the telephone directory in the next couple of weeks. If you have changes to your listing, please complete this form and mail to her attention or call her on ext. 7301 by Nov. 29.

Important note: Please make sure your title is correct in the current directory. If it is not, complete this form with the correct information and follow the above instructions.

☐ Add ☐ Change ☐ Delete

Name _____

Initials _____ Title _____

Department _____ Location _____

1st number _____ 2nd number _____ Pager _____

Return to Veronica Stevens, MVR Lobby by Nov. 29.

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Ericsson GE Mobile Communications Inc.
EDITORIAL BOARD: Jack Radgowski, Denise Woernle
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