

COMPUTERPHONE PREVIEW

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LADIES AND GENTLEMEN, TELECOM SEES THE INTRODUCTION TO AUSTRALIA OF THE COMPUTERPHONE AS AN EXCITING BUT NATURAL DEVELOPMENT.

IT IS THE STATE OF THE ART IN OFFICE TECHNOLOGY. IT IS, IN FACT AHEAD OF ANY SIMILAR AMERICAN OR JAPANESE PRODUCT AND HERE WE ARE LAUNCHING IT ALMOST CONCURRENTLY WITH ITS EUROPEAN RELEASE.

COMBINING AN ADVANCED TELEPHONE WITH A PERSONAL COMPUTER IN ONE WORK STATION TO HANDLE VOICE AND DATA COMMUNICATION SHOULD APPEAL TO ALL EXECUTIVES WITH OVERFLOWING DESKS AND THAT'S NEARLY EVERYONE IN TODAY'S BUSINESS SCENE.

EARLY ATTEMPTS TO DEVELOP ALL-IN-ONE TELEPHONES WITH PERSONAL COMPUTERS WERE MADE IN THE U.S. IN 1981.

THEY WERE UNSUCCESSFUL BECAUSE THE COMBINATION OF THE TELEPHONE AND THE COMPUTER ELEMENTS DID NOT REPRESENT THE BEST TECHNOLOGY. THEY SIMPLY OFFERED A COMBINATION OF TRADITIONAL PHONE AND BASIC P.C., WITH NEITHER BEING OPTIMISED FOR THE BUSY EXECUTIVE.

WE RECOGNISED THAT IT WAS ONLY A MATTER OF TIME BEFORE THE RIGHT COMBINATION WOULD BE DEVELOPED AND THAT TIME IS NOW!

THE TELECOM COMPUTERPHONE EXECUTIVE SERIES IS THE PRODUCT THAT PROVIDES THE FIVE MOST WANTED USER BENEFITS.

ONE COST SAVINGS.

OBVIOUSLY A SIMPLE WORKSTATION IS LESS COSTLY THAN SEVERAL PRODUCTS PERFORMING THE SAME FUNCTIONS.

TWO SPACE SAVINGS.

THE COMPACT SIZE OF THE WORKSTATION ELIMINATES DESKTOP CLUTTER.

THREE FAST, EFFICIENT INFORMATION ACCESS.

THE USER CAN SIMULTANEOUSLY ACCESS ALL MODES OF DATA AND INFORMATION FROM A SINGLE DEVICE.

FOUR INCREASED PRODUCTIVITY.

THE ABILITY TO SIMULTANEOUSLY TALK ON THE TELEPHONE AND SEND ELECTRONIC MESSAGES ON ACCESS DATABASES WILL DRAMATICALLY INCREASE MANAGEMENT PRODUCTIVITY.

AND

FIVE THE MOST IMPORTANT USER BENEFIT.

TO FIND THE PRODUCT WHICH IS ACTUALLY USER-FRIENDLY...NOT JUST SAID TO BE SO.

THE USER-FRIENDLY BENEFIT HAD TO BE ACHIEVED WITHOUT THE USER REQUIRING ANY KNOWLEDGE OF COMPUTERS OR NEEDING A LONG LEARNING PROGRAM.

TELECOM SEARCHED WORLDWIDE AND FOUND ONLY ONE PRODUCT WHICH SATISFIED ALL FIVE CRITERIA. THAT PRODUCT WAS IN THE FINAL STAGES OF DEVELOPMENT AT BRITAIN'S LARGEST COMPUTER MANUFACTURER, I.C.L.

WE TOOK THE PRODUCT AND MODIFIED THOSE PARTS OF IT, PARTICULARLY ON THE COMMUNICATIONS SIDE, TO SUIT THE AUSTRALIAN MARKET AND THEN WE ASKED A VARIETY OF AUSTRALIAN BUSINESS PEOPLE WHAT THEY THOUGHT OF IT.

THESE EXECUTIVES OF LARGE, MEDIUM AND SMALL COMPANIES, GOVERNMENT UTILITIES, THE PROFESSIONS AND SMALL BUSINESS ENTREPRENEURS WERE PROVIDED WITH A PRODUCT DEMONSTRATION WHICH LASTED ON AVERAGE AROUND FORTY MINUTES. SOME HAD EXPERIENCE WITH ADVANCED PHONES, SOME WITH P.C.'S AND OTHERS HAD NO EXPERIENCE WITH EITHER BUSINESS TOOL.

THEIR RESPONSE WAS EXTREMELY POSITIVE. THE MAJORITY SAW THE PRODUCT AS A VERY DESIRABLE BREAK-THROUGH IN BRINGING THE BENEFITS OF DIFFICULT-TO-UNDERSTAND AND OPERATE TECHNOLOGY TO THE EXECUTIVE WHO HAD LITTLE OR NO COMPUTER TRAINING.

THEY SAW IT AS AN AID TO INCREASE BUSINESS EFFICIENCY.

THE ENHANCED TELEPHONE REGISTERED MOST STRONGLY AS IMMEDIATELY USEFUL IN THEIR WORKING DAY. THIS WAS CLOSELY FOLLOWED BY THE PERSONAL COMPUTER AND THESE TWO FEATURES WERE COUPLED WITH TERMS SUCH AS INTEGRATED, COMBINATION, DESK TOP, WORK STATION AND VERSATILE.

WHEN ASKED TO DESCRIBE TO EFFECTS THE PRODUCT WOULD HAVE ON THEIR DAILY WORK PATTERNS, THE KEY ANSWERS WERE AS FOLLOWS:

ONE IT WOULD ENABLE ME TO MAKE BETTER USE OF MY TIME.

TWO IT WOULD GET RID OF PAPER FROM MY DESK; I COULD PUT MY FILE CARDS ON COMPUTER.

THREE I WOULD CONTROL MY WORK BETTER; IT HANDLES INTERRUPTIONS.

THEN WE ASKED THEM TO ESTIMATE A PRICE FOR THE PRODUCT....\$4,000 WAS THE MEAN ESTIMATE - QUITE AWAY ABOVE OUR PLANNED PRICING STRUCTURE FOR THE BASIC PRODUCT.

MOST RESPONDENTS ALSO WAS MANY ADVANTAGES IN TELECOM BEING THE MARKETER FOR THIS TYPE OF PRODUCT.

IT WAS SEEN TO BE APPROPRIATE IN THE AREAS OF NETWORK COMPATIBILITY, BACK-UP SERVICE, IN NATIONAL PRODUCT DISTRIBUTION AND IN PROVIDING PURCHASE OPTIONS.

WHEN THE PRICING PARAMETERS WERE DISCLOSED, ABOUT 60% OF RESPONDENTS SAID THEY WOULD DEFINITELY OR PROBABLY PURCHASE A UNIT IMMEDIATELY.

HOWEVER, THE LIKELY BUYERS WERE QUICK TO POINT OUT THE VALUE OF THE PRODUCT DEMONSTRATION IN THEIR DECISION MAKING.

THE INFORMATION GATHERED FROM THIS RESEARCH WAS VERY IMPORTANT IN DETERMINING OUR SALES POLICIES FOR THIS UNIQUE PRODUCT.

WE WILL NOW SHARE THESE SALES POLICIES WITH YOU.

FIRST, THE PRICE.

AT THE BOTTOM END WILL BE A MONOCHROME VISUAL DISPLAY, THE KEYBOARD, A SET OF MINIATURE CASSETTE DRIVES AND THE TELEPHONE HANDSET AT AROUND \$2,900.

THE SECOND PACKAGE WILL INCLUDE A COLOUR PRINTER AND RIBBONS TOTTALLING AROUND \$3,600.

THE THIRD PACKAGE WILL INCLUDE A 14" HIGH RESOLUTION COLOUR MONITOR TOTTALLING AROUND \$4,400.

AS AN INDICATION OF THE CONFIDENCE TELECOM HAS IN THE QUALITY OF THIS PRODUCT, WE ARE OFFERING AN INDUSTRY FIRST... A TWO-YEAR WARRANTY WITH EVERY SALE.

TELECOM DISTRIBUTION OF THE PRODUCT WILL BE GUARANTEED BY HEALTHY STOCKS OF THE COMPUTER PHONES FROM SOME FIVE OR SIX TELECOM LOCATIONS IN SYDNEY AND MELBOURNE ON PRODUCT LAUNCH DAY IN LATE FEBRUARY.

WITHIN A MATTER OF WEEKS TELECOM LOCATIONS IN ALL OTHER CAPITALS WILL BE SELLING THE TELECOM COMPUTERPHONE. WE WILL THEN PROGRESSIVELY RELEASE THE PRODUCT IN THE MAJOR RURAL CENTRES.

IN THE HEART OF EACH CAPITAL CITY'S BUSINESS CENTRE WE WILL HAVE ONE RETAIL OUTLET SOLELY DEDICATED TO PROVIDING PRODUCT DEMONSTRATIONS. WE BELIEVE CONSUMER INTEREST IN THE COMPUTERPHONE WILL WARRANT THE ESTABLISHMENT OF DEDICATED COMPUTERPHONE DEMONSTRATION CENTRES.

TO HANDLE AFTER SALES SERVICE, TELECOM IS STARTING A MAJOR TRAINING PROGRAM OF TECHNICIANS TO BE SPECIALISTS IN PROVIDING THE BACK-UP OUR CUSTOMERS HAVE COME TO EXPECT FROM US.

THE TELECOM COMPUTERPHONE PURCHASER CAN INVEST IN A 24 MONTHS SERVICE CONTRACT FROM THE DAY HE OR SHE MAKE THEIR PURCHASE. IF THEY DON'T WANT THE SERVICE CONTRACT, A FEE-FOR-SERVICE SUPPORT PROGRAM WILL BE OFFERED.

THESE ARE THE KEY SALES SUPPORT STRATEGIES WHICH WILL BACK UP THE TELECOM COMPUTERPHONE, A UNIQUE PRODUCT WHICH WE ARE CONFIDENT WILL CREATE ENORMOUS INTEREST IN THE AUSTRALIAN BUSINESS COMMUNITY.

THANK YOU