



Robert Glaser inspects completed autodialer unit.

TELESAVER'S NEW AUTODIALER

As any Telesaver sales rep quickly learns, when selling long distance service to businesses, the greatest hurdle to overcome is the potential customer's reluctance to "dial all those numbers." To overcome this problem, it is helpful (if not essential) to have available an autodialer to offer for sale to the customer in order to close the sale. The minimum function of a dialer is to dial the local access number and send the authorization code when the switch answers. Beyond this requirement, there are many differences between various dialers.

There are many autodialers on the market. Even so, there remain some applications which are not served satisfactorily by available units. Metro Tel Corporation manufactures a dialer, denoted the QC-240, which can be attached to multiple telephone lines, incorporates speed number storage and retrieval, and handles OCC dialing. However, this device is not a true store and forward dialer, does not handle accounting codes at all, does not isolate speed number storage by individual user. All of these deficiencies were determined to be in the software (the program which operates the microcomputer within the dialer) and not in the hardware.

As a result, Telesaver and Metro Tel entered into an agreement where Metro Tel provided us with all documentation on their unit, and we completely rewrote the control software so that the dialer would be capable of performing more operations permitted by the hardware. The deficiencies noted above were corrected, remote programming was added, and many user and system programming features were incorporated. The new software package is approximately five times the size of, and bears little resemblance to, the original.

The revitalized dialer is most suitable for installation on key systems with two to eight trunk lines; requires tone generating telephone sets for activation; provides speed number storage, as well as OCC dialing; fully handles accounting codes; and has an internal memory backup which retains all information for years without AC line power. The dialers are available for ordering at this time.



PROFILE: ROBERT GLASER, Ph.D.

"There was never any doubt," says Robert Glaser, about his interest in electrical engineering. Robert's passion for it as a child continued unabated through high school in the early 1970's, a discouraging period for aspiring engineers. It also carried him through a series of academic degrees: B.E.S. (with general and departmental honors), M.S.E., and Ph.D. degrees in electrical engineering from John Hopkins University. Robert was in the process of completing his dissertation when he met Dick Goldman. The two came to a mutual agreement and, under contract, Robert designed and manufactured our first switch, the Telcro I. The entire process took but five months; it was begun in January, 1981, and completed in May.

Robert decided to continue at Telesaver as its Director of Research and Development. He says, "I had anticipated going into the consulting business, but have not regretted my decision for a moment. The key is flexibility. Here I have the opportunity to work on projects of my choice. I enjoyed the autonomy of working on the Telcro II alone for the most part. Alone, I can keep it all in my head and can conceptualize the process in its entirety as I work on it."

This initial switch was designed for residential rather than business customers. With its limited capacity of 12 ports and its relatively inflexible hard and software, the Telcro I was soon outmoded. Robert then began the exhaustive process of designing his Telcro II least-cost routing switch. He says of its design, "The switch is a relatively simple device. I had no revolutionary ideas. If there is anything unique about our switch, it is its simplicity and its cost efficiency in both the manufacturing and the operating stages." The Telcro II is unique, also, because it has no large central computer. It is designed to distribute processes; each card within the switch has its own microprocessor, a mini-decisionmaker.

The Telcro II is an example of the work Robert has an affinity for. "I have not done much pure research since my Ph.D., and have done little applied research. My interests

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lie in discovering new ways, cost-efficient ways, to utilize existing technological systems." With the rate of growth Telesaver is experiencing, he is back to the board again, this time planning the design of Telcro III. Robert says other potential projects include the manufacturing of cellular radio switching equipment and PBX add-ons.

Robert's personal commitment to Telesaver extends beyond his primary responsibility to R & D. He says, "I am involved with the business aspect of Telesaver as well. I look forward to being involved with both the continuing technological and financial expansion and success of the company."

PHILADELPHIA HAS NEW MANAGEMENT

Telesaver announces a "changing of the guard" at its Philadelphia office. Taking over the responsibilities of the Philadelphia and Conshohocken areas are Bob Goldman, area manager, and Carolyn Headley, customer service representative.

Bob Goldman was instrumental in finalizing many of our Telesaver partnerships, so he is not new to the company. He boasts a diversified and impressive background in management consulting, private investment counseling, and business systems. Bob's resume lists such companies as Reingold Corporation, Merck & Company, and Xerox Corporation. Most recently, he had his own consulting business, Avery Corporation.

Carolyn Headley's work background and pleasant personality make her the perfect candidate for her customer service/ office management position. Having worked for a telephone answering service, she is familiar with both telephone systems and computers. She recently completed a three-day training session in Maryland to prepare for her new job. Says Carolyn, "I really enjoyed the training. We had the opportunity to actually work on the switch, and that hands-on experience was really beneficial."

Philadelphia's sales office is now located at the switch site, 9600 Roosevelt Blvd. Local sales reps should contact Bob and Carolyn at 969-1106 to receive sales literature for their customers.



TELESAVER'S TRUCK REALLY GETS AROUND!

Necks stretch and heads turn to catch a better glimpse of our company truck, which bears the Telesaver trademark. Aside from its very practical purpose of hauling equipment and personnel to our various sites, the truck is performing double-duty, acting as a travelling billboard. Manufacturing Director Mike Senate reports that in just over one month, the truck has travelled over 4,000 miles.

SHAREHOLDERS MEETING IS SCHEDULED

Sunday, May 1, 1983, marks Telesaver's second annual Shareholders Meeting. The meeting is scheduled to take place at company headquarters in Owings Mills and will include presentations by President Dick Goldman and Director of National Sales, Greg Jones. For many of our shareholders, who have not visited our offices since last year's meeting, the physical changes and improvements will be impressive. This has been a year of tremendous growth and expansion, in terms of personnel, Universal service areas, numbers of Telcro II switches produced, office space, and revenues.

ANNAPOLIS, MD, ADDED TO UNIVERSAL NETWORK

Columbia's 144-path Telcro II switch now adds Annapolis area customers to its Baltimore/Washington/northern Virginia customer base. Listed below are Annapolis area exchanges that are local to the switch:

224, 255, 263, 266, 267, 268, 269, 437, 544, 551, 569, 636, 647, 672, 674, 677, 721, 741, 757, 760, 761, 765, 766, 768, 787, 789, 793, 798, 841, 849, 850, 859, 867, 923, 956, 969, 974, 987.

TELESAVER LEASES ADDITIONAL SPACE

We have stretched the walls at 20 Gwynns Mill Court in Owings Mills, Maryland, just as far as we can. Physical space is at such a premium, that some of our newest Telesaver employees have no office to call their own. Instead, every conceivable spot, including the conference room, lunch room, and reception area, is utilized for work space.

The situation will be somewhat alleviated at the end of April, when Purchasing, Manufacturing, and Network Operations move to new quarters several blocks away. The intent is that this will be a temporary move until Telesaver can locate a building large enough to accomodate all departments and employees under one roof.

TELESAVER TAKES ITS SHOW ON THE ROAD

"Telesaver Takes the Challenge...Compare and Save." That was our message to more than 400 attendees at the Purchasing Managers Association's Buyers/Sellers Expo '83. Telesaver was one of 65 exhibitors at the April 20th trade show, which attracted purchasing managers from the Baltimore, Washington and Virginia areas.

An eye-catching display, complete with enlarged color photos, highlighted the distinctive features of our service. We thank Dynamic Images, a local ad agency, for dropping everything to meet our deadline. On very short notice, they delivered an impressive exhibit that got our message across to the consumer clearly and attractively.

All in all, we were very pleased with the reception Telesaver received at the show. There was genuine interest on the part of attendees and fellow exhibitors in our business service, and several people signed up for Telesaver's residential service -- including two of our Baltimore Colts! We believe that trade shows can be a viable means of advertising, and look forward to the next opportunity to "take our show on the road."



WE WANT YOU TO KNOW...

Congratulations to White Plains partner John Kane and wife Margaret on the birth of their son, Peter Russell.

Congratulations to sales director Greg Jones and wife Micki on the birth of their son, Brad.

Our condolences to Dick Goldman and to his brother, Bob Goldman, on the loss of their father, Jack Goldman.

A speedy recovery to Peggy Balazs, customer service representative at our Columbia sales office. Not only do we miss Peggy, but so does a customer in Washington, D.C., who recently wrote, "I am a new customer and I just wanted to tell you that I am impressed with Peggy at your D.C. number. She is always so pleasant and cheerful and courteous. It is a pleasure to speak to her!"

Welcome to our newest Telesaver employees:

Kim Burns, customer service clerk; Sibby Peterson, network operations' Telco

coordinator; Marlene Shapiro, assistant to the codes department; and Stanley Lewis, director of business development.

Baltimore, Washington and Annapolis area customers will hear a new voice when they call the Columbia office. Karen Millman will begin working full-time as customer service representative the week of May 1. Welcome!

NEW PROMOTIONAL MATERIALS DEVELOPED FOR UNIVERSAL SERVICE

"Hang-Up On High AT&T Rates For Long-Distance Phone Service." This suggestion adorns the front cover of a new brochure which describes Telesaver's Universal business service. The burgundy and white pamphlet, designed as a self-mailer, is intended as a "lead" brochure, to be used if direct contact with a prospective customer is not possible. Since it is less costly to produce than our elaborate brochure, it can be distributed more liberally. Each area sales office has a supply readily available for their sales reps.

A similar promotional piece is being developed for Telesaver's residential service and will replace, or be used in conjunction with, the tan brochure that was produced in the fall. This piece is expected to be in our regional offices by mid-May.

We have also designed Telesaver counter cards for Universal cities, which will display our new residential brochures. These poster-like cards are to be placed in local stores, banks, and other public places to make our service easily accessible to the consumer.

Telesaver

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LET US KNOW!

We can't print it in the Telesaver Exchange if we don't know about it -- so let us know of news, views, tips, special sales promotions, achievements - anything of interest to Telesaver employees, sales reps, shareholders. Send your contributions to Deborah Baylin, Director of Corporate Communications, Telesaver, 20 Gwynns Mill Court, Owings Mills, MD. 21117. Your message or article will appear as soon as space allows. The next deadline for The Exchange is May 18.

Telesaver Exchange