DATE: June 10, 1988
TO: R. M. Price
FROM: G. H. White
SUBJECT: Attachment
cc: J. A. Larato
     R. K. McMillan
     F. J. Ryan

Here's a suggested introduction to your comments before SAMI/Burke employees next Thursday.

I've attempted only to get you started on the topics Ellen Brown proposed that you cover.

Gaylon H. White
attachment
Thank you, Jack.

It's a pleasure to be here and have this opportunity to get acquainted with SAMI-Burke employees. We are happy to have you on the Control Data team and looking forward to working with each of you on making it a successful and mutually beneficial relationship.

My remarks this morning will deal primarily with Control Data—what the Company is all about as well as the future we envision.

Before I go any further, however, I should explain the purpose of my visit today.
I'm here to meet personally as many of you as I possibly can, address any concerns you may have, and find out exactly what's on your mind.

Since I became chairman of Control Data 2 1/2 years ago, I've had more than 200 employee meetings such as this. These meetings have given me the opportunity to talk with some 4,000 employees, ranging from production workers to administrative people to sales people to design engineers. Without exception, these discussions have been enlightening and stimulating.

So, I'm here to listen as well as talk. In fact, I expect that what you have to say to me will be just as important as what I say to you.

I know that some of you have attended so-called "exposure" sessions where you've heard about Control Data's philosophy and goals.
At the risk of overexposing those who attended these sessions, I want to briefly review Control Data's mission, goals and key commitments.

The mission of Control Data is to provide its customers with products and services based on computer technologies.

The Company's goal is to build shareholder value through leadership in the creation of sustainable competitive advantage.

Control Data has three key commitments. They are: Marketing, Quality and People.

The commitment to marketing means that we will respond creatively to customers' current and future needs.
The commitment to quality involves meeting customers' expectations for value and service.

The commitment to people requires that we practice a management philosophy that empowers the people of Control Data to reach their full potential.

(EXPAND ON COMMITMENTS, IF YOU DESIRE)

In the final analysis, the ability to execute the Company's mission and achieve its goals depends on the translation of these key commitments into the behavior of every employee.

In the 1980s alone Control Data has gone from being the most diversified company in the computer industry to one that is much more sharply focused on three things: large computers for engineers, data storage products, and computer-based services to customers worldwide.

"With a particular focus on information services involving large data bases, and worldwide."
There are three businesses carried out through five groups. To market these products, we are organized into five business groups: Computer Systems and Services; Data Storage Products; Government Systems; Training and Education; and Business Services.

SAMI-Burke, of course, is part of Business Services. More specifically, it is part of the marketing information segment of the Business Services group along with the Arbitron Ratings Company.

History of SAMI-Burke

Control Data acquired SAMI-Burke last fall because we saw an excellent opportunity to integrate what you do with Arbitron and achieve a sustainable competitive advantage in marketing information services.

As one securities analyst said of the marriage: "For the first time, you've got an integrated, automatic, real-time, accurate portrayal of what happens when an advertiser spends his bucks."
I couldn't agree more.

(DISCUSS ARBITRON AND ITS MARKETS. EXPLAIN YOUR VIEW OF THE ARBITRON/SAMI STRATEGIC ALLIANCE AND THE ADVANTAGE TO SAMI.)