



Issue 1 : February 2004

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STAFF NEWS – BUSINESS

Who's **new**? Who's been **promoted**? Who's **'upskilling'**? The lifeblood of Harris Technology is its people. Here's a snapshot of what's been happening on the work front over the last couple of months.

New & Transferring Staff

Name	Team	Position	Commenced	Comments
James Longbottom	NSW SMB	SMB Sales	12/01/04	See below
Shane Bell	Osborne Park Corporate Sales	Inbound Sales	05/01/04	See below
Lawrence Stock	Osborne Park Corporate Sales	Inbound Sales	Transfer	See below
Martin Boyd	NSW Corporate Sales	Corporate Sales	See below	See below
Nicolas Lee	NSW Corporate Sales	Corporate Sales	See below	See below
Brendan Dunleavy	Fortitude Valley Business Centre	Sales	27/12/03	See below

PCS Joins Harris Technology

As you probably know, Harris Technology and PCS have recently joined forces. Click [here](#) to learn a little bit about General Manager Nancie Horne.

Getting to Know Our New Staff

James Longbottom

James comes to us with an IT background, having made the migration from Harvey Norman. He was attracted to his new role as it allows him to focus on the business market, as opposed to a retail environment, and it also offers him more in terms of building a career. So far James has been impressed by the realistic pricing that Harris Technology offers its customers, and his customers are also impressed with him – James received his first thank-you letter from a customer within a week of joining the SMB team. Well done!

Shane Bell

Q: What did you do before joining Harris Technology? What skills and experience do you bring from there to your role here?

A: I came over from Ipex in Belmont. I was with Ipex for about 4.5 years. In that time, I worked in customer service and sales support roles as well as project management. I spent the last year and a half in sales dealing with WA education and have moved to a similar role with Harris Technology.

Q: What interested you in coming to work for Harris Technology?

A: A couple of people had already moved to Harris Technology from Ipex and spoke very highly of the staff and the company as a whole.

Lawrence Stock

Lawrence has moved from the Osborne Park Business Centre into Corporate Sales in the Osborne Park. He has been with Harris Technology since the Perth opening in June 2003.

Martin Boyd and Nicolas Lee

Welcome to our two part-timers who have been assisting with Insurance Replacement over the summer period. Martin Boyd and Nicolas Lee have been working in corporate sales on a full-time basis with Thomas Mackey and Tony Ruggiero. Through our strategy for insurance replacement for 2004 we have an opportunity to win over \$5M worth of business for Harris Technology.

Brendan Dunleavy

Joining Harris Technology from an IT background has given Brendan an advantage. According to colleague Adam Borchard, "he has really hit the ground running and is setting a mean pace for others to follow". With a new baby due any day, you have to admire Brendan's energy!

Promotions

Congratulations to all of the following for their hard work and dedication!

- **Rowena Kilgour** was promoted from Purchasing Officer to Team Leader of Procurement in mid December.
- **Mandy Thomas** was promoted from Procurement Supervisor to Procurement Manager.
- **Rachel Jones** was promoted from Admin Assistant to Admin Supervisor in the Category Management team.

Cross-Training

Cross Training within the Procurement team took place during January. As a result, the Procurement team have a greater understanding of the roles of others within the team. Not only does this enables them to fill in for each other when they take leave or fall sick, it also means better team cohesion.

UNDERSTANDING REBRANDING – HT TO HARRIS TECHNOLOGY

Unless you have been hiding under a rock (or away on leave), you'll know that Harris Technology launched a new look earlier this month. We also changed our trading name from ht.com.au Pty Ltd to Harris Technology Pty Ltd.

Last week **Ivan Baric** took to the road to present the new brand to our staff around the country. We asked him a few questions to get a clearer idea what all this rebranding is about...

Q: What is our Brand?

A: It's what we stand for in the minds of our customers, suppliers, and staff. It's our values... our essence. Our logo and our colours are visual representations of the Brand, reflecting our values.

Q: Why a new look?

A: We have updated our look to better align ourselves with our core values and to better reflect the direction that our business is heading, which includes:

- We are a growing force in the IT reseller market.
- We have the capability to supply and service the IT needs of any organisation regardless of size or location.

Q: What's going to change then?

A: The new identity will be incorporated into all aspects of the look and feel of Harris Technology, including:

- The Logo
- Advertising material
- The catalogue
- Our websites
- Email campaigns and correspondence
- Signage
- Stationery

Q: What influenced the design of the new look?

A: The new look has been developed around the core values that are representative of Harris Technology and its people. We are:

- Reliable
- Uncomplicated
- Flexible
- Modern
- Dynamic
- Professional
- Committed
- Consistent
- Friendly
- Knowledgeable

Remember... our Brand is a valuable asset. By acknowledging this and following some simple guidelines when using it, we'll strengthen our Brand and contribute to Harris Technology's success.

WHAT'S YOUR VALUE?

What value do we offer our customers? What do they expect? What do we deliver? We have to choose the values which are most important to our customers... the values that will bring us success. And then we have to stick to them.

Our fancy name for this is our "Value Proposition". By believing in our value proposition and sticking to it, we'll create value for our customers and we'll earn their loyalty.

The Harris Technology Value Proposition

The Harris Technology value proposition reflects our focus on the business and government sectors, and the core values we stand for.

"We help business with hassle-free supply & support of their IT essentials."

What does it mean?

To really deliver value to our customers, we need to remember 5 vital

- **Rowena** worked on licensing (usually Purchase Orders and Warehouse Problems (POWP)).
- **Todd** worked on POWP instead of Licensing.
- **Chris** continued to do Direct Ships (usually POWP).
- **Tucen** did Standard Procurement instead of Direct Ships.

PRODUCT HIGHLIGHT

The Digital TV revolution is here! Over 75% of Australian households now have access to Digital TV services. If you like the idea of ordering movies on demand (Pay-TV), viewing channels in high-definition, Dolby Surround Sound and even extra channels, consider one of the following...



Thomson DTI500AU Digital Receiver

Part # J2019
Staff price \$290.00 (incl GST)
Normally sells for \$299

> Click [here](#) to find out more...



Hauppauge Nova T Digital TV Tuner Card

Part # K8172
Staff price \$226.00 (incl GST)
Normally sells for \$268!

> Click [here](#) to find out more...

points in all of our work:

1. We know what we're talking about
2. We keep people informed
3. Delivery is easy & timely
4. Wide range of available stock
5. Competitive pricing

We need to make sure that we are striving to deliver on this promise in every transaction, in every customer contact – in everything that we do! In doing this, we end up with happier customers, which ultimately means a happier working life for us.

The following variations of the customer value proposition have been developed for each key market segment.

CORPORATE & GOVERNMENT

"Building trusted, reliable relationships through understanding their business and keeping them informed"

WEB SITE

"The best, most accurate, complete, comparative research tool that sells efficiently at competitive prices."

BUSINESS CENTRES

"A physical presence where technically competent, helpful people satisfy my needs when I need it."

TELESALES

"Where technically competent, helpful people satisfy my needs when I need it."

Why not print out the value proposition for your department and pin it to your noticeboard as a reminder?