



COLUMBUS CELEBRATES 1,000TH CONVERSANT® SYSTEM

Stopping production on the factory floor doesn't always spell disaster. Sometimes it's a sign that good things are happening.

That was the case in December at the Columbus Works where CONVERSANT® Voice Information Systems are manufactured. Production was halted briefly to hold a celebration and reception marking shipment of the 1,000th CONVERSANT Voice Information System from the Columbus Works.

More than 150 people, including representatives from manufacturing, engineering, quality assurance, product management and AT&T Bell Laboratories attended the ceremony and exhibition of CONVERSANT Voice Information System products.

"One thing we're aware of today,"

said Jim Himes, manager of wired equipment operations for the Columbus Works, "is that we say thanks far too seldom. Thanks folks, for a continuing and very important contribution."

Sandra Oliver-Sterbenz, CONVERSANT Voice Information System product manager, recounted the still-brief but stunningly successful history of the CONVERSANT System product line.

In less than five years, she said, more than 26,000 CONVERSANT Voice System channels have been installed, a milestone that many of AT&T's competitors in the voice processing market have not yet reached. The market is forecast to grow to more than \$1 billion by 1994, she said, and AT&T and CONVERSANT Voice Systems are poised to

Conversant System Product Management (left to right): Gary Secrest, Denny Mahle, Mike Purcell, Bob Igelman, Joy Kay Hatfield, Bob Kracker, Sandra Oliver-Sterbenz, Todd Mason, Kathy Leach, Ruth Robbins, Shirley Evans, Tom Vincent, Diane Parks, George McMunn.

capture a significant portion of that growth.

Some of that growth will literally be in the plant's back yard, at the Columbus campus of Ohio State University. The school currently uses CONVERSANT Systems to automate registration for more than 50,000 students, in the largest application of its kind in the country. That system is scheduled to be expanded to handle additional services later in the year.

Himes provided some additional customer feedback: "In late November [1989] we had a meeting with a CONVERSANT System customer, Call Interactive, in Omaha, Neb. They use 210 of our systems, in dozens of different applications," Himes said. "They are absolutely delighted, although ecstatic may be the better word, and they plan to buy more systems this year. Please accept that as their testimonial to your efforts.

"They also asked that we express their thanks to you for a quality product and timely service."

Following the ceremony, the 1,000th system was shipped to its new owner, EDS/National Health Insurance. It will be used to provide rapid response and claim processing services for National Health Insurance customers.