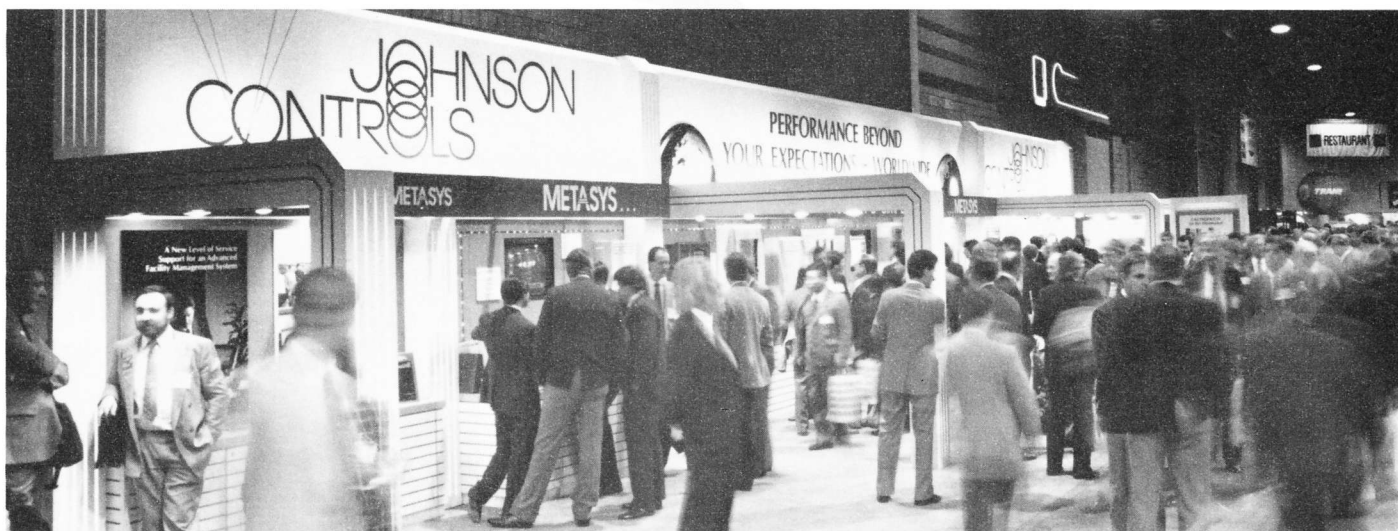


## Metasys Steals the ASHRAE Trade Show

By Janet Gougé

*The Controls Group exhibit.*



**A**nticipation. Curiosity. Excitement. Optimism. It was all unleashed as thousands of Johnson Controls employees, customers, and competitors stood in line together to get a good look at our new Metasys product family, publicly displayed for the first time at the International Air Conditioning, Heating, and Refrigerating Exposition held in Atlanta February 12 - 14.

The Controls Group highlighted its new

offerings at the show with a brand new, 70-foot exhibit staffed by more than a dozen marketing and sales employees. Half of that exhibit simulated a working Metasys system. Onlookers watched demonstrations of the seamless system, encompassing environmental control, energy management, lighting control, fire management and security functions, and overall facility monitoring. The rest of the exhibit displayed a grouping of EMSU products that support Metasys, and several new CPD products.

*Johnson Controls quickly became the center of traffic for the 20,000 attendees at the ASHRAE trade show.*

*The trade show is an international exposition held every year for contractors, engineers, wholesalers and distributors, architects, building owners and managers, and manufacturers involved in the air conditioning, heating, refrigeration, and ventilation industry.*

*Continued on page 2...*

...continued from front page.

Representatives from JCI-International were also present in the booth.

"This is the best trade show I've ever been a part of in the 12 years I've worked for Johnson Controls," says Seattle Marketing and Sales Manager Jay Garbarino, who worked in the JCI exhibit. "The new Metasys product was the star. There was a large number of customers who were almost giddy when they saw it! And we can also be very proud of the entire presentation—our exhibit was state-of-the-art, and staffed



JCI's ASHRAE exhibit was staffed entirely by sales personnel, who gave impromptu presentations on Metasys to current and prospective customers.

- ▲ Even with the exhibit's extensive staff, visitors kept workers busy throughout the three-day trade show. Here, prospects interact with the network control unit.
- ◀ Ottawa's Paul Baker shows a prospect Metasys' portable, hand-held network terminal.
- ▼ Cleveland's Paul Hayburn listens to a customer's question about graphic programming language.
- ▼ Seattle's Jay Garbarino describes how the intelligent lighting controller works into the Metasys network seamlessly.

by sales professionals from all over the country. No one else at the show could come close to what we offered."

Denver Marketing and Sales Manager Brad Gill agrees. "People viewing our exhibit commented that Metasys gives them today, what they had hoped to see only in the future. One prospect had already requested a bid on a competitor's system. After seeing Metasys, though, he decided not to accept the proposal until hearing more about Metasys from a local JCI salesperson. Another was enthusiastic about replacing their Honeywell system with Metasys—and about how easy Metasys makes it to do that! I think we caught our competitors as off guard as our customers."

Milwaukee's Marketing Communication confirms that JCI walked away with more than 300 qualified leads after just the first day of the trade show.

"The response was overwhelming," says Jay. "It's a joy to be in a leadership position again." ■



# UpDate on Metasys

**Just a little more than a month ago, Metasys was unveiled to U.S. and Canadian employees. And at the ASHRAE trade show February 12-14, our customers were presented with its promise of being the most advanced facility management system available today. According to reports from employees and customers alike, expectations are running high. After years of development and planning for the release of Metasys, a division-wide effort continues to help support those expectations and make them a reality.**

**Dateline: January 31**

## **Consulting Engineers View Metasys**

Thirty-eight leading consulting engineers in the United States and Canada visited the Customer Briefing Center in Milwaukee for a "sneak preview" of the Metasys product line. Their hosts included field operations regional managers, field operations v.p. and general manager Jim Wilson, ESU v.p. and general manager Terry Weaver, marketing v.p. Ron Caffrey, and Johnson Controls president and CEO Jim Keyes.

"Regional managers compiled the guest list along with input from the branches, to bring in the presidents, partners, and directors of the most influential consulting firms in their areas," says Terry Weaver. "These are the heavy-hitters—the people you want to have know about your product. Most trade publications have this same audience, but we thought it more effective to give

them a personal introduction to Metasys, rather than to just send them an article or two on our new product line."

Hosts presented a two-hour product overview, followed by a hands-on demonstration of Metasys hardware and software. Terry explains, "We wanted them face-to-face with the equipment, to get them in tune with the idea that this new product is real. This visit should elevate us in their eyes to a role as technological leader in our industry."

Their reaction? Terry reports that one consulting engineer from San Diego stood up and announced that JCI had leap-frogged the competition to offer a facility management system exactly in line with what customers are looking for. "This statement was followed by a round of applause from the audience," says Terry. "I would say it's the consensus!"

**Dateline: February 1**

## **Satellite Broadcasts Metasys Review**

Sales employees who attended the Metasys roadshows in January viewed a three-hour live broadcast on JCCN to review Metasys features, applications, sales support, and delivery and pricing issues.

Says Terry, "Now that the sales force has had a chance to get back to the branch and review product literature, we wanted to give them an opportunity to get immediate feedback on any lingering questions or concerns."

The phone lines were open for questions and comments from the audience following brief recaps of Metasys material presented by Terry, SSD Product Manager Mike Lynch, ESU Applications Supervisor Dennis Webb, and ESU Market Manager Dennis Kelsey. BDS Marketing Manager John Tavares and EMSU Marketing Manager Tim Pilat were also on hand to answer questions. ESU Marketing Manager Jim Hadfield moderated the broadcast.

Future Metasys broadcasts are planned

throughout the year to support sales and technical employees.

**Dateline: February 5**

## **Technical Training Begins**

Technical training on the Metasys product family is underway at five different locations in the United States and Canada. Application engineers and system representatives will receive one-week sessions of classroom and lab training in Los Angeles, Milwaukee, Atlanta, Baltimore, and Toronto during the next two months.

"Experience has taught us that it's essential to be quick and efficient with new product training," explains Terry. "This time, we're accomplishing 30 weeks worth of training in just eight weeks. This is unprecedented in terms of coverage and time compression."

The first round of technical training will cover Metasys basics for those who engineer and commission jobs. Follow-up, intermediate-level training will take place in April.

**Dateline: March 6**

## **Metasys Goes On The Road Again**

Metasys will be introduced to Johnson Controls' Asian and Australian sales employees at two two-day new product rollouts held in Hong Kong, China and Sydney, Australia in March.

Presenters will include Terry Weaver, Jim Hadfield, and International Marketing Manager Terry Hoffman.

"The programs will be scaled down a bit to fit smaller audiences, but will remain basically the same as the U.S. and Canadian rollouts," says Terry.

Metasys will be introduced to European sales employees in the spring. ■

*Look for continuing Metasys updates in MTF Highlights.*

## Satellite Smooths New Product Releases

**M**ore than 500 installation salespeople, application engineers, and project managers at 90 branches tuned in to JCCN January 4 to view the first new product released to the field through live satellite television.

EMSU Product Marketing Manager Steve Drollinger went on the air along with Kirk Drees of Technical Services to introduce a range of products centered around the new VF Series Butterfly Valves. The valve supplier—Bray Valve & Controls International—also participated.

According to an audience survey taken after the broadcast, the majority of viewers strongly favor the new live television format for product releases, over the usual written or videotaped

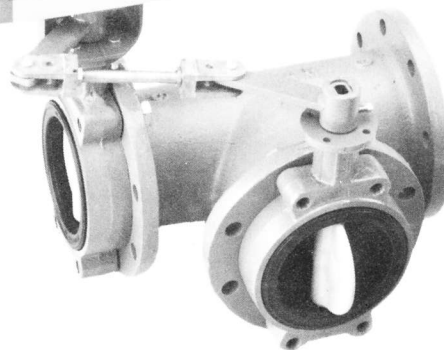
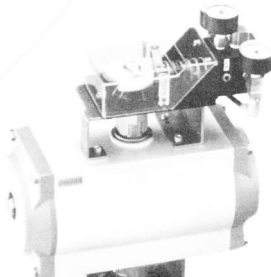
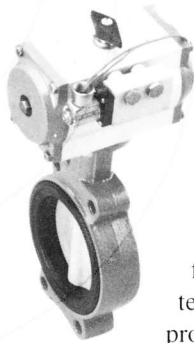
release materials. Steve Drollinger reasons that satellite simplifies and quickens new product introductions. "Through satellite, viewers can absorb a broad

overview of the product. They can hear about and see its features, benefits, and applications, and they can call in their questions about the product and have them immediately addressed." In fact, viewers of EMSU's broadcast had so many questions that JCCN purchased an extra 30 minutes of air time to handle the calls.

"Satellite catches everyone's attention, all at one time. It speeds up the information going out, and then the orders coming in," says Steve. "Through satellite we've achieved a unique level of acceptance from our branch customers. The first day after the broadcast, we

received three orders for the new product, and the order rate is holding its momentum. Without satellite it might have taken a year or more for this kind of response."

EMSU plans to take advantage of the satellite network for future new product releases. ■





*In an effort to provide you with a broader scope of what's happening in the field, we're introducing this new **Highlights** section in MTF.*

*Each month, **Highlights** will feature a variety of current news items from U.S. and Canadian branches. It'll update you on new projects, appointments, training programs, and special achievements and events.*

*If you have news to share in **Highlights**, remember that you can send it to MTF quickly and easily through the **Press Passes** that are displayed at your branch.*

*Also, while **Highlights** replaces our editorial section, we do plan to feature editorials from time to time. If you have something on your mind that you want to share with other SSD employees, please get in touch. Again, use the **Press Pass**, or write or call MTF editor Fran Verito at M-17, X4278.*

*Now, here's what's going on in the field...*

### **B**branch Efforts...

Marketing and sales managers in the Pacific Coast and Southwest Regions have formed problem-solving teams to deal with common issues and concerns and build stronger marketing strategies.

The Madison branch reports that they're making progress in reducing profit erosion—a result of efforts from Profit Variance Elimination Teams in the branch. The teams were formed recently to prevent and minimize the causes of profit erosion on susceptible projects and improve future estimation accuracy. They typically include personnel from sales, engineering, and installation departments.

The Milwaukee, Cedar Rapids, Omaha, La Crosse, and Des Moines branches report high levels of enthusiasm for the new Metasys product line. Sales employees at each branch got together for strategy and role-playing sessions to help them make more effective customer introductions.

### **C**ontracts...

The Cincinnati branch landed an \$800K contract to install a facility management system for Cincinnati Bell's downtown headquarters and 55 other exchange buildings. The initial phase will provide critical monitoring of these buildings. The

larger value will come from the retrofit of DDC controls at these locations, leading to an estimated two million dollars in additional work over the next two years, and a continuing service relationship in the future.

The Rockford branch closed its first Novar System with Bergners Warehouse. JCI entered into an agreement with Novar last year to provide branches with products targeted toward mid-range commercial markets.

### **A**ppointments...

John Durnford has been appointed branch manager of the Mobile branch. John came from the Greenville branch, where he was account executive.

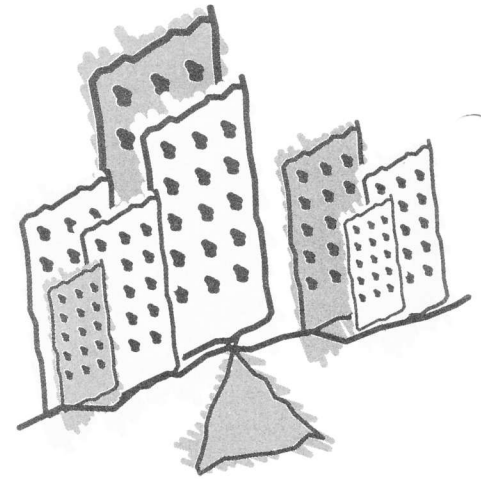
Rick Ferrell has joined the Atlanta branch as branch manager. Prior to that Rick was branch manager in Greenville. Former Columbia Branch Marketing and Sales Manager Kevin Melton is now Greenville's branch manager.

Lloyd Henderson recently joined Johnson Controls as regional human resources manager for the Southwest Region. Lloyd comes to JCI from Savin Corporation, where he was manager of human resources.

### **M**iscellaneous...

Interest in Customer Briefing Center visits has peaked as a result of the Metasys unveiling. According to CBC Manager Bill Pauers, the waiting period for visits is running at least six weeks. To accommodate requests, the CBC asks branches to provide information on their customers as well in advance as possible.

Congratulations to those employees who succeeded in the "Metasys Challenge" at January's U.S. and Canadian new product roadshows. The Metasys Challenge (part *Wheel of Fortune*, part *Jeopardy*, and part JCI) used game show principles to test the audiences' knowledge of the new material presented at the roadshows. Those who made it through three rounds of Metasys Challenge questions to take first place were Albany's Gerry Marciano, Albuquerque's Randy Lanier, Columbus's Brian Blanchard, Burlington's Steve Kuhn, and Toronto's Lisa Bugler.

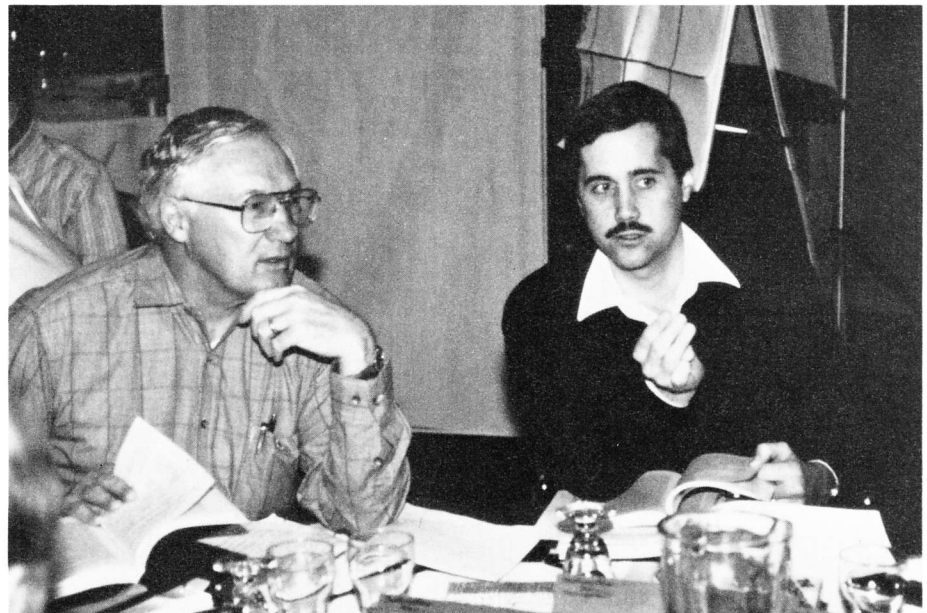


*Metropolitan  
Area  
management*

The second Metropolitan Area Management Training Workshop was held January 7 - 12 in Kohler, Wisconsin to help branches with high market opportunity reach their growth potentials. Attending the workshop were branch managers from Ottawa, Harrisburg, Buffalo, Nashville, Albany, Atlanta, Milwaukee, Toronto, Chicago South, Memphis, Richmond, Grand Rapids, Raleigh, Salt Lake City, Regina, Jacksonville, Pittsburgh, Indianapolis, Phoenix, New Orleans, Charlotte, Norfolk, Vancouver, Denver, and Cincinnati.


▲ Supervisor of Management and Sales Training Joe Gray talks through leadership, delegation, and empowerment issues.

New Orleans Branch Manager Harold Thompson and Raleigh Branch Manager Greg Nebel discuss ways to enhance their management and their employees' skills. ▼



MTF is published monthly for employees and retirees of the Field Operations Unit, SSD. Employees like:

**Dallas/Fort Worth Service Mechanic, Dave Phelps**

for his work with handicapped children. In the photo shown to the right, Dave takes a technology-dependent child on a train ride. 

Readers may submit story ideas, news items, and comments to Fran Verito, MTF Publications Editor, P.O. Box 423, 507 East Michigan Street, Milwaukee, WI 53201.



**JOHNSON  
CONTROLS**

MTF recognizes Press Pass contributions with this symbol. 

## COUNTERLINE SALES & SERVICE TIPS: A CHECKLIST FOR INCREASING BUSINESS

The Product Management & Marketing Group would like to thank the attendees of the January 1990 Counterline Sales Seminar for contributing all the following suggestions.

**M**aterial Sales is one of the Product Management & Marketing product lines. Our aim is to improve sales and service execution strategies. At the last Counterline Sales Seminar, we asked the attendees to share their best suggestions and experiences on increasing productivity and servicing customers to expand existing business.

Your branch can use one or more of the following tips to continue to exceed customers' expectations and increase business.

### Identifying New Business

#### Use suggestive selling

- When speaking with customers, ask if they're in need of anything else or whether they could use some spares.

#### Establish rapport; call, visit, and send mailings

- Enclose "thank you letter" with order; include a business card, flyer, or reference item that reveals branch location, telephone and fax number...use reference item to keep in touch with customers you haven't heard from in a while.
- Inform them if materials purchased today will help prevent problems tomorrow.
- Probe for potential business opportunities. Ask what's new; how's business. Customers may share information regarding upcoming bids or future material needs for upcoming jobs.

### Securing Business

#### Make use of fax machines

- Create a simple order form. Mail it to your customers. Have customers fax in orders.

#### Key Account Customers

- To retain existing customers, increase attentiveness to that 20% of customers that gives branch 80% of business. Make other people who answer the phone aware of these customers so that they get prompt service.

#### Sponsor local promotions

- Generate awareness and have incentives to increase sales. Display new products and catalogs; enclose a promotional freebie with orders.

### Executing and Delivering Business

#### Keep reference materials updated and organized for easy access and use

- Establish a branch central information library.
- Compile and utilize a contact list of branch, Milwaukee, and vendor contacts.
- Have plenty of technical information available for owner/contractor.

### Branch Team Work

- Institute a counterline/branch back-up system.
- Become familiar with available resources and how to obtain them.
- Initiate and establish good communication with marketing & sales manager, supervisor and/or branch manager. Keep branch personnel updated on counterline department happenings.

### Customer Satisfaction

- Mail a brief questionnaire asking customers about the service we're giving; include questions asking how JCI can be of assistance...use the comments to improve service.
- Follow up on large orders to confirm customer satisfaction and that a proper and complete shipment was received.
- Keep customers updated on JCI training and technical assistance offerings.



Left to right, 1st row (sitting): Brian Carrico/Casper; Becky Calvert/Portland; Karyn Flynn/Hartford; Lori Utzy/Washington; Jeanine Lannon/Baltimore  
2nd row (sitting): Marc Bryant/Oklahoma City; Ken Newcombe/Rochester; Mike Beals/Columbus; Warren Sturm/Regina; Mike Braune/Des Moines  
3rd row (standing): Dean Paoletta/Cleveland; Frank Adkins/Milwaukee; Vicki Hamilton/Houston; Margo Oswald/Youngstown; Joanne Dennis/Charlotte; Jeffrey Bryeans/Dallas, Ft. Worth; Ron Sansone; Amy Knox/Austin; Laura Roesler/La Crosse  
4th row (standing): Jim Peck/HVAC Instructor; Carlos Carter/Hamilton; Victor Bailey/Los Angeles; Peter Griffith/Norfolk; Mike Schmelzer/Miami

## New Cost Avoidance Report Software Release

by Sally Cissna

If you've been using the Cost Avoidance Report (CAR) for your customers with Guaranteed Performance Contracts, you may have been worrying about the new decade since CAR weather data files only contain data through December 1989. Well, worry no longer! **A new version of the CAR Program is being sent out this month to all CAR users.** Although this new release was necessitated by the input of 1990 weather data, many other enhancements have been added, most of which were requested by the people using CAR, such as:

- Allowing 7 year's worth of data to be entered for reporting (3 years was the old maximum).
- A new menu system that looks like the LOTUS menu system.
- Small utility programs have been consolidated into the more user-friendly menu system for easy access.
- Color monitor support.
- Easier generation of text files for reports.
- Easy file conversion from any CAR version (1986 forward) to the new CAR format.

If you haven't received your copy or are a new CAR user, call Joe Dorr on the TSG Helpline (1-800-333-2222, Ext. HELP) for a free copy of the latest CAR software.

### Second Quarter Energy Services School Schedule

Energy Services	
Project Management (CAR)	February 5-9
Energy Services Sales	February 12-16
EFACT School	March 12-16
Energy Services Audit	March 19-23

## Idea of the Month

Al Kumm, a technician in the Saginaw branch, recently came up with a creative solution in response to a customer concern. Al had always connected to the C500 Controller for testing by disconnecting the trunkline and then hooking up three alligator clips. His customer thought that was a "cumbersome" method. The Honeywell W7500 method of direct plug-in for servicing seemed much easier. Al's solution is to mount an R-11 phone jack on the front face of the C500 panel using a three conductor phone cable. The Y199 could be modified with a R-11 phone plug (see Figure 1). An optional toggle switch could even be installed to easily "disconnect" and "reconnect" the trunkline. This solution is similar to the old hand held testers of the JC80 and simplifies the testing considerably.

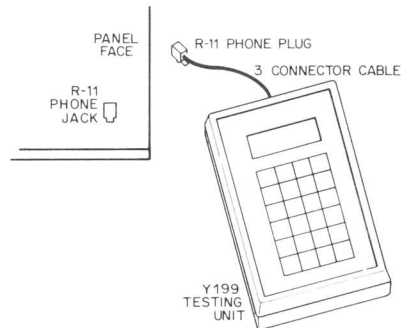


Figure 1

Ted Godawski from the Dallas/Fort Worth Branch has found that many customers request button sensors similar to Barber-Coleman's TS-8131. In addition, customers many times require the sensors to be inconspicuous and "attractive." Ted designed a button sensor made out of brass and teflon which can be installed in his customer's beautiful hardwood walls. The button is made to fit over the TE-6000-960 PTC Silicon sensor. The sensor slides up the center until the tip reaches the open air space. The back

of the sensor is silicone sealed (see Figure 2).

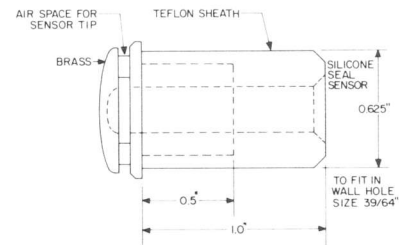


Figure 2

These button sensors are made to order by:

J & J Fabricators  
2415 Executive Drive  
Garland, Texas 75041  
(214) 278-3186  
Attn: Jack Phipps

Please call J & J Fabricators for prices on quantities.

Both of these ideas met the challenge of competitive equipment and retained customer satisfaction. Because of their resourcefulness, Al and Ted will both receive a \$50.00 award for the Idea of the Month.

## Technical News Page

January 1990 No. 15

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Technical  
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Milwaukee (M14)

TNP Coordinator: Sally Cissna

File in your branch  
Technical Tips

# Company Confidential