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The Internal Newsletter of IONATECHNOLOGIES

First off, an further apology to those of you who actually noticed that our favourite newsletter 'skipped' a month in January. For those of you that didn't notice, don't forget to use the recycling bins when you throw this away.....

Hopefully we are now back on track, so sit back, put your feet up and pour yourself a nice cup of tea. I'm sure Paula won't mind if that port isn't finished in time.

"Timbuktu Is The Future" - Hickey

Emerging Markets In French West Africa Key To Orbix Sales Growth

Despite a record year for just about everything here in **IONA Technologies**, new markets remain to be exploited in the bid to bring "Distributed Object Technology To The World" (©A.O'Toole 1995).

Mindful of this, intrepid explorer and 'fat-cat' businessman **Paul Hickey** took the IONA message to **Mali** last week - and claims his mission has been a great success.



"You talking to me?"

Others, however, are sceptical. "Considering he claims he was away on business, he has a pretty nice tan", noted **eagle-eyed Damien Beresford**. **John O'Toole** also has his suspicions. "Here in the DB update corner we process leads every day. **I haven't received one from Paul since Dylan went electric way back in 1965**".

Hickey himself claims to be deeply hurt by these allegations - and has provided **i-contact** with photographic evidence of a speech he gave in the **Timbuktu Object hall**. However, when we sent the photo to our labs, we were greeted with sarcastic laughter. "It's almost certainly a hoax", we were told, "**probably a large ape dressed up in a suit**".

When we put this to Paul he seemed to get very upset. Luckily we kept the negatives. As pressure mounts, Paul is left sticking to his guns. "The idea of investigating these markets came to me at the **Christmas party**", he says, "and I knew immediately it was a winner.

Then I fell over and hurt my head - but a month later it all came back to me. I really do believe this is the future".

"I also had an idea that it would improve the morale in the workplace if we all dressed up as **clowns**, but I'm not stupid. I know I won't get anyone to run with that one".

Paul's contract is currently under review.

As always, don't forget that **i-contact** is an internal magazine. Don't even show it to your mates - you never know. If you do feel like sending me articles for inclusion, or even if you just fancy a cyberchat, mail me at tfarrell@iona.com.

Our tag-lines this month are based on Annrai's highly original slogan

The Network Is The Application

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Colin Newman's Guide To Marketing

I could have emailed this to staff, but I guess nobody would have read it. I believe the readership of I-C is higher.

Just in case you had not heard, I wanted to let you all know the new lie of the land in marketing.
(email: *marketing-all*)

The current structure looks a little like this...

In the red corner..... **Business Development** (*busdev-all*)

These guys are responsible for lots of stuff. They look after existing **partners** (SGI, Isis, Black and White etc) and they also set up new partners (they are working on lots of interesting deals). Their **Orbixwise** is trying to make this sort of relationship scaleable and off the shelf. (*and, indeed, semantically rich. See elsewhere for an Orbixwise exclusive - ed*)

In their **product management** role, working with engineering, they make sure customer needs get into the product, they understand the way the product is going, decide what to do/ what not to do, and generally manage the product roadmap. An important task.

Currently the gang is headed up by **Barry Morris**. Partnership managers: **Laura Dillon, Paul Hickey, John McGuire** with **Jillian Godsil** on Orbixwise. Product managers are **Lean Doody**(Desktop), **Conor Halpin** (Enterprise).

Sales (*sales-all*) are responsible for the top line in terms of selling product. They are also obsessed with looking after customers once we have them. Towards the end of each quarter they go crazy as they try to bring in lots of Purchase Orders. They spend lots of time doing RFP's. Currently this group is email/telesales, with field sales visits being done by Bus Dev/Consulting etc. Plans are afoot to make a field sales team run out of the Boston office, giving sales a bit more self sufficiency. **John Petrie** joins in March for Field sales.

Margaret heads up this team in Dublin and USA. **Fergal McDonnell** sets up channels, with **Eileen Nolan's** assistance. **Mark Dunleavy** sells to UK and non-USA with **Allison Hand's** assistance. **Paul Lowry, Niamh Ni Charra, Steve Deame, Fiona Mackey** sell direct into USA, each manages a various industry eg: Telecoms, Finance. **John O'Toole** and **Gar O'Grady** keep all the data on people together. **Niall Byrne** is Technical Sales.

Marketing Communications (*marcom-all*) run the Image of IONA. They do tradeshow, advertising, seminars, mailshots and the vital PR. They ensure that IONA keeps in the news, and keeps in the public face. They make sure people are thinking that 'you guys are every where' - just like Orbix is and they do it very cost effectively.

Tom Golden heads this group up, with **Brian Comasky, Liz Hughes, Tom Farrell** and **Tara O'Sullivan** assisting in various areas. (*assisting in various areas? Is that it?*)

There is also **Darren Quinn**- who helps with information systems, **Siofra Flood** who helps with legal stuff and **Colin** who tries to co-ordinate a lot of this stuff. Colin also does a bit of USA office admin, and works with **Conor** in Production (which is also a kind of customer service dept).

If you want something done in marketing (*good luck skipper*), try and approach the right group, if you are not sure who should run with it, then talk to the manager, or email marketing-mgt (Colin, Margaret, Barry, Tom G.)

Engineering News

There's now so much going on in Engineering that none of them have any time to talk to me. Consequently most of what you read below is probably completely inaccurate. Oh well, here goes..

- Orbix for Java, our hot new product, is currently being bent into shape by **John Moreau**. Says John, "this application is the applet of my eye" (oh dear - things really have sunk to a new low).
- Orbix on Windows95 is set to become a reality, thanks to the 'migration' work currently being undertaken by **Aman Kohli**
- Work is beginning on the three new product strands, desktop, workgroup and enterprise. At the desktop end, the second stage of the **OLE/CORBA** integration - utilising the notorious 'OCX's, is being productised with all eyes on an imminent beta release.
- Meanwhile the desktop team have also written a rather fine diary demo, which **Damien** will be taking over to VBITS in order to 'wow' the punters.
- **Oisin** is getting VxWorks ship-shape (there's a pun in there somewhere).
- **Craig Ryan**, 30, is back from holiday down under to continue hacking away at the Ada product. From the sublime to the ridiculous....
- Meanwhile, document gurus **Ann** and **James** are hard at work keeping up with all the above new releases - and even toying with the idea of redesigning the whole caboodle. Goodness me!
- The support team, saddened by the departure of **Alan Crilly**, were cheered up immeasurably by a consignment of Jelly Belly beans. Get them while they still last (my favourite is Very Cherry).
- If someone isn't mentioned above, they're probably doing nothing. Or juggling. Only kidding.

Chinese ORB hurtles towards Wicklow

(Irish Independent, Thursday 8 February) (as rewritten, surprise surprise, by Jilian Godsil).

Recent reports of a Chinese rogue **ORB** hurtling its way on a collusion course with the 'garden' county has raised unparalleled commotion within IONA. In particular, a certain **red-headed** member of professional services (gee- that narrows it down!) has been seen muttering under his breath about the extraordinary lengths the **Chinese** government will go to ensure the Orbix is not everywhere, and certainly not in mainland China. Rumours have it that this **kamikaze ORB** was originally given out as an evaluation copy when Messrs Mcdnnll and O'Toole visited that part of the world recently (well, they were nearby) but the project was uncovered by roving Channel 4 TV crews. The ensuing publicity resulted in local government officials sending the offending **ORB** into space rather than have it distribute objects locally. (Another rumour suggests that the **ORB** was intended to rival the Iridium project, but the local engineers got it wrong.)

A spokesperson at the **Chinese embassy** in Dublin refused to comment. A senior official in the Irish foreign department said their Minister was **far too busy** to speculate on the goings on of foreign governments. No-one at the Industry for Trade and Development knew how many plastic toys in Ireland were made in China, and as for ORBs - well, frankly, **who cares!** **I-Contact** finally tracked down a local farmer in Wicklow who was prepared to speak with our intrepid reporter. "What have they been feeding it," he asked when told the projected size of the crater is expected to be 30ft by 40ft. "**Angel Dust?** As long as it keeps on the same course as Sputnik!! We'll be grand!.

ORBs in Space!

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The Internal Newsletter of IONA Technologies

Staff News

- Engineering has recently been bolstered with the recent addition of **Aman Kohli, David O'Riordan, Jack Lynch and Karen Lavin**.
- MarComms are also 'on the up', with **Tom Golden** now working full time, **Tara O'Sullivan** joining, and **Liz Hughes** being 'poached' from the shipping/production department.
- Meanwhile, however, **Daragh Byrne** has become a permanent fixture in shipping - taking over where Liz left off.
- Last, but not least, **John Petrie** joins in field sales, based in Boston.

Sadly, we had to say goodbye to **Alan Crilly**, and **Garrett O'Grady** and **Niamh NiCharra** are also soon to leave - good luck to them all. Despite this, there is renewed pressure on space in IONA offices. In a selfless move which confirms their position as IONA's least important department, **Training and Consultancy** have moved to Pearse St. for a short stay, whilst we await confirmation of our new office space.

Meanwhile **Colin Newman**, previously known for advocating an office in space, has now lowered his sights - underground! Says Colin "It will be nice and warm in the winter, cabling will be easy, and if we dig deep enough we can cut delivery times to Australia in half!".

Marketing News

Apart from the momentous structural changes detailed elsewhere in this issue, Marketing are as always busy generating "mindshare" and capitalising on it in the form of "sales dollars". Here's the news...

- Another trip to **San Francisco** is already underway, involving a three-pronged 'object assault' that is set to leave Californians reeling. First up is a **press conference** being held in conjunction with **SGI** to announce their purchase of our source code, and also showcasing our partner products strategy. Next it's on to **VBITS** on Monday, where the Windows product will be put through its paces in front of Visual Basic developers. Lastly, from the 14th to the 16th, we attend **Uniform**, again in San Francisco. No stone is left unturned.....
- After the front page exposure given to our **Orbix for Java** product in **Electric Infoworld** (<http://infoworld.com>), the print copy also included extensive coverage of our Java story. In lightning quick time marketing are ready with the product literature to start fielding the queries...
- Further products are coming on-line including our **Smalltalk** and **Ada** implementations - which all require extensive groundwork before they can be 'marketed' successfully.
- Seminars are go, with dates in the UK and Australia due to go ahead in the near future. Unfortunately for those looking forward to a nice trip to **Sydney**, the seminar will be run by our newly appointed Australian distributor **Iridium Technologies**.
- See elsewhere in this issue for details on the soon to be launched (honest) **OrbixWise** program.
- Business Development, as you may have noticed from all the new product releases mentioned above, are a busy lot these days. **John Maguire** is 'running' with Java, **Laura** is looking after partners and **Paul Hickey** is drumming up contacts in the burgeoning Mali market....
- And lastly, sales. Featured elsewhere in this issue, a classy new soap by **John O'Toole**. But as far as hard news goes - it really couldn't be better. The game of musical chairs continues - **Paul Lowry** is now back in Dublin, whilst **Margaret** has travelled over to Boston to hold things together over there. The recent rush of new recruits have now settled in, and with new streamlined systems in place - sales is ready for the year 2000 (by which time people will be saying "object request brokers - remember them? HA HA HA").

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Ciaran McHale "To Take Up Training And Consultancy".

In a shock move, **i-contact** stalwart **Ciaran McHale** has pledged to move more toward what he terms a "consultancy role" within the company.

Famed for his witty articles and stories, Ciaran confessed to **i-contact** that he had been hit by a bombshell when arriving for work. "**Sean Baker** asked me into one of the meeting rooms", says Ciaran, "and showed me **i-contact**, full of my funny stories. I thought he was going to congratulate me".

Unfortunately for Ciaran, Sean was not amused, suggesting that young Mr. McHale go home and have a close look at his job description. "When I got home I could barely believe my eyes. Apparently I'm supposed to be some sort of 'Object Technology Consultant' or something".

However, determined to make the best out of a bad situation, Ciaran has set to work mastering his new found profession. "I bought a great book", he says, "called 'The essential distributed objects survival guide'. Full of good advice it is. Now I know loads about objects".

i-contact, although saddened by this loss, wishes Ciaran good luck in his new career.

IONA Employs All New OS

IONA marketing boffins are to use an all new OS in an attempt to improve efficiency. Following on from the successful deployment of the popular **SeanOS** in the training and consultancy department, marcomms have now introduced the 'leading edge' **TaraOS**. Says **Tom Golden**, "we had been using the archaic system called **Farrell** - but it was found to be too slow and clunky for use in a modern office environment. Experiments with the multi-platform **Comaskey** environment were also unsuccessful".

The new **TaraOS** is not only bug-free and reliable, but is also fun to work with and employs the intuitive user interface **English** (unlike the O'Toole and Newman models). Golden is now optimistic that marcomms can move forward into the next millenium in style. "It's like that clock in the river", he told **i-contact**.

Orbix Enterprise "A Complete Waste Of Money"

IONA bosses yesterday slammed the plans of newly installed marketing guru **Conor Halpin** as 'bizarre' and 'unworkable'.

Specifically, his 'big idea' - to supply Orbix to the crew of the **Starship Enterprise** - looks like floundering on the rocks early in its abortive life. Said Annrai O'Toole "The plan is absurd. The **Starship Enterprise** isn't even real".

However, Conor is determined to push on with his initiative, claiming that there are thousands of computers on the ship, each one desperately in need of **distributed objects**. "Take that episode when **Riker** has to dampen the subspace with the photon torpedoes. With **Orbix** that needn't have happened".

When questioned about whether events on **Star Trek** are actually real, Conor was adamant. "Of course they are", he insisted, lambasting the **cleverclogs theories** that suggest most of the series consists of special effects. "If it's not real how come it's on the TV every night? Answer me that".

Orbix Video Back From The Dead.

The legendary **Orbix video**, featuring attractive young men and women talking about life, and as featured on **MTV's Greatest Hits**, is set to make a comeback at this months **Uniform** show.

At one point confined to the dog house, and after a period of exile in **Japan**, the Video is being specially flown back to it's homeland, and on to America to star at booth #552, **Uniform**.

Says video creator **Annrai O'Toole**, "there will be other things to see at the booth, but I think it will be chiefly the video that draws the crowds. We're expecting a huge leap in sales thanks to this presentation". Although the video may appear to have little to do with **Orbix**, sources close to the company say that it is "symbolic". "**That mouse running around the maze** - that symbolises something", explains O'Toole.

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Some of you may have been wondering what **Jilian Godsil** has been up to for the past six months, so at her request, i-contact presents the ultimate guide to our new **Orbixwise** program. Not particularly impressive, I'll grant you, but she does do other stuff - and is also a mean **COBOL** programmer.

OrbixWise is designed to meet the varied needs of the **many consultants, solutions providers, ISVs and Orbix enthusiasts** working with Orbix today. OrbixWise is an umbrella program which covers three complementary streams catering for different needs and requirements. The programs are not mutually exclusive and our customers can choose to join one or more of them.

OrbixMasters - support for solutions providers

OrbixMasters supports solutions providers and system integrators who use Orbix. It offers members extra support in the use of Orbix. OrbixMasters also supports customers that analyse and design systems for their customers. Companies must show considerable knowledge and commitment to join OrbixMasters.

TeamOrbix - strength in numbers

in TeamOrbix the emphasis is on pooling resources. Members have access to marketing programs, comprehensive collateral and initiatives to broaden knowledge and maximise on market exposure - allowing them to become part of the team that delivers.

OrbixWare - works with Orbix

We have hundreds of requests from companies looking to integrate software products with Orbix. To make this easy we have set up OrbixWare where certification is straightforward. By combining our products we can maximise on the marketing muscle afforded by this impressive collection of software.

Well, that's enough of the marketing speak. I know what your thinking - "what's in it for us". The short answer to that question is **loadsawonga**, and, of course, **mindshare**. But in the meantime, Jilian is busy setting up starter packs, newsletters, marketing partnerships and so on to make sure the scheme is a success.

Fair Deal (the sales soap with closure) brought to you by the man in the know - John O'Toole

The scene: Recently employed hot shot admin guru Gar O'Greedy is at lunch with the rest of the fair deal sales team. They sit in the local costafortuna Italian, eating their chicken subs and drinking their sparkly water. O Greedy decides that this would be a perfect time to announce his shock departure from the team.

Gar O Greedy: So lads, this orb stuff is great but I still don't know a platform from a playtex and I thought GUI was something you trod in, OLE something you said at a match and when I was told to open a window I started with the gents toilet. I know that Fergal Mac Job was not impressed when I mistook him for a male to be bounced so all in all I think its time to move on. I'm going to get a job where a backend is a backend and UNIX is somebody with a high voice.

Marcus Doneloadsadeals: Gar, stay in the loop, don't close that deal, you want add ons we got them, lets touch base on this later. Send me a status report.

Gar O Greedy: My minds made up, I've got a car with a hanger in the back for my suit jacket.

Paul Loadsaruntimes: A car. I've got a car. Its fast, its got a 1.4 litre engine and it drinks petrol and the chicks dig it...

Mark Doneloadsadeals: Thats nothing, I drink petrol and the chicks dig it.

Lunch ends and the team returns to the office. There's a voicemail from Niamh Ni High in....(to be continued)...
