



**DISCOPYLABS**  
The Complete Software Production Company

# Perfect Original Quarterly

FALL 1992

## Ten Years of Continued Growth and Enhanced Services

**1992** marks the tenth anniversary for DisCopyLabs. As the company reaches this key milestone, its founders reflect on a consistent history of successful operations and continued growth.

"I have seen DisCopyLabs grow from a one-person operation to a company with over 250 employees," explained President Norman Tu. DisCopyLabs opened for business in a small, 150 square-foot office in Menlo Park. In 1990 doors opened on the current headquarters, an 85,000 square-foot production and warehouse facility in Fremont. With the acquisition of Duarte operations in 1991, DisCopyLabs became one of the largest software manufacturing facilities with a combined production capacity of more than five million disks and 500,000 product packages per month.

Norman explained that DisCopyLabs has grown alongside a number of its customers. "Many of them, such as Borland, Banner Blue, SCO and Symantec have been with us right

from the very beginning."

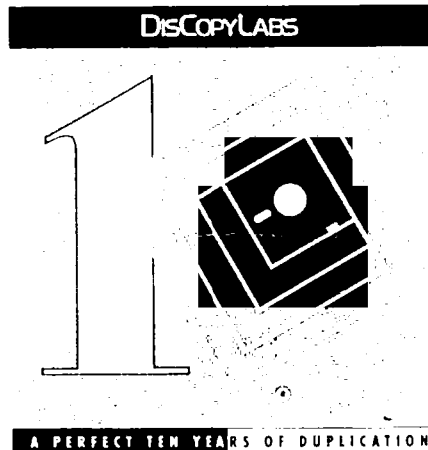
"We had no idea that the company would grow to this size when we first started it," recalled Antonia Tu, Vice President of Customer Relations. "We continue to surprise ourselves!"

Norman had a software background and 15 years of experience, so he chose a related business.

"I had confidence because I knew the issues," he said. "I could speak my customers' language and offer a solution to their software duplication problem. That removed a burden from them so they could focus on their business instead."

"We have established standards that other companies now compete against in the areas of service, quality and innovation," Norman continued. In 1986 DisCopyLabs began to offer

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### *New Service Offering for DisCopyLabs Customers*

## Electronic Data Interface (EDI)

DisCopyLabs is making a new service available to its customers. The Electronic Data Interface (EDI) system was successfully implemented in August. EDI allows customers to access current and immediate status of their orders in process. This status is current to within a 2-hour time frame.

By logging on to their own in-house networks, the customer is able to call up "Work in Process" (WIP) reports which show work completed on their orders.

The "Duplication WIP" shows whether or not the order has been duplicated, labelled and checked by the quality assurance department. In addition, the ship date and any special instructions, added by the customer support representative processing your order, can be viewed.

The "Packaging WIP" shows whether orders have been packaged, sourced and shipped. DisCopyLabs currently updates their WIP information electronically every 2 hours. Between these intervals, production staff enter statistics on all work completed. With the implementation of the EDI project, WIP information will be electronically transmitted to any customer subscribing to this service.

A second feature of the EDI system is that it can electronically receive purchase order information downloaded from the customer's accounting system. This information can be transmitted directly from the purchase order system to a customer's network and then on to DisCopyLabs. Every 2 hours, EDI will poll the customer's system to pick up any new orders which have been released.

Upon receipt, purchase orders are automatically converted into work orders on the order entry system. Once inputted, purchase order data can flow uninterrupted to DisCopyLab's customer service and inventory control departments or, optionally, can be paused for review by production planners prior to being sent.

The orders are also downloaded onto a kit picking file used by the inventory control department in preparation for producing the order.

Bill of materials and kit picking reports formerly prepared and presented by the customer can now be printed in-house at DisCopyLabs.

By utilizing the EDI system, a need for the customer to print, then fax, mail, or hand deliver paperwork has been eliminated. In addition, DisCopyLabs is giving its customers immediate access, via their own in-house networks, to where their orders stand in production.

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## 10 Years of Growth

data cartridge service and fulfillment capabilities soon followed. Recently, CD/ROM duplication and direct electronic communication with customers were added.

As they reflected on the time since the company was founded, Norman and Antonia expressed appreciation for the ongoing support from the board of directors. David Tu, in particular, began as a board member and helped define the business from the start.

When David accepted the position as Vice President of Operations three years ago, his first project was to build the Fremont facility. More recently he developed plans and directed the renovation of the Duarte operations.

Together the team of three provide a balance of complementary talents and responsibilities. All three share the philosophy of providing quality products and services at a fair price and they view employees as their most valuable asset.

"The most satisfying thing is seeing the people we hire grow with the company," declared Norman. "You have to look at how you can best serve your customers and you have to take care of your employees. That's how you instill loyalty. It pays off for us, as well as for our customers. We have a lot of commitment and very little turnover - that equals less turmoil and greater consistency of service."

It's important to draw from employees strengths so people feel good about what they do," added Antonia. "That creates the chemistry in this company. We promote from within and give people the opportunity to be part of the team."

As part of the company's ongoing effort to support employees and their families, the children of employees receive priority consideration for summer and part-time jobs. "Our responsibility goes beyond our 250 employees," explained David. "It extends to their families as well."

The future looks bright for DisCopyLabs. "We're very optimistic," said Norman. "We've become more vertically integrated over the years. We now offer printing capabilities to provide manuals and other supporting documentation. Through alliances with key vendors, we're offering turnkey solutions." DisCopyLabs is now a full-service supplier providing printing, software duplica-



Duplication



Labeling

Coilation



tion, assembly and shipping.

"We will continue to study other niche opportunities to enhance our service offering," added David.

"The key thing is to always uphold the principle of taking care of our customers and employees," concluded Antonia.

As DisCopyLabs enters its tenth year, we'd like to thank those employees who have been with the company for five or more years. Top row left to right: Raman Marwaha, Peter Chak, Jimmy Vuong, Mary Kung, Hien Xing, Y. Hing Chan, Vincent Wan, Peter Lee, Steve Vuong, Ann Liang. Front row: Marge Veraguth, Louis Wong, Diane Lopez, Lenora Diaz, Cui Fen Ou, Winnie Au, Phuong Tran, Wan Ling Lai, Marc Cheng.

# DisCopyLabs. . . Then and Now

*What do customers think about DisCopyLabs?*



*Customer Service*



*Shipping*

**M**ost volunteered an abundance of compliments. Some of these customers have been with DisCopyLabs right from the very beginning, so their perspective spans many years.

"Our history goes back to the beginnings of both companies," said Vaughn Sucevich, Vice President of Operations with Borland. "We put together a relationship with Norman, Antonia and David in the early years. That relationship has developed and continued because it's truly a partnership. We support each other well. We communicate with each other well.

"The approach we've both taken with our companies is to make it a win-win situation. It's been a real win for Borland, and I think it has also been a win for DisCopyLabs. You don't have a relationship for going-on-nine years without that reciprocal relationship."

Vaughn spoke of the importance of leadership from the very top of an organization.

"Norman, Antonia and David have high integrity, and they carry that message down into the organization," he

explained. Service, integrity, quality of product, and a fair price are the important things. It's hard to find all of those things together in one company, but they say that is what they believe in, and it carries down.

"I also look at how they deal with problems," continued Vaughn. "Nobody is perfect, so problems do crop up from time to time; but they have handled them well."

Mary Ann Heinrich, Procurement Specialist with Apple Computers, didn't hesitate for a moment with her assessment of DisCopyLabs.

"I wish all my vendors were the same," she declared. "I feel real comfortable in trusting them with anything I give them. I never need to call them with a reminder or hurry things up. They're great!"

Mary Ann emphasized the continuity of service Apple has received from DisCopyLabs.

"I've had to deal with different people when someone leaves the company or gets promoted, but we've never missed a stitch. They haven't dropped the ball or anything. They're wonderful."

She added that the company's growth has never diminished the quality of its service.

"I was worried that they might not continue to spend as much time with us as they could or as they should, but that hasn't happened. It's been great - I don't have one bad thing to say about them!"

Ken Hess, President and founder of Banner Blue, echoed the theme of consistency and dependability.

"We founded Banner Blue in 1984," he explained. "Then we started working with DisCopyLabs in early 1986. We have been very happy with the high quality of the work, and we're very picky. Norman would vouch for that! I think at one time he considered us his example of 'picky-ness.'"

"DisCopyLabs is the kind of company where we can always talk to whomever we need. Norman and Antonia are always very accessible," he added.

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*"They are a nice group of people to work with - the whole group at DisCopyLabs"*

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Ken emphasized the importance of responsiveness - particularly when the unexpected occurs.

"We're in the kind of business where sometimes you have to get something fast or you lose the sale," he continued. "For instance, during the Christmas season when people are at home, if our Family Tree Maker software is out-of-stock, we've lost the sale. So responsiveness is very important, especially when you get an unexpected order, or when another vendor delivers a component late.

"They are a nice group of people to work with - the whole group at DisCopyLabs," Ken concluded. "We've been working with them for six years. Like any relationship, it has its ups and downs, but we've always been able to work things out. We're very happy."



*Warehousing*

# Update on DisCopyLabs' Scholarship Recipients

**D**isCopyLabs awards scholarship assistance annually to deserving and eligible children of employees. The scholarship was established in 1988 in honor of Norman and David Tu's parents, Joseph and Sieu Mei Tu. The average GPA of recipients is 3.5 with a few at 4.0. Many of these recipients are former - or even current - part-time DisCopyLabs employees!

Stephanie Chai, daughter of Jeannie Chai, received scholarship assistance from DisCopyLabs for four years. She is a prime example of a young person who put the money to good use - and the results are now paying off. Stephanie graduated from UC Berkeley in June and has since landed a job with the accounting firm of Deloitte & Touche.

Stephanie's brother, Calvin, is in his third year at UC Berkeley and has been awarded the

scholarship twice. Calvin is majoring in molecular biology and hopes to attend medical school. "The scholarship is an added incentive," explained Calvin.

Susan Shiu, mother of recent scholarship recipient Jane expressed these sentiments, "I had always wanted to go to college so I am pleased that Jane is able to attend." Jane is majoring in pre-medical studies at UC Davis.

Henry and Phuong Vuongs' sons, Jimmy and Steve have both received scholarships to San Jose State University. Both work hard at school, as well as for DisCopyLabs. Steve is majoring in mechanical engineering and has a weekend job with the company. Jimmy works in the hardware department and will graduate this December with a degree in computer hardware.

Alice and Connie Wong, daughters of

Winnie Au, both said the scholarship really helped offset the rising tuitions and high cost of campus living. Connie recently graduated with a degree in economics management and Alice will start her freshman year at UCLA.

Phan Yen attends San Jose State University and received a second scholarship this year. As the eldest child, she wants to set an example for siblings and hopes they will pursue college degrees as well. Her major is management information systems.

David Tso, son of Amy Tseng, is a freshman at Ohlone College. David has participated in the Student Math League contest which is a national math exam for college students. He hopes to land a job with one of the high tech firms after graduation.

Zhang Wei, son of Ping Ye is currently a junior at San Jose State University where he is majoring in Mathematics and Computer Science. Based on a letter of recommendation from his college professor, "he would not be surprised if Zhang turned out to be one of the leading scientists in this country."

Congratulations to all these hard-working students and to their proud parents.



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