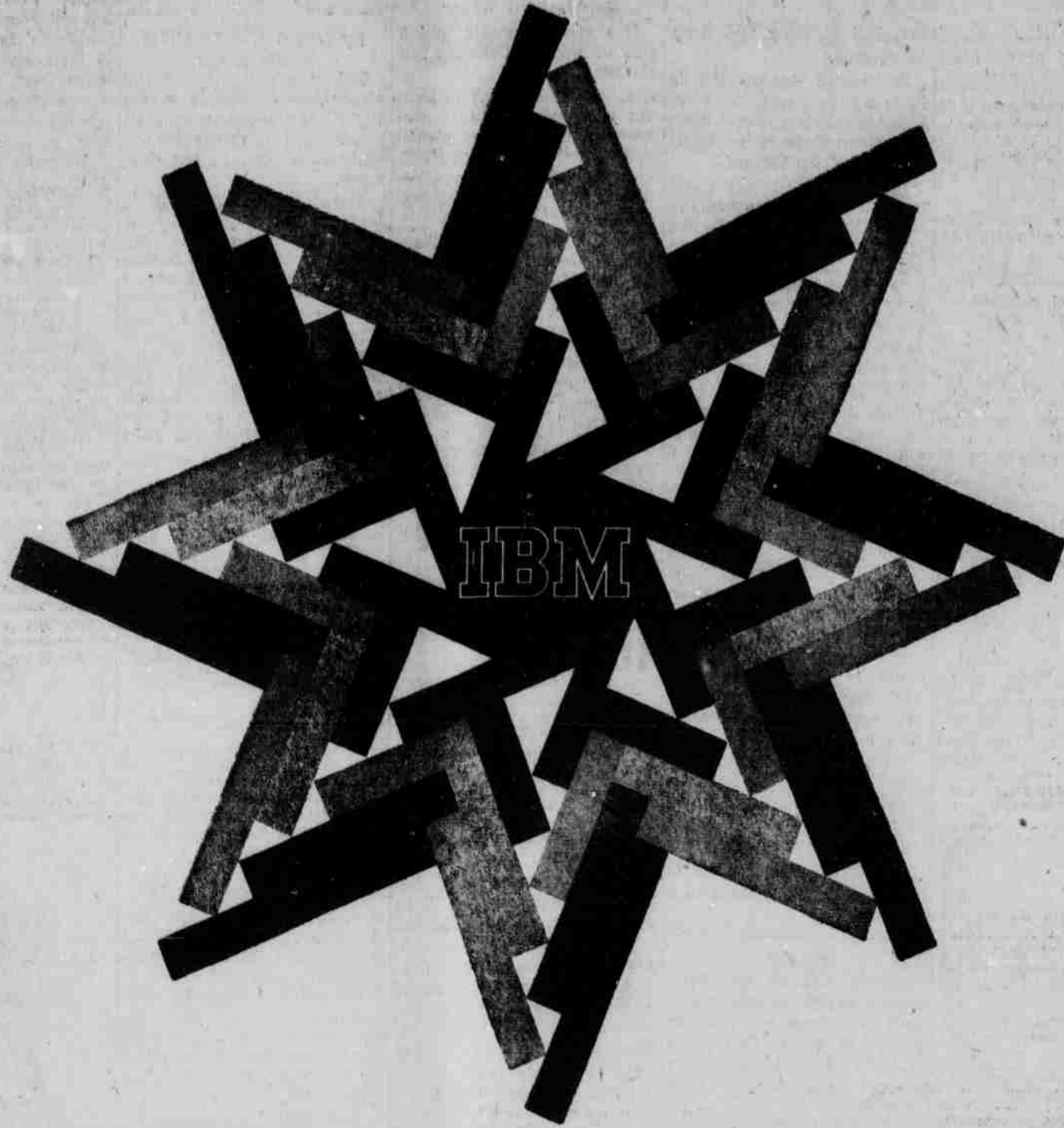


YOUR FUTURE IS NOW!



ON CAMPUS INTERVIEWS—FRIDAY, FEB. 16

for Systems Engineers
Systems Service Representatives
Marketing Representatives
Sales Engineers

Sign-up now on interview schedule on second floor Social Sciences building or call

E. J. McCUBREY JR., Branch Manager
IBM, 601 South 12th Street, Lincoln
HE 5-3266

SYSTEMS ENGINEER

If you are of above-average intelligence and have an analytical mind... consider IBM Data Processing Systems Engineering. As modern as the missile age, as up-to-date as tomorrow, IBM Systems Engineering is a new kind of business career with an unlimited future.

What does an IBM Systems Engineer do?

A Systems Engineer's activities can best be described as surveying, analyzing and defining the data processing problems of IBM's customers, and integrating machines, people and procedures into working systems that solve these problems.

What qualifications do you need?

You must possess an analytical mind capable of performing disciplined thinking at a high level. In this regard, courses in engineering, the physical sciences, mathematics and philosophy are a valuable background. In addition, knowledge of business administration and economics are strong factors in the development of competent IBM Systems Engineers. But above all, IBM needs keen minds who, while diligent with details, are capable of the abstract thinking required to produce definitive solutions to complex problems.

How are you trained?

Your college specialization is the foundation on which IBM will build your knowledge of the company's data processing products and applications. IBM's Systems Engineering training program is a combination of formal classes and practical field experience. You will receive an excellent salary while learning, and will undergo approximately eighteen months of formal and on-the-job training in programming and use of IBM equipment.

What kind of people does Systems Engineering attract?

To answer this question, and at the same time to further acquaint you with Systems Engineering, let's trace the careers of two talented young IBMers who are engaged in this stimulating new profession.

Meet Bob Folk of Lincoln, Nebraska. A graduate of the University of Nebraska, Bob was awarded a B.S. in Business Administration and joined the IBM organization in 1956.

Bob's first few weeks with the company were spent at the IBM Education Center in Minneapolis where he learned the basic operating principles of IBM equipment. After completing introductory training, he was assigned to the Lincoln sales office where he worked with other Systems Engineers in a variety of situations. Further study in methods of using IBM equipment to handle accounting and record-keeping problems and advanced courses in the IBM 1400 series computing systems concluded Bob's preparatory training.

After serving two years in the Armed Forces, his first field assignment was working on a total systems study for a national mail order firm. Upon completion of this first field assignment, Bob was called upon to coordinate the installation of two IBM 1401 Systems for a nationally known firm which was converting from punched cards to the more powerful 1401.

Upon completion of this assignment, Bob was selected to assist another Lincoln customer in installing a 1401 and 1480 system.

Bob credits his strong background in business and economics with being invaluable to him in the pursuit of his Systems Engineering career. Working primarily with business firms, he has

found a thorough knowledge of business principles essential to the development of practicable system concepts.

Now let's meet Bob Malone of Cedar Rapids, Iowa. Bob, recently of Omaha, is now IBM Systems Engineering Manager in Cedar Rapids. A graduate of the University of Nebraska, Bob also holds a B.S. in Business Administration.

Bob joined IBM in 1956 and has just completed the curriculum of specialized training offered by the IBM Systems Research Institute in New York City.

After receiving instruction in the basic principles of IBM equipment, Bob began his career in Omaha where he acquired considerable practical experience working with Senior Systems Engineers on the solution of customer's data processing methods and equipment.

Upon completion of these advanced courses, he helped install the second IBM 705 in Nebraska at a large railroad account. This important IBM user will also be the first to install the more powerful IBM 708 data processing system incorporating solid state circuits.

Bob has found his background to be extremely helpful in Systems Engineering work. At the Omaha office, for example, he has also been responsible for assisting customers engaged in scientific work to develop the full potential of the IBM data processing systems. In addition to working on the 705 and 7080 installations, Bob also has conducted scientific seminars and programming and machine operations classes for IBM's customers.

What Lies Ahead For Our Two Bobs?

The Systems Engineer's potential for advancement within the IBM company is almost limitless. Qualified systems personnel can advance into such specialized positions as Advisory Systems Engineer or Senior Systems Engineer. In addition to those professional specialties, other Systems Engineers can move into administrative and managerial capacities at headquarters or in the branch office and regional offices. Additionally, many opportunities exist in other IBM divisions for men with a Systems Engineering background. The importance of the systems area of IBM's business is underscored by the ever-increasing demand for qualified systems people. The new IBM Systems Research Institute further attests to this need. The data processing industry is one of the fastest growing fields in the U.S. today and has yet to approach its full potential. American industry is relying more and more on data processing equipment to handle its paperwork load. IBM itself is constantly growing. These growth factors alone add up to real opportunities for advancement.

Systems Service Representative

A Stimulating and Exciting Job

Three years ago, Sonia Stevers graduated from the University of Nebraska. Today, as an IBM Systems Service Representative, she helps business management apply IBM equipment to their accounting and record keeping functions.

"When a company needs assistance on a new installation of equipment or wants help in improving one, I work closely with the sales representative to accomplish whatever is required.

"As part of my job, I meet everybody from bankers to engineers—from company presidents to switchboard operators. I find myself working in every

kind of business—advertising agencies, insurance companies, trucking firms—nearly anything you can name. The variety of my assignments makes this a very stimulating and exciting job."

Training Program

What background did Sonia Stevers have for system service work? "Before I joined the company, I had no technical training," she recalls. "I came to IBM directly from college where I received a B.S. degree, with the usual exposure to the physical sciences. All the technical knowledge required was secured through the company's comprehensive training program."

The training begins in one of seventeen Education Centers located in the larger cities of the country. The first eight weeks are devoted to the operating principles, capacities and functions of such equipment as calculators and accounting machines. The second phase of training consists of approximately four months of actual assignments in customer's offices under the guidance of more experienced systems people. The remainder of the training program is spent learning about more advanced equipment, along with additional practical experience in customer's offices.

A Wide Variety of Assignments

"I've been a Systems Service Representative for nearly two years now," Sonia says, "and I still find the work as interesting and challenging as when I first started. This is one of the wonderful things about my job."

How does she go about performing an assignment? "First of all," she explains, "I study the company's operations and system objectives. How can the company achieve the degree of efficiency it is seeking—by extending the application of its present equipment or by installing newer, more advanced equipment?" After determining the 'how', she assists the salesman in drafting a proposal, then she follows through and shows the customer how to make more effective use of his new system. This may involve many things—setting up new methods to handle the flow of paperwork, changing procedures for more efficient machine processing, or teaching machine operations to customer personnel.

Important in IBM Sales Service

System Service Representatives are important members of the IBM sales group. Their assignment is to apply IBM's vast resources of systems knowledge to the operations of business, industry, science, and government. Their goal is to keep the customer advised of the most profitable use of IBM methods and equipment. Systems Service Representatives work with all types of IBM equipment ranging from simple punched card systems to large scale electronic data processing systems. A leader in the electronic computer field, IBM supports its customer service group with the latest, most up-to-date products created in IBM's worldwide network of research and development facilities.

Excellent training programs are continuously in operation to back up these products with the methods and systems know-how to insure their most effective use.

A Career With Great Potential

Sonia's future presents varied and interesting opportunities. She could become an instructor at an IBM Education Center or even a Manager of an Education Center. Many System Service Representatives hold responsible positions in the company's headquarters in various areas such as Personnel, Advertising, Market Research and Analysis, Product Planning, and Methods and Procedures. "The electronics computer field is one of the fastest-expanding areas in America today," she says, "and there's

no telling how far a person can go in it. I can't visualize a career that holds more potential for the college graduate."

MARKETING REPRESENTATIVE & SALES ENGINEER

"Selling More Efficient Data Processing Methods"

When you ask IBM Marketing Representative, Joe Smith, what he sells, he tells you: "More efficient data processing methods. Whether I'm talking to a small manufacturer about a simple punched card system or to a huge insurance company about a large-scale electronic data processing system," he explains, "I'm still talking about the same thing: Better ways of managing a business. My goal is to give management timely information with which to operate its business."

"This is tremendously interesting and challenging work. You find yourself dealing with top management of both large and small organizations. Your assignments take you deep into the operational control of business, industry, government, and science. You become vitally concerned with everything from payrolls, inventory control, and operating statements to advanced engineering projects. Whenever I tackle a job, I have the confidence that we can provide the proper methods and equipment to complete the assignment successfully. This is why I find my work so satisfying."

IBM Will Train You

"I knew nothing at all about data processing—electronic or otherwise—before joining IBM," Joe recalls. "I came to IBM directly from the Army after graduating from the University of Nebraska with a business degree. While there are no hard and fast college course prerequisites for IBM sales, if you were to prescribe the most useful background it would probably be a broad liberal arts background with exposure to math or the physical sciences."

"Of course, the job does require considerable technical knowledge. But IBM has a first-rate program that will give you all the technical information you need. This training continues throughout your IBM career."

In IBM's marketing training program, Joe combined formal classwork with tours of duty in the field. After a sound orientation in equipment and its applications, he began an extended period of practical, one-the-job training as a contributing member of an IBM marketing team. Under the supervision of experienced marketing representatives, he worked on a variety of problems involving several different customers. As an assistant to senior men, he helped write methods and equipment proposals, programmed new data processing systems, and taught procedures to customer classes. The final step in his comprehensive and interesting training program was attendance at IBM's well-known marketing school.

Operation: Sales

Exactly how does the Marketing Representative go about making a sale? "The first thing to do," Joe Smith says, "is to analyze the problem of the customer or prospect involved. You find out what he wants. What are his present operating procedures? In what respect are they inadequate or too costly in terms of time or money? How can he achieve top operating efficiency—by extending the application of his present data processing system or by installing newer, more advanced IBM methods and equipment? In short, you make a study in depth, cost the study and determine the advantages to the customer."

"Of course, you get plenty of support from IBM. A task force of specialists—scientists, engineers, instructors, and technicians—is available to lend a helping hand when you need it."

"When you've analyzed the problem and determined what's needed, you'll find—as I have—that IBM has the equipment and methods that are applicable. Somewhere in the vast range of products and methods know-how will be a solution to your customer's or prospect's problem."

"In IBM sales, however, your responsibilities don't end with the order," he points out. "It's up to you to assist the customer in making the installation. In this way, you become an important and valued advisor to his organization: helping him to apply his equipment to further advantage and keeping him informed about new product developments and methods."

Personal Qualifications

"You don't have to be a scientist or an engineer to be successful in IBM sales," Joe Smith says. "Anyone who is interested and has the capacity to absorb instruction can soon understand the operations of the most advanced and powerful electronic data processing equipment that IBM produces."

What personal qualities should an IBM marketing representative have? "You need an inquiring mind, the ability to think objectively and to act with good judgment. You have to be a self-starter, operate on your own, show initiative. Not only must you be able to operate alone and independently, but you must also be able to operate effectively as a member of a team—more often than not as the controlling member of that team—a spot which calls for leadership and, at the same time, the capacity to recognize, accept, and adopt the good ideas of others."

"One of the most stimulating aspects of this work is the fact that you constantly find myself in new and interesting situations involving a variety of working relationships with many different management people whose responsibilities run the gamut from operations to top-staff policy making. No other job I can think of offers the recent college graduate such an opportunity to become acquainted with all phases of commercial, business, industrial, and governmental activity. This kind of experience is excellent preparation for the many management positions available in this fast-growing company."

Advantages of IBM

Joe Smith reports that IBM's reputation for leadership and service in data processing methods and equipment makes his selling job easier than he had anticipated. "It's an advantage that you don't fully appreciate until you are out in the field."

What other IBM advantages can he point to? "In planning a business career," Joe Smith says, "I looked for three major satisfactions: an interesting job, one with promotional opportunity, one that offers financial reward."

"Advancement opportunities in IBM," Joe Smith says, "are excellent. Ahead of me on the marketing management advancement road are over 200 branch or assistant managers, special representative to an industry, and numerous district, regional, and headquarters positions in five different IBM divisions."

An Unlimited Future

"In spite of its phenomenal growth, the electronic computer systems field is still in its infancy," says Joe Smith. "We are going to witness a host of new applications and uses of electronic computing and 'memory' devices. That's why I feel that I am in on the ground floor. My future at IBM? Unlimited! Many of IBM's top executives started in sales. My next step will be to more important responsibility in the sales organization. I feel that opportunities for the future are excellent and up to me."