

# NETtalk



north america

Issue 2 Volume 1 July 1997

*W*elcome to NETtalk, the newsletter for NETeam members.

*The 1997 NETeam Solution Clinics kicked off June 10 in Atlantic City at the Tropicana Hotel. What an event it was! Over 150 attendees learned IBM Networking Solutions by day and sailed the Atlantic by night. Be sure to check out the details of the three upcoming Solution Clinics. This is one education opportunity you won't want to miss!*

*This month's issue also features the IBM Nvays Network Management family of products. The Nvays manager product portfolio helps your customers reduce network operation costs by providing easy-to-use, integrated software applications that allow users to configure, control and maintain LANs and WANs. This month's hot sheet highlights the newly released Nvays Workgroup Manager, a Java-based management application.*

*We welcome your comments and suggestions on how to make this newsletter a useful and informative forum for NETeam members. Please contact the NETeam Support Center at 1 800 IBM-7472 or via e-mail at [neteam@vnet.ibm.com](mailto:neteam@vnet.ibm.com) with any questions, comments or suggestions you may have.*

*Thank you for tuning in to NETtalk.*

NETeam Networking Program

## *AS/400 Network Connect Campaign*

The second networking campaign of 1997, AS/400 Network Connect, is now in place. The objective of this campaign is to position IBM's networking products as the first choice in AS/400-based organizations.

The first phase of this campaign will focus on the 2210 router and services offered by IBM and Business Partners. Subsequent phases will focus on remote access via the 8235 and on LAN congestion control via switching.

The primary demand generation vehicle is a direct marketing campaign mailed the week of June 6 to approximately 60 000 AS/400 accounts in North America who already have LANs installed.

Customers replying to the mailer or to the campaign Web site at [www.networking.ibm.com/2210](http://www.networking.ibm.com/2210) will receive the handbook "The 30-Minute AS/400 Networking Handbook: Connecting Your Remote and Branch Office LANs". (Continued on p. 9)

*T*une in to next month's issue of NETtalk, which will feature IBM's Remote Access offerings with hot tips on how to sell more. Other features will include details on an initiative by the Network Hardware Division to enhance product ordering, packaging and delivery and information on the upcoming NETeam Restricted Access Web Site.



## Education and Events

### NETeam Technical Education

Listed below are the technical education classes for July, August and September.

<b>July</b>	16-18	Toronto CAN	IBM 2210 Router Implementation
	21-22	Morristown NJ	IBM 8271/8272 LAN Switches
	21-22	Toronto CAN	IBM 8260 Multiprotocol Switching Hub
	22-24	San Francisco CA	IBM Nways Manager for Windows NT
	23-25	Morristown NJ	IBM 8273/8274 Nways RouteSwitch
	23-25	Toronto CAN	IBM ATM Products
<b>August</b>	11-12	Washington DC	IBM 8271/8272 LAN Switches
	12-14	Dallas TX	IBM Nways Manager for Windows NT
	13-15	Washington DC	IBM 8273/8274 Nways RouteSwitch
	20-23	Toronto CAN	IBM 8235 DIALs Server
	25-26	New York NY	IBM 8271/8272 LAN Switches
	25-26	Washington DC	IBM 8260 Multiprotocol Switching Hub
	27-29	New York NY	IBM 8273/8274 Nways RouteSwitch
	27-29	Washington DC	IBM ATM Products
<b>September</b>	8-9	Boston MA	IBM 8271/8272 LAN Switches
	8-9	Morristown NJ	IBM 8260 Multiprotocol Switching Hub
	10-12	Boston MA	IBM 8273/8274 Nways RouteSwitch
	10-12	Morristown NJ	IBM ATM Products
	22-23	San Francisco CA	IBM 8271/8272 LAN Switches
	24-26	San Francisco CA	IBM 8273/8274 Nways RouteSwitch

For more information on registration and information in the U.S. contact ARG, Inc., directly by phone at 1 919 461-8600 or by e-mail at [questions@arg.com](mailto:questions@arg.com). Visit the ARG, Inc., Web site at [www.arg.com/97vendor/ibmmain.html](http://www.arg.com/97vendor/ibmmain.html).

In Canada contact the IBM Canada Education and Training Center in Markham, Ontario at 1 800 426-8322.

And remember . . . PartnerServe dollars can be applied toward course tuition as well as to travel and living expenses, within established PartnerServe guidelines. So sign up today!!

### Events Calendar

Also available are the following IBM Networking Events:

<b>July</b>	21-24	Palisades NY	Management College
<b>August</b>	10-15	Atlanta GA	SHARE
	11-14	Palisades NY	Technology College
	19-21	Raleigh NC	Networking Institute
<b>September</b>	21-26	San Antonio TX	COMMON Conference (National)
	22-25	Palisades NY	Management College
	30-02	Raleigh NC	Networking Institute

For information on COMMON events, call 1 800 777-6734. For information from the Networking Institute, call 1 800 775-3515. For information on all other events, call the IBM Education and Training Center at 1 800 IBM-TEACH.

# NETeam Solution Clinics 1997

## Free Technical Education for NETeam Members

Last year IBM delivered the best technical sales education in the industry: the NETeam Solution Clinics. Well, it's that time again, and this year we have expanded the program to show you how to make money selling IBM Networking Solutions and solve your customers' problems. This three-day event begins Tuesday afternoon with a series of tutorials and technology updates. Wednesday focuses on solutions, and Thursday features advanced and special-interest topics. We also have two main tent sessions: one that highlights IBM's sales campaigns and one that discusses IBM's Network Computing Strategy.

This year we rolled out our first clinic on June 10 in Atlantic City, NJ, at the Tropicana Hotel. It was a huge success with positive feedback from our Business Partners. Luckily, there are still three more clinics planned for 1997 that you won't want to miss. Come join us at any of the upcoming locations:

- New Orleans August 26-28
- Orlando September 2-4
- Las Vegas September 16-18

This Clinic is FREE to you and includes two full days of education and meals as well as a fun evening out. Meet the IBM reps who call on our most promising customers ... share leads and close business!

To register call the NETeam Support Center at 1 800 IBM-7472 or visit our Web site at [www.networking.ibm.com/NETeam](http://www.networking.ibm.com/NETeam). Special negotiated room rates with the clinic hotels are available and can be arranged at the time of registration. For flight arrangements contact SatoTravel at 1 800 733-9828 and reference program 312897.

Sign up now and gain the competitive edge! We look forward to seeing you there!

## Remote LAN Access Whale Watch Program

### Remote Access experts available to you

Keep your eye on the fastest growing area in networking today! Last year the Remote Access market was a \$2.4 billion market and is expected to grow to over \$4.5 billion worldwide in 1997. Because of the tremendous opportunity in this market, IBM has decided to introduce the Remote LAN Access Whale Watch Program. This program provides Business Partners with a direct link to a team of Remote Access experts who can assist you in developing a winning strategy to close business opportunities.

Contact Brenda Tyson by calling 1 919 486-2370 to schedule your dedicated session. To better assist you in your selling efforts, please be sure to provide an account name, the size of the opportunity, the competition and any other key issues. This program will run through the end of August.

## Networking Systems Financial College — Chicago and Atlanta

Now available to Business Partners: the Networking Systems Financial College. This financial class was developed specifically to help you sell networking systems in today's highly competitive and budget-conscious environment. The class, taught by Jack Asinger, President of Computer Acquisition Strategies, is open to all Business Partners. There is an \$885 fee to attend, which can be recovered through PartnerServe dollars.

To register please call 1 800 IBM-TEACH and reference course number NZ092.

Location	Start Date	End Date	Status
Atlanta GA	September 23, 1997	September 24, 1997	Open
Oak Brook IL	August 5, 1997	August 6, 1997	Open

### *Dedicated Support for You ... The NETeam Support Center*

The NETeam Support Center is a resource available to all NETeam members, providing pre-sale marketing and technical support. The Center not only focuses on networking hardware products, but also provides support for other areas of the NETeam program. The Center handles about 1400 calls per month. Below are some FAQs received by the NETeam Support Center.

**Q:** Does becoming a NETeam member authorize me to sell IBM's products?

**A:** No. Becoming a NETeam member enables you to receive the tools and information you need to be successful selling IBM's networking hardware products. NETeam is a marketing

program for resellers and does not involve a contract or other legal agreement with IBM. You should contact your local IBM authorized distributor or a NETeam representative for more information about how to purchase and sell IBM products.

**Q:** What type of support is provided by the NETeam Support Center?

**A:** The Center provides pre-sale marketing and technical support for networking hardware products, specifically, hubs, bridges, routers, switches and some gateways. Some post-sale support is provided on the lower end product set. The specific products supported are: 22xx, 3172, 3745, 6611, 82xx, 3174 and LAN adapters.

**Q:** Does the NETeam Support Center offer LAN design services?

**A:** The Center provides product recommendations and product positioning. We can also refer Business Partners to IBM networking consultants in the Networking Center for fee-based consultative LAN design services.

**Q:** Does the NETeam Support Center handle product fulfillment and product defects?

**A:** The Center will help NETeam members resolve any product problems you may have. Although we cannot directly influence product fulfillment, we can provide information on product availability and ship dates. For product defects, we can direct you to the appropriate source for problem resolution.

#### **The reps of the NETeam Support Center**



**Back row** (left to right): Bo Rigsbee, Shawn Petway, Paula Ward, Kent Frechette, Bill Kenney

**Middle row** (left to right): Karie Gamer, June Colon, Belinda Whitaker, Karen Audain, Carlos Cano

**Front row** (left to right): Jim Paton, Brad Brock (Manager)

*“The Support Center’s mission is to provide pre-sale technical marketing support on IBM Networking Hardware products.”*

**Q:** Does the NETeam Support Center offer support for AS/400 and RS/6000?

**A:** The Center can offer information on what is needed to connect the AS/400 and the RS/6000 to a LAN. Pre-sale support for these products is also available through Partnerline at 1 800 IBM-9990.

**Q:** Where can I get information on discount pricing?

**A:** The Center can quote business partners list pricing only. But we will direct you to your MIR/distributor or Partnerline for discounting pricing information.

**Q:** Can I take NETeam Education courses in conjunction with or as a substitute for the traditional IBM Education and Training courses to become authorized to sell high-end products?

**A:** Yes. You can choose to take either the NETeam courses or IBM Education and Training courses. Both provide hands-on training.

**Some product-specific questions**

**Q:** Can the Support Center help me with installation and configuration issues?

**A:** The Support Center’s mission is to provide pre-sale technical marketing support for IBM Networking Hardware

products. Although we are not a post-sale help desk we can direct you to the appropriate source to have your problem resolved.

**Q:** How does the 8260 differ from the 8274?

**A:** The IBM 8260 Multiprotocol Switching Hub is positioned as a backbone hub or switch with ATM capabilities. The 8274 is positioned as a multiprotocol feeder switch for the 8260.

**Q:** What is the difference between the serial interface cable and the direct-attach cable for the 2210?

**A:** The serial interface cable is used to connect the 2210 to a modem (DCE), while the direct-attach cable is used to connect to a DTE device.

## Contact Information

<b>NETeam Support Center</b>	1800 IBM-7472, 1 919 461-3125 (fax) Hours: 9:00 a.m. to 5:00 p.m. in each time zone, Monday through Friday Pre-sale marketing support for networking hardware products
<b>North American Customer Service</b>	1800 IBM-SERV Hours: 24 hours a day, 7 days a week
<b>IBM General Information</b>	1800 IBM-4YOU Hours: 7:00 a.m. to 8:00 p.m. EST, Monday through Friday
<b>IBM Education</b>	1800 IBM-TEACH Hours: 8:00 a.m. to 8:00 p.m. EST, Monday through Friday Course descriptions and conference/course enrollment
<b>IBM Fax Information Service</b>	1800 IBM-4FAX Hours: 24 hours a day, 7 days a week Automated system providing up-to-date information on products, education offerings and services. Using IBM-4FAX requires a touch-tone phone or fax machine. The voice prompts will navigate you to your selection. Have your fax number ready.
<b>PartnerServe Information</b>	1800 200-0141 Hours: 8:00 a.m. to 4:30 p.m. CST, Monday through Friday Assistance with program offerings, Business Partner eligibility, account balances, etc.
<b>World Wide Web Sites</b>	IBM Corporation <a href="http://www.ibm.com">www.ibm.com</a> IBM Networking <a href="http://www.networking.ibm.com">www.networking.ibm.com</a> IBM Networking Canada <a href="http://www.can.ibm.com/networking">www.can.ibm.com/networking</a> NETeam <a href="http://www.networking.ibm.com/NETeam">www.networking.ibm.com/NETeam</a>

### In the News ...

#### IBM's Super Switch

Check out the June 2, 1997 issue of *Communications Week* for a rave review on the IBM Super Switch, the IBM 8260. Built into every 8260 is the ability to support high-speed networks like ATM in addition to today's Ethernet and Token Ring. That makes the 8260 flexible enough to support all your customers' switching needs, making it truly a Super Switch. Clearly, the 8260 is designed for the future.

To check out the article from *Communications Week* in its entirety, visit their Web site at [www.techweb.com/se/directlink.cgi?cwk199770602S0038](http://www.techweb.com/se/directlink.cgi?cwk199770602S0038).

#### Now available ...

The presentation material from the NETeam Solution Clinic in Atlantic City is now available at the following Web site: [www.networking.ibm.com/html/htrmclinic.html](http://www.networking.ibm.com/html/htrmclinic.html).

## Next Month ...

### Meet the Network Guy



# IBM Delivers Java-Based Management Applications

## General description

Nways Workgroup Manager, an SNMP management platform and suite of device management applications, provides Java device management support for the IBM 8210 Nways Multiprotocol Switched Services (MSS) Server, the IBM 8273 Nways Ethernet RouteSwitch and multivendor hardware.

The Java management support enables you to manage your devices from the intranet, the Internet and from your local Windows NT workstation. And Nways Workgroup Manager provides graphical device management support for a wide range of workstations, hubs, routers, bridges and switches from the Windows NT 4.0 environment.

## Hot buttons

- Comprehensive device management support for both ATM and LAN networking devices
- Fully functional device management support from a Java-enabled Web browser or from your local NT workstation for the 8210 and 8273 and multivendor hardware
- Web-based device management support of multivendor SNMP-based hardware
- Intuitive data organization and user interface for the devices supported by Java device management applications
- True portability: Java device management applications run in any Web browser with support for JavaSoft JDK 1.1 application programming interface (API)
- Automatic IP network discovery
- Real-time, graphical views of network status
- Ability to browse, update and compile MIBs
- Color-coded and aggregated network and device real-time status
- Trouble-ticketing
- Trap management, including user-definable actions based on trap severities
- Collection and presentation of real-time and historical statistics
- True 32-bit application running on Windows NT 4.0. Third-party TCP/IP software not required.

## Customer Value

- Remote device management from the Web site
- Interactive and real-time software and hardware updates
- Manage any SNMP multivendor device from the browser
- Reduced training—intuitive usability from the browser

*NETeam Networking Program*

[www.networking.ibm.com/netmgt](http://www.networking.ibm.com/netmgt)

Operates on Microsoft Windows NT V 4.0

A cost-effective, ready-to-run, comprehensive network management application for the workgroup

Reduces network ownership cost and improves network availability

Provides easy-to-use, graphical management of networks and Java device management

Provides virtual LAN configuration management and management of ATM switches

Provides graphical views of IP network topology



**Reasons to choose Nways Workgroup Manager**

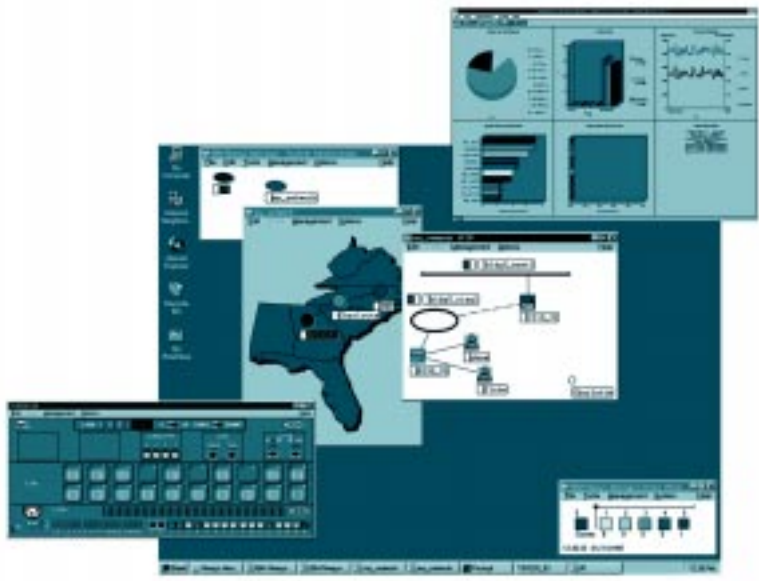
- Part of overall IBM network solutions
- Comprehensive solution for LAN and ATM networks
- Web-based device management support using state-of-the-art Java technology
- Easy installation and configuration
- Solution that grows with your network
- Full service and support
- Ready to run, out of the box

**For more information**

For more information on Java-Based Management Applications, visit the networking management Web site at [www.networking.ibm.com/netmgt](http://www.networking.ibm.com/netmgt).

**Ordering information**

Product	Part Number
<i>Nways Workgroup Manager for Windows NT</i>	4019881





the  
how can I get  
people working like  
they're in the office  
when they have to  
be somewhere else?  
solution

There's no place like home... of course, but you can use IBM's Remote Access Campaign to get your people working like they're in the office when they have to be somewhere else. IBM's Remote Access Campaign offers a wide range of solutions for Remote Access. It starts with the 8235 Remote LAN Access Server (RLAS), specifically designed for secure, reliable connections in today's AS/400 environments. Now being at home doesn't mean that your customers are disconnected from the office.

IBM  
Solutions for a small planet™

## Networking Hardware Advertising

### Remote Access AS/400 Campaign

#### "Ruby Slippers"

If you're dealing with customers who proclaim "there's no place like home," then check out the AS/400 Remote Access Campaign Advertisement. Your customers want the flexibility to be able to dial in from home via modem using their notebook computers and have full access to applications, databases, shared resources and Internet gateways.

IBM offers a wide range of end-to-end solutions for Remote Access. It starts with the 8235 Remote LAN Access Server (RLAS), specifically designed for secure, reliable connections in today's AS/400 environments. Now being at home doesn't mean that your customers are disconnected from the office.

This Remote Access AS/400 campaign starts the week of June 30 with ads placed in *Mid-range Systems*. Other general IBM Remote Access ads will be placed the week of July 7 in general IT and networking publications.

For more information on IBM's Remote Access offerings, visit the home page at [www.networking.ibm.com/netprod.html](http://www.networking.ibm.com/netprod.html).

## Cover Story Continued

(Continued from p. 1) All leads will be qualified by IBM and passed to participating Business Partners. In order to receive leads, you must be 2210-authorized and a NETeam member.

To support the campaign, IBM is offering a Business Partner incentive program that will remain in effect until November 30 (U.S.) and December 31 (Canada), 1997. All Business Partners in North America who are authorized on the 2210, including Distributors and Resellers, are eligible to earn credits for each 2210 sold.

This is our first phase in our "focused marketing effort" on the AS/400 installation base this year. Stay tuned for details on the Remote Access phase of this campaign set to launch in July as well as the Switching phase planned for September.

For information on how to participate in the upcoming phases of this campaign, please contact the NETeam Support Center at 1 800 IBM-7472.

### IBM 2210 Router Business Partner Incentive

	<b>Model</b>	<b>Reseller Rebate (U.S.)</b>	<b>Reseller Rebate (CAN)</b>
<b>IBM 2210 Nways Multiprotocol Router</b>	IU4, 1S4	\$75	\$75
	IU8, 1S8		
	12T, 12E 127, 128	\$150	\$175
	14T, 24T 24E, 24M	\$200	\$225

**Note:** Valid on sales through November 30 (U.S.) and December 31 (Canada), 1997

# Nways Network Management Solution Table

The following table provides a quick look at the hardware managed by the Nways Network Management Solutions.

<b>Product</b>	<b>Devices managed</b>
<p><b>WANs</b></p> <p><b>Nways Enterprise Manager</b> WAN switches Controllers</p> <p><b>Nways Wide Area Element Manager</b> WAN switches</p>	<ul style="list-style-type: none"> <li>• Family of 2220 Nways BroadBand Switches</li> <li>• 3746 Nways Multiprotocol Controller</li> <li>• Health and performance monitoring for IBM and non-IBM hubs and routers that implement standard MIBs</li> <li>• 2219 Nways Frame Relay Switch</li> <li>• 2225 Nways Multiservice Switch</li> <li>• 2230 Nways ATM Switch</li> </ul>
<p><b>Workgroup</b></p> <p><b>Nways Workgroup Manager for Windows NT</b> Stackable hubs, access units and concentrators</p> <p>LAN/ATM switches</p> <p>Routers</p> <p>Java device management</p> <p><b>Nways Workgroup Remote Monitor for Windows</b> IBM RMON-enabled NT products</p>	<ul style="list-style-type: none"> <li>• 8224 Ethernet Stackable Hub</li> <li>• 8225 Fast Ethernet Stackable Hub</li> <li>• 8230 Token-Ring Controlled Access Unit</li> <li>• 8235 Dial-In Access to LANs (DIALs) Server including Model I40</li> <li>• 8237 Ethernet Stackable Hub 10BASE-T</li> <li>• 8238 Token-Ring Stackable Hub</li> <li>• 8250 Multiprotocol Intelligent Hub</li> <li>• 8260 Nways Multiprotocol Switching Hub</li> <li>• 8271 EtherStreamer/Nways Ethernet LAN Switch</li> <li>• 8272 LANStreamer/Nways Token-Ring LAN Switch</li> <li>• 8281 Nways ATM LAN Bridge</li> <li>• 8282 Nways ATM Workgroup Concentrator</li> <li>• 8285 Nways ATM Workgroup Switch</li> <li>• ATM modules and resources</li> <li>• 2210 Nways Multiprotocol Router</li> <li>• 6611 Network Processor</li> <li>• 8210 Nways Multiprotocol Switching Services (MSS) Sever</li> <li>• 8273 Nways Ethernet RouteSwitch</li> <li>• Multivendor networking devices</li> <li>• 8225 Fast Ethernet Stackable Hub</li> <li>• 8230 Token-Ring Controlled Access Unit</li> <li>• 8238 Token-Ring Stackable Hub</li> <li>• 8250 Advanced Token-Ring Management Module</li> <li>• 8260 Token-Ring Media Access Daughter Card</li> <li>• 8260 Ethernet Media Access Daughter Card</li> <li>• 8273 Nways Ethernet RouteSwitch</li> <li>• 8274 Nways LAN RouteSwitch</li> <li>• Other RMON-compliant probes</li> </ul>

<b>Product</b>	<b>Devices managed</b>
<b>RouteSwitch Network Managers</b> RouteSwitch Manager RouteTracker Manager RouteMonitor Manager RouteDirector Manager	<ul style="list-style-type: none"> <li>• 8273 Nways Ethernet RouteSwitch</li> <li>• 8274 Nways LAN RouteSwitch</li> <li>• 8276 Nways Ethernet RoutePort Switch</li> </ul>
<b>Campus</b> <b>Nways Campus Manager LAN</b> Stackable hubs, access units and concentrators  LAN switches  Routers  <b>Nways Campus Manager ATM</b> ATM switches and concentrators  <b>Nways Campus Manager Remote Monitor (ReMon)</b> RMON-enabled products  <b>Nways Traffic Monitor for AIX</b> RMON-2 (ECAM)-enabled products	<ul style="list-style-type: none"> <li>• 8210 Nways Multiprotocol Switched Services (MSS) Server</li> <li>• 8224 Ethernet Stackable Hub</li> <li>• 8225 Fast Ethernet Stackable Hub</li> <li>• 8230 Token-Ring Controlled Access Unit</li> <li>• 8235 Dial-In Access to LANs (DIALs) Server including Model I40</li> <li>• 8237 Ethernet Stackable Hub 10BASE-T</li> <li>• 8238 Token-Ring Stackable Hub</li> <li>• 8250 Multiprotocol Intelligent Hub</li> <li>• 8260 Nways Multiprotocol Switching Hub</li> <li>• 8271 EtherStreamer/Nways Ethernet LAN Switch</li> <li>• 8272 LANStreamer/Nways Token-Ring LAN Switch</li> <li>• 8281 Nways ATM LAN Bridge</li> <li>• 2210 Nways Multiprotocol Router</li> <li>• 6611 Network Processor</li> </ul> <ul style="list-style-type: none"> <li>• 8210 Nways Multiprotocol Switched Services (MSS) Server</li> <li>• 8281 Nways ATM LAN Bridge</li> <li>• 8282 Nways ATM Workgroup Concentrator</li> <li>• 8285 Nways ATM Workgroup Switch</li> <li>• ATM modules and resources</li> </ul> <ul style="list-style-type: none"> <li>• 8225 Fast Ethernet Stackable Hub</li> <li>• 8230 Token-Ring Controlled Access Unit</li> <li>• 8238 Token-Ring Stackable Hub</li> <li>• 8250 Advanced Token-Ring Management Module</li> <li>• 8260 Token-Ring Media Access Daughter Card</li> <li>• 8260 Ethernet Media Access Daughter Card</li> <li>• 8273 Nways Ethernet RouteSwitch</li> <li>• 8274 Nways LAN RouteSwitch</li> <li>• Other RMON-compliant probes</li> </ul> <ul style="list-style-type: none"> <li>• 8250 Ethernet RMON Probe</li> <li>• 8260 High-End Token-Ring Media Access Daughter Card</li> <li>• Other RMON-2 probes that implement the Enterprise Communications Analysis Module (ECAM)</li> </ul>
<b>Note:</b> All of the Nways Campus Managers including the Traffic Monitor are now included on a single CD-ROM entitled Nways Manager for AIX.	



PO Box 201960  
Austin TX 78720-9758



*Tune in to NETtalk,*  
**See what it's all about!**

**NETeam**

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**NET***talk*

*A newsletter for NETeam members*