Subject: Intelligence gathering
Sender: John MINCK / HP0400/02

Part 1.

TO: Mike CUEVAS / HP0400/02
    Greg HOBERG / HP0400/02
    Dana KREITTER / HP0400/02
    Chris PEDERSEN / HP0400/02
    Wally RASMUSSEN / HP0400/02
    Carel VEENHUYZEN / HP0400/02
    David WHITE / HP0400/02
    Bill WHITNEY / HP0400/02

CC: Marc SAUNDERS / HP0400/02

Part 2.

Bill Pastori of Eaton/AillTech mentioned to me at Autotestcon that
someone from HP called him, identifying themself as the secretary of
John Minck, and asking some detail on their agile synthesizer.

While I don't like people using my name unnecessarily, and I don't
even want to know or care who did it, I think the matter does bring
up the need to remember some important principles on methods of
gathering technical and market intelligence.

1) Everything we do must be above-board, and have no taint of shading
   of truth. It is not acceptable to use false names to order literature
   or call into a competitor asking for data. The Jolly Blue Giant
   already has so much clout that little guys almost claim unfair practice
   without our intending to hurt anyone.

John Doyle used to describe IBM as a friendly elephant who could squash
a competitor without intending to just by turning around. There are some
of the same aspects with HP.

2) Tracking serial numbers is OK (I think) if you find a friendly
    customer who is willing to let you take a number. It is not
    acceptable to go to a competitor booth at a show when no one is there
    and run their gear or read serials.

3) The preferred way to ask for technical data explanations is to
    call and identify yourself and offer to send HP published material
    in return. They may not have our latest TDS or Appl notes.

4) Talking with competitors in general is an iffy matter. It is legal
   for the normal technical matters. But if the other person is skilled
   they will often get more than they give. I find it useful to talk
   with competitor A about competitor B, but purists and lawyers would
   probably find something wrong with that.

Anyway, I guess we should maybe talk more about this sometime. With
many new people, anything can happen.