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ANI-D: a promising new product for Hawthorne

It's nice to own a big luxury car, unless your parking space is barely big enough to squeeze a compact model into. The same holds true for Hawthorne's ANI-C, a "Cadillac" version of the automatic number identification systems (ANI). It works great, except it just doesn't fit in some of the telephone company's smaller central offices — or their pocketbooks. So Hawthorne engineers have gone to the drawing board and come up with a new addition to the ANI family — the more compact and less expensive "D."

"The ANI-D is one example of how Hawthorne is expanding its product lines to meet the specific needs of the customer," says project manager Jim Fletcher (5117). "In fact, the future of many of our products may depend on how quickly we can respond in similar situations."

The ANI-D performs nearly the same function — automatic identification of telephone numbers for billing purposes — as its big brother, the "C." However, because of certain modifications, it can be offered to smaller central offices at significant cost and space savings.

Jim points out that for many years small offices had the choice of installing the ANI-C or maintaining their manual method of identifying numbers.

"However," he continues, "the telephone companies recently let us know they were looking for ANI-systems that were better suited to the needs of these small offices. And in many instances,"

he adds, "they were talking to other manufacturers as well."

"During this period, our Step-by-Step Development organization (5150) was working on cost reducing the "C." But we decided to go even a few steps further and design something compact — the ANI-D."

Only five months after actual development work got underway, the first model of the ANI-D, made by the Common Systems shops, was shipped to Wisconsin Telephone Company for field trial. To date, 43 systems have been ordered with the initial production system scheduled for installation in West Virginia this June.

According to Joe Werth, manager of Hawthorne's Common Systems shops (5800), the future of ANI-D now depends on how well we can meet commitment dates.

"If we can get these systems out on time, it'll probably mean a big boost to business," he explains. "Word spreads fast among the operating companies."

Mr. Werth says that based on present forecasts, ANI-D production levels could reach between 10 and 15 systems per week by the end of the year adding that any upsurge in requests will create additional jobs in the Common Systems shops.

"But we're not going to put the cart before the horse," he cautions. "We've got a big job to do now. And if we can meet present orders, the future of ANI-D will take care of itself."



"WE MADE IT," says Jim Compton to General Manager Wyllis Rheingrover. The "it" Jim was talking about is the first prototype of the ANI-D and the "we" refers to the members of department 5831 who built the model. They are (left to right) Barbara Williams, Ron Ferguson, George Joseph, Jean Legg, Olga Boscotch, Mel Mattison, Peggy Grimmer, Frankie Hill and Charlene Sobi. This initial production model of the ANI-D has been shipped to Wisconsin for field trial.