HEWLETT hp PACKARD

data systems newsletter

For HP Field Sales Personnel

Volume I No. 13 August 15, 1974

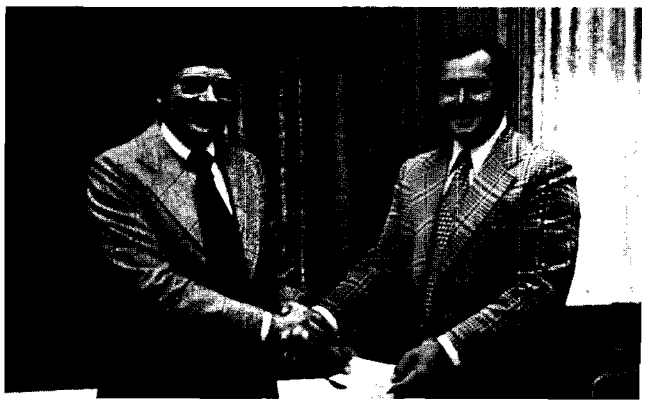
FRANKFURT

REINHARDT HELMUT

DIVISION NEWS

RAPPATH ACCEPTS AWARD

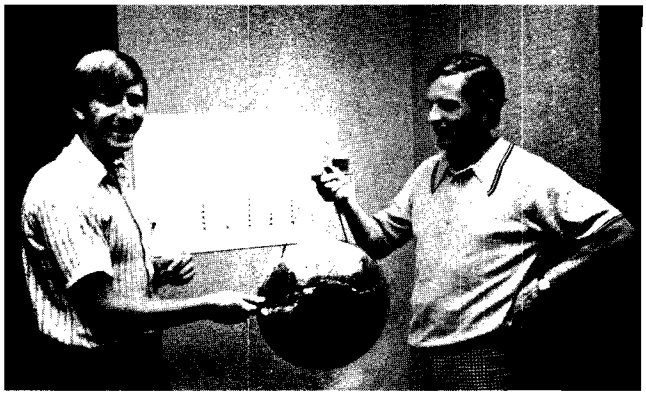
by Editor



Pictured above is Tom Rappath (left) Field Engineer, St. Paul, receiving his $500 first prize check from Bob Stringer (right) Regional Sales Manager from Skokie.

"GOOD NEWS GONG" GOES BIGTIME

by Ralph Manies



The headline for the article in the July 3, 1974, issue of COMPUTERWORLD reads:

"GOOD-NEWS GONG STRUCK FOR ORDERS!"

The article talks about the HP-3000 status, and about the Good News Gong which gets struck every time an order is received for a HP-3000. If you (or your customer) have not read the article, pick up a copy of the July 3rd COMPUTERWORLD and turn to page 29.

In the meantime, July was an active month for the GONG! It continued to ring out the good news of more HP-3000 orders. Shown enjoying the ear-shattering sound of another order are, *Bill Foster*, (left) Multiprogramming (HP-3000) Lab Development Manager and *Jim Schmidt*, (right) National Sales Manager. Both *Bill* and *Jim* are seasoned gong-ringers by now, and really enjoy it - so keep them occupied by sending in HP-3000 system orders!

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HP Private

All prices quoted in this Newsletter are domestic USA prices only.

NCC RESULTS

by Jerry Costanzo

Over 25,900 attended the 1974 National Computer Conference held at McCormick Place in Chicago. With 6,150 exhibitors, the qualified attendance total was over 19,000. The attendance was 20% lower than in New York compared to last year but, as many of you commented, the quality of attendees seemed higher.

HP Sales Engineers gathered 1,301 leads, 83 of which were considered "hot".

The cost per inquiry for HP dropped considerable from $62.90 in 1973 to $46.12 in 1974.

This resulted from no major booth construction, the show location and shipping of less equipment.

GEOGRAPHICAL BREAKDOWN

	1974				1973			
	Hot	Leads		Total	Hot	Leads		Total
Midwest Sales Region	42	652	=	694	25	73	=	98
Eastern Sales Region	16	286	=	302	68	1109	=	1177
Southern Sales Region	8	76	=	84	3	95	=	98
Neely Sales Region	11	133	=	144	6	98	=	104
International	6	71	=	77	0	81	=	81
Total	83	1218		1301	102	1456		1558
	(6.4%)	(93.6%)			(6.5%)	(93.5%)		

Breakdown Inquiry By Divison

	1974	1973
Data Systems	1145	1357
San Diego	273	413
Calculator Products	180	350
Advanced Products	354	329

Breakdown Inquiry By Product

	1974	1973	
21MX	365	Ø	
2100A (OEM)	68	132	
2100S (End User)	144	308	
2000 Management	149	638	**2120A**
2000 Scientific	165		**2000E** **2000F**
3000 System	254	278	
7260A CR	57	175	
7261A CR	46	121	**(2761)**
Timeshare Plotter	94	219	
Computer Plotter	76	188	
Desktop Calculator	180	562	**9805** **9820** **9830**
Pocket Calculator	354	329	**HP-80, 45, 35**

Cost Per Inquiry By Division

	1974	1973
Data Systems	26.20	45.56
San Diego	16.48	18.86
Calculator and Advanced Products	47.75	35.40

HP's booth attracted a lot of serious attention. This was largely the result of the great support from the Midwest Sales Region both prior to and during the show. Thanks again, and "Good Selling". Let us know if you thought the show paid off. Any questions concerning the statistics, please call me (X2563).

7260 OEM RENTALS

by Dave Hancock

Since the transfer of the Optical Mark Reader (OMR) to Cupertino and the subsequent removal of the card readers from the San Diego Rental Agreement, there have been several field requests as to how a prospect can enter a trial or short-term rental of the 7260 OMR. There are currently three solutions to this opportunity:

1. Sell around it by convincing the prospect of the applicability and reliability of the HP Card Reader.

Continued on page 3

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Computer Museum

7260 OEM RENTALS - (Continued)

2. Fall back on the Corporate short-term rental program. This program allows rental of consignment products at 8% per month. This is only 1% less than the 7% program previously offered by San Diego.
3. Loan them a demo unit for a week or two (remember- the product has a standard EIA interface).

You may quickly realize that this does not provide for conversion of rental payments to subsequent purchase - and you are correct. If this is critical, then Option 1 (above) may be your better solution.

The Optical Mark Readers have already proven themselves - with over a thousand installed in a variety of applications. Use the new card design packet to convince your prospect of the flexibility of HP Optical Mark Readers.

BEST WISHES BERNICE - HELLO FRAN!

by Will Carleton

Bernice Alexander and Fran Codispoti

Bernice Alexander has accepted a job at Advanced Products Division (APD) as Manager of their newly formed User Library beginning August 1. We are all sorry to see *Bernice* go as she has been a rock in the ever changing sea of re-organization which has characterized Data Systems the past four years. No matter what changed though, as long as you could talk to *Bernice,* she could make it right. It is a real credit to her skill and ability that she was chosen for the job at APD. We will miss her.

Fran Codispoti has been with us just over one year with several jobs in Order Administration. A graduate of Syracuse University, *Fran* has several years of high school teaching and administrative experience in the United States as well as Japan. She also worked for Time-Life and American Telephone & Telegraph (AT&T).

PRODUCT NEWS

MPET 3000 RELEASED

NEW TIMESHARING OPERATING SYSTEM FOR 3000 RELEASED!

by Ralph Manies

Shown above are Len Shar (left) and Neal Mack (right), MPET Project Team, and George Simpson, MPET Production Engineer with the final listings and tapes for MPET - a super operating system for BASIC timesharing on the HP-3000!

The Multiprogramming executive for Timesharing (MPET/3000) operating system, a powerful new timesharing operating system for the HP-3000, has been completed - and distributed to the Data Centers. You can now offer the most advanced BASIC on any minicomputer system at up to 16 terminals and concurrent multilingual batch capabilities for as little as $133,300 (32400A with options 003 and 401).

MPET/3000 standard operating system for the HP-Model 3000 Model 100, is optimized for interactive BASIC time-sharing. Significant features you can offer your customers are:

- most advanced BASIC on any minicomputer time-sharing system
- concurrent multilingual batch
- the most comprehensive file system on a mini, with on-line peripheral access, three powerful file types and multiple access methods

NEW TIMESHARE OPTION

- TO BETTER CONSOLE YOU

by Jim Candlin and Don Pantle

As announced July 1 (Vol. 1 No. 10), both current TSB configurations- -the 2000/E and the 2000F- -now use a 2762A Terminet as a system console. There is one difficulty in using the 2762A as a console, springing from the fact that there are four different Terminet 300 configu-

Continued on page 4

NEW TIMESHARE OPTION - (Continued)

rations offered by HP and each configuration has three power options. The Timeshare Systems use a 2762A with option 003 for the standard 60 HZ system. Customers ordering the 50 HZ system option, 015, will receive a 2762A with option 004, 220V, 50 HZ. The way the system was defined anyone wanting the 240V, 50 HZ version or any other of the nine 2762A configurations, was out of luck.

Thus, we had the decision of either creating many new console options (one for each 2762A type) or a single delete console option. The Delete Option, 405, was chosen. Handling the difficulty in this manner also allowed us to drop the one console option on the original system, option 010. This replaced the 2762A with a 2754B. Customers wishing a 2754B can use option 405. It is already on the systems' material lists and current 19661B and 19663B price information sheets. It will appear on the September 1 Corporate Price List.

This new option leaves the selection and proper ordering of replacement console and interface as separate line items up to you. The possible 60 HZ alternatives and their interfaces are listed below along with the option 405 as it will appear. 50 HZ options of the same units can be found in the Corporate Price List. If you wish to order option 405 before September 1, and if you need help in the manual override of HEART, contact Sales Development or Order Processing. Data Systems Division will accept orders.

MODEL	DESCRIPTION	PRICE
19661B-405 & 19663B-405	Delete 2762A w/opt. 003 and interface	$-5325

ALTERNATIVE CONSOLES & INTERFACES

MODEL	DESCRIPTION	PRICE
2762A	Terminet, 75 cps, friction feed	$ 4920
12531D	30 cps Console Interface	350
12531D-001	EIA option	+ 55
2762A	Terminet	4920
2762A-006	add 118 col., tractor feed	+ 1135
12531D		350
12531D-001		+ 55
2754B	Teleprinter (ASR-35)	6950
12531C	Interface	350

Please notice that the 2752A is no longer a prescribed console for either the 2000/E or 2000/F. This is done for both support and upgrade-ease reasons.

2000 TIMESHARING SELLS - SELL 2000 TIMESHARING

REMOTE JOB ENTRY ON HP 3000

by Hank Cureton

What is an IBM 2780 (3780)?

The IBM 2780 (3780) Data Transmission Terminal enables large volumes of batch card data, or source programming data, to be transmitted at line speed with printed output for remote data transmission applications. This transmission is done in a serial fashion as opposed to a concurrent or bi-directional mode. The 2780 (3780) uses the binary synchronous method of communications line control over leased, or privately owned lines in EBCDIC, six-bit transcode (2780 only), or USASCII format. The 2780 can communicate directly (point-to-point) through appropriate interface to another 2780 (3780).

A typical 2780 (3780) configuration consists of:

- A card reader, rated at 300 lpm (600 lpm for 3780)
- A line printer, rated at 300 lpm (425 lpm for 3780)
- A card punch (optional), rated at 355 cpm (359 cpm for 3780)
- Control unit, bisync adapter, and buffers
- Communication line transmission speeds of 2400 bps (7200 bps for 3780) for private line

HP 3000 2780/3780 Emulation Subsystem

The HP 3000 package allows the user to emulate the IBM 2780 (3780) Data Communication Terminal from the 3000 in a full multiprogramming environment. It will work with any IBM operating system that supports 2780/3780 terminals. In addition, it can communicate with other 2780/3780 compatible terminals and will be tested against all HP packages before it is released.

All standard features of the 2780 and 3780 are supported, and of the 22 options available on the two units, only two infrequently used options are not supported. These are:

- **Multipoint line control**
  This option available on both 2780's and 3780's allows it to operate on a communications line with multiple stations. Since the HP 3000 is not being used in a stand alone environment, this option is not applicable on the 3000.
- **Six-bit transcode**
  This rarely used option on the 2780, which is being obsoleted by the 3780, is not supported due to its absence on the 3780.

Some of the highlights of the HP 3000 2780/3780 package are:

- **Not a stand alone operation**
  Unlike the 2780, 3780 and most other 2780 (3780) simulators it runs in a full multiprogramming environment. While running the emulator from one terminal, COBOL, SPL, FORTRAN and BASIC could be running from other terminals.

Continued on page 5

REMOTE JOB ENTRY ON HP 3000 - (Continued)

- **No Input/Output restrictions**
  2780's and 3780's are restricted to a card reader for input, and line printers and card punches for output. The HP 3000 package has at its disposal all of the peripherals available on the 3000. As well as using the standard 2780 (3780) I/O peripherals, the user might submit his input from a 30102A moving head disc drive and transmit his output to a 30115A tape drive.

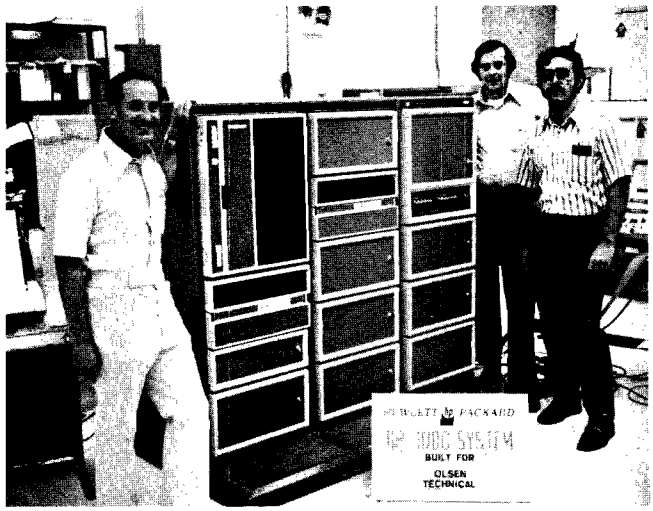
- **Automatic blank compression**
  This feature allows the compression of consecutive blanks when running in 3780 mode. This capability can greatly shorten the length of a transmission for 3780.

- **Automatic record truncation**
  In order to allow truncation of input records on a 2780, each input record must have an end-of-media character following the last non-blank character to indicate where to truncate the record. The HP 3000 package automatically truncates the record at the last non-blank character if he so chooses.

Although the HP 3000 2780/3780 Emulation Sub-system is not available today, it can be quoted in special situations to help close 3000 sales. If you have such a situation, please contact *Hank Cureton,* HP 3000 Product Marketing, for further information.

HP 3000 MODEL 100 AND 200 RELEASED!

by Ralph Manies



Here's a 3000 Model 100 undergoing final systems test. This system is for OLSEN TECHNICAL INSTITUTE, Norway. Olsen, the first to order a 3000 Model 100, will use the system for general educational problem solving. Shown (left to right) with the system are John Grimaldi, Project Manager, Tom Carney, Production Engineer and John Giannotti, System Tech.

Both the HP 3000 Model 100 and Model 200 have been released to manufacturing! Their release culminates the first phase of a quick-action program, started a few months ago, to define and implement packaged systems for the HP 3000 product line. Response to the packaged approach has been excellent - to date we have received over 10 orders for these systems. Thanks, and keep up the orders.

7260 & 7261 CARD READER SPECIALS

by Hugh Amick

We realize that special mods make up a significant portion of the card reader market (especially OEM), so contact Cupertino Sales Development to initiate quotes on special card reader mods. Special cables, connectors, control characters, paint, panels, etc. can be selected. The San Diego specials group offers fast turnaround on quotes and chances are good that we may already have your option configured.

RECENT CLOSES

"TIMES ARE A CHANGIN"

by Pat Danzer

Many students will now have a more interesting way to learn multiplication via a new computer system purchased by their school. The June sales include:

Customer	Field Engineer	System
*Woodrow Wilson High Washington, D.C.	Jim Banisch	2000F
*Dunbar High Washington, D.C.	Jim Banisch	2000E
*St. Anselm's Abbey Washington, D.C.	Jim Banisch	2000E
OTIS Eugene, Oregon	Rick Baker	2000F,205
Wayne Board of Education Wayne, New Jersey	Ed Love	2000F
*Harper College Palatine, Illinois	John Malone	2000E
St. John's University Collegeville, Minnesota	Tom Rappath	2000F, 205 (IDF, IMF, HP-MDP)
*Sierra Jr. College Rocklin, California	Ron Marquart	2000E
Univ. of Saskatchewan Canada	Don Thomson	2000F Upgrade
*Ohlone College Livermore, California	Reed Hilliard	2000E
Berkeley Unified Schools Berkeley, California	Reed Hilliard	2000C Upgrade

* = New Accounts

ANOTHER 3000 SALE

by Bob Ingols

Westinghouse Learning Corporation, Iowa City, has ordered a 3000 system for about $215K. WLC is going to install the system in a Federal Government agency for inputting and editing many job application forms. Programming is to be done in COBOL. Forms are input through the programmable controller at a rate of about 6000 per day. There are 12 on line terminals for editing and other data input requirements. Some key aspects of the sales plan:

1. Factory visit for in-depth discussion of applications.
2. 12 terminal benchmark at factory using text editor .
3. Field demonstration of 3000 COBOL and Programmable Controller capabilities.
4. The sterling efforts and coordination throughout by *Bill Burger,* (Field Engineer) and *Conrad Iungerich* (Systems Engineer).

O. P. HINTS

CUSTOMER PAYMENTS

by Will Carleton

With the recent concentration on collecting on our sales, it wouldn't hurt to review what responsibilities each of us have to that important aspect of our business. Data Systems will *never ship early or ship partial* without customer approval. Implicit in his approval is his *agreement to pay* for whatever we ship. If an order is transmitted "Partials OK", we assume in advance the customer agrees to pay for anything we ship. If a partial is requested on an existing order, we do not insist on a change order but we do insist on a *confirming TWX* from the *Local Order Processing Department.*

Please help us make your sales a complete success by helping to insure we can collect what we ship. This is an area of tremendous top management focus.

SALES AIDS

2000 M-SERIES PROMOTION IMPACT

by Ken Blackford

The March New Product Tour introduction of the M/230 for transaction processing and the M/260 for data base management is well behind us. Now we can begin to measure how well this program relates to potential customers. The first clear indication is the number of inquiries in response to the advertising program. These are running two and a half times as many as any previous 2121 or application oriented ads.

The results are as follows:

	APRIL		MAY	
	M/230	M/260	M/230	M/260
Datamation	400	446	236	272
Infosystems	197	210	165	143
Computer Design	122	149	Not Yet Available	

When you consider that the responses to the two systems would previously have been counted as one, the responses have increased fourfold. This is a fantastic demonstration of the power of our product line enhancements and the M Series program to relate these better to the customer environment.

The requests for information are being funneled to you as quickly as possible. Initial requests were sent without reference to the system which interested the prospect. This problem has been solved. Good luck and good prospecting.

2000 CONTRIBUTED LIBRARY

by Brenda Mapp

A recent addition to our 2000 Contributed Library is an IBM 1130 to HP 2100 FORTRAN Translator, HP 22625, priced at $30. The main points of the translation are disc I/O, extended precision, common processing and segmentation.

The translator is a two-pass program. A photoreader, card reader, megnetic tape or disc can be used as the input device and a punch, line printer, teleprinter or magnetic tape can be the output device.

The program is written in SNOBOL, and must be used with the contributed SNOBOL compiler – HP 22327.

NEW 3000 PACKET CARD

by Bob Green & Denis Winn

IMPORTANT ! ! ! ! ! FOR IMMEDIATE DISTRIBUTION. GET THE BEST OF 5 MANUALS ON A 20¢ CARD

- - - SYSTEMS ENGINEERING has just released a 10-page pocket card which sells for the ridiculously low price of 20¢ (and, if you order 100 or more, the price drops to only 15¢). The HP 3000 SOFTWARE REFERENCE CARD (22999-90006) summarizes the following material:

- All MPE COMMANDS (user, SM, OP, AM, etc.)
- MPE's most useful INTRINSICS (FOPEN, etc.)
- SEGMENTER and EDITOR commands
- DEBUG routine and FCOPY utility
- $CONTROL commands for SPL, FORTRAN, COBOL

Continued on page 7

Computer Museum

NEW 3000 PACKET CARD - (Continued)

- File security, capabilities, and file error codes
- Abort message numbers, log-on errors, terminal types and more . . . .

We hope that everyone finds this a helpful aid in "how-to-use" the 3000: customers, salesmen, System Engineers, Customer Engineers, Development programmers, and Marketing people.

Order your cards today through the Customer Service Center, or contact *Jane Seligson,* Cupertino Systems Engineering.

IMAGE AND QUERY OVERVIEW AVAILABLE

by Ron Grace

A very good article has been published in the July HP JOURNAL on IMAGE and QUERY products. If you haven't read it, read it. It is worth your time. The article is good handout material, especially for HP 3000 customers.

A management brochure is being developed for IMAGE/3000 and QUERY/3000, and will be out as soon as we can get it together. Data Base Management on a mini-computer is a first, and we really have something to offer that hasn't been available anywhere before.

2000 TIMESHARING CONTRIBUTED LIBRARY

by Ginny Loyola

Subscription Service

Any coupons from the handbook and mag tape subscription services that have not been redeemed may be used to order June 1974 handbooks and mag tapes. A coupon is required for each book or mag tape ordered.

New File Management Programs

Another winner in the Contributed Program Contest is a valuable new File Manipulation program named FILES, HP 36645, contributed by *Terry von Gease,* HP/Data Systems. This comprehensive utility package offers the user eleven options:

1. Create a file
2. Sort a file
3. List a file
4. Copy a file
5. X-PUNch a file
6. List the file format
7. Update a record
8. Add a field to a record
9. Change a field from a record
10. Change from random file to serial file
11. Change from serial file to random file

Terry has built in many flexible features allowing the user to perform routines on selected records in the files.

The third BASIC contest winner is *Bob Lewis,* HP/BAEDP for submitting another good utility package- -SPSORT: Speed Sort - a general purpose file sort, HP 36736. SPSORT sorts random access files with fixed format, using the splitting sort of ACM Algorithm 347. *Bob* has timed his speed sort program at 97 seconds sorting 100 records on a 7 position alpha key.

Both FILES and SPSORT are documented in Volume I, HP 36000-91001 TIME-SHARED BASIC/2000 Contributed Library Handbook, Price $10. Software is included on the 2000F Mag tape DUMP of Volume I programs, HP 36000-10001, Price $25.

21MX VIDEO AVAILABLE

by Wayne Gartin

The Introductory Video Tape for the 21MX should now be in 77 HP offices worldwide. The tape is intended for viewing by customers and is detailed enough to answer most of your customer's questions, at least until you have sufficient demo units in the field for an "in-person" showing. Originally, we had planned to have the tape translated for non-English speaking countries. Because of production problems, we did not have time to do this, but there are two audio tracks on each tape - one in English and one blank so you can supply your own translation. All International offices were also supplied a copy of the script.

EDUCATIONAL NEWS

HP AT CCUC 5

by Jean Danver

Jean Danver and *Bill Ansley* went to Pullman, Washington, to tend the booth at the Fifth Conference on Computers in the Undergraduate Curricula (CCUC/5).

Attendees were instructors and professors from colleges and universities all over the country who had an interest in using computers for instruction.

Hewlett-Packard made a very strong showing at this meeting. Some examples:

- *Grace Hertlein* from *Chico State* was there with an art exhibit made up of her student's work (HP plotters and 2000 system). Other student art work was published on the dividers in the Proceedings. Grace was also a speaker discussing the course, *"Computers, Society and Man"* which she teaches at Chico.

Other talks included:

- *Donald G. Malm* of *Oakland University* (Rochester, Michigan) who used a 2000C in a Number Theory course.
- "BRAHMA", an IDF lesson helping a student interpret Ralph Waldo Emerson's poem of that name, was the subject of the talk by *Dr. J.P. Rao Rayapati* from Cheyney State College (Pennsylvania). The course was demonstrated at the HP booth.

Continued on page 8

HP AT CCUC/5 - (Continued)

- *Arthur Cromer* of the *University of Louisville,* discussed computer work in a social science statistics course using a 2000C.
- 2000C BASIC was also utilized in a computer appreciation course described by *Lawrence Press* of the *University of Southern California*
- *Harold Weinstock* of the *Illinois Institute of Technology* described a geometrical optics course which he developed for a NSF supported College Teachers Summer Institute. Some of his materials were taken out of the Hewlett-Packard Contributed Library.

Hewlett-Packard's Users Group meeting was by far the most popular evening meeting at the conference with over forty-five people attending, a number of whom were very interested prospects. The meeting included four talks:

- *Dan Klassen* and *Bill Bewley* of *Northwest Regional Education Lab* discussed a course for teachers on computer course development.
- IDF and CWF were contrasted by *Don McClain* of the *University of Iowa.*
- *Art Cromer* of the *University of Louisville* gave an LES, a system on the 2000 developed to provide students with relevant psychology experiments.
- Social Science use of the 2000F at the *University of Iowa,* was the topic of a discussion led by *John Kolp.*

And, of course, lots of informal discussion occurred.

The booth was very well attended. In fact, inquiries of one sort or another were received from 20% of the attendees. You were contacted if any in your territory required immediate attention.

IMF-1, IDF-1 AND HP MATH

by Don Lund

The licensing policy and fee for the instructional software: IMF-1, IDF-1, and HP Math has not changed. The licensing fee is still one dollar ($1.00) per software package. This software is only licensed to non-profit educational institutions. The software license agreement form must have the names, product numbers, and the license cost of each typed in the space provided. This license agreement must accompany the purchase order for the software.

New versions of this software will be released in October or November with the introduction of educational systems. The software pricing policy that will go into effect at that time is now under review.

The Course Writing Facility (CWF-024383A) still requires a one-time license fee of $3,000 and requires IMF-1.

The HP Graphics package should be announced in August and be on the September price list.

The product numbers and manuals provided with each product are shown below:

Product Name	Product Number	Manuals Provided (Quantity in Parenthesis)
IMF-1	24242D	System Operator Instructions 02000-90046 (1)
		IMF-1/IDF-1 Proctor's Manual 02000-90047 (5)
HP Math	24243D	Introduction to Math Drill & Practice 02000-90050 (5)
		Math Drill & Practice—Proctor's Manual 02000-90051 (5)
		Math Drill & Practice—Teacher's Handbook 02000-90052 (5)
		Math Drill & Practice—Curriculum Guide 02000-90053 (5)
IDF-1	24241D	IMF-1/IDF-1 Proctor's Manual 02000-90047 (5)
		IDF-1 Author's Manual 02000-90055 (5)
		IDF-1 Author's Pocket Guide 02000-90076 (5)
IDF Utilities	24288	Manuals included in the above packages

If your supply of License Agreements for Software Products has been depleted, *Rich Ferguson* in Sales Development can send you some.

Remember, these products only run on the 2000C High Speed and 2000F systems.

data systems newsletter
For HP Field Sales Personnel

Address inquiries and comments to: Nancy Sanford - Editor
Sales Development - Building 40
HEWLETT PACKARD DATA SYSTEMS
11000 Wolfe Road, Cupertino, California 95014 U.S.A.
John Kobis - Art Director

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