

data systems newsletter

For HP Field Sales Personnel

HEWLETT  PACKARD

FRANKFURT

REINHARDT HELMUT

Volume I
No. 15
September 15
1974

DIVISION NEWS

QUOTAS SET FOR 1975!

by John Whitesell

Following meetings with both the EPG-Systems and Data Systems Regional Sales Managers in mid-August, quotas have been set for Data Systems Division for FY '75.

These quotas reflect healthy increases over FY '74 quotas, based on the increasing effectiveness of our over-all field and factory marketing program, the outlook over the next 12 months for the mini-computer market, and some fantastic new products coming along soon to supplement the fantastic products we've already got!

With your help and hard work, we can beat our quotas in FY '75 and show we're the Leaders in Technology in the mini-computer business. Let's keep up the good work and THINK BIG in '75!



Pictured above is the committee that welcomed the Regional Sales Managers to Cupertino in August. From left to right are Regional Sales Development Managers Norm Choy, International; John Whitesell, MSR/Canada; Bob Hoke, SSR; Lucienne Jackson, Secretary; John Knopp, ESR; and Rich Ferguson (acting for Chuck Brewer), NSR.

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

In This Issue . . .

DIVISION NEWS

- Quotas Set For 1975! J. Whitesell (1)
- New OEM Agreement for Your Cash Cow E. Hayes (1)
- Danger! Hazardous Slide Mounting Kit E. Churka (2)
- New S.D. Manager for ESR T. Doyle (3)

PRODUCT NEWS

- New Contributed Programs in Education G. Loyola (3)
- A Real-Life Detective Story P. Danzer (4)
- Good News! More 3000's for Europe! F. Joern (4)
- July Sales End With a Bang! P. Danzer (4)

SALES AIDS

- Management Series Slide Presentation D. Jorgenson (5)
- How To Sell A Dual Processor 2000 D. Pantle/J. Candlin (6)

EDUCATIONAL NEWS

- Persuasive Selling C. Scheifele (7)
- Basic Program Library C. Scheifele (7)

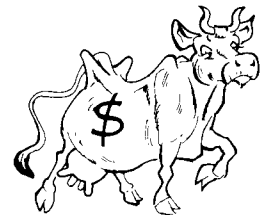
INTERNATIONAL NEWS

- YHP Customer Engineering Seminar Held K. Wu (7)

POTPOURRI

- Interview of J. Schwarzbauer F. Joern (7)
- Service Note Availability/OEM's C. Ackerman (8)

NEW OEM AGREEMENT FOR YOUR CASH COW



by Ed Hayes

Effective September 1st, all new OEM customers should be signed using the latest, improved OEM agreement. Please discard all old agreements and replace your stock with this new one — dated 8/74 on first page. This is the best agreement yet. It is concise and full of F-A-B. It beats our competitor's — period!

The significant changes are as follows:

(Continued on page 2)

Company Private

NEW OEM AGREEMENT FOR YOUR CASH COW

(Continued)

Terms & Conditions

Effective date — allows the customer to specify the agreement start date. Allows up to 30 days for signatures, mailing time, etc.

Exhibit B

Includes 21MX series plus software -- reorganized for more equipment than ever, at a discount.

Exhibit B-2

Dropped; use Exhibit B for all equipment including description and prices on specials. Use as many Exhibit B's as needed.

Exhibit C

Dropped — see new Exhibit W.

Exhibit D

Also reorganized for more equipment. Optical Mark Card Reader discount increased by new schedule.

Exhibit O

No change; Sell OEM!

Exhibits P1 and P2

Reorganized for more equipment. Per Corporate Marketing Policy, now using **date of invoice** versus **receipt of invoice**.

Exhibit W

All New

Installation — we install first unit for him at his request. Expanded installation option is a great sales tool — try it.

(Continued on page 3)

DANGER! HAZARDOUS SLIDE MOUNTING KIT

by Ed Churka

The following letter was sent to the accountable customers who have purchased HP 2660, HP 2766, HP 2770, and HP 2771 Disc Units. We still have not been able to locate all the customers who may have the rest

of the accountable Disc Units. Your help in locating any of the Disc Units. Your help in locating any of the Disc Units mentioned above will be welcomed.

Any response to this letter should be made to *Ron Morgan*, Data Systems Division, Cupertino, Extension 2028.

ATTENTION: Internal Safety Manager

RE: NOTICE OF POTENTIAL SAFETY RISK

HP Shipping Records show you have received one or more of the following products:

2660A S/N 2766A S/N 2770A S/N 2771A S/N

This letter is to notify you of a potential safety risk for service personnel working on these products. When the Disc is removed or fully extended; there is some possibility that the Disc slides will separate, causing the Disc to fall.

A field correction program for this problem is being prepared, and you will be advised of the details by our Customer Service organization in the near future. If notification of this correction program is not received by November 1, 1974, contact your local HP Field Office. In the meantime, we request that you take the following precautions

1. Forward this memo to the person in charge of any group who may have occasion to remove the disc from the cabinet for any reason.
2. Place the following WARNING Notice with the service information for the product.

WARNING

DO NOT WORK UNDER EXTENDED DISC unless a suitable means of support (not depending on slides) is provided.

3. Affix the enclosed warning label to the Disc Memory front panel where it will be clearly visible.

Should these products no longer be under your control, we would appreciate any assistance you can provide in helping us locate them.

Your cooperation and understanding in this matter are greatly appreciated.

HEWLETT-PACKARD COMPANY
s/Ronald E. Morgan
Ronald E. Morgan
Product Safety Administrator
Data System Division

NEW OEM AGREEMENT FOR YOUR CASH COW - (Continued)

Documentation — per our new spec sheets — All other manuals, schematics, etc. are for sale separately.

Warranty — best in the Industry!

- 90 Days is best for the OEM who depends upon HP for service.
- 9 Months is best for the OEM who has his own service force, plus service contracts where needed.

No one else offers these choices!

Exhibit MX

Dropped — close those OEM 'S BIG OR SMALL.

This agreement is a positive sales tool — use it. Sell OEM and add a Cash Cow to your quota/commission base.

NEW SALES DEVELOPMENT MANAGER FOR EASTERN SALES REGION



John Knopp

by Ted Doyle

Dick Byhre has been granted a six month leave of absence during which time he will cruise the waters of Mexico in his Cal 28 sailboat. We all wish *Dick* good sailing, and will miss his talents in Sales Development.

Replacing *Dick* as Manager of the Eastern Sales Region Sales Development group is *John Knopp*. *John* has spent the past eight months fulfilling the dual role of Sales Development Engineer supporting Neely, and as Field Training Coordinator for this Division. *John's* efforts in this regard resulted in a noted improvement in the quality of the New Product Tours and Senior Sales Seminar held in the past few months.

Prior to his move to Data Systems Division, *John* was one of our most successful Field Sales Engineers in the Midwest Sales Region. His field sales experience is further augmented by his employment as a Sales Engineer, and then as a District Sales Manager for ACTS Computing Corporation, a subsidiary of Lear Siegler Inc.

I'm sure you'll all join me in wishing *John* success in his new assignment.

PRODUCT NEWS

NEW CONTRIBUTED PROGRAMS IN EDUCATION

by Ginny Loyola

Educational users will be interested in a number of new BASIC contributed programs included in the June library.

Programming and Computer Science (Education)

- **P-TUC:**

PILOT TUTORIAL by Professor Lawrence E. Turner, Pacific Union College. Third in the PILOT tutorial series written in PILOT to teach the syntax and usage of PILOT. This program deals with labels, JUMP and conditions.

- **SNOBOL:**

SNOBOL 3 COMPILER FOR TSB/2000C SYSTEM by Wes Fasnacht, West Chester State College. A TSB/2000C/F implementation of the SNOBOL-3 compiler. Compiles and executes the user's SNOBOL program, useful for small classroom-type problems.

Science (Education)

- **BOLA:**

NUCLEAR PHYSICS GAME by Michael Chester. A physics game using a section chart of Nuclides as a playing field. Documented in Curriculum Project document, HP 5951-7177.

- **CHEM1:**

CAI IN CHEMISTRY by J. Glenn Allan, University of Lethbridge. A general CAI program, allowing the student to work on different levels of difficulty and re-testing automatically for any questions missed. Calculates scores and prints users name and performance on a record file.

- **CLIMAT:**

CLIMATE TEACHING PROGRAM by Harry Lilleniit, University of Lethbridge. A series of conversational teaching programs on climate classification, adapted from Dartmouth College's Kiewit Computation Center.

- **EINDIS:**

EINSTEIN DISTORTIONS by Robert J. Bennett, Bergen Community College. Calculates and tabulates Relativistic Effects on a "twin" who is flying by in a rocket ship, as a function of (percent of speed of light) his velocity (speed).

- **ORG1:**

TEACHES STRAIGHT ALKANE NOMENCLATURE AND NAMING OF ORGANIC ALKANES by Richard C. Adams, Pleasant Hill High School. An interactive program teaching a student how to

(Continued on page 4)

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

**NEW CONTRIBUTED PROGRAMS IN EDUCATION -
(Continued)**

recognize a hydrocarbon, find carbon to hydrogen ratio, and name straight chain alkanes of up to 20 carbons in length. Suitable for advanced or organic chemistry courses.

● **USPOP:**

HUMAN POPULATION PROJECTION by *Huntington II Project*, State University of New York. USPOP uses simulation techniques as a stimulus to learning in the teaching of many key demographic concepts involving population growth and age distribution. Students play the role of demographers projecting future population trends.

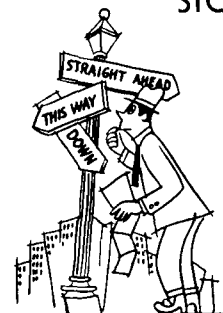
This software is available on the TSB/2000F mag tape dump of all Educational contributed programs: HP 36000-10004 — price \$50.

Documentation is provided in Volume IV (Education): HP 36000-91004 — price \$15.

BOLA and USPOP require supplementary documentation.



**A REAL-LIFE DETECTIVE
STORY**



by *Pat Danzer*

Jim Banisch from HP's Rockville office, was at the NSF (National Science Foundation) three years ago and happened to see an erased, but still readable phrase on the blackboard, "D.C. School Project." *Jim* asked what it meant, but no one would talk about it. After a year of many calls, prods, and pressure and extensive detective work, *Jim* finally learned that the NSF was funding a CAI project in Washington D.C.

The formal evaluation with the vendor selection resulted in a neutral report tying DEC and HP. So the Institute for Services to Education (IFC) consultant firm was hired. After six months, the consultants were swayed to HP; however, the consulting firm was then replaced! So *Jim* started again with Humrro consultants. The project came to a head this June and HP got the order for two 2000E's and one 2000F.

IFC, the first consulting firm, was so impressed by HP's systems that they ordered their own 2000E — an added bonus!

So, patience and detective work does pay off. *Jim* not only got four orders totaling \$195,000, but is confident that there is more to come from both of these new customers.

Good work, *Jim* — keep it up!

GOOD NEWS! MORE 3000's FOR EUROPE!

by *Fritz Joern/HP Geneva*

3000 sales in Europe were outstanding in third quarter! Four systems were sold (3 leasing and 1 with installment plan). They are as follows:

- *Institute Cerac, a subsidiary of ATLAS-COPCO in Lausanne.* \$163,000
Sold by *Bert Forbes*
Salesman: *Heinz Studiger*
(Heinz' THIRD system — CONGRATULATIONS!)
- *Geological Research Institute, Oslo* \$208,000
Salesman: *Kari Laatikainen*
- *BMW Munchen* \$143,000
Salesman: *Josef Schwarzbauer*
(Josef's SECOND!)*
- *Lechler KG* \$154,000
Salesman: *Rudi Almaschi*

*You will find the full story in the POTPOURRI Section of this NEWSLETTER.

JULY SALES END WITH A BANG!

by *Pat Danzer*

July was a fantastic month for educational sales. Congratulations to the following sales persons and note all the new accounts (which are marked with an asterisk).

Customer	Field Engineer	System
*Clover Park School Dist. Tacoma, Washington	Dick McClelland	2000E
*Educational Services Center, Region 20 San Antonio, Texas	J. R. Philp	2000F IMF, IDF, MDP
*Educational Services Unit #3 Omaha, Nebraska	Denis Ferland	3000
*Laguna Beach Unified Laguna Beach, Calif.	Alan Nonnenberg	2000E
TIES St. Paul, Minnesota	Tom Rappath	2000F
*Palisades Park H. S. Palisades Park, N.J.	Ed Love	2000F IMF, IDF, MDP
*Pequonnock H. S. Pequonnock, N. J.	Ed Love	2000E

(Continued on page 5)

JULY SALES END WITH A BANG (Continued)

School District of Philadelphia Philadelphia, Pa.	Crane Hertz	3000
*Worthington H.S. Worthington, Ohio	Jim VanSlambrook	2000E
*Prince George's County School Upper Marlboro, Md.	Jim Banisch	2000F IMF, IDF, MDP
Calif. State University Northridge, Calif.	Alan Nonnenberg, Glenn Ritzmann	2100 Micro-programming System
*University of Dayton Dayton, Ohio	Jim VanSlambrook	2000F

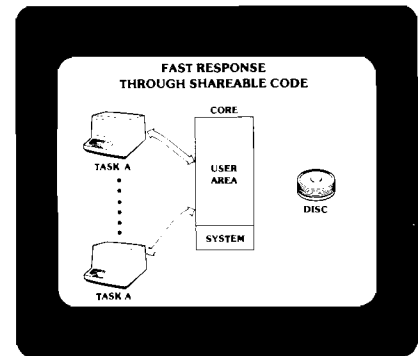
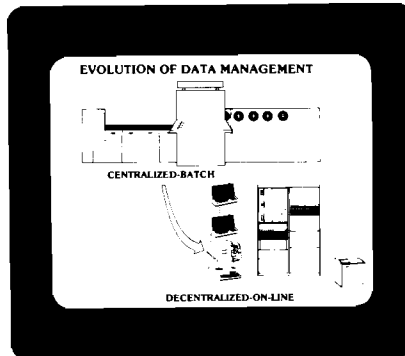
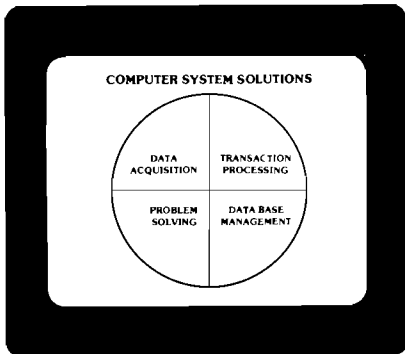
Essex Community College Baltimore, Maryland	Jim Banisch	2000F Upgrade IDF, IMF, MDP
*Institute for Services to Education Washington, D.C.	Jim Banisch	2000E
*San Mateo Jr. College District San Mateo, Calif.	Dick Burkhart	2000E
*Triangle U. Computation C. Research Triangle Park, North Carolina	Doug McArthur	2000F
*Wake Forest Univ. West Salem, N. C.	Doug McArthur	3000
California State Univ. Long Beach, Calif.	Bob Ulery, Alan Nonnenberg	9600 RTE

SALES AIDS

MANAGEMENT SERIES SLIDE PRESENTATION



by Dan Jorgenson



"This presentation really hits the mark," says Gary Cole of our Salt Lake City office. "I was really able to convey the features and benefits of the M/230 and M/260 to my customers."

The presentation Gary was talking about is the new Management Systems 35mm color slide presentation that has been distributed to all Data Systems and EPG District Managers. Several of the slides are pictured above.

The presentation is aimed at an information management or system planning group. However, through its modular structure, you can customize it for top level overview presentations or indepth technical presentations where additional information such as listings or demos can be provided by your Systems Engineer. The entire presentation can be given in approximately one hour.

The features and benefits discussed represent a culmination of the efforts of the Lab, Factory Systems Engineer, and Product Management groups to summarize the real capabilities we have to solve transaction processing and data base management problems.

The slides are accompanied by a text which can be used as an aid to learning our TCS and IMAGE System product capabilities, as well as provide presentation media for prospective customers.

Group seminars or individual customer presentations can be given by a Field Engineer with the support of a Systems Engineer. Each region has been given a special Systems Engineer training course to back up the features and benefits discussed.

So, take advantage of the new presentation material and sell the outstanding features of the "M" systems!

HOW TO SELL A DUAL PROCESSOR 2000

by Don Pantle/Jim Candlin

A very significant sale was won August 1 by Hewlett-Packard (*Dick McClelland*, Neely Field Engineer). The University of Washington Business School chose HP to supply their timesharing needs. As with any sale, there were many factors contributing to the win; but two items are very significant and indicate methods which can assist all salesmen in winning 2000 sales.

First, *Dick* convinced the University of Washington that they really wanted a MULTI-TERMINAL, MULTI-USER timesharing system. Thus, Washington included in their RFP a benchmark which defined a general job mix for such a system. An earlier version of this benchmark had been used at Willamette (see Data Systems NEWSLETTER Vol, 1, No. 12). It required vendors to meet minimum standards and awarded points for exceeding these minimums (see table). Most vendors knew from the Willamette tests how well they would do on this version. In fact, DEC knew the benchmark pinned down performance so well that they no-bid. (They had been talking 11/45 RSTS/E.) Data General bid, but did not perform the test satisfactorily; thus demonstrating a fact that we already know, that they do not have a true timeshare system (TS runs as a DOS application).

One vendor, BASIC TIMESHARING, INC. (BTI), managed to run the benchmark and did as well as HP did. This caused us a problem, since BTI's system is cheaper, particularly in service. However, our SECOND strong feature, the coming RJE capability (see Data Systems NEWSLETTER Vol, 1, No.'s 10 and 11) won the order for us. The 2000/G is a very appealing system to both educational and industrial customers.

Incidentally, it would have been easier to beat BTI if the RFP had specified standards for vendor service. BTI offers much lower service contract prices than HP because they perform their service over the phone. To quote the BTI salesman, "90% of the time, we find the problem the first time. We send the replacement hardware by airmail and notify the customer of the flight number. He replaces the hardware, runs the diagnostics and brings up the system. Our customers really love to get their hands on the equipment. We sell the fact that the 'first team at the factory' is actually working on their problem."

Well, I doubt that they fix the problem 90% of the time. I am sure that with some service-directed pre-selling, you can attack BTI's approach.

If you need further information on these topics or wish to have a copy of the actual benchmark programs, contact Sales Development.

U OF WASHINGTON BENCHMARK TERMINAL ASSIGNMENTS

At least 20 terminals must be operating. Each vendor receives points based on performance of each activity plus points for the number of terminals running (up to 32) in first 30 minutes. Run activities 1-6 for 30 minutes, then 6 only for 30 minutes.

Activity	Number of Terminals	Terminal Types, Speeds	Period of Activity Start-End	Measurement Parameter, Performance Constraints
1. Paper Tape Program Input	5-10	10 cps (e.g. ASR 33)	0-30 min	S = Number of programs entered, Minimum S = 100 (approx. 3000 total lines)
2. Program Listing	4-8	10-30 cps hardcopy	0-30	L = Number of programs listed, Minimum L = 12 (approx. 3000 total lines)
3. Response to INPUT State-ment	1-2	any type, any speed	0-30	Minimum I = 600 = Number of responses (300/terminal if 2 terminals used)
4. Command Entry	1-2	any speed, hardcopy	0-30	Minimum C = 2 = Number of command passes (1 pass/terminal if 2 terminals used)
5. Test Terminal	1	any type, any speed	0-30	This test is actually a customer man running separate timings on various user operations.
6. Execution of Benchmark — several programs of various types on all terminals executing sequentially	5-12	Maximum average rate of 120 cps, any type	0-60	T ₃₀ = Throughput (during first 30 minutes. Minimum T ₃₀ = 12 T ₆₀ = Throughput during second 30 minutes. Only complete cycles count for T ₃₀ and T ₆₀ .

EDUCATIONAL NEWS

PERSUASIVE SELLING

by Carol Scheifele

The Educational Users Group Newsletter is one of the best sales tools available. The articles detailing instructional and administrative applications of HP systems persuade education prospects that HP is the logical vendor. Page after page of customer success stories and examples of innovative uses of our computer affirms HP's credibility and accomplishment in the educational computing area.

Take, for example, the May Newsletter — a perfect information source for any one considering administrative T-S on a minicomputer. That issue was specially designed and planned to support your selling of TOADS. Consider a mail campaign — we have spare copies available upon request.

The Newsletter can assist you in yet another way. Have any key potential upgrade customers? Why not put them in the spot light? A Newsletter article about unique programs of your customers not only satisfies their notoriety ego, but encourages other customers to expand utilization of their system(s). All result in more sales. Direct article leads to the Educational Users Group Newsletter Editor *Carol Scheifele*.

BASIC PROGRAM LIBRARY *by Carol Scheifele*

Your education customers (who are hopefully Full members of the Users Group), can order BASIC Program Library documentation and software at an educational discount as follows:

	DOCUMENTATION	Special Users Group Member Price
Volume I	HP 36000-91001 HP BASIC Program Library (100,200)	\$ 5.00
Volume II	HP 36000-91002 HP BASIC Program Library (300,400, 500)	5.00
Volume III	HP 36000-91003 HP BASIC Program Library (600, 700)	5.00
Volume IV	HP 36000-91004 HP BASIC Program Library (800) (Education)	8.00
SOFTWARE (HP 2000C/F MAG TAPE DUMP)		
	HP 36000-10001 HP BASIC Contributed Software (100, 200)	\$12.00
	HP 36000-10002 HP BASIC Contributed Software (300, 400, 500)	12.00
	HP 36000-10003 HP BASIC Contributed Software (600, 700)	25.00
	HP 36000-10004 HP BASIC Contributed Software (800) (Education)	25.00

Price of these materials is cost plus handling and postage. All orders *must* be accompanied by check or

money order. The Users Group is unable to bill. Orders should be sent to the Users Group, 11000 Wolfe Road, Cupertino, CA 95014.

Please note — the Users Group **NO LONGER** distributes Library material free of charge. This policy became prohibitive in terms of staff and budgets.

As new customers receive the full library with delivery of their system, only existing customers need be made aware of this price schedule. Announcements will be in the Educational Users Group Newsletter. Please help us spread the word.

INTERNATIONAL NEWS

YHP CUSTOMER ENGINEERING SEMINAR HELD



by Kai Wu

George Sweet, Senior Instructor of Data Systems, recently conducted a Customer Engineering Seminar for four weeks at Hachioji factory of YHP of Japan.

The seminar conducted entirely in English, was the first such experience for most of the engineers. It was very successful, judging from the skill they demonstrated by disassembling a 7900 disc, putting it back together, and making it work. They are now actively supporting our products and serving our customers all over Japan.

George commented, "I found this seminar to be one of the easiest I have conducted. The technical expertise of the attendants was extremely high and helped to minimize the language differences. It was really a great experience for me, and I'm ready to go back again."

By the way, *George* did not particularly care for cuttlefish, but he liked eel very much.

POTPOURRI

INTERVIEW OF JOSEF SCHWARZBAUER (FIELD ENGINEER), HP GERMANY

by Fritz Joern/HP Geneva

(The following is an interview with *Josef Schwarzbauer* conducted by *Fritz Joern* (HPSA), who is responsible for 3000 sales in Europe. As you can determine from the article, *Josef* conducted a well organized sales campaign to close his second 3000 system. Editor)

(Continued on page 8)

INTERVIEW OF JOSEF SCHWARZBAUER (Continued)

Q: Josef, this is the second 3000 you are selling?

A: Yes, and it certainly helped to have one out there already, but to say that selling the second one was much easier wouldn't be true, since fighting against IBM is never easy.

Q: Were you fighting against IBM in both cases?

A: Yes. IBM offered a 370/125 at the beginning, which appeared to be too expensive. Then they offered a /115 but the customer eventually realized that what he really needed was a /125 if he would ever choose IBM. However, IBM could not offer good terminal capability.

Q: What were IBM's strong points?

A: They could offer a bigger central memory and, of course, their general reputation and their general sales methods and strategies.

Q: What is the application?

A: It's all the mathematical work that comes up in the BMW R&D department.

Q: Do they need terminals for that?

A: Yes, in addition to the general computational capabilities, they want to hook to this 3000 various laboratories where they do engine testing or where they enter data on forms which were filled out when a test car was driven across the country.

Q: So, they need the terminals mainly as data entry retrieval stations? Was IBM not able to offer these at a reasonable price?

A: I don't know how much they charge for the data entry terminals, but the total price was about 30% higher than HP's when they calculated the costs over the next five years. The customer pointed this out very clearly to his top management.

Q: Who was your first contact at BMW?

A: He is a man whose hands I've been holding for many years, the man responsible for their process control applications. I obviously tried to inform him and tried to hear from him what was going on and one day I received his RFQ. They had done a very thorough and in-depth analysis of the problems they wanted to solve.

Q: Were you able to influence the RFQ in any way?

A: No. He had done it before himself and we did not know he would do it.

Q: Then the sale went very fast . . .

A: Yes, the RFQ was issued in April and we processed the order at the end of July. The first thing we did in these three months was a benchmark at the other customer's 3000 systems site here in Munich (Institut fur Rundfunktechnik) in order to find out whether we would be able to run a 170K program which had 20K of common

Q: You had a very good relationship with him, so it was easy for you to ask him whether he had any money. Do you think that in cases where the relationship is new this question should be asked outright?

A: This is *always* my first question. I want to be friendly to everybody who likes to talk to me and who likes to hear about the 3000, but I am straightforward, too, and tell him "if you don't have the money, I'll be glad to give you all the info and all you want to read about, but I don't want to go into lots of work making big quotations and so forth."

Q: How much was your total time spent on this sale during these three months?

A: Maybe two weeks.

Q: O.K. Josef, anything else you'd like to add?

A: I can only hope that I'll have the time in the near future to find more prospects, but in general after these two installations here in Munich I would say that we can be confident now for 1975 to continue 3000 sales in Bavaria.

Dankeschon Josef, ganz prima.

SERVICE NOTE AVAILABILITY/OEM's

by Chuck Ackerman

Service Notes are currently being sent to the OEM customers wanting to service their own computers/peripherals.

Nancy Sanford maintains the distribution list of all OEM's receiving this information. Additions and/or changes to this list should be directed to *Nancy*.

Service Notes are divided into the following categories:

- CPU's
- Discs
- Mag Tape Peripherals
- Paper Tape Peripherals
- Terminals
- Card Peripherals
- Line Printers



Please indicate the Service Note category required by your OEM when submitting names to *Nancy Sanford*, Data Systems, Cupertino, Extension 2820.

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