

data systems newsletter

FRANK FOR THE WILETT  PACKARD

REINHARDT HELMUT

DIVISION NEWS

O.P.'S NEW LOOK

by Fran Codispoti

We have recently reorganized our department to be able to service the field more efficiently.

Who does the field call when they have a delivery problem? What is the status of an order? Will a customer lose his/her place in the delivery queue if he/she changes equipment on the order?

All these questions can be answered by the factory O.P. group. It will be much more expedient for the field to call us directly when they want to know the delivery of an order. We have order status at our fingertips.

The open order status report, printed weekly on fiche, is another tool to find out delivery of an order. If there are changes to an order, factory order coordinators update this report weekly.

What is this reorganization that is going to keep the field updated on orders? We're organized into 3 teams, each supervised by a lead, each coordinator handling a separate region.

Dennis Cain — WECO coordinator

Kathy Wick — Sr. Coordinator, Eastern Region

Sal Urtiaga — Southern

Arleta Stout — domestic IOS's

Bev Hagens — Boise coordinator, Key accounts — Midwest, Neely

Ralph Pritchett — Neely, North

Beth Olson — Neely, South

Dianne Nikkel — Midwest

Sharon Bradley — Canada

Tom Carrico — Europe

Ron Weimer — ICON

Bonnie Boeck — foreign IOS's

Diane Meidinger — Clerical, part-time.

We realize the field needs clear, concise information concerning orders so this can be relayed back to the customer. We will be able to do this far more effectively now.

Any questions? Please call me — x2349.

 PACKARD

All prices quoted in this Newsletter are domestic USA prices only

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DATA SYSTEM'S MARKETING ORGANIZATIONAL TUNE-UP

by Ed McCracken

Because of the continuing evolution of our product line, I've made a few changes in our Data Systems' Marketing organization.

Peripheral Product Marketing

With the addition of the terminal four months ago, our peripherals have become a significant business within the Data Systems Division. I've asked Ed Hayes to head this major marketing effort as *Peripheral Product Marketing*

(Continued on page 2)

DATA SYSTEMS' MARKETING ORGANIZATIONAL TUNE-UP (Continued from page 1)

Manager. In this position, *Ed* will be the marketing member of the *Terminal Product Team* as well as managing *V. J. Kapoor*, our Disc Product Manager. *Tom Anderson* and *Bob Bowden*, our terminal product marketing engineers, will work directly for *Ed*. *Ed's* product responsibilities correspond to *Dick Monnier's* responsibilities in Development.

Advanced Systems Product Marketing

I've asked *Bob Kadarau* to be our *Advanced Systems Product Marketing Manager* reporting to me. *Bob's* career in HP where he has been product manager on the 3000, the 21MX, and the terminal provides a unique background to head our product marketing program on the products developed *within Dick Hackborn's* Computer Products Lab. *Bob* has responsibility for the factory customer engineering and systems engineering in addition to product management.

Computer Systems Product Marketing

Bill Krause's responsibility as *Computer Systems Product Marketing Manager* will now coincide with *Bill Foster's* Computer Systems Lab. *Larry Lotito* and his *21MX Computer Product management team* will transfer to the Computer Systems Product Group. This will provide additional communication and co-ordination between the computer and our systems.

I'm sure you'll join with me in wishing *Bill, Ed,* and *Bob* well in their new opportunities.

HEWLETT  PACKARD

SALESMAN'S CORNER

FURTHER TO HP VICTORY OVER DEC-DSN V2 FEBRUARY 24

by *Bob Hoke*

Unfortunately, with my previous article, I joined the ranks of the unappreciative majority by not including one of the true heroes of this whole sales situation. *Terry Pelfrey*, System Engineer, Huntsville, in two days demonstrated an HP solution to the ARMY's problem that firmly convinced them that HP was the only way to go.

I'm afraid oversights of this type occur all too often, so I hope you'll join me in giving the System Engineers the recognition they deserve.

HEWLETT  PACKARD

NEOPHYTE LOVITT MAKES FIRST SALE

by *Jim Eckford*

John Lovitt, a recent transferee from the SE ranks, into the sales ranks, sold his first system to Meramec Mining in Sullivan, Mo. The system is a 9640 for administrative data handling with mark sense readers for input.

Meramec already has two HP 2100 computers which they are using to police their electric power consumption. By

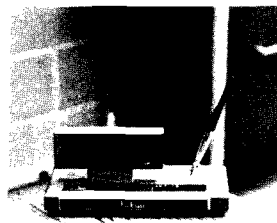
controlling their peak power use on shovels, elevators and pumps they are able to save thousands of dollars each month.

HEWLETT  PACKARD

MILLION DOLLAR CLUB AWARD WINNERS

by *Jim Schmidt*

To:	Tom Rappath	Bill Hilliard
	Dick Burkhart	Reed Hilliard
	Don Thomson	Dave Head
	John Kupiec	Crane Hertz
	Bill Payne	Ron Westergren



I would like to deeply thank each one of the former Data Systems salesmen who sold over 1 million dollars in 1974. This was a very noteworthy accomplishment, as for the most part these sales were to relatively new customers to Hewlett-Packard. This type of performance was to a great degree a pioneering effort

which has helped the computer systems activity at Hewlett-Packard grow to a place of significance, both within the Company and the industry. Your awards, as pictured are in the mail. As you can see, they are a beautiful walnut digital clock and pen desk set.

As we are now a sales activity with the Systems and the Data Systems sales forces combined, we will change the basis for this sales award during 1975. At the Computer Systems Field Management Meeting in May the exact basis for the awards will be finalized but there will be awards for both percent of quota and dollar volume, so get ready.

HEWLETT  PACKARD

NEW CONTRACT HELPS BEAT DEC AT G.E.

by *Joe Schoendorf*

In the March 24th issue, we had a picture of *Dave Packard* presenting the 10,000th minicomputer to *Otto Klima*, Vice President of Re-entry and Environmental Systems Division in Philadelphia.

There is a tremendous sales story behind this order. Last year, we spent a lot of time at this account without much success. Although many users were individually sold on the merits of HP, we watched many of the final orders go to DEC. When *Gene Ackerman*, one of our Field Engineers in King of Prussia, presented the quote to G.E. for the system in late January, he expected a long battle over many months if he was going to be successful over DEC. This was just at the time we were finalizing our contract with G.E. and with a lot of adroit selling, *Gene* was able to push this order through in just a matter of several weeks. He attributes his ability for a fast close to the contract.

As you know by now, G.E. has signed a contract with us for 60 points and as a corporation G.E. is dedicated to

(Continued on page 3)

NEW CONTRACT HELPS BEAT DEC AT GENERAL ELECTRIC - (Continued from page 2)

making this commitment. Using this information at the right time *can make the difference*.

Our hats off to *Gene* for a good selling job and making use of all the resources.

HEWLETT  PACKARD

PRODUCT NEWS

CORPORATE EDP'S HP 3000

by Rick Justice

Corporate EDP's HP 3000 was delivered on 14 January and is now installed in the 2100 operations room. Included in the configuration are:

128K CPU
Fixed Head Disc
Two Moving-Head Discs
(47M-bytes ea.)
Two Tape Drives (1600 BPI)
Line Printer

Card Reader
Four CRT Terminals

Standard software for the 3000 will be available, including all available compilers.

Since the system is intended for the development of business systems, its use will be limited primarily to COBOL applications. Initial uses of the machine include the conversion of a batch sales region accounting system, development of software needed to integrate the HP 3000 into the existing corporate-wide COMSYS network, and various pilot projects designed to evaluate the effectiveness of the HP 3000 in other applications areas.

HEWLETT  PACKARD

HP 3000 AT HPA

by Rick Justice

In mid-March 1975, HPA is scheduled to replace its IBM System/3 model 10 with an HP 3000. The configuration will be:

- 1 128K CPU
 - 2 Tape Drives (1600 BPI)
 - 1 Line Printer
 - 3 47 Megabyte Disc Devices
 - 1 Card Reader/Punch
 - 1 600 cpm reader
- Full Software and the 2780/3780 Emulator

The primary purpose for choosing the HP 3000 over the IBM System/3 was the HP 3000's potential in aiding HPA's efforts in accuracy and accessibility of data.

Improvements in accuracy of data will be through expansion, using the HP 3000, of HPA's UVALIDATE (User Validation Of Data Entries) system. This system allows users to enter data to be processed through terminals located in their department, allowing for greater edits to be placed on the data. Accessibility is obtained through the IMAGE/QUERY Software, which allows data to be displayed when needed.

Applications that HPA intends to convert to run on the HP 3000 starting in March 1975 are:

- Order Processing System (HOPPS)
- Inventory Control System (HICS)
- Asset Inventory and Control System (HAIC)
- Production Activity Reporting System (PARS)
- Capital Asset Maintenance System (CAMS)
- Material List System (MLS)
- Marketing Reporting System (MRS)

Overall the team working on the conversion (*Lee Tengco, Steve Goldsworthy, Don Ringen, Eric Sand*), feels the HP 3000 has the potential to handle a wide variety of factory data processing jobs. They are looking forward to proving it and hope that their experience will be beneficial to other divisions considering the use of a HP 3000.

HEWLETT  PACKARD



29400 SERIES CABINETS ADDED TO OEM DISCOUNT SCHEDULE!



by Jerry Kleinberg

Effective March 1, 1975 the 29400 Series cabinets and accessory products shown below may be included on the Type I OEM Discount Schedule, as another sales tool for your OEM Systems Bag.

Cabinets

29401A	29405B
29402B	29406B
29403B	29407B
29404B	

Accessories

1009A	System Table
11163A	System Desk
12672B	3½ inch Storage Drawer
12673B	5¼ inch Storage Drawer
12674B	Slide-out Writing Surface
12675B	Fixed Writing Surface — One Bay
12676B	Fixed Writing Surface — Two Bay
12679B	Instrument Support Rails (Pair)
12680B	Blank Panel 1.75 Inch
12681B	Blank Panel 3.50 Inch
12682B	Blank Panel 5.25 Inch
12683B	Blank Panel 7.00 Inch
12684B	Blank Panel 8.75 Inch
12685B	Blank Panel 10.00 Inch
12677C	Front Door — 56" Tinted Plexiglass
12688C	Front Door — 70" Tinted Plexiglass
40010A	Cabinet Lifting Fixture

SELL 29400 CABINETS OEM!

HEWLETT  PACKARD

CORPORATE PRICE LIST DELETION

by Dave Sanders

The 2100-based 9600 systems will be removed from the Corporate Price List on May 1, with the exception of the 9601B/C/E. Since the 9601 systems are on the GSA schedule which does not expire until April 30, they will remain on the price list for another month or two. All versions of the S/110 (19656A/B) and S/310 (19658A/B) will also be removed on May 1.

All these items will still be orderable via an override. Consult Sales Development for assistance in pricing and configuration.

HEWLETT  PACKARD

3000 USERS GROUP MEETING MIAMI, FLORIDA

by George A. Tibaldi



The HP 3000 users group has just ended a very successful meeting in Miami, Florida. It was the third meeting held by this influential group who is proving to be a continuing force behind the HP 3000.

The success of this kind of group can only be measured by the activity of its members. Judging from this yardstick, the meeting was indeed a very productive and high spirited one. The meeting held many different activities. Users presented many interesting papers, business activities were reported by committee members, new special interest groups were created, different projects were assigned, briefings were held on new HP products and a keynote talk was given by Dick Anderson, Data Systems General Manager. These activities are among the highlights of this year's meeting.

By my count there were 56 users from all parts of the U.S. . Representatives came from as far away as England, Brazil and Canada. Of special note is that Dick MacIntyre was there to represent the newly formed European Users Group.

Let me share with you some of my observations of this meeting. The first is that the 3000 doesn't have a special "niche" in the marketplace as I thought it might. The applications are indeed far and wide. This was evident when we split the participants into five special interest groups; manufacturing, scientific, business, education and medical application areas. The response in all areas was enlightening which tells me that the 3000 is truly a general purpose system that can take on a wide variety of tasks in a very cost effective manner.

It was also very interesting to note that many users were already pushing their systems to the limit. This became evident during the discussion of MPE-C, the latest version of MPE. Users are taking advantage of capabilities of the system that are well beyond what the systems were initially

purchased for. This really shouldn't be a surprise with an on-line multi-programming system since you can add new applications while running your current ones. The fantastic thing is that you can do this without increasing system costs.

One user purchased a 3000 to do only Basic Timesharing. Now he is running Batch Cobol for his administrative functions as well. Why not!

A HP panel consisting of Jerry Peterson, John Page, Jean-Michel Gabet, Bill Foster and Bruce Noel listened intently to what the users had to say about their systems. They were particularly interested in getting user ideas for product enhancements, both in the software and hardware areas. A questionnaire on requests to HP for most wanted enhancements was discussed with the HP panel responding as to what implementation plans existed for these and other items. The areas ranged from "more meaningful error messages" to "main memory expansion". It is recognized that the user's group plays a vital role in shaping future product developments.

A key observation came from the comments that Dick Anderson, Data Systems Division Manager, made at lunch the first day. He talked about the direction of the division with emphasis on "low cost friendly systems". He envisioned systems that will form distributed networks that put computing power directly into the hands of the user. He went on to say that he "appreciates and approves" of the involvement the users have in new product programs at HP. He also said that he would give "the same weight to user suggestions as HP field or system engineers". It is very encouraging to see the value the division is putting on its users.

By the time the last day of the meeting had arrived a spontaneous stream of user testimonials had started. "My system was delivered and up in two days, a new experience for me." "My Customer Engineer response is fantastic"; "Turnaround time on my 370 used to be days, now my answers are at my HP 3000 terminal in minutes . . ." At this point, I sat back and felt good about being part of HP.

Eight prospective customers also attended the meeting as part of their evaluation of the HP 3000. I sat next to a 3000 user who previously owned a non-HP system who was amazed at our openness. He had attended non-HP user meetings before and commented, "No way would that company let any potential customer attend any similar meeting."

Special thanks should go to the members of the committee who extended continuous effort in making a very successful users group possible. After this meeting, I can only look forward to a larger and even more active meeting next year with a bigger and better HP 3000 at a lower cost for all our customers.



HEWLETT  PACKARD

2019 COUPLER/CONTROLLER



by C. Dixon

1. Given the increased acceptance of the HP-IB concept and increased demand for corporate standardization in product interfaces and controllers, we have been forced to review our position on the HP 2019 coupler/controller which was the forerunner of the present HP-IB interface logic and control.
2. If you have a customer who purchased a 2019 last year or plans to purchase the product during the present fiscal year, please drop me a short note concerning the customer's present or proposed 2019 product application. These letters will have great impact on our future 2019 product strategy.
3. Under current product plan the 2019 will be obsoleted (removed from price list in November). However, based upon your comments, the above product plan will be implemented, changed, or dropped.

HEWLETT  PACKARD

NEW 2640 VIDEO TAPE USED IN NEELY OPEN HOUSE



by Bob Bowden

Neely Santa Clara recently used the new video tape presentation of the 2640A Interactive Display Terminal in a series of very successful open houses. While showing the

video tape continuously in one room as an introduction to the product, Field Engineers were available in the next room with demo units to answer the questions of potential customers for the 2640. This video tape, effectively used by Neely, has been designed to give an overview of the 2640 terminal's key features and benefits of ownership; and can be used for field training as well as for viewing by customers.

This 20 minute video tape on the 2640 terminal is now available and has been distributed to either the RSM or DSM at each of our sales offices. Additional copies of the video tape can be ordered from the Corporate Video Distribution Center in Palo Alto by requesting "HP 2640A Interactive Display Terminal, Sales" video tape, Product Number 90358C for reel-to-reel or 90358D for video cassette.

Try using this video tape, as Neely Santa Clara has, to increase *your sales success* with the 2640A.



HEWLETT  PACKARD

SALES AIDS

WORKMAN SCORES ON 2640 GSA



by Ed Smith

Will Workman wins the GSA derby with the first GSA-ordered 2640 Terminal order from Naval Research Labs (NRL). *Will* tells us there's plenty more to follow.

We're nearing the end of the Government Fiscal Year. Let's help boost the economy (and your quota performance) by getting those year-end dollars channeled where they'll do the most good — 2640 Terminals bought the easy way, on GSA.

The GSA Catalog has been distributed to all U.S. field salesmen and SE's. Bulk distribution to your office has been made, and we are awaiting (as of April 1) the arrival of GSA's official mailing list to send these copies out. Since the Schedule only lasts until June 30, 1975, we've printed only a modest extra amount. But, if you need more, give me a call and I'll apportion them out.

HEWLETT  PACKARD

CONTRACTS CORNER

HP AND GE COMBO

by Chuck Silberstein

Field and factory sources combined their talents again and added another major account to the growing list of customers who have signed our combination (COMBO) OEM/END-USER Computer Systems Purchase Agreement.

General Electric Company (GE) executed the agreement with HP for an initial quantity commitment of sixty (60) functional units.

Under the terms of the agreement, GE may purchase both OEM and END-USER equipment from any of its ordering entities located throughout the U.S. and Canada. We will be sending all FE's a copy of this contract for your use. We should help GE hit 100 points easily with the key tool.

GE's initial reaction to the agreement appears quite favorable and they expect it to be very successful for their company.

HEWLETT-PACKARD

EQUIPMENT SUBJECT TO DISCOUNT

by Chuck Silberstein

The following products are now subject to discount and will be added to Exhibit B (Equipment Subject to Discount) in the next printing of the Computer Systems Group Purchase Agreements:

TYPE 1B		TYPE 1C
12751A	2920A	92401A
12755A	2921A	92402A
12757A	2922A	92403A
12759A	2923A	92404A
12760A	91226A	92405A
12761A	91720A	92406A
12762A	91721A	92407A
12764A		

The current agreements list the 9603R and 9611R as Type VII A equipment. This is incorrect and these two items should be listed as Type 1B items.

HEWLETT-PACKARD

SALES FINANCE

by Chuck Silberstein

A customer may purchase equipment under a Purchase Agreement but finance it via an HP (Citicorp) full pay out, non-cancellable lease. All he has to do is sign our standard lease document along with our standard purchase agreement. The lease document will govern the financing of the equipment and not negate the rights, privileges, duties or obligations of the customer and HP under the purchase agreement.

Lease payments will be computed from the list price less any applicable discount the customer is entitled to under the purchase agreement.

Your Sales Development and Sales Finance people can answer any questions you may have on this subject.

HEWLETT-PACKARD

CUSTOMER'S ENGINEERING NEWS

2640A... DON'T GET STUCK WITH THE COST

by Ed Churka

The 2640A is recognized as a stand-alone product which is *not* dedicated to any specific HP computer system. The E.I.A. Standard RS-232-C can be connected to any computer or device that meets this standard.

Because the 2640A is a stand-alone, the terminal is sent directly to the customer and is customer installed. *No* free installation by HP should be expected. You wouldn't be expected to install other stand-alone products like scopes or hand-held calculators.

R.O.'s with warranty installation charges are not being accepted by DSD. Don't get stuck with installation charges.

The customer will be billed for service charges on customer requested installations. Let the customer know this and he may elect to install it with your telephone assistance.

HEWLETT-PACKARD

EDUCATIONAL NEWS

FEBRUARY SALES

by P. Danzer-Ramirez

February brought a lot of hearts and flowers and computer systems to schools! Following are the sales transmitted that month (new accounts are marked with an asterisk). Congratulations to the Field and Systems Engineers involved.

Customer	System	Field Engineer	Systems Engineer
*Bio-Medical Lab Honolulu, Hawaii	2000F	Al Nonnenberg	Mike Young
University of California Riverside, CA	M/260	Al Nonnenberg	Mike Young
UC - Lawrence Livermore Labs Livermore, CA	2108A	Dave Marsh	Dick Brandt
*Compton College Compton, CA	3000	Bob Ulery	Dave Walmsley
University of California Berkeley, CA	2000 Series S/110	Mike Chonle	Jim Hooper
Univ. of Santa Clara Santa Clara, CA	2120A	Reed Hilliard	Jim Hooper
*Alabama Agr. & Mech. Univ. Normal, AL	2108	Frank Bowden	Terry Pelfrey
Univ. of California Santa Barbara, CA	9803 RTE	Bob Ulery	Frank Vaickus
OTIS (Lane Int. Educ. Dist. Eugene, OR	2000F	Rick Baker	Lambert Onuma
*Univ. of Northern Iowa Cedar Falls, IA	2000F	Bill Burger	

HEWLETT-PACKARD

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

TEN COMMANDMENTS OF SELLING TO EDUCATION

by Pat Danzer-Ramirez

TEN COMMANDMENTS

1. NEVER BE LATE TO PUBLIC BID (YOU'LL BE DISQUALIFIED FOR BEING 1 SECOND LATE).
2. ALWAYS SELL BEFORE THE RFP. DON'T RESPOND TO A BID; HELP WRITE IT. IF YOU DON'T, SOME OTHER VENDOR WILL GET IN BED!
3. SELL SOLUTIONS; IF YOU'RE LURED INTO SELLING SPECS, YOU'RE PLAYING SOMEONE ELSE'S GAME, OR SOMEONE DOESN'T UNDERSTAND THE PROBLEM!
4. THE HIGHER UP THE EDUCATIONAL TOTEM POLE (E.G., ELEMENTARY VS. UNIVERSITY) THE MORE COMPUTER SOPHISTICATED AND INDEPENDENT.
5. INSTRUCTION KNOWS AND LIKES HP; ADP (ADMINISTRATIVE DATA PROCESSING) DOESN'T. ADP KNOWS AND LIKES BIG BATCH VENDORS.
6. INSTRUCTION AND ADP DON'T TALK TO EACH OTHER.
7. ADP GETS MORE \$.
8. ADP IS LESS INNOVATIVE.
9. TIME-SHARING (TERMINAL-ORIENTED OPERATION) IS YOUR BIGGEST PLUS.
10. PUSH THE FREEBIE GOODIES - USERS GROUP, LIBRARY, ETC.; EDUCATORS REALLY GO FOR THEM!

HEWLETT  PACKARD

INTERNATIONAL NEWS

HPIC FIELD ENGINEERS RECEIVE 1974 SALES AWARD

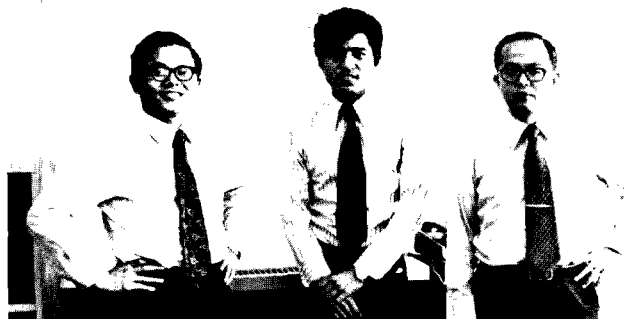
by Norman Choy

Undaunted by the delay in receiving the trophies and plaques because of shipping problems, YHP Sales Management made the announcements of the 1974 Data Systems, 9600 Sales, and OEM Achievement Awards to the recipients in March. *Seiro Takahashi* from the Tokyo office received the Salesman of the Year and an OEM Achievement Award. His accomplishments help set the pattern for a very successful year in 1974 for YHP.

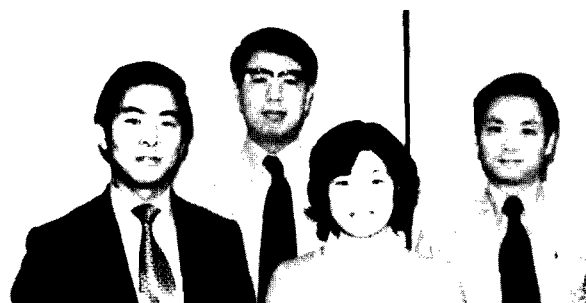
The First Runner-Up award went to *Moritaka Satoh* from the Osaka office. He finished a very close second to his fellow YHP field engineer, *Takashi-San*. The team that helped make *Satoh-San's* award possible is pictured.

The 9600 Sales Award went to *Kazuo Okada* of the Tokyo office. His sales went into several of Japan's most prestigious industrial concerns.

In Brazil, *Luiz Barata*, General Manager, (former Data Systems Award Runner-Up), presented the OEM Sales Achievement Award to *Oscar Barbosa*, DSM from the Sao Paulo office. Late in FY '74, *Oscar* signed the then largest OEM agreement for 2124B disc computers.



Aki Itoh, DSM (former Data Systems Salesman of the Year); Seiro Takahashi and Matsuji Tezuka, RSM.



Left to Right: Moritaka Satoh, Yoshiyuki Seki, DSM; Fumiko Shiomi, Secretary and Mitsuo Hahiro, SE.

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HPIC FIELD ENGINEERS RECEIVE 1974 SALES AWARDS - (Continued from page 7)



Matsuji Tezuka, RSM; Kazuo Okada, and Yoshiaki Mikuni, DSM.



Luiz Barata, General Manager of HP do Brazil, pondering the translation of "OEM" into Portuguese.



Oscar Barbosa holding up his plaque for the other subsidiary employees to see. Interested bystander was Norm Choy.



Luiz, Oscar, Norm and HP do Brazil employees.

Last but not least, *Agustin Bravo* of HP Mexicana broke up the YHP monopoly by capturing the Second Runner-Up Data Systems Award. *Agustin* achieved his success in 1974 by selling DOS, Time Share, and 9600 Systems to firms in the Mexico City areas. He is currently completing his first year as the Computer Sales Manager for the subsidiary.



With Award Cup in hand is Agustin Bravo with Jean Francios Thions, General Manager of HP Mexicana.

HEWLETT-PACKARD

**data
systems
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For HP Field Sales Personnel

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