

# data systems newsletter

For HP Field Sales Personnel

HEWLETT  PACKARD

FRANKFURT

REINHARDT HELMUT

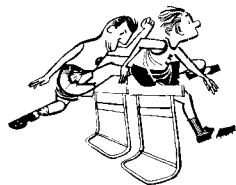
Volume 2

No. 9

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1975

## DIVISION NEWS

### FIRST QUARTER SETS RECORD FOR DATA SYSTEMS



by Ted Doyle


The new Computer Systems sales force came through with flying colors making this Division's first quarter sales exceed all previous records. Our thanks to all of you.

Some of the highlights on this record first quarter include the following:

1. Trade orders for this division for the month of January exceeded our previous record month of May 1974 by 47%.
2. Total facility orders for January were 32% over target and orders for the first quarter were 8% over target.
3. The trend in orders during the first quarter has been upward with each month exceeding the records set in the previous months.
4. January broke all records for 3000 orders for any previous month with our booking a total of 17 — 3000 systems.
5. 2640's are well over target and we booked 317 orders in January alone.

In addition to the above, our new combination OEM/End User contract is proving to be the most exciting sales tool that we have ever had. The volume of contracts and the purchase dollars represented by those contracts is on a sharp upswing.

Looking ahead at the rest of the year, the combination of new products, the combined computer systems sales force and our new Combo agreement promises to place us well over target for the year, and to the best of our knowledge will make us the fastest growing computer manufacturer in the industry.

Our thanks to all and keep up the good work. 

All prices quoted in this Newsletter  
are domestic USA prices only

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Company Private

**HP Computer Museum**  
**[www.hpmuseum.net](http://www.hpmuseum.net)**

**For research and education purposes only.**

## DICK BYHRE JOINS MIDWEST/CANADA TEAM

by John Whitesell

Dick Byhre has returned from five months of sailing to and in Hawaii, to join the Midwest/Canada Sales Development team.

His eight years of experience at Cupertino and AMD, both in Marketing and the Lab, make him a most welcome addition to the team.

As Dick puts it, "the trip was fantastic, but it's good to be back and helping the Midwest and Canada bust quota in FY'75!"

HEWLETT  PACKARD



Your friendly Midwest/Canada Sales Development Team: (L-R) Dick Byhre, Jim Eckford, John Whitesell, Bob Ingols, Cheryl Pine (secretary), Eric Grandjean.

## COMPUTER SYSTEMS ENGINEERING MANAGER

by Paul Ely

I'm pleased to announce that Dick Hackborn will be the Computer Systems Group Engineering Manager. He will have responsibility for pulling together and unifying our overall product strategy. As a vehicle for carrying out this responsibility we have formed a Product Strategy Council with Dick Hackborn as Chairman, and consisting of the Division R&D managers and general managers. Dick Hackborn and I will work together to allocate the overall R&D investment between the various divisions and major programs.

Providing leadership for the overall engineering activities in the Computer Systems Group is particularly critical because of the nature of our business and competition. Products used in all of the divisions and labs must fit together into a cohesive system strategy and our major competitors are all highly integrated homogenous organizations.

Dick will also continue to manage a portion of the Cupertino R&D Lab so he will be doing double duty. To make Dick available for the Group Engineering Manager job, Dick Anderson and Dick Hackborn recently reorganized the reporting relationships in the Cupertino lab. Portions of the lab which formerly reported to Dick Hackborn now report directly to Dick Anderson.



Dick Hackborn

The lab was split into three pieces; peripherals and terminals under Dick Monnier, current generation systems and CPU's under Dick Hackborn. All three of these engineering managers report to Dick Anderson. Dick Hackborn also has the responsibility for the LSI facility under Larry Lopp.

I know you will join me in wishing Dick Hackborn success in this very difficult assignment.

HEWLETT  PACKARD

## 2640 SALES: GREAT AND GETTING BETTER

by Ed Smith

Trade orders totaled 267 units for January. Consignment and internal sales brought the grand total to 317.

To help accelerate even this impressive trend, a four-man "Launch Team" has been formed to help you primarily in two areas:

1. Sales to customers who do not now buy from Hewlett-Packard (except, perhaps, for calculators).
2. Really big deals — in the several hundred plus area.

The team includes Hugh Amick from Sales Development, Jean Claude Roy from the Lab, George Moore from Customer Engineering and myself. For the next three months, we plan to spend up to 15 man-weeks in the field. We'll also have access to the top technical talents of Product Management and the Lab to help in the really big deals.

The Launch Team will be technically up to speed by February 3 and will be working with DM's to schedule our time effectively. By the end of April, the Team will be dissolved.

We're really excited to be a part of this tremendous incremental sales opportunity. By hitting hard and fast, we can establish the 2640A as the standard of its class in the industry.

HEWLETT  PACKARD

## GSA SCHEDULE UPDATE

by Ed Smith

Our submittal to GSA for an ADP schedule including the 21MX line, peripheral subsystems, 2000 systems and 3000 system has been in for about a month, and as of January 30, we have no response. As soon as we get firm word, we'll immediately TWX all Regional and District Sales Managers.

In the meantime, we still have the active 9601 GSA schedule, and we are in the process of submitting some additional options to it (including R60 — the Tally Line Printer). We are also submitting our renewal to this contract, which will have the 9600MX systems instead of the 9601's. The quickest this could happen would be May 1, 1975. We will keep you advised when this can be purchased on the GAS schedule.

HEWLETT  PACKARD

## DATA SYSTEMS FINANCE MANAGER



Will Carleton

by Dick Anderson

I am very happy to announce that *Will Carleton* is the new Finance Manager at Data Systems Division. In this new assignment, *Will* replaces *John Russell* who will now be able to direct his attention to his Group Finance Manager responsibilities.

I feel that *Will* is well prepared for this new assignment. His nine plus years at HP have included experience in Corporate Systems, International Finance (Business Manager at HP Canada), Corporate Finance, and most recently as manager of Data Systems Order Administration. This last job gave *Will* a good background in the Order Processing and Manufacturing segments of our division (which will be very helpful in this new assignment).

I hope that you will join me in wishing *Will* the best of luck in his new job and will give him your full support in this important assignment.

HEWLETT  PACKARD

## QUOTING SPECIALS

by Ted Doyle

In the course of normal business activities, contacts are frequently made by the field sales engineers and numerous people with different job responsibilities at Cupertino. This daily line of communication has many benefits but there is also one danger that occasionally causes headaches for the field sales engineer.

The area I speak of is that of factory commitments to the field and special quotes involving specially engineered hardware and software, pre-released hardware and software, special services, special pricing, special terms and conditions in contracts, etc. All such commitments are the responsibility of Data Systems Sales Development and information received by the field from other parts of the factory organization should be treated as being for your information only, and not used to make firm commitments to your customer.

HEWLETT  PACKARD

## CONTRACTS CORNER

### TO CONVERT OR NOT TO CONVERT



by Chuck Silberstein

If you presently have an OEM customer on the old "120 day" agreement, there is little benefit to convert him to the new R1-75 version until his current agreement expires, unless:

1. He wants to increase his requirements and thereby increase his maximum discount level(s), or
2. He has end use requirements and thus a candidate for the combination agreement.

The customer can get the benefit of the updated list of equipment subject to discount simply by amending his current equipment.

HEWLETT  PACKARD

## MAY A CUSTOMER MODIFY COPYRIGHTED HP SOFTWARE

by Chuck Silberstein

A customer may modify copyrighted HP software without permission from HP. A copyright does not give HP a monopoly on the work but merely on the way it is expressed. The translation of a copyrighted computer program from one language to another is not classified as a modification and, therefore, may be considered a copyright infringement.

(Continued on page 4)

**MAY A CUSTOMER MODIFY COPYRIGHTED HP SOFTWARE ? (Continued from page 3)**

As far as the availability of HP maintenance and repair services for modified HP products (hardware or software), it is HP's standard practice to be responsible to customer service support. However, it is not HP's intent or objective to provide maintenance and repair services for HP products purchased and subsequently altered by the customer. Alterations not approved by HP may void HP's warranty coverage and/or delete the availability of HP maintenance and repair services.

Although cause to initiate any of the above actions shall be the sole decision of HP, HP will always be receptive to meeting with HP customers to achieve a common understanding of each party's responsibility in the support of altered equipment.

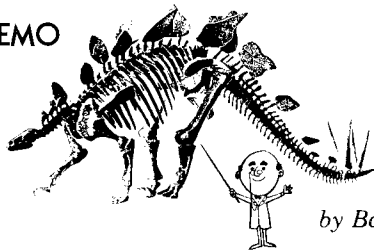
If HP elects to provide service support on altered equipment, it is the responsibility of the customer to:

1. Correct or remove any potential safety hazard created by an alteration.
2. Reimburse HP for any special tools, parts, supplies, documentation, test equipment, engineering support, etc. determined necessary by HP to perform support services.

In addition, HP assumes no responsibility for consequential damages, patent infringement and/or liability for personal injury or property damage, arising out of or caused by an alteration. Further, continued HP service support does not constitute HP's endorsement of altered equipment.



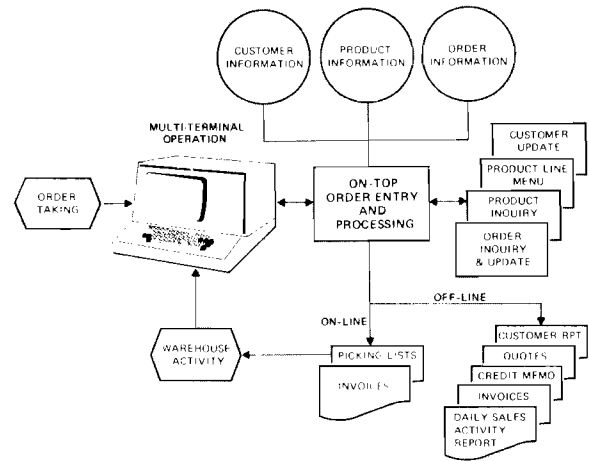
**ON-TOP DEMO**



by Barry Klaas

To help you sell more Management 2000 Series Systems . . . The M/210, M/230, M/260, and especially the new sales order processing system, the M/280 . . . you now have a demonstration package for the new ON-TOP application software.

To perform the demo you need DOS III-B, TCS-B, and IMAGE B. ON-TOP software can be obtained from the December issue of the Cupertino source update tape. The demo data base, installation instructions and demo procedures have been sent to each regional sales manager for further distribution.



*Demonstrating Sales Order Processing M/280 Style*

The hardware needed for the demo is as follows:

- 32K DOS System
- Character mode terminal(s) . . . 2640's suggested
- 7900
- Line printer

With this demo, you will be able to demonstrate the features ON-TOP, TCS and IMAGE/2000 on anywhere from one to ten terminals. Also, you will be able to customize the demo by adding records pertinent to your potential customer's business, or when appropriate, use the product information already in the demo data base.

The December Cupertino source update tape is the source for producing listings of ON-TOP programs. Customers, who wish to modify ON-TOP are likely to require examination of the source listings.



**2640A PAGE MODE OPERATION NOW ON DOS-III B**

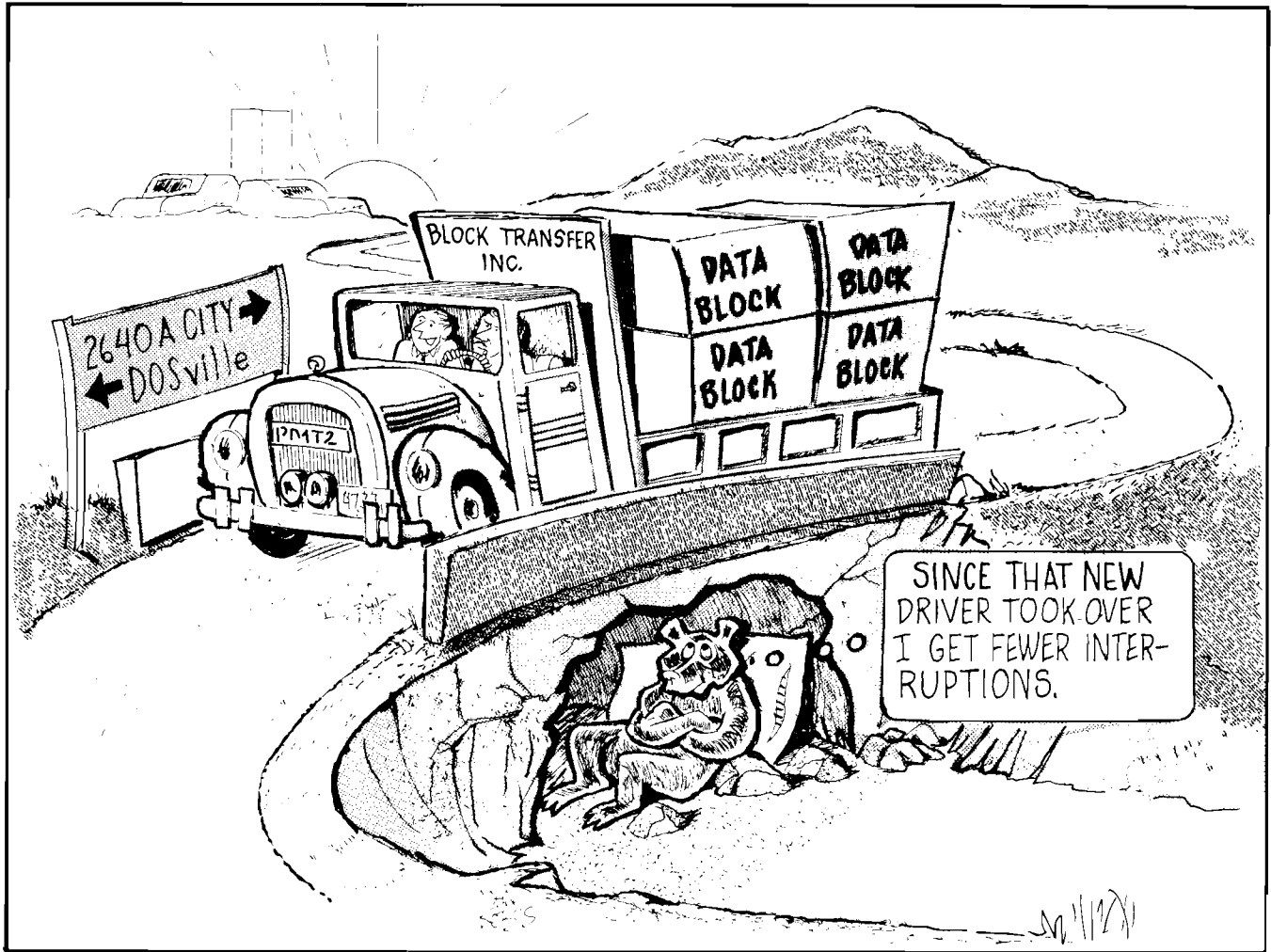
by Dan Jorgenson

A new page mode terminal driver, PMT02, is available for DOS-III B. It allows the 2640A terminal to operate in a block transfer mode with the following asynchronous interfaces and their respective drivers.

INTERFACE	DRIVER	SPEED
12587B Single line	DVR 72	≤2400 baud hard-wire or 103,202 modem
12920B Multiplexer	DVR 73	≤2400 baud hard-wire 103,202 modem

**PMT02**

(Continued on page 5)



### DOS DRIVERS KEEP ON TRUCKIN!

2640A PAGE MODE OPERATION NOW ON DOS-III B -  
(Continued from page 4)

#### Features of PMT02 include:

- Auto speed detect
- Set log-on timer
- Auto read after write
- Home cursor before read operation
- Cursor Sense
- Terminal status request
- Pseudo read
- Block transfer request

As a result, text can be composed and edited locally utilizing the full editing capability of the 2640A before the transmission of a block of data to the DOS system.

#### System Requirements

Beside the interface and its driver, PMT02 requires the DOS-III B system to be equipped with a privileged interrupt card, 12936A, and time base generator, 12539C. User calls to the driver may be made through DOS EXEC calls or TCS calls. However, the recommended procedure is to utilize

TCS and its buffer manager routines. The new driver accommodates the 2640 as a data entry terminal and not as a console terminal.

#### Memory Requirement

PMT02 requires 1000 words of main memory. This does not include the memory occupied by the companion physical driver for the terminal interface. The 12587B single line interface requires 825 words, and 12920B 16 channel multiplexer requires 1400 words.

#### Ordering Information

PMT02 is included in the price of DOS-III B. DOS-III B costs \$2500 for new customers and \$500 to upgrade existing DOS customers.

Those customers that received DOS-III B without PMT02 may obtain it by ordering the following parts:

24307-16016	PMT02 Binary	\$25.00
24307-90012	DOS-III Data Communication Driver Manual	7.50

**"7901's - GOING, GOING, . . ."**



by Vijay Kapoor

Thanks to your tremendous response, the 7901 fire sale is going very well. So well that you better hurry if you want your customers to take advantage of this great deal — 2.5M bytes of fast disc storage for only \$5,500!! As of January 27th, there were only 25 units left to be sold. The last of the units are coming off the line the end of May. Sign up those low cost starter systems *now*.



**RECENT CLOSES**

**AGREEMENTS SIGNED IN DECEMBER**

by Penny Matlock

Eight new accounts were signed in December. Congratulations to the following Field Engineers:

- Gary Cole (Two new ones)
- Ed Wilson
- Doug McArthur
- Ange Colucci
- John Malone
- Jack Oliphant
- Dave Head

In addition to the above, *Jack Oliphant* also resigned

E-Systems for 25 systems. A complete list of accounts and equipment is shown below.

CUSTOMER	FIELD ENGINEER	EQUIPMENT
*H.E. Cramer Management System Technology	Gary Cole John Malone	6 Systems 25 Systems
Core Labs	Dave Head	12 Systems
*Continental Testing	Ed Wilson	3 Systems
*Hancuff Consultants	Doug McArthur	12 Systems
*ADL Systems	Ange Colucci	5 Systems
*Radix	Gary Cole	25 Card Readers
*Engineering Corp. of America	John Malone	20 Systems
Westinghouse	Doug McArthur	15 Systems
*Teledyne	Jack Oliphant	5 Systems
*Innovated Systems	Dave Head	5 Systems
E-Systems, Greenville	Jack Oliphant	25 Systems



**THE 3000CX HAS ARRIVED**

by Rick Justice

HP 3000CX fever is spreading. We've all caught it in the factory and the field is very definitely showing some symptoms. Trade Orders are on the rise for the third consecutive month and, in addition, Hewlett-Packard is ordering CX systems for internal use at the rate of 2 or more per month.

Let's review the order picture for November and December. We received the following five trade orders in November:

CUSTOMER	CUSTOMER TYPE	CX SYSTEM	SALESMAN
Culver Military	Military Academy	32400A	Gary Polcyn
Sjukhuset/Sweden	Clinical Laboratory	32400A	Bjorn Lindberg (SE)
Nooter	Boilermaker	32401A	Denis Ferland
Warren & Van Praag	Civil Engineering Consultant	32401A	Denis Ferland
Signal Insurance	Insurance Company	32402C	Dave Miller

**December produced these six orders:**

CUSTOMER	CUSTOMER TYPE	CX SYSTEM	SALESMAN
NASA (ESL)	Government	32400A	John Kemper
Photocircuits	Printed Circuit Board Manufacturer	32400A	Frank Lebert
AB Bofors/Sweden	Military Industry	30000C	Karl Ryngebrant
SLW	Systems House	32400C	Gary Cole
ADB K-Foretag/Sweden	Service Bureau (OEM)	32401C	Bjorn Hagstrom
Tandem	Research & Development	30000C	Ron Westergren

(Continued on page 7)

## THE 3000CX HAS ARRIVED - (Continued from page 6)

As of January 31 we have 11 more trade orders in-house.

CX fever is very contagious. Traces have been detected at numerous customer sites, and it seems to be spreading fast. It looks like a world-wide epidemic is just around the corner!

HEWLETT  PACKARD

## FANTASTIC FERLAND DOES IT AGAIN



by Dick Byhre

Denis Ferland of our St. Louis office just closed his fourth 3000 order. The customer, J. Steffens and Associates, is a consulting engineering firm specializing in mechanical and electrical contracts.

The competition was an IBM System/3 pitted against our 3000 model 100 in a timesharing environment handling Business Management and Engineering programs. The 3000 executed the Basic Language benchmark 45 times faster than the other brand!

J. Steffens was so impressed they are making plans to upgrade to a model 200 in the near future.

Congratulations, Denis!

HEWLETT  PACKARD

## OEM SUCCESS IN CANADA

by Bob Ingols

Canadian Marconi Company (CMC), Montreal, is now our largest OEM customer in Canada, thanks to the efforts and perseverance of many people in the Canadian Sales Region (CSR). In December, they transmitted an order for about \$450,000 for Computer products. Another \$300,000 will transmit in the near future to complete the contract. Future add-on business is assured after successful installation of these first systems.

CMC was awarded a contract by Canadian Overseas Telecommunication Corporation (COTC) to install multiple systems in their communications network for line control, message switching and routing, and automatic billing. Key factors were CMC's renowned reputation with communications networks and with HP computers. Congratulations to CSR, as so many people were involved including the General Manager and Regional Sales Manager. Mike Naggjar (now District Manager in Toronto) worked long and hard with CMC to put

HP in the leadership position at COTC. Frank Novak took over the account last fall and did an excellent job of closing the order for HP.

You can be successful with OEM selling and it is great business for HP. CMC is even finding time to quote on other business so we certainly have expectations of a long and successful relationship with them. Sell OEM!

HEWLETT  PACKARD

## MICROPROGRAMMING NOW AVAILABLE ON THE 9600 SERIES

by Bob Hoke/Brenda Mapp

One of our Neely customers has modified the HP Microprogramming packages to run on the 9600 series. The modified packages have been contributed and will be available mid-February under the following numbers:

RTE Micro assembler for WCS		
Paper tape	22681-18938	\$50
800 BPI mag tape	22681-10938	\$60
1600 BPI mag tape	22681-11938	\$60

RTE Micro debug editor		
Paper tape	22681-18912	\$50
800 BPI mag tape	22681-10912	\$60
1600 BPI mag tape	22681-11912	\$60

RTE Driver to WCS		
Paper tape only	22681-18915	\$20

RTE Activity profile generator		
Paper tape only	22681-18914	\$20

Good selling

HEWLETT  PACKARD

## EDUCATIONAL SALES

by Bob Hoke

Doug McArthur's determination to dominate the Southeastern education market has paid off once again. Virginia Polytechnic Institute (VPI) has ordered three of the intended seven HP systems to be used as RJE stations to an IBM 370. I understand there's also the possibility of a 3000 sale there. Congratulations, Doug.

HEWLETT  PACKARD

## REMEMBER THE FEELING OF A FIRST SALE



by Jean Toth Kelley

Your first sale! Do you remember that feeling? It's just happened to Russ Lukes. Russ sold Northrup on RTE Distributed System with a satellite processor. The order was worth \$98,890. A half-dozen HP salesmen have been in and out of that account nursing this potential for over 2-1/2 years. Add-on satellites are sure to follow.

(Continued on page 8)





## REMEMBER THE FEELING OF A FIRST SALE - (Continued from page 7)

The application is automatic data collection and analysis of gyroscope test data required by the government.

HP's competition was DEC and Varian. The customer's hot button centered on the upwards compatibility of their current 2114 code and the 21MX. It sounds like an obvious point to insiders but "veteran" *Russ Lukes* used an old trick of assurance and reassurance. First he initiated a conference call to the factory then used a reference account who had experienced the same code transition. Another conference call to *Gerber* who did a beautiful job on Northrup. Before the call ended, Northrup indicated HP would get the order.

Congratulations *Russ!*



## HP VICTORY OVER DEC



by *Bob Hoke*

Congratulations are in order for both *Alan Blackwood*, HP High Point and *Frank Bowden*, HP Huntsville. By successfully selling both the OEM (Western Electric, Burlington) and the end-user (U.S. Army, Redstone Arsenal), HP was able to snatch this order from DEC. It was truly a team victory with the field and factory contributing. The specials group did an outstanding job of providing the finishing touch to the system and the Eastern Sales Region was of great help interacting with WECO Headquarters.

The systems will be used to upgrade the testing of Nike-Hercules sites (62 of them) and there is a potential follow-on from all the NATO sites.

It was a long and difficult battle, but through the tenacity of *Alan* and *Frank*, HP emerged victorious.



## HILLIARD HITS AGAIN



by *Bill Senske*

*Bill Hilliard* had another good month in January. He has closed a new OEM, Stanford Technology. They have already bought a \$135K 2000 system and have placed their order for the first part of a \$175K 3000 system.

Asked what attributed to his success, *Bill* enumerated four things:

1. The new OEM contract
2. Broad product line
3. World-wide coverage
4. Time to develop his territory

The new contract which has the earn-as-you-go type "stair step" price clause, was perfect for the customer's business environment. They also appreciated the ability to accumulate functional points for both the 2000 and 3000 product lines. Originally, Stanford Technology had selected the DEC 11/45 but changed to the 21MX for this image processing application. Some of their reasons include:

- The feature of a separate I/O bus
- Our broad product line (2640, etc)
- Our good reputation for world-wide service

The above notwithstanding, *Bill* says that the most important factor to his success is that he has had an opportunity to remain in his territory for several years. He said that the major turning point in this sale was his personal contacts with local consultants hired by Stanford Technology. These consultants were friendly with *Bill* and confident in HP's ability to help them solve the technical problems and deliver a quality solution. "SELL OEM"



## RON WESTERGREN SELLS OEM



by *Bill Senske*

*Ron Westergren* has transmitted his first order for an HP 3000CX-50. *Ron's* customer is a new company formed by several ex-HP people. Tandum is not telling us what they are using the 3000 for, but we speculate that they are developing a dual processor system.

Tandum considered mod-comp also, but they lost the race. Their only advantage seemed to be price. HP quality, product line support and system capability closed the sale in our favor. *Ron* sees Tandum ordering tape and disc drives also.

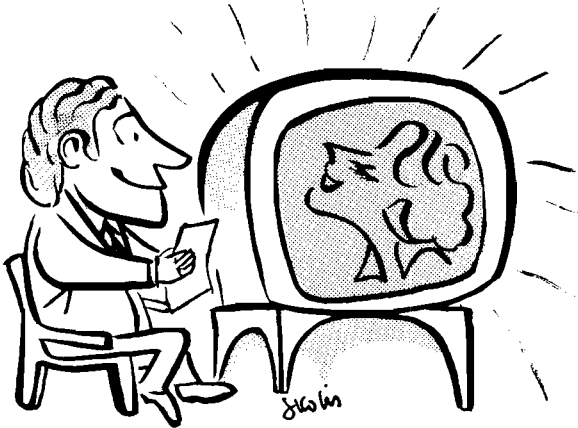
*Ron's* comment on the new account is, "I really enjoy having another OEM account".

"SELL OEM"



## SALES AIDS

### NEW VIDEO TAPE TO HELP GET THOSE HP 3000CX ORDERS



by Marc Matoza

We now have another first — a COLOR VIDEO (HP 3000CX Mini DataCenters). The video is designed to help customers understand 3000CX Mini DataCenter concepts. To obtain a copy of this 20 minute tape, ask your local video tape keeper for tape #90237 or convince your local District Manager to loan you his personalized copy which was mailed to him on January 8, 1975.

P.S. Thanks for showing the video and making all those 3000 sales.

HEWLETT  PACKARD

### NEW MANUAL INDEX SOFTWARE CATALOG

by Chuck Ackerman

All future printings of the Data Systems Documentation Index and Software Catalog starting with the January issue will be printed on Microfiche. Because of the rapid increase in the number of printed manuals and software products originating from this division, it is no longer cost effective to continue publishing cataloging information on paper.

The *Microfiche reduction* size will be 48X in order to be compatible with the Corporate Price Lists and the CSC Replacement Parts Catalogs. The complete index set consisting of *five Microfiche cards* will be printed and *distributed monthly* and will include:

1. Document Index sorted by document part number
2. Document Index sorted by document category
3. Document Index sorted by library filing number
4. Software Catalog sorted by product/part number
5. Software Catalog sorted by software category

All Indexes and Catalogs include information for both 2000 and 3000 products. Each Microfiche contains descriptive information on index formats, information categories, and codes.

Distribution will be made under the Librarian label to 140 offices world wide.

HEWLETT  PACKARD

### COMPETITIVE INFORMATION

by Dave Carver/Wayne Gartin

The latest edition of the 21MX Field Training Manual Appendix is back from the printer and has been mailed to the Field. This edition includes everything the old one had, plus a lot more. We've added specs on the DG Eclipse and Nova 830, the DEC 11/45 and 11/04, the Interdata 7/32, the General Automation SPC 16, and the Texas Instrument 960B and 980B. We've also included, by popular demand, service, warranty and discount information, where available.

If you have any questions or suggestions, give us a call.

HEWLETT  PACKARD

## EDUCATIONAL NEWS

### COURSE WRITING FACILITY UPDATE

by Hal Peters

#### 1. Installations

Five HP customers now have Course Writing Facility (CWF) installed and running on a 2000F. These are:

INSTITUTION	ADDRESS
Gavilan College	Gilroy, California 95020
The University of Iowa	Iowa City, Iowa 52242
St. John's University	Collegeville, Minn. 56321
The University of Texas (Dental Branch)	Houston, Texas
Triangle Universities Computa- tion Center (TUCC)	Research Triangle Park North Carolina 27709

The best reference account is the University of Iowa. They have used CWF extensively and continue to be impressed with it. Good contacts at Iowa are Professors *Donald McClain* and *Bob Brown*, who jointly presented a very well-received paper on CWF at the August 1974 ADCIS (Association for the Development of Computer-based Instructional Systems) Conference in Bellingham, Washington. Please contact *Bill Burger*, Iowa Sales Engineer, before contacting Iowa.

(Continued on page 10)

COURSE WRITING FACILITY UPDATE - (Continued from page 9)

## 2. New Capabilities

- A. It is now possible to write CWF lessons that run on the widely publicized Plasma Display Terminal developed at the University of Illinois PLATO project. This capability has been demonstrated on an ASCII version of the terminal built by Magnavox (Magnavox Model 10000 Plasma Display Terminal). Information on the terminal is available from:

Mr. Tyler Hunt  
Magnavox  
2131 South Coliseum Blvd.  
Fort Wayne, Indiana 46803  
Telephone: (219) 482-4411 Ext. 6642

The software required for running the Plasma Terminal on a 2000F includes a set of BASIC subroutines that will be available through the HP 2000 Contributed Library.

- B. Like its IBM relative (Coursewriter III), CWF is an open-ended CAI authoring facility whose capabilities are extensible through the addition of "special functions". Four such functions which have proved useful on IBM installation have now been written in BASIC for use with CWF and have been submitted to the HP 2000 Contributed Library.
- C. Another set of special functions that are on the way will permit CWF courses to call IDF (Instructional Dialogue Facility) lessons as "subroutines", returning to the CWF course afterward. This will ease the transition for those customers who may wish to "upgrade" to CWF from IDF, with the capability of incorporating their old lesson materials into new ones.

## 3. Courseware Conversion

One of the chief attractions of CWF is the capability of converting and running course materials originally written in Coursewriter III, version 3, for IBM systems. HP offers a Courseware Conversion Service (#24383B) as described in the new Data Sheet (5952-4595). Further description is offered in a Customer Checklist (5951-9113). Copies of each are being mailed to the field.

In addition, a copy of the Checklist is included with each shipment of the CWF product. As courseware is converted, customers will be encouraged to submit it to the 2000 Contributed Library for sharing with other customers.

As information is gathered on good potential sources of CWF materials for conversion, the information will be made available to present CWF customers and to you for your potential customers.

## 4. Further Information

For further information about CWF or the Courseware Conversion service, contact:

Hal Peters  
CWF Product Manager

At Cupertino (Telephone No. 408-257-7000 Ext. 3139)

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## NO ANSWER



by Paul Myhre

If you dial Cupertino (408) 257-8560 for the HP 3000 SIS/SAS Demo — you won't get it.

The Demo has been moved to the Cupertino Demo Center system. The new numbers are:

**(408) 996-2323**  
**(408) 996-8636**

Sam Boot, the manager of the Demo Center, requests that you call him ahead of time when you're going to do a customer demo to insure availability of the system.

The 3000 SIS/SAS Demo is also available at the Fullerton, Rockville, Atlanta and Skokie data centers.

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## HOW TO MAKE EASY DOLLARS IN EDUCATION: PART I



by Jean H. Danver

This is the first of a series of sales tips on how to make easy dollars in education. The main assumption is that you are a field engineer who sells all HP computer products to everyone in a certain geographic area.

**Fact:** It is easy to locate your potential secondary school customers. Look under Schools-Public in the white pages.

Call up the administration building and get the names of the Superintendent, Data Processing Coordinator or Business Manager, Mathematics Coordinator, and Science Coordinator. Put all of these people's names on a mailing list and send them the Educational Users Group Newsletter every month with your card attached. Wait for someone to call you.

### Extra

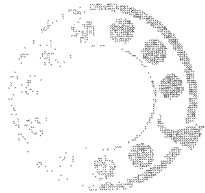
Pick an appropriate old newsletter for each person on the list. Write a cover letter with an introductory paragraph about HP and computers in education, tell them you will continue mailing them the newsletter and introduce yourself. Suggestions for Newsletters are:

*Superintendent - Volume 4, Number 8, May 1974*

*Data Processing Coordinator - Volume 4, Number 8, May 1974*

*Mathematics Coordinator - Any of the above or below*

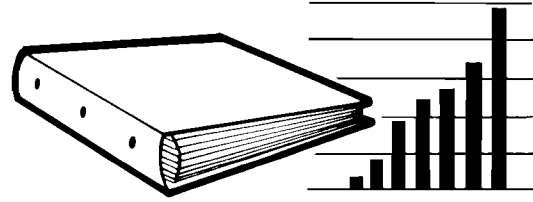
*Science Coordinator - Volume 4, Number 2, October/November 1973 or Volume 5, Number 2, November/December 1974*



### Extra Extra

While on the phone ask to speak to someone who knows about computers and find out if they are in the market this year.

## CURRICULUM PROJECT



by Carol Scheifele

January has been a busy month for the Curriculum Project!

Besides the new secondary school mathematics book (*Finite Mathematical Systems*), we've published two significant additions to the University Business Series: *Conversational Statistics*, the biggest book in our "library", and *Cases in Computer and Model-Assisted Marketing: DATA ANALYSIS*, a sequel to last year's Planning casebook. These books give you the perfect excuse to call on the business schools in your territory!

*Conversational Statistics* (#5951-5606, \$13.50) is an excellent, comprehensive textbook for use in graduate level business courses. The book is based on the use of a software package called Interactive Data Analysis (IDA), and was authored by Harry V. Roberts, Graduate School of Business, University of Chicago. We've had a lot of interest prior to publication on this one, and we will be mailing promotional copies to selected key people in university level statistics around the country. If you have any business school prospects, let us know and we'll send them a copy.

*Cases in Computer and Model-Assisted Marketing: DATA ANALYSIS* (#5951-5662, \$5.00) is the second HP publication of marketing cases developed at Stanford University School of Business. It was co-authored by *David B. Montgomery* of Stanford, and *Gerald J. Eskin* of the University of Iowa. The book presents five data analysis techniques via computer-assisted case material. Each case makes use of one or more marketing model programs written for the 2000F as part of the case activities. Both authors are well-known in the field of marketing.

If you would like a desk copy of these books, return the attached coupon to *Carol Scheifele*, Cupertino.

Name \_\_\_\_\_

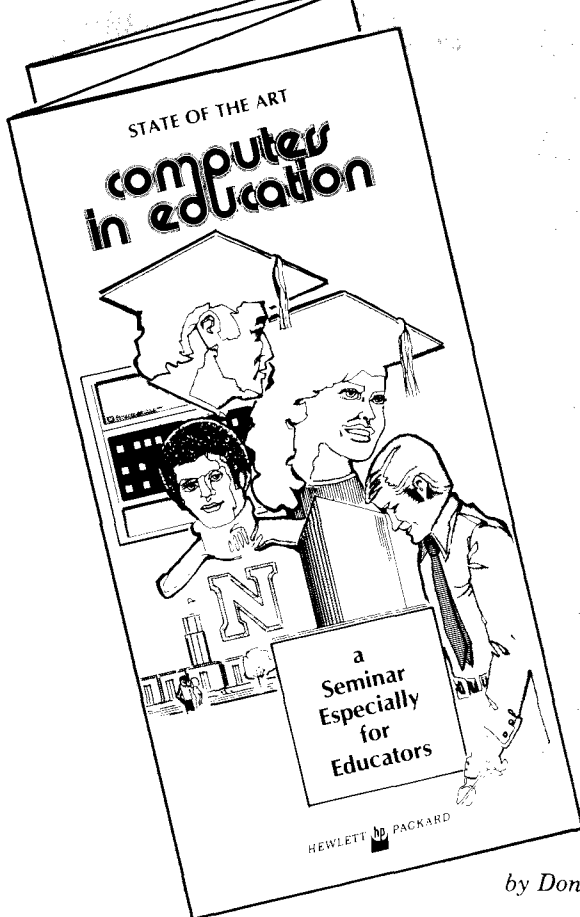
Office \_\_\_\_\_

Please send me a desk copy of:

Conversational Statistics

Data Analysis

## A SEMINAR ESPECIALLY FOR EDUCATION



by Don Lund

Paul Myhre and Don Lund of the Education Products Group in Cupertino are conducting eleven one day seminars for elementary and secondary schools. The cover of the brochure announcing the seminar is shown above.

The major objectives of the seminars are to:

1. Qualify potential customers within a 50 to 100 mile radius of the seminar site and thus increase sales in FY 75.
2. Guarantee that all attendees going out for computer bids in the future remember — HEWLETT-PACKARD has what Educators need.
3. Train as many Field Engineers as possible and at least one Systems Engineer from each region concerning our offerings in the elementary-secondary school market place and how to conduct similar seminars displaying these wares.

The seminars will be conducted in the areas shown below. If you want to send a potential customer to a seminar, contact the appropriate District Manager.

HEWLETT-PACKARD

SEMINAR LOCATION	DATE	NUMBER OF DISTRICTS	DISTRICT MANAGER
Birmingham, Alabama (Statewide)	Feb. 25	36	Ralph Godfrey
Raleigh, North Carolina (75 mile radius)	Feb 27	44	Dennis McGinn
Phoenix, Arizona (Statewide)	Mar. 4	37	Jack Jung
Seattle, Washington (Statewide)	Mar. 6	46	Jay Denny
Akron, Ohio (50 mile radius)	Mar. 11	34	Dar Weir
Indianapolis, Indiana (75 mile radius)	Mar. 13	28	Dick Peake
Madison, Wisconsin (75 mile radius)	Mar. 18	40	Al Semmelroth
Bloomington, Illinois (75 mile radius)	Mar. 20	23	Phil Conway
Rochester, New York (75 mile radius)	Apr. 8	54	Mike Halaburka
Hartford, Connecticut (Statewide)	Apr. 10	55	Mike Halaburka
Boston, Massachusetts (50 mile radius)	Apr. 11	87	Ted McCarthy

## INTERNATIONAL NEWS

### TAKE TWO, THEY'RE SMALL (BUT POWERFUL!)

by Norman Choy

Many kudos to Jose Eduardo de Faria of HP do Brasil! In January, Jose brought in an order for TWO 3000 Model 50CX from the same customer. Persico Pizzamiglio.

Persico Pizzamiglio is a large and growing producer of welded steel and stainless steel tubing. The 3000 systems will be utilized in operations management as well as administrative applications. The customer decision makers selected the 3000 over several other offerings because of its versatility and growth potential.

Congratulations again to Jose for a job well done! Keep up the good work!

HEWLETT-PACKARD

**data  
systems  
newsletter**  
For HP Field Sales Personnel

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