


# data systems newsletter

For HP Field Sales Personnel

FRANKFURT HEWLETT  PACKARD  
REINHARDT HELMUT

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June 27  
1975

## DIVISION NEWS

### THE ONLY THING CONSTANT IS CHANGE

by Joe Schoendorf

As most of you know by now, *Bill Senske* has assumed the position of Product Manager for the 21XX line. We have moved *Bob Hoke* from his role as Southern Sales Development Manager to assume a similar job in Neely. We are fortunate in having a senior man like *Bob* ready to fill this important slot. Likewise, we are fortunate to fill *Bob's* shoes with another senior HP'er — *Doug Hanson*. *Doug* has been with HP 10 years. He has a strong 3000 background and most recently has spearheaded our OEM efforts as OEM Market Manager. All other positions remain as before. To put the organization in perspective:

(See Organization Chart on page 2)

## SALES AIDS

### 9600 LAUNCH TOUR

by Jim Eckford

The response to the 9600 seminars has been great, with 17 sessions yielding an average of 28 attendees each. Pittsburg, *Jim Van Slambrook* and *Bruce McKee*, holds the record for attracting the largest group so far (63).

*Jack Caffey* and *John Streeter* are in the process of doing the Neely tour as this is being written. Both Southern and Intercon are yet to come.

Without a doubt, the real heros of the 9600 tour are *Dave Borton* and *Bob Kressek* who prepared the slide presentations and delivered the majority of the pitches. Hundreds of requests have been received for the slides or copies of them. *Peter Palm*, from the 9600 product marketing group, is answering this request by mailing each of you printed copies and a number by which to order the actual slides and script.

In addition to the request for slides there have been many requests for the demonstration panel enclosed in the porta-

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ble suitcase. (See picture). It turns out that this panel, in conjunction with an RTE-B system, can be carried around on sales calls and used effectively to demonstrate simplicity of system usage.

*Ivan Henkle*, of our special engineering group has come up with a kit, (this eliminates a huge factory labor charge), containing all the panels, suitcase, switches and displays, wires (unterminated) and connectors. The price is \$1300.

Call me for additional information.

 HEWLETT PACKARD

(Continued on page 2)

Company Private

**ORGANIZATION CHART**

**JOE SCHOENDORF**  
North American  
Sales Development  
Manager

Joey McHugh  
Secretary

**DOUG HANSON**  
Manager  
Southern

**BOB HOKE**  
Manager  
Neely

**DICK BYHRE**  
Manager  
Eastern

**JIM ECKFORD**  
Manager  
Mid-West/  
Canada

TBA

TBA

Joey McHugh  
Secretary

Cheryl Pine  
Secretary

Ron Grace  
Don Darms

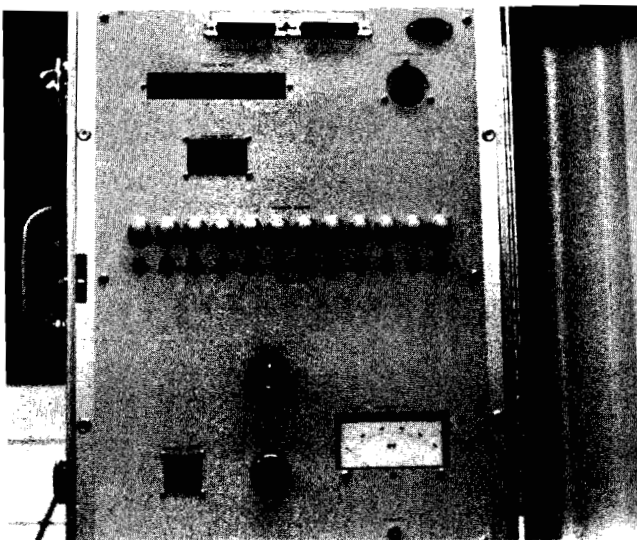
Rich Ferguson  
Hugh Amick  
Larry Hartge  
John Streeter  
Carl Flock

Frank Jackson  
Jean Kelley  
Bob Kresek  
Bob Blake

Don Lund  
Eric Grandjean  
Bob Ingols

HEWLETT  PACKARD

9600 LAUNCH TOUR - (Continued from page 1)



HEWLETT  PACKARD

**DECNET COMPETITIVE NOTE**

by *Bob Kresek*

With a number of news stories last month, DEC has joined IBM and Modcomp in competing with the HP 9700 Distributed Systems. HP introduced its first Distributed System over two years ago, have over 50 satisfied customers, and are delivering today!

DEC has made a big fuss about tying all their operating systems together, but we believe that this is a year or two away. Only RSX-11D (RTE-III equivalent), RSX-11M (RTE-II equivalent), and RSX-11S (RTE-C/BCS equivalent) will be supported initially. First deliveries of these systems are scheduled for September 1975. Other systems (DEC 10, IAS, RSTS, PDP-8) are said to be available in the next 18 months. HP now has and plans to continue to have a lead over DEC in Distributed Systems capability!

DECNET is composed of three basic packages: Digital Data Communications Message protocol (DDCMP), Network Services Protocol (NSP), and Data Access Protocol (DAP).

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# MINICOMPUTER NEWS

Featuring in-depth news analysis on minicomputers, peripherals, software and related services.

May 22, 1975

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Vol. 1 No. 7

## DEC to supply full network software tools for distributed processing, resource sharing

By Robert M. Patterson and Jordan Backler  
Minicomputer News

MAYNARD, MA — In what one network user calls a "phenomenal announcement," Digital Equipment Corp. (DEC) has publicly declared a corporate commitment to provide, off-the-shelf, software that will allow a user to build a sophisticated network almost as easily as he now programs a single computer.

The Decnet software eventually will permit the interconnection of any kind of DEC minicomputer with any other kind of DEC computer. While such interconnections of computer have been possible in the past, they have always been implemented on a "custom" basis. Either the software was written to support a specific network or the vendor supplied software which could be used for this or that specific purpose. Decnet will supply building blocks that can be used to create any kind of network.

"As we see it," says Datapro Research Corp. "Decnet ranks in importance with IBM's new System Network Architecture for virtual memory 370s, and it's a good deal simpler in structure and easier to understand, which may mean easier to implement as well.

"To the best of our knowledge," the Delran, NJ, research firm says in its latest *Mininews* newsletter, "Decnet represents the first off-the-shelf end user

### Decnet uses three major protocols

Decnet is a set of software products which extend various Digital Equipment Corp. operating systems so that they may be interconnected to form networks. The Digital Network Architecture (DNA) is composed of three major protocols:

- Digital Data Communications Message Protocol (DDCMP). This is the physical link protocol which handles the problems associated with getting messages from one end of a link to the other in proper order and without errors.
- Network Services Protocol (NSP). This is the logical link protocol. It accepts messages from user programs, puts them in packages, selects the right routing and sends the packages out onto the appropriate network link. At the other end, NSP removes the envelope and passes the message to the user program to which it is addressed.
- Data Access Protocol (DAP). This provides a universal input/output language to compensate for differences in computers. DAP translates user program I/O requests into a common network language before transmission. At the other end, the request is translated from the common language into the proper format for the receiving computer.

offering by a major minicomputer vendor of a comprehensive computer networking software package."

Most networks today are communications networks. Their purpose is to

allow remote access to a computer. But there is a second kind of network which a number of computer experts think is the way of the future. Instead of having one huge computer trying to

perform a large number of jobs at the same time, you link together a number of minicomputers into a system of minis. The computers can be in the same room or miles apart, but they can call on each other for help just as though they were parts of a single, huge computer. Decnet will support systems of this kind.

"When we begin to exceed the capacity of a computer," says computer pioneer Capt. Grace M. Hopper [MN, Feb. 27], "the game is not to try to build a bigger one, the game is to parallel them — to use two computers, three computers, four computers, talking to each other."

"I'm very much a believer," says Dr. William J. Lennon, "that the future lies in distributed computing rather than in traditional multiprogramming." Lennon, director of the Computer Science Research Laboratory at Northwestern University, Evanston, IL, has built such systems and is currently testing some of the Decnet software.

*Continued on Page 2*

## Test site praises Decnet concept

By Robert M. Patterson  
Minicomputer News

EVANSTON, IL — "Having proven that distributed-resource computing works and works well, I want to use it," says

Dr. William J. Lennon, director of Northwestern University's Computer Science Research Laboratory. "And when I'm into using it, I want highly reliable software. So I would rather start with vendor-supplied software than with my own, local-program."

"The thing I find very exciting is that it is now possible for me to decide where a task should run. In the past, I could only decide when it should run or with what priority it should be run. Now I have one more dimension, I can

DDCMP is the language the two computers use to talk to each other on the bit level. HP has its own protocol which is transparent to the user. IBM uses BYSYNC and SDLC as their protocols. NSP is used to route information within and between systems. It is very similar in function to Class I/O in RTE-II/III. DAP is functionally equivalent to our Distributed Systems Communications Executives.

One area where HP's leadership is shown is in software development tools used to maintain a distributed network. DEC's literature is very quiet about the capability to generate a satellite operating system on line at central. Their only capability is a new core-based system (RSX-11S) which requires an RSX-11M system for system generation and program development. RTE II/III has a vastly superior program development capability compared to their DEC counter-parts. HP has also taken many extra steps to maintain program transportability.

System performance of DECNET seems to be in serious question compared to HP's Distributed Systems. HP's Distributed Systems operate at 1 M baud hardwired and up to 20K baud over modem. DEC has some serious limitations as

shown in the chart below:

CONNECTION	SPEED
Hardwired	9600 baud up to 1000 ft. 2400 baud up to 5000 ft.
Modem	19.2K baud for RSX-11D 40.8K baud for RSX-11M/S
Parallel	100-500K word up to 50 ft.

Because of the technique DEC is using, system overhead should severely limit the number of satellites on each central. We will be developing a benchmark to compare our communication system performance to that of DEC's.

Real Time Basic is something DEC does not offer. Also, there is no Batch capability on RSX-11M and our Batch/Spool capability is strong compared to RSX-11D. HP software also includes installation assistance, while this is always an extra charge item with DEC. HP OEM's can also duplicate software after the initial purchase, something not available with DEC.

*(Continued on page 4)*

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

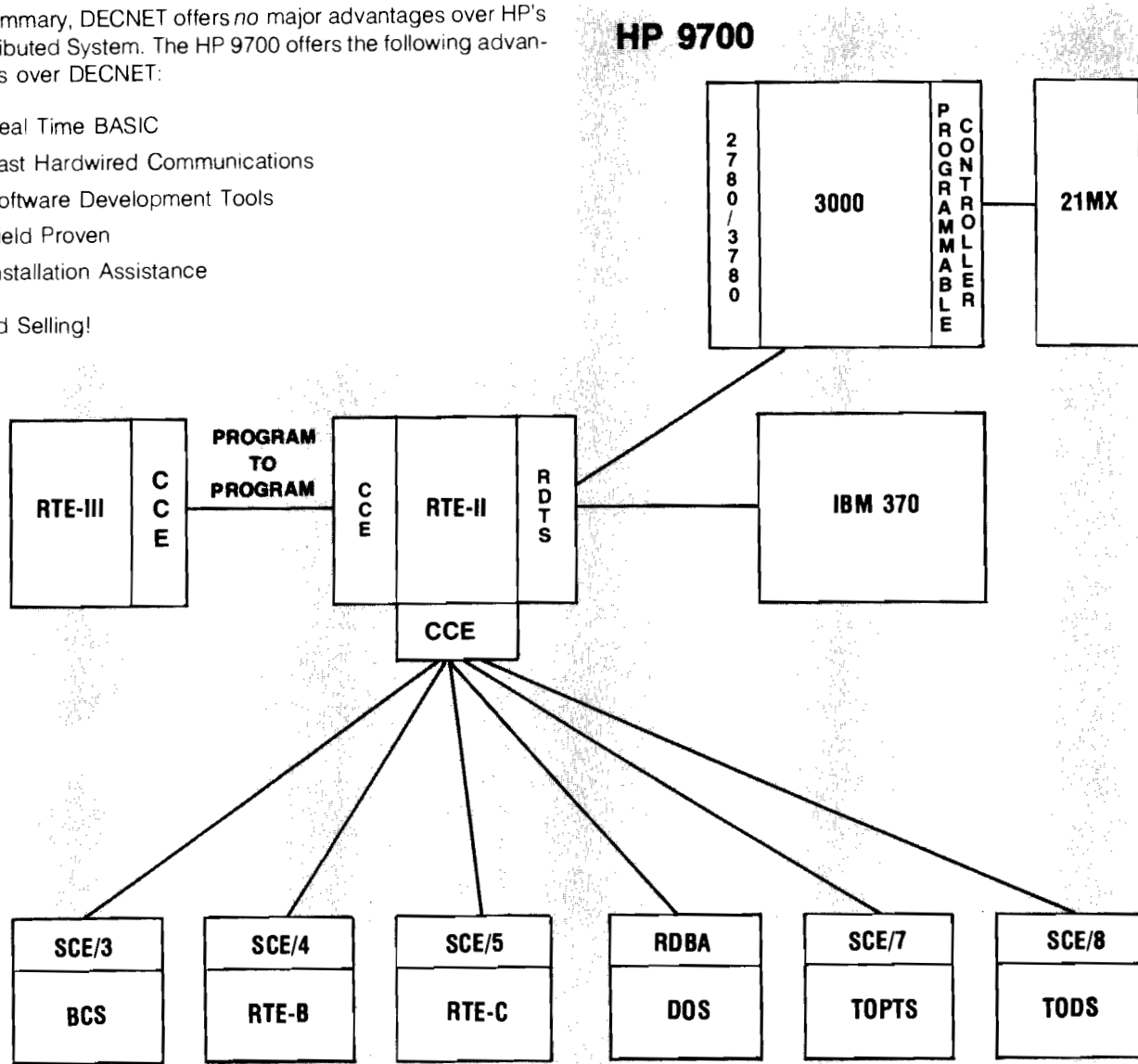
**For research and education purposes only.**

DECNET COMPETITIVE NOTE - (Continued from page 3)

In summary, DECNET offers *no* major advantages over HP's Distributed System. The HP 9700 offers the following advantages over DECNET:

- Real Time BASIC
- Fast Hardwired Communications
- Software Development Tools
- Field Proven
- Installation Assistance

Good Selling!



HEWLETT-PACKARD

## AN HP 3000CX GOES TO WORK AT HP'S MEDICAL PRODUCTS GROUP

by Rick Justice

This past summer, HP's Medical Products Group decided to purchase an HP 3000CX computer system in order to join Data Systems in implementing a common order scheduling system. They are now in the process of interfacing their Finished Goods Inventory/Production module with the programs used here at Data Systems. These programs will be modified to meet Med's particular needs. When completed, the system will give them an internal order processing system that not only interfaces with the Corporate O.P system (HEART), but also provides Med users with access to instrument and order data base information.

According to System Manager *Greg Yergatian*, the advantages of the new system are the following:

- Better operational control because the computer will be dedicated to the Order Scheduling application.
- Increased programming resources within Med and throughout the Corporation using HP IMAGE and QUERY programming languages.
- Better opportunities for growth because this will be a modified common factory order processing system comparable with many other HP divisions.
- A superior system in a shorter time span than we could have developed by ourselves.

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## AN HP 3000CX GOES TO WORK AT HP'S MPG - (Continued from page 4)

Initially, the HP 3000CX will neither replace nor relieve the workload of Med's IBM 360/30. It will be devoted to the factory order processing system currently being developed. Upon completion, however, Med will begin conversion of their material requirements planning system from the IBM computer to the HP 3000CX.

HEWLETT  PACKARD

## INTERNAL 3000 INSTALLATION

by *Ronnie Covington*

HPA's HP 3000 was delivered late Thursday afternoon, May 22, 1975. Through the excellent cooperation of the Neely Customer Engineers working overtime, the HP 3000 was up and running by Friday morning, May 23, 1975. By that same afternoon the first production jobs and reports were running and being distributed to the various functions within HP. This installation will mark the first time within HP that the HP 3000 will be used as the sole business data processing machine.

Applications from the IBM S/370 and IBM S/3 have been converted to run on the HP 3000. In later articles we will discuss the individual applications and their operation on the HP 3000.

Please do not contact HPA yet for customer visits or other types of information gathering, per their request. Hopefully, with a good video tape and application brief, only a minimum amount of direct customer contact with HPA will be needed. Any inquiries as to contact with HPA should be through me first.

HEWLETT  PACKARD

## 2100/21MX CONTRIBUTED PROGRAM LIBRARY CATALOG

by *Brenda Mapp*

The Contributed Software Center consists of the three formal HP Contributed Libraries; the 2100/21MX, the Time-Shared Basic, and the 3000.

The newest publication from the Contributed Software Center is the 2100/21MX Contributed Library Program Catalog, *orderable as part number HP 22999-90040*. It replaces the August 1973 edition which carried the part number HP 5950-9226. The Catalog will be stocked in two locations, the Corporate Parts Center in Mountain View, Ca., and the European Parts Center in Boeblingen, Germany.

We encourage Field Engineers and System Engineers to use the Catalog as a sales aid; the existence of particular contributed programs will frequently be a factor which will give you an extra advantage in the sales situation. Installed HP customers will be especially interested in the Catalog as a reference to contributed programs which can be used without modification, or as a starting point for developing their own special purpose software.

There have been 158 new programs added to the Catalog since the last printing, resulting in a much expanded version. The organization of the program abstracts has been changed from a listing by major classification categories to a numerical sequencing. In addition to the cross reference index and the classification code index, a price list with order numbers is included. An overall effort has been made to make the catalog a handy reference guide to available 2100/21MX contributed software.

*Ordering Information* — Domestic customers in the U.S. are encouraged to use the Direct Mail Part and Supplies Order Form to purchase this publication. The form can be used for ordering both program catalogs and the contributed programs themselves. The price to the U.S. customer is \$5.00 per catalog. If the ordering form is not available, customers in the U.S. are able to use the Direct Mail order procedure by writing an order on plain paper to the Hewlett-Packard Company, Mail Order Department, P.O. Drawer #20, Mountain View, Ca. 94043. They must enclose a check or money order to cover the list price, their local sales tax and the \$1.50 handling charge. Customers outside the U.S. should use the regular parts ordering procedure through their local sales office.

Your internal HP order receives a 20% discount from list price, i.e., \$4.00 per catalog. Your copies of the Catalog may be ordered from the *Corporate Parts Center* on HEART or by using an IOS. To keep order processing costs to a minimum, we urge you to order the Catalog in quantity for your sales office.

**Complimentary personal copies have been sent to a selected group of Field Engineers and System Engineers. WATCH FOR THEM IN YOUR MAIL!**

## HP 3000 USERS GROUP MEETING DATES SET

by *Alan Mitchell*

October 22, 23, and 24 are the dates of the next HP 3000 Users Group meeting at Rickey's Hyatt House in Palo Alto, California. The meeting will be hosted by the Northern California HP 3000 Regional Users Group and features prepared presentations, papers and panels. The meeting chairman, *Dr. Robert Parden*, is currently sending out questionnaires to potential participants and attendees to survey their interests, solicit papers, and obtain assistance for the meeting.

This combination questionnaire and call for papers is being sent to all our current HP 3000 customers. However, if you know of someone you think could give *Dr. Parden* some constructive comments or insight to help make this a more successful meeting (or, even, participate), please send that person's name to:

**Dr. Robert Parden**  
**University of Santa Clara**  
**820 Alviso**  
**Santa Clara, California 95053**



We'll see that a questionnaire/call is sent post haste.

HEWLETT  PACKARD

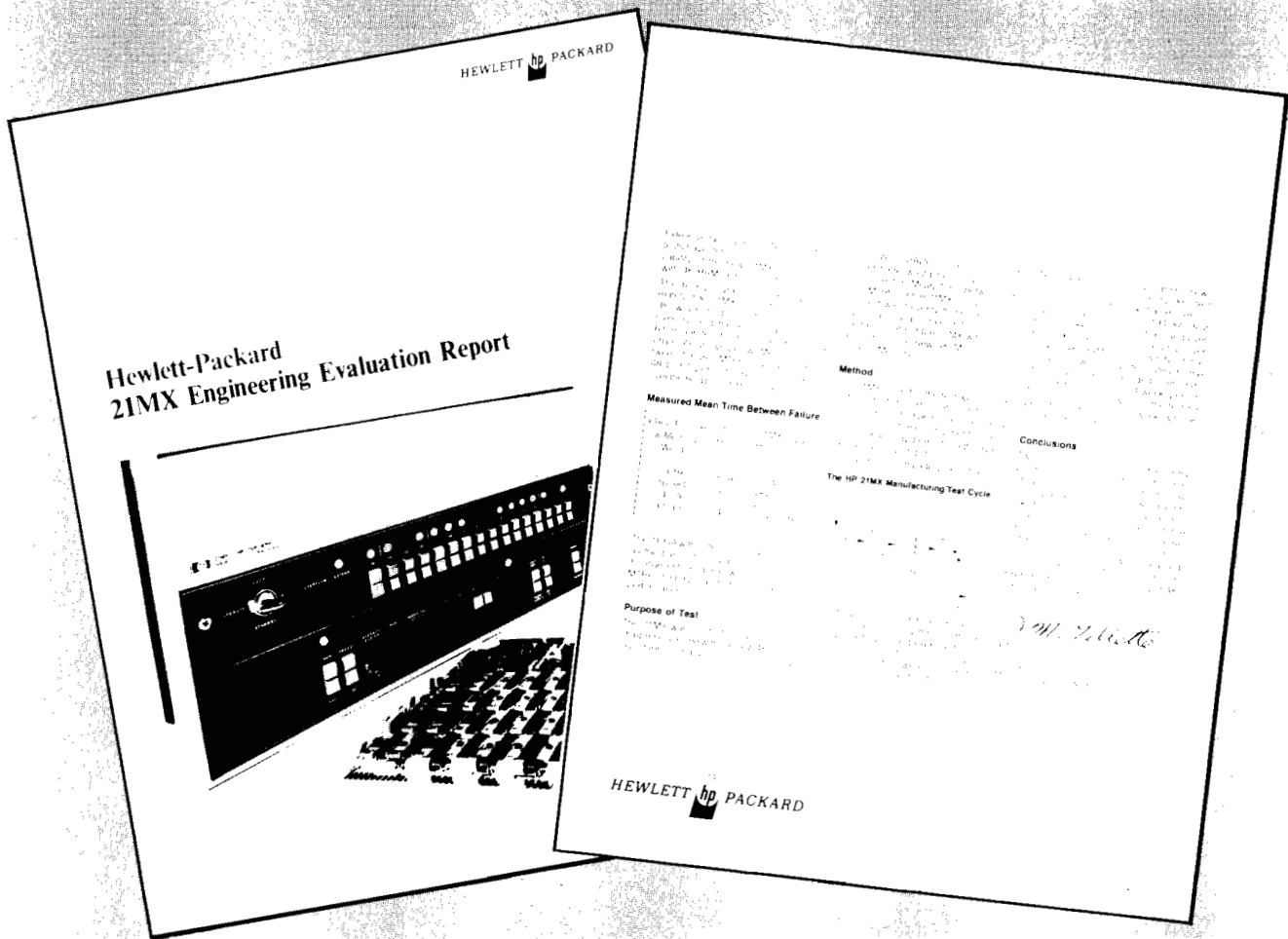
## A NEW 21MX SELLING TOOL

by LeRoy Nelson

The 21MX Engineering Evaluation Report has been printed on a single sheet with a picture on the front and the text in back.

The report states measured MTBF times, method of testing and conclusions.

The information in this report can be used very effectively in selling the 21MX, particularly to the OEM. The literature No. is 5952-5506.



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## TURN YOUR 3000CX BENCHMARKS INTO SALES ORDERS

by Ralph Manies

Turn benchmarks for HP 3000CX Series systems into sales closers and orders! How? By being sure you have answered four simple questions:

### How does the benchmark relate to the customer's problems?

Spending some time with the people who designed the benchmark and finding out how it relates to the problem is invaluable. It's a good chance to reinforce HP advantages and benefits.

### What are the customer's expectations about performance/results?

When agreeing to do a benchmark, be sure you understand what it takes to 'pass'. The customer has some expectations, and finding them out early can avoid excess effort on your part. Knowing where we exceed a customer's expectations gives you a great selling opportunity.

### Why has the customer chosen to go through the benchmark process?

A benchmark will require some effort on the customer's part and so he has to have a reason. Two typical reasons are:

- a. *It's part of an overall vendor rating/qualification scheme.*  
In sensitive situations, the buying influence might be

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## TURN YOUR 3000CX BENCHMARKS INTO SALES ORDERS - (Continued from page 6)

looking to the benchmark as a particular vendor purchase justification. Look for clues in the benchmark itself—does it reflect features of a particular system?

- b. The customer wants some assurance "HP can do the job". He looks to the benchmark to give him a feel for program conversion time, or to demonstrate the system is capable of handling a particular application. In these "assurance" cases it's especially important to establish a 'passing' performance. Also, watch out for lots of "free" program conversion, and remember reference selling as a creative alternative to the benchmark.

### What action can we expect as a result of a successful benchmark?

We are going to invest resources—with the aim of getting an order. If the system is being competitively evaluated, find out how much weight the benchmark will have. If the customer is looking for assurance that HP can do the job, then set the stage so that, as the result of a successful benchmark, the customer will place an order.

To sum it up, in some 3000CX sales situations, the customer will require a benchmark. If you understand why the customer wants it, are involved in setting it up, and understand the relationship of the benchmark to the final purchase decision, then you can be maximizing your selling efforts!

HEWLETT  PACKARD

## MINI-DATACENTER PRESENTATION AVAILABLE

by *Ralph Manies*

The HP 3000CX Series Mini-Datcenter Presentation used by the Launch Team can be ordered from *Bob Hall*. The set consists of the slides and accompanying notes. To order the slides and notes, send a IOS to *Bob Hall* (at Data Systems) specifying 30006-75: 3000CX Presentation Slides with notes. Price is \$45.00.

Contact *Penny Haney* (Extension 2820) or your regional sales support team if you want a copy of the notes only.

Good Selling!

HEWLETT  PACKARD

## THE 3000 PROVES IT'S A WORKHORSE

by *Ron Grace*

The HP 3000 recently proved it can handle more work than some of us imagined. We just completed a 16-terminal test of the system running eight different processes concurrently and the results were fantastic!!

The objective of the test was to provide the best response

time for 12 terminals while running 3 compiles and a FORTRAN execution. The HP 3000CX included 128K bytes of memory, a 15MB system disc (7905), and a 47MB ISS disc subsystem.

The table below indicates the mix of activity and performance experienced.

CONCURRENT ACTIVITIES	# OF TERMINALS	PERFORMANCE	
		TERMINAL	AVG RESPONSE
Users entering and changing text (EDIT/3000)	4	1	1.71 sec
		2	1.36 sec
		3	1.89 sec
		4	1.40 sec
User entering BASIC syntax (BASIC/3000)	2	5	1.45 sec
		6	1.54 sec
Users entering data to BASIC compiled application	2	7	2.52 sec
		8	2.49 sec
Users retrieving data from IMAGE data base through a COBOL application	2	9	5.78 sec
		10	7.09 sec
Users updating an IMAGE data base through a COBOL application	2	11	3.77 sec
		12	3.46 sec
COBOL compilation in DS queue	1	13	12.22 lines of code/min
FORTRAN compilation in DS queue	1	14	58.91 lines of code/min
SPL compilation in DS queue	1	15	29.8 lines of code/min
Execution of FORTRAN program in DS queue. Curve fitting; using double precision matrix	1	16	35:56.1 (run:sec) elapsed time (stand-alone run 3:58)

TOTAL: 16

**The challenge has been made. There is no machine our size or price that can do this mix of activity concurrently. No one can match us for the money.**

HEWLETT  PACKARD

## SALESMEN'S CORNER

### BELL TELEPHONE LAB

by *Bob Blake*

*Pat Tucciarone's* newly formed Communications Sales Team got off to an explosive start by negotiating a new VEU Agreement with BTL. Strong support in the legal area was provided by *Dave La Riviere* of Corporate Legal.

Consummation of this agreement made it possible for *Tom Montella* to clean out his desk and transmit over \$225K orders in May with an optimistic outlook for additional orders in June.

(Continued on page 8)



## BELL TELEPHONE LAB - (Continued from page 7)

For those of you who call on a BTL facility, this is a single order point agreement (internally ordered through BTL/Murray Hill) with full quote and commission credit to you even though the orders will be transmitted by Paramus. Discounts are computed on Functional Unit Quantity 15, other details are available from George Fernandez's Contracts Group at Cupertino.

HEWLETT  PACKARD

## 2000E AGAINST A RSTS

by Bob Ingols

Richmond School District, (Richmond is a municipality adjacent to Vancouver, B.C.) just ordered a 2000E T/S system. The primary competition was a PDP 11/40 running under RSTS. Although the total system price for the 2000E was approximately \$10,000 less than the DEC System, there were some other primary reasons why HP was awarded the contract.

The 7260A was the key item that won us the order. At a remote location, DEC has to add a smaller CPU with their parallel OCR, the total cost of which is greater than \$20,000. Marya Daniels of HP Paramus supplied HP Vancouver with a simple patch that permitted one of the 2000E ports to run at 1200 BAUD. We demonstrated this capability to the customer. The program, A901-36169A from the 2000 library was used. Two copies of the program were mark sensed, one of which had the Carriage Return control mark "R-5-8-9" pencilled in on the first blank column to the right of the statement while the other just used the trailing edge of the card to generate carriage return. The following table depicts these test results:

TEST DETAILS	BAUD RATE	TIME (SECS)	# OF CARDS	RATE (CPM)
Trailing edge = C/R	300	75	48	38
C/R marked on card	300	39	48	73
Trailing edge = C/R	1200	30	48	96
C/R Marked on card	1200	18	48	160

Thus, one card reader running at 160 cards per minute concurrent with many other interactive users really impressed the customer. DEC could not demonstrate this capability, in fact, the DEC salesman suggested that RSD buy an HP 7260A and connect it to the RSTS. This did not go over well with the customer.

Salesman Don Thomson did a super job of making it happen. Rich Schwartz, the SE on the account did an excellent job of arranging and presenting the card reader test and Marya Daniels is to be thanked for providing us this patch.

Lastly, although only a 2000E today, tomorrow it will be a 2000 ACCESS system.

HEWLETT  PACKARD

## O.P. CORNER

### ORDER PROCESSING ORGANIZATION

by Fran Codispoti

As you know, Order Processing has been divided into two groups, Components and Systems. Judy Perdue will head the Systems Group and I have the Components Group. The following chart explains for which region each coordinator is now responsible. A system coordinator of one region will be sitting next to a component coordinator for the same region. Thus, each can assist the other in answering calls or checking a folder.

	COMPONENTS	SYSTEMS
	Dennis Cain -- Weco (Lead)	
Midwest	Dianne Nikkei	Sharon Bradley (Lead)
East	Bev Hagens (Lead)	Kathy Wick
South	Sal Uriaga	Bonnie Boeck (RQ, Loans)
Neely	Ralph Pritchett	Beth Olson
International	Tom Carrico	Ron Weimer
IOS (Domestic)	Arieta Stout (all service kits)	
IOS (Foreign)	Mary Wahlm	

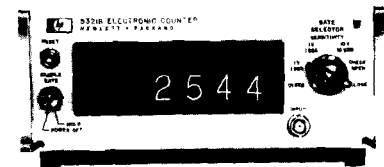
Please call if we can be of further assistance.

HEWLETT  PACKARD

## PRODUCT NEWS

### 9600 BARGAIN BASEMENT

by Jim Eckford



If your customer has a requirement to count pulses or measure frequency with his system, we may have just what you need on sale.

Here is what it is:

- HP 5321A Frequency Counter
  - Option H40-8421-BCD
  - Option X95 — Old Grey Color
- 12604B BCD Interface Card
  - Option 003 Cable
- RTE or BCS Driver
- Price = \$2000

(Continued on page 9)

## 9600 BARGAIN BASEMENT - (Continued from page 8)

The specs on this subsystem are as follows:

<b>Digits</b>	= 4
<b>Frequency Range</b>	= 5 Hz to 10 MHz
<b>Gate Times</b>	= .1 sec and 1 sec.
<b>Sensitivity</b>	= .1 volt RMS sine wave to 10V pulses .3 volt peak with 50 nsec minimum width
<b>Sample Rate</b>	= 50 ms to 5 seconds
<b>Size</b>	= half rack by 3" high

The price of this subsystem is especially attractive when you have no 6940 multiprogrammer in the system. There are a number of subsystems available but get your order in early to avoid the chance of them all being gone.

HEWLETT  PACKARD

## 2615'S ON SALE FOR FIRST TIME

by Jim Elliott

The 2615 CRT will go on sale June 11, 1975 at a drastically reduced price of \$2126.00 each. This represents a 25% discount from normal list of \$2835.00.

Due to the limited number in stock (43 at last count) it is suggested that you get your order in immediately. The basis of sale will be first come, first served.

HEWLETT  PACKARD

IF IT FEELS GOOD . . .  
DO IT WITH ACCESS???



by Bill Krause

Russ Stewart (the guy in the middle with the funny shirt on) stands poised on the 2000 Access launch pad. Bob Brannon, 2000 Product Line Manager and Dick Byhre, ESR Sales Development Manager join forces to lead Russ into the \$\$ money land of the new market that the 2000 Access system opens up. That is, the new RJE HASP II multi-leaving to a big mother 370 or RJE UT200 to a fast CDC central. All

this in addition to multi-terminal data entry and previous timeshare capabilities.

Notice Russ already rubbing his hands together in anticipation of the commission checks (or is he holding his pet bird again?) In any case, the new 2000 Access got off to a running start during the last NPT. Keep it rolling, or . . . as Bob Brannon would say, "If it feels good . . . do it with Access!!!"

HEWLETT  PACKARD

## 2100A PRICE ADJUSTMENT

by LeRoy Nelson

The prices for the 2100A CPU and Memory Modules are being adjusted to reflect manufacturing cost of the product.

With this change in pricing structure, we will again make available the CPU with 4K memory and also the possibility of accepting orders for the CPU only.

The prices for units with 16K or larger remain almost unchanged and most system units are sold this way.

Remember, the 2100A is a proven product in the eyes of your customers and carries a strong reputation in the minicomputer marketplace.

The actual price change will take place in two phases:

1. The July Corporate Price List will reflect the price increase of the 2100A CPU.
2. The Aug. 1 Corporate Price List will reflect the price decreases of the memory options.

Quotes during July should use the prices on the June 1 Corporate Price List due to the 30 day grace period allowed on price increases.

Quotes beginning August 1 must use the August 1 Corporate Price List.

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## SOFTWARE SERVICE CONTRACTS — NOW!

by Chuck Ackerman

Data Systems Customer Engineering is now prepared for the full implementation of the Software Service Contract/Subscription Service Program. The program is being controlled and managed through a comprehensive 3000 IMAGE Data Base System. This enables the tracking of Customers, their Software Service Contract purchases, and the Software/Manual Material Lists so that distribution of software and manual revisions can be automatically initiated. The Data Base ensures that all revisions and updates associated with a given software product will be automatically distributed to subscribing customers.

(Continued on page 10)

## SOFTWARE SERVICE CONTRACTS - NOW! (Continued from page 9)

The Software Service Contract program is designed to enable a customer to subscribe to TWO levels of support, depending on their level of expertise and the amount of assistance they want from Hewlett-Packard. The two primary programs are:

- Software Subscription level support
- Software Maintenance level support

A customer not electing one of these programs is choosing instead to go on Time and Materials level support and must order all desired software and manual updates.

### Software Subscription Level Support

The objective of this service is to automatically distribute to the customer sufficient information to enable the customer to keep their computer system at the latest known level. This is a factory mailing program that does not involve field personnel except for the initial selling of the service and informing the factory.

Material distributed includes:

- Manual Updates and Revisions
- Software Updates and Revisions
- Software Update Reports (SST)

### Software Maintenance Level Support

This service is designed to complement the Hardware Maintenance Agreement where the customer wants Hewlett-Packard to take full maintenance responsibility for their computer system.

Services provided include:

- Manual updates and revisions
- Software updates and revisions
- Software update reports (SST)
- On-site software updates for 3000 and Timeshare systems
- Investigation and reporting of software "bugs"

### Software Products Offered Under These Service Programs

The June issue of the Maintenance Price Book (on microfiche) has been expanded to include a more complete

listing of which software products are available as part of these Service Contract programs and their prices.

Section 1 — provides a complete list of included software products available under the Software Maintenance Program

Section 2 — provides a list of products available under the Software Subscription Service program

Section 3 — provides material lists used by the factory in initiating manual/software update distributions used in the support of the Software Maintenance Program and the Subscription Service

### Ordering Procedures

All sales for the service contract program are initiated through Field Customer Engineering and through your Region's/Country's normal service billing program. The factory's role is to monitor the product and initiate the distribution of contracted information. Factory Customer Engineering Support must receive a completed copy of the Software Product Information form for all service contract sales. Copies of this form are available from the literature department at your office and must be submitted to the factory via your CE organization. Be sure the factory is well informed; otherwise your customer will not receive the expected information.

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## EDUCATIONAL NEWS

### APRIL BROUGHT SHOWERS OF EDUCATIONAL SALES!

by Pat Danzer-Ramirez

April was a fantastic month for educational computer sales. New customers are marked with an asterisk. Congratulations to the Field and Systems Engineers for a job well done.

#### APRIL SALES

Customer	System	Field Engineer	Systems Engineer
*Mississippi Bend - AEA Davenport, IA	3000	Bill Burger	Bruce Gustafson
*Long Beach Comm Hospital Long Beach, CA	3000	Bob Ulery	Dave Wainsley
Co-op School Dist St. Louis, MO	3000	Denis Ferland	-
*San Bernadino Water San Bernadino, CA	3000	Al Nonnenberg	Mike Young
San Diego School Dist. San Diego, CA	2000 Access	Jerry Allen	Bill Clark
*Univ. of Colorado Boulder, CO	2000 M/210	Ron Johnson	Terry Anna
Multnomah CO IED Portland, OR	6-2640A SAS, QUERY SIS, IMAGE	Rick Baker	Lambert Onuma

(Continued on page 11)

APRIL BROUGHT SHOWERS OF EDUCATIONAL SALES! - (Continued from page 10)

*Bennett College Greensboro, NC	6-2640A 2000 Access IMF, IDF, MATH GRAPHICS	Doug McArthur	Steve MacKenzie Tom Ballew
*Univ. of No. Caroline Chapel Hill, NC	M260 DOS	Doug McArthur	Steve Mac Kenzie Tom Ballew
Virginia Poly Blacksburg, VA	3-S.110 3000	Doug McArthur	Steve MacKenzie Tom Ballew
*John Abbott College Stearns DeBelleve, Canada	2000 Access CIS	Michel Gerard	Richard Noble
*Univ. of Delaware Newark, DE	2124B	Barry Bergman	Don Kavulic
Stanford University Stanford, CA	2108A	Dick Burkhart	Dick Brandt
University of Iowa Iowa City, IA	2108A	Bill Burger	Bill Iasvick
Utah University Salt Lake City, Utah	2108A	Gary Cole	—
University of Saskatchewan Saskatchewan, Canada	9-2640A	Don Thomson	—
<b>SOFTWARE</b>			
Cincinnati Schools Cincinnati, OH	CIS	Roger Long	
ESU-3 Omaha, NB	SAS	Al Wood	



# INTERNATIONAL NEWS

## HANNOVER FAIR 1975

by Guenter Kloemper - GMBH

One of the largest industrial fairs in the world, the annual Hannover Fair offers everything from hi-fi equipment to cranes and locomotives. The 4000 or so exhibitors show their wares on approximately 3.5 million sq. ft. of booth space, of which around 2.5 million sq. ft. are in halls. The Fair attracts typically 600,000 visitors during its 10-day duration.

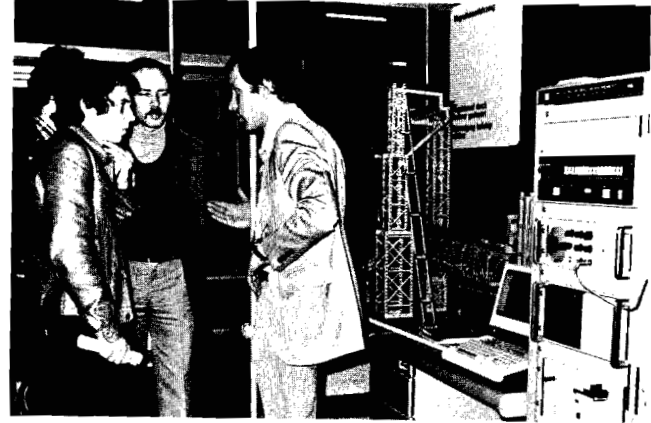
One of the largest halls, with approximately 600 exhibitors, is devoted to office and data processing equipment, and it's here that HP had its very impressive calculator and computer system booth.

On the systems side, apart from an exhibit of our OEM products, we showed a Model 3000 and a 9700 Central with two 9600 MX satellites. HP Frankfurt did a superb job of a satellite demo (RTE-B) which ran a very impressive model (see photo).

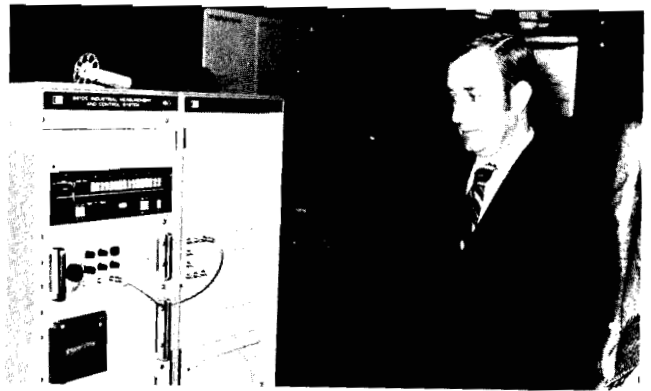
Apart from such distinguished HP guests as Paul Ely (admiring the 9600 demo), the stream of visitors was at times so strong that we ended up with a substantial backlog of completed request forms which were entered into the 3000 on-site for daily evaluation.



Paul listens attentively (???) during a discussion with German Salesmen.



"It's really very simple" (Georg Wuermer explains the fine points of the RTE-B Satellite).



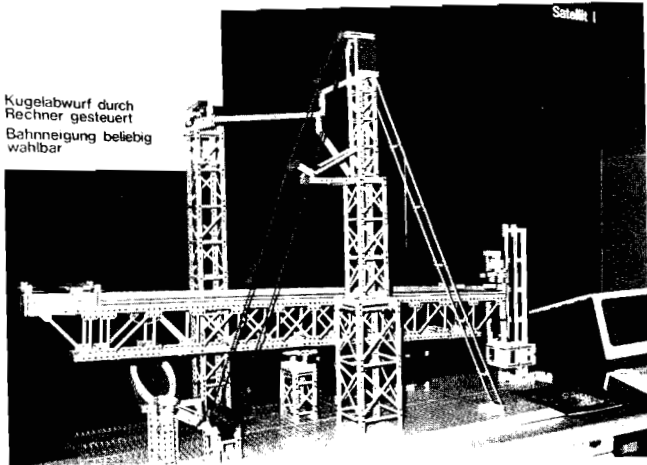
"Now that I finally got it, what should I do next!"



The OEM Products Corner Hannover Fair

(Continued on page 12)

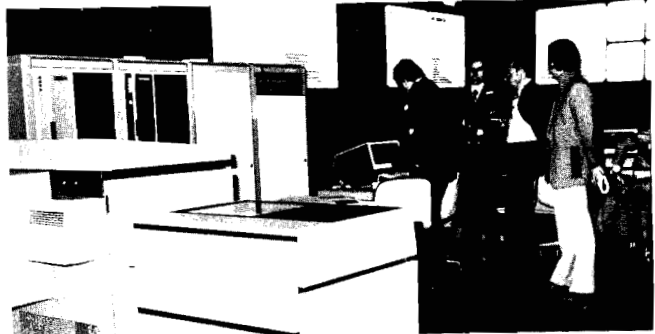
Kugelabwurf durch  
Rechner gesteuert  
Bahnneigung beliebig  
wählbar



RTE-B Satellite Demo Simulating Process I/O.



"Oh, good grief . . ." Bernard Palmer and Horst Metz contemplate a message on the RTE-II Central.



The 3000 Corner



"The bar's just around the corner at the top of the stairs . . ."  
(Peter Stuart makes 9 points about the 2640)

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

Address inquiries and comments to: Cheryl Pine — Editor  
Sales Development — Building 40  
**HEWLETT-PACKARD DATA SYSTEMS**  
11000 Wolfe Road, Cupertino, California 95014 U.S.A.  
John Kobis — Art Director \* Joe Schoendorf — Technical Editor