data systems newsletter

For HP Field Sales Personnel

Volume 1 no. 12 August 1. 1974

DIVISION NEWS

NEW OEM MARKETING ORGANIZATION

by Ed Hayes

Effective 8 July the 2100/Peripheral Product Marketing group modified its organization to emphasize its charter of marketing Data Systems products to the OEM.

The organization looks as follows:

(See Diagram on page 2)

Each product team is measured on dollar sales of their products and the number of OEM accounts buying those products. They have the product management and merchandising responsibilities to successfully bring their products to the field and our customers. You can count on the OEM Marketing team to support your sales efforts in closing new OEM accounts.

In addition an OEM Key Account Team is now in effect at Data Systems to mobilize the divisional resources to close "big deal" OEM accounts. The OEM team consists of:

Dick Love — Manufacturing
Dave Crockett — Development
John Russell — Finance
Wil Houde — Service
Ed Hayes — Marketing and Team Leader

We coordinate and market whatever resources that are needed to close a key OEM. These efforts are the top priority of the D/S organization.

Your sales development contact will continue to be your man at Data Systems. On Key Deals the OEM team will be involved to help you in closing that "big deal" for HP.

Call us — anytime — we want to help.

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

In This Issue...

$500 CHECKS RECEIVED BY CONTEST WINNERS

by Ted Doyle

Both *Tom Rappath* and *Mike Naggiar* have received their $500 first prize money for the Data Systems Division first half sales contest. All other winners have received their wine selection letter and the wine will soon follow. Thanks again for your enthusiastic response.
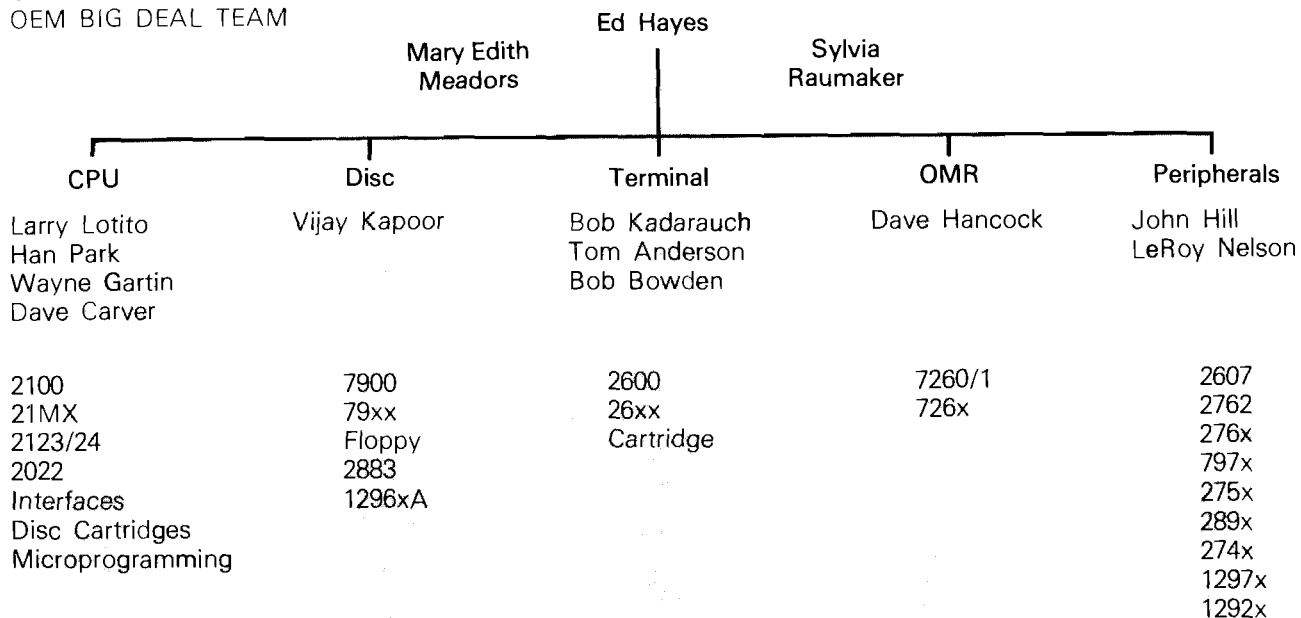
(See photo on page 2)

HP Private

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FIELD SALES MANAGEMENT
PUBLIC RELATIONS
ADVERTISING
SALES DEVELOPMENT
OEM BIG DEAL TEAM

OEM Marketing
Department

Grenoble
Boise
YHP

Ed Hayes

Mary Edith
Meadors

Sylvia
Raumaker

CPU	Disc	Terminal	OMR	Peripherals
Larry Lotito	Vijay Kapoor	Bob Kadarauch	Dave Hancock	John Hill
Han Park		Tom Anderson		LeRoy Nelson
Wayne Gartin		Bob Bowden		
Dave Carver				
2100	7900	2600	7260/1	2607
21MX	79xx	26xx	726x	2762
2123/24	Floppy	Cartridge		276x
2022	2883			797x
Interfaces	1296xA			275x
Disc Cartridges				289x
Microprogramming				274x
				1297x
				1292x

Mark Barook, Canadian EPG Systems RSM (l) presents Mike Naggiar (r) with his $500 check.

PRODUCT NEWS

2000 TIMESHARING NEWS

by Ginny Loyola

Prices have been established for new Timeshared BASIC/2000 Contributed Library manuals and software:

Volume I	HP 36000-91001	$10
Volume II	HP 36000-91002	$10
Volume III	HP 36000-91003	$10
Volume IV	HP 36000-91004	$15

Software (2000F Mag Tape DUMP) (800 BPI)

for Volume I	HP 36000-10001	$25
for Volume II	HP 36000-10002	$25
for Volume III	HP 36000-10003	$50
for Volume IV	HP 36000-10004	$50

These order numbers are too new for the Master Price List, but CSC has them noted and can fill your order. Refer to Data Systems *NEWSLETTER* dated July 1 for a description of the programs in each volume and mag tape. All previous library handbooks and tapes are obsoleted by these new products.

The new release includes many significant packages, including:

EDIT2K A Text Editor for the HP 2000C
and 2000C'/F HP 36838

EDIT2K, contributed by *Don Coleman*, HP/Data Systems, was a winner in the recent Contributed Program Contest, and replaces TIDE, HP 36200, the previous library Text Editor. An EDIT2K user needs only minimal experience to write a text, store it in a TSB file and make changes to the text. Once created, the file can be recalled to be updated, produce copies of the text, or be edited and copied into another file. Don has also provided capabilities for upper and lower case terminals in the package.

EDIT2K is contributed in five program: EDIT2K, EDITA, EDITB, EDITC, and EDITD. Documentation is included in Volume I, HP 36000-91001 and software is on the mag tape of Volume I, HP 36000-10001.

IMPROVED 2000 SITE PREP LIT. AVAILABLE

by Don Pantle

Two new site preparation books which will help you make an installation more successful and make a customer happier, are now available. The *HP 2000 Computer Systems Site Preparation Manual* (02000-90097), and the *HP 2000 Site Planning Workbook* (02000-90098) can be used for planning any 2100-based system installation.

If you would like to see these manuals, ask the Data Systems Customer Engineer (CE) in your office. *Tom Winker* sent each Data Systems CE one copy of the manual and two workbooks on June 25.

The books should be utilized at the after-sale, pre-installation meetings which the salesperson and the CE hold with customer personnel. The Customer Engineer (CE) uses the Manual as a reference and uses the Workbook to sketch out the floor plan and answer the proper site questions with the customer. It is planned that a Workbook will be used at each new installation to ensure that all bases are touched. The Manual does not necessarily have to be left for the customer--it's up to you, based on whether you believe the customer needs a Manual or not.

So, Sales Engineers, neighbor with your Customer Engineer; take a look at these new tools; and decide for yourself if they will help you. Once again, the ordering details are:

02000-90097	Site Prep Manual	$20.00 each
02000-90098	Site Planning Workbook	$10.00 each

Incidentally, I am anxious to receive any comments on this literature, pro or con. And Remember:

2000 TIMESHARING SELLS —
SELL 2000 TIMESHARING

FFP ON THE HP 21MX

by Han Park

The product name "Scientific Instruction Set" (12977A) of the HP 21MX has been changed to "Fast FORTRAN Processor". The FFP of HP 21MX has the same product number 12977A. The characteristics of the HP 21MX FFP are the same as that of the HP 2100 FFP except that the HP 21MX FFP contains six additional library routines.

Those people who are involved with the product number 12977A should be using "Fast FORTRAN Processor" immediately instead of "Scientific Instruction Set".

RECENT CLOSES

3000 SALES SUMMARIES

by Jean Toth Kelley

Harbor General Hospital
Bob Ulery of the Neely Airport Office landed this 128K byte 3000 system, model 200. Subsystems include the 30106 Card Reader, the CDC 200 LPM Line Printer, mag tape, and 7900 disc. Software includes SPL, COBOL, FORTRAN, EDIT, SORT and MPE.

The application is an ECG Data Analysis and patient information data base. Harbor General was looking for multiprogramming, terminal access, multilingual capability, and a Data Base Management System. They bought the 3000 because of HP's IMAGE package and their commitment to medical applications. The previous "solution" was a DOS III and no other vendors were considered. They will expand to 10 terminals within one year and two FORTRAN and eight COBOL. Contact *Rich Ferguson*, Sales Development, for further information.

Malkin & Pinton (M&P)
Don Thomson, HP Vancouver, has sold an on-line inventory information system 3000, model 200 to M&P. The 128K byte configuration has two line printers, 30108, and 30109, two mag tapes, 30115A-100, 30115A-300, and three discs, two main 30102A and one swapping disc, 30103A-002. Software includes SPL, EDIT, SORT, COBOL, and IMAGE.

They were looking for terminal oriented COBOL and a Data Base Management System. Our competition was the DEC-RSTS 11E and IBM. The previous "solution" was an NCR service bureau. M&P plans to run two applications programs in COBOL against a single data base from 13 terminals. Contact *Ron Grace,* Sales Development, for further information.

NEW PRESTIGE TIMESHARING ACCOUNT

Doug McArthur
High Point

by Jim Candlin

Doug McArthur (Southern Sales Region) informed us that we had been selected by Triangle Universities Computation Center in North Carolina to provide a 2000/F to augment their existing 370/165, 360/75, 370/145 and 360/50 systems which are interconnected into one of the largest existing networks.

NEW PRESTIGE TIMESHARING ACCOUNT - (Continued)

Triangle Univerisities Computational Center (TUCC) can best be described as a general purpose educational computing service bureau. It offers a wide variety of computing services. These services are provided to a variety of remotely located (primarily educational) institutions through telephone company owned communications circuits using, in general, standard communications equipment. This service can be broadly divided into two classes: Remote Batch Processing and Interactive Processing.

They specifically wish to offer a multi-user interactive BASIC language system capable of use through standard keyboard type terminal devices using standard communications modems and multiplexors with telephone company provided circuits. These circuits will be both dial and leased. BASIC interactive language service will be offered.

TUCC had determined to pursue the route of increasing interactive access to their network by purchasing dedicated 2000-type timesharing systems after learning of the Iowa Project at a professional meeting. They visited Iowa and then asked both HP and Iowa for permission to obtain the software.

TUCC is a major prestige account for us, which we won over DEC's system in spite of DEC's offer of an 11/45 based RSTS/E with 80K words MOS memory, 80 million bytes disc, and fixed head swap disc.

A "fallout" for *Doug McArthur* from obtaining the TUCC order is an expected 4-5 additional 2000/F systems elsewhere in North Carolina in the next few months by customers waiting to see which was TUCC was going to go.

This sale is a significant step toward an "unbeatable" posture for 2000 timesharing against our friends in Maynard.

AGREEMENTS SIGNED IN JUNE

by Penny Matlock

The following OEM agreements were signed during the month of June.

CUSTOMER	FIELD ENGINEER	EQUIPMENT
Applied Research Labs	John Tourkolias	15 systems
Geometric Data	Dave Murphy	50 systems
Interactive Systems	Ray Drost	20 systems
*Datacom, Inc.	Bubber Smith	5 systems
ESL, Inc.	John Kemper	25 systems
*Datum, Inc.	Alan Nonnenberg	3 discs
*ARL/U. of Texas	Paul Stein	20 systems
Quantor	Ron Westergren	300 tapes

* New Account

21MX P.S. A TRUE SALES FEATURE!

by Wayne Gartin

Did you see this article in *ELECTRONIC NEWS* (7/1/74) "Data Topics"?

> The loss of memory contents during power brown-outs has led AMF Electro Systems division of AMF to retrofit all the POS terminals it has supplied to the Burger King fast food chain. The Vandalia, O., supplier said the power fluctuations impact the Digital Equipment Corp. minis in the system, so it picked up some 750 voltage regulators from Sola Electric, a Sola Basic division.

Too bad AMF Electro Systems didn't buy a computer with modern engineering! Or, how about this article in *INDUSTRY WEEK* (7/8/74):

Brownouts spark increase in voltage regulator sales

> REGULATION may be a dirty word to some managers, but voltage regulation may cancel many production problems brought on the major power brownouts.
>
> Voltage regulation equipment, much of which has been available since the early 1930s, has become a heavy demand item since brownouts became realities.
> "Sales are super," says a spokesman for Sola Basic Industries' Sola Electric Div., Elk Grove, Ill., a manufacturer of regulating equipment. "We have so many requests we can't keep them in stock," says Thomas Shortelle, product engineer for General Electric Co., Pittsfield, Mass.

Do you and your customer a favor — sell him the "Brownout Proof" 21MX!

2000 CONTRIBUTED LIBRARY ADDITIONS

by Marilyn Branthwaite

Two recently released contributed programs provide useful tools for the RTE programmer.

List The RTE Tables, HP 22575, will list the device reference table, the equipment table, and the program ID table in concise formats. The information it supplies is helpful in analyzing the structure and status of programs and I/O devices.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

2000 CONTRIBUTED LIBRARY ADDITIONS (Continued)

RTE Magnetic Tape File Handler, HP 22612, is a relatively small disc resident program which enables the use of mag tape for program storage and recall by name. Provisions are available for loading a source, relocatable, or executable module from tape; storing a source or relocatable module onto tape; getting a directory listing of the contents of a tape; rewinding the tape; dumping a module to tape in DOS-M format; initializing a new tape.

Both programs require only a minimum RTE environment. They are priced at $20.00 each and are now available from software distribution.

MEDICAL DEMO NOW AVAILABLE

by Sherry Washing

An integrated patient data base and demo now exists using IMAGE/2000 and QUERY on the S/250 or a similar configuration.

The demonstration deals primarily with information processed in Clinical Laboratories such as sample collection lists, work lists, results and specimen status reports. The data base also contains data sets for patient ID and census information, a doctor file and hospital ward status.

The ease of creating and modifying a patient record, inquiring into blood sample test results and producing ward status reports are detailed in the documentation. The field engineer can, with slight modifications using QUERY, tailor the data base inquiries to respond to the hot buttons of his particular medical prospect.

The following chart illustrates the relationships between the various data sets in the data base used in the demo. (For more information on lab organization, see "All You Ever Wanted to Know About Clinical Labs".)

Demo tapes and documentation are available from Scientific Product Marketing in Cupertino. Sell those S/250's!
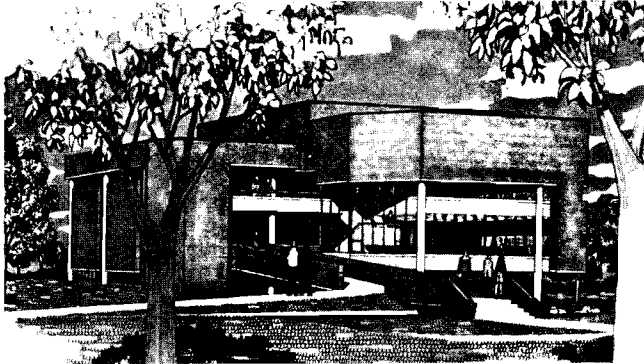
CLINICAL LAB DEMO
DATA BASE STRUCTURE

DATA SETS
A=Automatic Master
M=Manual Master
D=Detail

5
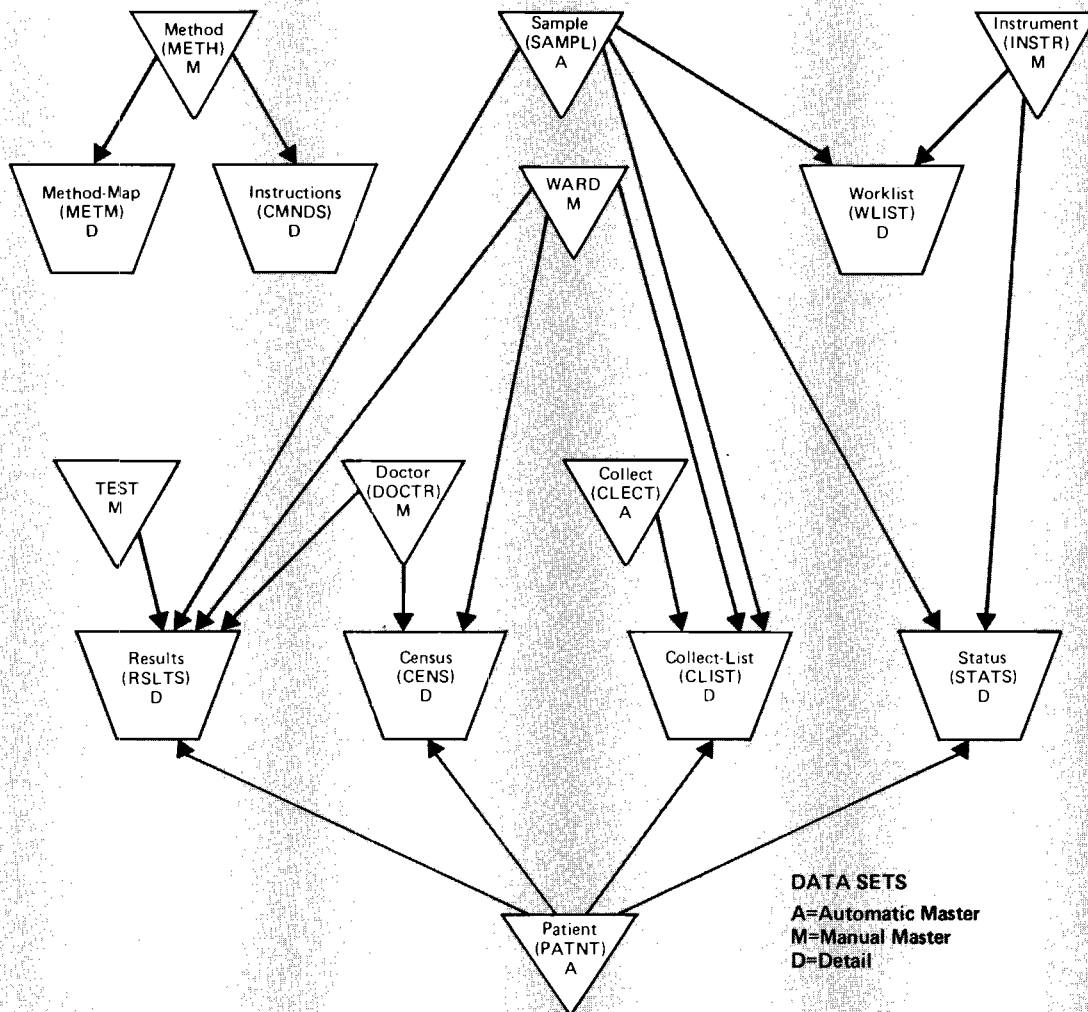
PERFORMANCE THE KEY TO SUCCESS

by Pat Danzer

Artist's rendering of the new GSA home. Building will house the 2000F and will be available next summer.

Rick Baker is convinced that, "When it comes down to performance, HP comes through". *Rick* can make this statement from experience, as he was competing against DEC and Data General to sell a 2000F timeshare system to Willamette University.

Willamette is a small, private University with an enrollment of less than 2,000 students in Salem, Oregon. It is a new school which offers a Graduate School of Administration (GSA) degree; that is, either a degree in Business Administration or Government Administration.

The Dean of the GSA sent out bids for a system which could best meet the following criteria:

1.   support 24 - 32 terminals

2.   have a good Library of programs

3.   prove responsiveness of system

4.   have other similar schools with the same system which would trade information (ie: Stanford and Chicago GSB)

The Request For Proposal included a benchmark written by Willamette which would test 16 to 24 terminals running a wide variety of programs. Included were computebound programs, chaining programs, file accessing programs and I/O bound programs. The people from Willamette came to Cupertino to do the benchmark. Twenty-two terminals were running and the responses were timed. All went very well. Neither competitor was able to run over 17 terminals!

Willamette placed their order for a 2000F in April. *Rick* feels they made the decision in our favor because we showed superior performance, had a tremendous library (especially business programs) and a Business School User's Group, and of course a good sales team.

This experience reinforced *Rick's* viewpoint that fears we have in competitors claims have no real basis — when it comes down to performance, HP comes through.

APPRECIATION, CONGRATULATIONS AND ROSES!

Pictured above are Babs Brownyard and Anna Holland. They were each sent a dozen beautiful red roses from the Data Systems sales force at the King of Prussia office. The roses were sent in appreciation for Bab's and Anna's assistance in a special account. Both Anna and Babs agree it's nice to be appreicated--and especially nice to receive roses!

THE UNIVERSITY PHYSICS SERIES COMES ALIVE

by Jean Danver

Now available from Hewlett-Packard's Computer Curriculum Project are two new texts for upper level physics instruction. These are: *Electric and Magnetic Fields* (5951-5667) by John R. Merrill (for a physics course in electricity and magnetism) and *Classical Statistical Mechanics* (5951-5669) by Herbert D. Peckham (for a course which includes statistical physics). Both authors have outstanding reputations for applying computers to physics instruction and in their respective fields as well.

Though not on the current order form, these books can be ordered from the Service Center with a purchase order or by adding them to the bottom of the current mail order form (5952-5488 (22)). Of course, they can be ordered through the sales offices just like any part. Prices are:

Electric and Magnetic Fields (5951-5667)	$6.20
Classical Statistical Mechanics (5951-5669)	$5.00

All orders of ten or more receive a 25% discount.

For your desk copy of these publications, send the coupon below to Jean Danver in Cupertino.

Name: _____

Office: _____

Please send a desk copy of:

☐ Electrical and Magnetic Fields

☐ Classical Statistical Mechanics

TRAINING NEWS

2000 M-SERIES S.E. COURSE DEVELOPED

George Taylor tries to talk his way out of solving Dave Mackie's response time problem while other students grind it out.

by Ken Blackford

The first M-Series System Analysis Study Course was presented at the Data Systems Division in Cupertino. This day long course featured a star-studded cast of *Dave Mackie, Paul McGillicuddy,* and the ever popular *John Pavone* -- along with a substantial amount of hand out material.

The course covers:

- M-Series Features
- Analysis of Response Time
- TCS-B
- IMAGE-B
- Linking TCS-B with IMAGE-B
- Comparison of IMAGE with ISAM
- Logical/Physical Drivers

This course has been given in North Hollywood and Rockville as well as Cupertino. The planning calls for this course to be presented in your area in July or August. WATCH FOR IT.

INTERNATIONAL NEWS

COMPAGNIE INDUSTRIELLE des TELEPHONES (CIT) VISITORS

by Rich Phillips

We recently had the pleasure of having four representatives of CIT tour our manufacturing facilities. CIT is a part of CGE, the biggest electrical and electronics company in France. *Mr. Bonnefoi, Mr. Laine, Mr. LeJeay,* and *Mr. Feral* were quite interested in our methods of producing mini-computers and our quality assurance program. We extend our thanks to *Fred Schroeder,* who helped greet our CIT visitors and made them feel welcome.
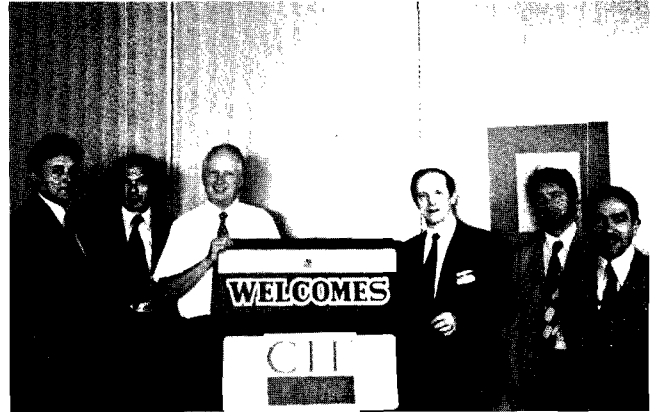
L to R: Mr. Laine—CIT, Mr. Feral—CIT, Fred Schroeder—HP, Mr. Bonnefoi, Vice President—CIT, Christian Bussereau—HP, Mr. LeJeay—CIT.

THE EUROPEANS ARE COMING!

by Norman Choy

The HPSA region conducted a sales contest during the first half of FY 1974. The rules were simple: Sell a 3000 and you win a trip to the United States (for the Senior Sales Seminar and some holiday time). Five field engineers who are tired of the same old vacations on the Continent, conducted energetic sales campaigns and came through with a 3000 sale before the deadline. The winners of the "3000 Sell and Travel" contest are:

Heinz Studiger	— HP Switzerland
Marcel Stantina	— HP France
Jan-Einer Mobrenna	— HP Norway
Josef Schwarzbauer	— HP Germany
Horst Hennings	— HP Germany

We'll be seeing you in California in the fall! Thanks again for your great sales efforts! Now if you want a ticket back to Europe . . . .

THE AUSTRALIANS JOIN THE 3000 CLUB

by Norman Choy

In June, HP Australia joined HP Brazil and HP Venezuela as members of the 3000 Club. These three countries are the only countries currently authorized to sell the 3000 in the HPIC region. Congratulations to Super Salesman, *Colin Howard* of the Canberra office. He chalked up number one shortly after the conclusion

THE AUSTRALIANS JOIN THE 3000 CLUB - (Continued)

of a 3000 sales blitz campaign headed up by *Hank Cureton*, who was on loan from the Product Marketing Group. Valuable technical guidance and benchmark advice was given by *Jim Willits,* Systems Engineering Group — Cupertino.

Applications for membership in the exclusive 3000 Two Timers Club are now available. Try it! You'll like it!