

NEWS

Banco Mortgage Back in Business Fast Despite Fire

Off-site software back-up and dispersed data processing enabled Banco Mortgage Company to conduct most of its business as usual despite the Thanksgiving Day blaze which reduced its loan processing operation to ashes. Thanksgiving evening a five alarm blaze, which began in an empty department store next door, spread to the top floors of the Northwestern National Bank Building in Minneapolis.

Banco, the third largest mortgage banking company in the U.S., lost a 27-processor local area network located on the tenth floor. The data processing equipment, an estimated \$500,000 worth, was tied to 45 branch offices nationwide. Within four days Banco had relocated, received and installed replacement equipment, and



Left to right: Sales Representative Dennis Doonan discusses new system with George Wessel, Banco Vice President, Loan Servicing.

returned to business as usual. In fact, even during the crisis Banco suffered no significant loss in business operations.

Banco Vice President, National

Loan Servicing Center, George Wessel, explained, "By using our back-up software, we were able to transfer some of our vital operations to another Datapoint® system we had in Minneapolis. Our branch offices were able to re-transmit information and maintain fairly normal operations using that system while we worked to replace the equipment that was destroyed." Wessel attributed this to the distributed architecture of Datapoint's equipment and the fact that back-up software had been safely stored off-site.

Immediate Action by Banco and Datapoint

"I first heard about the fire around 6:00 p.m. Thanksgiving Day," said Wessel. "We had located back-up space by 9:00 a.m. the next morning. The advantage we had was that our parent company was in the same building and they had a full contingency plan for disaster recovery. They helped us in our efforts to contact contractors and locate back-up space. We were able to start building offices within 24 hours of the fire."

"We heard from Datapoint by Friday morning. Datapoint sales representative Dennis Doonan let us know where and how he could be located during the holiday period. Jake Soberay, Branch Sales Manager, had been in contact with headquarters in San Antonio and put us on an emergency order status. As we understand it, shipping out of San Antonio was pretty much stopped awaiting our order," Wessel went on to say.

"We started working up the configuration for the emergency order at about 1:30 p.m. Sunday afternoon at Datapoint's Twin Cities office. With

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Ciasullo Named Executive Vice President



Edward P. Gistaro has recently announced the appointment of Joseph J. Ciasullo as executive vice president, international operations. Daniel A. Hosage, previously responsible for this area as well as CMP, now assumes full-time responsibility for communications management products.

In his position, Ciasullo will be responsible for all of Datapoint's international business activities, including the company's 14 overseas subsidiaries. In addition, his department will be responsible for marketing Datapoint products through independent distributors in 22 other foreign countries.

Ciasullo joins Datapoint from Sperry Corporation's Univac Division where he most recently served as vice president and general manager, customer and marketing support. Joining Sperry in 1956, Ciasullo has held various positions — being appointed vice president in 1973 and later, serving as vice president and general manager of Univac International, headquartered in London.

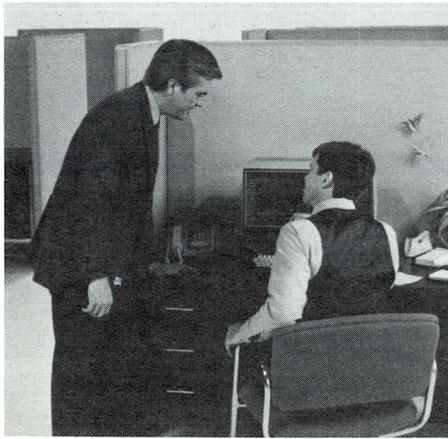
Ciasullo has a B.S. degree in accounting from LaSalle College in Philadelphia. □

Television Campaign Starts New Year

As the new year begins, so does the second phase of Datapoint's television advertising program. Response in the first four markets (New York, Chicago, Houston, and San Francisco) has been positive and we believe that the response in the next four markets will be equally strong.

The television commercial will run for 10 weeks in each of the following cities:

City	Beginning Week
Dallas	January 3, 1983
Los Angeles	January 10, 1983
Minneapolis	January 31, 1983
Atlanta	February 14, 1983



Datapoint commercial — products at work in the office.

Prior to the first air date of each of these schedules, the sales force and customer service personnel will be presented with the media schedule and a "sneak preview" of the commercial. This informal presentation will also be an opportunity to ask questions regarding Datapoint's advertising campaign and what kind of response they can expect from it. □

Susan Metcalfe
Ext. 7059

New Staff Aids Hardware Product Marketing

Hardware Product Marketing (within the Product Marketing Department) has acquired new staff and has been organized into effective managed product line groups. The staff is a collection of experienced Datapoint employees — ones that are eager to build a strong marketing resource and be as effective as possible to present and support the hardware product line.

Some of the useful services for the field personnel that can be performed by this organization include sales aids, field support visits, configuration support, and corporate office interface for customer hardware situation issues. The group will also provide consultant support, new product orientation, proposal support and pricing actions.

Providing Support

Managing Hardware Product Marketing is Gary Walton, who reports to Kirby Herron, Director of Product Marketing. The groups within Hardware Product Marketing include Product Managers and Product Specialists who are responsible for specified hardware products. The

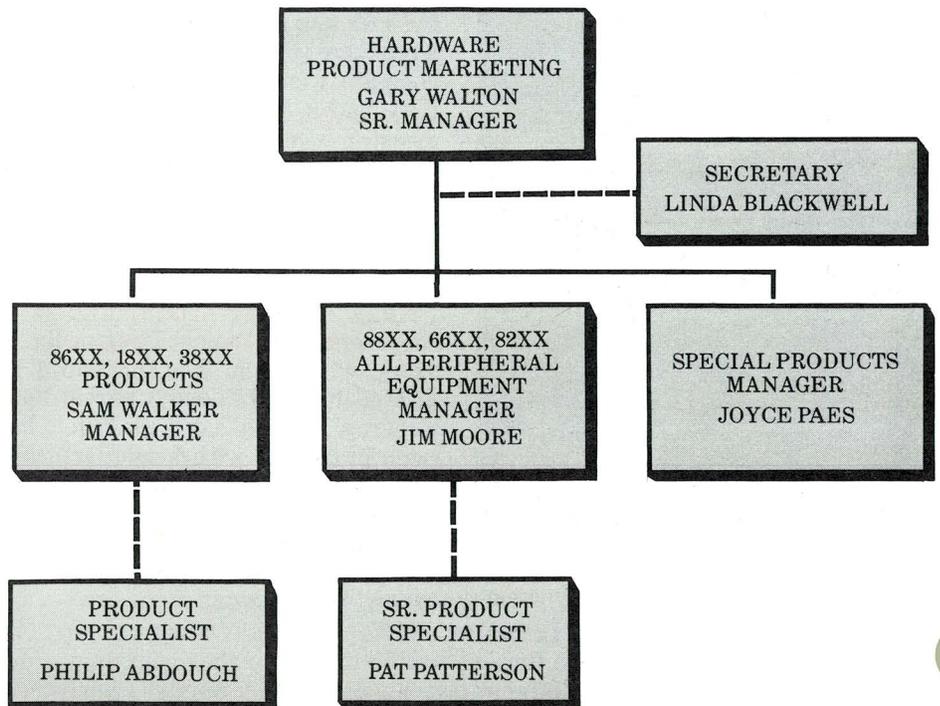
product breakdown and areas of responsibility are as follows:

Product Manager	Areas of Responsibility
Sam Walker	86XX, 1800 and 3800 processor and supporting peripherals.
Joyce Paes	All other processors and supporting peripherals excluding 15XX products.
Jim Moore	Terminals and printers.

Please note that each person in Hardware Product Marketing is available to answer questions about the entire hardware product line. An effort should be made, however, to contact the responsible Product Manager regarding the product in question.

Any uncertainty regarding the product line can be resolved by contacting Gary Walton. All Hardware Product Marketing personnel can be reached at ext. 7151. □

Gary Walton
Ext. 7151





Banco personnel back on the job within two working days after fire.

the records we had and Datapoint's full records of our equipment inventory, we knew exactly what we needed by mid-afternoon. The San Antonio facility had been alerted and we simply called in the order. The order was on its way before any paper work was done. We followed up with the paper work that evening — reviewing the configuration the next day, and then officially signing the orders. There was absolutely no hold up for paperwork."

Special Traffic Handling and Installation

Normally large shipments of equipment are trucked to Houston or Dallas to catch wide-body jets to metropolitan areas. In order to avoid delay, Datapoint had to have the shipment ready for a wide-body flight that was scheduled to leave San Antonio on Monday morning.

Within hours of receiving the order by phone, Datapoint had packed up and delivered eighty-four pieces (seventy-one hundred pounds) to the airport—about 27 processors and several large disk drives. Because there wasn't a connecting wide-body flight in Chicago for the final leg of shipment, Datapoint chartered express truck service from Chicago to Minneapolis. The shipment arrived about 2:45 Tuesday morning.

The installation started immediately. Datapoint's Customer Service District Manager, Larry Crawford, coordinated efforts to fly in an

installation team from various other districts — Madison, Wisconsin, Ft. Wayne, Indiana, etc., to avoid depleting support resources for other customers in Minneapolis. "At times we had six or seven Datapoint people here installing, as well as some systems people assisting us," reported Wessel. "We had a system up and running by about 3:00 Tuesday afternoon."

Quick Recovery Critical

"In our business it is critical that we have timely information on our loan activity across the nation. A quick recovery was an absolute must. We were using the other system by Monday evening and we knew exactly where we were as far as our financial position. That is extremely critical because of our dealings with Wall Street. We were able to provide enough information to allow our marketing divisions to carry out their business—although it may not have been in the detail or format they were used to seeing," said Wessel.

Banco Mortgage lost approximately 4,000 files of loan documents—luckily all were retrievable from branch operations. That was in the FHA and VA loan division, the hardest hit area. About half of the legal division was destroyed, but the most critical half was not touched by fire and suffered only smoke and water damage. The accounting department was almost completely wiped out. However, everything had been backed-up Wednesday evening so the only loss was some

paper transactions awaiting data entry — at most, a day's work which will have to be reconstructed.

Commenting on the potential loss, Wessel said, "Since our sales and marketing decisions with Wall Street are so dependent on information on our loan production, not being able to get data and compile it to make those decisions could have cost us a million dollars or more."

Key to Recovery

A contingency plan which provided for contacting the phone company, contractors, and suppliers was instrumental in the quick recovery. Banco also had a facilities company by the name of Banco Properties which gave Banco access to new space by Friday morning. Dick Werner, Banco Mortgage Facilities Manager, had established good contacts with local contractors so that building and electrical work went smoothly.

Datapoint immediately offered their facilities resources, allocated manpower, and alerted all the necessary Datapoint contacts at the home office

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Providing Maintenance for Obsolete Products

Datapoint has declared a number of products "obsolete." These products will no longer be refurbished and, therefore, are not available for sale or lease.

For the majority of these products, Datapoint intends to provide contract maintenance for several years. However, at some point it will not be feasible to maintain these products under contract due to parts availability, training, parts cost, etc.

No decision has been made to discontinue maintenance for equipment currently under contract to a customer, including the 25MB Memorex/Telex Drives. Any change to this policy will be communicated.

This should clarify statements previously made in articles pertaining to obsolete equipment. If you have any questions, please contact Mike Hoke at extension 5119 or Dennis Phillips at extension 7751. □

*Mike Hoke
Ext. 5119*

New Procedure Improves Service Billing

To improve the accuracy and timeliness of service billing, the Customer Service Division has implemented a new billing procedure for the following types of service:

- Time & Materials (service performed on equipment not covered by a Datapoint Service Agreement)
- Work performed outside contracted service agreement (i.e., overtime, equipment relocation, etc.)

Implementation of this new procedure began January 17. However, this change does not affect the regular billing procedures for Service Agreement coverage (monthly or annual billing.)

Billing Procedures

For all billable service calls, the Customer Service Engineer (CSE) obtains the customer's signature on the Work Authorization/Invoice before service begins. When billable service is completed, charges are calculated by the Customer Support Center in San Antonio. The CSE enters this information on the Work Authorization/Invoice and presents it to the customer for signature. This on-site invoice is

the bill for service performed, and no other invoice will be sent to the customer.

Due to the uniqueness of billable service calls, the administration is being separated from the Marketing Billing and Customer Credit and Adjustment Center. Customer Service Field Operations and Field Finance are responsible for the Work

Authorization/Invoice; therefore, all inquiries should be addressed to the Field Finance Manager or Operations Area Director at the appropriate CSD Field Operations office.

This new billing method is aimed at the goal of Customer Service: providing quality service and customer satisfaction. Questions regarding parts and labor charges can be answered quickly and professionally enabling Datapoint to be more responsive to customer needs. □

*Jack Tips
Ext. 7323*

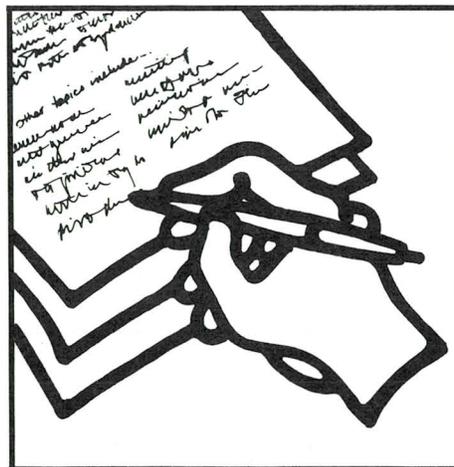
Courses Open for OEMS and Representatives

Once again two valuable courses are open for booking in your city. The Selling Skills Workshop and Data Processing Product Seminar are the best bargain in town! Each seminar is two and one-half to three days long and cost is nominal

The Selling Skills Workshop has fifteen modules which include: how to properly qualify customers and the interactive skills such as probing, closing, and handling objections, plus several other topics. The class is conducted in an interactive atmosphere—allowing all attendees to fully participate. Some of the methods employed are role play, case studies, and applying techniques to a participant's own unique situations.

Key Elements Covered

The Data Processing Product Semi-



nar covers key elements in the product line, hardware and software. Both DOS and RMS operating systems are covered as well as data communications products and their relationship to

the product line as a whole. The major features of the ARC local network, including types of applications that can operate in an ARC environment, will be discussed along with languages supported.

Upon completion of the class, the attendee should have a thorough knowledge of the Datapoint product line and the considerations for proposing any of these systems.

Companies that have previously taken advantage of these classes overwhelmingly endorse them based on increased productivity and revenue.

Contact your OEM Sales Manager for details. □

*Carol Muir
Ext. 5181*

Places to Stay in San Antonio

The Visit Coordinators in Guest Services, Sandy Gearhart and Marcia Regan, are responsible for setting up hotel accommodations for visiting salespersons and customers. Therefore, it is necessary that they stay well-informed about accommodations available in San Antonio. These coordinators personally inspect new hotels and closely monitor the established ones to be sure of the quality of service each one offers.

When selecting a hotel, Guest Services tries to pick one which fits a guests needs, tastes and pocketbook. What follows is a brief description of those hotels most frequently recommended:

LA MANSION DEL NORTE/DEL RIO: Both the airport location (del Norte) and the downtown location (del Rio) of La Mansion Hotels have served customers well. Their elegant Spanish courtyards and relaxing atmosphere are unique in San Antonio. Del Norte's restaurant, The San Angel Room, offers some of the finest food and service in town.

CORPORATE RATE — \$55.00/night

MARRIOTT INN — NORTH: Also located on Loop 410 near the airport, this hotel just opened in May, 1982. The hotel has contemporary furnishings and a modern lounge which has become a popular night spot. Service is first-rate.

CORPORATE RATE — \$50.00/night

FOUR SEASONS: This downtown hotel is located a few blocks away from the hustle and bustle of the riverwalk and offers many personal touches that only a smaller hotel can provide. The grounds are peaceful and the rooms are elegant. The Anaqua Room offers excellent continental cuisine and a plush dining atmosphere.

CORPORATE RATE — \$55.00/night

DRURY INN: This new motel is also located close to the airport. Although it offers no room-service or restaurant, there is 24-hour front-desk service and a 24-hour family restaurant is located adjacent to the motel. Free continental breakfast is available at the motel and the rooms are very comfortable and tastefully furnished.

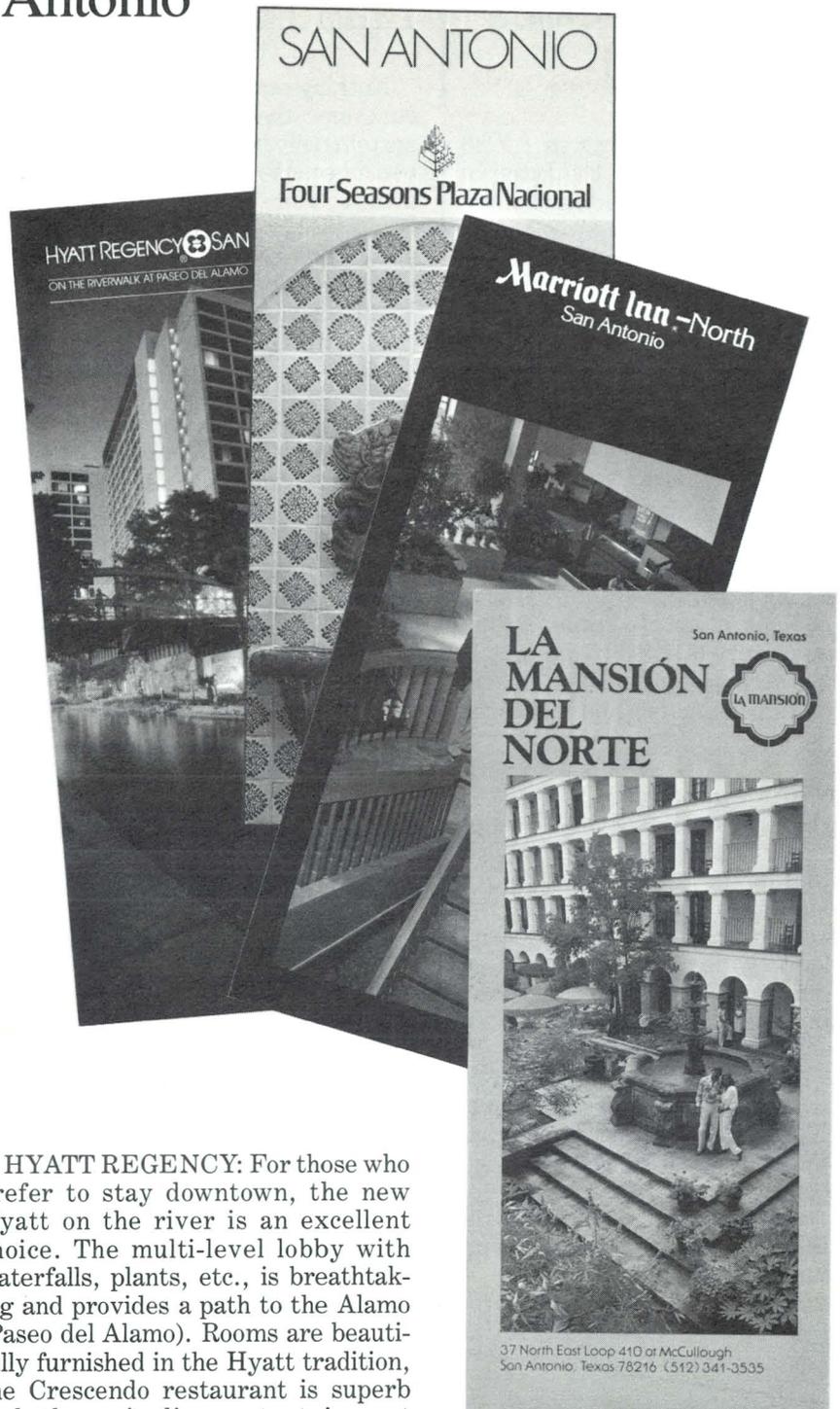
CORPORATE RATE — \$33.00/night

HYATT REGENCY: For those who prefer to stay downtown, the new Hyatt on the river is an excellent choice. The multi-level lobby with waterfalls, plants, etc., is breathtaking and provides a path to the Alamo (Paseo del Alamo). Rooms are beautifully furnished in the Hyatt tradition, the Crescendo restaurant is superb and there is live entertainment nightly.

CORPORATE RATE — \$59.00/night

HILTON PALACIO DEL RIO: Originally opened in 1968, this hotel has undergone significant renovation recently. Room decors have been updated and restaurants and bars have been refurbished as well as the lobby and conference facilities. It is well worth another look.

CORPORATE RATE — \$55.00/night



Working with the hotels is a favorite part of the Visit Coordinator's job. We at Guest Services hope that the collected information will be of benefit to potential visitors. If assistance is needed regarding hotel accommodations, please call Guest Services at extension 7376. □

Marcia Regan
Ext. 7376

Advertising Goes International

Datapoint's advertising in FY'83 has expanded to include the International marketplace. A series of three print ads produced both in color and black and white are appearing in international English language business publications such as *The Economist*, *Scientific American*, *Business Week* (International), *Fortune* (International), and **TIME** Europe through July, 1983.

The first ad presents a corporate overview and carries the headline "Computer capabilities in 36 countries." The accompanying copy supports this statement by emphasizing Datapoint's experienced international management, integrated product line, extensive range of software packages, and our strong commitment to research, development, and customer service.

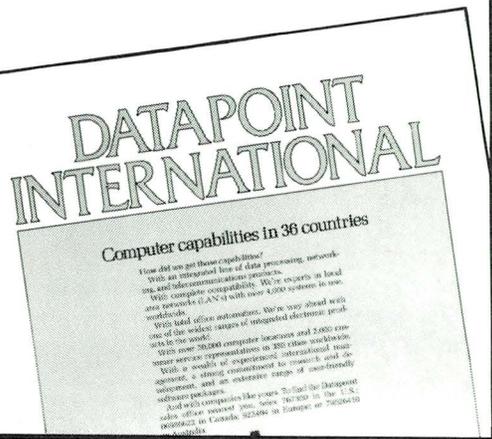
Focus on Capabilities

Product capabilities is the focus of the second ad that carries a headline emphasizing product compatibility from country to country. Stressing the importance of local area networks and Datapoint's wide range of information processing systems, the copy also mentions the many sales and service locations worldwide.

The third ad stresses Datapoint's commitment to customer service overseas. The photograph accompanying the copy consists of a collage of postage stamps from around the world.

Reprints of the ads will be available through Marketing Communications. □

Susan Metcalfe
Ext. 7059



Plan For Customer Cable Needs

Nothing can be more frustrating to a customer than getting a Datapoint system delivered and not being able to use it because someone forgot to order a cable. Here are some hints to keep this from happening to your customer when a microbus disk or diskette interface is involved.

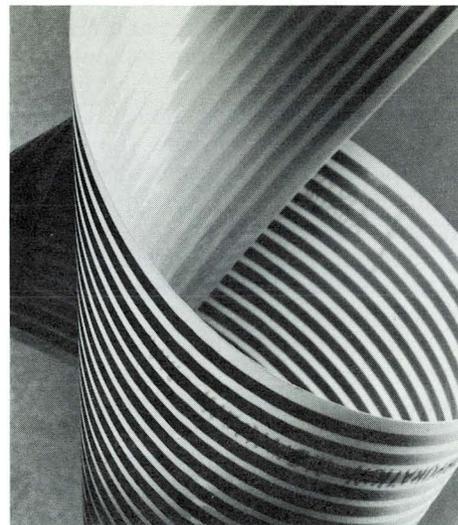
All 1560, 1800, and 8620 systems come with a microbus interface. These systems come with microbus cable, but it is often not the ideal length for your customer's needs. This is something your customer won't think of until the system is delivered and the cable isn't long enough. Be sure to ask your customer where he intends to put the components so you can order enough cable.

And don't forget to order cable with all extension drives. Cable is included with the drives that come with the system, but not with extension drives. There is no charge for these cables if they are ordered in conjunction with the extension drives.

Ensuring System Readiness

By observing the following rules, you can ensure that the customer's system will include all the necessary microbus cables. Refer to the chart at the end of the article for model codes to order.

- Maximum internal and external microbus cable length must not exceed 10 feet. This is the combined total length allowable for the entire microbus cable "daisy chain," measured from the CPU to the first drive, then from the first drive to the second drive, etc.
- Microbus cable is not included with the following drives when ordered as an extension drive: 9310, 9320, 9314, 9316, 1412, 1413, 1402, 1403, and 1404. By ordering cables with these drives, you will receive the cable kits at no charge. But you must have the cables on the same order. They will not be shipped automatically.
- Lengths of microbus cable included with the systems:
 - 1562 — 4 feet CPU to diskette
 - 1563 — 4 feet CPU to diskette
 - 1564 — 4 feet CPU to diskette; 2 feet diskette to disk



Microbus cable must be ordered with all extension drives.

- 1565 — 4 feet CPU to disk (plus 18" internal cable)
- 1566 — 4 feet CPU to disk (plus 18" internal cable)
- 1802 — 4 feet CPU to diskette
- 1804 — 4 feet CPU to diskette
- 1812 — 4 feet CPU to diskette
- 1814 — 4 feet CPU to diskette
- 1816 — 4 feet CPU to diskette; 2 feet diskette to disk
- 1817 — 4 feet CPU to diskette; 2 feet diskette to disk
- 1818 — 4 feet CPU to diskette; 2 feet diskette to disk
- 1819 — 4 feet CPU to diskette; 2 feet diskette to disk
- 1820 — 4 feet CPU to diskette; 2 feet diskette to disk
- 8620 — 4 feet CPU to diskette; 2 feet diskette to disk

MODEL CODES FOR ORDERING CABLE

Model Code	Length
0521	2 ft.
0522	3 ft.
0523	4 ft.
0524	6 ft.

If you have any questions on configuring microbus cables, please call Hardware Product Marketing at extension 7151. □

Philip Abdouch
Ext. 7151

For Internal Use Only

X.25 Interconnects to Switching Networks

Now your customer asks you if Datapoint supports X.25, and you're wondering, "Isn't that Chevy's new version of the X body car? No, maybe it's another part of SNA/SDLC; besides I thought you only needed it to talk to Europe anyway." These are just a few of the misconceptions people have about X.25. Want to know what X.25 really is? Then, read on!

Data Communications Standard

X.25 is a high-level data link control (HDLC) communications protocol that was standardized by an international communications committee (CCITT) to inter-connect different devices to packet switching networks. X.25 was first used on a large scale in Europe. In the last five years, several packet switching networks have started in the U.S.

How does Datapoint support X.25? Last year Datapoint released its X.25 interface as a Multi-link line driver, MLX25B. MLX25B allows any DS6 processor, with a 9481, to communicate to a packet switching network via X.25. Datapoint has been certified to work with TYMNET and TELENET in the U.S., with DATAPAC in Canada, and with DATEX in Germany.

Benefits

Customers can benefit from using X.25 in a number of ways. First, it can lower a customer's data communications costs. It will allow a customer to have access to a public data communications network without having to manage a private leased line network. It also allows a customer to talk to other devices in a network, without having the hassle of inter-connecting

directly to that device in their own office. A typical application is to have remote 8200s all across the country that dial into their home office DATASHARE system.

Using a local phone number and X.25, the remote 8200 can dial into the local network access point (PAD) and let the network route the data to DATASHARE. At the home office, DATASHARE can access the network using the MLX25B, and support up to 24 remote tubes through the one telephone connection. You have just eliminated their long distance phone costs and their expensive leased line network.

Cutting costs

With MLX25B, you may be able to cut some of their data communications costs and give the flexibility and predictable growth path that only Datapoint can offer. Datapoint has the software and the hardware to help your customers get the job done.

As always, if you have any questions, give Product Marketing a call at extension 7151. We will be happy to assist you with your sales efforts. □

Dave Hendon
Ext. 7151

New Media Aids in Government Selling

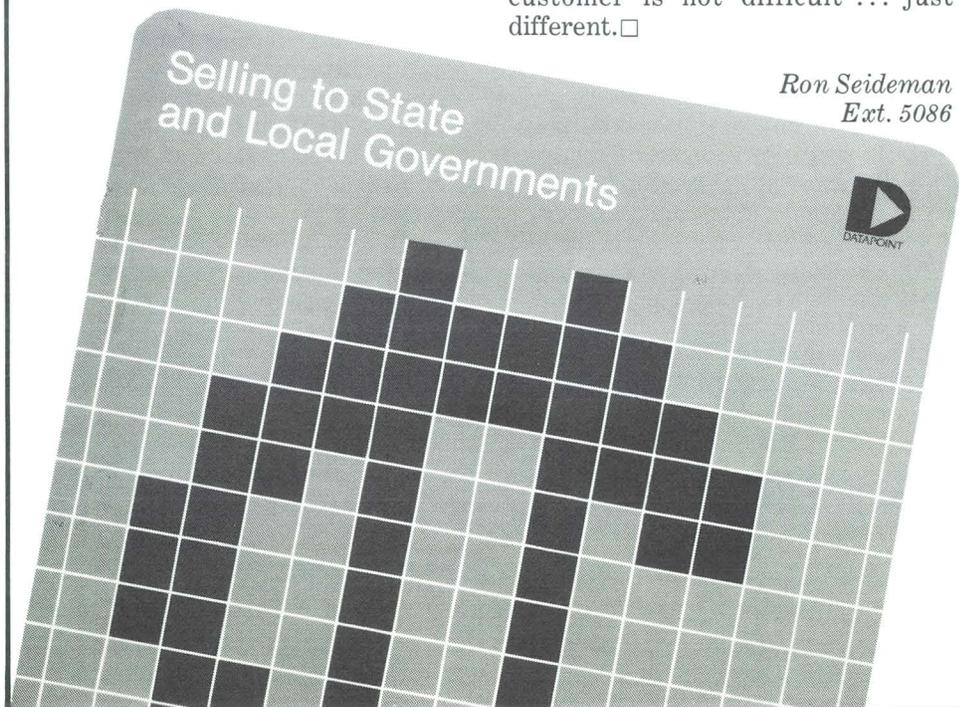
A new publication titled *Selling to State and Local Governments* has been distributed to all marketing field management. Selling to this market requires a slightly different sales strategy and many questions you might have can be answered in this publication. Some subjects which are covered include:

- Home office contacts
- Sample documents
- How to get on government bidders' lists
- How to review government Request for Proposal (RFPs)
- How to plan your RFP response

Also available at Branch and Regional offices is a new video tape outlining how to go after this lucrative market. Members of the Bid Review Committee have put the film together along with the help of Educational Planning and Development. You should find it interesting and informative.

The potential that state and local government business has to offer is awesome, and selling to this type of customer is not difficult ... just different. □

Ron Seideman
Ext. 5086



Traditional Equipment Errata

In the January issue of *Datapoint Marketing News*, maintenance for the 1553/9627 system and printer was listed at \$113. This is incorrect; maintenance should be listed at \$123.

If you have any questions or need additional information, please call Traditional Equipment at extension 5119. □

J. J. Vanderbrink
Ext. 5119

Datapoint Provides Numerous Gateways From ARC

Local area networks (LANs) provide the ability to communicate between office stations within a well defined office community at typically high data rates. There is also a need to extend the network from the local office community into other office networks separated by extended distances or into other computing machinery utilizing data communications protocols and methods.

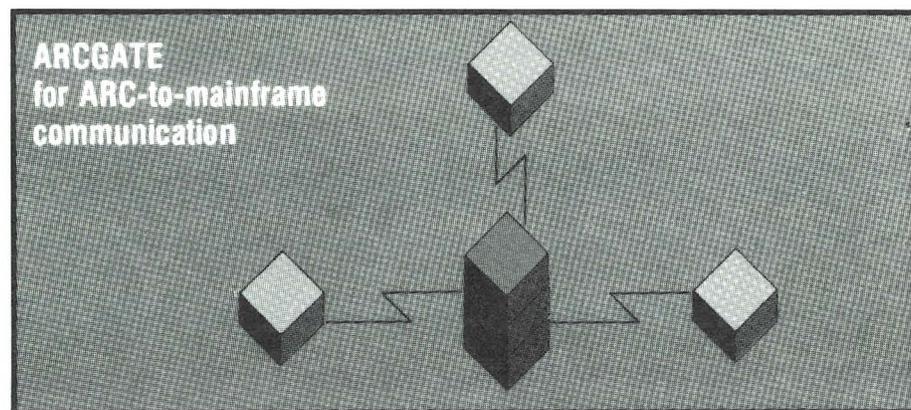
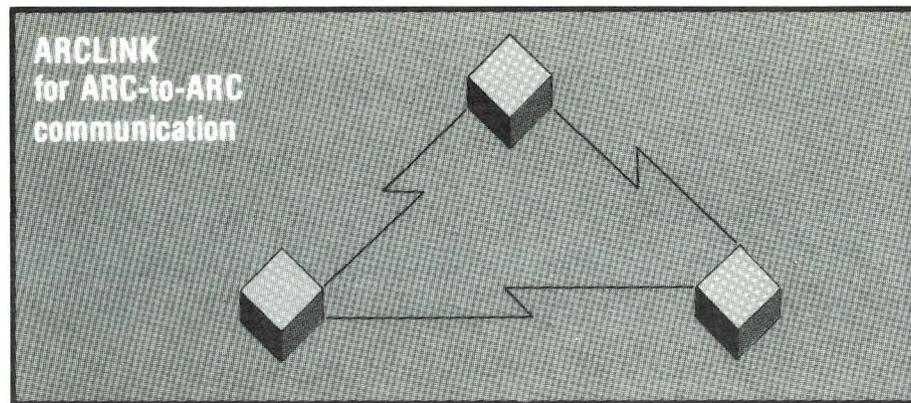
Datapoint, building on ARCNET™ local area network technology and the Attached Resource Computer® system (ARC®), provides users with the vast array of data communications products necessary to provide connections into distributed office and computing systems.

Linking Systems Together

Linking two DOS ARC systems together over long distances is done using ARCLINK™. The ARCLINK connection allows the user to transparently access data and programs from either network at the same time. No special commands are necessary to access the distant network. Users are not aware of the ARCLINK connection except that data passed across the ARCLINK is at a lower data rate than the 2.5 million bits per second of the ARC system itself.

A communications processor is attached to each ARC local network and a leased or dial-up line is used to connect the communications processors together. The communications processors use an HDLC protocol to pass data packets at synchronous data rates up to 19.2 kilobaud. Full duplex connections provide maximum throughput but half duplex operation is allowable. In certain situations two half duplex lines can be used to provide full duplex support.

Gateway services to IBM mainframes utilizing 3270 display system emulation is provided by ARCGATE™. Emulation of the IBM cluster controller hardware is provided by a Datapoint communications processor attached to the ARC system. Both binary-synchronous and SNA/SDLC emulations are available allowing up to 32 Datapoint workstations to be connected to the IBM host simultaneously. The ARCGATE facility can be the IBM host simulta-



neously. The ARCGATE facility can be accessed by both RMS and DOS workstations on the ARC system.

These workstations are the same used in data processing and office automation functions locally. Multiple communications processors may be attached to the network when more than 32 stations need to be supported or when multiple mainframes need to be accessed. Users may select which communications processor to utilize allowing for flexibility in systems connections. A passthrough capability is also available which allows programs written in high level languages such as DATABUS®, COBOL and FORTRAN to access the communications link for automated transaction processing between the Datapoint ARC system and the IBM host.

Accessing Data Communications

Datapoint pioneered the concept of pass through data communications with MULTILINK™. With MULTILINK, a communications subset of Datapoint's DATASHARE® transac-

tion processing system, applications programs can access data communications facilities in batch or interactive mode.

Communications protocols are available for interacting with X.25 packet switching networks and for emulation of Burroughs new line of poll select workstations, Univac Uniscope workstations, Honeywell VIP workstations and IBM 3770 and 3780 RJE stations. Through this capability, mainframe databases may be searched for those records not resident on the Datapoint system. Updates may also be made to the mainframe system directly from the Datapoint system.

Datapoint users have at their disposal a variety of batch data communications capabilities. DATAPOLL® is Datapoint's batch communications protocol. Non-attended slave stations are polled by a central site for data gathering and distribution over synchronous or asynchronous lines. This highly efficient protocol allows up to seven data blocks to be transmitted before line turn-around and provides

complete error checking and recovery. Additional batch emulation is provided for the Univac DCT 2000, CDC UT200, Honeywell G-115, IBM 3741, IBM 2780, IBM 3780 and IBM HASP/RES workstations.

Office automation communications are provided by Datapoint's Electronic Message System and the International Telex Management System. Without data processing assistance or training, office automation users can send work processing documents as well as data processing files or programs from one location (mail stop) to another by simply addressing the mail to the name of the recipient. The "mail" is then transferred locally or by data communications by the network controller.

Detailed system utilization reports are available for control of costs and allocation of charges. Telex entry, transmission and reception is managed by Datapoint's International Telex Management System, ITMS. Replacing the punched tape with an intelligent entry facility is only part of the service of ITMS. Telexes are entered into the system and queued for transmission.

Parameters allow telexes to be sent to destinations at the best-connect time and once the connection is made all telexes for that destination are transmitted. Incoming messages are placed in a disk file and may either be printed or reviewed on a CRT. Complete reporting is also available for line usage, traffic load and cost accounting.

Office Automation

Communications are the backbone of the automated office. Datapoint provides the methods necessary to move information from workstation to workstation on a local network or from network to network in a distributed office environment.

This is a preview of a future press release talking about communications. We often forget that Datapoint is the "Leader in Dispersed Data Processing™" and this is a good reminder of what we are all about. Remember—if the customer needs to communicate, Datapoint has the best answer. □

*Ted Rohling
Ext. 7151*

Unifying Office Automation with ARCNET

The need for implementing office automation with the inclusion of a reliable local area network has been recognized. With this knowledge, Datapoint engineered the development of the ARCNET local area network.

Unifying Systems

As many new desk top computers become available and the concept of a truly integrated office system evolves, the need for the acceptance of a unification of the systems becomes obvious. The major marketing effort expended by Xerox with the announcement of Ethernet legitimated the Local Area Network concept. The various standards committees (specifically IEEE 802 and ISO OSI) are still attempting to define a universal standard acceptable to all parties.

The acceptance of Ethernet as the standard has been stalled for several reasons. The high cost of implementation, limited success in installation and the non-acceptance by IBM are three of the major factors.

The commitment to develop an ARCNET implementation within an LSI chip set has strengthened the public's reception of our commitment to the technology. With the announcement that IBM intends to implement a network based on a baseband, the token passing technique (which is the ARCNET implementation) has made

"The local network standard will develop a huge market as opposed to a few tiny ones."

the ARCNET approachable as the de-facto standard.

Market Standards

The local network standard will develop a huge market as opposed to a few tiny ones (same as the IEEE 488 instrument bus has done). Companies can make more money sharing a huge market rather than designing proprietary interfaces. Hence, economics is driving the local network standard, not individual technology. With this in

mind, it is to Datapoint's interest to actively pursue other computer manufacturers to use ARCNET and have them adopt it as their LAN.

With the availability of the LSI chip set and the knowledge that we will support their technical efforts to develop their own ARCNET, other

"As ARCNET is accepted as the real networking standard, Datapoint's ARC will provide the best solution to the overall integration problem."

vendors are beginning to adopt ARCNET implementation for their LAN. The availability of an IBM PC, APPLE II or III, or a Tandy TRS80 to connect to the common ARCNET opens the big door to the vast market we can then address.

As ARCNET is accepted as the real networking standard, Datapoint's ARC will provide the best solution to the overall integration problem. This opens a broad market in which we can sell equipment to any location with an ARCNET.

Supporting Networks

Your support is needed to "make it happen." Product Marketing has been reorganized with a major emphasis to support local area networks and data communications. Ted Rohling and Alan Malinger have been assigned the task of supporting the sales effort in this area.

The inclusion of the communications capabilities of Datapoint will help close the sale. We will be publishing articles in the trade press, and generating sales presentations for your use. It is our mission to tell everyone that ARCNET is here, it is real, it is proven, and it is available to anyone who wants it, NOW! Please help support this effort through your current customers by soliciting application success stories. Spread the word at trade shows. ARCNET can become the local area network standard. □

*Alan Malinger
Ext. 7151*

The 1560 vs. the IBM PC

To make a comparison, one needs to clearly see both sides. Let's start, then, by taking a close look at the IBM Personal Computer (PC).

The IBM PC consists of a system unit and a keyboard. A variety of options may be attached to the system unit, including five and one-fourth inch diskette drives, color or monochrome monitors, game controllers and communications adaptors.

The system unit is the heart of the PC. It houses the processor, the one or two 5¼ inch diskette drives, the keyboard interface, and up to five option cards. The system unit contains the first 64K of memory. Additional memory may be added by using one of the option slots for a memory expansion module.

The five option slots may be used for the following adaptors:

Diskette Drive Adaptor — The diskette drive adaptor supports up to four 5¼ inch diskette drives, the first two of which may reside in the system unit. Each drive has a capacity of either 160KB (single density) or 320KB (double density). Maximum storage capacity is 4x320KB or 1.28MB.

Monochrome Monitor and Printer Adaptor — This adaptor allows the attachment of a monochrome monitor and an 80 CPS parallel printer.

Color Monitor Adaptor — The color monitor adaptor allows the attachment of a non-IBM color monitor or the attachment of a home TV. The color monitor adaptor does not allow the attachment of a printer.

Printer Adaptor — The printer adaptor is used in conjunction with the color monitor adaptor. It supports one 80 CPS parallel printer.

64K-256K Memory Expansion Module — This module allows the expansion of the PC's memory from 64K up to 256K. Memory can be expanded in increments of 16K, 32K, or 64K. The use of the option requires that 64K of memory be present on the system board. Up to two of these expansion modules may be used. However, the IBM PC can address a maximum of 544K, so the

full potential of the second memory expansion module cannot be realized.

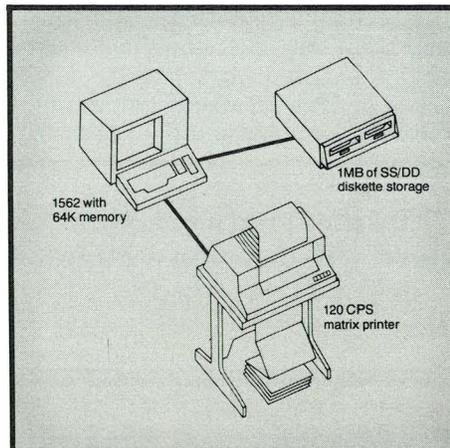
Asynchronous Communications Adaptor — The asynchronous communications adaptor provides either RS-232-C or current loop communications. Baud rates from 50BPS to 9600BPS are supported. The only software available from IBM is TTY and 3101 emulation. Other protocols must be user written or purchased from a third party.

SNA/SDLC Adaptor — The SNA/SDLC Adaptor provides both 3278 (interactive), and 3770 (batch) emulation. Emulation software is provided with the adaptor card.

PC Software

The IBM PC comes with PC-DOS which is a version of MicroSoft's MS-DOS. MS-DOS/PC-DOS appears to be emerging as the "standard" operating system for the 8088/8086, much like CP/M-80 emerged as the standard for Z-80 based machines. An enhanced version of Microsoft's Basic-80 interpreter is also included with the PC.

A variety of applications software which was primarily developed by



third parties is being remarketed by IBM for the PC. These include a compiled Basic, Easy Writer (WP), Time Manager, both the BPI and Peachtree accounting packages and the UCSD P-System. All of this software is offered on an unbundled basis.

Features Comparison

The table below summarizes the features of the PC and 1560. If you are unfamiliar with the details of the 1560

feature package please refer to the 1560 Product Handbook.

Feature	1560	IBM PC
Microprocessor	Z-80A	8088
Minimum memory	64K	16K
Maximum memory	128K	544K
Minimum storage	1MB	160K
Maximum storage	44MB	1.28MB
Multuser operations	Yes (DATASHARE)	No
Operating System(s)	CP/M & DOS.H	PC-DOS*, CP/M 86
Local area networking	Yes	No
Vendor supported languages	Basic, FORTRAN DATASHARE	Basic, FORTRAN Pascal, COBOL
Vendor supported applications	IEOS, EMS, Multiplan Extensive comm., (see page A-3 of prod. handbook), Wordstar, Spellstar Mailmerge	Easy Writer, BPI and Peachtree acctg. software, SNA/SDLC emulation, Visicalc

*PC-DOS is IBM's version of Microsoft's MS-DOS. Most applications software that is MS-DOS compatible will run under PC-DOS.

Comparing Marketing and Support

The IBM PC is primarily marketed through authorized dealers and resellers. IBM salesmen are prohibited from selling the PC in quantities of less than 20. In the Fortune 1300, you will be competing with an IBM salesman. This has significant implications with respect to the product that you will be competing against, since the IBM salesman can only sell IBM products and most of the really nice stuff that hangs on a PC is not an IBM product. Specifically, buying a PC from IBM means:

- No hard disk (max storage of 1.28MB)
- No color (they sell the adaptor, but no monitor)
- No local area networking

IBM will provide on-site maintenance for the PC in large Fortune accounts. However, most accounts use the depot maintenance plan (send it to the repair shop) since it is considerably cheaper. Of course, Datapoint provides on site maintenance for the 1560.

IBM provides no on-site software support for the PC. Users may call a 1-800 number if they need help. Datapoint provides full on site support for all DOS.H software, and telephone

support for all CP/M software.

The systems configured below are designed to be multifunction machines which participate in the owner's SNA/SDLC network. They can run user developed software, as well as packages that run under industry standard operating systems.

1560 Configuration	
Hardware:	
1562 system with 64K memory and 1MB of SS/DD diskette storage	\$5,750
Additional 64K memory	900
MFC card	580
120 CPS matrix printer	895
Total Hardware	\$7,125
Software:	
Datashare, DOS.H Basic	No Charge
Dos.H Fortran, IEOS, Multiplan, SNA/SDLC, EMS, CP/M, Wordstar	\$ 890
TOTAL SYSTEM	\$8,015

IBM PC Configuration	
Hardware:	
64K System unit with keyboard and one 320KB drive	\$2,399
Memory expansion module	475
64K memory expansion card	199
Monochrome monitor	344
3 320KB extensions	1,947
Monitor/Printer adaptor	334
80 CPS matrix printer	555
Printer cable	55
SNA emulation adaptor	700
Total Hardware	\$7,008
Software:	
DOS and Basic extension	30
Easy Writer (WP)	175
Visicalc	200
FORTTRAN	350
Total Software	\$ 755
TOTAL SYSTEM	\$7,763

Sales Strategy

One of the best sales strategies is to emphasize one's strengths. The

strengths and perceived weaknesses of the 1560 are summarized below:

Price — The 1562 system configured previously was only \$252 more expensive than a comparable PC. The way to get around this is to stress a networking implementation. Mixing in those inexpensive APs is a great way to get the cost per workstation down.

Eight-Bit Architecture — The architecture of the microprocessor should concern the user only when he asks the question "will the application I want to run work on this machine." There is more applications software available under CP/M than there is under PC-DOS. Also, remember that a 16-bit machine is not twice as fast as an eight-bit machine. Furthermore, the 8088 is not a true 16-bit microprocessor.

Local Area Networking — Datapoint still has the only functional high speed local area network around. With CP/M on ARCNET, Datapoint will have one of the very few reasonable networking multi-user implementations of CP/M.

Extensive Communications Emulation — Again, read the list of emulators available for the 1560 on page A-3 of the 1560 Product Handbook. The PC doesn't even come close.

Extensive Peripheral Support — The IBM PC supports one kind of 80 CPS matrix printer and no hard disk. The 1560 supports seven kinds of printers. The 1560 also supports up to 40MB of reliable winchester disk storage.

More Flexible Product

The 1560 is a much more flexible product, and all its flexibility is available from Datapoint. For the PC user to get networking, hard disk and color, he has to go to third parties. This puts the user in a very tenuous position once any of the hardware develops problems.

There is no reason why you can't go up against the PC and win, especially if you can sell ARC, communications and hard disk support. □

*Bernd Harzog
Ext. 5520*

Consultants Program Reference Materials Still Available

An announcement was made in the October issue of *Datapoint Marketing News* that the Consultants Program Reference Materials were available from Software Services at a cost of \$207.15. Product Marketing still has available a limited supply of these materials free of charge to Regional or Branch Managers to distribute in their area.

One Branch has requested several sets of these volumes to use as selling tools. These materials can acquaint consultants with Datapoint and encourage them to use Datapoint equipment.

As long as the supply lasts, this four-volume set will be mailed to the Branch or Regional Office upon request from the sales manager. The only stipulation is that the name and address of the consultant receiving the materials be included so that quarterly updates may be mailed to the consultant. □

*Marilyn Elliott
Ext. 5191*

Banco Mortgage...continued from page 3

in San Antonio. The advanced planning to deal with such a disaster, the ease with which Banco was able to produce copies of system programs from back-up software, transfer operations to another system, and recover data from remote branch offices was the key to Banco's recovery.

The value of multifunctional workstations and effective networking goes beyond convenience and cost-effectiveness in day to day operations, although these are the primary evaluation criteria for most businesses. Effective recovery from potential catastrophes such as this should perhaps weigh more heavily in the evaluation process.

The computerized age has brought us to the brink of disaster with enormous amounts of data stored in relatively small and vulnerable pieces of equipment—but it has also enabled us to fail-safe our information easily and quickly. Back-up software, multifunctional workstations, and effective communication — it beats carbon copies! □

8200 Datastations —Temporarily Out of Stock

Traditional Equipment Sales is temporarily out of stock on R8200 datastations. Until further notice, we will no longer accept orders or quote prices on these terminals.

Some alternatives to ordering the R8200 datastations are:

- R3601 terminals can be ordered in place of R8200s where your customer does not require function keys or RMS support. Price: \$695 each.
- New build 8220s can be ordered in place of R8200's. The 8220 supports all function keys and RMS.



8200 Datastation.

R8200s currently Approved to Ship will be honored subject to equipment availability. □

Mike Hoke
Ext. 5119

Reduction of “On-Hold” Orders

On initial Refurb orders, Traditional Equipment suggests that you recommend partial shipment to your customers. This allows maximum flexibility in scheduling your order and prevents your order from being put “on-hold” because of the unavailability of one item. □

Gerry Mulligan
Ext. 5119

Managing Information Resources

Information is a corporate resource. Whether it consists of data collected on business performance, records gathered to create a portfolio on a potential customer, a historical look at customer buying trends, or an article about a competitor's new product, that information is a resource of the corporation. It represents time, work, and knowledge — which translates into money.

What is more, this one asset — information — is the key to the management of all other corporate resources.

Goal is Management

The goal of the Corporate Library is to manage a portion of Datapoint's information resources, principally that which is produced outside Datapoint. Here you can find the journals, consultant reports, newspapers, books, and other reference materials needed to know what the “other half” of the world is doing (as well as what they're saying about us.)

Beyond these printed resources, however, there are also specialized databases in business, electronics,

engineering, metals and materials, and dozens of other fields that are accessible on-line through time-sharing services. The resources of other libraries and information centers may also be tapped through inter-library loan arrangements, the telephone, and “good-old-librarian” networks.

Datapoint's Corporate Library is here to serve as your information resource: to provide answers to your questions and materials to support your research, to help you keep up with current technology and compete effectively in the marketplace, and to help you expand your technical and professional skills.

Our facility and collection are still young and growing, but in response to your information needs, the collection and services will become vital, dynamic management tools for Datapoint Corporation. □

Susan K. Hughes
Ext. 5191



In the Corporate Library you can find reference materials needed to know what the “other half” of the world is doing.

Cartridge Tapes—Fragile, Handle With Care

Magnetic tape cartridges are fragile. The media they contain is a very thin mylar plastic coated with a magnetic reactive compound. Care must be taken when handling and shipping these tapes as they are subject to the same types of problems (pollutants, temperature or humidity fluctuations, and magnetic interference) as are disk and diskette media. Therefore, similar cautions in handling and storage should be applied.

A properly handled cartridge tape will have a consistent amount of tension on the tape as it moves from reel to reel. Bumps and jolts from tossing the tape into a briefcase or shipping it through the mail could change the tension causing mis-reads, or "soft read errors." A recent firmware change in the 9301 tape module minimizes that possibility by having the controller try to re-read the tape when a read error occurs. But, an ounce of prevention...

To further reduce tape read and write errors, the TAPEUTIL and BACKUP9301 utilities are being enhanced to permit the user to re-tension the cartridge tape prior to using the tape.

Handling Tape Media

Many of the reported problems with the 8630 system have been the result of mishandling the tape media. However, most problems occur because of quick changes in the cartridge tape's environment. Tape, like all magnetic media, should be at room temperature before using it since it will stretch or shrink when the temperature and humidity change.

Read/write heads on tape drives are aligned to read and write within a small temperature and humidity range. Not only do you risk loss of data or problems with data access, but there is also a possibility of damaging the drive's read/write mechanism. If you transport a tape in a briefcase, let it come to room temperature before putting it in the 9301 tape module.

It is interesting to note that fluorescent lights and commercial television sets can sometimes disrupt the integrity of magnetic tape. Care should be taken to avoid prolonged exposure to such environments.



20MB cartridge tapes are compact enough to carry anywhere.



Maintaining a Proper Environment

Datapoint's magnetic tape media can be used for archiving data for several years if proper environmental conditions are maintained. Car trunks and desk drawers may be convenient, but they are certainly not conducive to data integrity. Think of the cost of protecting backup and archive media as the cost of an insurance policy. You get what you pay for.

The avoidable tape problems you are likely to encounter (such as previously mentioned) have been identified. Appropriate corrective modifications in hardware have been made, and documentation is being produced that will help prevent avoidable cartridge tape handling problems in the future.

The superior performance and reliability of the disk and processor of the 8630 system have been overlooked. The 8630 has proven itself to be a reliable and dependable system for business information processing in nearly every type of industry.

If you have questions on the 9301 cartridge tape module or any 8600 configuration, call 8600 Product Marketing at extension 7151. □

Sam Walker
Ext. 7151

Multiple Libraries—Not in RMS

There has been some confusion on one of the options in the BUILD command under RMS™ which involves the selection of SINGLE or MULTIPLE users. Under DOS, this option allows more than one user to be creating, modifying, or scanning documents at any one time, provided they sign on under unique user names.

Under RMS/WP Version 3.2, this is not the case! The BUILD command under RMS does prompt you as to whether you want a SINGLE or MULTIPLE library, but there is only one reason for this. It is to allow users converting from DOS to RMS to bring over their MULTIPLE libraries. That is the only reason the option is available under RMS. It does not mean that more than one user can access a library at any one time. There can be only one user at a time in any RMS library.

Library Access

If you should try to access a library that does have MULTIPLE as an option, and someone else is in that library, the system will simply tell you that "Library is in use by others."

If you should have any questions regarding SINGLE vs. MULTIPLE libraries, please contact Chris Brennan, Product Marketing, extension 7151. □

Chris Brennan
Ext. 7151

Purchase Upgrade Program Errata

An article in the December issue of *Datapoint Marketing News* listed the price for a purchased 5500 traded in for a purchased 6600 at \$6,600. This is incorrect. The price should be \$6,000. Please note this correction.

Gerry Mulligan
Ext. 5119

Foreign Device Interface Summary

Device Mfg/Type	Application	Software	Currently Used	Datapoint Contact	Device Mfg/Type	Application	Software	Currently Used	Datapoint Contact
3M Whisper Writer 40 CPS Thermal Printer	Serial System Printer	DOS	N	Stu McDougall Jim Strzyzewski Detroit	Tycom Corp. 3055H/MTX Optical Card Reader	Mark Sense cards used in lab reporting.	DS6	N	Vince Ayo Henry Foster Tampa
Burroughs L8000 Posting Machine	Manual posting transmitted via MLTC3500 to 4630. MLTC3500 thru Multiport	DS6/ MLTC3500	N	John Mayo Randy Bond Nashville	Visual Systems Microfilm Retrieval Products	AIM application records & manages database of micro- film descriptions.	DATASHARE	Y	Stu McDougall Jim Strzyzewski Detroit
Compugraphics 7700 Photo Typesetter	WP documents printing in publishable format.	MTE55/3780	Y	Bill Cook Hank Kibit Detroit	Unknown Manufacturer Badge Reader	Payroll time clock accounting & verification application.	DATASHARE	Y	Jim Schnoormaker Fred Massett New Orleans
Compugraphics 7700 Photo Typesetter	Sending Word Processing documents to a typesetter.	MTE55/3780	Y	Bill Cook Dave Hendon (San Antonio) Michigan	Columbia 7.9 MB Cartridge Disk	Record data at the oil well head.	DB/POLLINK	Y	Larry Elliott Connie Murphy Tulsa
Coulter Diagnostic S-Plus Blood Analysis Device	Blood Analysis & Break- down results displayed on terminal & written to disk.	DS6	Y	Vince Ayo Henry Foster Tampa	Calcomp Plotter/ Talos Digital 907 Controller/ Plot	Wrote DATASHARE interface programs to out- put to plotter & digitisers.	DATASHARE	Y	Larry Elliott Randy Ciskowski Tulsa
Data Terminal 571-Cash	Down line load new prices & pull sales reports from register.	MTE55 3780/ ML3780	Y	(REP) Datacore Ellis Hillenger Seattle	IBM 3270 Color Graphics	Datapoint CBG camera hung off IBM 327X color graphics.	N/A	Y	Larry Elliott Randy Ciskowski Tulsa
DEC PDP8 Mini-Computer	Transmission of data from PDP8 to Corp ARC. 3600 would pick up print file & convert to DATASHARE.	ASSEMBLER- SNAP3	Y	Ben Swayze Leonard Mosley New Orleans	Data Printer V-132C 600 LPM Printer	System printer uses 9442 interface.	DOS	Y	Bob Ponath Jim Benes REP Account
EXTEL AHIIR Matrix Printer	Message unspooler under DATASHARE.	DS5/DS6	Y	Gamma Systems (REP) Henry Foster Tampa	MFE Corporation 5450 Cassette Terminal	Banking-Data received from bank on cassette tape. Processed by 1500 then transmitted to local mainframe.	UNITRM15	N	David Walta Oklahoma City
IBM Selectric II Typewriter	File dump to typewriter required letter quality of typewriter without cost of printer.	SNAP 3/TYPA (DOS.D)	Y	Jim Barlow Scott Cannon Salt Lake	Panasonic Badge Reader	Collect labor data from factory.	DATASHARE	Y	John J. Doonan Ann Dupree Stamford
INTERMEC Model 9300 OCR-BAR CODE Reader	Library book check-in system.	RMS DATABUS	N	Peter Schofield Doug Smallwood San Antonio	IBM 6670-INFO Laser Printer	Print WP & DP documents. Printer is interfaced through 3800 with parallel to serial converter.	MULTILINK	Y	Ray Noftinger Ron Davis Norfolk
NCR 280 POS Terminals	Central Service Bureau polls remote POS terminals for transmission into IBM 370 mainframe.	ML3780	Y	Bill Snedeker Cindy Semrau Chicago	Perry Data PDS9400 Point of Sale Cash Register	Jewelry store accounting	DATASHARE	Y	George Blatt Mark Roberts Tulsa
Panasonic Special Build Badge Reader	Work in progress data collection.	DS6/DS5	Y	John Hawkins Jack Arnold Ft. Worth	Summagraphics Bit Pad 1	Material take off demon- stration. Simple entry for plumbing materials.	DS5	N	Thomas Joffrion New Orleans
Panasonic Multidrop Term Unit Badge Reader	Payroll time clock accounting.	DS6/DS5	Y	Bob Roth Chicago	Gas Boys Gas Pumps	Automated gas measurement	DS5	Y	Fred Masset New Orleans
Perkin Elmer 310 Quality Printer	Mortgage loan tracking system.	DS5/DS6	Y	Don Martin Henry Foster Tampa	Apple Computer Apple 2 +	Interface into the graphics capabilities & Visicale to pass data.	DS	Y	Greg Walsh Roger Flores Des Moines
Tally 1612 Matrix Printer	Label printing for pharmacy & laboratory.	DS5/DS6	Y	Vince Ayo Henry Foster Tampa	Keytronic OCR Micro Reader	Read checks & bill stubs.	DATASHARE	Y	Greg Walsh Roger Flores Des Moines
Tally 160 CPS Printer	Serial Printer	DATASHARE/ DOS/RMS	Y	Stu McDougall Jim Strzyzewski Detroit	A&M International 2800 Competit Typesetter	Type setting device interfaced to DATASHARE	DS6	Y	George Laria Tim Thompson New Jersey
Tandy TRS80 Model II	Purchase order subsystem	DS6/RMS & DOS	Y	John Hawkins Jack Arnold Ft. Worth	Recognition Prod. Inc. OCR Wand	Warehouse inventory & quality control.	DATASHARE	Y	Jerry Stanig Tim Thompson New Jersey
TI TI 745 & TI 746	On Line statistics demon- stration for Actuarial Consultants.	DATASHARE 5 Version 1.2	N	Thomas Joffrion San Antonio	Kimball Systems KODE 410 OCR Ticket Printer	Exchange merchandise re- ceipt information with IBM4331. Collect history and control printing of merchandise ticket.	DATASHARE/ POLLINK	Y	Steve Bargaiech Hal Harris Memphis
Toledo Digital Product Scales	Print Bill of Ladings, schedule orders, packing production, & ship manifest for produce chicken.	DATASHARE 5 & DS6	Y	Ben Swayze Thomas Joffrion (San Antonio) New Orleans	Decision Data 8010 & CS780 Card Reader/Punch	Used to read and punch cards at 4800 BPS.	MTE55 3780	Y	Wally Perkins Hugh Wardlaw Memphis
					Telxon MSI, Azurdata MSI-77, Telxon 718 Hand Held Terminals	Order Entry system em- ploying hand held terminals for entry into 1800 & 3800 processors.	ASSEMBLER	Y	John Winn Hugh Wardlaw Memphis

Device Mfg/Type	Application	Software	Currently Used	Datapoint Contact
American Monitor KDA Body Fluid Monitor	Data from KDA submitted to DATASHARE as part of a lab procedure tracking system.	DATASHARE/POLLINK	Y	John Winn Hugh Wardlaw Memphis
Technicon Instruments Corp. LIS & SMAII Chem. Analysis Equipment	Data from analysis equipment tracked through DATASHARE as part of a lab procedure.	DATASHARE W/POLLINK	Y	John Winn Hugh Wardlaw Memphis
Coulter S/SSR Blood Test Equipment	Blood monitor tracking	DATASHARE W/POLLINK	Y	John Winn Hugh Wardlaw Memphis
Eleom Industries VAT-500 Mag Stripe Reader	Credit card approval system.	DATASHARE W/POLLINK	N	Hugh Wardlaw Memphis
Compuscan OCR Page Reader	Intelligent OCR imbeds IEOS commands in output file.	UNITERM18	Y	Tony Ehinger Mike Wallace New Jersey
Scantron 5098 Test Scoring Equipment	Marketing research questionnaires reads #2 pencil bubble mark.	UNITERM15	Y	Gene Ferguson Richmond
Intel 80/20-4 Micro-processor	Intel is used to store data about bus fare collections to later transfer to Datapoint 6600.	DATASHARE	Y	Ray Noftsinger Ron Davis Norfolk
Diablo 630 Serial Printer	Diablo is used as a system printer connected to the I/O bus via a parallel to serial converter.	DOS, IEOS	Y	Ray Noftsinger Ron Davis Norfolk

Device Mfg/Type	Application	Software	Currently Used	Datapoint Contact
NEC 5510 Spinwriter Serial Printer	Used as a system printer connected to the I/O bus via a parallel to serial converter.	DOS, IEOS	Y	Ray Noftsinger Ron Davis Norfolk
IBM 6770 Laser Printer	Using 3800s under ARC to drive the laser printer through modem eliminators.	MTE55 (2770)	Y	Randy Word Ft. Worth
TI 810 Printer	Four TI printers on parallel I/O bus on 6600 running under RMS.	RMS	Y	Jim Hiel Randy Word Ft. Worth
DOCUTELL TI 2300 Automatic Teller Machine	Automatic banking facility allows cash withdrawals, deposits, transfers and account balance information.	Custom Designed	Y	Jules Roy San Antonio
MSI 88S Bar Code Reader	Used in file control for gov't grants to sewage treatment facility plants.	DATASHARE	Y	Paul Gilbride Arlington
DEST Workless Station Model 202 Laser Document Scanner	Used to convert word processing documents to DOS text files to be later converted into IEOS.	UNITERM4	Y	Tom Joffrion San Antonio
3M Model 5500 Mark Sense Reader	Used in processing job applications	DS5	Y	Tom Joffrion San Antonio
Gas Boys Automated Gas Pumps	Automated gas pump measurement and accounting system from credit check to billing statements.	DS1500	Y	Jack Arnold San Antonio

Marketing Support Materials

Communications Management Products Case Histories (Complete Set—Doc. #61508)

Commerce Union Bank/LDCS
Doc. #61503
Greyhound Corporation/LDCS
Doc. #61504
Louisiana State University/LDCS
Doc. #61505
MCI Communications Corporation/ACD
Doc. #61506
Blue Cross of Northern Cal./ACD
Doc. #61507

Office and Computer Products Case Histories (Complete Set—Doc. #61502)

Providence Beverage/ARC
Doc. #61488
Stamford Hospital/ARC
Doc. #61489
Hayward Lumber/ARC
Doc. #61490
C. F. Martin/ARC
Doc. #61491

Refinement International/ARC
Doc. #61492
Computations Inc./ARC
Doc. #61493
Triple-A Specialty/ARC
Doc. #61494
Computer Marketing Services/ARC
Doc. #61495
State of Colorado/DATASHARE
Doc. #61496
Peninsular Steel/DATASHARE
Doc. #61497
Ford Motor Company/IEOS
Doc. #61498
Confederate Air Force/IEOS
Doc. #61499
Phillips Petroleum/LightLink
Doc. #61500
International Networks/ARC
Doc. #61518
Terminix Exterminator/DATAPOLL
Doc. #61519

Case Histories can be ordered individually or in complete sets through Software Services.

The following slide presentations are now available in Software Services:

LDCS Slide Presentation
Model Code #60769 (revision)
Multiplan Slide Presentation
Model Code #61399 (revision)
Corporate Overview Slide Presentation
Model Code #60982 (revision)
Datapoint Networking Slide Presentation
Model Code #61486

Traditional Equipment

Model Code	Description	Maint.	Install	Price	Model Code	Description	Maint.	Install	Price
Disk Systems					1842	Diskette Drive Expansion Module	39	195	1500
4520	5500 Proc, 5MB Storage (two 2.5MB Wanco Drives, 1 fixed, 1 removable cartridge), Controller, Multiport Comm Adaptor (9462)	272	700	6950	1412	Diskette Drive Expansion Module, 1MB Dual (SS-DD) for use with 1800 using 1412/1413 drives	39	195	2000
4530	5500 Proc, 48K, Dual Disk and Controller, 20MB, Multiport Comm Adaptor (9462)	361	800	8950	1413	Diskette Drive Extension Module (DS-DD) 2MB Dual for use with 1800 using 1412/1413 drives	49	195	2000
4620	6600 Proc, 5MB Disk Storage, Controller, Multiport Comm Adaptor (9462)	267	700	9950	Processors				
4630	6600 Proc, 128K, Dual Disk Controller, 29MB (9374), Multiport Comm Adaptor (9462)	341	800	16950	5548	5500 Proc, 48K Memory	184	200	4950
4650	Datashare System Proc, 128K Dual Disk & Controller, 134MB (9392) Multiport Comm Adaptor (9462)	480	1000	38150	5508	8K Memory Upgrade Kit for 5500	*	195	250
4730	Datashare System Proc. 256K Dual Disk & Controller, 20MB (9374) Multiport Comm Adaptor (9462)	357	800	18750	6600	Datapoint 6600 Proc. 128K	297	200	10000
4750	Datashare System Proc, 256K Dual Disk & Controller, 134MB (9390) Multiport Comm Adaptor (9462)	496	1000	39950	6640	Datapoint 6600 Proc. 256K	313	200	11800
1500 Systems					*Maintenance price becomes price published for the new configuration.				
1536	1500, 64K Memory, Two Diskette Drives (.5MB Total)	78	200	2950	ARC File Processors				
1552	1550 Proc, 64K Memory, 1MB Diskette (SS-DD) (1404) ICA	82	195	4470	4634	ARC File Proc, 20MB Disk Proc, 128K Dual Disk & Controller, 20MB (9374) Rim Adaptor (9483)	338	670	16950
1553	1550 Proc, 64K Memory, 2MB Diskette (DS-DD) (1403) ICA	92	195	5070	4735	ARC File Proc, 256K Dual Disk & Controller, 20MB (9374) Rim Adaptor (9483)	354	670	18750
1554	1550 Proc, 64K Memory, Single Spindle, 1MB Diskette (DS-DD) 1401) 9310 Cartridge Drive, ICA	157	250	9950	4654	ARC File Proc, 120MB Disk Proc, 128K Dual Disk & Controller, 120MB (9390) Rim Adaptor (9483)	475	1000	39975
1555	1550 Proc, 64K Memory, Single Spindle, 1MB Diskette (DS-DD) (1401) 9320 Cartridge Drive with MPCA, ICA	165	250	9950	4755	ARC File Proc, 256K Dual Disk, 120MB (9390) Rim Adaptor (9483)	491	1000	41325
1543	Diskette Expansion Module	33	195	1300	ARC Application Processors				
1402	Diskette Expansion Module (.5MB) for 1500/1550	39	195	2000	3810	ARC Application Proc, 64K, Rim Adaptor, ICA (I&II)	46	150	2950
1403	Extension Diskette Module, 2MB for 1550 (DS-DD)	49	195	2000	3812	ARC Application Proc, 64K, Internal Rim, No I/O, No ICA (I&II)	45	120	2450
1404	Extension Diskette Module, 1MB for 1550 (SS-DD)	39	195	2000	3815	ARC Application Proc, 96K, Rim Adaptor, ICA (I&II)	50	150	3150
1800 Systems					3817	ARC Application Proc, 96K, Internal Rim, No I/O Bus, No ICA (I&II)	49	120	2650
1802	Datapoint 1800, 64K Memory, Removable Keyboard, Two Diskette Drives (1MB)(SS-DD) (1842) ICA	125	200	3990	3820	ARC Application Proc, 128K, Rim Adaptor, ICA (I&II)	54	150	3350
1804	Datapoint 1800, 128K Memory, Removable Keyboard, Two Diskette Drives (1MB) (SS-DD) (1842) ICA	135	200	4890	3822	ARC Application Proc, 128K, Internal Rim, No I/O, No ICA (I&II)	53	120	2850
1812	Datapoint 1800, 64K Memory, 2MB Dual Diskette Drives (DS-DD) (1413) ICA	137	200	5200	6010	ARC Application Proc, 64K, Rim Adaptor	75	195	6400
1814	Datapoint 1800, 128K Memory, 2MB Dual Diskette Drives (DS-DD) (1413) ICA	147	200	6100	6020	ARC Application Proc, 128K, Rim Adaptor	83	195	7300
1816/0105	Datapoint 1800, 64K Memory, 1MB Single Diskette Drive (DS-DD) (1411) 9310 Cartridge Drive, ICA	191	250	9950	6040	ARC application Proc, 256K, Rim Adaptor	99	195	9100
1817/0105	Datapoint 1800, 128K Memory, 1MB Single Diskette Drive (DS-DD) (1411) 9310 Cartridge Disk Drive, ICA	201	250	10850	Cartridge Disks				
1818/0105	Datapoint 1800, 64K Memory, 1MB Single Diskette Drive (DS-DD) (1411) 9320 Cartridge Disk Drive with 4-Port MPCA, ICA	199	250	9950	9310	10MB Cartridge Disk without 4-Port MPCA	80	195	5500
1819/0105	Datapoint 1800, 128K Memory, 1MB Single Diskette Drive (DS-DD) (1411) 320 Cartridge Disk Drive with 4-Port MPCA, ICA	209	250	10850	9320	10MB Disk Cartridge with 4-Port MPCA	88	195	5500
1820/0105	Datapoint 1800, 128K Memory, 1MB Single Diskette Drive (DS-DD) (1411) 9310 Cartridge Disk Drive Rim, ICA	216	250	10950	9367	Dual Disk & Controller, 5MB Console	99	195	3500
					9369	5MB Dual Disk Extension	79	195	3000
					9374	Disk, Top Loading, 20MB (10/10) with Controller for Use with DATASHARE & ARC Systems	163	250	7740
					9375	Disk, Top Loading, 20MB Extension (10/10) for 9374 (I)	113	150	6830
					9376	Disk, Top Loading, 40MB Extension (10/10, 10/10) for 9374	220	195	12740
					Disk Controllers and Drives				
					9390	Disk, Dual 120MB with Controller	263	250	29350

Model Code	Description	Maint.	Install	Price	Model Code	Description	Maint.	Install	Price
9391	Disk, Extension 60MB, for use with 9390	110	195	11950	9583	9 Track Tape 1600 BPI 10.5 Inch Reel	105	195	6000
9393	Disk, Extension 60/60 MB	220	225	22500	9584	9 Track Tape 1600 BPI 10.5 Inch Reel	134	195	9000
Belt Printers					Comm Adaptors				
9212	115-240 LPM Printer, 132 Column (III)	103	195	3900	9400	Adaptor, Async Comm with EIA Interface (V)	16	25	200
9213	64 Character Belt Option (340 LPM Option) for 9212, 9214, & 9297 Belt Printer (III&IV)		330		9401	Comm Adaptor (V)	20	25	250
9214	Printer, Belt-132 Column, 230-240 LPM Parallel Interface	120	195	4300	9402	Comm Adaptor (V)	20	25	300
Freedom Printers					9404	Comm Adaptor (V)	16	25	250
9231/9232	80 CPS Freedom Printer, Serial or Parallel	51	195	1050	9408	DATASHARE Modem, 1200 Baud Transmit, 150 Baud Receive, Full Duplex (V)	18	25	200
1090	Option, Serial Interface Upgrade		195	150	9409	DATASHARE Modem, 1200 Baud Receive, 150 Baud Transmit, Full Duplex (V)	18	25	200
1091	Option, Parallel Interface Upgrade		195	450	9462	Multiport Comm Adaptor (V)	18	50	375
Drum Printers					9481	Multifunction Comm Adaptor (V)	29	25	1450
9280	Printer 300 LPM, 64 Character/Single Channel Vertical Form Control	140	195	6000	9445	Data Access Arrangement Device (1001A-CDT) (IV&V)	2	75	150
9281	Printer 300 LPM, 96 Character/Single Channel Vertical Form Control	155	195	6000	9446	Data Access Arrangement Device (1001F-CBS) (IV&V)	3	75	175
9260	600 LPM Printer, 64 Character	200	195	9500	9483	Rim Adaptor (V)	15	50	1250
9261	600 LPM Printer, 96 Character	220	195	9500	9484	8-Port Active Hub (V)	11	60	900
Matrix Printers					9487	16-Port Active Hub (V)	16	80	1250
9621	160 CPS Matrix Printer Serial	42	195	1550	9478	DATASHARE Modem with Internal DAA (1000A-CDT) Default Cable-8 Pin Plug, 1200 Baud Transmit, 150 Baud Receive, Full Duplex (V)	22	15	750
9622	160 CPS Matrix Printer Parallel	42	195	1590	9479	DATASHARE Modem with Internal DAA (1001F-CBS) Default Cable-8 Pin Plug, 1200 Baud Receive, 150 Baud Transmit, Full Duplex (V)	21	15	750
45 CPS Printers					Card Readers				
9601	45 CPS Char. Printer Serial	45	195	2900	9504	Card Reader, 80 Column, 300 CPM, 115 VAC	65	195	2500
9602	45 CPS Char. Printer Parallel	45	195	3000	9505	*Power Option for 9504, 230 VAC			
Datastation Terminals					*No charge when ordered with 9504. Temporarily out of stock.				
3601	Datastation Terminal (V)	25	35	695					
8200	Datastation Terminal (V)	18	20	995					
Tape Drives									
9581	9 Track Tape 1600 BPI 8.5 Inch Reel	110	195	4000					

- I. Installation is available at the published price per unit subject to applicable minimum charge (\$195-local, \$390-remote).
- II. 3800 Processors have general purpose keyboards.
- III. For options, see model codes 0593, 0594, and 9216 in Product Cross Reference.
- IV. No installation charge if option is ordered with system.
- V. Installation is available at the published price per unit subject to applicable minimum charge (\$95-local, \$195-remote).

NOTE: Quantity Pricing is Applicable to End-Users Only.

Trade Shows

Feb. 21-23	Office Automation Conf. '83 (OAC)	Philadelphia
Mar. 21-24	Interface '83	Miami
Apr. 12-14	Federal Data Processing Expo	Washington, D.C
Jun. 1-3	Int'l. Communications Assoc. (ICA)	Anaheim
Jun. 14-16	Int'l. Word Processing Assoc. (IWPA)	San Francisco
Jun. 26-30	Nat'l. Computer Graphics Assoc. (NCGA)	Chicago

Customer Education

Boston, Massachusetts

February 14 RMS DOS Customers
 March 14 DOS Basic Word Processing
 April 11 DOS DATABUS
 April 25 DOS Basic Word Processing

Chicago, Illinois

February 14 DOS DATABUS
 DOS Basic Word Processing
 February 28 RMS Basic Word Processing
 March 7 DOS Introduction to Datapoint Programming
 March 14 DOS DATABUS
 March 21 RMS New Datapoint Customers
 March 28 DOS Basic Word Processing
 April 4 DOS Basic Concepts and Operations
 DOS Introduction to Datapoint Programming
 April 11 RMS Basic Concepts
 April 18 DOS DATABUS
 April 25 RMS DOS Customers

Houston, Texas

February 28 DOS Introduction to Datapoint Programming
 March 7 DOS Basic Concepts and Operations
 March 14 DOS Basic Word Processing
 March 28 RMS Basic Concepts
 April 4 DOS Introduction to Datapoint Programming
 April 11 DOS DATABUS
 April 18 DOS Basic Word Processing

New York, New York

February 14 DOS Basic Concepts and Operations
 February 28 RMS Basic Word Processing
 March 7 DOS Introduction to Datapoint Programming
 RMS New Datapoint Customers
 March 14 DOS Basic Word Processing
 RMS Basic Concepts
 March 21 DOS Advanced Operations
 DOS DATABUS
 March 28 RMS DOS Customers
 April 4 DOS Basic Concepts and Operations
 DOS Advanced DATASHARE
 April 11 DOS Introduction to Datapoint Programming
 DOS Basic Word Processing
 April 18 DOS Advanced Operations
 RMS New Datapoint Customers
 April 25 DOS DATABUS
 RMS Basic Word Processing

San Antonio, Texas

February 14 DOS Introduction to Datapoint Programming
 DOS ARC (Attached Resource Computer)
 RMS New Datapoint Customers
 RMS Basic Word Processing
 February 28 DOS DATABUS
 DOS Basic Word Processing
 DOS ACD (Automatic Call Distributor)
 RMS DATABUS
 March 7 DOS Basic Concepts and Operations
 RMS DOS Customers
 RMS Advanced Word Processing

March 14 DOS ARC (Attached Resource Computer)
 DOS Advanced LDCS (Long Distance Control Sys.)
 RMS New Datapoint Customers
 RMS Basic Word Processing
 March 21 DOS Basic Concepts and Operations
 DOS Introduction to Datapoint Programming
 DOS Advanced Word Processing
 March 28 DOS Advanced Operations
 DOS DATABUS
 DOS Basic Word Processing
 DOS LDCS (Long Distance Control System)
 RMS Basic Concepts
 April 4 DOS Assembler (SNAP)
 RMS DATABUS
 RMS Basic Word Processing
 April 11 DOS Basic Word Processing
 DOS Advanced ACD (Automatic Call Distributor)
 RMS DOS Customers
 RMS Advanced Word Processing
 April 18 DOS Introduction to Datapoint Programming
 DOS EMS (Electronic Message System)
 RMS New Datapoint Customers
 April 25 DOS Advanced Operations
 DOS DATABUS
 DOS ARC (Attached Resource Computer)
 DOS ACD (Automatic Call Distributor)
 RMS Basic Concepts

San Mateo, California

February 14 RMS DOS Customers
 February 28 DOS Advanced Operations
 DOS DATABUS
 March 7 DOS Basic Concepts and Operations
 March 14 DOS Introduction to Datapoint Programming
 RMS Basic Word Processing
 March 21 DOS Basic Word Processing
 March 28 RMS New Datapoint Customers
 April 11 DOS DATABUS
 April 25 DOS Introduction to Datapoint Programming
 RMS Basic Word Processing

Washington, D.C.

February 28 DOS Advanced DATASHARE
 March 7 RMS DOS Customers
 March 14 DOS DATABUS
 March 21 RMS New Datapoint Customers
 April 4 RMS Basic Word Processing
 April 18 RMS DOS Customers
 April 25 DOS Basic Concepts and Operations

Classes are subject to cancellation if minimum enrollment (six students) is not met. Notification of cancellation will be no later than 10 calendar days prior to class start date.

Registration for all Customer Education classes will be taken by Customer Education in San Antonio at (512) 341-3268. Please call San Antonio for information regarding classes or registration.

Systems Education

Name of Class	Dates
DATABUS/DATASHARE	Feb. 14
EMS	Feb. 14
DOS/ARC	Feb. 14
DASL 2	Feb. 14
Color Business Graphic	Feb. 28
COBOL	Feb. 28
Advanced Systems	Feb. 28
Business Systems Analysis	Feb. 28
DOS Assembler 2	Mar. 7
Advanced ACD	Mar. 7
RPG	Mar. 14
CMP Orientation	Mar. 14
DP Orientation	Mar. 14

The following classes will be scheduled pending minimum number of 10 students and available resources.

- LDOS 2 (Advanced-5 days)
- ISL Conversion Seminar (5 days)
- COBOL (5 days)
- RPG (5 days)
- FORTTRAN (5 days)
- BASIC (5 days)

All classes will be held at the Systems Education Training Center, 4211 Gardendale, Suite A200, San Antonio, unless otherwise indicated.

These same systems-level classes are also available to customers. Registration of Datapoint reps, OEMs and customers must be coordinated through regional SE managers.

For more information on Systems Education classes, call extension 7368 or write to mail station C01.

Print Ad Schedule

FEBRUARY PRINT ADVERTISING SCHEDULE

<i>Wall Street Journal</i>	Feb. 9	ARC: FIB
	Feb. 22	ARC: Hyatt
<i>Business Week</i>	Feb. 14	ARC: FIB
<i>Computerworld</i>	Feb. 7	ARC: FIB
<i>Datamation</i>	February	ARC: FIB
<i>Computer Decisions</i>	February	ARC: FIB
<i>Modern Off. Procedures</i>	February	ARC: FIB
<i>The Office</i>	February	ARC: FIB
<i>Communications News</i>	February	ACD: Cap. Pres.
<i>Telecommunications</i>	February	ACD: Cap. Pres.
<i>Field Service Mgr.</i>	February	ACD: Cap. Pres.
<i>Registered Represent.</i>	February	ACD: Cap. Pres.

INTERNATIONAL ADVERTISING SCHEDULE

<i>The Economist</i>	Feb. 5, 19	Prod. Capabilities
<i>Scientific American</i>	February	Prod. Capabilities
<i>Business Wk. (Int'l)</i>	Feb. 7	Prod. Capabilities
<i>Fortune (Int'l)</i>	Feb. 7	Prod. Capabilities



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- _____ MIS Week reprint: Datapoint Corp. Has An Edge On Its Competition.
- _____ Electronic Business reprint: Datapoint's Strategy: Consolidate and Conquer.
- _____ Electronic Engineering Times reprint: SMC First in LAN ICs (ARCNET-ETHERNET knock-off article)
- _____ Association of Computer Users Benchmark Report: Datapoint 8600. Full 24-page report. (Maximum order 10 copies.)
- _____ Electronics reprint: Datapoint ARCNET Specification

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DATAPOINT

Datapoint Marketing News
Mail Station T41
9725 Datapoint Drive
San Antonio, Texas 78284

Datapoint Marketing News is the monthly newsletter for Datapoint employees in the fields of marketing, sales, and support. Our goal is to convey vital marketing and product information throughout the organization.

Editor: Betty Tucker