

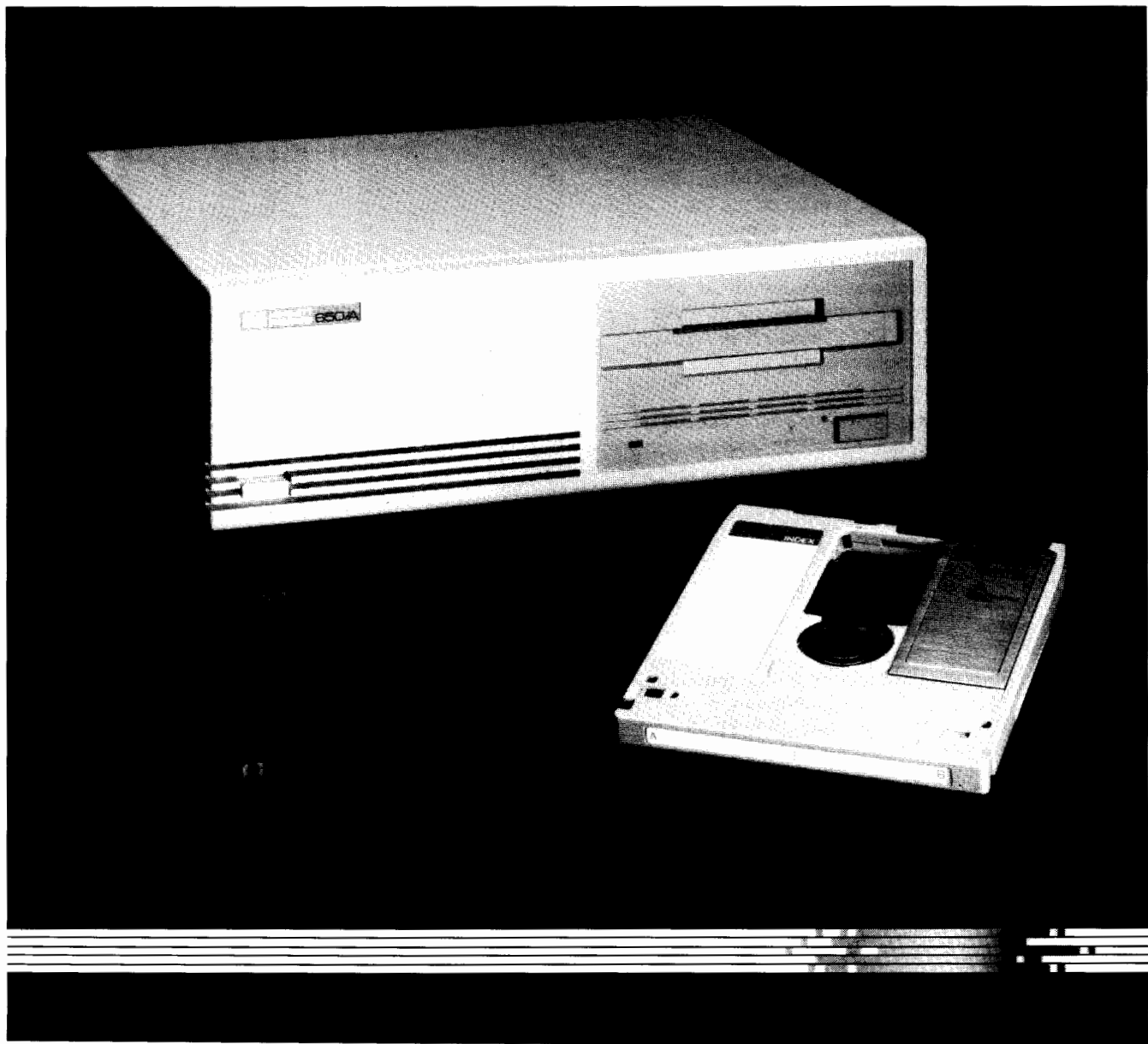
# Computer News

For HP commercial and technical sales reps worldwide

May 15, 1989



## HP rewritable optical disk drive Changes the way you think about data storage



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

**For research and education purposes only.**

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*Computer News* is published biweekly for Hewlett-Packard field personnel to help you sell HP solutions by *organizing, summarizing, and highlighting* sales and marketing information.

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### On the cover

The HP Series 6300 Model 650/A rewritable optical disk drive is a direct-access secondary storage device that fills the gap between high-performance hard disks and low-cost tape storage systems. It packs 650 Mbytes of information on a single 5¼-inch rewritable optical disk cartridge. See articles beginning on page 27.

### MARKETING & INTERNATIONAL SECTOR

- U.S. Field Operations
- Europe/Middle East/Africa Operations
- Intercontinental Operations
- FSO Federal Systems Operations
- DMK Direct Marketing Division
- CYCM Value-Added Channel Marketing
- FRD Finance and Remarketing Division
- Corporate Marketing Communications
- Customer Support
- ASD Application Support Division
- PRSD Product Support Division
- SMD Support Materials Organization

### COMPUTER BUSINESS ORGANIZATION

- Information Architecture Group
- CCE Planning and Program Management
- CCE Architecture
- CCE Prototyping and Validation

### COMPUTER PRODUCTS SECTOR

- Engineering Applications Group
- EDD Electronic Design Division
- LSD Logic Systems Division
- MDD Mechanical Design Division
- PAD Pacom Automation Division
- SED Software Engineering Systems Division
- Personal Computer Group
- SPCO Sunnyvale PC Operation
- MHP Microcomputadoras HP
- APCO Asian Personal Computer Operation
- PCD Portable Computer Division
- BPC Brazil Operation
- PCDO Personal Computer Distribution Operation
- GPCD Grenoble Personal Computer Division
- RPCD Roseville Personal Computer Division
- Peripherals Group
- CVD Corvallis Division
- Mass Storage Business Unit
- DMD Data Memory Division
- CPB Computer Peripherals Bristol Division
- GSD Greeley Storage Division
- Publishing Products Business Unit
- BPR Boise Printer Division
- GHC Greeley Hardcopy Operation
- NPO Network Printer Operation
- Hardcopy Technology Business Unit
- SDD San Diego Division
- BPO Barcelona Peripherals Operation
- VCD Vancouver Division
- Inkjet Technology Centers

### Workstation Group

- GTD Graphics Technology Division
- WTD Workstation Technology Division

### NETWORKED SYSTEMS SECTOR

- Computer Manufacturing and Planning Group
- Computer Systems Group
- CSY Commercial Systems Division
- CSB Computer Systems Böblingen
- GCO Guadalajara Computer Operation
- MXO MPE System Operation
- DLD Data and Languages Division
- ASO Australian Software Operation
- DSO Data Systems Operation
- GSY General Systems Division
- USO HP-UX System Operation
- YCO YHP Computer Operation
- STO Systems Technology Division
- ESO Entry Systems Operation
- HPSO High-Performance Systems Operation
- SSEO Systems Support Engineering Operation

### Information Networks Group

- BND Business Networks Division
- CND Colorado Networks Division
- GND Grenoble Networks Division
- IND Information Networks Division
- SNO Singapore Networks Operation
- RND Roseville Networks Division

### Information Systems Group

- OSD Office Systems Division
- OPD Office Productivity Division
- PSD Personal Software Division
- CWO Corvallis Workstation Operation
- Manufacturing Applications Group
- AMSO Advanced Manufacturing Systems Operation
- EASO European Advanced Systems Operation
- IAC Industrial Applications Center
- LMSO Lyon Manufacturing Systems Operation
- MPD Manufacturing Productivity Division

### U.S. Computer Marketing Center

- MAM Major Accounts Marketing

### BUSINESS DEVELOPMENT

- Corporate Development
- Corporate Engineering
- Corporate Manufacturing
- Corporate Quality

### Circuit Technology Group

- CICD Colorado IC Division
- NID Northwest IC Division
- SIO Singapore IC Operation
- PID Printed Circuit Division
- SCTC Santa Clara Tech Center

### MEASUREMENT SYSTEMS SECTOR

- Microwave and Communications Group
- CTD Colorado Telecommunications Division
- MWTD Microwave Technology Division
- QMO Queensferry Microwave Operation
- NMD Network Measurements Division
- QTD Queensferry Telecommunications Division
- SAD Signal Analysis Division
- SPR Spokane Division
- SPD Stanford Park Division
- MTA Microwave Test Accessories Operation

### Electronic Instruments Group

- BID Böblingen Instruments Division
- COL Colorado Springs Division
- LSID Lake Stevens Instrument Division
- LID Loveland Instrument Division
- MSO Measurement Systems Operation
- MTD Manufacturing Test Division
- NJD New Jersey Division
- SCD Santa Clara Division
- YHD YHP Hachujji Division
- YIO YHP Instrument Operation

### Analytical Group

- AVD Avondale Division
- SID Scientific Instruments Division
- WAD Waldbronn Division

### Medical Group

- AND Andover Division
- BMD Böblingen Medical Division
- MCM McChinnville Division
- WAL Waltham Division
- MSC Medical Supplies Center
- HCIS Health Care Information Systems

### Components Group

- MSD Microwave Semiconductor Division
- OCD Optical Communication Division
- SAC Southeast Asia Operation
- OEI Optoelectronics Division

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## GENERAL

### WIN: Worldwide Marketing Information Network

Judy Kincaid/Corp

Looking for a better understanding of Hewlett-Packard's customers and competitors — and a way to measure the effectiveness of the company's total business worldwide? Help is at hand.

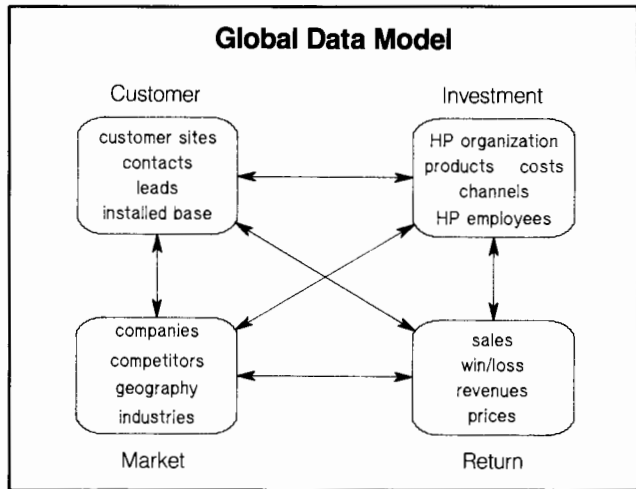
Corporate Marketing Administration has the charter to create a coherent network that collects information from a variety of sources — both inside and outside of HP — and relays it in a standardized form to users throughout the company to adapt for their marketing information needs.

For the past year, a development team at Corporate Marketing Administration Systems has been developing the system model of a Worldwide Marketing Information Network (WIN). An obvious requirement up front has been to establish the architecture — fields, definitions, codes, and standards — that will be used consistently by everyone, both for data input and by business teams drawing upon the central database for use in analysis and planning.

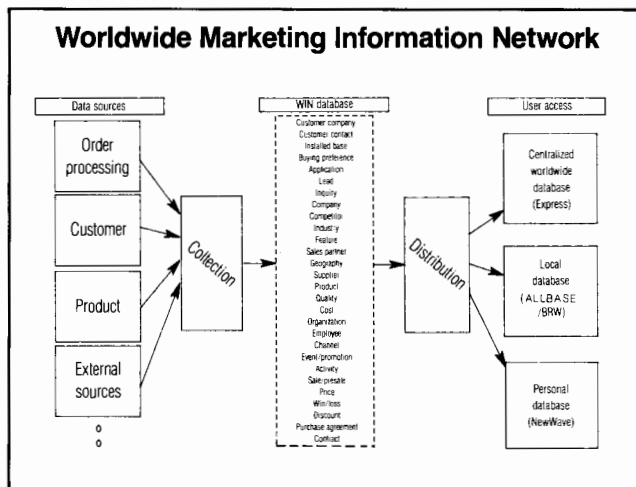
WIN is being built in pieces. Some of the pieces will be built by the WIN group. Some pieces are being built by other HP systems organizations with WIN providing coordination. The major effort this first year has been to collect information from various company sources such as customer files and U.S. Field Operations' contact database, along with Dun & Bradstreet, and to link them for the first time with a new identifier called a SITE-ID. The master SITE file contains demographic information (such as size, industry, location, and "family") on a company whether or not it is a current customer. Some of the key information is already available and being used by marketing and sales managers. By using the site as an identifier, information on a company will not be lost if the order-processing customer number changes over time. SITE-ID capability is being added to our Express reporting system so that all orders for the same site can be linked — no matter how many order customer numbers are used.

When fully integrated, the WIN data "warehouse" will contain 28 major data classes in four global categories: customer, market, investment, and return. As shown

below, individual classes include company, industry class, and sales channel, among others.



The following diagram shows our overall marketing system architecture. For data input, WIN will draw upon external sources and existing internal transaction systems: order-processing systems (such as HEART and COCHISE), product/price tracking (such as PRIME), and customer tracking (such as CISYS). Information from WIN will be supplied to users through a number of delivery systems.



Delivery systems include the Express system at Corporate for centralized reporting, Sales Order Statistics (SOS) and Business Information Center (BIC) Systems for factories, and Sales Analysis System (SAS) for local field organizations.

To obtain more information, contact Judy Kincaid at 415/Telnet 857-2334 or via HP Desk 0000/07.

## Sales Response Center's top five questions from the field

Lynda Brunwasser/USSC

The following questions were the most asked for last month. Reading through these questions and answers may save you a telephone call and valuable time.

### HP Vectra LS/12 laptop PC

*How do I get the bus expansion chassis for the HP Vectra LS/12 laptop PC?*

HP has decided not to distribute the HP Vectra LS/12 laptop PC expansion chassis and numeric keypad. Customers will be able to purchase the expansion chassis and numeric keypad from two sources — either from an HP dealer who can purchase the accessories from Zenith or from a Zenith dealer.

P/N	Description
ZAS-3034-EB	Expansion chassis
ZA-3034-NP	Numeric keypad

All parts needed to upgrade the HP Vectra LS/12 laptop PC to use the expansion chassis are included with the product number listed above (port, cable, and chassis). This product is customer engineer or dealer installable only. The keypad can be used without any changes to the HP Vectra LS/12 laptop PC.

### HP 7937 upgrade

*How do I upgrade the HP 7937H or XP to -FL?*

Order 97522FL for either -H or -XP. This is the HP-FL controller card. For the HP 7937XP, also order the 97520XN \$500 credit for trading in the -XP controller card. There is no similar credit for the -H controller.

### HP 1000 and HP 9000 Series 800 lines

*Who do I call for application software running on the HP 1000 and HP 9000 Series 800 lines?*

Call 303/Telnet 229-ASAP (229-2727).

### HP 3000 Series 925 promotions

*When will the SSP bundle promotions end for the HP 3000 Series 925 and 925LX?*

They are *not* promotions, and thus, have no ending date. The SSP bundles are regular products that are on the Corporate Price List.

### OfficeShare

*What is the difference between OfficeShare link products for the HP Vectra PC?*

D1801A: ARPA ThinLAN link/Vectra

D1802A: StarLAN 10 link/Vectra

D1808A: Enhanced StarLAN 10 card (new version of D1802A)

50927F: ThinLAN/Vectra PC link

## MAJOR ACCOUNTS

### Experience HP manufacturing's best practices via a new video

Janet Beyers/NSS

Would you like to see what it is like on the manufacturing floor of Vancouver Division (VCD) before taking your customers there? Would you like a high-impact video to show customers to convince them to visit an HP manufacturing site? Available today is a new, 15-minute customer videotape that features HP entities sharing their best manufacturing practices with customers. These HP sites offer a "hands-on," one-day customer event that addresses the philosophies, methodologies, implementations, and results achieved through leading-edge manufacturing. To date, several hundred customers have experienced these seminars, and HP sales teams have increased sales to electronics companies as a result.

Common themes addressed by all the HP Implementation Seminar sites are listed below:

- HP people using HP products
- Computer-integrated manufacturing (CIM)
- Total quality control (TQC)
- Just-in-time (JIT) philosophies
- Using people as problem solvers
- Continuous process improvement
- Commitment to quality



The sites currently hosting a seminar follow:

- Colorado Surface Mount Center (CSMC), Loveland, Colorado
- Roseville Manufacturing Operation (RMO), Roseville, California
- Vancouver Division (VCD), Vancouver, Washington
- Roseville Terminal Division (RTD), Roseville, California
- Waltham Division (WAL), Waltham, Massachusetts
- Colorado Computer Manufacturing Operation (CCMO), Fort Collins, Colorado

These sites are "positioned" below by products, volume, and mix:

Site	Business	Products	Volume	Mix
CSMC	HP internal supplier of PC boards	PC board assembly	Medium	High
RMO	Networking and interface cards	PC board assembly	High	High
VCD	Personal printers	PC board assembly Boxes	High	Low
RTD	Terminals and personal computers	PC board assembly Boxes	High	Medium
WAL	Medical instruments and systems	PC board assembly Boxes Systems	Low	High
CCMO	Engineering workstations and systems	PC board assembly Boxes Systems	Medium	High

The available videotape is an effective tool to help your customers select a manufacturing site. It outlines what customers gain by attending these seminars, customer testimonials, HP management perspective on manufacturing, as well as highlights the various HP sites. This film features each host site via interviews with divisional management and shows footage of the factory floor. Upper-level HP manufacturing managers round

out the tape by extending personal invitations to viewers. The target customers for this video are manufacturing or operations managers (and their staffs) from high-tech manufacturing companies. Remember that attendees for the seminars should be HP major and target accounts, and other Fortune 1,000 accounts with a significant manufacturing opportunity on the horizon.

The videotape is entitled "HP Implementation Seminars . . . Manufacturing Live!" It is 15 minutes in duration and is available in VHS or 3/4-inch tape format. To get a copy of the tape, place an order through HEART for P/N 90303T-V for VHS (approximately \$18) or P/N 90303T-Z for 3/4-inch tape (approximately \$25). You can also contact Carol McAlister at 415/Telnet 857-6159 or Monique McQuaid at 415/Telnet 857-4193 at HPTV.

## VALUE-ADDED CHANNELS

### Softool Corporation releases Change and Configuration Control for HP 9000 systems

*Neil Schmitt/USMC*

Softool Corporation has announced that its Change and Configuration Control (CCC) software product is now available for HP 9000 systems (Series 300 and 800); this product release impacts the aerospace/defense user base. Running under the HP-UX operating system, CCC offers HP users an automated environment for their change and configuration management requirements. Change management controls the changes to individual components within each version of information. Configuration management provides control over complete versions and the interrelationships between changes.

*continued on next page*



Configuration management also provides the methodology needed to move a complete software product systematically through the various phases of the software life cycle.

With its native command language, Macro language and Build Facility, CCC provides numerous benefits. It tracks changes to any machine-readable information (for example, code in any language, objects, executables, and command procedures), providing total control, and allows only authorized changes to be incorporated into the software, ensuring product integrity. It maintains a complete audit trail of changes, permitting complete status accounting and recreation of prior versions. It manages change activities taking place on different versions of the same information, increasing efficiency and coordination. CCC merges parallel configurations, allowing changes to be easily applied from one evolving version to another. It also controls and reports dependencies between components, ensuring that all parts of the product are kept up-to-date.

“The aerospace/defense industries are important marketplaces for HP,” says Jim Skog, development manager for HP’s Software Engineering Systems Division. “This offering will help satisfy the requirements of these customers for an automated configuration management system.”

Softool’s Senior Vice President Abe Presser says, “HP and Softool both have a strong presence in the defense marketplace. We believe the combination of the HP hardware with CCC will benefit both companies.”

Softool is a leading supplier of software productivity and maintenance tools for the military, aerospace, engineering, and commercial markets. Corporate headquarters

are located at 340 South Kellogg Avenue, Goleta, California 93117; the phone number is 805-683-5777. The company also has offices in Boston, Massachusetts; Dallas, Texas; Los Angeles and San Francisco, California; New York, New York; and Washington, D.C., and trained representatives worldwide.

For more details about CCC running under the HP 9000 systems, contact Product Manager Mary Wiener at Softool headquarters.

## **ASAP support line helps win large university deal**

*Al Corbett/USMC*

Diane Mills, an HP sales rep in the Grand Rapids, Michigan, sales office, was successful in winning a bid at a major university for \$2 million of HP 9000 workstations over the next 15 to 18 months. The bid was awarded to HP over several competitors — specifically Sun Microsystems. The workstations will be used by the university’s College of Engineering.

The university currently has more than 55 Sun workstations and its bid was written according to Sun specifications. In the bid were 49 software applications the university listed as currently running on its Sun systems and that it felt were needed to run on its bid choice.

Mills used the current HP-UX Software Catalog (P/N 5952-4274) and found a dozen or so applications available on the HP 9000 workstations. She then called the Application Status and Availability Phone Line (ASAP) to see if the remaining software was supported on HP or was being considered. Much to her surprise, the entire list of software the university requested was either currently supported or was in the process of being ported to the HP 9000.

Though HP was not the least-expensive solution, HP was chosen because the customer felt that HP would undoubtedly work with the university more than any other vendor. The university's investment in software would be protected if it selected HP, and it was impressed by Mills' effort to respond to the bid.

Mills commented, "Having access to the VAC ASAP phone support line was critical to the success. ASAP is a real-time environment that proved to be my sales partner."

For more information about this sale, call Diane Mills in the Grand Rapids, Michigan, sales office at 616-957-1970 or Telnet 957-1213. For more information about ASAP, see page 6 of the May 1, 1989, issue of *Computer News*.

## CUSTOMER SUPPORT

### New Software Support Program on schedule for rollout

*Lou Cobb/ASD*

On April 4, during the opening of the World Customer Support Center in Mountain View, California, the new and enhanced Software Support Program was introduced. This public introduction coincided with the direct mail announcement of the new software services that was sent to HP customers.

The European and Intercon schedules are right on track with the European introduction in June and Intercon introduction in July. An Application Engineering Organization training tour will begin in Europe and Intercon in May. The necessary sales tools will be in the hands of the appropriate managers, systems engineers, and sales reps prior to the introductions.

We are confident that the new Software Support Program reflects the needs and suggestions of our customers and will increase their overall satisfaction with HP software support.

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## GENERAL

### HP 3000 Series 955 now supports up to 160 Mbytes

*Carl Evans/CSY*

Consistent with the higher performance offered by the HP 3000 Series 955, the Series 955 maximum memory has been expanded from 128 Mbytes up to a maximum of 160 Mbytes. Support for 192 Mbytes is planned for the end of 1989, and support for 256 Mbytes is planned for a future release of MPE XL. Standard memory will remain at 96 Mbytes. Be aware that only some customers will need greater than 128 Mbytes for optimal performance on the Series 955. Required main memory will vary with applications as with the number of active users on the system. Always consult your systems engineer for assistance in memory sizing before bidding an MPE XL system.

#### Additional memory controller required

An additional memory controller (P/N A1103A) is required to support memory sizes greater than 128 Mbytes on the HP 3000 Series 955. This product is available on the June 1 Corporate Price List for \$12,000 U.S. list price and \$11,990 factory base price.

### Introducing Hi-Li self-paced training

*Janette Regan/DLD*

Are your customers looking for an HP-supported tool for developing HP 3000 on-line applications? High-Level Screen Management Intrinsic Library (Hi-Li) provides a set of high-level intrinsics that enable programmers to create third-generation language (3GL) interactive applications that interface to HP-supported block-mode terminals.

Your customers may already be using VPLUS, HP's screen management product available on the Fundamental Operating System (FOS). The Hi-Li FOS product accesses and controls the display of VPLUS forms, which are created using the FORMSPEC forms design utility. The advantage of using Hi-Li over VPLUS intrinsics is that there are fewer intrinsics for programmers to manage, thus providing productivity gains when developing and supporting on-line applications.

#### Hi-Li training

The newly developed Hi-Li self-paced training provides an introduction of Hi-Li to programmers/analysts. This training consists of a guide and a magnetic tape that contains Hi-Li programming examples coded in COBOL85.

Key features of the Hi-Li training include the following:

- Introducing the major Hi-Li intrinsics
- Using Hi-Li to access a block-mode terminal and FORMSPEC forms file
- Using Hi-Li to display FORMSPEC forms, function key labels, and messages and data to the terminal
- Using Hi-Li to read, edit, and transfer data to your application program
- Explaining Hi-Li's six data transfer methods that transfer data between an application program and terminal
- Showing Hi-Li in a TurboIMAGE database application

#### How to order Hi-Li self-paced training

Training is available in May 1989. Look for the training on the Corporate Price List as P/N 31121A. To order the training on the customer's behalf, place a HEART order with Software Replication Distribution Operation (SRDO).

### HP's Usage Fee Program expanded for MPE XL upgrades

*Cindy Jackson/CSY, Joanna Wampler/FRD*

*For the U.S. only*

Customers with complex software conversion requirements can now retain their MPE V system for up to six months after an MPE XL shipment to ensure a smooth migration.

Through Finance and Remarketing Division's (FRD) Usage Fee Program, customers can migrate over a period extending beyond the normal 90-day return period to include a low-cost 90-day rental. The rental can be canceled at any time after giving HP a 30-day notice.

FRD and Commercial Systems Division (CSY) have developed this program specifically to facilitate the

migration from MPE V to MPE XL. The following rental rates are well below current market levels:

HP 3000 system	Monthly payment
Series 68 or Series 70*	\$3,600
Series 5x*	1,000
Series 4X and MICROS*	500
Peripherals	100 per unit

\*This includes standard boards and accessories (such as ATPs and GICs).

Because these rental rates are below market, no quota/commission can be paid for usage fee agreements — unlike other FRD rental programs. However, should your customer keep the MPE V system at term end, additional quota/commission will be awarded through the reversal of the return credit.

For further details and for the preparation of your usage fee documents, see your local sales finance representative.

## HP 3000 beats IBM AS/400 in manufacturing environment

*Cindy Jackson/CSY*

HP has sold HP 3000 Series 925 and Series 950 computers to Sunrider International, a California-based process manufacturer.

Sunrider originally wanted a distribution solution and was leaning heavily towards an IBM AS/400 Model B50-based distribution package. HP provided a better approach by bringing in Peat Marwick, an outside consultant, to complete an application study for Sunrider. The study confirmed not only Sunrider's distribution needs, but also addressed needs in the areas of manufacturing and quality control. The IBM value-added reseller offered a strong distribution package, but overlooked the other needs. HP successfully expanded the scope of the project beyond distribution into other functional areas at Sunrider.

HP brought in QCIM Development Laboratories, a supplier of high-end process manufacturing software. Based on QCIM's outstanding software solution and HP's excellent hardware solution, HP and QCIM were selected. This sale will leverage additional purchases of nine HP 3000 Series 925 and 925LX systems, which will bring in \$2 million of new business in FY'89.

Information on this sale was provided by Tom Greenwood, value-added channel sales rep in the Paramus, New Jersey, sales office, Pat Morris, sales rep in the Long Beach, California, sales office, and Regina Dawkins in the U.S. Sales Center.

*Customers mentioned in this article should not be contacted directly. If you want more information about the customer or sale, contact the HP sales rep or sales office responsible for the account.*

## Creative Health realizes great performance gains with HP 3000 Series 925

*Cindy Jackson/CSY, Phil Winters/USSC*

Creative Health is a privately owned insurance company in California that recently upgraded from an HP 3000 Series 42 system to a Series 925 system. It is pleased with the performance gains it is realizing with the Series 925.

Its claims processing application used to take 50 hours to complete on the Series 42. After migrating the application to Native Mode on the Series 925, the job is completed in approximately 15 hours. That equals an increase in batch performance of greater than three times. Increased productivity was also realized when the time for screen changes was reduced from 15 seconds to 1 second. Additionally, the compiler's performance is now 16 times faster on the Series 925.

The performance story for Creative Health clearly demonstrates the vast productivity gains that customers can realize by upgrading to HP 3000 Precision Architecture systems.

Information on this sale was provided by Katie Trippet at the Irvine, California, sales office and Deb Stoner at the U.S. Sales Center.

*Customers mentioned in this article should not be contacted directly. If you want more information about the customer or sale, contact the HP sales rep or sales office responsible for the account.*

### Valley Presbyterian Hospital upgrades to HP 3000 Series 950 systems

*Cindy Jackson/CSY, Phil Winters/USSC*

Valley Presbyterian Hospital, located in Van Nuys, California, upgraded two HP 3000 Series 70 systems to two Series 950 systems. According to John Brown, MIS manager, "It is clear that the HP 3000 Series 950 is a superior machine. Over the nine-month period since the machines have been installed, we have seen great performance improvements, and we have yet to tap the full potential of the Series 950."

The hospital uses two applications from Gerber Alley, a major HP value-added business. One system is used to run a patient-care application, and the other system handles the hospital's financial application.

The benefit realized from upgrading the hospital's Series 70 systems to Series 950 systems was an increase in performance of between two to five times faster throughput. Both applications took between four to five hours to run on the Series 70 machines. On the Series 950 systems, the financial jobs ran in approximately two hours, and the patient care application ran in less than one hour.

Clearly, the Series 950 system has proven to be an excellent upgrade path for the Series 70 system. It was truly a win-win situation for Valley Presbyterian Hospital and the HP Health Care Information Systems (HCIS) sales team.

Information on this sale was provided by Mike Mendelson, HCIS sales rep in the Fullerton, California, sales office and Deb Stoner at the U.S. Sales Center.

*Customers mentioned in this article should not be contacted directly. If you want more information about the customer or sale, contact the HP sales rep or sales office responsible for the account.*

### Also in this issue

**HP 9000 Model 840S to be discontinued** 24

### DSG/V Graph User Interface available

*Julie Donnelly/PSD*

For customers with the DSG/V Compatibility Mode Intrinsic on MPE XL 1.2, an *unsupported* version of the DSG/V Graph User Interface program is now available. To receive a copy of this program, the associated files, and service request documentation, send an HP Desk message containing the customer account name, the systems engineer and sales rep names, and a brief description of how the customer plans to use the graph program to DSGV-GRAPH PSD ON-LINE/HPD600/FS. Make sure to include the full mail-node address (HPD600/FS) when you send the message.

### LAN Launch XL direct-mail campaign

*Mary Ann Mercer/OSD*

*For the U.S. only*

Your HP 3000 installed-base customer will receive a LAN Launch XL flier in the mail that prompts them to call their sales rep. The flier announces a 25 percent discount on HP StarLAN 10 networking with the purchase of Business System Plus XL (BSP XL). The industry's most complete PC integration, BSP XL and StarLAN 10 are an even greater value with the recent price reduction on the HP StarLAN 10 Hub (see the April 1 issue of *Computer News*).

This direct-mail campaign gives you the opportunity to discuss the LAN Launch XL promotion with your customers. Call and ask if your customer is interested in learning more about the promotion. Remember, these aggressive discounts are only available until July 31, 1989. Refer to your LAN Launch XL sales guide or the December 1, 1988, issue of *Computer News* for details. Contact your field marketing manager for a copy of the flier.

Thanks to you, our sales of BSP continue to escalate. To continue this trend, we are working to provide you with more BSP sales tools. A BSP product brief will be available in July to help you communicate the benefits of BSP.



## LAN Launch XL watches available for timely installation

Mary Ann Mercer/OSD

Sales reps and systems engineers who have achieved the enviable title of LAN Shark are eligible to receive a special, limited-edition LAN Shark watch. To qualify, sell Business System Plus XL (BSP XL) and HP StarLAN 10 using the LAN Launch XL promotion, and complete the customer installation of those products within one month of delivery. BSP XL is shipping today, and your customer is anxiously awaiting the benefits of the LAN Launch XL products.

The artwork from the LAN Launch XL sales guide is now on the face of your watch gaining the attention of your customers and colleagues. This is a great complement to the LAN Shark pen you received from the sale. HP LAN Sharks are gaining a lot of visibility. They are writing success stories for *Computer News*, reaching quota, and upon completion of the LAN Launch XL promotion, will have their names on a plaque in the Demo Center of the Cupertino Customer Visit Sales Center in California.

Contact Mary Ann Mercer at 916/Telnet 786-4198 if you have a BSP success story and effective sales methods that may assist your colleagues in booking an order.

## R:BASE discontinuance

Suzy Pollock/PSD

Hewlett-Packard will no longer distribute R:BASE from Microrim effective May 1, 1989. The product numbers being discontinued are:

- P/N 45563A, R:BASE 5000 for the HP Touchscreen PC
- P/N 68336F, R:BASE 5000 for the HP Vectra/IBM PC

Microrim will continue to distribute the R:BASE 5000 products for IBM PC compatibles through local dealers. For the name of your local R:BASE dealer, call Microrim directly at 800-248-2001 (in the U.S.) and 206-885-2000 (worldwide).

Microrim offers a comprehensive support program that addresses both individual and corporate customers. These support plans are available to Hewlett-Packard customers who have purchased R:BASE and have a need for ongoing support services. To find out more about these plans and services, contact Microrim at the phone numbers listed above.

*Microrim is a U.S. registered trademark of Microrim, Inc.*

## OSF/Motif forms base for HP NewWave on UNIX systems

Kelly Fox/PSD

The final selection of technologies by the Open Software Foundation (OSF) for the OSF/Motif user interface is consistent with Hewlett-Packard's strategy of bringing the HP NewWave environment to the UNIX operating system.

The OSF, whose membership includes more than 80 of the computer industry's leading companies, chose Hewlett-Packard's advanced technology for a major portion of its user interface.

### Addressing user needs

The complete OSF user interface, called OSF/Motif, is based on a combination of technologies from the joint Hewlett-Packard/Microsoft submission — the Common X Interface (CXI) — and the DEC submission. The resulting OSF/Motif technology conforms to the MIT X Window System protocol standard.

Component	OSF/Motif Accepted technology
Style guide	HP/Microsoft Style Guide
Appearance	HP 3D (bevelled) appearance
Window Manager	HP Window Manager
Toolkit (widgets)	DEC XUI/HP CXI
UI language	DEC UIL

The consistent behavior (look and feel) of the user interface is essential in maintaining productivity as people move from computer system to computer system. (Imagine what driving a car would be like if the steering wheel and pedals changed function from model to model.) Recognizing the importance of consistent behavior, HP's OSF submission offered a solution for both users and software developers.

### Designing for UNIX

For UNIX systems, the design of HP NewWave will utilize OSF/Motif and the networked architecture of the UNIX operating system, much as Microsoft® Windows became the user interface for the current MS-DOS® version of the HP NewWave environment.

With the selection of key aspects of HP's proposal, the OSF has firmly laid the groundwork for bringing the HP NewWave environment to the UNIX operating system.

*UNIX is a registered trademark of AT&T in the U.S.A. and in other countries. Microsoft® and MS-DOS® are U.S. registered trademarks of Microsoft Corporation. X Window System is a trademark of Massachusetts Institute of Technology.*

## ISV applications for HP NewWave in 1989

Laura Demmons/PSD

The HP NewWave program continues to grow with MS Windows developers committed to providing HP NewWave applications by Fall 1989. Da Vinci Systems, Future Soft Engineering, Micrografx, and Microsoft all plan applications that will run under the HP NewWave environment.

This means HP customers will have access to a suite of HP NewWave applications including LAN electronic mail, communications to a variety of minis and mainframes, business graphics, and spreadsheets. These applications will be manufactured, distributed, and supported by the independent software vendors.

"HP is pleased that these Windows developers have committed to the HP NewWave environment because they are known as leading-edge developers in the open market," says Webb McKinney, general manager of Personal Software Division (PSD).

"Because their applications currently work with MS Windows, these companies will be able to enhance them for HP NewWave very quickly. Their products already have many of the features needed for HP NewWave, including intuitive user interfaces that give users control over what happens when."

### Micrografx — Graph Plus

Graph Plus is a business graphics package that provides extensive drawing tools, charting capabilities, and easy-to-use features. It creates charts based on data entered manually or brought in automatically from spreadsheets or databases. Graph Plus has extended features such as regression capabilities, 3D support, and curve smoothing.

The HP NewWave enhancements allow users to "hot link" Graph Plus to other HP NewWave applications such as Excel or DynaComm to generate Graph Plus graphs. Graphs can be hot linked to applications such as spreadsheets or databases and can automatically be displayed inside word-processed or desktop-published documents. In addition, users can automate repetitive tasks such as printing or mailing charts by using the HP NewWave Agent facility. These tasks can be performed by the HP NewWave Agent overnight without any user intervention.

"Micrografx has a history of setting trends in PC software, and we think HP NewWave is a good next bet because of the advantages it gives in data integration and task automation," says George Grayson, president of

Micrografx. "Combining Graph Plus with the integration capabilities in HP NewWave will let users put great graphics in any true HP NewWave application."

### Da Vinci Systems — Da Vinci eMAIL

Da Vinci eMAIL is a LAN-based electronic mail solution that leverages industry-standard hardware. It provides increased communications functionality and ease of use while decreasing learning time. Da Vinci plans to develop an HP DeskManager interface for Da Vinci eMAIL. The HP NewWave enhancements will allow users to create, send, and receive compound objects throughout the organization either manually or automatically using the HP NewWave Agent.

"HP NewWave represents the best possible environment for end users by making each application available as a building block for others," states Bill Nussey, president of Da Vinci Systems.

### Future soft engineering — DynaComm

DynaComm (synchronous and asynchronous editions) provides customers with a host-to-PC and host-to-Macintosh communications product that leverages existing hardware. It is powerful and flexible enough to be tailored to a customer's communications needs. The HP NewWave enhancements allow connections across multiple hardware platforms to create, send, and receive HP NewWave objects combining text, graphics, voice, and other data types. In addition, the HP NewWave Agent, combined with DynaComm's scripting language, lets users set up tasks such as totally automated sessions with remote computers, or automated downloading of data from remote systems to create graphs or spreadsheets.

"With HP NewWave, DynaComm will let users have a totally integrated solution without giving up the power and benefits of any individual application," says Tim Farrell, president of Future Soft Engineering.

### Microsoft — Excel

Microsoft Excel is an industry-leading spreadsheet package. The new version of Excel will give PC users access to the major capabilities of HP NewWave including "hot links" allowing users to share and automatically update data among multiple programs and files.

"When enhanced with the system-wide services provided by HP NewWave, Microsoft Excel takes another step forward as the most powerful, flexible, and intuitive spreadsheet product available today," explains William H. Gates, chairman and chief executive officer of Microsoft.



## New HP NewWave GIM and videotape

*Doug Kryzan/PSD*

A new videotape and general information manual (GIM) are now available. Both are intended for software developers (ISVs, VABs, OEMs, and MIS organizations within HP major accounts) and present key capabilities and associated benefits of developing HP NewWave applications.

Written from an application developer's point of view, they describe advanced functionality provided by the environment (for example, object management, graphical user interface, and task automation).

- **The HP NewWave Environment — The Software Developers' Opportunity** — This 20-minute videotape includes opening remarks by John Young, a presentation on the business and technical benefits of developing HP NewWave applications, a demonstration of HP NewWave's features, an industry perspective by Gartner Group's Christine Hughes, and customer testimonials. The videotape is an excellent way to introduce customers and their teams to HP NewWave software development concepts. Use it when calling on customers who develop their own software solutions or have an interest in integrating current generation applications into the HP NewWave environment. To order the videotape (\$18), contact HP-TV Network, 415-857-4193, or Monique McQuaid via HP Desk 0700/01. Provide program number S-1071, billing information (account/location code), quantity, format (VHS only), date required, and address.
- **HP NewWave Environment General Information Manual for Software Developers** — This comprehensive 70-page manual provides a quick overview of the HP NewWave environment in Chapter One and a detailed explanation of the environment's primary capabilities and benefits in other chapters. Each chapter is well defined and consistent in structure to help the reader find information quickly and easily. Copies of the manual have been bulk shipped to sales offices. For more copies, order P/N 5954-9517 by contacting the HP Literature Distribution Center.

## HP NewWave Bulletin Board Service for systems engineers

*Roz Ho/PSD*

In January, a new Bulletin Board Service (BBS) was started jointly by ISG Online Support and Personal Software Division (PSD) Offline Support. The BBS idea was fostered by systems engineers (SEs) who wanted a forum where they could exchange sensitive information about the HP NewWave environment.

The existing HP NewWave library on CompuServe cannot be used to pass on HP confidential information because it is available to registered customers as well as SEs.

The BBS is not meant to be an alternative to SE Assist or the Response Center, but rather to provide SEs with the following types of information:

- HP NewWave questions and answers
- Encapsulation routines
- Programming tips
- Application notes
- Patches
- HP NewWave programming utilities

For instructions on how to register and gain access to the BBS, call ISG Online Support at 408/Telnet 773-6373.

*CompuServe is a U.S. trademark of CompuServe, Inc.*

## HP NewWave library added to CompuServe's HP Forum

*Roz Ho/PSD*

An HP NewWave library, designed for the private use of customers who have purchased the HP NewWave Environment Developer's Kit, has been added to CompuServe's HP Forum.

A library order form is included in each developer kit and the user must supply a CompuServe user identification number. Call CompuServe at 800-848-8199 (or in Ohio or outside the U.S., call 614-457-0802) to obtain a CompuServe starter kit (\$39.95) and a user ID, if needed. Connect rates vary according to the baud rate of the modem, but charges are generally about \$12.50 per hour.

*continued on next page*



The HP Forum consists of several public libraries covering topics such as HP printers, MS Windows, HP Vectra PCs, and HP plotters. Registered HP NewWave developers using CompuServe will see an additional library called HP NewWave. This library contains the following information:

- MS Windows and HP NewWave programmer tips
- Answers to common questions
- Programming examples
- Application notes
- Known problems and workarounds
- HP NewWave software utilities

If you have a question or problem involving the HP NewWave environment, check through the library files. Your answer or solution may already be there.

### **HP Materials Management/ Advanced Version mailing to North American MPD customers**

*Christine Witzel/MPD*

*For North America only*

During the middle of April, U.S. and Canadian customers with Manufacturing Productivity Division (MPD) manufacturing software were sent information on the powerful new capabilities of HP Materials Management/Advanced Version. This included a cover letter, a new data sheet, a flier on the new functionality for process and repetitive manufacturers, and a flier on the improved upgrade process from HP Materials Management A.07.06 (and later versions) to Version A.09.07.

One of the key benefits of the new features of HP Materials Management (Backflush Bill, Backflush Allocations, Selective MRP, and Alternate Parts and Bills) is that manufacturers can combine traditional work order procedures with orderless consumption of materials. No longer do they have to obsolete work-order based systems to implement just-in-time inventory practices.

Customers are urged to take advantage of the special introductory price, offered only to the HP Materials Management installed base, before it expires July 1, 1989 (see December 15, 1988, issue of *Computer News* for more details).

## VERTICAL MARKETS

### New retail VABs

Margot Harrigan/SIM

*For the U.S. only*

As a result of a concerted and aggressive effort by our recruiter reps, there are several new members to the HP Retail Solutions program. We welcome the following value-added businesses (VABs) to the program:

VAB	Market	HP rep/office
Fashion Business Systems (FBS)	Soft goods	Jim Puffer/Paramus, New Jersey
Stephenson Financial	Restaurant	Joe Roy/Ventura, California
Accounting Computer Resource	Soft goods	Pat Kenady/Phoenix, Arizona
Applied Science Associates	Video rental	Hank Gaylor/Pittsburgh, Pennsylvania
Information Resources	Space management	NA/PC based
Logistics Data	Space management	NA/PC based
Structured Management Systems	Convenience/gas stores	John Doyle/Richmond, Virginia
Thorn/EMI	Decision support	Jim Williams/Santa Clara, California
TRAC	Convenience stores	N/A

### Retail Solutions Catalog available

Margot Harrigan/SIM

A comprehensive catalog of retail software solutions running on HP 3000, HP 9000, and HP Vectra PC platforms has been compiled by the Retail Marketing Team. This convenient, easy-to-use sales tool was introduced and distributed to sales reps attending the Progressive Moves Distribution Conference in Santa Cruz, California. For those sales reps who did not attend the conference, the *Retail Solutions Catalog* should have been mailed to you in April.

For additional copies, contact Margot Harrigan via HP Desk 6650/29.

### RETAIL TRENDS

Margot Harrigan/SIM

The first issue of *RETAIL TRENDS*, HP's consultant newsletter targeted to consultants and other influencers in the retail industry, was enthusiastically received by consultants, retailers, value-added businesses, and sales reps. The Retail Marketing Team has a limited supply available for the field to use in mailings to prospects and customers.

A maximum of 50 copies per person may be requested. Send your name, mailing address, and the quantity needed to Jeff Siegel via HP Desk 6650/29. If you want to know which retailers in your territory are already on the *RETAIL TRENDS* distribution list, check with your field marketing manager.

Keep your eyes out for the second issue of *RETAIL TRENDS*, which was distributed during the third week of April. If you have not already seen it, you will want to obtain a copy of this issue. Feature stories include "Up Close with BSA," how the Wholesale Club is meeting the challenge in the Midwest, and White Castle's Information Network.

## Distribution industry reprints available

Eileen Hsu/SIM

Reprints of distribution-industry success stories are available now for your sales prospecting and direct-mail fulfillment. These articles, which appeared in U.S. trade publications, are handy examples of successful HP installations within retail, wholesale, and logistics accounts.

Here is a sampling of some of the reprints available:

- "Barnes and Noble Automates Mail Order," *Chain Store Age Executive*, October 1988
- "Wholesaler's Fax-to-Mini Link Keeps Stores Stocked," *Network World*, November 14, 1988
- "Stationers Use Computer System to Expand Services, Lower Costs," *Geyer's Office Dealer*, April 1988
- "Building the Distribution Center of Their Dreams," *Modern Materials Handling*, July 1988

For a complete and current listing of articles available and information on how to order, contact Eileen Hsu via HP Desk 6650/29.

## The Distribution Report

Annette Davis/SIM

*For the U.S. only*

The second issue of *The Distribution Report* was mailed in March to over 14,000 distribution prospects and consultants. Featured articles included an in-depth discussion of EDI and how an HP customer, Spectrum Office Supply, has benefited from using EDI.

If you would like additional copies of this quarterly newsletter, contact Annette Davis via HP Desk 6650/29 and include your mailing address. We will also be sending your area field marketing manager a listing of all the prospects in your territory currently receiving *The Distribution Report*.

## Progressive Moves conference

Leslie Bravo/SIM

Progressive Moves was active this past March. The best ever Distribution Industry Sales Training Conference was attended by more than 100 distribution—"peaked" sales reps and 28 distribution-focused value-added businesses (VABs).

Highlights included customer testimonials from Breuners, Motherhood Maternity, and The Wholesale Club. Bob Moawad charged the audience with his lively, upbeat message about how positive attitudes impact your life (and quota). And this year's VAB Faire received exceptional marks from VABs and sales reps, alike.

For those of you who could not make it to the conference, we have some extra binders with the sales tools and industry information you need; contact Leslie Bravo via HP Desk 6650/29.

## DRC closes deal at Wang's International

Annette Davis/SIM

*For the U.S. only*

Distribution Resources Company (DRC) has just closed a sale of HP MICRO 3000XE systems to Wang's International. Wang's is a \$100 million distributor of arts and crafts supplies. Running its operation on an HP 3000 Series 950, Wang's purchased DRC's POS software to manage its retail outlets and System for Distributors (SFD) to manage some of its wholesale functions. Over the next year, DRC will be installing HP MICRO 3000XE systems in all of Wang's outlets — a potential for \$1.5 million in revenue.

Wang's went with the DRC solution after seeing it in operation in Office America — one of the largest office supply retailers in the U.S.

For more information on this deal, phone Ted Cross at DRC, 303-889-4538.

*Customers mentioned in this article should not be contacted directly. If you want more information about the customer or sale, contact the HP sales rep or sales office responsible for the account.*

## MTI beats IBM with HP-PA

Cassie Moren/SIM

*For the U.S. and Canada only*

MTI, a national value-added reseller (VAR) in wholesale distribution, and the HP Pleasanton, California, sales office defeated IBM in a \$500,000 HP-PA sale. IBM aggressively pursued replacing an HP 3000 Series 58 and six IBM system 36 computers with a centralized IBM AS/400 computer. In a team effort, HP and MTI proposed an HP 3000 Series 950 system and successfully beat IBM.

The customer, Gates' Distributing of Richmond, California, is a \$130 million wholesale distributor of personal computer products that is experiencing dramatic growth and change. Recently, the company merged with FA Computing, a similar company in size, industry, and geographic scope. The goal of the merger was for the company to be one of the top PC distributors in the nation.

One challenge facing the new company's management was the development of a corporate computing strategy. Complicating the decision was the fact that FA was an IBM customer, and Gates' used HP and MTI's Management System for Distributors (MSD). It was determined that the new organization would operate under one common application software package and one computer manufacturer.

How did HP and MTI win against IBM? First, the FA group was spending far more on data processing than Gates'. The FA group had a staff of 15 to maintain 6 IBM system 36 computers. In contrast, Gates' used an HP 3000 Series 58 and maintained only a staff of two. This factor weighed heavily against IBM. There was also a much higher degree of confidence in the MTI application than the IBM application. The efficiency of the HP-based system provided for more timely and accurate decision making than that of the FA group. Gates' requires this type of management system to ensure its competitiveness in an industry highly measured by customer service, product availability, and price. The MTI and HP solution had proven its merit.

According to Steve Backus of MTI and HP End-User Sales Rep Debbie Betts, IBM mistakenly presented the AS/400 as code compatible with FA's current system 36 computer application. The IBM hardware proposal was significantly undersized as well. Armed with this information, the management at Gates' secured a new quote from IBM for another software solution (DMAS) and a more realistic hardware quote. IBM positioned its models B40 and B50 against HP 3000 Series 935 and

Series 950 systems. IBM's more favorable field upgrade option was not enough to offset the expense of acquiring a new application package. (DMAS was \$124,000.) Furthermore, IBM's product positioning against the HP Series 935 and Series 950 systems was soundly refuted.

With IBM's credibility suffering, the HP/MTI sales team "took the offensive" and went for the close. They pooled their resources, focused on Gates' business challenges, and presented an aggressive implementation plan. The goals included consolidation of the new business under one common application software package and upgrading the HP 3000 system to a more powerful computer within a 30-day period.

The HP Pleasanton Applications Engineering Organization, Customer Engineering Organization, and MTI customer support group met the challenge with installation, training, and migration services. In addition, Commercial Systems Division (CSY) factory services were essential to fulfilling the three-week Series 950 delivery commitment required. IBM misjudged HP's ability to deliver HP-PA systems; it promised a two-week delivery of its AS/400.

What does it take to sell large systems against IBM? According to Debbie Betts, it takes focusing on the business issues, using resources effectively, working as a team, and developing a good working relationship with the VAR. Her message to other HP sales reps is not to expect the VAR to do all of the selling. It has to be a focused approach to challenge and defeat the competition and ensure the customer's confidence in his/her business decision.

MTI is a national VAR specializing in the vertical wholesale distribution segments of electrical, electronics, plumbing, and heating. It supports over 60 customers representing over 100 HP 3000 system installations throughout the U.S. and Canada. MTI is headquartered in metro Denver and maintains sales offices throughout the U.S.

For more information regarding this sale, contact Bill Beck, HP value-added channel sales rep, Englewood, Colorado, sales office, at 303-649-5784. For more information about MTI's wholesale distribution solution, contact Lyle Bass, VP MTI sales, at 303-790-7734.

*Customers mentioned in this article should not be contacted directly. If you want more information about the customer or sale, contact the HP sales rep or sales office responsible for the account.*

## PORTABLE

### HP Portable PLUS discontinuance announcement

Ron Avignone/PCG

The HP Portable PLUS was designed to provide the power of a desktop computer and the convenience of a portable specifically tailored to fit a mobile work style. It features an electronic disk or "disk on a chip." This expandable memory provides built-in storage for anything that would typically be stored on a floppy disk. It also features a ROM software offering that allows the user to tailor the machine to specific needs.

However, the old screen technology and the 16-bit 80C86 CMOS microprocessor excludes the product from competing in any profitable market segment. The sales of the HP Portable PLUS have been in steady decline due to the industry technological advances that have progressed well beyond the 5.33-MHz, 80C86-based HP Portable PLUS.

Although the 80C286-based HP Vectra LS/12 laptop PC is not a direct replacement for the HP Portable PLUS, it has the industry-standard features of display technology, processor, and mass storage capability not present in the HP Portable PLUS. Customers who migrate will realize immediate benefits in price/performance of this product. Driven by a 12-MHz 80L286 (low-power NMOS) microprocessor, it provides the power of today's industry-standard 80286 desktop PCs in a compact lightweight design.

Consequently, the HP Portable PLUS and many of its low-volume accessories will be discontinued on September 1, 1989. All of the remaining high-volume accessories will be discontinued on September 1, 1990. The HP Portable PLUS will enter into a five-year support life

to begin on September 1, 1989. The products to be removed from the Corporate Price List (CPL) on September 1, 1989, are as follows:

P/N	Opt.	Description
45711E		U.S. HP Portable PLUS with internal 1200-baud modem
45711F		U.S. HP Portable PLUS
45711FA		South African HP Portable PLUS
45711FB		European English HP Portable PLUS
45711FD		German HP Portable PLUS
45711FF		French HP Portable PLUS
45711FG		Australian HP Portable PLUS
45711FH		Dutch HP Portable PLUS
45711FK		Intercon HP Portable PLUS
45711FN		Norwegian HP Portable PLUS
45711FP		Swiss/German HP Portable PLUS
45711FQ		Swiss/French HP Portable PLUS
45711FS		Swedish HP Portable PLUS
45711FU		United Kingdom HP Portable PLUS
45711FW		Belgium HP Portable PLUS
45711FY		Danish HP Portable PLUS
45711FZ		Italian HP Portable PLUS
<i>Accessories</i>		
45419C		Programmer's tool
45549K	400	Microsoft Word ROM
45554K	400	MultiMate ROM
45559K		Technical reference manual
82862K	400	Programming language ROM
82867K	400	Terminal emulation ROM
82870A	400	AdvanceMail ROM
82870K	400	AdvanceMail without ROM
82981A		128K memory drawer
82983A		300/1,200-baud modem
82984A		128K memory card
82985A		Video interface
82985AK		Video interface with multilingual documentation
9114B	011	U.K. recharger for HP 9114B
9114B	012	Australian recharger
9114B	014	RSA recharger

The following accessories will remain on the CPL until September 1, 1990, due to the relatively high sales volumes and the fact that these accessories enable customers to significantly expand the functionality of the HP Portable PLUS:

P/N	Opt.	Description
45504K	400	MemoMaker/Time Manager
45539K	400	Lotus 1-2-3 ROM
45555K	400	Executive Card Manager
82863K	400	Reflections I (ROM-based data communications)
82866KD	400	German Version Executive Card Manager, MemoMaker/Time Manager, and Reflections I ROM
82866KF	400	French Version Executive Card Manager, MemoMaker/Time Manager, and Reflections I ROM
82866KZ	400	Italian Version Executive Card Manager, MemoMaker/Time Manager, and Reflections I ROM
82973A		HP-IL interface card
82982A		Software drawer
82992A		1-Mbyte memory drawer
9114B		Battery-powered portable disk drive (U.S. recharger)
9114B	013	Battery powered portable disk drive (European recharger)

*MultiMate is a U.S. registered trademark of MultiMate International Corporation, an Ashton-Tate Company. Lotus and 1-2-3 are U.S. registered trademarks of Lotus Development Corporation. Reflection is a U.S. trademark of Walker, Richer & Quinn, Inc.*

## HP Vectra ES/12 PC price changes

*Michael Weir/PCG*

Personal Computer Group has reduced the price of all models of the HP Vectra ES/12 PC by \$100 to \$400 dollars effective May 1. These price adjustments are part of a continuing strategy to maintain HP's aggressive positioning in the personal computer marketplace and to respond quickly to changing market conditions.

Prices were reduced \$100 on the HP Vectra ES/12 Models 10, 15, and 20; \$200 on the Models 26 and 27; \$300 on the Model 40; and \$400 on the Models 46 and 47. Prices on the ES/12 line now range from \$2,495 to \$3,595 (U.S. list).

The following table is a complete listing of the price reductions for the HP Vectra ES/12 PC effective May 1:

P/N	Model	U.S. list price		Change
		Old	New	
D1310A	Vectra ES/12 Model 10	\$2,595	\$2,495	<100>
D1315A	Vectra ES/12 Model 15	2,595	2,495	<100>
D1320A	Vectra ES/12 Model 20	2,995	2,895	<100>
D1326A	Vectra ES/12 Model 26	3,395	3,195	<200>
D1327A	Vectra ES/12 Model 27	3,395	3,195	<200>
D1340A	Vectra ES/12 Model 40	3,595	3,295	<300>
D1346A	Vectra ES/12 Model 46	3,995	3,595	<400>
D1347A	Vectra ES/12 Model 47	3,995	3,595	<400>



## MARKETING NEWS

### New *DesignCenter* magazine available

Clelia deMoraes/LSD

The latest issue of *DesignCenter* magazine, Number 1, 1989, can be ordered through the Literature Distribution Center (P/N 5951-6937). Articles featured in this issue include an HP PLDDS design example, embedded system design with Ada, and competitive board test strategies. The next issue will cover HP's product offering at the 1989 Design Automation Show.

To ensure that your customers receive copies of future issues of the magazine, encourage them to complete the subscription request card. This is the best way to guarantee timely delivery of information on new products and applications for DesignCenter products.

We have significantly shortened the form to make it easy for customers to complete.

### The computer industry comments on Hewlett-Packard: a new industry brief

Beth Gorell/WG



A new industry brief has been designed to bring the quotes of the computer experts to your customers. The brief, entitled "The computer industry comments on Hewlett-Packard," has a brief explanation of some of HP's major successes for 1988 — such as the passing of the \$10 billion mark for orders — and then launches into the presentation of quotes gathered

from major computing publications and industry experts.

The quotes contained in the brief are from 1988 to the present time. They represent the kind of comments that have been made by the industry about HP's presence in the workstation and UNIX systems-based markets, as well as about HP in general. What the industry has to say — about HP, HP products, and HP service — is very positive. Many publications are represented in the piece, as are many independent experts, and there is a wide array of perspectives. This makes the brief flexible and applicable across a wide variety of readers.

This is a positive piece on Hewlett-Packard and will help greatly in winning over new or skeptical customers. Moreover, it can increase the confidence level even of regular HP customers, and it is general enough to be used with most levels of management (or nonmanagement). Copies are now available from the Literature Distribution Center, P/N 5954-7845 (order via HP Desk: Literature ORDER/HP0000/53).

UNIX is a registered trademark of AT&T in the U.S.A. and in other countries.

### HP workstations are lauded in *Digital Review* article

Beth Gorell/WG



Reprints of *Digital Review's* March 20, 1989, technical report on HP workstations, entitled "HP Turns '030," are now available for your use in customer contacts. The report, which explores the capabilities of the HP 9000 Models 340, 360, and 370, focuses on the graphics abilities these workstations avail to UNIX system users, while also describing the technical components of the hardware.

The article is full of technical information regarding the HP 9000 Series 300 machines, including clock speeds, memory, graphics libraries, bus architecture, and floating-point performance. Details on how graphics processing tasks are shifted from software to hardware and how HP utilizes the X Window System are also given. In addition, the report shows benchmark results, in terms of units of processing, for the HP workstations versus the DECStation 3100, the VAXstation 3100, and the SUN-4/260, and the results are favorable for HP. Furthermore, the article also compares the three Series 300 models and positions them from the perspective of user needs.

A separate section in the report describes in detail the features of the TurboSRX graphics subsystem, which "turns these workstations into true graphics supercomputers." The overall report is information packed and would be useful as a sales tool with technical customers who are interested in learning the details of HP workstations. Copies are available from the Literature Distribution Center, P/N 5955-7768 (order via HP Desk: Literature ORDER/HP0000/53).



## Use NLS to gain an advantage over Sun and other competitors

Kenji Kohata/YHP

HP has an emerging weapon to use against Sun and other competitors — Native Language Support (NLS) capability of HP-UX.

Recently, Gerber Germent Technology, a large original equipment manufacturing customer for many years, decided to use the HP 9000 Series 300 as a new platform for its application system. According to Jerry Mason of the HP Glastonbury, Connecticut, sales office, one of the two key selling points that allowed HP to win the deal over Sun is the NLS capability unmatched by anyone.

Luke Weinstein, director of marketing of the C.A.D. Systems Division of Gerber Germent Technology, wrote to John Young this past February stating, "Last year we also conducted a study of hardware platforms for a high-end system. We looked at a number of different systems including Sun, Apollo, Tektronix, Apple, etc., and finally made a decision to go with HP, using your 9000 Series 300 family."

In May 1988, Weinstein came to Japan, UXL of GSY/USO, to get detailed technical information on HP-UX NLS and to see an NLS demonstration. We presented a demonstration program that speaks English, Japanese, Korean, Simplified and Traditional Chinese, and explained NLS capability.

Weinstein also refers to the benefit of NLS in his letter: "The major criteria for the decision to go with HP is something that appears to be very unique to HP and a tremendous advantage to any software supplier that develops products for export. This feature is the NLS supported under your X implementation which supports both European and Asian languages."

However, he identifies a big problem with HP: "The product seems to be the best-kept secret at HP. In spite of valiant efforts by the local HP office, it was a struggle to get information." In such a situation, he finds "this extreme lack of aggressive marketing in the U.S.A. of a fantastic feature extremely unusual" and "even more gratifying when DEC recently made a big splash about their introduction of 'similar' support."

Now we are working to change this in response to his notice that "HP is missing major opportunities in the marketplace." For instance, we ran a successful NLS

demonstration at UniForum 1989, which was held February 27 through March 2 in San Francisco, California. We had a number of guests who were very interested in NLS for their international business.

HP can gain a competitive advantage by selling and marketing NLS more aggressively.

*Customers mentioned in this article should not be contacted directly. If you want more information about the customer or sale, contact the HP sales rep or sales office responsible for the account.*

## COMPUTERS AND WORKSTATIONS

### HP 9000 Series 500 HP-UX software update

Gretchen Snowden/WG

HP 9000 Series 500 HP-UX Release 5.3 is nearing completion. It is expected to be shipping in June 1989. This release primarily is to fix certain serious and critical defects in the 5.2 release. In addition, the HP 7980A tape drive will be supported with this release. This is an update-only release, so customers must have the HP-UX 5.2 release installed before updating to 5.3.

All customers currently on support contracts for the Series 500 will receive this release. For those customers not on support, the discount given for Option 001, previous revision upgrade, will be increased giving them an opportunity to get this update at a lower cost. The pricing changes for Option 001 are shown below.

P/N	U.S. list price	Current	New
97070C 520 1 user	\$2,120	\$ <800>	\$ <1,060>
97080C 520 16 user	5,250	<2,000>	<2,625>
97078C 520 32 user	7,350	<2,800>	<3,675>
97079C 550/560 1 user	2,120	<800>	<1,060>
97089C 550/560 16 users	5,250	<2,000>	<2,625>
97088C 520/560 32 users	7,350	<2,800>	<3,675>

This is an opportunity to give some good news to those Series 500 customers who were having problems.



## HP 9000 Model 840S to be discontinued

Connie Chao/GSY

With the April 1988 introduction of the HP 9000 Model 835S/SE system offering greater price/performance and reliability than the Model 840S, demand for the Model 840S has declined sharply. Consequently, after having enjoyed an extremely successful product life, the HP 9000 Model 840S will be discontinued and removed from the Corporate Price List (CPL) effective June 1, 1989. (The discontinuance of the Model 840S was first announced last December in this publication.) At that time, all Model 840S systems will enter a 10-year support life. HP will continue to accept domestic orders through June 30, 1989, and nondomestic and government orders through August 31, 1989. Also being discontinued and removed from the CPL effective June 1, 1989, are: 1) the Model 825S to 840S SPU return credit, P/N 9741A Option 0C8, and 2) all HP 9000 Series 500 and HP 1000 SPU return credits where the Model 840S is the destination system.

All Model 840S components *except* the cable management system (P/N 19749A) will be removed from the CPL a year from now on June 1, 1990. At that time, these products will also enter a 10-year support life. HP will accept domestic orders for Model 840S components through June 30, 1990, and nondomestic and government orders through August 31, 1990.

Notify your customers of the Model 840S discontinuance where appropriate. Also, emphasize to your Model 840S customers that their systems will continue to be supported for 10 years, and if on support services, they will receive any applicable software enhancements during that time. If your Model 840S customers would like to upgrade to a Model 850S or 855S, they will receive a very attractive credit toward the purchase. For more information, consult the HP 9000 Series 800 Upgrade Program Field Sales Guide or contact the Sales Response Center.

### Also in this issue

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## INDUSTRIAL AUTOMATION

### ATA releases Quality Tracking System

Carole Louie Berkel/IAC

Automated Technology Associates (ATA) has released its Quality Tracking System (QTS) on the HP 9000 Series 800 and HP 1000 A-Series computer systems.

QTS is a product-oriented quality system for floor-level tracking and historical retrieval of quality information by serial, part, or lot number. QTS is ideal for meeting the serialized tracking requirements for quality assurance found in many manufacturing environments. Best prospects will be found in discrete manufacturing, such as aerospace or electronics, or in industries where regulatory agencies, such as the FDA, require this type of reporting. Products are characterized by serial identification and high value per unit, and typically incur high costs for rework, scrap, or warranty repairs.

QTS is an open system product with two primary modules: QTS Floor and QTS History. These modules may be mixed and matched with other ATA software systems or customer systems to provide the specific combination of capabilities needed to meet your quality tracking and reporting requirements.

For more information about ATA or the QTS software, contact Rich Cunningham, value-added channel sales rep, at 317-844-4100 or Carole Louie Berke, Industrial Applications Center account manager, at 408-746-5373.

## DESIGN SYSTEMS

### 68000 family debugger/ simulator on HP 9000 Series 800 computers

*David Wallman/LSD*

In April, Logic Systems Division introduced a debugger/simulator for 68000 family cross development on HP 9000 Series 800 computers. This includes the Motorola 68020 processor as well as the 68000, 68008, and 68010. Now there is complete cross-software development support on the HP 9000 Series 800 computer.

The HP 64360 is an advanced cross debugger simulator that provides insight into microprocessor programs, from the beginning of coding up to system integration. Both C and assembly language programs are supported by the HP 64360. The simulator allows debug and test to be performed without microprocessor hardware.

As an integrated part of HP 64000 AxCASE, the debugger/simulator is coupled tightly with the corresponding C cross compiler, assembler/linker, and Basis Branch Analyzer. The Basis Branch Analyzer is a software tool that allows you to analyze branch execution of your cross development software.

This integrated set of tools is hosted currently on HP 9000 Series 300. With the addition of the debugger/simulator to the Series 800 computers, you can develop code, test, and simulate on your Series 800 computer — without an emulator. In addition to the capabilities of these tools, the Series 800 computers support large software development teams needed for big projects.

### Advanced Cross Debug System features

- C and assembly code debugging
- Symbolic referencing, including storage class, data type, structures, and program scope
- High-level stack backtrace
- High-level variables monitored, including automatics
- Breakpoints on static data
- Breakpoint macros
- Single step by function, statement, or machine instruction
- Logging of debug session
- Background operation for test purposes
- Windowed interface
- Guided command syntax with look-ahead capability
- Direct use of BBA output
- Context-sensitive help function
- Simulates microprocessor instructions
- Captures timing information
- Simulates microprocessor memory
- Simulates I/O and interrupts



### Meeting cross software development needs

The Advanced Cross Debug System meets the needs of software designers for embedded microprocessor systems. C language and assembly language code can be debugged simultaneously. The windowed interface and guided-syntax command entry, combined with multi-level help, make the debugger easy to learn and easy to use. The macro language permits designers to add functionality. The choice of execution environments provides support from early development using simulation up to hardware/software integration.

### Ordering information

The compatible HP Advanced Cross Language System is required by the debugger. Supported terminals are the HP 2392A, 700/22, 700/92, 700/94; VT100, VT220; and HP bit-mapped display systems HP 98544A/B, 98547A, and 98548A.

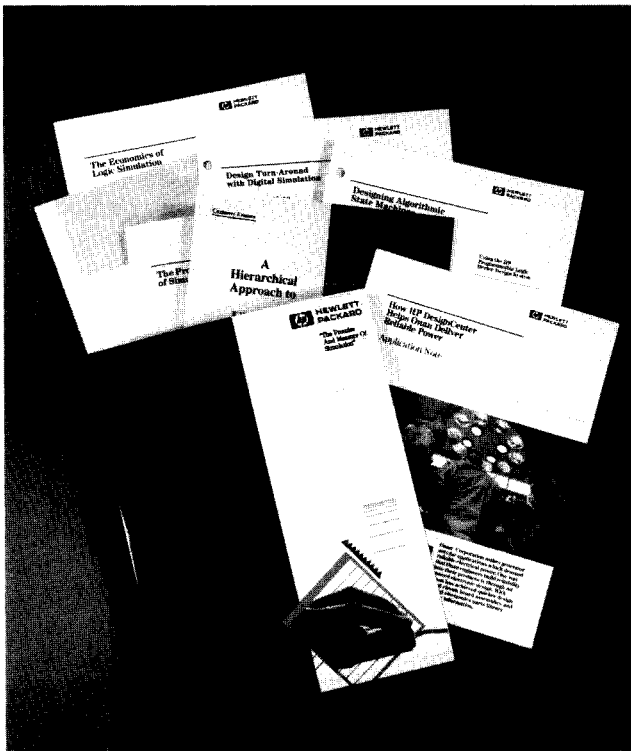
For every site, order one "M" product. For every computer node, order one "L" product. In addition, for every computer node with two or more terminals, order one "U" product.

*continued on next page*

Model	Description
64360M	Advanced cross debugger with simulator for Motorola 68000/08/10 and 68020, media and documentation
Opt. 005	Hosted on HP 9000 Series 800 computer system
64360L	Advanced cross debugger with simulator for Motorola 68000/08/10 and 68020, single-user license
Opt. 005	Hosted on HP 9000 Series 800 computer system
64360U	Advanced cross debugger with simulator for Motorola 68000/08/10 and 68020, multiuser license
Opt. 005	Hosted on HP 9000 Series 800 computer system

## New electronic design automation sales tools

Mary Watkins/EDD



Hewlett-Packard enjoys a strong reputation as an outstanding electrical engineering company. Leveraging this reputation, Electronic Design Division (EDD) has

developed several sales tools to help you share HP's significant amount of experience in system design with your customers. The sales tools listed below are available individually or as materials for EDD's new customer seminar, The Promise and Measure of Simulation.

- *The Economics of Logic Simulation* application note (P/N 5954-6639), a walk through of the return on investment typically expected, including a Lotus disk that the customers can use to figure their own return
- *Design Turn-Around with Digital Simulation* application note (P/N 5954-9953), applying simulation to prototype verification
- *Designing Algorithmic State Machines* application note (P/N 5954-6640), using the HP Programmable Logic Device Design System (HP PLDDS)
- *How HP DesignCenter Helps Speed Tape Drives to Market* application note (P/N 5954-6642), documents how HP Computer Peripherals Bristol Division increased productivity and decreased time to market using HP CAE/CAD tools
- *How HP DesignCenter Helps Onan Deliver Reliable Power* application note (P/N 5954-6632), showing how HP CAE/CAD tools improved productivity at Onan Corporation
- *A Hierarchical Approach to Flexible Circuit Design* (P/N 5954-6631), a reprint of the article written by an engineer at General Dynamics, discusses how hierarchical design methods help increase productivity at General Dynamics
- *The Promise and Measure of CAE/CAD* (P/N 5954-6629), a reprint of the *Hewlett-Packard and Engineering Productivity* primer
- *Simulation: Your Link to Innovation*, a video featuring simulation success stories from internal HP users

The sales tools listed above are included in The Promise and Measure of Simulation seminar materials. Additional details about the seminar can be found in the March 15 issue of *Computer News*.

In addition, the following new or revised literature is available, but is not included in the seminar materials:

- New — FrameMaker, International FrameMaker, and FrameViewer technical data sheet, P/N 5954-6641 (FrameMaker is document publishing software for technical professionals.)
- Revised — HP Programmable Logic Device Design System (HP PLDDS) technical data sheet, P/N 5954-6636
- Revised — HP Printed Circuit Design System (HP PCDS) technical data sheet, P/N 5954-6638

MASS STORAGE

**HP fires first shot in the rewritable optical marketplace**

*Connie Doster/GSD*

You have read about the new technology in the Optical Storage Primer and trade magazines. You saw demo units at Interex, COMDEX, NCGA, and NDES. Now the HP Series 6300 Model 650/A rewritable optical disk drive is available to your customers on the June 1 Corporate Price List (CPL) with a quoted availability of two to six weeks. The Model 650/A is a new way to store data that puts years worth of information at your customers' fingertips. It will change the way they think about data storage.

**New HP Model 650/A fills the gap between hard disks and tape**

The Model 650/A rewritable optical disk drive is a direct-access secondary storage (DASS) device that fills the gap between high-performance hard disks and low-cost tape storage systems. It allows random access to vast amounts of information that can be created, stored, and revised as often as necessary, right on the optical disk itself. The Model 650/A packs 650 Mbytes of information on a single 5¼-inch rewritable optical disk cartridge, which is only slightly larger than a compact disc. Each removable disk holds 325 Mbytes of information per side. To access the entire 650 Mbytes, the disk must be ejected, flipped, and reinserted in the drive.

**Merits of optical media**

Aside from high capacity and direct access, a major selling point of the Model 650/A is its removable, durable media. The Model 650/A takes advantage of Magneto-Optical (MO) technology to read and write data using a laser light. The laser light focuses on the disk's inner magnetic layer of data, so minor scratches or fingerprints on the outer layer do not affect the readability of the data. Optical disks are immune to head crashes, and they are much less susceptible to damage from magnetic interference, radiation, heat, and common office mishandling. An unlimited number of write/rewrite passes can be made with no degradation of the disk or its information. These durable disks can be stored for at least 10 years with no loss of data and, of course, no retensioning, reconditioning, or maintenance is required as with conventional ¼-inch or ½-inch tapes.

**Host support**

Initial host support is on HP 9000 Series 300 workstations with HP-UX 6.5 and SCSI.

Host	Model 650/A
HP 9000 Series 300	HP-UX 6.5
Series 800	Planned
Series 200/500	Not planned
HP 3000 MPE XL	Not planned
MPE V	Not planned
HP Vectra PC	Under investigation
HP 1000	Under investigation

Additional details of host support plans can be found in the Model 650/A sales guide, which was included in the special *Mbytes Plus* mailing in early April. If you have not received your copy, call the Peripherals Sales Center (U.S. and Intercon: 408-447-4444, Europe: 49-7031-14-3456).

The rewritable optical disk drive changes the way you think about data storage. So think offense, and remember . . . HP is the first major systems player in the rewritable optical marketplace. Take advantage of this unique leadership position.

**The right customer for the HP Series 6300 Model 650/A rewritable optical disk drive**

*Connie Doster/GSD*

The primary market for the HP Series 6300 Model 650/A rewritable optical disk drive is customers with large storage requirements for infrequently accessed information. Market research and customer feedback show that many users have a great desire for storage, with cost being the main limitation. They want faster access than tape provides, but at lower cost than hard disk storage.

Rewritable optical products fill that gap perfectly with high-capacity, random-access, low-cost storage. Users can retrieve files in seconds without having to search through tapes in a library, and storage capacity is infinitely expandable with the purchase of additional optical disks. It is a cost-effective way to make vast amounts of data more usable, while allowing customers to reuse media again and again.

*continued on next page*

The Model 650/A excels in applications where large volumes of completed work files or collected data must be stored, but where direct access to the data is necessary for repeated analysis and modification. It is also extremely valuable in applications where data security or removability is a concern. The following information will help you recognize markets of opportunity so you can position this product accurately.

## Customers

- Users of high-performance graphics workstations will notice significant productivity improvements by being able to repeatedly access and modify large files that, until now, were stored on tapes.
- Small multiuser systems or small workstation/PC networks can share the Model 650/A to provide an entry-level DASS solution.
- Military, aerospace, or defense contractors, with their need to transport or lock up sensitive data files, can take advantage of removable media that is less cumbersome to transport and more efficient to store.

## Applications

- High-performance graphics file storage, especially in 3D design automation, image processing, simulation, solids modeling, and animation
- Historical data collection and analysis, especially for manufacturing processes, sales history, financial results, and customer records
- Data backup, especially when fast backup and convenient file retrieval is required
- Data security, especially when data must be locked away or transported frequently
- Offloading hard disks so they contain only frequently accessed files

*Note:* Software distribution is not included as an application since Application Support Division has decided not to distribute system software on rewritable optical disks. Alternatives for software loading are to "clone" an existing disk, share ¼-inch tape drive (the Model 650/A can be used as a boot device), or order a dedicated ¼-inch tape drive.

## HP Series 6300 Model 650/A rewritable optical disk drive ordering information

*Connie Doster/GSD*

The HP Series 6300 Model 650/A rewritable optical disk drive can be quoted and ordered starting June 1, 1989. Initial availability is two to six weeks. The Model 650/A subsystem includes the rewritable disk mechanism, controller, power supply, subsystem package, user manual, SCSI terminator, power cord, 90-day on-site warranty, and one double-sided rewritable optical disk cartridge (1,024-byte sectors), providing 650 Mbytes of storage.

With the instructions provided in the user's manual, we expect most customers will be able to install the drive themselves. However, HP installation is available for an additional charge. An SCSI cable is not included with the standard product because a cable is shipped with the 98265A or 98658A interface cards. Additional cables are available either as a product option or through Direct Marketing Division/Direct Marketing Operation (DMK/DMO). Consult the Model 650/A sales guide for sample system configurations that show cabling for SCSI and HP-IB combinations.

## Ordering information

P/N	Description	Factory base price	U.S. list price
C1701A	Series 6300 Model 650/A rewritable optical disk drive	\$6,395	\$6,435
Opt. 1AK	Delete disk cartridge	<245>	<245>
Opt. 1BB	Add three disk cartridges (1,024-byte sectors)	700	700
Opt. AF3	Add one 1-meter SCSI cable	55	55
<i>Monthly maintenance contracts</i>			
+ 02A	Standard		60
+ 02N	Priority on-site		48
+ 02C	Next day on-site		30
+ 02L	Scheduled on-site		20
+ 22B	Customer return		20
<i>Accessories</i>			
92280A	Additional cartridge (from DMK/DMO)		249
92222A	½-meter SCSI cable		49
92222B	1-meter SCSI cable		55
92222C	2-meter SCSI cable		59
92222D	1-meter SCSI extension cable		55
19500B	19-inch rack slide kit (from Disk Memory Division)		125

## Ongoing media incentive

Additional media for the Model 650/A is available from DMK/DMO (P/N 92280A) at a U.S. list price of \$249 each. If your customers buy three additional optical disk cartridges at the same time they order a Model 650/A disk drive (Option 1BB), they can save \$47 on the media purchase. Customers with a purchase agreement discount will realize additional savings. This media incentive will be available indefinitely — no expiration date is planned.

## New naming strategy for HP products

You may be wondering about the lengthy merchandising name and strange ordering number used for this product. Over the next several years, HP will be implementing a corporate-wide numbering scheme that should simplify the recognition of HP products for you and your customers.

For new mass storage products, look for connections between series number and product positioning, and between storage capacity and model number. As a case in point, the HP Series 6300 Model 650/A uses "6300" to signify direct access secondary storage (DASS), and "650" to denote total storage capacity of 650 Mbytes. The ordering number C1701A is not related to the merchandising number, except that "C" designates this product as a computer peripheral.

This ordering scheme is different from what you are used to, but it is more consistent with standard industry practice. Now your customers will know their mass storage devices by names that are related to the products they are using.

By now you have received literature on the new Greeley Storage Division (GSD) rewritable optical disk drive. It is now time for you to start planning for your demo and consignment units.

If you place your order prior to June 1, you will receive a higher priority for your shipment.

This product will be placed on the June 1 Corporate Price List. If you order after June 1, GSD will ship to trade customers first.

You will need the following "override" information to place your orders now:

- Item: 0001
- P/N: C1701A
- PL: 56
- Description: rewrite optical drive
- U.S. list price: \$6,435
- Qty: 1
- MK: 58
- SU: 58

- SF: 15
- ID: 80

For more detailed ordering instructions, contact Mary Galindo at GSD, 303/Telnet 350-4071.

## New products added to Mix 'n' Match program

Lori Lewis/DMD

The new "Mix 'n' Match" disk drive trade-in program has just become even more flexible. Now your customers can apply their trade-in credits toward the purchase of the following products in addition to those products identified in the May 1, 1989, issue of *Computer News* (also in the May 1989 issue of *Customer Support News*).

New product purchased	Maximum trade-in credit*
9122C	\$ 100
9123D	100
9127A	100
19521H/XP/FL	4,200
19522H/XP/FL	8,400
19524H/XP/FL	16,800
97962B	400
97963B	800

\*This is given in U.S. dollars. For Europe, apply appropriate country pricing rates to determine maximum trade-in credit.

## Tape drive payback worksheet available on HP Desk

Jon Schiedel/GSD

For the U.S. only

Do you have installed-base customers who would benefit from upgrading to a new, more powerful ½-inch tape drive? Would you like an easy way to convince your customers of the financial benefits of upgrading to a new tape drive?

Many customers are laboring with their older, slower drives and may not realize that upgrading to one of our new ½-inch tape drives can save them considerable time and money. A Lotus worksheet for generating a payback analysis for your customers is available on HP Desk. If you have Lotus 1-2-3 and AdvanceLink on your system,

*continued on next page*



you can generate payback analysis reports for your customers in just minutes. Producing the report is quick and painless.

Send an HP Desk message to Jon Schiedel/HP5800/01 and receive the worksheet automatically. At the "MESSAGE>" prompt, you must select Acknowledge (softkey F1), set it to "Acknowledge reply," and mail your message. You will receive the worksheet within 48 hours on HP Desk. After you receive the reply, open the package and download the worksheet to your PC using AdvanceLink (be sure to transfer it as a binary file).

Once you have used AdvanceLink to move the worksheet down to your PC, run the Lotus program and create the payback analysis reports your customers need.

*Lotus and 1-2-3 are U.S. registered trademarks of Lotus Development Corporation.*

## New consignment price for HP 7958A

*Cindy Greiner/DMD*

*For the U.S. only*

Beginning May 1, 1989, U.S. consignment inventory of the HP 7958A disk drive will be offered at a substantial price reduction. The new price may be especially attractive to price-sensitive customers.

P/N	Description	U.S. list price	
		Old	New
7958A	130-Mbyte fixed disk	\$6,450	\$3,100

Although the HP 7958A was discontinued February 1, 1989, it is still a competitive and reliable product with a 10-year support life. Compare the advantages the HP 7958A offers over the competition:

Features	HP 7958A	SUN 504A	Apollo DN 3000 (integrated)
U.S. list price	\$3,100	\$4,800	\$4,500
Megabyte capacity	130	141	155
Price per megabyte	\$24	\$34	\$29
Seek and latency	37.3 ms	31.3 ms	36.3 ms
Sustained transfer (per second)	853 Kbytes	925 Kbytes	400 Kbytes
Burst transfer (per second)	1.25 Mbytes	1.25 Mbytes	1.25 Mbytes

If you have any questions, call the Peripherals Sales Response Center.

## PRINTERS

### 2-Mbyte upgrade kit for HP LaserJet, LaserJet PLUS, and LaserJet 500 PLUS printers to be discontinued

*Steve Fletcher/BPR*

On July 1, 1989, the 2-Mbyte upgrade kit (HP 26054A) for the HP LaserJet, LaserJet PLUS, and LaserJet 500 PLUS printers will be discontinued and removed from the Corporate Price List. Orders will be taken through June 30, 1989, with limited stock remaining.

The 2-Mbyte upgrade kit (\$2,495 U.S. list price) provides HP LaserJet printer users of the old-style "CX" engine with 2 Mbytes of RAM for full-page graphics and downloaded fonts. Customers interested in a replacement product for the 2-Mbyte upgrade kit should be encouraged to purchase an HP LaserJet Series II or LaserJet IID printer with additional memory.

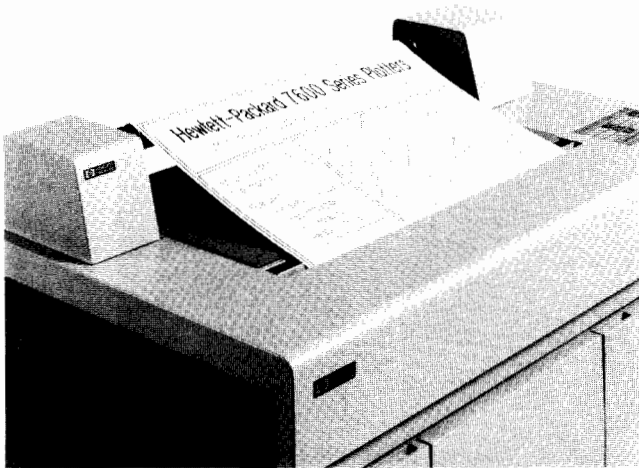
## PLOTTERS

### New take-up reel and supplies for HP 7600 Series plotters

*Kevin Spangler/SDD*

A media take-up reel, polyester film, and new toner will be available for the HP 7600 Series plotters this summer. These new products provide improved media handling, better output quality, and a more extensive media set for your electrostatic plotter customers.

## Media take-up reel



The new media take-up reel, available June 1, offers your customers true unattended and overnight plotting. The take-up reel comes in two widths: 609 millimeters (24 inches) for the Model 240D and 914 millimeters (36 inches) for the Model 240E. It mounts on top of the plotter, and it will neatly roll and store your customer's drawings as they plot.

The optional take-up reel must be ordered separately. It is user installable and attaches easily with just six screws. For new HP 7600 Series customers who order a take-up reel with a plotter, take-up reel installation is included with plotter installation.

### Polyester film

The introduction of clear and matte polyester film will give your customers a dimensionally stable media for overlays, diazo reproductions, and archive drawings. The sturdy, 4-mil media has excellent adhesive properties, so your customers get sharp, clear plots. Both clear and matte film will be available in 60.1-meter (200-foot) rolls.

The complete HP 7600 Series media set includes report and premium grade paper, translucent (introduced earlier this spring), vellum, and clear and matte polyester film. Now your electrostatic plotter customers have the right media for all their plotting needs: working copy, final output, or archive drawings.

## New toner

A new and improved toner will also be available later this summer. The new toner is specially designed to produce higher-quality, higher-density plots. (Note: The old toner, P/N 17278T, is not recommended for use with the new polyester film, but will work with all other media.)

## New literature

A new HP 7600 Series data sheet (P/N 5959-9714) and a new HP 7600 Series supplies guide (P/Ns 5959-9715 and 5959-9715D) will be available from the Literature Distribution Center in Palo Alto, California, as of June 1. This new literature will include all of the above products.

## New products

P/N	Description	U.S. list price
C1621A	Media take-up reel for the HP 7600 Series Model 240D	\$1,500
C1622A	Media take-up reel for HP 7600 Series Model 240E	1,750
17278A	New toner	43
17271F	Clear film, 609 mm (24 in)	N/A
17272F	Clear film, 914 mm (36 in)	N/A
17273F	Matte film, 609 mm (24 in)	N/A
17274F	Matte film, 914 mm (36 in)	N/A

## MICRO CADAM support includes HP DraftPro DXL and EXL plotters

*Barbara Brown/SDD*

Now MICRO CADAM CORNERSTONE and MICRO CADAM PLUS support Hewlett-Packard's entire family of DraftPro pen plotters, including DraftPro DXL and EXL.

MICRO CADAM CORNERSTONE, a subset of the CADAM system found on mainframe computers, is a PC CAD system for mechanical design and drafting. The newest addition to the CADAM family of PC CAD solutions, MICRO CADAM PLUS, provides additional capabilities to offer even more functional compatibility with mainframe CADAM (Release 21).

MICRO CADAM CORNERSTONE operates on 286 and 386 compatible PCs, and MICRO CADAM PLUS requires a 386 PC.



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