Computer News

Computer Museum

New HP 9145A tape drive: greater cartridge capacity, faster transfer rate
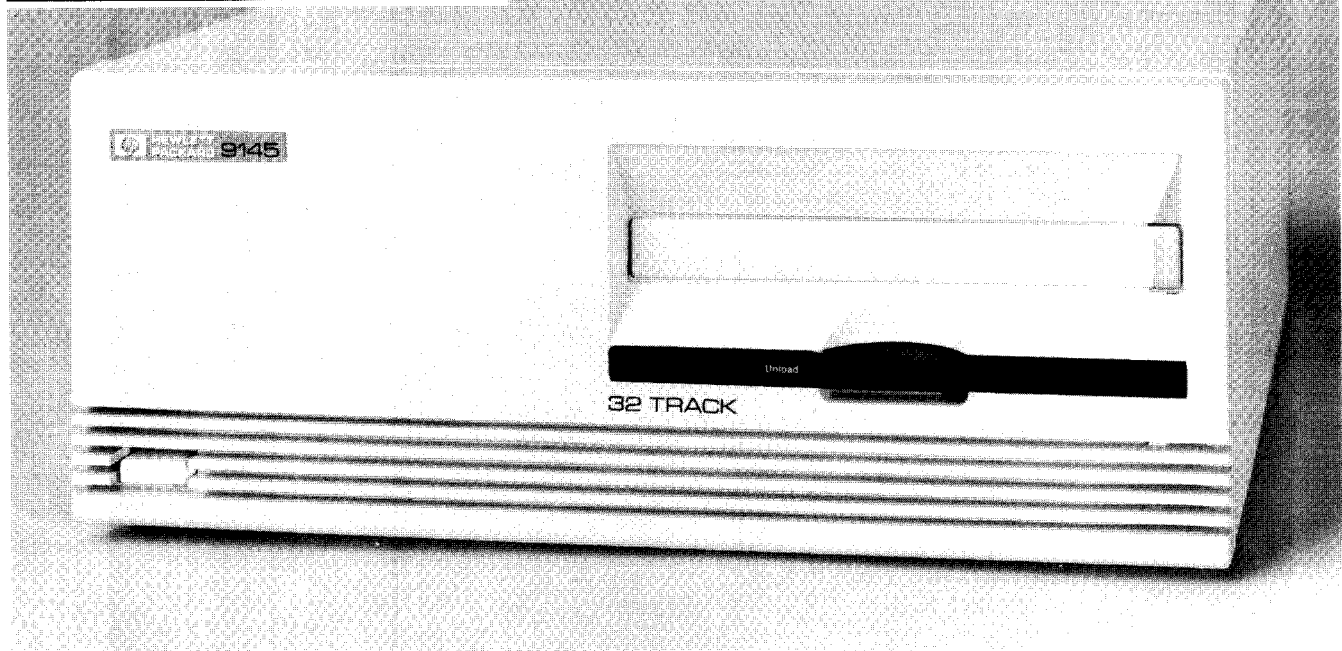
HP Computer Museum
www.hpmuseum.net

Computer News

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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 front cover

The HP 9145A has achieved greater capacity by doubling the number of recording tracks from 16 to 32, and it has twice the data transfer of HP's 16-track cartridge tape drives. See articles beginning on page 35.
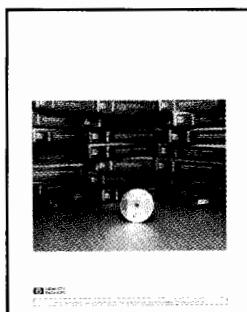
On the back cover

The HP LaserROM for HP 9000 Series 800 HP-UX systems is a new productivity tool based on Compact Disc-Read Only Memory (CD-ROM). See articles beginning on page 8.

MARKETING & INTERNATIONAL SECTOR
 US Field Operations
 Europe/Middle East/Africa Operations
 Intercontinental Operations
 Worldwide Major Accounts Marketing
FSO Federal Systems Operations
DMK Direct Marketing Division
CVCM Value-Added Channel Marketing
 Customer Support
ASD Application Support Division
PRSD Product Support Division
SMO Support Materials Organization
FRD Finance and Remarketing Division
 Corporate Marketing Communications

SYSTEMS TECHNOLOGY SECTOR
Information Architecture Group
 CCE Planning and Program Management
 CCE Architecture
 CCE Prototyping and Validation
Networked Systems Group
ISD Information Software Division
EAO Evaluation and Architecture Operation
USO HP-UX System Operation
MXO MPE System Operation
STD 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
RND Roseville Networks Division
TND Technical Networks Division
SNO Singapore Networks Operation
Peripherals Group
BOI Boise Division
BPR Boise Printer Operation
GHC Greeley Hardcopy Operation
CPB Computer Peripherals Bristol Division
GSD Greeley Mass Storage Division
DMD Disc Memory Division
SDD San Diego Division
BPO Barcelona Peripherals Operation
VCD Vancouver Division
ICO Ink-Jet Components Operation
Circuit Technology Group
CICD Colorado IC Division
NID Northwest IC Division
SIO Singapore IC Operation
PID Printed Circuit Division
SCTC Santa Clara Tech Center
Computer Manufacturing and Planning Group

BUSINESS SYSTEMS SECTOR
Commercial Systems Group
CSY Commercial Systems Division
ASO Australian Software Operation
GCO Guadalajara Computer Operation
CSB Commercial Systems Böblingen
MPD Manufacturing Productivity Division
Information Systems Group
OSD Office Systems Division
OPD Office Productivity Division
PSD Personal Software Division
CWO Corvallis Workstation Operation
Personal Computer Group
SPCO Sunnyvale PC Operation
MHP Microcomputadoras HP
APCO Asian Personal Computer Operation
RTD Roseville Terminals Division
GPCD Grenoble Personal Computer Division
PCD Portable Computer Division
BPC Brazil Operation
CVD Corvallis Division
PCDO Personal Computer Distribution Operation

TECHNICAL SYSTEMS SECTOR
Technical Computer Group
TSD Technical Systems Division
GTD Graphics Technology Division
LMSO Lyon Manufacturing Systems Operation
Engineering and Manufacturing Systems Group
EDD Electronic Design Division
LSD Logic Systems Division
MDD Mechanical Design Division
AMSO Advanced Manufacturing Systems Operation
MTD Manufacturing Test Division
PAD Panacom Automation Division
IAC Industrial Application Center
Software Development Environment
Corporate Engineering
Corporate Manufacturing

MEASUREMENT SYSTEMS SECTOR
Microwave and Communications Group
SPD Stanford Park Division
NMD Network Measurements Division
SAD Signal Analysis Division
SPK Spokane Division
CTD Colorado Telecom Division
QTD Queensferry Telecom Division
MWTD Microwave Technology Division
QMO Queensferry Microwave Operation
Electronic Instruments Group
LSID Lake Stevens Instrument Division
NJD New Jersey Division
SCD Santa Clara Division
BID Böblingen Instrument Division
YID YHP Instrument Division
YCO YHP Computer Operation
COL Colorado Springs Division
LID Loveland Instrument Division
MSO Measurement Systems Operation
Analytical Group
AVD Avondale Division
SID Scientific Instruments Division
WAD Waldbronn Division
HPG HP Genenchem
Medical Group
AND Andover Division
BMD Böblingen Medical Division
MCM McMinnville Division
WAL Waltham Division
MSC Medical Supplies Center
Components Group
MSD Microwave Semiconductor Division
OED Optoelectronics Division
OCD Optical Communication Division
SAO Southeast Asia Operation

Table of Contents

Computer News *is organized into market-focused categories to help you sell integrated solutions.*

Product Index

For your convenience, the Product Index organizes articles by computer and peripheral category.

GENERAL

Marketing Application Center formed to lead the MSS Program
Rick Burgess/ISG

The use of computers in the areas of marketing, sales, and service (MSS) has become a high priority in many of our major accounts. To respond to this growing need, HP has developed an application strategy (see box) that combines HP products, value-added business (VAB) solutions, and our "Big 8" Solutions Partners to bring the best of each of the organizations together in a powerful alliance to address our clients needs.

Marketing, sales, and service model

Direct marketing	Field sales	Order management distribution	Field service	Central marketing

Consultants/ integrators	Project management services Cost/benefit analysis Profit improvement plans	Systems integration Customization/implementation Training/education
Value-added business	Specific application software	
HP software	HP NewWave environment — Business Systems Plus	
HP networking	HP AdvanceNet	
HP hardware	Personal and portable computers Precision architecture System peripherals	

The recent announcement of our OEM agreement with Zenith reinforces the importance of having products that address the needs of the MSS functions.

Further emphasizing our commitment to this market, HP has formed a new entity, the Marketing Application Center (MAC). This center, managed by Rick Burgess, has the charter of providing tools and solutions to address the information needs of the MSS functions of the worldwide Fortune 1,000 companies. Product focus includes HP's commercial systems, portable and personal computers, and office and information management software, as well as VAB solutions.

HEWLETT-PACKARD

Marketing Sales and Service
Field Resource Binder — Internal Use Only
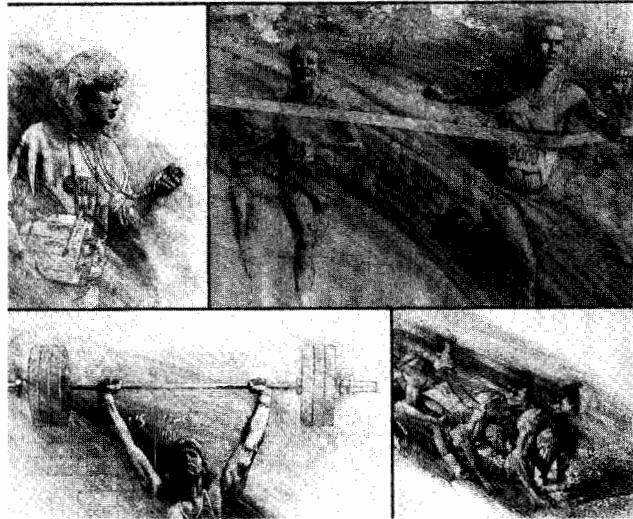
The major focus of the MAC will be expanding the current MSS program with more programs, seminars, and resources to help you sell. The Marketing, Sales, and Service Field Resource Binder (P/N 5951-6750D) is your best source of information; it will be updated later this summer.

MSS sales top $10 million in first half of FY'88
Russ McBrien/ISG

The Marketing, Sales, and Service (MSS) program has achieved over $10 million in commercial system sales for the first half of FY'88. The program, which has been incorporated into the new Marketing Application Center (MAC), is gaining momentum. There are approximately 100 active projects in all areas of the program (Central Marketing, Direct Marketing, Field Sales, Field Service, and Order Management). These projects extend from small accounts to many Fortune 500 companies. Major Accounts, with assigned executives, currently account for around 25 percent of the active projects.

In the MAC, the Marketing, Sales, and Service activity has received increased HP focus and resources. New marketing and sales programs are being planned that could benefit you in your sales efforts.

In order for us to tailor programs to your needs, we need your help. We need to be kept informed on the status of any MSS deals that are in your funnel. If you have an active sales situation please contact us. In North America and Intercon, contact Bill Franklin, via HP Desk 6650/28 or phone 408-447-1156. In Europe, contact Steve Jeffery via HP Desk 1600/02 or phone 344-773100. We are tracking MSS sales so that additional resources can be applied to win the business. Your response will enable us to provide assistance and keep you informed of new software and program developments.

New MSS VAB provides key sales productivity solution

Valori Stitt/ISG

Like HP, companies are examining (and implementing) solutions to improve their marketing prowess and sales effectiveness. The Marketing, Sales, and Service (MSS) program works with selected software suppliers to provide prospective clients with a "closed loop" marketing information system that will help improve their marketing effectiveness and bottom line. In addition, the MSS program develops joint marketing programs to help value-added businesses (VAB) generate qualified leads that will in turn leverage HP hardware and software sales.

What does marketrieve PLUS offer clients?

IDSC, a new software supplier within the MSS program, has years of experience developing and implementing automated sales and marketing solutions. IDSC offers marketrieve PLUS (written in PowerHouse by Cognos for MPE-based systems), a simple-to-use sales lead tracking and market analysis software application. Modules for telemarketing scripting and customer service are also available. Marketrieve PLUS is designed to integrate a full MIS application offering clients greater availability of information. Marketrieve PLUS is also designed to be easily customized for the client's unique business environment.

Target market

IDSC has successfully focused on the following markets: pharmaceuticals, finance and insurance, manufacturing, distribution, and maintenance organizations. Its client's sales are characterized by a large volume of sales leads,

repeat follow-up activity, and a need to manage a complex sales cycle. However, any company that wants to improve its competitive edge with sales and marketing productivity tools would be a good candidate for marketrieve PLUS.

How does IDSC view the new partnership with HP?

In the words of IDSC President Edward Lucia, Jr., "HP clearly has made a commitment to working with IDSC in providing quality solutions for customers. HP's approach is very refreshing and really benefits all the parties involved: the customer, IDSC, and HP."

Contact the following people for more information on IDSC's "telemarketing, marketing analysis, and sales support" solution:

Ed Lucia, IDSC president, 603-645-6677

Peter Yung, IDSC value-added channel sales rep., 617-221-5174

Valori Stitt, MSS direct marketing program manager, 408-447-0235.

Coopers & Lybrand takes aim at MSS opportunities

Valori Stitt/ISG

Major program launched

Coopers & Lybrand (C&L) has identified an abundant market for its Field Sales and Service Automation (FSSA) program. This program incorporates much of what HP has identified as marketing, sales, and service (MSS) opportunities. C&L believes that this market represents a major revenue source for their firm — and for HP.

The kick-off for this program took place in Dallas, Texas, in May. The C&L partners with regional FSSA program responsibility met to discuss the tools and resources required to close FSSA business. C&L has developed a structured methodology and a set of automated tools to aid in the analysis, definition, design, implementation, and management of systems projects for FSSA. In addition, C&L has developed a FSSA seminar presentation and one-day client workshop.

HP value-added businesses (VAB) provide solutions

Marketing, sales, and service solutions from the Marketing Application Center provide C&L with turn-key solutions to offer its clients. Many of these solutions are easily customized to meet unique client requirements.

Presentations and hands-on demonstrations by Gateway Systems (Synergist), Field Watch (Datagroup), Envoy (Salesmate), and Profit Management Systems (Outcome) were provided.

Call-to-action

John Highbarger, national FSSA partner, and Rick Burgess, Marketing Application Center marketing manager, provided a joint call to action. The objective will be to develop regional C&L and HP business plans to focus on winning marketing, sales, and service projects/engagements by the end of 1988.

New factory contact for ALLBASE

Michael Pardy/ASO

The recent announcement of ALLBASE/4GL provides a timely reminder that the Australian Software Operation (ASO) is doing more than manufacturing HP TODAY. HP TODAY, now renamed ALLBASE/4GL for release on MPE XL systems, was the ASO's first product. However, the ASO is the focal point for proprietary SQL tools within HP. It exists to develop, market, and support tools for ALLBASE relational DBMS across all strategic platforms.

With the announcement of ALLBASE/4GL, the time is now right for a new HP Desk account name. Previously, if you wanted general information you would send a message addressed to HP TODAY/HPY200/00. To better reflect our charter, the new address is ALLBASE TOOLS/HPY200/00.

Incidentally, HPY200/00 is ASO's new desk node, reflecting its entity code (Y200).

MAJOR ACCOUNTS

Networking Seminar gains momentum

Kevin Wallace/ING

For North America only

March 28-29 marked the second Major Accounts Networking Seminar held in Cupertino, California. Building upon the first such event last November, and paving the way for future seminars (July 7-8 and September 8-9),

the one and a half day activity was attended by 36 customers who represented 20 of our top accounts.

Sales force feedback continues to reflect the positive reactions these seminars are producing within our installed base. Dick Caldwell, HP's account manager for Hughes (Space and Communications Group), wrote, "The seminar placed HP as a leader in the OSI networking standard, on which Hughes is trying to standardize. HP has the lead position within my account — even ahead of IBM — for our progressive stance on network standardization."

Pam Lebowitz, our sales rep to Millipore, told us that the networking seminar opened up several opportunities: 1) Millipore wants to discuss an SNA Server to provide terminal access to its IBM mainframe; 2) They are also interested in using a MICRO 3000 as a PC server with Resource Sharing; and 3) Millipore is now interested in moving to the Spectrum products and in pursuing HP NewWave environment for developmental purposes.

Dave Poskett, responsible for the Mecca/Warner account from the U.K., wrote, "The seminar was an excellent event that has contributed to the closing of business. Phase two of our networking project at Mecca/Warner will now be implemented to incorporate 200 plus Vectras at 200 different locations networked to a 70 and 950. In addition, they will almost certainly take up a NetAssure contract."

John Scott, who sells to Du Pont, informed us that based upon the information that Du Pont obtained at the networking seminar, HP is now involved in a large networking project at Du Pont's Medical Products Department. Du Pont's manager of worldwide telecommunications is establishing a departmentwide LAN plan and allowing HP to be the first involved in the study.

Donna Knights, an account manager for Eastman Kodak, indicated that the seminar has resulted in HP being strongly considered for a HP Private Packet Network sale. Donna stated, "The seminar did an excellent job of increasing my customer's awareness of HP's networking solutions. We have a long-term project ahead of us, but the seminar helped pave the way. I would highly recommend it to others and plan to have other Kodak managers attend."

Spaces are available for the networking seminar on September 8 and 9. For information on how to enroll your major accounts, contact the seminar logistics coordinator, Mary Guarino, at 408-447-1124.

Unified effort produces Rockwell contract

Doug Sallen/USPC

The Rockwell Major Account team in Fullerton, California, was recently awarded a $9 million contract by Rockwell International. The contract was comprised of two ATS test systems and two ATS design systems, with significant project management and engineering work delivered by the U.S. Project Center (USPC) and Advanced Manufacturing Systems Operation (AMSO). The single-vendor solution requirement meant that HP was going to take complete responsibility. This significant commitment by the sales team and the USPC will position HP for two more systems, worth an added $7 million later this year or in early FY'89.

The sales team is lead by Jodi Bay, Instrument field engineer (FE) for Rockwell. Dave Clark, USPC project manager, is leading the project delivery effort including development and delivery of one of AMSO's largest ATS systems, purchase of ATLAS software, calibration software development by USPC engineers, and key third parties who are developing hardware and software to satisfy the contract.

HP is to provide a state-of-the-art functional test system for testing the mission-critical "black box" Line Replaceable Units and Service Replaceable Units on the Shuttle spacecraft. Rockwell, in conjunction with NASA, will use two customized ATS systems to run a battery of tests to certify that the avionics, digital interfaces, and ground-to-air communications links are mission-ready.

The USPC works in partnership with HP customers to provide customized, integrated system solutions based on high-quality HP technology. Dedicated project engineering resources use standard methodologies to develop requirement definitions, specifications, custom software, and hardware to meet customer requirements. Also, seasoned project managers consult closely with customers to develop and manage project plans for successful system implementations. The requirements for this test system took three years to develop with Rockwell. Sales, USPC, FSO, AMSO, SEO, CEO, administration, and contracts combined efforts to respond to one of the most technically and contractually demanding projects ever undertaken by HP. The bidding was very competitive, with Grumman, Harris, and General Dynamics Electronics all working to "get the business." HP's teamwork, determination, and tenacity paid off.

Currently, NASA and Rockwell test each module for repair and/or for calibration by using individual "suitcase" testers. Rockwell's goal is to reduce the cost of testing, to improve the turnaround time of the Shuttle, and to increase the quality of repair.

The HP ATS 2000s will initially be used in Rockwell's Downey, California, facility for nine months for designing test adapters. On-site project management will be provided by the USPC to incorporate the HP ATS 2000s into their testing program. Upon the completion of that phase, the system will be relocated to NASA's Kennedy Space Center for continuing maintenance on the Shuttle fleet.

In addition to manufacturing, integrating, and testing two HP ATS 2000s, HP will develop customer software specific to Rockwell's needs and supply two program development stations for use in test design. The USPC has overall program management responsibility and is managing three value-added businesses (VAB).

The USPC, based in Fullerton, California, and Valley Forge, Pennsylvania, are in business to profitably deliver project management, custom engineering, and VAB management in order to leverage HP standard product sales where a single-vendor solution is required. The USPC operates as one business with two branches and is currently concentrating on the following areas:

- Focus on key markets
- Establish strong linkages with key account team and focused product groups
- Develop USPC deliverables
- Consolidate USPC resources into one business unit
- Maintain and improve financial structure and business controls.

For more information on how to build the Project Center resources into your sales plan, contact:

- Jeff Salzman, Fullerton, 714-472-3059
- Jeff Chamberlain, Valley Forge, 215-666-2231

CUSTOMER SUPPORT

Introducing HP LaserROM: a productivity tool for HP-UX computing

Rick Joshi/ASD

Application Support Division (ASD) introduces HP LaserROM for HP 9000 Series 800 HP-UX systems — a breakthrough information distribution service based on Compact Disc-Read Only Memory (CD-ROM) technology. HP is the *first to market* this exciting technology,

which offers your customers a broad range of documentation and support information for technical and commercial HP-UX computing. DEC and Sun don't have it; neither does anybody else.

HP LaserROM provides system administrators and other support personnel, software developers, and general HP-UX users access to a broad range of documentation and vital support information. Since HP LaserROM is a subscription service, HP mails an updated compact disc to your customers every other month.

HP LaserROM discs hold the equivalent of hundreds of thousands of pages of valuable information. (A CD can store up to 200,000 pages of text — the equivalent of 1,500 floppy discs, 25 linear feet of shelf space, or almost 8 meters of printed information.)

Contents

Each HP LaserROM disc for HP 9000 Series 800 HP-UX holds such information as:

- HP 9000 Series 800 HP-UX user, reference, and programmer's series manuals
- System administrator's series manuals
- Subsystems manuals
- Software status bulletins
- Software release bulletins
- Update notes
- Quick reference product catalog

Benefits

The benefits to customers are enormous. The savings in time and effort made possible by HP LaserROM translate into dramatic productivity gains for your customers. Since HP LaserROM provides cumulative updates every other month, your customers always have access to the latest information. HP LaserROM helps customers find answers, thereby increasing system uptime and responsiveness to end-users. With HP LaserROM, your customers will spend their time *using* information rather than *looking* for it. HP LaserROM runs on the HP Vectra PC or an IBM PC AT and is customer installable.

The starter kit

First-time customers of HP LaserROM for HP 9000 Series 800 HP-UX should order the HP LaserROM for HP 9000 Series 800 HP-UX Starter Kit. It includes all the CD-ROM hardware and software necessary for installation, along with a one-year subscription to HP LaserROM. Customers who have subscribed to the MPE V/MPE XL commercial services and have the CD-ROM and access software need order only the HP 9000 Series 800 HP-UX Subscription Service.

Ordering instructions

To order HP LaserROM for HP 9000 Series 800 HP-UX systems, place a HEART order for the following.

P/N	Description	U.S. list price
50642A	HP LaserROM for Series 800 HP-UX Systems Starter Kit (including a one-year HP LaserROM subscription)	$1,800
50642B + R00	HP LaserROM for Series 800 HP-UX Systems Subscription Service (for renewals or for people who already have MPE V/XL HP LaserROM)	150/ month

HP LaserROM introductory offer

Phil Palmintere/ASD

Application Support Division (ASD) offers your customers, *at no extra charge,* a valuable CD-ROM drive for their HP Vectra PC or IBM PC AT.

The "drive away" program

Customers who order an HP LaserROM for HP 9000 Series 800 HP-UX Systems Starter Kit (P/N 50642A) from July 1, 1988, through December 31, 1988, will receive a one-year HP LaserROM subscription, along with the compact disc drive and associated hardware for their PC at no extra charge.

We are preannouncing that the price of the starter kit will increase effective January 1, 1989, ending the special introductory offer. The price of the renewal service will remain the same.

HP LaserROM runs on an HP Vectra PC or an IBM PC AT. The starter kit includes the compact disc drive, controller card, cable, MS-DOS® extensions to support the drive, installation manual, fast-search retrieval software, and one disc every other month for one year.

The HP LaserROM for 9000 Series 800 HP-UX systems is another industry-leading support service from ASD. It works like any other support contract. It is a unique differentiator for the entire HP 9000 Series 800 HP-UX family for technical and commercial computing. Maximize your sales now. Introduce your customers to HP LaserROM for 9000 Series 800 HP-UX today.

MS-DOS® is a U.S. registered trademark of Microsoft Corporation.

Introducing sales tools for HP LaserROM for HP 9000 Series 800 HP-UX systems

Debbie Holloway/ASD

The following HP LaserROM sales tools are now available:

P/N	Description
5952-6563	Data sheet
5952-6561	Brochure
5952-6562	Flier
5952-6564	Sales training manual
5954-9709	Primer (CD-ROM: The Basics)
5954-9707	Legal Exhibit 18R
5062-5247	Seminar kit for presentations (includes overhead transparencies and script)
HP LaserROM videos	
5010-4642	VHS format
5010-4645	¾-inch Umatic format

Note: In Europe, check with your country support marketing manager for a local language version of the videotape.

Using the HP LaserROM video

Customers will want to see a live demonstration of HP LaserROM. For greatest impact, show the HP LaserROM videotape prior to giving a live demonstration. The videotape can also be shown if you don't have a demo unit available (when you go on site, for example). The videotape replays a taping of a live demo.

Press kit mailing

A press summary was included in the overall HP DAC show press package that was mailed to over 300 publications. A more extensive press kit is being mailed directly to numerous publications. Preliminary response from the press has been positive.

HP LaserROM direct-mail campaign

Your customers will receive a focused flier to introduce them to the valuable special promotion (a compact disc drive at no extra charge when they buy a one-year subscription). This piece reinforces the features, advantages, and benefits of this breakthrough productivity tool for HP-UX computing, which customers learned about at DAC, INTEREX, and in the press.

Field demo units

CD-ROM drives for the HP LaserROM services are already available at many field offices worldwide, since they were shipped as part of the HP LaserROM MPE V/MPE XL services. Check with your district AEO manager for demo unit availability.

Invite your customers in for a demonstration, and ask them for an order today.

Competitive response to Sun: cost of ownership

John Koskinen/ASD

An Application Support Division (ASD) program is being put into place in a competitive response to Sun Microsystems. The program offers a price reduction for AMS and RCS coverage of about 6 percent for the HP 9000 Series 300 HP-UX systems plus a deep discount option on additional system coverage for workstations in a discless node cluster.

The new discless node cluster option acts in a similar way to the current Additional System Coverage option: V00.

The new discless node cluster, Option Y00, is priced at $20 per month. The customer orders as many Y00 options as there are discless workstations in the cluster connected to the centrally supported server workstation.

This competitive program is effective June 1988.

The price decreases will be on the June Corporate Price List (CPL). The Y00 option will be on the July CPL but can be ordered in June with special instructions sent to AEO contract administrators.

The Y00 option is only available on the Programming Environment License and the HP-UX 6.0 bundle (includes the Programming Environment):

P/N	Description	U.S. list price per month
HP 98594L + Y00	Additional system coverage for 6.0 bundle workstation in a discless node cluster PE, AXE 2 User, NS/ARPA, and NFS	$20
HP 98597L + Y00	Additional system coverage for programming environment in a discless node cluster	20

The HP-UX 6.0 software support products affected by June CPL changes are listed below.

P/N	Description	U.S. list price per month
98594L + H22	Response Center Support for HP-UX bundle software updates on cartridge tape.	$170
98594L + T22	Account Management Support for HP-UX bundle software updates on cartridge tape.	330
98594L + V00	Additional system coverage for HP-UX bundle	75
98594L + V22	Additional system coverage for HP-UX bundle software updates on cartridge tape.	95
98594L + W00	Extended Software Materials subscription for HP-UX bundle	20
98594L + W22	Extended Software Materials subscription for HP-UX bundle. Software updates on cartridge tape.	35
98515L + T22	Account Management Support for HP-UX AXE two-user software updates on cartridge tape.	75
98515L + T45	Account Management Support for HP-UX AXE two-user software updates on 3½-inch dual discs.	75
98595L + H22	Response Center Support for HP-UX AXE 16-user software updates on cartridge tape.	60
98595L + H45	Response Center Support for HP-UX AXE 16-user software updates on 3½-inch dual discs.	60
98595L + T22	Account Management Support for HP-UX AXE 16-user software updates on cartridge tape.	115

P/N	Description	U.S. list price per month
98595L + T45	Account Management Support for HP-UX AXE 16-user software updates on 3½-inch dual discs.	115
98596L + H22	Response Center Support for HP-UX AXE 32-user software updates on cartridge tape.	80
98596L + T22	Account Management Support for HP-UX AXE 32-user software updates on cartridge tape.	145
98597L + H22	Response Center Support for HP-UX PE software updates on cartridge tape.	140
98597L + H45	Response Center Support for HP-UX PE software updates on 3½-inch dual discs.	140
98597L + S22	Software Materials Subscription for HP-UX PE software updates on cartridge tape.	65
98597L + S45	Software Materials Subscription for HP-UX PE software updates on 3½-inch dual discs.	65
98597L + T22	Account Management Support for HP-UX PE software updates on cartridge tape.	300
98597L + T45	Account Management Support for HP-UX PE software updates on 3½-inch dual discs.	300
98597L + V00	Additional System Coverage for HP-UX PE	55
98597L + V22	Additional System Coverage for HP-UX PE software updates on cartridge tape.	65
98597L + V45	Additional System Coverage for HP-UX PE software updates on 3½-inch dual discs.	65

For additional information about this competitive response program, contact John Koskinen, HP-UX support product manager, HP Desk 50000/40, 415/Telnet 691-5526.

HP 9000 Models 825/835 HP-UX support services

John Koskinen/ASD

With the introduction of the HP 9000 Model 835 and the creation of the HP 9000 Models 825 and 835 class of HP-UX systems, support services follow the product class structure.

The HP 9000 Model 825 support services of AMS, RCS, and SMS now apply to both Models 825 and 835 operating system, subsystems, languages, and database. The Corporate Price List (CPL) descriptions have been updated to reflect that Model 825 support services apply to both Models 825 and 835.

AMS, RCS, and SMS are ordered simply by using the Model 825 option for the operating system. Subsystem support uses Models 825 and 835 SPU set of numbers for languages, graphics, and database.

The best source of support information for the HP 9000 Series 800 class of HP-UX systems, until the support configuration and price guide is released, is the HP 9000 Series 800 Computer System Price Guide (P/N 5951-6802D).

New tool for selling support: AIP guide

Maurice Liang/ASD

The new Application Implementation Process (AIP) guide, developed jointly between Application Support Division (ASD) and field sales, is a sales tool that can make it easier for you to sell support to your customers while gaining additional account control. The AIP guide is a single-page sales piece that describes the process of implementing a computer-aided application from a customer's point of view.

Having the right support can mean the difference between a satisfied or an unhappy customer. In many mar-

kets, HP provides support services that our competitors can't or don't offer. The AIP guide can help you turn support into a competitive advantage.

Educating the customer on support needs

Many inexperienced customers don't realize what is involved in implementing a computer-aided application in their work environment. Implementation issues such as file structure, who should be involved, and how the system should be maintained will occur regardless of the vendor. Use the AIP guide to bring these issues out in the open and raise the awareness of customers to look at their overall solution needs, not just features of the system. If customers agree with the process, they will look to you for guidance since it is *your* process. This can help you gain additional account control.

Presenting support needs early in the budgeting cycle

Customers told us that they would be more inclined to purchase support if the needs and costs were presented to them early on in the buying process. The expense could then be included while the budget was still flexible. Setting the right expectations up-front can make it easier to include support when it comes time to close the sale.

Taking the offense with support

Use the AIP guide to challenge customers to find out what the competition offers as part of the total solution. By relating their needs to HP's support services, such as HP-ASSIST, Installation Services, or Response Centers, you have the advantage of being specific about what support the customer will receive. Many vendors do not have structured support services; use this to your advantage.

Pointing out the benefit of proactive support

Competitors sometimes claim to offer "free" support, which often means when customers have a problem, the vendor will help them solve it. The disadvantage is that customers must wait until they have a problem before they get support. With support services such as HP-ASSIST and project services, HP helps the customer plan ahead to avoid the problems in the first place.

Application Implementation Process

This Application Implementation Process highlights the key steps that need to be considered to successfully integrate computer-aided technology into a work environment.

Hewlett-Packard offers full support for our hardware and software to ensure that your HP system is a solution to meet your needs.

Careful and thorough up-front planning will help you:

- **Be prepared** to integrate new technology into your environment
- **Avoid the risk of unknowns** along the way that could lead to costly delays
- **Reduce overall cost** of ownership through efficient and effective use of the system from the beginning

The Implementor's Process:	1 Identify Needs	2 Define Requirements	3 Evaluate Solutions	4 Select Solution	5 Plan Implementation	6 Implement System	7 Operate System
Actions:	■ Form business team ■ Review business plans ■ ID business goals ■ ID financial goals ■ Assess budget ■ Assess present status ■ Set time frames	■ Define functional specification ■ Assess in-house capabilities ■ Create Request for Proposal ■ Contact reference accounts. ■ Survey vendors	■ Develop alternate solutions ■ Evaluate vendor reputation and best long term fit ■ Compare vendor product and support solutions	■ Select solution with best fit and ROI	■ Develop implementation plan and schedule ■ Assess organizational and procedural impact ■ Identify resources ■ Train users ■ Install/test system	■ Setup new procedures and standards ■ Coordinate inter-department operations ■ Transition to new process	■ Maintain & backup system ■ Monitor productivity ■ Update software ■ Customize system for specific needs ■ Link system to new applications
How HP Can Support You:	■ Business Fit Analysis	■ Application Fit Analysis ■ Provide reference accounts	■ Profit Improvement Proposal ■ Present and demonstrate HP's solutions ■ Preliminary education ■ Present financial alternatives		■ Pro-active planning ■ Experienced guidance ■ Education/training ■ System installation ■ Network planning ■ Checklists, forms, guidelines, & other tools ■ Project Management	■ On-site assistance ■ Custom training	■ Application customization ■ Advanced concepts training ■ Maintenance ■ Phone-in support ■ Software updates
Notes:							

How to get your copy of the AIP guide

Although the AIP was originally developed for use in the ME-CAD market, it has been successfully applied in other areas, such as test and measurement and medical. The guide does not mention any particular computer-aided application and, in general, is applicable to any application. You can order English copies of the AIP guide from the Literature Distribution Center by sending a desk message to "Lit Order" and requesting P/N

5954-9714. The AIP guide is also available in German (contact Albrecht Achilles in Germany) and Japanese (contact Akio Tsubouchi at YHP).

A videotape, targeted at the ME-CAD market, explains the use of the guide and is available by placing an order through HP Desk with Marion Holzman at ASD and specifying P/N 870415V for VHS or P/N 870415U for Sony Umatic format.

Marketing & Support News

Network support ads launched
Paula Hays, Brian Tademy/CSO

For the U.S. only

Customer Support Operations (CSO) initiates an advertising campaign in July that highlights our broad network support solutions.

Program overview

The primary objective of this "What If" advertising campaign is to increase awareness of HP as a leading provider of multivendor support. A secondary objective is to telemarket customers who call the ad's 800 telephone number and to send qualified leads to the AEO and CEO for sales follow up.

The target audience for the ad is DP/MIS managers and networking managers in medium- to large-size companies. This audience could include HP prospective customers as well as installed base accounts. Other ad specifics are listed below.

- Ad run dates: July through October 1988
- Magazines: *CommunicationsWeek* and *Network World*
- Literature offered: network support brochure and related data sheets

The support products covered in this benefit-oriented ad include: Network Planning and Design, Network Startup, Network Prepare, Network Operations, and NetAssure.

Lead qualification

The Customer Information Center (CIC) will manage the lead qualification portion of the ad campaign and be responsible for mailing literature, telemarketing prospects, and distributing well-screened leads. Ad respondents who call the CIC's 800 telephone number will be screened to determine the caller's decision-making capabilities, budget, and purchase time frame. The AEO and CEO will be involved in determining this screening criteria and training the CIC telemarketing team. All those who call HP will receive the network literature packet. However, only prospects and customers who meet the field-developed criteria will be sent to the area Network Champions for sales follow up and win/loss reporting. Metrics will be tracked on each qualified lead to determine the conversion to sales rate and to collect other quantitative input on the process.

Reprints of this support ad will be distributed to the AEO and CEO in early July. For further information about this important network support advertising program or the CIC lead qualification project, contact Paula Hays at 408/Telnet 865-6401 or HP Desk 5050/05.

MPE XL migration course update
Vicki Ludwick/ASD

"Moving from MPE V to MPE XL" classes for 900 Series HP 3000 migration customers have undergone some changes and additions in order to meet the needs of a broader range of migration customers.

New classes for system operators

Two new learning products have been developed for migration system operators. The first, a self-paced tutorial called, "MPE V to MPE XL: Getting Started, Volume 2" (P/N 30367-90002), is part of the FOS manual set shipped with every 900 Series HP 3000. Since it gives students the ability to learn about basic system commands on their own, the subsequent classroom course has been shortened, saving them money. The manual can also be ordered separately from Direct Marketing Division (DMK) if additional copies are needed. Before attending "Moving from MPE V to MPE XL: System Operator," students will be required to read Chapters One through Three, plus Appendix A, and do the exercises.

The second learning product is a two-day class called, "Moving from MPE V to MPE XL: System Operator." It follows the self-paced tutorial and focuses on operational differences between MPE V and MPE XL. Special emphasis is given to startup and backup as well as to the

Initial System Loader. Price is $500 (U.S. list) per person (P/N 31117A). It is effective on the July 1, 1988, Corporate Price List (CPL).

System managers

"Moving from MPE V to MPE XL: System Manager" has been increased from three to four days. The extra day will give customers more time to do important labs and exercises. Modules have also been updated to include new operating system functionality. The price stays at $900 (U.S. list) per person (P/N 31110B). It is effective on the July 1, 1988, CPL.

Programmers

Additional topics have been added to "Moving from MPE V to MPE XL: Application Programmer." These include modules on the new and changed intrinsics and the Switch Subsystem. Topics more relevant to advanced programming have been removed and will be included in an advanced course at a later date. The price stays at $1,100 (U.S. list) per person, and the length is four days (P/N 31114B). This is effective on the July 1, 1988, CPL.

Advanced course to be obsoleted

The advanced programmer course, "Moving from MPE V to MPE XL: Advanced Programmer" (P/N 31115A) will become obsolete on the August 1, 1988, CPL, since many topics in this course have been added to 31114B. A new advanced topics course will be developed at a later date.

Set your customers' expectations

These classes are designed to help experienced MPE V customers understand the differences between MPE V and MPE XL and the new functionalities. Customers *will not* learn how to migrate their applications in class. They *will* learn the skills they need to be successful with their system.

Please check with your local education center for the latest information on datasheets and course availabilities.

Promotion programs and special offers announced in Computer News *may not be valid outside of the U.S. Before promotions are valid in other countries, they must be announced by the Country Marketing Organizations.*

HP Vectra PC Quantity Discount Promotion ends July 31

Dave Witherow/PCG

For the U.S. and Intercon only

July is the last month to take advantage of the HP Vectra PC Quantity Discount Promotion. This promotion, ending July 31, 1988, allows customers to receive additional discounts — above their normal purchase agreement discount — of 2 to 8 percent for volume purchases of HP Vectra PCs. Exact discount varies according to quantity and model purchased.

Qualifying SPUs

The qualifying products list for this promotion includes the new 3½-inch and VGA-based HP Vectra PC bundles. These new bundles have replaced the EGA and multimode bundles, which have been removed from the promotion's eligible products list. The new qualifying products list is listed below.

- HP Portable Vectra CS PC
- HP Portable Vectra CS PC Model 20
- HP Vectra CS PC Models 10, 15, 16, 20, 26, and 27
- HP Vectra ES PC Models 10, 15, 20, 26, and 27
- HP Vectra ES/12 PC Models 10, 15, 20, 26, 27, 40, 46, and 47
- HP Vectra RS/16 PC Models 40, 100, and 106
- HP Vectra RS/20 PC Models 40, 100, 106, 150, 300, and the Power User Model

For complete information on whether your customers may be eligible for this promotion, please refer to the November 15, 1987, and February 1, 1988, issues of *Computer News,* or the HP Vectra PC Quantity Discount Promotion data sheet, P/N 5956-4330.

<div style="text-align: right">GENERAL</div>

HP 260 supports affordable data storage

Manfred Behrends/CSB

The new HP 9153C disc drive provides low-cost, data-storage capacity with high reliability and optional micro-floppy drive. The following disc drives will be supported on the HP 260 Series 30 and 40 with the operating system revision B.09.00:

P/N	Opt.	Description
9153C	020	20-Mbyte hard disc with 3½-inch microfloppy
9153C	021	20-Mbyte standalone hard disc
9153C	040	40-Mbyte hard disc with 3½-inch microfloppy
9153C	041	40-Mbyte standalone hard disc

Note: HP-IB interface is required.

The HP 9153C will replace the HP 9153A/54B disc drives (discontinued as of July 1, 1988), as well as the HP 9133/34L disc drives (discontinued as of April 1, 1988).

Microfloppy capacity and media compatibility

The HP 9153C disc drive is available with an integrated 2-Mbyte (1.26-Mbyte formatted) floppy drive at no price increase over its 0.7-Mbyte formatted predecessor. The HP 9153C supports the same data format — not IBM compatible — as on the microfloppies of the previous 20- and 40-Mbyte models. Existing 1-Mbyte customer media may be used with confidence in the HP 9153C, although 2-Mbyte media is required to obtain the increased capacity storage.

Disc drive selection — which one fits with the HP 260?
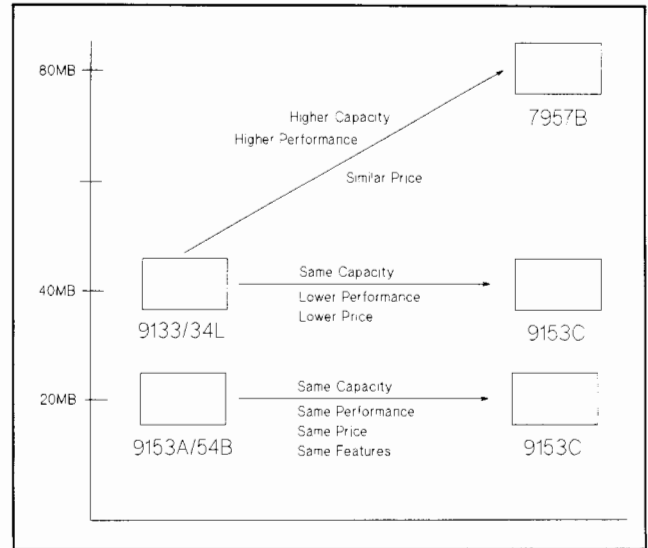
The 20-Mbyte version of the HP 9153C has the same capacity, performance, and price as the HP 9153A/54B disc drives but provides almost doubled microfloppy capacity and improved reliability. Those customers requiring more data-storage capacity will now have the option to prioritize price and performance.

- The HP 9153C disc drive with 40-Mbyte storage capacity offers a low-cost/low-performance solution. Performance profile tests performed on the HP 260 have indicated a 10-40 percent lower performance depending on the number of records transferred when compared to the previous 40-Mbyte disc. However, the impact of the overall performance is application dependent and should be determined with a typical application. Internal application tests have shown a 10 percent lower overall performance compared to the previous 40-Mbyte disc.

- The HP 7957 disc drive offers a higher capacity and performance at an attractive price. Get 81-Mbyte capacity for a similar price of a 40-Mbyte HP 9134L disc drive.

New HP 7957B/58B disc drives supported on HP 250/260

Manfred Behrends/CSB

The new HP 7957B and 7958B disc drives with capacities of 81 Mbytes and 152 Mbytes are immediately supported on HP 250/260 systems running the latest operating-system software B.09.00. System support is summarized in the table below.

System	Operating system release
HP 250 (P/N 45260A)	B.09
HP 260 (P/N 45261D)	B.09
HP 260 (P/N 45070A/45072A)	B.09
Performance upgrade (P/N 45261AH)	B.09

A significant performance increase at a breakthrough price makes these disc subsystems best suited for HP 260 applications where high capacity coupled with high speed is a must.

To take advantage of these benefits and to allow a reliable backup of the full disc capacity at the same time, we will reduce the disc size of the HP 7958B to 132 Mbytes when connected to an HP 260. With availability of a new backup mechanism scheduled for the end of this year, the full capacity of 152 Mbytes can be utilized.

New HP 260 operating system software available

Manfred Behrends/CSB

The new version of the HP 260 operating system software, B.09.00, has been released. The B.09 Express Program puts the operating system on everyone's desk with magic speed, provided that there is the appropriate internal contract or a contract of type 45230B T22, H22, or S22. Owners of contracts for media other than cartridge will receive the new operating system software according to the standard procedure.

Customer shipments of B.09.00 with every HP 260 Series 30 and 40, as well as with the Turbo Field Upgrade, will start in the first half of July.

Many new peripheral devices will also be supported in their full functionality with the new operating system, including the following:

- HP 7957B/58B disc drives
- HP 9153C disc drives
- HP DeskJet printer
- HP 700/92 terminals
- HP Vectra PC family (Portable CS, CS, ES, RS)

Please refer to the other articles in this issue for more information.

The operating system can also be ordered separately as of July 1, 1988, under the following product number:

P/N	Description	U.S. list price	Factory base price
45265F	Latest O.S. revision on tape cartridge	$770	$750
Opt. 041	Software on 8-inch media		
Opt. 045	Software on 3½-inch media		
Opt. 252	French user documentation		
Opt. 253	German user documentation		
Opt. 256	Spanish user documentation		
Opt. 257	Italian user documentation		

A standard manual set reflecting the many improvements to B.09.00 is included.

HP 260 supports HP DeskJet printer

Manfred Behrends/CSB

The HP DeskJet printer, a personal-convenience printer that produces laser-quality output for under $1,000, is supported on the HP 260 Series 30 and 40 with the operating system B.09. This product features 300 dots per inch (dpi) resolution, merged text and graphics, multiple fonts, two slots for font or personality cartridges, 120

›cps letter-quality speed, built-in, cut-sheet feeder for common office paper, desktop design, and quiet operation.

With excellent print quality, ease of use, and a break-through price, the HP DeskJet printer makes an excellent complementary business partner to the HP 260 computer family.

The HP DeskJet printer is configured with a Centronics parallel and a serial RS-232-C interface as standard equipment (no HP-IB is offered). It is supported on the HP 260 systems Series 30 and 40 with RS-232-C interface.

System	Operating system release	Interface
HP 260 Series 30	B.09	RS-232-C
HP 260 Series 40	B.09	RS-232-C

HP 3000 MPE V/E systems support HP 7980XC tape drive

Robert Hamilton/CSY

Commercial Systems Division (CSD) announces support for the new HP 7980XC high-performance streaming tape drive on MPE V/E systems. The HP 7980XC is the first streaming tape drive in the industry with an advanced method of data compression built into the tape drive electronics. Depending on file size and structure, standard ½-inch tape reels can now hold two to five times more data than previously possible. The extra capacity leads directly to significant time savings for backup, as fewer reels are loaded, rewound, and handled. Since so much data can potentially be written on one tape, it may be possible to perform full backups on small systems without an operator. Daily partial backups of large systems may also be performed unattended.

HP's highest performance backup solution is provided by teaming one or more HP 7980XC tape drives with TurboSTORE software allowing data to be written to one or more tape drives simultaneously. The HP 7980XC with TurboSTORE can dramatically reduce backup times for large systems.

The HP 7980XC tape drive is supported on MPE V/E UB-Delta-3 (G.02.03) and later versions. The maximum configuration is four tape drives per system with the

exception of the MICRO 3000, which will support two tape drives. Keep in mind that as system needs grow, installed HP 7979A and 7980A tape drives can be upgraded on-site to the HP 7980XC.

For MPE XL systems, the HP 7980A will be supported on MPE XL Version 1.1. Support for the HP 7980XC is planned for MPE XL systems in the first half of 1989.

HP 3000 MPE V/E systems support Asian line printer

Robert Hamilton/CSY

Commercial Systems Division (CSY) announces support for the first line printer in the world capable of supporting four different Asian languages. With a maximum speed of 330 lines per minute (lpm) in draft mode, the HP C1200A Asian line printer is one of the fastest impact dot matrix line printers in the Asian market, as well as the first impact line printer with speeds over 300 lpm capable of printing traditional Chinese and Korean. The standard HP Roman8, Line Draw, and Math character sets are also included in all printers, as well as graphics capability in 90 x 90 or 180 x 180 dots per inch modes. Because the HP C1200A uses HP's Printer Command Language (PCL), it is compatible with the HP 256X series line printers when using applications that support the Roman8, Line Draw, or Math character sets.

The HP C1200A Asian line printer is supported on MPE V/E systems with UB-Delta-3 (G.02.03) and later versions via ATP (RS-232 and RS-422) and HP 2334A Stat-MUX configurations. Use the following matrix to determine maximum number of supported printers on each system:

HP 3000 system	Total printers
Series III, 30, 33	Not supported
MICRO 3000, MICRO 3000LX, GX	3
Series 37	3
MICRO 3000XE, Series 4X, 5X, 6X 70	8

HP C1200A Asian line printer limitations
No modem support
No ADCC support
Supported in Asia only

OFFICE SYSTEMS

New Information Access capabilities provide additional sales opportunities

Kyle Murphy/OSD

Information Access is the component of Business System Plus designed to improve business processes associated with data retrieval, manipulation, and transformation. Information Access has recently been enhanced to allow your customers to apply this tool to a much wider range of these process problems. This means you will have a wider range of opportunities to sell Information Access. This latest version of Information Access (A.04.00) will ship on V-Delta-3 in August 1988.

Information Access supports file access

In addition to IMAGE and TurboIMAGE data sources on the HP 3000, Information Access can now read the following files: KSAM (keyed sequential access method), BRW/IRF (Business Report Writer/Intermediate Report Files), and flat MPE files (Binary and ASCII Files). In addition to the ASCII, SD, and VisiCalc® DIF file formats already supported, users will now be able to output information to Binary MPE files and BRW/IRF files.

New personal computer data sources

Information Access can now exchange data with the industry's leading PC databases, Ashton-Tate's® dBase III® Plus and Microrim's® R:base™ for DOS. Information Access can also read and write data used in two leading PC spreadsheets, Lotus® 1-2-3® and Lotus® Symphony®. This allows Information Access to retrieve data from products that use these standard data types.

It will also provide a powerful query interface to Lotus 1-2-3 and Symphony spreadsheets to complement these products' own interfaces. In addition, end users can use these products to create their own data tables on the personal computer for uploading to the HP 3000.

Simplified command files for business managers

New powerful capabilities in the Information Access command files allow your customer's MIS staff to automate common tasks to make it easy for business managers to log on to data sources. Business managers can be prompted for passwords during log on and be taken directly to the particular Information Access screen they want to work with. Support of basic serial connection files will allow log on to data sources over complex connections.

Information Access rides the HP NewWave environment

Information Access will now work in the HP NewWave environment. Also, Information Access now runs in MS®-Windows 2.0 as a context-switchable program. End users will be able to move easily from data retrieval to further analysis. Simultaneous use of several applications including Information Access will be smooth and seamless. Sophisticated technology for sophisticated decision makers.

New performance partner for Information Access

Information Access has a new performance partner. Information Access now supports use of IMSAM keyed sequential access to IMAGE databases that have been keyed using Dynamic Information Systems Corporation's OMNIDEX Information Management System. This is a great feature for customers who are performance sensitive. This capability allows Information Access to sort or query against indexes or titles within the data (keyed reads) in place of serial reads, which search each data item in the database. The impact of keyed reads is significant improvement in response time and CPU utilization.

BRW and Information Access alliance

The ability of Information Access to read and write to BRW/IRF means a powerful new product combination. Users can use the ad-hoc query capabilities of Information Access to access the same data used by BRW in generating routine reports. Users will not have to rekey data from BRW reports into PC applications. BRW is the MIS tool used to *push* routine structured data out to managers and professionals; Information Access is the end user tool to *pull* ad-hoc data into the manager's workstation for additional analysis.

These powerful enhancements provide you with yet another reason to talk to your customers about Information Access. A new sales guide is on the way to help you better understand these enhancements. The sales guide will contain several Profit Improvement Proposals and an overview of selling Information Access consultatively. Existing Information Access customers on support contracts will be receiving the A.04.00 version as part of their normal SMS support updates in August. See the new Information Access sales guide or talk to your sales center engineer for additional information.

VisiCalc® is a U.S. registered trademark of Lotus Development Corporation. Ashton-Tate® is a U.S. registered trademark of Ashton-Tate Corp. dBase III® is a U.S. registered trademark of Ashton-Tate Corp. Microrim® is a U.S. registered trademark of Microrim, Inc. R:Base™ is a U.S. registered trademark of Microrim, Inc. Lotus®, 1-2-3®, and Symphony® are U.S. registered trademarks of Lotus Development Corporation. MS-Windows® is a U.S. registered trademark of Microsoft Corp.

Moving HP LaserJet printers into the IBM mainframe marketplace

Steve Fletcher/BPR
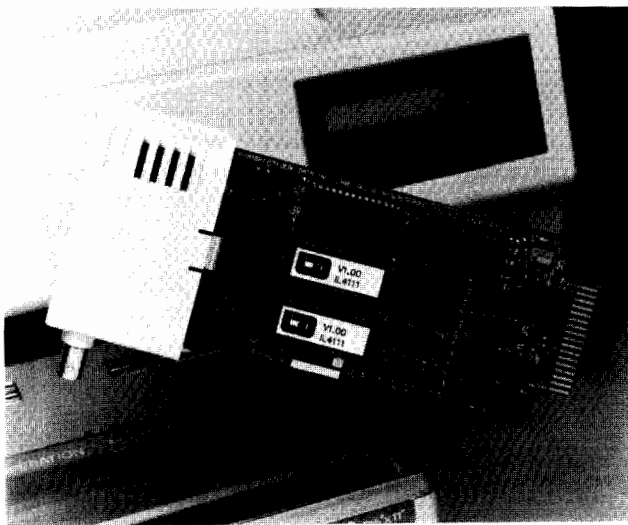
Now you can penetrate the $1.3 billion IBM 3270 printer marketplace with the HP LaserJet Series II printer. Local Data, Inc., recently announced NEWPORT, a miniaturized protocol converter that plugs into the HP LaserJet printer to provide direct connection to IBM mainframe systems.

Until now, the IBM 3270 printer market has been dominated by IBM, yet the mainframe giant does not offer a cost-effective desktop printer for the IBM 3270 environment. The HP LaserJet Series II printer now addresses the user need for a fast, quiet, compact printing solution for dedication to one or several desktop terminal users. With millions of IBM 3270 terminal connections established worldwide, the desktop opportunity for HP LaserJet printers is immense.

NEWPORT slips into the optional I/O slot found at the rear of the HP LaserJet Series II printer and, for most applications, works "right out of the box" — no reprogramming of host software is required for immediate IBM 3287 printer emulation.

Local Data worked closely with HP engineers for over a year to specify, design, and test the interface, which consists of a single PC board with attached high-impact plastic casing. Coaxial cabling is used to establish the IBM 3270 connection.

NEWPORT is available from stock for $895 (U.S. list), Local Data P/N 301-0080-01. The price includes a comprehensive manual organized for use by both users and systems programmers.

Local Data is producing a standalone version of NEWPORT which will operate with all HP LaserJet printers, including the 20ppm LaserJet 2000 printer.

Domestic dealer and end user inquiries

> Local Data, Inc.
> 2771 Plaza Del Amo
> Torrance, CA 90503
> Attn: Sales Dept.
> 213-320-7126 Phone
> 213-618-0386 Facsimile
> TLX 182518

International distributor and dealer inquiries

> Local Data U.K.
> 696 Stirling Road
> Slough, Berks
> England SL1 4ST
> Attn: David Guthrie
> 0753-76537 Phone
> 0753-525211 Facsimile
> TLX 851-94011143 LDUK G

Local Data editorial contact is David Knight at 213-320-7126.

Also in this issue

DESKTOP

HP Vectra PC: lower price on 40-Mbyte disc drive

Darcy Sixt/PCG

Effective July 1, your customers will pay $200 less for an HP Vectra PC 40-Mbyte hard disc drive.

P/N	U.S. list price	
	Old	New
D1297A	$1,495	$1,295

In addition, your customers can now add a second 40-Mbyte hard disc drive to their HP Vectra ES and RS PCs.

With this new lower price and increased functionality, you can be more competitive than ever.

New Microsoft MS-DOS 3.3 for the HP Vectra PC

Miles Mikasa/PCG

The U.S. versions of the new Microsoft® MS®-DOS 3.3 for the HP Vectra PC are on the July 1 Corporate Price List (CPL) and have a U.S. list price of $120 (factory base price, $115). The product numbers are 45951D (for 5¼-inch discs) and 45951E (for 3½-inch discs). Localized versions are planned for September 1 CPL.

MS-DOS 3.3 is the latest version of Microsoft's operating system for personal computers. It is a superset of MS-DOS 3.2 and is an evolutionary step in the life of MS-DOS. It includes enhancements that:

- Improve the speed of disc file access
- Increase flexibility to support non-English languages
- Allow hard disc partitioning from within MS-DOS (HP's MS-DOS 3.2 kit has a Multi-Voluming Utility that performs the same function).
- Make it easier to shift control between batch files

HP's MS-DOS 3.3 offers value beyond the standard MS-DOS product. HP pluses include the Personal Applications Manager, File Manager, Multiple Character Set Utilities, and support for the HP Touchscreen 710-Kbyte flexible disc format.

Orders for the HP Vectra RS/20 Power User PC (D1606B) shipped on or after July 1 (September 1 for localized systems) will include this new operating system.

The HP Vectra PC MS-DOS 3.2 products (45951BX for 5¼-inch discs and 45951CX for 3½-inch discs) will be discontinued on January 1, 1989.

Affected products

New MS-DOS 3.3 versions on July 1 CPL	
P/N	Country
With 5¼-inch discs	
HP 45951D	U.S.
With 3½-inch discs	
HP 45951E	U.S.

Note: The localized MS-DOS versions are planned for September 1, 1988, CPL

MS-DOS 3.2 versions obsolete January 1, 1989	
P/N	Country
With 5¼-inch discs	
HP 45951B	U.S.
HP 45951BD	Germany
HP 45951BE	Spain
HP 45951BF	France
HP 45951BH	Netherlands
HP 45951BM	Latin America
HP 45951BN	Norway
HP 45951BP	Switzerland-German
HP 45951BQ	Switzerland-French
HP 45951BS	Sweden
HP 45951BU	United Kingdom
HP 45951BW	Belgium
HP 45951BX	Finland
HP 45951BY	Denmark
HP 45951BZ	Italy
With 3½-inch discs	
HP 45951C	U.S.
HP 45951CD	Germany
HP 45951CE	Spain
HP 45951CF	France

MS-DOS 3.2 versions obsolete January 1, 1989	
P/N	Country
HP 45951CH	Netherlands
HP 45951CM	Latin America
HP 45951CN	Norway
HP 45951CP	Switzerland-German
HP 45951CQ	Switzerland-French
HP 45951CS	Sweden
HP 45951CU	United Kingdom
HP 45951CW	Belgium
HP 45951CX	Finland
HP 45951CY	Denmark
HP 45951CZ	Italy

Microsoft® and MS®-DOS are registered trademarks of Microsoft Corporation

MS-DOS 3.1 discontinued

Miles Mikasa/PCG

All versions of MS-DOS® 3.1 for the HP Vectra PC (HP 45951AX) have been removed from the June 1, 1988, Corporate Price List (CPL). The exception is the 45951AV (Arabic) version of MS-DOS 3.1, which will remain on the CPL because it does not have an MS-DOS 3.2 or 3.3 replacement.

For customers of U.S. English systems, we recommend MS-DOS 3.3 (HP 45951Dx); for customers of other language systems, we recommend MS-DOS 3.2 (45951Bx). MS-DOS 3.3, U.S. version, is on the July 1, 1988, CPL. Localized versions of MS-DOS 3.3 are planned for the September 1 CPL. (See related story on MS-DOS 3.3.) MS-DOS 3.2 has been available in all localized versions since October, 1987.

The MS-DOS Programmers' Reference (HP 45962A), will also become obsolete beginning with the June 1, 1988, CPL because it is for programmers using MS-DOS 3.1. The replacement product is the MS-DOS 3.2 Programmers' Reference (P/N 5061-8971) and is available through Direct Marketing Division (DMK).

Affected products

MS-DOS 3.1 versions obsolete June 1, 1988	
P/N	Country
HP 45951A	U.S.
HP 45951AD	Germany
HP 45951AE	Spain
HP 45951AF	France
HP 45951AH	Netherlands
HP 45951AM	Latin America
HP 45951AN	Norway
HP 45951AP	Switzerland-German
HP 45951AQ	Switzerland-French
HP 45951AS	Sweden
HP 45951AU	United Kingdom
HP 45951AW	Belgium
HP 45951AX	Finland
HP 45951AY	Denmark
HP 45951AZ	Italy
HP 45962A	MS-DOS (3.1) Programmers' Reference

Microsoft Windows Development Kit discontinued

Miles Mikasa/PCG

The Microsoft® Windows Development Kit (P/N 45943A), used by software developers to write applications to run on Windows 1.03, has been removed from the June 1, 1988, Corporate Price List (CPL). HP now distributes Windows 2.0, which works with applications developed with the Microsoft Windows 2.0 Development Kit. Customers should purchase the Windows 2.0 Development Kit directly from Microsoft.

Customers who have purchased the Windows Development Kit from HP expecting it to support Windows 2.0 applications should send the card that came with the product to Microsoft. Microsoft will send ordering information for the upgrade.

Customers who want to use the Windows 2.0 Development Kit with HP's version of Windows 2.0 will need a special utility. Please have these customers contact their local HP sales and service office for details.

New video extension cables

Kari-Lee Bordsen/RTD

Ever have problems with video cables not being long enough to place your monitor at a desired distance from the PC box? Do you have a floorstand PC that you would like to hide under your desk but find the video cable length too short? What about a classroom setting, where the monitor cannot be placed at a viewing location with the standard video cable length?

Roseville Terminals Division (RTD) introduces a 2-meter EGA and a 1.5-meter VGA extension cable to address these inconveniences. The following products will be listed on the July 1 Corporate Price List (CPL):

P/N	Description	U.S. list price
D1030A	EGA 2-meter video extension cable	$39.95
D1184A	VGA 1.5-meter video extension cable	60.00

The EGA cable has 9-pin connectors at each end, whereas the VGA cable has the new video standard 15-pin connectors. A VGA extension cable is included in each PC kit for the HP Vectra RS PC, but for additional cables, you can order the standalone product above.

Technical reference manual available for the HP Vectra CS PC

Eric Lewis/PCG

The HP Vectra CS PC Technical Reference Manual is now available. This comprehensive guide contains detailed technical information on the HP Vectra CS PC's hardware and system firmware. Areas covered include hardware specifications, system schematics, timing diagrams, and the BIOS programming interface.

The HP Vectra CS PC Technical Reference Manual (P/N D1100-90001) is available from HP Direct for $75 (U.S. list).

Also in this issue

MARKETING NEWS

Technical Computer Group Sales Center Contacts

Cupertino Sales Center

Sales Response Center 408-257-8811
Routine calls 8:00 a.m. -5:00 p.m.
408/Telnet 447-XXXX

Manager:	Tim Haney	ext. 1171

Neely Regional Support

Manager:	Gina Cassinelli	ext. 1622
Secretary:	Lee Ann James	ext. 1625
Neely Support:	Sarah Cooper	ext. 1132
	Craig Ledo	ext. 1114
	Dave Martinez	ext. 1714
Big Deals:	TBH	

Southern Regional Support

Manager:	Gina Cassinelli	ext. 1622
Secretary:	Lee Ann James	ext. 1625
Southern Support:	Jeff Bloch	ext. 7324
	Suzanne Doughty	ext. 0009
	Barbara Schramm	ext. 1245
Big Deals:	TBH	
Staff:	Terry Kitagawa	

Eastern Regional Support

Manager:	David Fastenau	ext. 1175
Secretary:	Karen Benjamin	ext. 1624
Eastern Support:	Sabine Bossaert	ext. 7046
	Alfred Canal	ext. 1120
	Alan Falk	ext. 1151
European Support:	Doug Denny	ext. 1626
	Raymond Yee	ext. 1300
Big Deals:	Greg Kleiman	ext. 1115
	Michael Linderman	ext. 1201
Staff:	Kurt Nielson	

Midwest Regional Support

Manager:	David Cobleigh	ext. 1128
Secretary:	TBH	ext. 1289
Midwest Support:	Nancy Auffenberg	ext. 1115
	Matt Maki	ext. 1250
Intercon Support:	Debbie Ledbetter	ext. 0008
	Jeff Shen	ext. 1251
SEEDs:	Jeff Caldwell	
	Brian Flock	
	JB Kuppe	

Fort Collins Sales Center

Sales Response Center 303-229-2600
Routine calls 8:00 a.m. -5 p.m.
303/Telnet 229-XXXX

Manager:	Tim Haney	ext. 3995
Secretary:	Linda Hoffman	ext. 3990

Neely Regional Support

Manager:	Jack Oliphant	ext. 4505
Secretary:	Alfreda Mullins	ext. 4524
Neely Support:	Ken Allen (July)	
	Steve Gottschalk	ext. 4370
	Kathy Vetter	ext. 3645
	Stewart Waintroob (July)	
	Cedric Shaner	
Aerospace Accts.:	Kim Nelson	ext. 4065
	Gary Thomas	ext. 3715

Eastern Regional Support

Manager:	Dan Taylor	ext. 3640
Secretary:	Pat Stoffel	ext. 3942
Eastern Support:	Tom Fisher	ext. 3716
	George Gray	ext. 2860
	Kevin Spooner	ext. 3422
	Dave Spear	
	TBH	
Govt. Accts.:	Marc MacKenzie	ext. 3993
Financial Accts.:	Dave Mack	ext. 3960

Midwest Regional Support

Manager:	TBH	
Secretary:	Martha Krenning	ext. 4880
Midwest Support:	Betty Anderson	
	John Murzyn	ext. 4550
	Carol Trewin	ext. 4280
	T. L. Welch	ext. 2240
Intercon:	TBH	
Auto. Accts.:	Marcia Lubecki	ext. 3280
Elect. Accts.:	Ralph Ferrara	ext. 4730

Southern Regional Support

Manager:	Rod Wilson	ext. 4360
Secretary:	TBH	ext. 3870
Southern Support:	Scott Elder	ext. 4540
	Arnold Gum	ext. 3656
	Lisa Fuqua (July)	
Europe:	Debra Faulconer	ext. 4784
Process Ind.:	Danielle Forsyth	ext. 3771
Telecom Accts.:	Richard Wolle (July)	

Interex/Competition
Manager: Dennis Procter   ext. 2795
Secretary: Dora Berry   ext. 2650
                Temp. Phone Coord.   ext. 4880
                Temp. Phone Coord.   ext. 2768
                TBH SEED
                Kelly Hall   ext. 3255
SEEDs: Nancy Venturato
                Donna Brown

This helpful literature is in stock at your local sales office. For bulk quantities, order through the Literature Distribution Center.

Efforts are made to update this information every three months, so check your monthly *Momentum* mailings for the most recent versions.

HP 9000 Series 800 technical literature update

Rosemary Kramer/TCG

Here's an updated list of the HP 9000 Series 800 literature available to assist your technical buyer in evaluating HP products:

Hardware data sheets — communicate detailed HP 9000 product specifications on individual model and related products.

- Series 800 Model 835 TurboSRX, P/N 5951-6813
- Series 800 Model 825SRX and 835SRX, P/N 5951-6812
- Series 800 Model 825CHX and 835CHX, P/N 5951-5811
- Series 800 Model 835S and 835SE, P/N 5951-6810
- Series 800 Model 850S, P/N 5951-6814
- Series 800 Computer Systems Software and Communications Technical Data, P/N 5951-6819

Performance brief — communicates performance measurements and answers performance questions about the HP 9000 Series 800 family of products.

- HP 9000 Series 800 Performance Brief Update, P/N 5951-6818

Note: This item is an addendum to the HP 9000 Series 800 Performance Brief (P/N 5954-9903).

Configuration guide — communicates configuration options by defining components of the HP 9000 Series 800 system and configuration requirements.

- HP 9000 Series 800 Configuration Guide Addendum, P/N 5951-7071

Note: This item is an addendum to the HP 9000 Series 800 Configuration Guide (P/N 5953-6646).

- HP 9000 Series 800 Computer Systems price list, P/N 5951-6802D for U.S. and P/N 5951-6802 for Intercon/European versions.

HP SQL Runtime available

Karen Melchior/TCG

A runtime version of the HP SQL interface to ALLBASE/HP-UX is on the July 1, 1988, Corporate Price List (CPL).

This new product offers a less expensive solution for customers who replicate applications using the HP SQL interface to ALLBASE/HP-UX. When application development is not a requirement, HP SQL Runtime allows users to create, maintain, and modify relationship databases at 55 percent of the full price of ALLBASE/HP-UX. Programs that are preprocessed on a separate DBEnvironment will run on databases created with HP SQL Runtime.

HP SQL Runtime makes it more affordable for independent software vendors (ISV) to sell their applications using the HP SQL interface of ALLBASE/HP-UX: customers buying ISV applications need only buy HP SQL Runtime, instead of the complete ALLBASE/HP-UX, to run their HP SQL applications. In addition, HP SQL Runtime is offered on a steeper OEM discount curve than other HP 9000 Series 800 software, making it very attractive as a development base for ISVs that require a relational database.

The product for HP 9000 Series 800 is priced as follows:

P/N	Description	U.S. list price
92601A	HP SQL Runtime for Models 825/835	$ 9,400
92602A	HP SQL Runtime for Model 840	14,450
92603A	HP SQL Runtime for Model 850	20,200

HP SQL Runtime will be available on Release 2.1 of HP-UX.

Additionally, performance of HP SQL on Release 2.1 of HP-UX has been greatly improved. In a recent multiuser debit/credit benchmark against a popular ISV DBMS, HP SQL performed 20 percent to 30 percent faster on a Model 840S running Release 2.1 of HP-UX. The results of this benchmark are in a document entitled, "HP 9000 Series 800 Performance Brief Update," P/N 5951-6813.

ALLBASE/HP-UX and HP TODAY/HP-UX Developer Pack price change
Karen Melchior/TCG

The price of the ALLBASE/HP-UX and HP TODAY/HP-UX Developer Pack for the HP 9000 Model 850 has increased. The new U.S. list price is $70,000. This price is effective July 1, 1988.

By comparison with other relational DBMS solutions on the HP 9000 Model 850, the developer pack still costs significantly less. Even with the price increase, the ALLBASE/HP TODAY bundle maintains a 20 to 30 percent price advantage.

HP TODAY has received praise from users for its design and functionality. On the HP 9000 Series 800, HP software continues to offer the best price/performance of all DBMS alternatives.

HP 9000 Series 500 discontinuance update
Bo Viger/TCG

The discontinuance of the HP 9000 Series 500 computer systems is officially in progress this month. As of July 1, 1988, Model 9050-based systems have been removed from the Corporate Price List (CPL). These include Models 9050A, 9050AM, and 9060AM. Domestic orders will be accepted until July 29, 1988, and international orders accepted as late as September 30, 1988.

Models 9020B, 9020AT, and 9050AT were removed from the April 1988 CPL. Model 9050AU is considered a component part. HP 9000 Series 500 component parts will remain on the CPL for one year after Model 9020-based systems are discontinued in early 1989.

Both Models 9020 and 9050 computers will begin a 10-year support life cycle after discontinuance.

HP 9000 Series 200 RJE emulator: obsolete August 1
Carole Crall/CND

Effective August 1, 1988, the HP 9000 Series 200 RJE emulator (P/N 50966A) will be obsolete. This emulator is used to provide remote job entry to IBM mainframes. Please plan accordingly by informing your customers and placing any last minute orders.

Also in this issue

INDUSTRIAL AUTOMATION

Introducing HP Real-Time Database
Jana Forster/IAC

For U.S. and Canada only

Time is money

As automation continues to drive more and more industry operations, timely data access is increasingly critical. In this fast-paced environment, wasted seconds add up to lost revenues. But with traditional disc-based information structures, high-speed retrieval takes a backseat to large data-storage capability. What's needed is a high-performance, memory-resident database: one that can handle the instant-to-instant, real-time data manipulation, then offload to disc.

A solution for developers by developers

The solutions experts at HP have developed HP Real-Time Database specifically for solutions creators. We understand the challenges your customers (value-added

businesses and sophisticated end-users typically associated with Fortune 500 technical services groups) face in designing databases around which diverse information structures are built. And we recognize the time and effort they invest in creating custom real-time databases for each new product they undertake. But "what if" you could help them dramatically reduce that time and effort by employing a reuseable tool — based on industry standards — with functionality that can be used for a variety of applications?

You can with HP Real-Time Database. HP has designed a generic and flexible set of software routines that eliminates the need to write a custom real-time database each time your customer creates a new work cell or area manager application. This high-performance development tool provides the fast access time required by the dynamic industrial automation market and is available July 1 for U.S. and Canada with October availability planned worldwide.

HP Real-Time Database can significantly improve your customer's programming productivity, reducing application development time by up to 30 percent. Like the HP Model 9000 Series 800 computers it's designed to run on, HP Real-Time Database is scalable: your customers utilize only the routines and functions they need for the specific applications at hand.

HP Real-Time Database: a closer look

HP Real-Time Database offers a full set of routines designed to meet all of your customers' development requirements. They can define or change their database schema, build the database in memory, read and write from and to the memory-resident database, backup their schema and data, and utilize an interactive query facility to configure the database, debut their applications, and perform ad hoc inquiries.

HP Real-Time Database provides two data structures for application development efforts. Your customers can define a specific size of unformatted data to be stored in a unique input area, or they can structure data in relational tables. Sequential, direct, and keyed access are provided, and security is ensured at three password levels.

The bottom line

HP Real-Time Database represents a major breakthrough in applications software development. By employing this first-of-its-kind tool, your customers can speed up their time to market for standard products and reduce the development time required for custom projects. They are required to spend substantially less time and effort on design, development, testing, debugging, and documentation, plus they reduce the time and cost

involved in systems integration testing and maintenance. In sum, they have software that offers improved quality and reliability.

Best of all, HP Real-Time Database is backéd by HP's worldwide support organization — a network consistently ranked number one by our customers.

Field training manuals (P/N 5951-6955) were mailed to Industrial Automation sales reps and systems engineers the last week in June. Other sales tools currently available are listed below.

P/N	Description
5951-6953	HP Real-Time Database Datasheet
5951-6954	HP Real-Time Database Product Brief
92572-90001	User's Reference Manual
5951-6965	Article Reprint, "A New Tool for Better Data Management on the Factory Floor"

Don't waste another millisecond. Call HP's Industrial Applications Center today at 408-746-5000 to learn more about our HP Real-Time Database solution.

P/N	Description	Development copy*	Right to copy*	Right to execute*
92572	HP Real-Time Database			
Opt. AEM	For HP 9000 Model(s) 825/835	$ 8,000	$ 6,400	$2,000
Opt. AEN	For HP 9000 Model 840	11,600	9,280	2,900
Opt. AEP	For HP 9000 Model(s) 850/855	14,400	11,520	3,600

Note: U.S. list prices are shown.

Importer SRs: beat quota with systems integrators
Greg Pulliam/IAC

For the U.S. only

With the recent changes in value-added sales rep (SR) compensation, importer SRs can now receive 50 percent quota and commission for importing systems integrators. Industrial Application Center (IAC) can help you take advantage of this new program by assisting with the selection of companies best suited to address the business in your sales territory.

The 25 systems integrators in our program have demonstrated project expertise in a wide range of manufacturing industries and applications. They are industry-leading companies that have a genuine desire to work with HP to pursue project business. In addition, many of these companies are now working with IAC National Account software companies and consultants to pursue projects.

If you would like to learn more about systems integrators, their capabilities, and ideas for importing, please call your IAC contact listed below:

- Neely/Southern: Todd Nichols, 408-746-5431
- Eastern: Carole Faber, 408-746-5247
- Midwest: Carolyne Hart, 408-746-5369

Three new manufacturing systems integrators join HP industrial automation sales

Carole Faber/IAC

Three more heavy-hitting manufacturing systems integrators join the HP Manufacturing Systems Integrator Program, enabling HP to provide even broader industry and application coverage for our industrial automation customers. The new recruits include: Automation Engineering, Dravo Automation Sciences, and Simpact Associates.

Automation Engineering, a Fort Wayne, Indiana, integrator, steps up to bat with a specialty in automated material handling and automated test systems. Automation Engineering's statistics are as follows:

- Exclusively works with HP equipment
- Extensive experience with the HP 1000 and instrumentation, rapidly ramping up with the HP 9000 Series 800
- Examples of completed projects:
  - Automated test stands for motor testing at General Electric
  - State of the art automated distribution center for Tupperware

- National geographic coverage, preferring Midwest projects
- HP VAB sales rep is John Weddell, Ft. Wayne, at 219-482-4283

Dravo Automation Sciences, a slugger in the heavy manufacturing industries, calls Pittsburgh, Pennsylvania, home. Dravo's special talent lies in the areas of aerospace (both commercial and government projects), automotive, and primary metals. Its statistics include:

- Shifting focus to HP and UNIX® operating system-based systems from historical DEC-based experience
- Past grand slams include a $40 million system to control a greenfield steel mill, and a U.S. Air Force jet-engine casing Flexible Repair Center
- Geographic coverage includes the U.S. and Canada; will consider outside North America
- HP VAB sales rep is Hank Gaylor, Pittsburgh at 412-782-0400

Simpact Associates, with 15 years in the business, is no rookie to industrial systems integration. This San Diego, California, communications and networking technology company provides its clients with required network connectivity and data security. Its statistics are the following:

- Products and services focus on connecting multi-vendor networks; leader in designing MAP-based systems
- Projects include automotive industrial networks, communication network alarm and control, and microwave communications monitoring and control
- International geographic coverage
- HP VAB sales rep is Jack Gartlan, San Diego, at 619/Telnet 541-7299

For information on other systems integrators that can help you in a variety of manufacturing industries and application areas, contact the Industrial Application Center Systems Integrator Program:

- Carolyne Hart, Midwest, 408/Telnet 746-5369
- Todd Nichols, Southern and Neely, 408/Telnet 746-5431
- Carole Faber, Eastern, 408/Telnet 746-5247

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

New CIM brochure focuses on chemical industry

Mike Balma/IAC

Chemical manufacturers will spend over $300 million this year on computer hardware and software to help automate their plants. Growth of 13.4 percent annually is projected based on the increasing need for safety (post Bhopal, India) and the increased capacity due to high export demands. A new brochure has been developed to help you tap into this growing market.

This solutions-oriented brochure (P/N 5954-9938) is designed to increase HP's credibility in the chemical industry. Testimonials from major customers such as Monsanto, American Cyanamid, and Norton Chemical Company present concrete evidence of HP's success at helping chemical manufacturers improve productivity and profits.

The brochure is useful for both technical and commercial sales reps (SR). The testimonials present successes with both HP 1000s and HP 3000s. In addition, the text includes solutions such as supervisory control, quality control, materials management, maintenance, and also mentions HP's capabilities in data acquisition, laboratory analytical equipment, and office automation.

A good follow-on brochure is the Chemical Industry Folder (P/N 5951-9938). Product data sheets specific to the customer's need can be inserted into this folder.

The Chemical brochure joins the collection of industry-focused brochures which now include food, pharmaceutical, automotive, and aerospace industries.

HP/Fisher Controls/C&L CIM video features Monsanto's Krummrich plant

Mike Balma/IAC

Now you have another tool to sell CIM to process industry customers. A videotape is now available that shows how HP, Fisher Controls, and Coopers & Lybrand (C&L) can help plan, design, and implement a successful CIM installation for customers in the food, chemical, pharmaceutical, and pulp and paper industries.

This eight-minute videotape features a customer testimonial from Monsanto's Krummrich plant. At the plant, four Fisher ProVOX systems are being suped by four HP 1000s. The HP 1000s are on a LAN with two HP 3000s that are used for all business functions at the plant, from salary planning to a comprehensive maintenance system. AI technology is also being implemented on an HP 9000 system to help the operators troubleshoot production problems. The plant is saving over $6 million a year and has expanded their markets around the world by improving quality through CIM.

This tape shows the tight integration possible between HP equipment, for supervisory control and plant management, and Fisher Control's process control equipment. It also highlights the benefits of having Coopers & Lybrand help plan, prioritize, and justify CIM solutions for process industry customers.

Press showing

This tape is being shown at a press gathering at the Process Industry CIM center in New Jersey on June 30. The event will highlight the joint HP/Fisher Controls/Coopers & Lybrand CIM center which features an HP 3000 running MM talking to an HP 1000 running Graphit and Statit from Graphicus as well as custom software from HP's project center. The HP 1000 schedules events on the Fisher ProVOX system and collects data for quality analysis. Fisher Controls is number one in sales of distributed control systems for batch process applications in the U.S. and is an HP value-added reseller (VAR) for its CHIP interface product.

Other centers are being planned around the country. However, you can demonstrate both the center and customer testimonials with the following tapes.

- HP/Fisher Controls/Coopers & Lybrand Partners in CIM (with Monsanto testimonials), P/N 880391
- Warwick Soup Company (Process CIM demo), P/N 880287

To order the videotape, send an HP Desk message to ASD Media Center and include: mailing address, quantity, format (VHS, $20 U.S. list, or Umatic, $25 U.S. list), and location code.

The tapes also work well with the chemical brochure (P/N 5954-9938) described in the preceding article.

Technical Systems

DESIGN SYSTEMS

HP Vectra EGS PC configuration guide
Ed Brovet/EDD

A three-page configuration guide for the HP Vectra Engineering Graphics System (EGS) PC (P/N 74309A) is now available through the Electronic Design Division (EDD). This sheet takes you step by step through configuring an HP Vectra EGS PC system, using three sample recommended configurations on HP Vectra ES/12 and RS/20 PCs, and PC-308C1.

You can easily identify the software, support products, hardware, and miscellaneous products and options for outfitting your customer with HP EGS. By using the configuration guide with a current price schedule, you can do a preliminary quote in shorter time than before.

To obtain a copy of this guide, please send a request via HP Desk to: HP EGS/HP4006/00.

Prerequisites for new EDS/ PCDS customer courses
Jan Anderson/ASD, Mary Ann Moore/EDD

Please take time to familiarize yourself with the new customer courses for Printed Circuit Design System (PCDS) and Electronic Design System (EDS) and the prerequisites. We would like to communicate to your customers that this training path will maximize their training dollars and allow HP to deliver quality education that is appropriate for the audience.

The PCDS, Design Capture System (DCS), and Design Verification Interface (DVI) tutorials are now part of the customer training curriculum as new prerequisites to the updated classroom courses. The previous prerequisites of HP 51489A HP-UX Basics for Application Users and HP 51436A HP-UX System Administration for the HP 9000 Series 300 still apply.

The prerequisite courses and tutorials for each course are as follows:

Course no./ Title	Prerequisite(s)	Prerequisite availability
74491A, Building Parts with HP PCDS	PCDS tutorial set, P/N 74400 90007	DMK
74492A, PCB Design with HP PCDS	PCDS tutorial set, P/N 74400 90007	DMK
	HP 51489A or a basic understanding of UNIX	SDC — scheduled in Education Centers after July 1.
74201A, HP Design Capture	DCS tutorial, P/N 74210 90002	DMK — available July 1
	DVI tutorial, P/N 74230 90004	DMK — available July 1
74202A, Design Capture and Verification	DCS tutorial, P/N 74210 90002	DMK — available July 1
	DVI tutorial, P/N 74230 90004	DMK — available July 1
74001A, EE DesignCenter	PCDS tutorial set, P/N 74400 90007	DMK
	DCS tutorial, P/N 74210 90002	DMK — available July 1
	DVI tutorial, P/N 74230 90004	DMK — available July 1
	HP 51436A or equivalent experience	SDC — scheduled in Education Centers

The objective of the tutorials is to teach the basic interface skills necessary to interact with the software applications. This information was previously taught in the customer courses. We are testing the implementation of hands-on prestudy material with the PCDS and EDS beta courses in Santa Clara, California, in June and Andover, Massachusetts, in July. The following explains how the prestudy materials are being handled:

1) A package containing a confirmation letter, a cover letter emphasizing the use of tutorials as prestudy, and the appropriate set of tutorials is sent to customers when they register.

2) A special evaluation form will be used in the classroom courses to determine the level of use of the prestudy material prior to class, identify logistical problems, and examine the effect of the prestudy on meeting the classroom course's objectives.

After the beta test, the results will be analyzed by Electronic Design Division (EDD), Application Support Division (ASD), and the instructors to determine any corrections or changes to be made.

GENERAL

NETWORKS

Updated and available: PC Peripherals Price Guide

Kathy Castillo/PG

The revised PC Peripherals Price Guide (P/N 5954-9595) contains information about product numbers, product descriptions, and suggested list prices.

This 32-page document, designed for domestic use, serves as a quick reference for the following peripheral products and their supplies and accessories:

- HP ThinkJet and QuietJet family printers
- HP DeskJet printer
- HP LaserJet family printers
- HP PaintJet color graphics printer
- HP RuggedWriter 480 printer
- HP 2603A printers
- Plotters
- HP 7600 Series electrostatic plotters
- Graphics tablet
- Data storage
- Scanners
- Interface cables

The guide was mailed in July with the *In-Touch Update*. If you are not on the *In-Touch Update* mailing list and would like a copy or need additional copies, here's how to order:

For HP only — Contact your literature coordinator or order directly from the Literature Distribution Center or from Mail Mark.

For dealers — Order from Mail Mark only.

The PC Peripherals Price Guide is updated quarterly by Peripherals Group Marketing.

HP Private Packet Network opens corporate doors

Kelly Cota/GND

Have you been looking for a way to open doors to new accounts? Have you been searching for a way to reach high-level management within your existing accounts? The HP Private Packet Network (PPN) offers you these opportunities and is now on the Corporate Price List (CPL).

The HP PPN is part of the Company Wide Network Solution providing a wide-area network that interconnects several sites in a multivendor data processing environment. Rather than rely on a proprietary protocol, such as IBM's SNA, the HP PPN uses the X.25 standard. This allows any device with an X.25 interface to connect to the network, regardless of vendor type.

The HP PPN provides a range of three switching nodes. The smallest node offers 8 ports, and the largest can offer up to 576 ports. All nodes use state-of-the-art switching technology. These nodes are controlled by an HP 9000 running Network Control Processor software that allows the customer to configure, control, and monitor the network from a central location. The HP 2334A Plus PAD provides connection for terminals or any asynchronous device and is integrated into the HP PPN network management. Network connectivity to IBM terminals and hosts is provided by the HP PPN Synchronous PAD 10.

Network resources are shared between machines running X.25, asynchronous devices, and IBM and IBM-compatible machines, thus reducing your customer's communication costs and simplifying network management.

Networks & Peripherals

The HP Private X.25 Packet Network
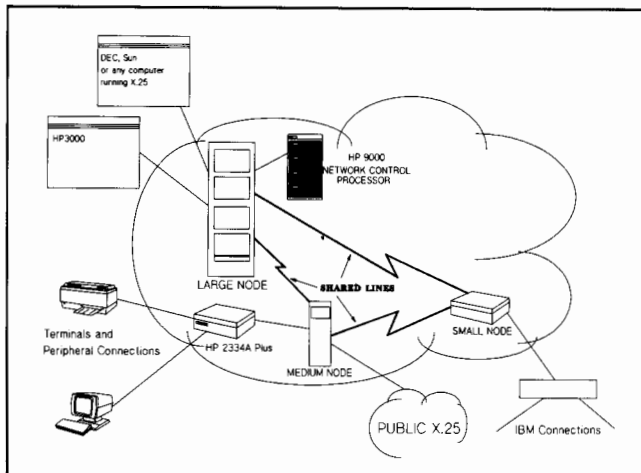
How does the HP PPN open new doors? It gives you the ability to quote a total solution to your customers: computing and networking needs satisfied by a single vendor. Your current HP accounts are made stronger with an HP networking solution. It is also a cost-effective solution for consolidating network control throughout a company even if HP is not prevalent, for HP PPN is appropriate even in non-HP environments.

In addition, you can help position Hewlett-Packard as an industry leader in networking with a strong emphasis on standards. Implementing a private network is of strategic importance for your customer. As a sales representative for the HP PPN, you will have access to high-level management, thus enabling you to increase visibility and to gain account control.

The HP PPN is one of the only private packet networks that offers a low-end, entry-level network with considerable growth potential. Target customers are usually businesses wanting a medium to large network with powerful network management control.

For example, HP Corporate found itself needing to integrate and control several small dispersed networks located worldwide. The private packet networking solution was chosen because it consolidated network control and decreased the cost of maintaining several independent networks. HP's corporate network has now expanded to a large, successful, worldwide network.

Potential HP PPN customers want to move from dispersed networks to a single network with full control
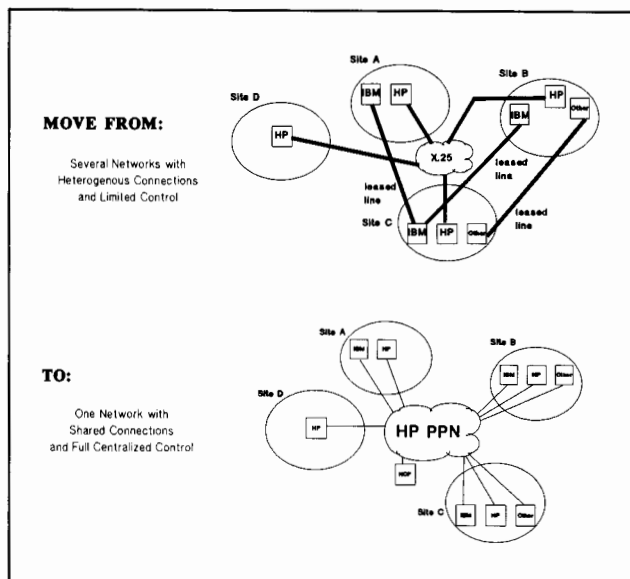
HP has already taken orders and installed prerelease customers in the manufacturing and service industries. Established HP accounts, 3M and Longs Drugs, were solidified by HP PPN sales. Accounts such as VW and Hertz Germany were strengthened by HP PPN sales. U.S. accounts include Compaq and Bourns. European accounts include Renault of Algeria and Gay Freres.

Additionally, the Stock Exchange of Singapore, the Government of Singapore, and Bank Raykat are HP PPN accounts in the Far East.

If your target company meets a majority of the following criteria, it is a good HP PPN fit:

- Network control is important to your customer
- The company turnover is more than $500 million
- The data processing department budget is over $30 million
- The telecommunications department budget is over $2 million
- There is at least one dedicated person responsible for telecommunications
- The company is geographically dispersed
- There are at least 10 computers and 500 workstations to connect
- There is a maximum of 50 percent IBM machines present

- Traffic is a combination of interactive and high-volume batch processing
- The customer appears on the Target Account list

For more information or to set up a demonstration with a potential customer, please contact the following HP PPN Sales Development Teams in your area:

- Cynthia Urroz/Darcy Ruscigno — U.S., 408/Telnet 447-3032
- John Sanders/Gerard Milhomme — Europe, 33-76-62-51-94
- Mun Yeun Leong — Asia/Pacific, 65-279-2321

Note: Check with your regional HP PPN Sales Development Team before you use any of the accounts named in this article as references.

HP introduces StarLAN 10 support for ARPA Services/ Vectra PC

Perry Ralph/CND

Colorado Networks Division (CND) introduces HP StarLAN 10 for the Advanced Research Projects Agency (ARPA) Services/Vectra PC (HP D1800A). StarLAN 10 support is on the July 1988 Corporate Price List (CPL) with deliveries beginning shortly after July 1. This new capability enhances our PC connections by providing the de facto industry-standard ARPA protocols over an emerging standard of IEEE 802.3 or Ethernet LANS, which operate over an unshielded twisted-pair wire at 10 Mbps.

The support of StarLAN 10 with ARPA Services/Vectra PC provides customers an opportunity to connect their PCs to the current cabling installed in their site (ThinLAN, ThickLAN, or StarLAN 10). Since the StarLAN 10 complies with IEEE 802.3 of Ethernet, users can still communicate to computers connected to a ThickLAN or ThinLAN coax cabling scheme through the StarLAN 10 Hub.

The addition of StarLAN 10 to the ARPA Services/ Vectra PC product family has created a product change to the current ARPA ThinLAN Link/Vectra PC (HP D1801A), but the original price remains the same. ARPA Services/Vectra PC product structure and pricing is unchanged. The new ARPA ThinLAN Link/Vectra PC product structure includes: a change to the product name from ARPA ThinLAN Link/Vectra PC to ARPA LAN Link/Vectra PC; additions of options for the customer to choose either ThinLAN or StarLAN 10 PC

Interface; and a deletion of the option to have the customer order the software only.

The new product structure will still allow the customer to order the ThinLAN PC Interface or the transport software only, along with being able to order the StarLAN 10 PC Interface. The customer must still order the option for the software media type (Options AA6 or AA8). In addition, the customer must order Option 100 for the ThinLAN PC Interface, Option 200 for the StarLAN 10 PC Interface, or neither option for the customer who already has a PC ThinLAN or StarLAN 10 interface board and only needs the transport software.

The new product structure for ARPA LAN Link/Vectra PC (HP D1801A) is listed below.

P/N	Description	U.S. list price
D1801A	ARPA LAN Link/Vectra	$200
Opt. AA6	Software on 5¼-inch floppy	N/C
Opt. AA8	Software on 3½-inch floppy	N/C
Opt. 100	ThinLAN PC Interface	595
Opt. 200	StarLAN 10 PC Interface	495

Introducing the Network Sales Portfolio

April Brake, Diana Jillie/ING
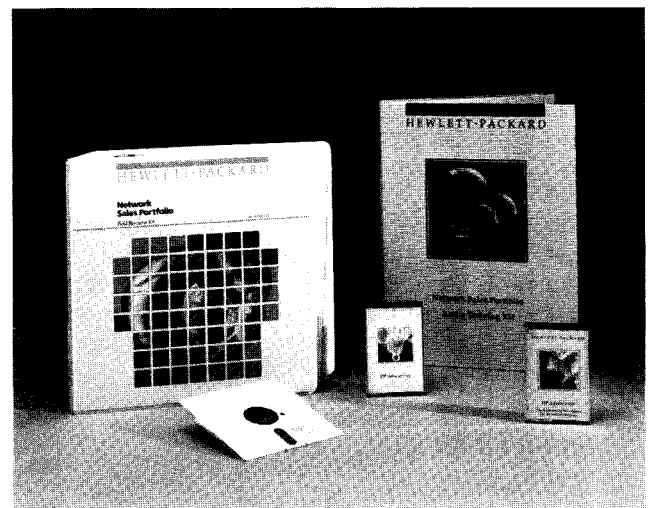
Introducing the Network Sales Portfolio (NSP). Issued on a quarterly basis, the NSP will get you organized, armed, and informed, containing everything you need to sell networks.

Networks & Peripherals

Understanding and anticipating field needs is something Information Networks Group (ING) has greatly focused on during the past year. We have spoken with you worldwide to find ways to better communicate sales information. The result is the NSP, which combines references to network specialists in the field and factory, a guide to all literature available, the top 10 networking issues with resolutions, and various references to networking products and programs (White Papers, Connectivity Matrices, Configuration Guides, and of course, Sales Reference Guides [SRGs]).

Each new issue of the NSP contains a package of the first six chapters — you just pull the old material out of the binder and replace it with this package — tabs and all. No more sorting through large amounts of material trying to determine what to keep or what to toss. Each new release will also contain a Technical Network Sales Reference Guide addressing the HP 9000, HP 1000, and PCs in the CIM and Engineering Solutions, as well as a Commercial Network Sales Reference Guide addressing the HP 3000 and PCs in the Companywide, Regional Sales & Service, and Business Office Solutions. Depending on which salesforce you are in, you may receive one of the SRGs or both. If you receive only one, but have a need for information contained in the other, the SRGs can be ordered alone from the Literature Distribution Center (LDC).

Now all networking material you receive from ING is contained within the NSP. This represents a concerted effort to take over 500 networking products and condense them into something you can easily reference and understand.

In addition, many of you told us of your need to understand how all ING networking products fit into the various solutions. For this type of information, audio tapes are an effective delivery mechanism. Therefore, we are also proud to announce the Audio Training Kit, part of the NSP. The Audio Kit contains two in a series of six tapes on HP AdvanceNet and the Solutions plus an HP Vectra PC floppy disc with the AdvanceNet Overview presentation in Drawing Gallery slide format. These help you address customer concerns in the Business Office, CIM, Engineering, Companywide, and Regional Sales & Service.

Now all network information from ING comes quarterly in a single package.

Plans for updates

Updates to the NSP will arrive via a Roster mailing four times a year, which replace entire sections, tabs and all, of previous releases. It does not, however, replace previously bound SRGs, so be sure to retain all SRGs.

The next release replacing Chapters One through Six and containing a supplemental SRG is now in the hands of the technical sales reps (SR) and systems engineers (SE). It is scheduled to reach the commercial SRs and SEs in early August.

Distribution plan

By now, most all commercial and technical SRs and SEs have received the original two-part package (with the exception of audiotapes to Intercon). They were handed out at the following events:

- Technical Sales Conference (April 1988): to technical SRs worldwide
- Commercial Network Sales Workshops (May 1988): to U.S. and Canadian commercial SRs and SEs
- Annual Network SE meetings (May 1988): to dedicated/peaked network SEs
- Asia/Pacific NPT (June 1988): to all Intercon commercial SRs and SEs except Canada and Latin America
- Roster mailing (June 1988): to technical SEs worldwide, to European commercial SRs and SEs, and to Latin American commercial SRs and SEs.
- CPTs and TPTs: to newly hired staff engineers and SRs

If you did not receive the NSP, see below for ordering instructions.

Roster codes used

Since ING is relying on the Roster database for shipping updates to the field, it is vital that every SR and SE be listed in Roster appropriately. We are not limiting distribution to certain specialty codes; job codes are our guide, which include *all* specialties. The job codes (as defined in the Worldwide Sales and Service Directory) that will automatically receive updates are listed here.

SF-15 Commercial reps and DMs

SRPW	SRCEUG	STAFF	DMCOM	DMGEN
SRCEU	SRCTP	DMPW	DMTP	
SRCEUA	SRGEN	DMACCT	DMGEO	

SF-15 Commercial SEs and SEDMs

SEPW	SSE	RCS	RCM	FAEM
SECOMM	SEAPP	RCES	DAEM	CAEM

SF-15 Technical reps and DMs

SRTEC	SRTECA	SRTECG	SRTTP	DMTEC

SF-15 Technical SEs

SETECH	CTSM

Field management

RTPM	RMAM	RPWM	RSM	RMM
FMM	FDM	AMM	ASM	ASMA
ASMG	APWM	MDM	MAM	CSM
CMM	RSPGM	CTPM	CMAM	CSPGM
CSMM	CPWM			

If you have a problem getting on the NSP distribution list, ask your Roster contact (listed below) to check/update your job code.

Location	Contact
NSR	Rosemary Phillips
MSR	Priscilla Lane
SSR	Charlotte Gray
ESR	Linda Rossi
Europe	Simon Austin, Amstelveen
Intercon	Lynn Metrulas, Palo Alto

How to order

The NSP is for internal use only, and we have published sufficient quantities for every commercial and technical SR, SE, and field manager. If you have not received your NSP by July 15, it can be ordered at no charge from the LDC (entity limit is three):

P/N	Description
5951-7066	Binder with contents (updates are included) (*Note:* You will also receive the Audio Kit, P/N 5952-6444, every time you order the NSP binder, except for Intercon)
For those who already have the binder, you may order:	
5951-7066A	Update only (the most current update replaces all but the previous SRGs)
If you need specific portions only, also contained in the NSP updates, we have stocked a limited supply of the following:	
5951-7065	Connectivity Matrix
5956-4142	Configuration Guide, OfficeShare
5956-4150	Commercial Networks SRG (April 1988)
5952-6409	Technical Networks SRG (June 1988)
5952-6452	Commercial Networks SRG (August 1988)

If you have any questions or suggestions, please contact Diana Jillie, NSP production/distribution manager, at 408-447-0271.

DTC rack-mounting specifications available

Gregg Kornfeld/BND, Marleen Jacobs/GND

Specifications have been created to mount a Distributed Terminal Controller (DTC), P/N 2345A, in a non-HP cabinet. These specifications will be published in the July issue of *Customer Support News,* as well as the next revision of the DTC Installation and Service Manual (P/N 02345-90001). Copies of these specifications are also available from the Networking Sales Centers in U.S., Europe, and Asia.

Also in this issue

MASS STORAGE

New HP 9145A high-performance ¼-inch tape drive

Sue Reid/CPB

Computer Peripherals Bristol (CPB) is extending its range of ¼-inch cartridge tape drives with the introduction of the HP 9145A on July 1, 1988. The HP 9145A enhances the range of competitive backup solutions for HP's technical and small business systems:

- HP 9144A — low-cost backup at $2,550
- HP 9145A — high-performance backup at $3,980
- HP 35401A — high-capacity backup at $8,000
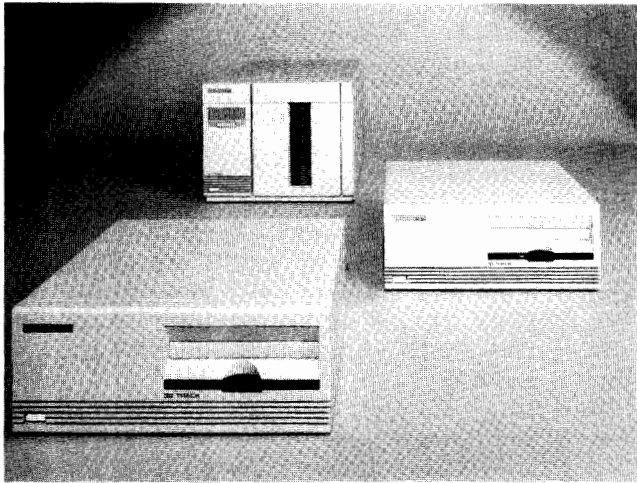
Greater cartridge capacity

The HP 9145A is a high-performance backup solution, aimed at backup capacities of 67 to 300 Mbytes. It can store 133 Mbytes of data on a 600-foot cartridge tape, giving a real savings on cartridge and operator costs. This greater capacity has been achieved by doubling the number of recording tracks from 16 to 32. This distinguishes the HP 9145A as a 32-track tape drive, while the HP 9144A, HP 35401A, and their compatibles are 16-track tape drives.

Faster transfer rate

At 4 Mbytes a minute, the HP 9145A has twice the data transfer rate of HP's 16-track cartridge tape drives. This is achieved by doubling the tape speed to 120 inches per second. As a result, the HP 9145A can back up 120 Mbytes of data, on a single 600-foot cartridge, in just 30 minutes.

Compatible tape format

To protect existing investments in cartridge tapes, the HP 9145A can read tapes written by HP's 16-track tape drives. These include integral disc and tape drives, such as the HP 7908, HP 791X, and HP 7946. However, the HP 9145A will only *write* data to a 32-track cartridge tape.

Easy to use

Like the HP 9144A and HP 35401A, the new HP 9145A is very easy to use and does not require special conditions in which to operate. This makes all three tape drives particularly well suited to an office environment. As well as being free-standing, the HP 9145A can be fitted into HP's range of system and disc cabinets.

Host support

From introduction, the HP 9145A will be supported on HP 3000 and HP 9000 systems (see HP 9145A sales guide for full system support matrix). A built-in version of the HP 9145A will also be available for the HP MICRO 3000LX/GX business computers.

High reliability with new cartridge tape technology

The high speeds used in the HP 9145A demanded corresponding cartridge improvements. As a result, a new cartridge tape technology is being introduced. The new, preformatted cartridges will be available for both 32-track and 16-track tape drives. The cartridges feature several enhancements that contribute towards greater data integrity and reliability.

- New formulation of oxide = reduced signal decay
- New belt/corner rollers = increased tape speed control
- Extra tape guide = increased read and write accuracy

The HP 9145A offers other features that enhance its overall reliability, including: an enhanced front panel display; read-while-write; error correction; and an improved tape tensioning cycle.

Trade-in promotion

The HP 9145A is being introduced with a limited period trade-in promotion. Many customers may have outgrown their existing HP 9144A and will be ready to trade up to an HP 9145A. To encourage customers to trade up, a credit is available for their HP 9144A until October 31, 1988.

Trade-in	Purchase	Credit
HP 9144A	HP 9145A Order HP 9144AN Opt. 002	$500

Ordering information

P/N	Description	U.S. list price	Factory base price
HP 9145A	133-Mbyte ¼-inch cartridge tape drive	$3,980	$3,850

Product accessories ordering

New cartridges and HP-IB cables for HP's ¼-inch tape drive family must be ordered separately. (These accessories are no longer shipped with the HP 9144A, HP 9145A, or HP 35401A.) Ordering details are listed on the following page.

P/N	Cartridges (pack of 5)	Tape length	Capacity
HP 92245S	32-track for	150 foot	33 Mbytes
HP 92245L	HP 9145A *only*	600 foot	133 Mbytes
HP 88140SC	16-track for	150 foot	16 Mbytes
HP 88140LC	HP 9144A/ HP 35401A	600 foot	67 Mbytes

P/N	Product	Description
HP 10833A	Cables	1.0m HP-IB Interface Cable

Product literature

New product introduction literature was distributed with the July *Megabytes Plus* package. This included a ¼-inch cartridge tape drive family datasheet (P/N 5954-1959) and HP 9145A sales guide (P/N 5954-1960).

New cartridge tape drive for HP MICRO 3000LX/GX

Elise Farr/CSY

Good news for HP MICRO 3000LX/GX customers with large disc configurations. An embedded version of the new HP 9145A cartridge tape drive (9145S) will be available in the LX and GX. A terrific back-up alternative for LX/GX customers, the HP 9145S offers twice the speed and twice the capacity of the HP 9144S and is compactly contained within the system cabinet.

The HP 9145S will be available as an option on the MICRO 3000LX/GX for $3,000 (U.S. list price). The 67-Mbyte HP 9144S remains the standard back up on the LX/GX, so the base prices of these systems remain at $10,950 and $15,950, respectively. For those LX/GX customers who want to upgrade from the HP 9144S to the 9145S in the future, an upgrade kit will be available for $3,625. Both the option and the field upgrade will ship in September.

The following chart summarizes the prices and availability of the new HP 9145 cartridge tape products for the HP MICRO 3000LX and GX:

The 9145S MICRO 3000LX/GX Upgrade Program will be in place July 1 to allow low-cost upgrades to the HP 9145S. With this promotion, customers who accept delivery of an LX or GX with a 9144S can upgrade to a 9145S in September for only $3,000, the same price as if the 9145S had been shipped with the system.

Important note: the 9145S upgrade is only available for systems with a 9144S embedded drive. Since MICRO 3000LX/GXs are completely integrated systems, those with a cartridge tape drive are manufactured differently than those without a cartridge tape drive. Therefore, a customer who deletes the embedded 9144S will *not* be able to use an embedded 9145S in the future. (A MICRO 3000GX without an embedded 9144S can use a stand-alone 9145A, however.)

The chart below summarizes what to do for your different customers. Please read the following text for more detail.

Customer ordered	Customer wants	Your action now	Your action July 1
9144S	9144S	Leave order intact	
9144S	9145S	Leave order intact	Order 9145S with M05 discount
Opt. 544	Opt. 544	Notify Order Processing	
Opt. 544	9145S	Notify Order Processing, submit change order	Order 9145S with M05 discount

What to do for your customers who . . .

1) Ordered MICRO 3000LX/GX with the 9144S and want it: Leave your order intact.

   Your customer's MICRO 3000LX or GX will be shipped out as scheduled.

2) Ordered MICRO 3000LX/GX with the 9144S but want the 9145S: Leave your order intact.

   The new 9145S MICRO 3000LX/GX Upgrade Program is in place to allow your customers to upgrade to the 9145S in September for the option price of only $3,000. Open a new section and order the field

P/N	Opt.	Description	U.S. list price	CPL	Available
9145A		133-Mbyte ¼-inch cartridge tape drive	$3,980	July	July
9145S		Field exchange HP 9145S for 9144S in HP MICRO 3000LX/GX	3,625	July	Sept
32520A	545	Substitute HP 9145S for 9144S in HP MICRO 3000LX	3,000	Sept	Sept
32536A	545	Substitute HP 9145S for 9144S in HP MICRO 3000GX	3,000	Sept	Sept
32536AH	545	Substitute HP 9145S for 9144S in HP MICRO 3000GX	3,000	Sept	Sept

upgrade 9145S with associated M05 promotional discount:

P/N	Description	U.S. list price
9145S	Exchange 9145 for 9144	$3,625
M05	Promotional Discount	<625>
	Total	$3,000

The 9145S upgrade kits will be shipped as available in September and October.

3) Deleted the 9144S and don't want 9145S: Contact Order Processing.

Leave your order intact and immediately contact your RMO order processing coordinator at HP Desk XXXX.

To avoid customer satisfaction problems when the embedded 9145S is available in September, all GX Option 544s (delete cartridge tape) must be confirmed or changed before the order will be scheduled. Even if your order remains intact, your system will not be scheduled for production until the order is confirmed. Check with your customers to confirm or change their Option 544s and notify RMO at HP Desk XXXX.

4) Deleted the 9144S but want the 9145S: Contact Order Processing.

To avoid customer satisfaction problems, all MICRO 3000GX Option 544s must be confirmed or changed before the order will be scheduled.

Immediately submit a change order omitting Option 544 and the related external tape drive. Your MICRO 3000GX will be scheduled according to its original place in the order queue and will ship out with an embedded 9144S.

Then open a new section for a field upgrade 9145S with associated M05 promotional discount. The 9145S upgrade kits will ship as available in September and October.

P/N	Description	U.S. list price
9145S	Exchange 9145S for 9144S	$3,625
M05	Promotional discount	<625>
	Total	$3,000

5) Will order, MICRO 3000LX/GX after September 1 and want 9145S: Order new option.

Order Option 545 with the MICRO 3000LX or GX.

P/N	Description	U.S. list price
32520A	MICRO 3000LX	$10,950
Opt. 545	Substitute 9145S for 9144S	3,000
	Total	$13,950

HP 3000 MPE V/E systems support new HP 9145A

Robert Hamilton/CSY

Commercial Systems Division (CSY) supports the HP 9145A cartridge tape drive on HP 3000 MPE V/E systems on July 1. The new HP 9145A ¼-inch cartridge tape drive offers twice the data transfer rate of the HP 9144A cartridge tape drive (120 ips or 66 Kbytes/sec). Holding up to 134 Mbytes, the HP 9145A also offers twice the capacity per tape cartridge. It has the ability to read cartridges written by the HP 9144A, 35401A, and 9140A, allowing customers to preserve their investment in current cartridge archives and software distribution processes. Keeping the same package as the HP 9144A, the HP 9145A is supported in the minirack cabinet with MICRO 3000 systems and is well matched to MICRO 3000 systems with disc space greater than 100 Mbytes.

The HP 9145A cartridge tape drive is supported on all but one of the MPE V/E systems with the V-Delta-3 (G.03.03) operating system release. The exception is the MICRO 3000LX, which does not support external HP-IB devices. Maximum tape drive configurations for each system are listed below.

HP 3000 System	HP 9145A
MICRO 3000LX	0
MICRO 3000GX	2
MICRO 3000, Series 37, 37XE	2
MICRO 3000XE, Series 39, 40, 42, 42XP, 44, 48, 52, 58	4
Series 64, 68, 70	4

HP 7959B and 7963B: new 81- and 152-Mbyte disc drives

Margo Whale/DMD

Are your customers excited about the HP 7959B and 7963B disc drives from Disc Memory Division (DMD)? The same HP-designed and built 5¼-inch disc mechanism is now available in new 81-Mbyte and 152-Mbyte capacities to replace the present HP 7957A (81 Mbytes) and HP 7958A (130 Mbytes). Now your customers can receive increased capacity, additional flexibility, and improved performance at a lower cost.

Flexibility

The 81-Mbyte HP 7957B is available only in the single-mechanism package as the lowest cost solution for small systems. The 152-Mbyte disc capacity is available in either the HP 7958B (single-mechanism package) or the HP 7962B (multiple-mechanism package). Plus, a new 152-Mbyte upgrade kit (97962B) has been added to DMD's product line. The addition of this upgrade kit to the product line provides a highly flexible solution for customers. Customers who purchase either a 7962B (152 Mbytes) or a 7963B (304 Mbytes) will be able to choose additional upgrades from either the 97962B (152 Mbytes) or the 97963B (304 Mbytes).

Performance

These new products provide the same performance as the HP 7959B and 7963B, including a channel optimization feature previously available only on high-capacity disc products. The following summary characterizes some of the advantages these new products provide when compared with the performance specifications of competitors' disc products in the similar capacity range.

Competitive performance comparison (in milliseconds)

	70-80 Mbytes				130-150 Mbytes			
	HP 7957B	DEC RD-53	Sun 501A	Apollo 72 MB	HP 7958B	DEC RD-54	Sun 504A	Apollo 155 MB
Avg. seek	17	30	30	30	17	30	23	28
Avg. latency	8.96	8.3	8.3	8.3	8.96	8.3	8.3	8.3
Total avg. access	25.96	38.3	38.3	38.3	25.96	38.3	31.3	36.3

Reliability and service

The new HP 7957B, 7958B, and 7962B each feature the same high reliability HP customers have come to expect from our disc products. These products offer automatic

track sparing just like that on the 7959B and 7963B, and provides new low service costs that are almost half that of DEC, Sun, and Apollo.

Product	SMMC	BMMC	Next-day Service	Return to HP	Reduction
7957B	$28	$22	$14	$ 9	20% less than 7957A
7958B/62B	30	24	15	10	19% less than 7958A

HP offers a choice of warranty types on these products like the warranties offered on the HP 7959B and 7963B products. These products come standard with a one-year return-to-HP warranty — the same warranty offered on HP 9000 workstations. A 90-day on-site warranty is available by ordering Option W03.

System support

System support for the new disc drives is similar to the support previously announced for the HP 7959B and 7963B disc drives. The only exception is that the HP 7957B and 7958B are supported on the HP 250/260 beginning with release B.09 (with the exception of Models 4525XA and 45251B). The 7958B is supported initially only as a 132-Mbyte disc rather than the 152 Mbytes available. The full 152 Mbytes will be supported in Autumn 1988. The HP 7959B, 7962B, and 7963B are not supported on the HP 250/260.

System		HP 7957B	HP 7958B	HP 7962B/ 97962B
HP 260	(B.09)	Yes	Yes	No
HP 1000	A-Series (5.0)	Yes	Yes	Yes
	E/F-Series RTE-6 (5.0)	No	No	No
HP 3000	MPE-V (V-Delta-1)	Yes	Yes	Yes
	MPE-XL	Planned	Planned	Planned
HP 9000	Series 200/300 BASIC (5.0)	Yes	Yes	Yes
	Series 200/300 Pascal (3.2)	Yes	Yes	Yes
	Series 300 HP-UX (6.0)	Yes	Yes	Yes
	Series 500 BASIC/HP-UX	TBD	TBD	TBD
	SRM (3.1)	Yes	Yes	Yes
HP 9000	Series 800 HP-UX (2.0)	Yes	Yes	Yes

Networks & Peripherals

Price summary on midrange disc drives

Margo Whale/DMD

The entire midrange disc drive family is designed to give your customers exceptional reliability, solid performance, and compact packaging — all for an attractive price. The following summarizes HP's competitive pricing on HP discs in the 80 to 300 Mbyte range:

Product	Mbytes	July 1, 1988 U.S. list price	Factory base price	Comments
7957B	81	$ 3,850	$ 3,800	$400 lower than 7957A
7958B	152	5,475	5,400	$975 lower than 7958A, plus, the 7958B has more capacity
7959B	304	9,350	9,200	
7962B	152	6,300	6,200	$150 lower than 7958A, plus, the 7962B has more capacity and room for additional mechanisms
97962B (upgrade)	152	4,150	4,100	
7963B	304	10,750	10,600	
97963B (upgrade)	304	7,050	6,950	
SCSI discs				
7957S	107	4,875	4,800	Reduced $800
7958S	161	5,475	5,400	Reduced $1,825
7959S	323	9,350	9,200	

This pricing is very competitive against Sun and Apollo, the most aggressive price competitors in the technical workstation market. These prices compare well with Sun and Apollo at their 71- and 141-Mbyte capacities because of the higher 81- and 152-Mbyte capacities offered by HP. The new disc drives' low HP service costs, high reliability, and high performance will enhance the competitiveness of the HP 9000 system solution.

If an HP system solution will grow to require more than 900 Mbytes, continue to sell the HP 7937 product family. To obtain over 1 Gbyte of storage, twice as many spindles are required with the HP 7959B or 7963B as compared to the 7937. The HP 7937 disc family still offers the highest reliability in the industry with over 70,000 hours MTBF. Even if the reliability were the same on a per-spindle basis, you could expect your MTBF to be cut in half with a solution that uses twice as many spindles. Continue to position these HP products according to the following guidelines:

Disc drive selection guide

SELECTION CRITERIA	7959B	7963B	7936/37	7957/8/9S
LOW ENTRY COST	■			
FUTURE GROWTH		■	■	
INDUSTRY STANDARD				■
OPEN SYSTEM REQUIRED				■
OFFICE/WORKSTATION	■	■		
DATA CENTER ENV			■	
FACTORY FLOOR ENV			■	
LESS THAN 1 GIGABYTE	■	■		
MORE THAN 1 GIGABYTE			■	
PERFORMANCE/FLEXIBILITY				
CACHE			■	
FIBER LINK			■	
LARGE TRANSFERS			■	
CONFIG FLEXIBILITY			■	

Price reductions on new SCSI disc drives

Jude Garzolini/DMD

Effective July 1, HP lowers the price of the HP 7957S, 7958S, and the 7959S disc-drive products. These new prices are listed below.

Product	Capacity (Mbytes)	U.S. list price New	Old
HP 7957S	107	$4,875	$5,675
HP 7958S	161	5,475	7,300
HP 7959S	323	8,125	9,350

Note: HP 795XS products are supported on the HP 9000 Models 319, 330, and 350 with HP-UX 6.0 and later operating systems.

For additional information, contact Jude Garzolini, 208/Telnet 323-3424.

PRINTERS

HP DeskJet printer update and sales tips

Craig Daniels/VCD

Over the last four years, all of us have watched a revolution in the high end of the printer market led by HP's LaserJet printer.

As we watched that market, we heard more and more people clamoring for a laser printer that costs less than $1,000. Many more people wanted laser print quality than could afford it.

While this has been happening, HP has been perfecting its inkjet technology. We have introduced the HP ThinkJet, QuietJet, QuietJet Plus, PaintJet, and now the DeskJet printers. The DeskJet printer offers the best print quality of any inkjet printer. It offers 300 dots per inch text and graphics on plain paper (same as the LaserJet printer). Most importantly, it answers that need for laser print quality under $1,000.

We want to thank you for helping us achieve the success we have had and share some of our research with you in the hopes that it will increase your sales even more. Having visited customers and dealers over the last few months, we have noticed that many of you and your customers are defining a DeskJet printer customer as one who is shown a LaserJet printer and then says, "I can't afford it." That clearly works.

There is another group of customers offering a larger opportunity that identifies themselves differently. These are the customers that come in and ask for a $600 to $800 printer, probably 24-wire. Some of them will need impact for multiple part copies. However, most don't need impact capabilities and could be easily sold up to the DeskJet printer on the basis of its superior laser print quality.

When compared with $600 to $800 impact printers, the DeskJet printer has some easy-to-sell advantages: quietness, letter-quality speed, and ability to print sophisticated fonts. It is quiet enough that you can talk on the phone while printing and its 120 cps laser quality speed is approximately twice as fast as the competition's NLQ speed.

The conclusion from a report by International Data Corporation entitled, "Hewlett-Packard Targets Dot Matrix Printers with DeskJet: The Effect on Impact and Nonimpact Markets Assessed" was positive. It stated that the DeskJet printer is expected to draw most of its sales from the serial impact market and, in the short term, it is unlikely that other inkjet vendors will be able to duplicate HP's 10-year, third-generation inkjet technology or its marketing wizardry.

What do the customers think? We have included response cards with the printer, and 94 percent of customers say they would recommend the product to a friend. This is a great number and forecasts even better sales as word-of-mouth advertising takes off.

We believe that all of this adds up to the beginning of another revolution: widespread nonimpact laser-quality personal printing.

HP DeskJet printer news flash

- The HP DeskJet printer has off-the-shelf availability from HP

- Cartridges that support landscape printing were introduced April 1, 1988. The HP 22707K is the landscape cartridge and the HP 22707L is used with the 22707K to give additional landscape fonts

- In late summer 1988, HP will start running a second flight of ads that continue to support "laser quality for under $1,000" but also take aim at impact printers in the $600 to $800 range.

HP 2680A toner price reduction

Doug Lambuth/NPO

We have been listening to your concerns about toner pricing for the HP 2680 laser printer and now have good news for you. Network Printer Operation (NPO) and Direct Marketing Division (DMK) have negotiated a toner cost reduction with the HP 2680A toner manufacturer, and we are passing these savings along to our customers effective April 1, 1988. The new toner pricing structure offered by DMK is as follows:

P/N	Description	Estimated no. of printed pages	Qty (boxes)	U.S. list price Old	New
92180A	12 one-kilo bags per box	300,000-400,000 pages per box	1-2	$450	$405
			3-10	425	380
			11-19	410	365
			20+	400	355

Concerns have also been expressed about the pricing of the toner disposal containers. Although the special design and thickness requirements for the bottle have driven the manufacturing cost up, NPO and DMK have also lowered the price of these containers. The new pricing for the toner disposal bottles is as follows:

P/N	Description	Estimated no. of printed pages	Qty (boxes)	U.S. list price Old	New
92181A	Box of 6 disposal containers	360,000 pages per box	1-2	$83	$78
			3-5	75	70
			6-29	71	66
			30+	71	62

The effect of these price reductions for toner and toner disposal containers is a $5,000 to $20,000 reduction in five-year cost of ownership (depending upon monthly print volumes and use of variable density print) for every HP 2680A customer. DMK and NPO will continue to investigate ways to bring prices down further for HP 2680A consumables. If finding a source of paper stock for the HP 2680A is troubling your customers, let them know that HP 2680A paper is available from DMK (P/N 92184A).

For further information, contact the Peripherals Sales Response Center.

Also in this issue

HP DIRECT phone numbers

HP Fast Phones — the easy, direct way for you to order supplies, accessories, media, furniture, and software from Direct Marketing Division.

Location	Telephone Number
Australia	(03) 895-2645
	(03) 895-2615
	(03) 895-2815
	(03) 895-2861
	(03) 895-2619
	(008) 339-861 (toll-free)
Austria	(022) 2500-614/615/616
Belgium/Luxembourg	(02) 761 31 11
Canada	
Toronto Local	416-671-8383
Ontario	1-800-387-3417
Quebec	1-800-387-3417
British Columbia	112-800-387-3154
Atlantic Provinces	1-800-387-3154
Denmark	(043) 01 640
Finland	(90) 887 2361
France	(01) 69 86 17 25
Greece	(01) 6828811
Italy	(02) 9236 9702
Japan	
Sagamihara	0427 59 1321
Osaka	06 300 3150
Middle East/Africa, Geneva	(022) 831212
Norway	(02) 24 60 90
South Africa	
Johannesburg	(011) 8025111
Cape Town	(021) 537954
Spain	(91) 6374013
	(91) 6370011
Sweden	(08) 7502400
Switzerland	(057) 31 24 91
	(057) 31 24 94
	(057) 31 24 95
The Netherlands	(020) 547 6606
United Kingdom	(0734) 697201
United States	800-538-8787
West Germany	(0130) 3322

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