

COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel

FRANKFURT

REINHARDT HELMUT

HEWLETT  PACKARD

Vol. 1, No. 4
Aug. 1, 1976

DTD ANNOUNCES THE 2640B!!!

New AMD Sales Development Organization

New Faces in Sales Development at DSD

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HP Computer Museum
www.hpmuseum.net

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AMD DIVISION NEWS

Sale\$ \$ucce\$\$e\$

SELL PROGRAMS!!!!

by: Al Rogers/AMD

AMD has booked a multi-million dollar order from the Royal Swedish Air Force for 6 systems similar to the original 32 systems delivered during 1970 and 1971. These systems will be used for flight-line support of a new version of Viggen, the JA37.

When these new systems are delivered, more than 45 9500 systems will be in use for the Viggen program. These systems are used on the flight-line to fault isolate to the replaceable black-box, in the workshop to repair black boxes, and in the depot for complex black-box and modular repair. The systems have a broad range of stimulus, measurement, and switching capabilities and some systems have stimulus and measurement capabilities well into the microwave region.

Many thanks to *Karl Ryngebrant*, HP Sweden, for helping keep this important program customer happy.

GOOD SELLING, *Karl!!!!*

Division News

AMD SALES DEVELOPMENT ORGANIZATION CHANGE

Larry Amsden/AMD

Effective August 1, 1976, *Tom Freed* will take over from *Dawson Mabey*. As Regional Sales Support Manager, *Dawson* will be transferring to Product Management on the ATS-80 program.

Several changes will occur — *Dick Crepeau* taking on ESR/SSR, *Larry Sanford* responsible for CSR/MSR(E&W)/ICON.

Larry comes into the group with 11 years HP experience (DYMEC, PAD, AMD), and 4 years experience supporting

9500 systems (including Systems Operations and Customer Engineering).

The AMD RSE team is as follows:

<i>Dick Crepeau</i>	ESR/SSR
<i>Greg Gillen</i>	NSR
<i>Larry Sanford</i>	MSR/CSR/ICON
<i>Ralph Kenton</i>	85XX (All Regions)
<i>Tom Freed</i>	Mgr. & S.O. Liason

NEW FE FOR AMD

by: *Dick Crepeau/AMD*

Roger Jones, new FE in the Richardson office, has just finished two weeks of specialized product training at AMD. *Roger*, formerly with Univac, will carry quota for the AMD product lines with emphasis on the DTS-70. *Roger's* accounts, mainly in the Dallas area, will include Tinker and Kelly Air Force Bases.

GOOD LUCK, ROGER!!!

Product News

PRICE FOR 2ND TESTAID-II OR TESTAID-III LICENSE

by: *Dick Landes/AMD*

Here is a recap of the current AMD policy on prices for follow-on TESTAID licenses.

- TESTAID licenses purchased in one country by any one company (including all of its Divisions) are counted to establish first and subsequent purchases. Subsidiary or associated companies are counted separately. HP will, to the best of its ability, keep track of multiple sales to each company in one country, but is not responsible for correcting any oversights.
- The second and subsequent licenses purchased by a customer may be either TESTAID-II or TESTAID-III, irrespective of which the first unit was. The follow-on price

for whichever is purchased will apply to the second and subsequent licenses.

- With regard to purchase of licenses by U.S. or foreign Governments, each Government Agency will be considered the same as a private company in that country. For example, after the U.S. Army buys one license, all subsequent purchases by any Army Agency are follow-on. The same ground rule applies to U.S. Navy, Air Force, etc. So far, TESTAID licenses have been purchased by the U.S. Air Force and U.S. Army, so any new orders for either TESTAID-II or TESTAID-III from Army or Air Force buyers should be at the follow-on price.
- For determining first and subsequent purchases, licenses are counted in the country in which purchased. However, prices may be different if installation is required in a different country.
- Purchases of TESTAID directly from Telpar do not count as first purchases from HP.

If you have any further questions or unusual situations, contact your factory Regional Sales Engineer.

HELP!!!!

by: Larry Amsden/AMD

AMD/ESR needs your help!!

The ESR 9510D demo system is still for sale. The discount is 25% of system price — that's twice the normal discount.

The system includes the following options:

9510D	Base System with 32K
Option 002	DTU with 24 pins
Option 008	Additional 1 bay cabinet and shelf
Option 024	(8) 12 pin DTU cards for a total of 120 pin capability
Option 040	2895B punch
Option 041	2600 CRT and 2767 line printer (14.5K)

The total system price is \$193K.

Delivery will be immediately, but the best news is **NO** reasonable offer will be refused. If you need a better discount, just ask. CONTACT *Manny Perry*/Lexington.

There's been a lot of talk about computer networks. Hewlett-Packard's speaks for itself.

Measurement and Control Satellite

- Remote Instrument Calibration
- Process Control
- System Control
- Assembly Line Data Transfer
- Analytical Instrumentation
- Remote Control Hardware

Production Information Satellite

- Use of Central Peripherals
- Program Development
- Program Storage
- Program Distribution
- File Central
- PE - IBM

Data Entry Satellite

- Global Programs
- Up to 8 Keyboards
- Line Display

Lab Computation Satellite

- Program Execution
- System I/O
- Use of Central Peripherals
- Program Development
- File Storage
- Hardware
- Remote File Access

Network Central

- System Program Preparation
- System Administration
- Program File Exchange
- System Control
- System Control Software
- System Control Hardware
- System Control Peripherals
- System Control Software
- System Control Hardware
- System Control Peripherals

HP computer networks are now working for more than 100 customers.

Customers have been using Hewlett-Packard networks since 1973. And, as the chart above shows, for a lot of reasons. HP has what you need: the hardware and the all-important software to make full use of a 21MX multi-user network tailored to your requirements. Make us prove it. Write or call today.

HEWLETT PACKARD

22000 Redwood Road, Fremont, CA 94538

DATA SYSTEMS NEWS

Sale\$ \$uccess\$e\$

DEC OUTDONE AT DUPONT!

by: *Dave Hendrix/DSD*

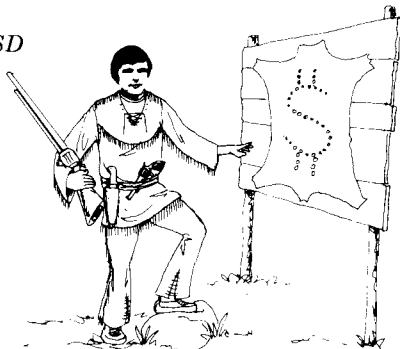


Congratulations to *Bob Kresek* for selling to Dupont's Instrument Division, located in Monrovia, California. They buy HP 2124A DISComputers to use as the controlling element in their mass spectrometer data acquisition system. Dupont used it's renewed OEM agreement (signed by Dupont's Eastern headquarters) for this \$104.5K purchase. *Bob* indicated that his main competition was DEC but that the micro-code program efficiency of the 21MX was the lock-out feature for HP. The speed of Dupont's programs using the 21MX micro-code was much faster than what DEC could provide. Congratulations to *Bob* for a fine sell!

P.S. Interesting enough is the dichotomy of this situation. Dupont uses HP equipment as integral parts to their mass spectrometers and HP happens to be Dupont's main competitor in the mass spectrometer market.

RTE RIDES SHOTGUN AT WINCHESTER

by: *Hugh Amick/DSD*



John Lovitt (F.E. — St. Louis) recently accepted a \$35K 9640A/RTE-II order from the Winchester-Western Division of OLIN Corporation located in East Alton, Illinois. Winchester-Western manufactures a complete line of shotguns, rifles and ammunition. Winchester-Western originated

as the Winchester Repeating Arms Company which was founded in 1866 by *Oliver F. Winchester* and produced the famous Model 66 rifle used during the Civil War.

Winchester-Western will be using the 9640A to monitor their shotgun shell test range where sample rounds from production and development are fired and analyzed. Winchester-Western plans to develop their own front-end interfaced throughout 12554A 16-bit duplex registers to process data concerning shot size, muzzle velocities, pattern dispersal and wad loading. The 9640A will process the data and perform statistical analysis as well as logging legally required sample information.

Competitive systems were not seriously considered due to an existing, super-reliable RTE-C system installed to perform in-plant monitoring and program development. This, coupled with the cost advantages of the 9640A price reduction, gave *John* the successful customer motivation for the sale. Moving from RTE-C to RTE-III, Winchester-Western was especially impressed by the powerful, multi-terminal capabilities of MURB and the ease of programming.

Good selling, *John*. Thanks from DSD!

P.S. While you're at Winchester-Western, pick up a few silver bullets. I'm running low!

SEGAL SELLS ANOTHER 9640

by: *Carlos Avila/DSD*

Stan Segal recently sold his third 9640 of the year — this time to Munich American Re-assurance Company in Atlanta, Georgia. The four terminal RTE system will be used for in-house FORTRAN program development of actuarial applications, such as the calculation of insurance premiums and annuities. Up to now these applications have been done on an outside timesharing service bureau at a cost of \$2000 per month.

For business applications such as payroll and accounting, the customer will use RDTs to transmit COBOL programs to an IBM 370/145 at a service bureau. The output of these commercial applications will be transmitted back to the 9640, spooled to disk, and then printed on a 600 lpm line printer.

This is the second 9640 that *Stan* has placed in a commercially-oriented account. Keep it up, *Stan*!

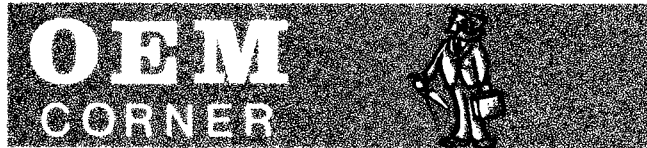
UNIVERSITY OF HOUSTON ORDERS IMAGE/1000

by: Carlos Avila/DSD

Gary Stump has sold IMAGE/1000 to the University of Houston at Clear Lake City, Texas. IMAGE/1000 will be used by the computer science department within the College of Technology to teach students data base management techniques (what a great way to cultivate future HP prospects!).

The college presently owns a 2000 Access system on which RTE-II is run part of each day. During this time of RTE operation, students will submit class problems, primarily in batch mode, for IMAGE/1000 processing.

Congratulations to Gary for selling one of the first IMAGE/1000 systems in a key market — our own existing customers!



NO TIME OFF FOR OEM'S

by: Stu Kagan/DSD

It may be vacation time around the country, but our OEM activity certainly hasn't taken any time off for the season of relaxation. During June 20 new OEM/COMBO agreements were consummated with 18 of 'em being first-time customers. They were:

COMPANY	FIELD ENGINEER
Gould, Inc.	Bruce McKee
Munsing Sporting Goods	A. Anderson
Datacom	Bubber Smith
ACD Corporation	Joe Euse
Martin-Marietta	Bubber Smith
Honeywell Marine System	D. McClelland
Data Probe	Sandy Effron
FET/TEST	G. Leight
TASCO, Inc.	Dave Kalman
Mauros Computer System	R. Tarkowski
Octal Systems	J. Oliphant
David E. Philpott	M. Chonle
Hunter Engineering	Don Pantle
Medlab Company	Gary Cole
Informatique Portneuf	J. Fahmy
Smith, Gaylord & Dennis	Gary Leight
Eastman Kodak	Mel Hauck
System Research Labs	B. Pehoski

Sales growth at a normally slow time is an excellent indication of a net true rise in your level of business — which means, of course, that OEM sales are improving. And indeed it is — thanks to you guys. Keep up the good work and sell OEM!

JOE PIFKO SIGNS UP PRO DATA PROCESSING, INC.



by: Bill Burger/DSD

Pro Data Processing of Encino, California has chosen HP as their supplier of DISComputers and 2644A terminals. They are supplying a packaged system to accounting firms such as Arthur Anderson & Company and Haskins and Sells for use by their personnel for client accounting. Their software is being written for RTE-II in FORTRAN and will include modules such as:

General ledger, profit and loss, balance sheet and general accounting.

Joe has already received his first order for a 2124B system which Pro Data will be shipping to their customer in January 1977.

Great job, Joe, in signing up another OEM!

P.S. Joe now has 12 OEM's working for him.

ELECTROMASK ELECTRIFIED — AGAIN!

by: Chuck Wain/DSD

Joe Pifko, of the Neely Santa Clara office, just re-signed Electromask, Inc. to a new OEM agreement for 35 functional units. Electromask had let their agreement lapse for a year but due to Joe's efforts, have decided to go HP again.

Electromask, a manufacturer of integrated circuit production equipment, uses an HP 2100 series CPU as a controller for an HP laser system. All of which is part of an integrated circuit image repeater system used to produced photomask arrays.

Good show, Joe.

FACTORY VISITS BY OEMs

by: Chuck Wain/DSD

Whew! We have just been involved in factory visits at DSD by several potential OEM customers, people like Kodak and General Electric. We have quite a good show, including technical discussions with our product experts and talks with management. We can also set up a super tour of DSD and DTD production lines, with a commentary on activities by the Manager of each line. These fellows really do a terrific job and customers get to see first-hand why HP products are of such high quality. The message here is, "if you need an extra hand to push that OEM sale over the top, maybe a factory visit is it!" Our request is that you give us as much lead time as possible, at least two weeks so that we can arrange the visit to run smoothly.

SELL OEMS!

AN OEM SALE A DAY

KEEPS THE CASH COW IN HAY

Product News

CORRECTION ON "ORDERING INFORMATION FOR 7905 GENERATOR AND DRIVER FOR RTE-II CUSTOMERS PRIOR TO 7905 INTRODUCTION."

by: Van Diehl/DSD

RTE-II customers that ordered their 92001A package prior to 7905 introduction can upgrade their software by ordering the following:

92060-16031 DVR32	\$25
92001-16026 RTE-II 7905 RT	\$25
92001-93001 RTE-II Manual	\$10

Do **not** order this upgrade via the upgrade kit listed in the Sales Newsletter, Vol. 3, No. 3, December 15, 1975 (92001-14008).

Division News

WHO ARE THESE PEOPLE?

by: Dave Bunch/DSD



One small portion of the Neophyte class.

... only the best. This group is the fifth graduating class of CS Group and Corporate Neophyte classes. With their passing through the hallowed lobby of DSD, we have added 66 Sales reps, System Engineers and Staff Engineers to the roles of the greatest sales force in the world (actually the 66 were all from North America) this year.

Congratulations to the graduates and welcome to those of you who will be attending the remaining courses this year. Growth means \$\$\$.

7905 GOING STRONG AT 1500!

by: John Trudeau/DSD

Late last April the 1000th 7905A Disc Drive (and the 5000th 7900A) came off the production line. Shown here is HP Executive Vice President *John Young* presenting a commemorative plaque to *James C. Riviere* of Systems Development Corporation. That this 7905A unit was shipped to

an OEM was not surprising since over 60% of all 7905A's shipped have been for resale (including OEM's inter-divisional, etc.). To date, 7905A production has passed the 1500-unit mark, with OEM's still accounting for a significant number of orders.



James C. Riviere

John Young

SOME NEW FACES IN SALES DEVELOPMENT

by: Jim Eckford/DSD

Thanks to the graduate recruiting program at the division this year, DSD Sales Development is proud to announce the addition of four new members of the team. They are *Todd Field*, *Dave Hannebrink*, *Wendi Brubaker* and *Mark Fowle*. All four are looking forward to taking an active part in the work of the group so you should have contacts with them soon.



Todd Field



Dave Hannebrink



Wendi Brubaker



Mark Fowle

Sales Aids

PITTSBURGH — HEWLETT-PACKARD USER'S GROUP

by: Bruce McKee/MSRE

In April the Pittsburgh-Hewlett-Packard User's Group held a combined Boss's Night and New Officer Installation. Over 35 persons attended the meeting at which the featured speaker was *Bob Sudkamp* of Hewlett-Packard.

The User's Group started in February 1975 primarily for Westinghouse personnel and with the assistance of *Bruce McKee* of HP's Cleveland Office. While still primarily RTE-oriented, the group is now open to any HP user.



Left to right they are:

Jim Cardinal, Westinghouse, Bettis Atomic Power Lab, Incoming President of User's Group

Robert F. Sudkamp, Mideast Regional Sales Manager, Hewlett-Packard Company

Henry Uberecken, Westinghouse, Large Rotating Apparatus Division, Outgoing President of User's Group

Present members are from J&L Steel, University of Pittsburgh, Alcoa, WABCO, Gould, and Westinghouse (Large Rotating Apparatus Division, Bettis Atomic Power, Advanced Reactors Division, Plant Apparatus Division, Nuclear Energy Systems, and R&D). Combined, the users have two 9700A's, a 9611R, a 5351B, two 9602A's, three 9640A's, two 9600E's, two 9600C's, and several BCS 2100's.

This group has been most beneficial to all concerned. Meetings are the first Wednesday of each month. At these meetings, the users trade information on common problems and application areas. Moreover, Hewlett-Packard personnel have a most cost-effective method of making a sales presentation.

OPPORTUNITY KNOCKS

by: Frank Jackson/DSD

HP has already gained two new DEC customers on the basis that they do not want to buy P.D.P. 11/04 and 11/34's.

We have heard that DEC has stopped production on both 11/05's and 11/35's and they will be obsoleted from the line. Here is another opportunity to unhook the competition in the world of the OEM who is being asked to change to different and slower machines.

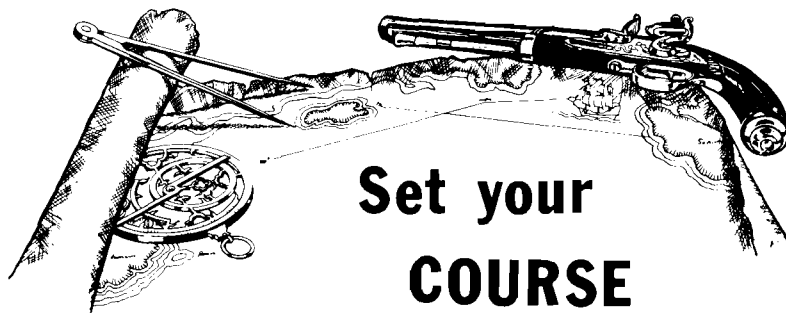
Check your OEM's and call the OEM sales development group if we can help.

International News

FRENCH STUDENTS VISIT DSD

by: Willie Whitfield/DSD

On Tuesday, 6 July 1976, 18 students and 2 professors from the L'Ecole Nationale De L'Aviation Civile of Toulouse France visited the Cupertino plant. The students were very excited about American scientific know-how and manufacturing ability, especially HP. They visited Lockheed and Douglas/Long Beach in Southern California before coming to HP. It was a unanimous opinion that HP had a better atmosphere for working and producing exciting products. The students got an overview of CSG and DSD from *Ted Doyle* and went on a plant tour of DSD guided by *Carlos Avila*. After lunch they visited APD and were really impressed by the small computer. Overall, I feel it was a fine example of letting HP people at work impress customers with our dedication and concern for quality. Another job well done with HP in review.



for that OEM ~~SALE~~
Sale Now!

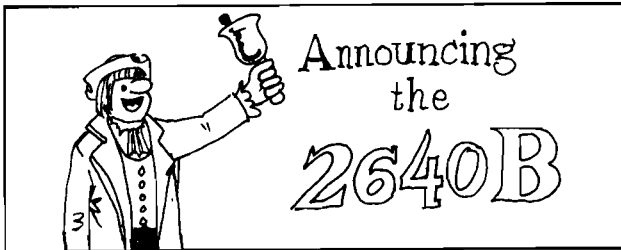


DATA TERMINALS NEWS

Division News

DTD INTRODUCES THE 2640B

by: *Jim Elliott/DTD*



August 1st, the new 2640B terminal will be announced. Key features that make this offering outstanding are:

- **IMPROVED DATA COMMUNICATIONS**
 - Now a choice of either Main Channel Protocol or Standard Reverse Channel Protocol for half duplex modem operation
- **ADDITIONAL FIRMWARE SUPPORT OF PERIPHERALS**
 - Support of RS232 Serial Printers now standard
 - Malfunctions of printers interfaced to the terminal now detectable by the CPU
- **IMPROVED KEYBOARD LAYOUT**
- **CURSOR SENSING/POSITIONING NOW BOTH ABSOLUTE AND RELATIVE**
- **COMPLETE SUPERSSET OF THE 2640A**

The 2640B will now replace the highly successful 2640A, HP's first offering to the CRT terminal market. Through the experience gained from producing and shipping over 4900-2640A's since November of 1974, significant cost reducing measures have been realized. As such, in addition to the outstanding features listed above, customers will receive a *bonus* 13% reduction from the original list price. That's right, the 2640B's list price is \$2600, purchase agreement discountable. And, first customer deliveries are scheduled for the late August/September timeframe. You will be able to quote and take orders starting 1 August.

INTRODUCING THE 2640S SWEDISH/ FINNISH and 2640N DANISH/ NORWEGIAN INTERNATIONAL DIS- PLAY TERMINALS

by: *Jim Elliott/DTD*

Two new terminals targeted for specific markets in the International area will be introduced on August 1st.

The 2640S & N are based primarily on the successful 2640A terminal, but include the added features of the 2640B. The main difference is that the keyboard and character set are compatible with the Swedish/Finnish and Danish/Norwegian languages.

These unilingual terminals can optionally include up to three additional 128 character sets. All other options to the 2640B are available on the 2640S/N. The U.S.A. list price for either is \$2750.

Deliveries are scheduled to begin in the early September/October timeframe. You will be able to quote and take orders for these units 1 August.

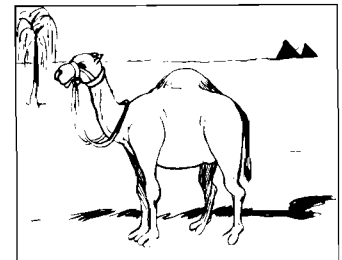
These two aggressively-priced terminals will help to broaden the 2640 Series Terminals product line while at the same time addressing the needs of two important subsets of the International marketplace. When introduced, the 2640S and 2640N will join the well accepted 2640C International terminal.

DTD DELIVERS!

ONESY-TWOSY HALFWAY MARK

by: *Rich Ferguson/DTD*

The East is breathing heavy, folks! So far a preliminary tabulation indicates a close race between all regions, but *Tom Montella* from Paramus helped put our friends from the East in a slight lead. (See article about *Tom's* success in this issue.)



You folks in the South are doing pretty good too, but Neely is ahead by a nose. As soon as their carrier pigeon lands, we'll

know what the Midwest is up to.

Remember, the contest ends Aug. 31; all entries received after that date cannot be included in the tally.

So, this is the halfway mark, gang! And these are the results to date. It looks like, if you want to win, put on a camel and hump!

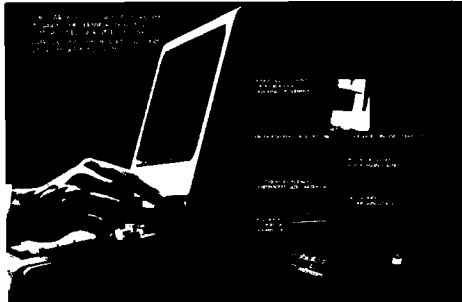
2644A MINI DATASTATION AD STUDY

by: Tom Anderson/DTD

Computer Decisions

HAYDEN PUBLISHING COMPANY, INC. 50 ESSEX ST., ROCHELLE PARK, N.J. 07662 - (201) 843-0550

April, 1976



Dear Reader:

In the November, 1975 issue of Computer Decisions, Hewlett-Packard ran an ad introducing the 2644A Mini DataStation. Please take a few minutes of your time to answer the questions which follow. A prepaid envelope is enclosed for your convenience. Many thanks for your help.

Cordially,

Don Huber
Don Huber
Vice President, Publisher

The *COMPUTER DECISIONS* survey was conducted to evaluate the potential SALES VALUE of reader inquiries received in response to the introductory 2644A Mini DataStation advertisement which appeared in their November, 1975 issue. The survey indicated that 96% of the respondents received the information requested but ONLY 23% had been contacted by an HP sales representative.

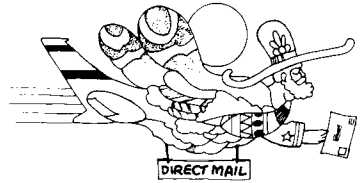
Were these leads WORTHWHILE to follow up? According to the study, 30% of the respondents have purchased a terminal or intend to purchase a terminal in the near future, and 3% of the respondents had already purchased a 2644A since making their inquiry.

Data Terminals advertisements have consistently generated lots of leads, and a few follow-up phone calls a week will bring results.

6% BOUGHT

by: Dick Byhre/DTD

Paul Miller and Tom Montella of our Paramus office held their own direct mail program by sending 800 letters to their favorite account, Bell Labs. The response was so good that "we took one order for a 2644 over the phone" recalls Paul.



Rather than enclose a bingo return card, Paul and Tom gave their respective telephone numbers and suggested the labs call them direct. The whole program has reaped 47 orders to date; that's a whopping 6 percent!

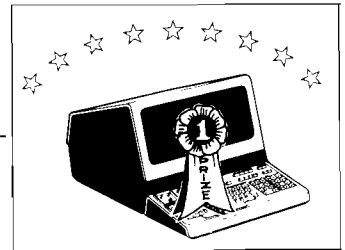
The packet included a cover letter describing the benefits of the DTD rental program, and data sheets, of course.

TRY IT — YOU'LL LIKE IT!

2644 WINS IR100 AWARD

by: Ed Hayes/DTD

The 2644A was selected among the 100 most significant new technical products introduced this year by Industrial Research Magazine.



The selection was made in early June on the basis of technical contribution, originality, packaging and advancement in their field of application.

Joining HP at the black-tie awards banquet in Chicago in September will be General Electric, Allied Chemical, Corning Glass, Honeywell, and Toyota, to name a few.

This is quite an achievement for a division less than a year old. We have set our sights high and the rewards are coming in.

Thanks to all of you for doing such a good job on developing, manufacturing and selling the 2644A.

CONGRATULATIONS, 2644!!!

SELL TERMINALS

\$ales \$uccesses\$

JUMPING-JACK-FLASH STIKES THRICE!

by: Carl Flock/DTD



2644 ARE SCHOOL STANDARD

Jack Lazenga of the Iowa City office made the 2640 and 2644 THE standard prescribed terminal for ALL schools in the State of Iowa. This standardization was achieved by Jack's superb account control and our long and successful relationship with the University of Iowa. All orders for terminals are funneled through the University. For example, in April, the Iowa Department of Public Instruction in Des Moines ordered six 2644's without any direct sales effort by Jack. How's that for account control! In fact, all orders for "onesy-twosy" on up have been preprogrammed to come to HP. Jack has really done his homework and now the results are flowing in.

2640 IN PRINTING AND PUBLISHING

Another of Jack's conquests was a \$28K order with Brown Publishing. Brown was especially impressed by the lower case characters and line drawing set of the 2640; but the real selling point was the ability to develop a user-defined PROM character set to handle BP's photo-typesetting applications.

Jack used his factory resources well to back up his sales effort and, in no time, the sale was closed.

2640'S GRADE SCHOOL EXAMS

Here, Jack helps our kids get their grades back in time. Working with Westinghouse, an OEM, Jack found that using the 2640 with 21MX controller and some special equipment, it made an excellent sheet scanner. A sheet scanner, for your information, is used to read marks on paper; in this case it grades tests.

Westinghouse regularly orders in five-terminal chunks at \$15K each and have been for some time. They especially like our off-screen memory and inverse video display enhancement, and of course good old HP quality.

Thanks to Jack for selling terminals.

5K BYTE BEAUTIES DISPLAY THEIR ENHANCEMENTS!

by: Eric Grandjean/DTD

Claude Raymond of our Geneva, Switzerland sales office has recently closed another order for more than \$29K with L'Institut Europeen D'Informatique, S.A., an OEM.

I.E.I. developed a neat twin MX/disc configuration surrounded by eight 2640's. This system will control stocks and inventories from raw materials to finished products, as well as invoicing and management reporting.

Claude reports that block transfer capability was one of several essential requirements for this application. These 5K byte beauties were also ordered with their display enhancement accessory, to allow them to show their elegant lines and greatly help data entry.



Congratulations, Claude, and keep your customers well supplied with HP terminals!

\$\$IGN\$ OF \$UCCESS\$

by: Rich Ferguson/DTD

Bob Kresek, from NEELY North Hollywood, signs up "sign company" for twenty terminals!



Pacific Outdoor Advertising, in Los Angeles, signed the Data Terminals Purchase Agreement and will be purchasing terminals to help out with their Inventory Control and development of month-end financial statements. To do this, data will be collected off-line using the forms capability and stand-alone mass storage of the 2644A. At day's end, the data will be batched to the computer for processing. This will result in a greatly improved POA's turnaround time to generate various reports.

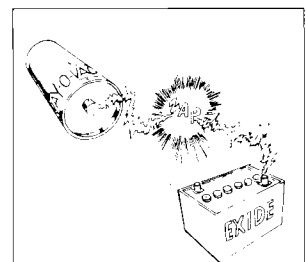
Needless to say, the forms capability and super stand-alone features made this sale. The terminals will be hooked up to a well-known HP multilingual series computer.

Thanks, Bob, for landing a big one for DTD!

COMPARE AND BUY

by: Carl Flock/DTD

Next time you buy a RAY-O-VAC battery for your flashlight or an EXIDE battery for your car, you'll remember the success of Crane Hertz and the HP 2640.



Crane sold \$34K of 2640's to ESB EXIDE for their Order

Processing needs. EXIDE initially was planning to buy COMPUTEC terminals for an HP 3000 system, but Crane's aggressive, hard-driving salesmanship and of course, the fantastic 2640 saved the day. He insisted on a side-by-side comparison of the COMPUTEC and 2640 and after extensive testing, EXIDE picked the 2640 for its reliability, flexibility and clarity of display.

The total sale, including the HP 3000, was a marvel of coordination between the customer (ESB EXIDE), the lessor (GE Credit), the software house (SCI), and, of course, the supplier — HP. It is a credit to the expertise of Crane Hertz and the King of Prussia team that the HP 2640's were made a part of these sales.

Thanks, Crane . . . for the extra effort for DTD.

FANTASTIC FUTURE FORGED FOR FICK FOUNDRY

by: Rich Ferguson/DTD

Dick McClelland from Neely Bellevue fuels Fick Foundry's fire and sells them six 2640's. Fick felt that the 2640 terminal was the best overall performer they evaluated to be used throughout their entire facility.



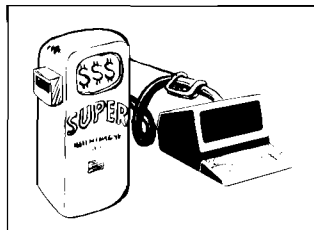
Their application includes order entry, payroll, shipping and receiving and all the other administrative functions. Fick Foundry found the forms just "fantastic." It helps increase the productivity of the system greatly and as a result, reports and financial data will be available on a more timely basis with less cost.

These terminals will be used on one of HP's well-known multilingual computer systems designed to support and control the 2640 series.

Dick, you did a great job for us. Fanks!!

PETRODOLLARS FOR DTD

by: Eric Grandjean/DTD



Phillip Pote of our Athens sales office recently closed an order with the MINISTRY OF PUBLIC WORKS AND HOUSING of Saudi Arabia, in Riyadh, for eight 2644's worth more than \$38K.

The 2644A's, each one coupled with a 13349A printer subsystem, will support a large Series II system. The terminals will control a multitude of state building projects such as critical path analysis, structural design, stock control, accounting and payroll, thanks to the powerful data base management capability.

Why use 2644A's when you are wired to a friendly Series II? It's obvious. The cartridges add yet another dimension to the entire system by providing an intermediate/off-line/buffer/spooling/you-name-it mag tape storage, where it does most good, and for a price which is hard to beat.

Thanks Phillip, for selling terminals!

Product News

NEW 4K MEMORY PRICE

by: Tom Anderson/DTD

Effective August 1; the 2K memory board, 13233A, will no longer be available as a standard product. We have decided to remove this board for the following reasons:

1. 2K memory is slower than the 4K memory module and has given several of our terminal customers application problems because of this lower performance.
2. 2K memory module supports a smaller number of display enhancement and control codes, which has caused some application problems.

Also effective August 1; we are repricing the 4K memory, 13234A, at \$300. This makes it a very attractive alternative to the 2K memory module . . . for \$50 more you get twice the memory! In addition, the 4K board does not have the speed and display codes limitations that the 2K board has. The 4K memory board has been redesigned, tested, and approved and is now in full production. Your customers who have waited so patiently for their add-on memory should be receiving theirs now.

We will continue to make the 2K memory board available for specials and other nonstandard products where we are in a better position to control its application use.

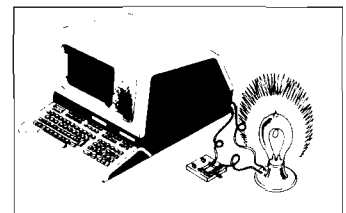
Those of you who have customers who need the 2K memory board for some specific application, or who would like to change their order from 2K to 4K to take advantage of the greater memory at a more attractive price — NOW is the time to contact them. Changeorders will be accepted through the end of July.

THANKS FOR SELLING TERMINALS!

2640'S AND 2644'S ON GE TIMESHARE!

by: Rich Ferguson/DTD

Just give Ed Wilson from Orlando a few wires and he will know where to plug them. So it went with G.E. Timeshare in Tampa. Ed sold a potfull of terminals to various people who subscribe to the GE service.



The specifics are as follows: A Vadic modem, 1200 baud, 2640 or 2644, half duplex, no parity, and NO PROBLEMS.

As an interesting sidelight, the performance of the 2640 and 44 is so good that the GE Timeshare Branch Manager at Tampa is presently carrying our literature and encouraging users to purchase HP terminals.

Thanks Ed, for the extra effort.

WHEELS ARE DEAD!

It's a sad reality we have learned to live with, but the wheels program has been discontinued. We presently don't have the factory resources to continue manufacturing them but we have an alternative.



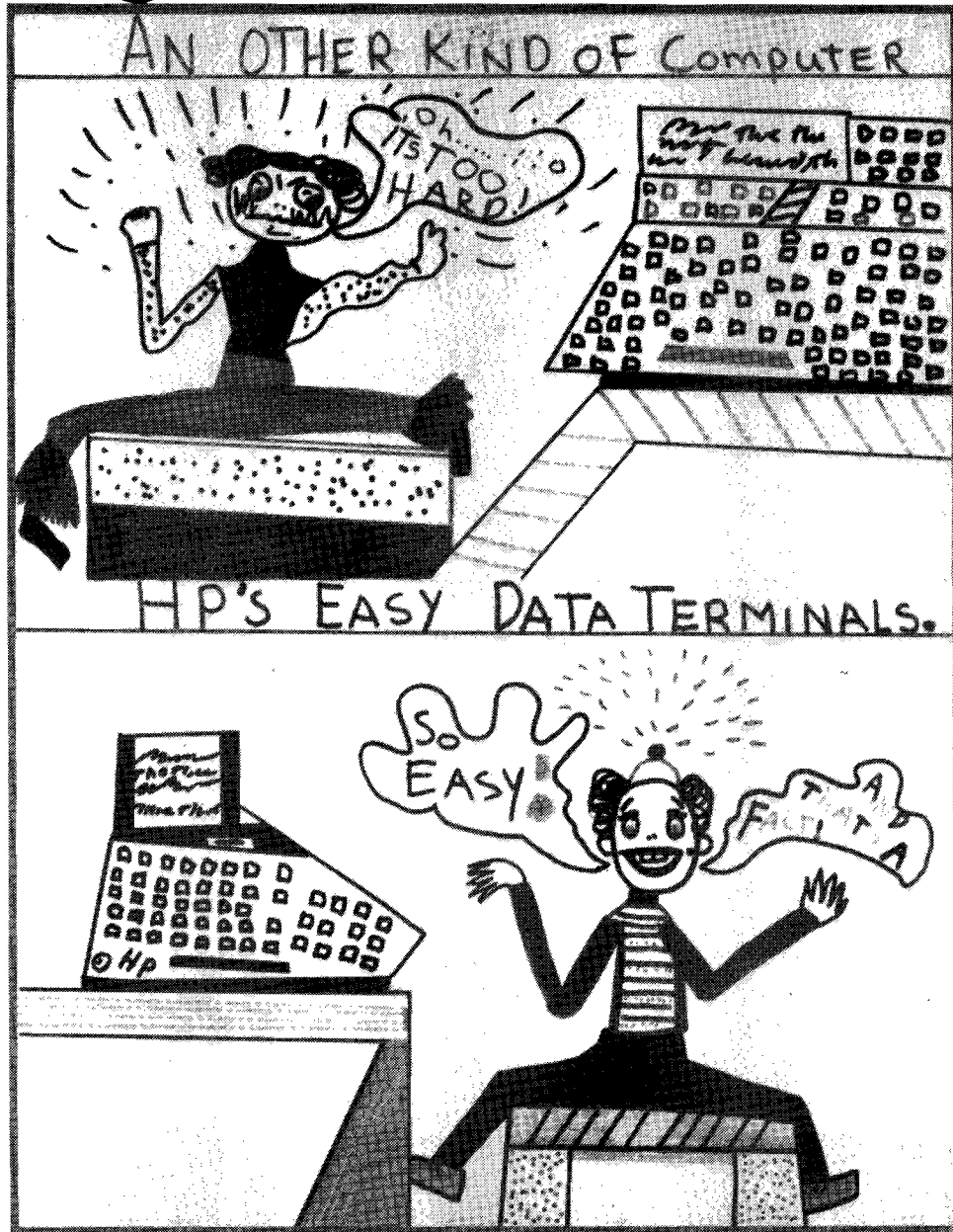
We have found a company in Ohio that has a nifty set of wheels for about \$50. For those of you in a hurry for a set, call Ferno-Washington, Inc. at (513) 382-1451.

We have contacted Ferno-Washington and they will be sending each DM a catalog and price list.

Wheels will undoubtedly become a collector's item in years to come, so hang on to them.

SELL TERMINALS!

So Easy! and thats a Fact.....



GENERAL SYSTEMS NEWS

Product News

OBSOLETE PRODUCTS LISTED

by: Marc Matoza/GSD

Product obsolescence has been issued for several software products. The table below contains the pertinent information relating to these products.

OBSOLETE PRODUCTS

PRODUCT #	DESCRIPTION	DATE	COMMENTS
32213A	COBOL A	6/1/76	Superseded by 32213B COBOL B subsystem. Customers ordering this subsystem will receive only the Version B compiler on CX and Series II.
32102A	FORTRAN A	6/1/76	Superseded by 32101B FORTRAN B subsystem on both CX and Series II.
32214A	SORT A	6/1/76	Superseded by 32214B SORT B. Available on both CX and Series II.
32204A	STAR	6/1/76	Placed in the Contributed Library. Not supported product for the Series II.

Sales Successes

DATA BASE SEMINAR PAYS DIVIDEND

by: Bob Ingols/GSD

A Standard Oil Company of Ohio top-level manager attended an IMAGE seminar, and this lead eventually turned into an order for a 3000 Series II System. From this small beginning, we hope to further penetrate this major U.S. corporation. This is the first non-IBM computer used for business data processing in their corporate headquarters in Cleveland.

The application is to keep track of all the oil which leaves Valdez, Alaska, by oil tanker. Because of the oil's high value, this 3000 installation will be quite "visible." In addition, the 3000 will handle one division's business data processing needs. Ten to twenty terminals will be on-line.

Utilizing their existing 370/158's and their IMS data base systems was the last obstacle to overcome. They became convinced that IMAGE is an excellent DBMS and that using the 370's would be far more expensive over the next three years.

Bruce McKee, F.E. in Cleveland, masterminded our winning effort. Many kudos go to the indispensable efforts of S.E.'s Paul Grazulis and Shirley Henry for their technical advice and presentations to Standard.

After a one-week IMAGE Training class by Shirley, their programmers are building and using their own data bases. Their manager tells us it takes the same people at least six months to do that with IMS. That's impressive!

The system is to be delivered in September, but Standard is writing all their programs this summer. Call Bruce for more information at (216) 243-7300.

Division News

GSD MARKETING — ORGANIZATIONAL CHANGES

by: Bill Krause/GSD

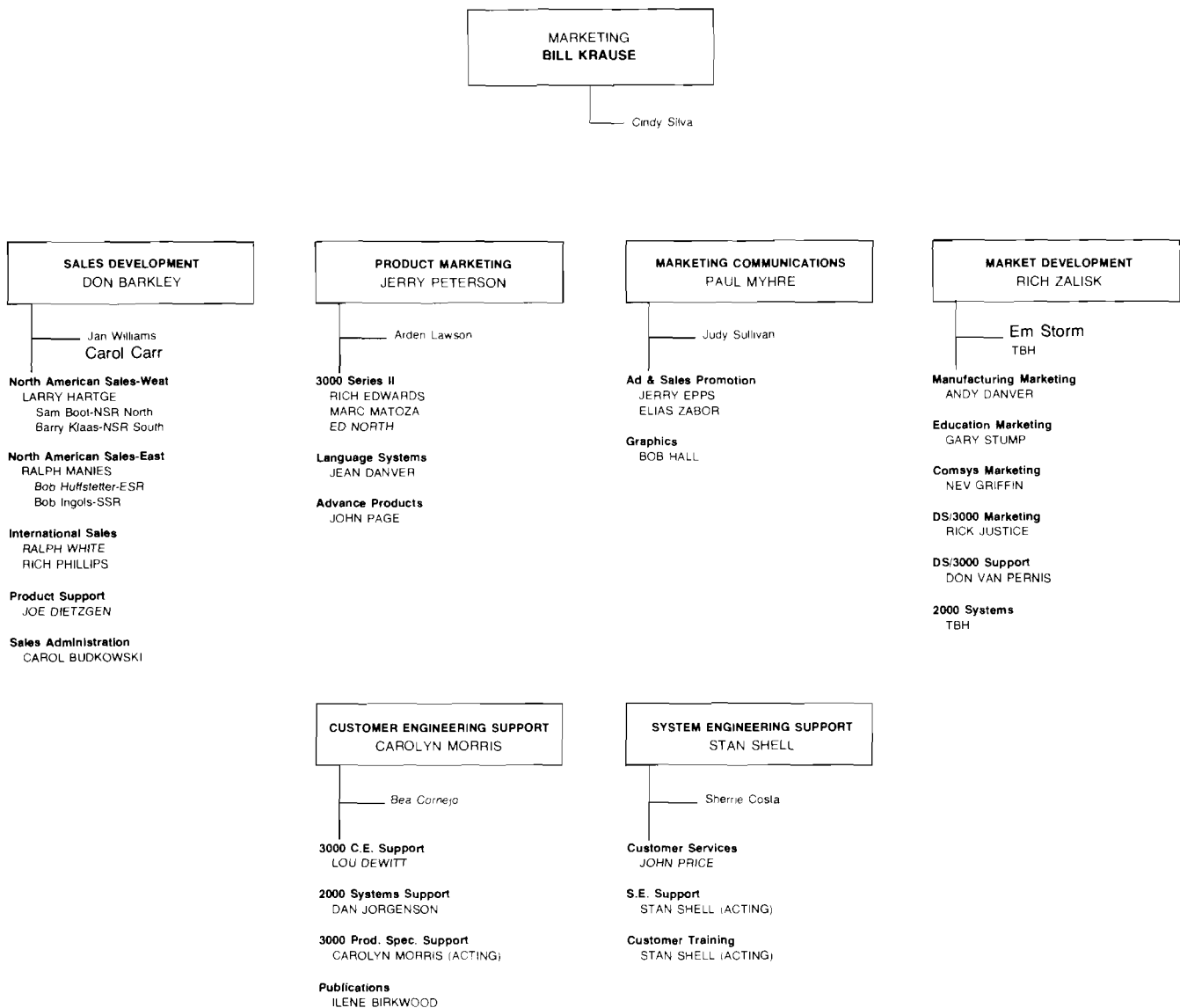
The successful 3000 Series II introduction with the Field's help has caused new growth opportunities for GSD marketing. Dave Sanders has been asked by Ed McCracken to manage our 3000CX trade-in and refurbishing program. In addition to coordinating the trade-in and return of 3000CXs that have been upgraded to Series II, Dave will be coordinating the necessary on-going engineering and marketing support of our 3000CX (3000 Series I) customers. Dave will be reporting directly to Ed McCracken in this important new assignment and he will be communicating directly with you in the near future regarding the details of his new organization. To replace Dave, I have asked Jerry Peterson to become our 3000 product marketing manager. The challenge in Jerry's new assignment will be to continue the momentum established with the 3000 Series II introduction and work closely with Engineering to define and begin implementing our three year 3000 product development strategy.

To provide a higher level management attention to our Customer Engineer and System Engineer support programs, it is appropriate to organize our division product support activities

along these lines. In this regard, *Carolyn Morris* will be responsible for our *Customer Engineering Support* and *Stan Shell* will be responsible for our *System Engineering Support* reporting directly to me. *Carolyn's* major challenge will be to provide our field customer engineering organization with the necessary training, tools, and on-going factory support to successfully install and maintain all the 3000 Series II systems being sold by our sales organization. *Stan's* primary focus will be to work with *Jay Denny* (CS Group) and our field system engineers to implement our new 3000 Series II training and consulting services. In addition, *Stan's* team is responsible to provide our field system engineers with the necessary training, tools, and on-going factory support to allow our 3000 Series II customers maximum utilization of their systems.

Finally, I'm happy to announce that *Rich Zalisk* will be joining the GSD marketing organization as product marketing manager of our important Market Development activities for Manufacturing, Education, and Distributed Systems. *Rich* will be returning to the United States after spending five years with the Hewlett-Packard GmbH organization, most recently as manager of Parts Center Europe operations and Information Systems manager for HP Germany. *Rich* brings a wealth of management experience, ideas, and capabilities and we are fortunate to have his help in such a key assignment.

All changes will be effective July 15, 1976; and, I know you will join me in wishing these people full success in their new assignments.



NEW DIRECTIONS FOR EDUCATIONAL USERS GROUP

by: Chris Doerr/GSD

The Spring All Users Meeting of the Educational Users Group was held in Phoenix on May 4, 1976. The morning session featured eight outstanding speakers who covered all phases of computer usage in education. Up to 80 people were in attendance at various times throughout the morning. The afternoon session was a panel discussion conducted with the help of two longtime active Users Group members. The subject of this discussion was "New Directions for the Users Group." A fairly concrete plan evolved from that 2-hour free-for-all.

There was consensus among the users that more activities should be offered by the Users Group, especially on the regional level. The highly successful Upper Midwest Users Group was used as an example to show the benefits of regional cooperation: more frequent meetings involving the same core group of people, extensive software sharing, and a vehicle for more effective communication with HP regarding common problems/concerns. The afternoon ended with a request by the group for initial meetings to be held in each geographical region next fall, with the results to be reported at the All Users Meeting to be held at the NAUCAL Annual Meeting in Portland, Ore. (Oct. 28-30).

Accordingly, preliminary plans are underway for nine meetings for the first week in October*. A questionnaire has been sent to all Users Group members to ascertain their interest in participating in a regional group. As soon as we receive a reasonable response, we will proceed with final plans for the meetings. If users in a particular area don't show any interest, no meeting will be held in that area.

We need to recruit a host institution in each city, and devise an agenda to fit the needs of the attending users. Any suggestions and/or assistance will be greatly appreciated — please call me at GSD (408) 249-7020, ext. 2910.

REGION	CITY
Pacific NW	Portland, Oregon (*Oct 28)
California	Santa Clara, California
Mountain States	Denver, Colorado
Lower Midwest	Dallas, Texas
Upper Midwest	River Falls, Wisconsin (*Oct 21)
Upper Mideast	Cleveland, Ohio
Southeast	Atlanta, Georgia
Northeast	Upper New Jersey
Central East Coast	Washington, D.C.

HP 3000 AND 2000 SYSTEMS AT THE HANOVER FAIR

by: Fritz Joern/BBN

At this year's Hanover Fair, April 28th to May 6th, HP had a booth of about 5300 square feet demonstration area, and 1500 sq ft. conference area. The HP 2000 and 3000 Systems were prominently displayed and found great attention. On the 2000 ACCESS a link to an IBM was demonstrated and vari-



ous other programs. On the 3000 the highlight was a Bill of Materials Processor which is used by one of the German 3000 users.



Training News

GSD CUSTOMER TRAINING – MATERIAL ORDERING PROCEDURES

By: John Price/GSD

Attached are the ordering procedures for obtaining from the General Systems Division those course materials needed to conduct customer training classes on-site and at Regional Training Centers. These ordering instructions cover the student and instructor materials for the first five (5) SERIES II courses to be made ready for teaching in the regions. The material lists and ordering procedures for subsequent courses will be distributed when dates of availability are firmly established.

As outlined on the following pages, course materials are obtained from two (2) sources, the Software/Manuals Distribution Department (KDX #88) and the Customer Services Department (KDX #30). To avoid delays in filling your orders, do not mix items from the two (2) sources on a single I/O.

We suggest you transmit your IO's via COMSYS. Please allow two (2) weeks processing and shipping time from date of first availability.

COURSE NUMBER AND TITLE

22801A HP 3000: A COMPREHENSIVE INTRODUCTION
(HP training center)
22815A HP 3000: A COMPREHENSIVE INTRODUCTION
(on-site)

Part Number	Part Description	First Avail.	Internal Trans Cost	Using Internal Orders, Division	Purchase From: KDX #	To Attention Of:
Student Materials: (1 each/student)						
03000-90121	Terminal Users Guide	6/1	*	47	88	Bob Tellez
03000-90012	EDIT/3000 Reference Manual	6/1	*	47	88	Bob Tellez
03000-90064	ECOPY/3000 Reference Manual	6/1	*	47	88	Bob Tellez
30000-90009	MPE Commands Reference Manual	6/1	*	47	88	Bob Tellez
30000-90011	MPE Segmenter Reference Manual	6/1	*	47	88	Bob Tellez
30000-90045	Index to MPE Reference Documentation	6/1	*	47	88	Bob Tellez
30000-90049	Software Pocket Guide	6/1	*	47	88	Bob Tellez
30000-90050	Data Entry Library Reference Manual	7/1	*	47	88	Bob Tellez
32214-90001	SORT/3000 Reference Manual	6/1	*	47	88	Bob Tellez
22801-90001	Student Workbook	7/1	\$ 6.00	47	30	Cust. Service Secretary

Instructor Materials:

22801-90002	Overhead Projection Slide Set	7/1	\$950.00	47	30	Cust. Service Secretary
22801-90003	Duplicate of Student Workbook Printing Masters	7/1	\$775.00	47	30	Cust. Service Secretary
22801-90004	Instructor Guide	7/15	\$ 11.00	47	30	Cust. Service Secretary
22801-90005	Mag Tape of Course Files	7/1	\$ 15.00	47	30	Cust. Service Secretary

*Transfer at Cost & Handling

COURSE NUMBER AND TITLE

22802A HP 3000: SYSTEM MANAGEMENT AND OPERATION
(HP training center)
22816A HP 3000: SYSTEM MANAGEMENT AND OPERATION
(on-site)

Part Number	Part Description	First Avail.	Internal Trans Cost	Using Internal Orders, Division	Purchase From: KDX #	To Attention Of:
Student Materials: (1 each/student)						
30000-90044	MPE System Utilities Manual	6/1	*	47	88	Bob Tellez
30000-90013	System Console Operator's Guide	6/1	*	47	88	Bob Tellez
30000-90014	System Manager/System Reliability Manual	6/1	*	47	88	Bob Tellez
22802-90001	Student Workbook	7/5	\$ 4.00	47	30	Cust. Service Secretary

Instructor Materials:

22802-90002	Overhead Projection Slide Set	7/5	\$500.00	47	30	Cust. Service Secretary
22802-90003	Duplicate of Student Workbook Printing Masters	7/5	\$425.00	47	30	Cust. Service Secretary
22802-90004	Instructor Guide	9/6	\$ 6.00	47	30	Cust. Service Secretary

*Transfer at Cost & Handling

COURSE NUMBER AND TITLE

22956A HP 3000: IMAGE, DATA BASE MANAGEMENT TRAINING
(HP training centers only)

Part Number	Part Description	First Avail.	Internal Trans Cost	Using Internal Orders, Division	Purchase From: KDX #	To Attention Of:
Student Materials (1 each/student)						
30000-90041	IMAGE/3000 Reference Manual	6/1	*	47	88	Bob Tellez
30000-90042	QUERY/3000 Reference Manual	6/1	*	47	88	Bob Tellez
22956-90001	Student Workbook	8/1	\$ 4.00	47	30	Cust. Service Secretary

Instructor Materials:

22956-90002	Overhead Projection Slide Set	8/1	\$550.00	47	30	Cust. Service Secretary
22956-90003	Duplicate of Student Workbook Printing Masters	8/1	\$450.00	47	30	Cust. Service Secretary
22818-90005	Magnetic Tape of Course Files	8/1	\$ 15.00	47	30	Cust. Service Secretary

*Transfer at Cost & Handling



COURSE NUMBER AND TITLE

22818A HP 3000CX TO SERIES II CONVERSION
(on-site only)

Part Number	Part Description	First Avail.	Internal Trans Cost	Using Internal Orders, Division	Purchase From: KDX #	To Attention Of:
Student Materials (1 each/student)						
30000-90046	HP 3000CX to Series II Program Conversion Guide	6/1	*	47	88	Bob Tellez
22818-90001	Student Workbook	7/21	\$ 3.00	47	30	Cust. Service Secretary

Instructor's Materials:

22818-90002	Overhead Projection Slide Set	7/21	\$200.00	47	30	Cust. Service Secretary
22818-90003	Duplicate of Student Workbook Printing Masters	7/21	\$175.00	47	30	Cust. Service Secretary
22818-90005	Magnetic Tape of Course Files	7/21	\$ 15.00	47	30	Cust. Service Secretary

*Transfer at Cost & Handling

COURSE NUMBER AND TITLE

22975A IBM SYSTEM/3 TO HP 3000 CONVERSION
(HP training center)

22817A IBM SYSTEM/3 TO HP 3000 CONVERSION
(on-site)

Part Number	Part Description	First Avail.	Internal Trans Cost	Using Internal Orders, Division	Purchase From: KDX #	To Attention Of:
Student Materials: (1 each/student)						
32104-90004	IBM System/3 to HP 3000 Conversion Guide	6/1	*	47	88	Bob Tellez
22975-90001	Student Workbook	7/12	\$ 3.00	47	30	Cust. Service Secretary

Instructor Materials:

22975-90002	Overhead Projection Slide Set	7/12	\$275.00	47	30	Cust. Service Secretary
22975-90003	Duplicate of Student Workbook Printing Master	7/12	\$225.00	47	30	Cust. Service Secretary

*Transfer at Cost & Handling

Order Processing

TOPAZ ISOLATION TRANSFORMERS

by: Lou DeWitt/GSD

TOPAZ, our prime supplier for the isolation transformers, has informed us that the availability of the transformers is out around 30 days. This means that our customers will have to get the transformers on order immediately after you have consulted them regarding site requirements. They don't have time to "sit on it" if they want their system installed in any reasonable time frame.

Your efforts to encourage the customer to order the transformers will result in a good installation and a satisfied customer.

30329A CABLE REQUIREMENT EXPLAINED

by: Jim Chiochios/GSD

When the first 30329A in a 29425A (Vendo) cabinet is shipped to CX or pre-CX systems, an 18-foot multi-unit cable (13013A) is required. This allows the customer the same flexibility offered by the first 7905A disc (30129A) added to the system in a 29425A cabinet.

To order an 18-foot cable, the option-020 to the 30329A has been created. It deletes the standard 8-foot cable and includes an 18-foot multi-unit cable. In addition, the data cable (13213A) will be changed from 50-foot to 25-foot.

Please have future orders transmitted for option-020 when adding the first 30329A to CX or pre-CX systems.

Sales Aids

SERIES II LITERATURE

by: Paul Myhre/GSD

As a result of the resounding success of the HP 3000 Series II introduction, our sales literature is in short supply. In planning for the introductory promotion, we printed what we thought were generous quantities of literature, based on past usage. But, we were wrong and our stock of several brochures is almost exhausted (we've consumed about 160,000 pieces of literature in less than a month)!

We are requesting that all offices assess their future literature needs realistically. You can help us by ordering only the literature you need and using it judiciously. As a suggestion, give a prospect the material he needs, but don't give all the Series II literature to someone who is only casually in-

terested. The introduction flyer (5952-5584) should usually be used to answer first level inquiries. Generally, it is best if literature such as the Planning Guide (5952-5587), Performance/Prices/Configurations (5952-5588), and the Management Brochure (5952-5591) is presented to the prospect personally. For instance, at seminars give the attendees only the minimum literature so that later the salesman will have the option of presenting the other Series II brochures to the qualified attendee when he calls on him at his office.

Another way you can help us is to have all orders for literature go through your designated literature clerks and thus avoid double ordering and the stocking of unnecessarily large quantities of literature at each office.

We will be reprinting the literature that is in short supply in order to fully support your sales efforts. But, we do ask you to use the literature in the most effective manner. As you know, literature is expensive, and we are struggling to live within our targeted expense constraints to help the Corporation meet its profit objectives in the second half.

Thanks for your cooperation and assistance in making the introduction of the Series II a huge success.

HP 3000 SERIES II GIM AVAILABLE

by: Dave Eicher/GSD

Now available for your immediate perusal is the new HP 3000 Series II General Information Manual (GIM).

Introducing the concepts and capabilities of the HP 3000 Series II, this manual also discusses in depth:

- the overall system and hardware features,
- the Multiprogramming Executive II (MPE-II) operating system features,
- the programming languages (COBOL, RPG, FORTRAN, BASIC, and SPL),
- the utility programs (EDIT, FCOPY, SORT, Compiler Library, Scientific Library, TRACE, and Data Entry Library),
- the data base management facilities (IMAGE and QUERY),
- the data communications facilities (2780/3780 Emulator, Real-Time Programmable Controller, and Programmable Controller).

Also, the manual's appendices summarize the MPE-II commands and intrinsics, the entire set of HP 3000 Series II documentation, and the HP 3000 Series II machine instruction set.

To order your copy, submit an I.O.S. with the following information:

Title: HP 3000 Series II General Information Manual
Part #: 30000-90008
Price: \$6.50

SYSTEM HOUSE SURVEY

by: Carol Budkowski/GSD

In Volume I, No. 6 of GSD's *Blue Line*, an attempt was made to gather information about systems houses. Specifically, we were looking for houses which produce commercial and manufacturing application software packages for both the HP 3000 and 2000 systems. Continuing in this effort, a form has been composed for the sole purpose of gathering this information.

Please take a few moments to fill out and send in this form to me, Carol Budkowski, GSD-Santa Clara, Building 53U.

SYSTEMS HOUSE SURVEY

Systems House Name _____

Name of Contact _____

Title _____

Address _____

City _____

State _____

Zip _____

Rental/Purchase Prices: _____

Please return to: Carol Budkowski, GSD-Santa Clara, Bldg. 53U.

Competition

VARIAN V76 COMPETITIVE SCOOP

by: Jean Toth Kelley/GSD

In recent months Varian's new V76 system is being pushed in the commercial marketplace. This was all made possible by an acquisition of one of their commercial OEM's, International Data Pro. Varian is now able to offer the following software on an RTE-like operating system with "dynamic mapping":

- BASIC
- RPG-II
- FORTRAN IV
- ANSI '74 COBOL (level 1)
- TOTAL
- ISAM
- HASP
- VIDEO (on-line data entry)
- TSS (a time share BASIC subsystem)

Although this list seems comprehensive, a second look reveals the following:

- TSS is BASIC-only with a facility for entering jobs in other languages into the batch-queue (like the STREAM command).
There is no compilation or execution of RPG-II,

FORTRAN, and COBOL programs from this timeshare supervisor.

- TOTAL does not operate under TSS either. Since the operating system, VORTEX, is interrupt driven (and not timesliced as is MPE-II), which subsystem receives higher priority? TSS or TOTAL? How does this decision affect the response of the other?

TOTAL is callable from RPG-II, FORTRAN, COBOL, and Assembler. It is *not* callable from BASIC.

There is no query-like facility interfaced to TOTAL.

- It is *not* a virtual memory system.
- Code is *not* reentrant.
- There is no mention of *security* or *accounting*.

The following quote was made to NSA, Felix Balmaz's customer:

320KB CPU
2 mag tape drives
188 MB disc
all software

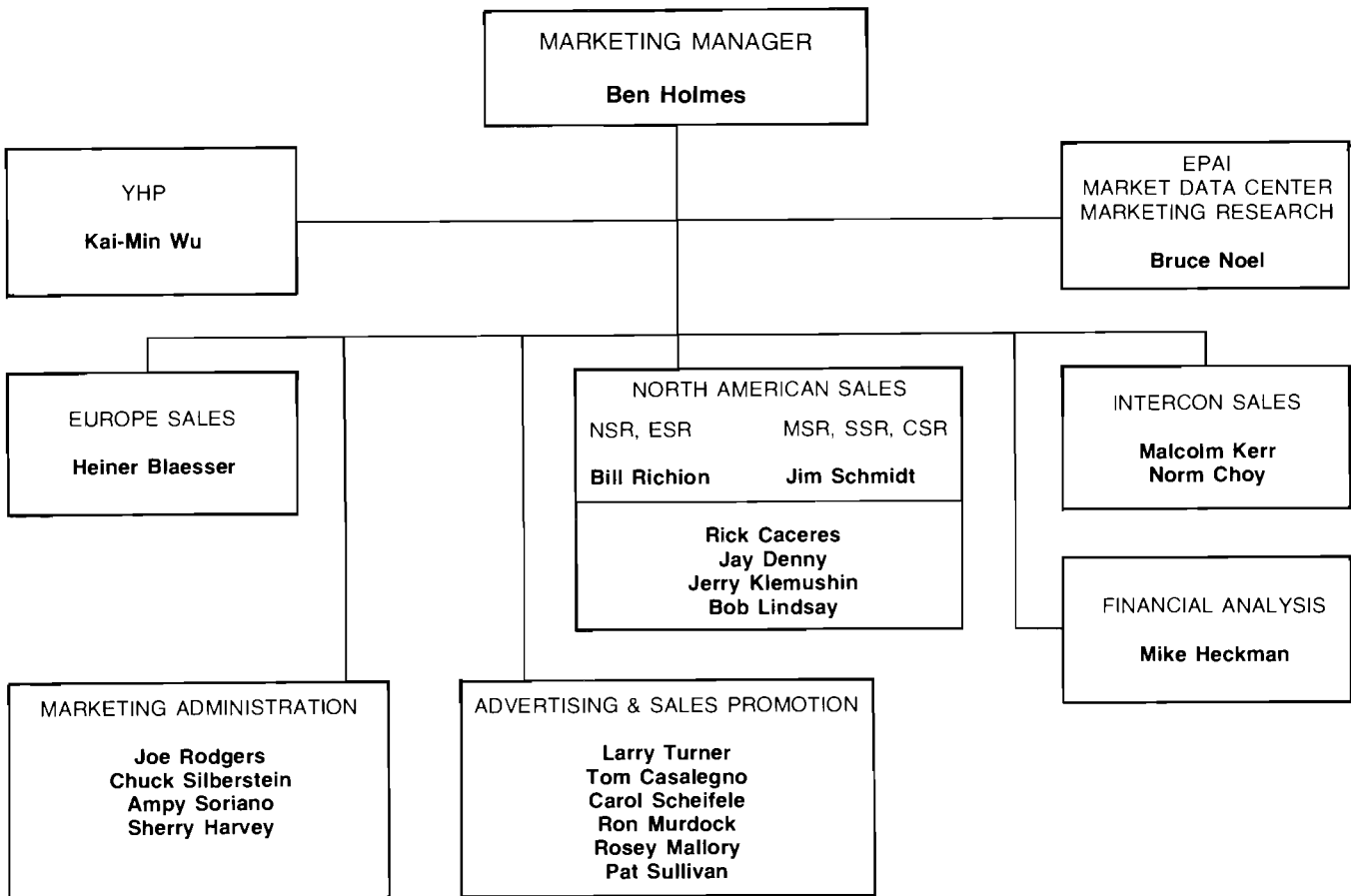
\$150,000

If you get in a tight competitive situation, push for a benchmark. Most of the information comes from Varian's sales literature. If you have any real-life experience, please feed back to Sales Development.

CS GROUP NEWS

FIELD ORGANIZATION IS ON THE MOVE!

By: Ben Holmes/CSG



With growth comes opportunity and the Computer Systems Group field organization is no exception. These opportunities have been a direct result of the hard work and effort you in the field have made in the last two years. It may have seemed that the action and the growth has been in the factories for the last couple of years, but this action was stimulated by a tremendous productivity growth in the field. As we continue to grow, we cannot expect large productivity increases. Continued order growth will be directly related to the growth of our sales and support people in the field. In order to manage this growth, we have made a number of changes.

Bill Richion will join Computer Systems Group staff as Reg-

ional Area Sales Manager with responsibility for the Neely and Eastern Sales Regions. *Bill* will remain as acting RSM for Neely with *Bill Shelooe* and *Mike Leavell*, Northern and Southern Area Managers, reporting to him directly. *Jim Schmidt* will continue to have responsibility for the Canadian Sales Region, Midwest Sales Region, Mideast Sales Region, and Southern Sales Region. These changes allowed us to rethink the various roles in Group Marketing.

We have split responsibilities into two major areas—selling and administrative services. The selling task will be the combined responsibility of *Bill* and *Jim* in North America, *Heiner Blaesser* in Europe, and *Malcolm Kerr* in Intercon. In order

for the sales management team to effectively accomplish their goals, I have asked *Jim* and *Bill* to accept the following tasks: Training, Application Services, National Account Management, and Federal Markets. *Bob Lindsay*, *Jay Denny*, *Jerry Klemushin*, and *Rick Caceres*, respectively, have been given the responsibility for these tasks.

The administrative services organization has three primary functions. *Joe Rodgers* is responsible for administering our contracts, order processing procedures, and the overall Group Marketing operating policies and procedures. *Larry Turner* is responsible for advertising and sales promotion which includes publishing "Computer Advances." *Mike Heckman* is assigned to the Group as a financial analyst. *Larry*, who joined us from Scandinavia where he had spent several years as Area Manager, has been ably replaced by *Jan Schapers* who has increased his responsibility from Benelux Area Manager to include Scandinavia.

Bruce Noel has taken on the responsibility for collecting and analyzing the vast amount of marketing research data that is

available in our marketplace. He has a formidable task of assimilating this information and helping us formulate a long-term Group strategy.

These changes will allow everyone to involve themselves in maximizing managed growth. I am sure you will all join with me in wishing them the best of success in their new assignments.

CSG FIELD ORGANIZATION CHARTS

by: *Nicki Landau/CSG*

Organization charts for the Computer Systems Group field sales force are being distributed now for the Mideast, Midwest, Canadian, Southern, and Eastern sales regions. We plan on publishing updated organization charts for each region periodically. Charts for the other sales regions are forthcoming.

CSG PURCHASE AGREEMENT CUSTOMERS

By: *Chuck Silberstein/CSG*

Many of our multiple release point purchase agreements are with major corporations that may have a division in your area that is unaware of their agreement and the attractive discounts that they can obtain with the purchase of HP computer equipment.

To help you in your sales efforts we thought it would be appropriate to bring you up-to-date on which customers we currently have purchase agreements with. Below is a list of all the customers who currently have signed CSG Purchase Agreements on file. We'll keep you up-to-date on additions to the list.

If you have any questions on any particular customer's agreement please call your Regional Contract Administrator.

GOOD SELLING!

CUSTOMER NAME	EFFECTIVE DATE	AGREEMENT TYPE					AGREEMENT					SALES REGION				
		OEM	COMBO	VEU	TERM		NO.	NSR	ESR	SSR	MSR	HPCL				
ACD Corporation	June 22/76	X					CS-152							X		
Abacus Systems, Inc.	July 2/76	X					-160	X								
Analytical Technology Labs	Jan. 9/76	X					-023		X							
Applied Theory	Apr. 27/76		X				-100	X								
Ask Computer Services	Jan. 9/76	X					-028	X								
Automated Systems Corporation	Jan. 20/76	X					-039			X						
Aeronutronic Ford	Jul. 7/76		X				-165	X								
Applied Research Labs	Jul 4/76	X					-173						X			
Basic Manufacturing	May 26/76		X				CS-122	X								
Barringer Research, Ltd.	Feb 2/76	X					-064									
Bell Telephone Labs	Mar. 19/76			X			-098		X							
Bendix Corporation	Nov. 7/75		X				-003	X								
Benetech, Inc.	Mar. 29/76		X				-084	X								
Berkeley Scientific Lab	Dec. 10/75	X					-017	X								
Boeing Company	Mar. 1/76						-083	X								
Becton Dickinson & Company	Jul. 7/76				X		-166		X							
B. C. Hydro	June 14/76				X		-167							X		
Base Information Systems, Inc.	Jul. 15/76				X		-175		X							
California MiniComputers	May 28/76				X		CS-140	X								
California Time Sharing	Apr. 1/76	X					-090	X								
Canadian Marconi	Mar. 13/76	X					-088							X		
CAMSCO	May 17/76		X				-116				X					
CENAC Corporation	May 20/76	X					-119		X							
Chanslor & Lyon	Feb. 13/76		X				-104	X								
Cinetron Computer Services	Feb. 3/76	X					-050			X						
CITIBANK, N. A.	June 25/76				X		-154		X							
Cleveland Crane	May 17/76	X					-011					X				
Computer Assistance Company	Mar. 23/76	X					-078					X				
Computer Inquiry	Nov. 6/75	X					-002		X							
Computer Management Services	Mar. 23/76	X					-080	X								
Computers For Marketing Corporation	Mar.26/76	X					-094	X								
Computer Resource Services	Jan. 23/76		X				-042	X								
COMPSAC, Inc.	May 26/76		X				-121	X								

CUSTOMER NAME	EFFECTIVE DATE	AGREEMENT TYPE				AGREEMENT NO.	SALES REGION				
		OEM	COMBO	VEU	TERM		NSR	ESR	SSR	MSR	HPCL
COMSAT	Mar. 18/76		X			-075		X			
CONRAC Corporation	Mar. 11/76		X			-072		X			
Crawford Associates	July 7/76	X				-162	X				
Daconics	May 17/76		X			CS-115	X				
Dames & Moore	Mar. 26/76	X				-082				X	
Datacom, Inc.	May 25/76	X				-128			X		
Datavision	Nov. 4/75	X				-009					X
Data Probe	May 27/76	X				-134		X			
David Philpott	Jun. 29/76	X				-158	X				
Development Labs	Nov. 18/75	X				-005	X				
Digital Automation Associates	Jan. 16/76	X				-048				X	
Duncan Electric	Jan. 19/76	X				-037				X	
Dukane Corporation	May 17/76	X				-111				X	
DCM Industries	Jun. 29/76	X				-171	X				
Dyna Craft, Inc.	Jun. 21/76		X			-170	X				
E-Systems	Jan. 15/76	X				CS-045			X		
E. Leitz, Incorporated	Feb. 18/76		X			-061		X			
Eastman Kodak	Jun. 1/76		X			-146		X			
Engineering Corporation of America	Feb. 18/76	X				-062				X	
Eastman Kodak	Feb. 15/76		X			-060		X			
Far West Data Systems	Jan. 20/76	X				CS-040	X				
FENDCO (Financial Engineering Data Company)	Dec. 18/75	X				-024	X				
Ferranti-Packard Ltd.	Feb. 3/76	X				-065					X
FET TEST	May 25/76	X				-155	X				
Frankel Engineering	Jun. 21/76	X				-149		X			
GE Credit	May 24/76				X	CS-132		X			
General Dynamics	Feb. 6/76					-058	X				
General Electric	Feb. 18/76					-067		X			
Goodyear Aerospace Corporation	Sept. 13/75		X			-013				X	
GTE Data Services	Jan. 27/76	X				-046			X		
Gulton Industries	Dec. 31/75	X				-021	X				
Gould, Inc.	May 25/76		X			-127				X	
Harris Corporation	Feb. 4/76		X			CS-052			X		
Honeywell Marine Systems	Jun. 24/76	X				-153	X				
Hunter Engineering	May 28/76		X			-141	X				
Hyril Control Systems Division	Apr. 28/76	X				-102			X		
Hudson Pulp & Paper	Apr. 12/76			X		-091			X		
IECS (International Energy Conservation)	May 26/76	X				CS-124			X		
Illinois Law Enforcement	Mar. 30/76			X		-150				X	
Imagery, Inc.	May 13/76				X	-137				X	
Informatique Portneuf, Ltd.	Apr. 12/76	X				-144					X
Interautomation, Inc.	Mar. 29/76	X				-081				X	
Investment Counseling	May 10/76	X				-107			X		
ITT - Gilfillan	Jan. 21/76		X			-047	X				
Jones Computer Services	Mar. 1/76	X				CS-085			X		
Kuras Alterman Corporation	Nov. 18/75		X			CS-006		X			
Laboratory Computing, Inc.	May 21/76				X	CS-136				X	
Lawyers' Computer Service	May 14/76	X				-120	X				
Lee R. Webster	Feb. 11/76	X				-053			X		
Litton Systems	Oct. 20/75	X				-001					X
Litton Unit Handlings	Dec. 16/75	X				-018				X	
Lockheed Aircraft Corporation	Jan. 1/76					-032	X				
Lorac Service Corporation	Nov. 18/75	X				-007			X		
3-M (Minnesota Mining & Manufacturing Company)	Jan. 16/76	X				CS-033				X	
Magnavox	Mar. 1/76					-087	X				
Management Systems	Dec. 31/75	X				-025				X	
Management Systems, Inc.	Apr. 19/76				X	-095			X		
Management Systems Tech., Inc.	Apr. 30/76				X	-101				X	
Marshall & Swift Publications	May 17/76	X				-110	X				
Martin-Marietta	May 25/76		X			-129			X		
Mavros Computer Systems	Jun. 4/76	X				-156				X	
Maxwell Labs	Feb. 4/76	X				-049	X				
McCue Associates	May 26/76	X				-131	X				
Medlab Company	Jun. 11/76		X			-143	X				
MicroComputer Systems	Jan. 6/76	X				-034	X				
Micrographics	May 19/76	X				-118	X				
Motorola Israel	May 26/76	X				-130					†
Munson Sporting Goods	Jun. 22/76	X				-151	X				

CUSTOMER NAME	EFFECTIVE DATE	AGREEMENT TYPE				AGREEMENT NO.	SALES REGION					
		OEM	COMBO	VEU	TERM		NSR	ESR	SSR	MSR	HPCL	
National Systems Labs.	May 17/76	X				CS-114					X	
NAVSAT Systems, Inc.	Nov. 25/75		X			-012	X					
NCR	Jan. 1/76		.			-026					X	
Neoterics, Inc.	Mar. 25/76		X			-086					X	
Norwich Pharmacal Company	Dec. 16/75			X		-019		X				
Northern Electric Company	Feb. 12/76		X			-051						X
NPD Research, Inc.	May 27/76	X				-125		X				
Octal Systems, Inc.	Jun 7/76	X				CS-138				X		
Paceco Company	June. 14/76	X				CS-159	X					
Pacific Outdoor Advertising	May 27/76			X		-133	X					
Pacific Power & Light Company	Jun. 1/76				X	-142	X					
Permalite	May 11/76	X				-108				X		
Planning Research Corporation	Dec. 5/75		X			-030		X				
Protection Products	Jan. 26/76	X				-043	X					
Pro-Data Processing	Jun. 25/76	X				-164	X					
Q. E. D. Systems, Inc.	May 11/76	X				CS-112					X	
Quantor Corporation	Apr. 1/76		X			-089	X					
R. A. I. R.	Mar. 23/76			X		CS-076	X					
RCA Corporation	Apr. 1/76		X			-117		X				
Radix Corporation	Apr. 23/76	X				-099	X					
R. Shriver Associates	Mar. 11/76	X				-071		X				
Raymond Corporation	Feb. 25/76	X				-066		X				
Raytheon Corporation	Nov. 17/75		X			-004		X				
Recognition Systems, Inc.	Dec. 22/75	X				-020	X					
Rothe Development, Inc.	Feb. 15/76	X				-074				X		
Sandia Laboratory	Feb. 1/76			X		CS-056	X					
Sangamo Electric	Feb. 27/76	X				-077					X	
Sci-Tex Corporation of Israel	Mar. 1/76		X			-044						†
Science Applications	Apr. 22/76	X				-097				X		
Scientific Atlanta	Nov. 25/75	X				-008				X		
Service Data Processing	Mar. 26/76	X				-079	X					
Shell Oil Company	Dec. 9/75			X		-014				X		
Singer Company	Mar. 11/7	X				-070			X			
SLM Data Systems, Inc.	May 18/76	X				-148					X	
Smith, Dennis, Gaylord	Jun. 15/76	X				-145	X					
Stanford Research Institute	Jan. 23/76		X			-041	X					
Stanford Technology	Jun. 11/76				X	-139	X					
State of Virginia	Apr. 1/76			X		-073				X		
Stromberg Carlson	Jan. 9/76	X				-027		X				
Systems Control, Inc.	Jan. 12/76	X				-035	X					
Systems Development	Jan. 1/76	X				-029	X					
Systems Research, Inc.	May 28/76	X				-147					X	
Sieh Associates	Jun. 29/76	X				-163	X					
Software Development Co.	Jun. 10/76	X				-169					X	
Siemens Canada Limited	Jun. 1/76	X				-172						X
Systems One Group	Jul. 8/76	X				-176	X					
Tame Associates	Jan. 19/76	X				CS-022					X	
Tasco, Inc.	May 28/76	X				-135	X					
Technology For Communications	Dec. 9/75	X				-015	X					
Technology Liaison Corporation	Feb. 20/76	X				-063				X		
Technical Analysis Corporation	Feb. 27/76	X				-068				X		
Trak Systems Division, Trak Microwave Corp.	May 5/76		X			-105				X		
T & T Technology	Apr. 7/76	X				-103					X	
T. F. Systematic, Inc.	Dec. 3/75	X				-010					X	
TRW Colorado	May 1/76	X				-106	X					
TRW, Inc.	Apr. 5/76		X			-096	X					
Ultra-Safe of Tarrant	Mar. 29/76	X				CS-092				X		
Unitech, Inc.	Jan. 19/76	X				-036				X		
University of Lethbridge	May 6/76				X	-157						X
Vanderbilt University	Apr. 5/76		X			CS-093				X		
VIDAR Division of TRW	Mar. 1/76	X				-069	X					
Victor O. Schinnerer & Company	Jul. 15/76	X				-174		X				
Wm. C. Brown Company	May 17/76				X	CS-113					X	
Welsh Communications	Nov. 4/75	X				-059						X
Western Electric	Feb. 1/76		X			-055		X				
Westinghouse Electric Corporation	Jan. 13/76		.			-031					X	
Western Geophysical	Feb. 13/76	X				-057				X		
Zenith Radio	Apr. 30/76			X		CS-123					X	

*Multi-Release
†ICON

NEWSLETTER DISTRIBUTION

By: Bob Lindsay/CSG

In putting together the Computer Systems Newsletter we had two objectives in mind:

The primary purpose is to provide the CSG field sales force with meaningful and timely information to enhance the sales of the products of the CSG Divisions. The secondary purpose is to provide information on the products and policies of the CSG Divisions to those persons with a legitimate need-to-know in HP Corporate, CSG, CSG Divisions and in non-CSG Divisions.

The first five issues of this Newsletter will be distributed according to a MAILS list provided by Corporate Marcom Services. Beginning with the September 1st issue however, we will begin distributing the Newsletter using the CSG world-wide field sales and service personnel roster.

What does this mean to you? It means that you will continue to receive the Newsletter without interruption only if you are in the CSG field sales organization and if you have one of the following job titles:

- Regional or District Sales Manager,
- Sales Representative, Systems Engineer, Staff Engineer,
- Regional or District Customer Engineer Manager,

Customer Engineer Manager or Service Manager. (One copy of the Newsletter will also go automatically to the Customer Engineer Librarian in every field sales office.)

What if you do not have one of the above job titles but still have a legitimate need to receive the Newsletter?

If you are located at one of the CSG Divisions merely contact your own Division Editor, (If you're not certain who your Division Editor is, you'll find her name on the back cover of this issue). Your Division Editor will forward your name to me for inclusion on the CSG roster to receive the Newsletter.

If you are located in a Systems Operation (S.O. Hachioji, S.I.C. Melbourne), HP GmbH-Boeblingen, HP Corporate or any non-CS Division you need only to fill out a copy of the form below in order to continue receiving the Newsletter.

Please note that Corporate Marcom Services is no longer responsible for additions, deletions or corrections to the CS Newsletter mailing list and that all distribution requests are to be sent to the CSG Newsletter Editor after September 1, 1976.

Yes, I have a legitimate need to continue receiving the Computer Systems Newsletter. Please retain my name as printed below.

Name _____, _____
Last First

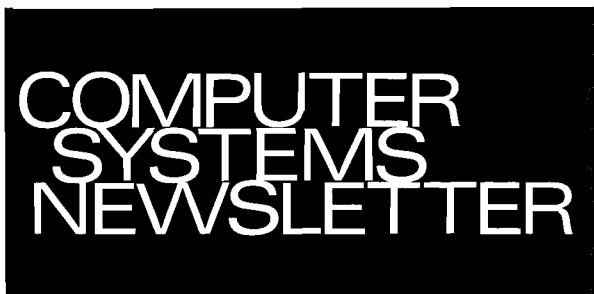
Job Title: _____

Sales Office: _____ Sales Region: _____

or

HP Division: _____ Building Number _____

Mail to: Bob Lindsay-Computer Systems Group
11000 Wolfe Road
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