

# COMPUTER SYSTEMS NEWSLETTER

*For HP Field Sales Personnel*

REINHARDT, HELMUT  
FRANKFURT  
HPSA

HEWLETT  PACKARD

Vol. 1, No. 8  
Oct. 1, 1976

- **McARTHUR from SSR Sells Two Distributed Systems from DSD to R. J. REYNOLDS.**
- **CLARK from NSR Sells Six Cyrillic Terminals from DTD to TSA.**
- **CHAMOUN da HPIC Vende Un Sistema 3000 Com 12-2640B Para PERSICO-PIZZAMIGLIO.**
- **CORNET y ASPAS de HPSA Vende Una Sistema de \$210K Para I.S.I.S. de Madrid.**
- **SDE/2000 Now Available from GSD.**

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# DATA SYSTEMS NEWS

## Sales Successes

### R. J. REYNOLDS GOES DISTRIBUTED

by: Carlos Avila/DSD



Congratulations to *Doug McArthur* in our High Point, North Carolina Office for a recent order for two 9700's from R. J. Reynolds Tobacco Company located in Winston-Salem, N.C.. R. J. Reynolds is one of the largest tobacco producers in the U.S.

Both 9700's are 48K RTE-III systems with 7905 disc drives. One of the systems will be used to generate numerical control tapes used in various machine shops which manufacture equipment used by R. J. Reynolds for processing and packaging tobacco.

The second 9700 with IMAGE/1000 will be used to monitor the routing of parts in the shops and record the hours worked on each part in order to keep a history of each party's production costs. This information will be used to predict the time and cost to build a particular machine in the future.

IMAGE/1000 will also be used to maintain primary and secondary sources for various parts, as well as parts explosions for each machine built by R. J. Reynolds.

The two 9700's which will reside in the same room, will share the paper tape reader, punch, and line printer via mechanical switches provided by R. J. Reynolds. Using the program-to-program communication capability of HP Distributed System software, users will be able to transmit duplicate copies of programs and data between both systems so that each system can act as backup to the other.

In addition to the 9700's, *Doug* also managed to add a 9640 to the research lab, which already has a 2100 based RTE system. R. J. Reynolds has signed a Volume End User agreement and *Doug* expects some more 9600/9700 business in the coming year.

Congratulations again to *Doug* for excellent sales penetration in a key account.

### PIERRE SENANS SELLS IMAGE/1000 IN FRANCE

by: Fred Gibbons/DSD

Congratulations are in order for *Pierre Senans, Fe, Paris-Orsay*. *Pierre* sold an IMAGE/1000 package to the French Insurance Company, GAMF. They will use IMAGE/1000 in several systems located in subsidiary companies to help manage Insurance Agreements. Thanks are also in order for *Georges Retornaz* and *Guenter Kloepper* for sending this information along.

### IMAGE/1000 SALES REPORT

by: Fred Gibbons/DSD

For the month of August, Data Systems received orders for four IMAGE/1000 systems yielding a total sales dollar value (hardware plus software) of over two hundred thousand dollars. Here's a rundown of customers and applications of IMAGE/1000 for August.

Customer	Type	Application	Field Engineer
Hughes Aircraft	VEU	Parts Tracker for the Microelectronics Lab Group	George Bowden
State University of New York/Buffalo	EU	Managing grades and student records for the School of Dentistry.	Ken Blake
R. J. Reynolds Tobacco Research Dept.	VEU	Parts Management Keeps track of parts, vendors, material lists.	Doug McArthur

## OEM CORNER

### MEASUREX AND HUGHES-CARLSBAD ORDER K-SERIES

by: Bill Burger/DSD

Measurex and Hughes have recently ordered 10 — 2108K's and 3 — 2108K's respectively for lab development models. Both companies are considering using them across their product lines.

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

**For research and education purposes only.**

Measurex uses our computers in their process control systems. One of their key markets is the paper industry where their process control equipment optimizes the paper production process by controlling variables such as paper thickness and moisture content.

Hughes manufactures a computerized garment pattern generating system that optimizes pattern layouts to minimize cloth waste and does automatic sizing of the patterns. Their system allows for simultaneous digitizing of the master pattern, pattern optimizing and pattern plotting.



Thanks go to *Dave Marsh* and *Jerry Allen* for selling OEM!

### AUTONETICS SOLD ON HP

by: *Wendi Brubaker/DSD*

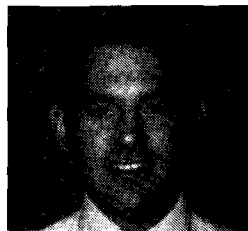
*Greg Michels* of the Neely Fullerton office recently brought in an order from Rockwell International's Autonetics Division. Autonetics ordered 4 systems composed of the 2112 with 64K memory, 7905 disc, 7970B mag tape, and the 2645 terminal. This system will be used in testing their gyro-navigation system.

HP's reliability played a big part in getting the order. The system controls a two-week, 24 hr/day test that must be started if a failure occurs. HP's 2112 was chosen as the best answer to their reliability requirements. Autonetics also is taking advantage of HP's microprogramming capability and wide range of interface cards which allows them to communicate with their satellites. With these features and *Greg's* help, Hewlett-Packard came out a winner!

Good work, *Greg*. Keep selling those OEMs!

### REALTRONICS REALLY WORKS FOR HP

by: *Willie Whitfield/DSD*



*Lou Castagnola*, F. E. Rockville, recently realized one of the many benefits of having OEM accounts. *Lou* dropped by Realtronics one afternoon just to keep in touch. Well, the old maxim of OEMs working for you was holding true, for Realtronics presented *Lou* with orders for 3 each 2125 Systems! Not bad results for a complimentary call! If you would like to broaden your sales success, then sell OEM. *Lou's* experience exhibits how one sale can result in many orders. He sold the OEM and the OEM does the rest.

Congratulations to *Lou* for his fine effort.

## Product News

### CORRECTION!! 21MX MEMORY CABLE NUMBERS

by: *Dave Carver/DSD*

The August 15 Newsletter article on 21MX Memory Cables contained the *wrong* number for the 2108 cable! The correct number is:

**02108-60041, 6 connectors**



The complete set of cables is:

Part Number	Number of Connectors	Mainframe
5060-8365	3	2105A
02108-60041	6	2108A
02112-60016	11	2112A
12990-60015	20	12990A

## Sales Aids

### COMMON ORDERING MISTAKES (COM) (OR WHY YOUR ORDER GOT MESSED UP)

by: *Dave Bunch/DSD*

1. Thou shalt not discount special options.
2. Honor thy availability schedule. Neither shalt thou add nor subtract for thine own sake as that of thy customers. Use thy fudge factor.
3. Verify prices of thy standard specials.
4. Thou shalt not cause to marry neither thy RTE-C nor thy RTE-B to thy HP-IB.
5. APO not thy specials.
6. Covet not thy availability schedule whenst thou orderest vastly of the same product. (*Wind Falls*)
7. Change not thy order, nor thy APO whenst thou desireth delivery for verify it will delay the coming.

# Keep Selling!!

# CE CORNER

## NEW SERVICE PRICE BOOK IN DISTRIBUTION

by: Al Wagner/DSD

Better late than never, the September issue of the Service Price Book made distribution and should be in your hands. The book was distributed to all sales and service personnel in the Computer Systems Group as well as copies to designated clerical and secretarial service personnel. More are available. Let us know who needs them.

The book now contains the service prices on AMD products; this is a step in the right direction. The Computer Products Group and the individual product divisions have made an attempt to coordinate pricing and publication/distribution. To the extent that this effort was successful, the book is complete and up-to-date. As before, refer to the responsible product divisions for missing numbers.

## HP-IB DEVICE PROGRAMMING CONTEST 9/9/76

by Charles Dixon/DSD

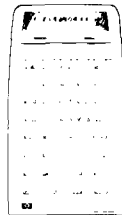
In order to develop a reference library of HP-IB device programming information, we have decided to conduct a "HP-IB DEVICE PROGRAMMING CONTEST". The contest will be open to field SE's and CE's who remit specific HP-IB device information to the factory SE Group during the months of October, November and December.

For each HP-IB device routine submitted, the SE or CE will receive one HP-IB chit. The chits will then be combined and used in the contest raffle to be held on December 17th.

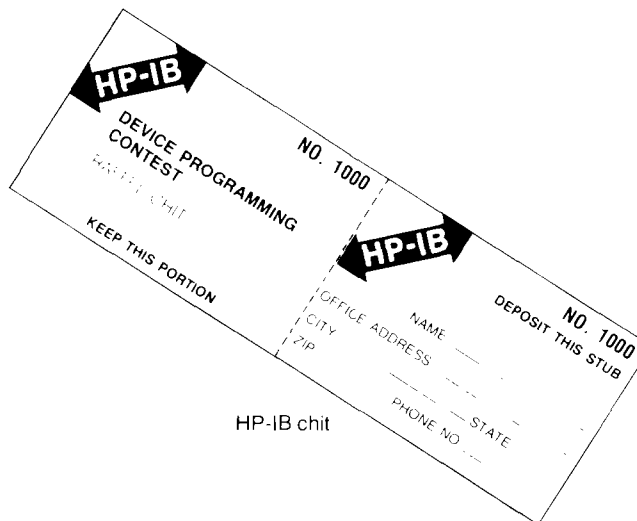
The 1st prize is a HP-67 Calculator!

The 2nd prize is a case of California Wine

The 3rd prize is a dinner (not to exceed \$30) at the restaurant of your choice.



HP-67



HP-IB chit

Please refer to SA Note "HP-IB Test Software Form" (Sept. 1, 1976), for additional information. Remember, you get one chit for each device routine submitted.

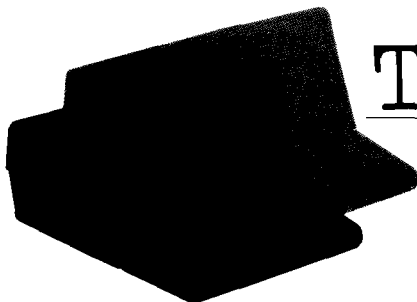
**GET ON THE BUS!!**

# DATA TERMINALS NEWS

## Division News

### WINNER

of the First Annual DTD  
Onesy~Twosy Sales Contest



Tom Montella



Here we see Pat and Ed congratulating Tom on his victory.

#### ONESY-TWOSY CONTEST WINNER

by: *Rich Ferguson/DTD*

Well, folks, we have a winner! **TOM MONTELLA** of our Paramus sales office . . . he won first prize in DTD's First Annual Onesy-Twosy Sales Contest. The prize was presented by **ED HAYES**, in the presence of DM, **PAT TUCCIARONE**.

It was a nip and tuck battle between several people from different regions. "Prize-Waderhaus, Inc." was up late last night counting all the entries, with the aid of one of HP's real-time terminal controllers which shortened what would have been a very arduous task. When the final printout came, the top man was **TOM**.

Such a great accomplishment as this surely did not come easily. However, showing the outstanding salesmanship and energy TOM is noted for, he persevered through thick and thin, blazing new trails through the jungle of competition to emerge as a bright, shining star of success, ready to conquer new horizons and sell more terminals. (Whew!)

Now, for the prizes . . . man, what prizes! In addition to receiving a beautiful plaque commemorating TOM'S achievement, he will receive a prize which is quite useful for home or office. We won't mention what that is so the rest of you won't feel bad.

There was a tie for second place between JOHN ARSERIO in our Lexington sales office and JOE PIFKO in North Hollywood. For awhile, it looked like JOHN would enjoy the second spot all by himself. While MONTELLA was blazing new trails, JOHN was threatening to set the whole forest on fire. But, alas, his BIC didn't flick and TOM won out. Meanwhile, back in Neely land, JOE woke up from his nap in time to send in his entry at the last minute, to tie for the second place honors. Congratulations to both JOHN and JOE for their support and helping to make our contest a rip-roaring success.

Seriously, we at the Division want to extend our sincere thanks to all of you who have helped make our contest a success. The response we received was most gratifying and we hope to run another contest soon.

In the coming months, let us not forget that the 2640 series terminals can represent an excellent way to get your foot in the door of a new account. Plant the seed and watch the account grow into a large source of commissions for you.

Congratulations to TOM, JOHN and JOE, and all of you who entered our contest. We hope you had as much fun as we did.



*Here we see Tom receiving the first place award from Carl Flock in the presence of DM Pat Tucciarone.*

## LONG-DISTANCE CABLES

by: Eric Grandjean/DTD

Friends, these pictures are no ordinary pictures. At first, that looks like the end of one of our production lines; in fact, that is pretty close but . . . See those rolls of cable? What are you really looking at is a hardwired multipoint polled test config-

uration of twenty-two 2645A Display Stations, spread over more than 16,000 feet of cable, which is over three miles or 5 Km for you metric folks. The test was conducted last month by DTD lab personnel using a 21MX computer to drive the line.

Polling, which offers the cost-saving benefits of shared communications resources, is a major new feature of the 2645A Display Station. Up to 32 stations can be daisy-chained on a single communication line. By the way, the test was a complete success.



# Data Terminals Delivers

## Sales Successes

### PAULO FROM SAO PAULO PURSUES PERSICO-PIZZAMIGLIO PERSUASIVELY!

by: Eric Grandjean/DTD



*Paulo Jose' Chamoun* of our Sao Paulo sales office has just closed a DTD order amounting to more than \$40K, with PERSICO-PIZZAMIGLIO, a large manufacturer of stainless steel tubing and stainless steel products. They ordered twelve 2640B's and one Series II Model 7 terminal controller from GSD.

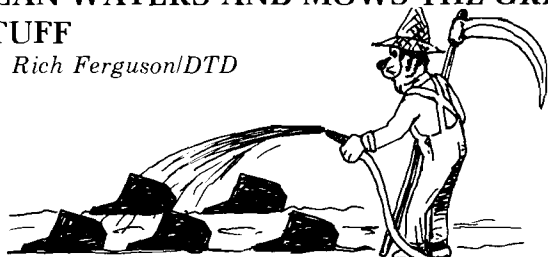
Our terminals will be used throughout the company for general administration, inventory control, payroll, and manufacturing control, including one station in the Managing Director's office. One interesting note — this company started twenty years ago . . . in a garage! they are today a 100 million dollar company and a major supplier of steel products to the Brazilian Government.

Being a sophisticated user, Persico-Pizzamiglio will use most of the many outstanding and unique features of the 2640B. Such things as the line drawing set for forms will be used extensively.

Congratulations, *Paulo*, for closing this order for DTD!

### ALAN WATERS AND MOWS THE GREEN STUFF

by: Rich Ferguson/DTD



*ALAN NONNENBERG* from our Fullerton sales office has really done it! *Alan* is one of the first to sell \$30K of 2645's to the San Bernardino Valley Municipal Water District. *Alan* advises that San Bernardino chose the 2645 because of its superior utility. The nice thing about this particular sale is that the Municipal Water District already has six 2640's and they love them so much that they bought these extra five 2645's. Sell some terminals today and it will mean more later, right? *Nonnenberg* is a believer.

The customer feels that Hewlett-Packard terminals have the best features and are the flashiest of all the terminals on the market. Briefly, the application involves using the terminals for engineering and business processing along with program development. These terminals will be used to spice up an existing multi-lingual Hewlett-Packard terminal controller.

In addition to this success, *Alan* took the bull by the horns and went on to sell five 2640's to Toro Corporation. This is a new customer to Hewlett-Packard and the terminals will be used for order entry, inquiry and program development. The terminals will also be used to initiate RJE jobs from another multi-lingual terminal controller to an IBM 370/145 which is located on the East Coast.

*Alan*, you've done DTD proud. I'll look forward to making you infamous again next month!

### BILL CLARK GOES INTERNATIONAL

by: Rich Ferguson/DTD



*BILL CLARK* from our Neely/San Diego sales office lands a very unusual order! *Bill* just sold over \$25K worth of 2640C's. Yup, that's right folks — six Cyrillic terminals sold in Neely! *Bill* gets two points for being the first person to do this in Neely. In addition, the terminals will be interfaced to a DEC 1134 system . . . two more points for a foreign system.

The terminals will be used for an automated warehouse system located in none other than Sophia, Bulgaria!

The customer, Technical Support Associates, bought the Cyrillic terminals because of reliability and the modularity of the design.

*Bill*, we really have to hand it to you — keep those orders rushin' in!

### \$35K FROM A MOTEL ROOM

by: Carl Flock/DTD

*MIKE NAUGHTON* of our Indianapolis sales office has sold \$35K worth of 2640's from a motel room. Because of the size of his territory, *Mike* answers his BINGO leads for 264X terminals in a different way. He sends a letter stating that he will be demonstrating the 2645 on such and such a day at a motel in a nearby city. The prospect is asked to phone to make an appointment for his private showing. E. I. Dupont in Louisville, Kentucky is an example of the quality of reply.

After the motel demo, *Mike* gave a two hour in-house presentation and they ordered 11 terminals! All of these terminals will be used on a DEC 11/45 system.

GOOD GOING *MIKE* — whatever it takes, DO IT!

### BUBBER KEEPS ON BUBBLING!

by: Rich Ferguson/DTD

*BUBBER SMITH* from our Orlando, Florida, sales office just finished selling over \$50K of 2645 terminals to Hudson Pulp & Paper Corporation. The terminals will be the star performer





in a system utilizing a multi-lingual terminal controller for a system Hudson calls "STOPPUR". This stands for Stores, Purchases and Payment, which will control invoices, inventory and other data base management tasks.

The main features Hudson liked best about the terminals were the line drawing set for extensive use of forms and the 9600 baud operation which they will upgrade their system to later on. We can't think of a nicer way to talk to a computer than a 2645, and Hudson thinks so too!

## Sales Aids

### 2645 AUTO SALESMAN

by: Rich Ferguson/DTD



Well, DTD has done it again! In order to make your selling job even easier, I have created an automatic salesman version of the 2645 demo tape. Put the cartridge in the left slot, hit the READ key and this tape will automatically demonstrate every feature of the 2645. Because of extensive use of the large character set, this demo is intended for trade shows and any type of gathering where large groups of people are involved.

As with previous tapes, the demo will rewind at the end of the tape and automatically restart the demo, running continuously. In addition, you can loop through different sections of the tape by pressing f2 through f8.

To use the demo, order the large character set ROM and install it in Character Set No. C. Order Part #1816-0947.

To get a copy of the demo, send your DTD Sales Development contact a blank tape and we will be happy to duplicate the demo and return it to you.

## Product News

### 2645A SOFT KEY APPLICATION # 1 AN "ENTER" FUNCTION WITHOUT A FILE MARK

by: Carl Flock/DTD

The "ENTER" key in local, format mode always writes a file mark. This is fine for most data entry applications but since a file mark takes up two inches of tape, it is sometimes required that one rid the tape of the file mark. This "ENTER" function without file mark is easily accomplished by defining any soft key as follows:

[f1] L

E<sub>c</sub>H E<sub>c</sub>&p3s2dF E<sub>c</sub>&p-2p2u8C E<sub>c</sub>&p+ 1p2u8C E<sub>c</sub>h E<sub>c</sub>J  
E<sub>c</sub>&p1s2D

which means:

L	Local function
E <sub>c</sub> H	Home cursor to first field — including transmit only fields
E <sub>c</sub> &p3s2dF	From the screen to the right tape, copy to end of file (form)
E <sub>c</sub> &p-2p2u8C	Backup 2 records on the right tape without writing an end of data mark*
E <sub>c</sub> &p+ 1p2u8C	Go forward 1 record on the right tape without writing an end of data mark
E <sub>c</sub> h	Home cursor to first field — exclude transmit only fields
E <sub>c</sub> J	Clear display (i.e., clear unprotected fields)
E <sub>c</sub> &p1s2D	Reset source and destination (From: L. Tape to R. Tape)

\*Note: Skipping two records backwards and one forward overcomes the terminal's automatic feature of skipping forward over a file mark — if you doubt this, try backspacing one record and observe what happens.

Now, the defined soft key performs the "ENTER" function without a file mark. One benefit of this procedure is that when transmitting the data from the cartridge to computer, pressing the "READ" key will result in transmitting the entire tape since there are no file marks, providing the DG&H straps are out.

# DATA TERMINALS DELIVERS!!

## 2645A SOFT KEY APPLICATION # 2 "ERASE" FUNCTION

by: Carl Flock/DTD

"How can I really erase a tape that contains sensitive data?"

The normal way to "erase" a tape is to rewind it, write a file mark and rewind it again to put on an end-of-data mark. Now, the tape for all practical purposes is blank. But, is it really? NO, most of the old data is still there! In a few applications this may be unacceptable because of security.

A real tape "erase" can be accomplished by defining any soft key as follows:

**f1** L

E\_c&p2u5C E\_c&c177421a10D

Which means:

L	Local function
E_c&p2u5C	Write a file mark on the right tape
E_c&c177421a10D	Repeat the last performed soft-key (this is a non-supported user-contributed routine you will not find in the manual)

Now, place the tape to be erased in the right drive, and press the "f1" key. In about 4 minutes, your tape is erased. How about that!



### "A GUIDE TO COHERENT CABLING"

STARRING:	KINKY KABLES AND HARRY HAYWIRE
PRODUCER:	RULL SILVERBERG
WRITER:	ED CHURKA

A "guide to coherent cabling" is coming in November. This manual will contain detailed cable descriptions with pin definitions. The information will be grouped into types of applications; i.e., terminal to computers, terminal to modems, etc. It will also contain the specifications on terminal data communications and printer subsystem interfacing.

There will also be detailed examples of all known connections to date. All of this will be in one sales and service aid manual.

The part number of the manual is 5952-9975 and they will be distributed to all field sales and service offices, worldwide. It should be available in your offices in November.

Be watching for it!!

# GENERAL SYSTEMS NEWS

## Product News

### SDE/2000 RELEASED!!!

by: Dan Jorgenson/GSD

As of September 1, SDE/2000 is released and available for delivery. Customers who have release 1628 of the 2000 operating system can take advantage of all the easy-to-use data entry features of SDE/2000.

Ordering Information:

20243A	SDE/2000 on 800 BPI tape, including manual	\$1000.00
20243-100	SDE/2000 on 1600 BPI tape, including manual	N/C

Manual number: 20243-90001

Data sheet Number: 5952-5566

Software Service Contract: \$10.00 month

Availability: 2 weeks

Please note that customers ordering SDE/2000 must generate terminal buffers of 128 words. This may require some customers to add more memory to their communication processor depending upon its configuration. Your regional 2000 Product Specialist can help the customer determine the need for additional memory.

## SERIES II COPYRIGHTED SOFTWARE

by: Marc Matoza/GSD

Since the introduction of the Series II many questions have been raised about GSD's copyrighted software. Hopefully this article will clear the air on three issues:

- Why do we copyright software?
- How are our OEM, VEU and End User contracts affected?
- What are the other legal ramifications?

### WHY COPYRIGHT?

Trends in the computer industry are showing hardware costs decreasing and software costs increasing. Interpolating

GSD's products into these trends we find software (operating and application) becoming a significant portion of our product line. Viewing our current product offering, we find significant 3000 product contributions in the data handling area (relying very heavily on our software technology). The copyright is a legal mechanism GSD uses to protect our right to vend and guarantees a competitive position (helping finance further contributions in software technologies). Also, copyrighting is accepted by the commercial community and usually does not disrupt the sales cycle.

### HOW DOES IT AFFECT OUR OEM, VEU, AND END-USER CONTRACTS?

By copyrighting our software we are making each piece of software a separate product. These products are handled the same way as a hardware product, except copying rights are protected by a copyright instead of a patent. End User and Volume End User (VEU) customers are required to purchase a separate version for each machine. Naturally, under the VEU agreement software is discountable. An OEM is handled a little differently because he is given an additional right to make one copy for each 3000 CPU purchased from HP (under the OEM agreement). The OEM may pass these copies on to customers.

### OTHER LEGAL RAMIFICATIONS

Many questions have been raised about using SYSDUMP or STORE/RESTORE to back-up copyrighted software. Obviously copies are being made and there is a question as to whether this is a copyright violation or not. The answer is it is NOT. The normal operating mode of the 3000 system (via MPE-II) calls for archiving software. Since it is necessary to comply to these requirements to properly maintain a system, there is no copyright violation using these commands. There is a violation if the software was not restored to the machine it was originally stored from.

### SUMMARY

Hopefully this article helps clarify some facets concerning the logistical handling of these products. If you have any further questions, feel free to contact Sales Development.

## Sales Successes

### SUCCESS FOR SHERIF AND TEAM

by: Larry Hartgel/GSD

Congratulations to *Sherif Alaily*, DM, and his Eastern Canada group for an outstanding performance in cracking one of North America's largest manufacturers of telecommunication equipment.

Northern Telecommunications, formerly Northern Electric, is a \$1.2B sales manufacturing company based in Montreal with plants throughout North America.

Armed with the specific objective of selling HP 3000's throughout their EDP organization, both at the corporate and divisional levels, and after 18 months of hard and sometimes frustrating Target/Key Account selling, *Sherif* signed them up for our initial quantity of seven HP 3000's under an HP Combo Agreement.

As we all know, target account selling is key to our success. *Sherif* did an excellent and exemplary job in coordinating and bringing to bear all of HP's technical and managerial resources at the various field, factory, group and corporate levels.

Three 3000's have already been ordered! One will be used at a division in London, Ontario for on-line inventory control. Another has been recently installed at a Northern's facility in Mt. View, California where they are in the process of converting IBM's IPICS package. The third system is going into another manufacturing facility in Bramalea, a suburb of Toronto.

Once again, hats off to *Sherif Alaily* and his Eastern Canada Group.

### SELLING SERIES II THE A-Z WAY

by: Bob Huffstetter/GSD

With the help of *Don Kavulic*, HP 3000 Systems Engineer, *Gene Ackerman* booked a "Little 7" at Solid State Scientific in Montgomeryville, Pa., while *Rick Zagorski* bagged another at Cape Island Marina in Cape May, N.J.



The Smilin' Trio of (from left to right): Rick Zagorski, Don Kavulic, and Gene Ackerman.

Solid State Scientific (SSS) is a manufacturer of CMOS large scale arrays (used in data processing automatic applications) and RF power transistors (used in communication and CATV equipment). The "Little 7" is replacing a System 3/10 running financial RPG II programs and will be expanded to handle manufacturing applications and sales order entry.

Of course, Cape Island Marina is in the business of "harboring" and selling yachts. Cape Island will be using their "Little 7" to replace outside services and to offer service bureau computer time.

## Division News

### EDUCATION MARKETING—A POSITIVE APPROACH

by: By Gary Stump/GSD

Since taking my new assignment on August 1, I have discovered that HP has a remarkable success story in educational marketing. We have increased our sales performance by 300% over the last 6 years. Furthermore, we are forecasting a 50% increase in sales for FY '77.

The 3000 Series II is an "ideal" computer system for many small colleges and large universities. The 2000 System IB will offer a more stable system to many instructional customers — especially in the elementary/secondary sector. The 2000 system also lends itself to distributed networks in many large universities.

Finally, your factory marketing group has a great deal of knowledge and experience in educational products, sales and marketing. We are anxious to work with you. HP wants to be a leader in this market — and, with your help, we will all be successful.

## Order Processing

### OP NOTES

by: Sharon Bradley/GSD

We've been receiving returned equipment without factory approval and proper identification. Please contact *Ralph Pritchett* (GSD-OP) before doing so; he'll give you specific information on return procedures. At that time, you'll get a return number to be placed on your order which greatly facilitates returns to the factory. Telex or call *Ralph* at extension 3050.

Also, a word about voltage. We must have the voltage specified in the "special instructions box" for all ICON and Europe orders.

# HP GRENOBLE NEWS

## New Applications

### THE TURN AROUND DOCUMENT PATH

by: *Bernard Guidon/Boise*

The turn around document is ideal when the Data Collection process includes both FIXED DATA and VARIABLE DATA. Let's take an example: Time Reporting. Fixed data is the employee number and the week number. Variable data would be the work orders or account numbers against which the worker allocates his time. In such applications the turn around document proves to be especially efficient. The cycle begins within the computer, usually initiated by the data base management programs. The fixed data is printed, under software control, onto a continuous stock of card forms via the system line printer. Both visual characters (such as name, instructions or numbers) and marks (usually done in Binary Coded Decimal Code — BCD) are printed on each form. Then the forms are detached from each other and dispatched. Because each form may contain visual characters, they are actually the source document of the eventual transaction. Cards can also be physically attached to the item to which it applies for ease of recognition and monitoring material movement.

The appropriate data is entered using simple pencil marks, and the card is then read by the Optical Mark Readers. Because the 7260A is modem capable, a network of such input stations can be distributed anywhere.

The readers will finally transmit both the variable data which represents the transaction and the fixed data to which it applies.

Tremendous advantages and benefits are afforded by such a process:

1. Data Collection is done right at the source by the same person who actually performs the transaction. Therefore, the recording is more accurate, faster, and requires less paper work.
2. The Source Document is the data entry. No more coding

sheets and eventual keypunch operations are required. In addition, the forms can be used for archival and audit purposes.

3. No additional or dedicated equipment is necessary. The system line printer can be used to print on the continuous stock of forms avoiding the cost of an expensive on-line punch.
4. No specialized training is necessary: The optical forms are so easy to use that they are especially attractive whenever people with little or no computer knowledge have to enter data into a computer.
5. The optical forms can be customized to fit the application. A wide variety of fields, colors and patterns can be used, yielding greater flexibility and ease to the user.
6. The optical forms can be attached to the items to which it applies so that less error and easy recognition are afforded.
7. Input through the OMR is faster, more accurate and less annoying than keying information on a keyboard.
8. The data preparation is executed OFF-LINE so that no computer resources are needed, which leaves the computer free to do useful tasks.
9. Optical forms are cost effective. The cost of a 7260A network is also lower than standard "ON-LINE" data collection since, by collecting the cards, fewer input stations are required.

If you want to know more about TURN AROUND DOCUMENTS, have a look at the typical application described in the following article, and if you need even more information, give me a call in Boise.

**TURN AROUND DOCUMENT: IT HELPS YOU TO SELL MORE SYSTEMS!**

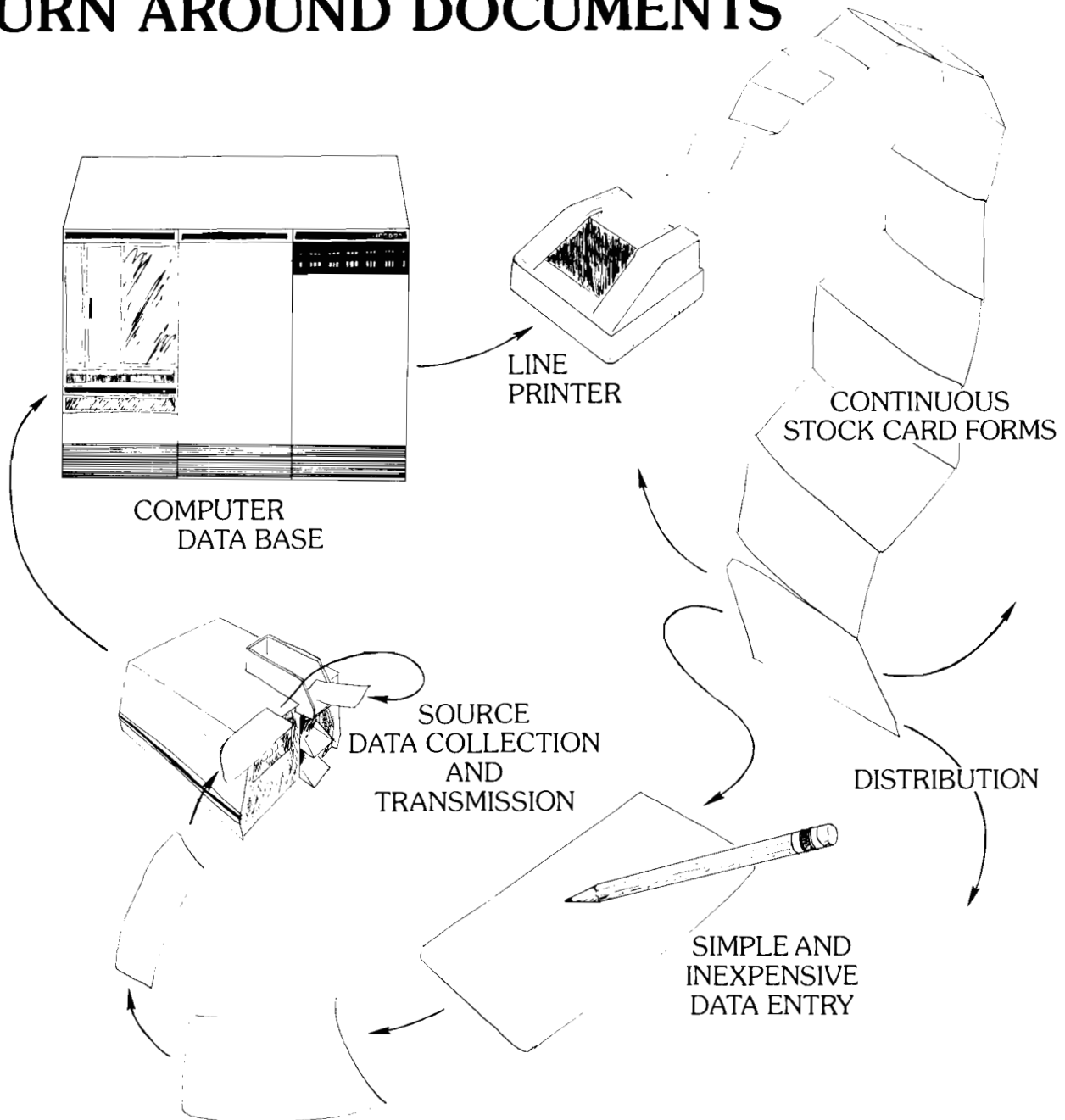
## INTRODUCING THE TURN AROUND DOCUMENT

- INCREASE ATTRACTIVENESS OF HP SYSTEMS IN MANUFACTURING MARKET
- INCREASE VOLUME OF SALES BY ADDING NUMEROUS PERIPHERALS

### BENEFITS:

- Data Collection is done right at the source
- Source document IS the Data Entry
- No expensive punch equipment
- Easy to use: simple pencil marks
- Optical forms can be tailored to fit the particular application
- Optical forms can be physically attached to the item to which it applies
- Input is fast and reliable through the 7260A
- No computer resources are needed for data preparation
- Cost effectiveness

## OPTICAL FORMS ARE IDEAL FOR TURN AROUND DOCUMENTS



## TURN AROUND DOCUMENT APPLICATION NOTE

by: *Bernard Guidon/Boise*

The system benefits afforded by the turn around documents are fully explained in a new Application Note: "DISTRIBUTED HEWLETT-PACKARD OPTICAL MARK READERS PROVIDE EASY REMOTE DATA COLLECTION" (HP P/N 5952-9406, Application Note 202-03). The whole data collection is entirely based on turn around documents. The cycle starts with a customer's data base and printing of documents. On each document the following information is printed:

- Visual characters such as name, address, policy type, etc.

- Fixed data field: Computer assigned account number with check digits.
- Variable data field: Field reserved to enter the data with single pencil marks.

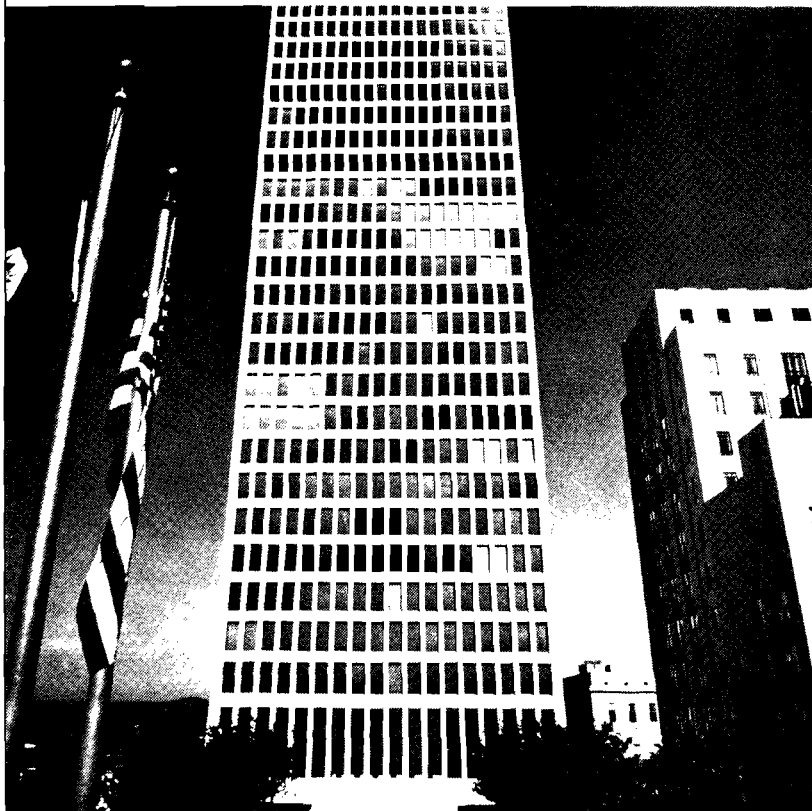
The documents are then distributed throughout the country. There, as the transactions are performed, they are recorded on the forms, taking full advantage of the fact that the source document is also the data entry. Distributed HP Optical Mark Readers then transmit information back to the computer for updating the customer data base. The loop is closed!!

See the Application Note and spend an enjoyable time seeing how the turn around document demonstrates its value. Bulk distribution has been made worldwide to the HP field.

Distributed Hewlett-Packard  
Optical Mark Readers  
provide easy  
remote data collection

Life and Accident  
Insurance

Applications of  
Hewlett-Packard  
Computer Systems



Application Note 202-03  
5952-9406 (46)  
Printed in U.S.A. 6/76

## USED EQUIPMENT FOR SALE

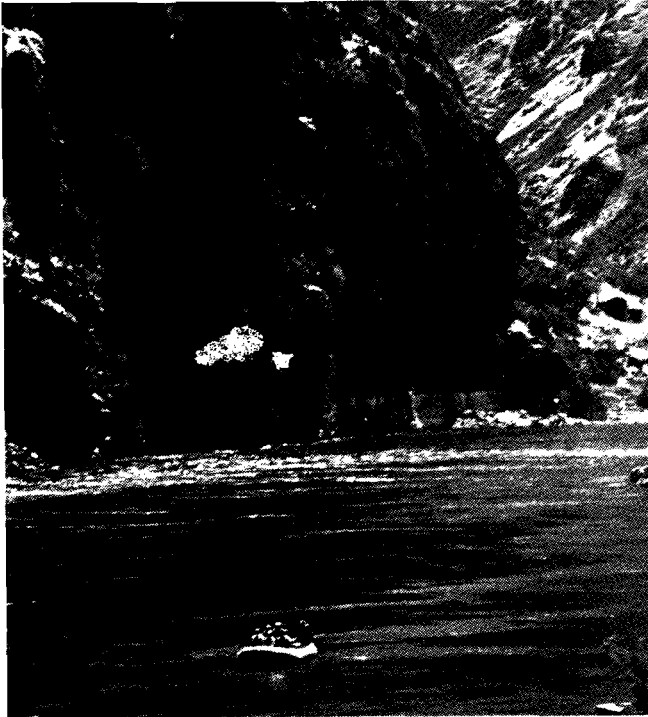
by: *Guenter Kloeppe/HPG*

**HP VIENNA HAS THREE USED 12531C CARDS FOR SALE. CONTACT BRUNO MASSEREY IN VIENNA.**

# Division News

## FROM OPTICAL READERS . . . TO THE RAPIDS OF THE SALMON RIVER

by: Bernard Guidon/Boise



Once more, a successful Neophyte Seminar was held in Boise Division on September 9 and 10. Combining pleasure and work over a four day session the new members of the HP sales team were brought up to date on the Grenoble Division and its products. A special seminar was held on the Optical Mark Readers and especially on the HP concept of Data Collection: the 7260A. Hands-on experience and real life cases of data collection via optical forms made the seminar quite enjoyable for all.

During the weekend further socializing was conducted the Boise way: a two day stay at a guest ranch in the Idaho wilderness. Although we almost lost some Neophytes in the Salmon rapids, the beautiful setting, horseback riding and canoe trips will remain in our memories forever.

We're happy you were with us for a few days, Neophytes! We have enjoyed your company so much that we cannot wait to receive your telephone calls!

## U.S. IMPORTATION COST IS DISCOUNTABLE

by: Sallie Hobart/Boise

To assure that your customers receive all benefits to which they are entitled and, also, to help cut down the number of change orders for product line 69 domestic orders, we would like to point out that the importation cost on domestic orders is fully discountable.

Therefore, when offering and calculating discounts on domestic orders, be sure to discount both the list price and the importation cost as a total price.

If you have any problems regarding the USA importation cost on product line 69, please contact *Steve Bailey*, order coordinator in Boise for Grenoble products. We are here to help you!

## RTE REFRESHER # 3

by: *Alic Rakhmanoff/HPG*

Computer  
Museum

The third RTE Refresher seminar was held in Grenoble, from September 1st to 3rd. We had 17 applications from European field engineers for the 10 slots available.



From left to right: *Alic Rakhmanoff and Dieter Schmidtke (Grenoble)*, *Robert Bayle, Claude Rocourt and Raphael Lemarie (Orsay)*, *Hans-Juergen Karger (Munich)*

The system we used for this seminar was an RTE III with MURB which was used simultaneously as central for a customer course on distributed systems. The same system simultaneously handled programs for 18 students attending two different courses!! For example, at one time we had five consoles running different MURB programs under FMGR, a batch-stream of compilations and downloading of a satellite operating system.

## Sales \$ Successes \$

## RTE OEM GOING GREAT!!

by: *Georges Retornaz/HPG*

This month we received a 210K\$ deal from Spain. The customer is I.S.I.S., an OEM located in Barcelona. They use our 2125A Disc Based Systems for small business applications such as: inventory control, accounting and order processing.

Last week I.S.I.S. management visited our factory; they spent a full day discussing several points of our OEM purchase agreement and also with our RTE Specialist, *Dieter Schmidtke*, who helped them clarify and implement their understanding of our different software capabilities.

This month too, ISIS opened a subsidiary in Madrid, which means new potential customers and new opportunities for *Raimundo Cornet and Jose Aspas*, the two HP players.



## COMPUTER SYSTEMS + MEDICAL SYSTEMS = SUCCESS

by: Guenter Kloeppe/HPG

Rudi Almaschi FE/Boeblingen, teamed up with the local medical team to close an order worth a total of \$90K with the University of Tübingen research clinic. The \$62K 9603A will be used to develop patient monitoring software for children.

## ANOTHER OEM CONTRACT FOR MIDWEST

by: Bernard Guidon/Boise

Mike Merrill from our Saint Paul Sales Office has gotten LOONAM to sign a new OEM purchase agreement for 50 7260A Optical Mark Readers.

LOONAM is one of the most important businesses in Saint Paul that leases or rents equipment for the Educational market. Each school in the state of Minnesota may be connected to a central time share and, therefore, a means of OFFLINE program/data preparation and transmission speed was required, as well as meeting Education purposes. The move was clearly toward the optical forms and, consequently, to HP.

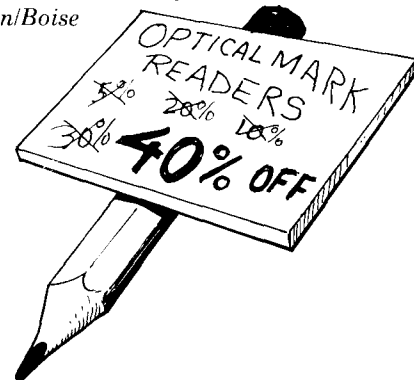
Mike's task was then easy, because the 7260A is the only Optical Mark Reader on the market that can be associated with a terminal and offered as the low cost RJE station that the schools are looking for.

Congratulations to Mike for such a fine job!

## Sales Aids

### GRENOBLE DIVISION WANTS TO HELP YOU . . . MEET YOUR QUOTA

by: Bernard Guidon/Boise



Fy '76 is running short, but be worry-free. Grenoble Division is here to help you meet your quotas!

Easy selling is what you need, so take advantage of these fantastic Optical Mark Reader deals:

PRODUCT	SERIAL NUMBER	DISCOUNT
7260A	1316A 00116	40%
7260A	1316A 00281	40%
7261A or 12986A	1316A 00319	40%
7261A or 12986A	1316A 00540	40%

We have great discounts and immediate availability. As these readers are selling like crazy, first contact your friendly people in Boise before making any quote!

# COMPUTER SYSTEMS NEWSLETTER

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