

COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel

REINHARDT, HELMUT
FRANKFURT



Vol. 2, No. 15
June 15, 1977

DSD Announces Enhanced FORTRAN IV Page 4

GSD Holds "Fire Sale" on ISS Disc Drives Page 13

In This Issue...

AMD NEWS

Division News

Customer Training Price IncreaseA. Jefferis/AMD [2]
The State of the Division
1st Half FY '77B. Mohr/AMD [2]

Product News

Indefinite Delivery:
DTU/MOD Switch (9580)D. Mabey/AMD [2]
New Matrix Switching for 9580 ATSD. Mabey/AMD [3]

Sales Aids

Spare 2402'sT. Freed/AMD [3]

DSD NEWS

Product News

File Access Capability for RTE-M
BASIC/1000MV. Diehl/DSD [4]
RJE/1000 Upgrade Kit DiscontinuedB. Stevens/DSD [4]
New Enhanced FORTRAN IVV. Diehl/DSD [4]

Bus Stop

Southern and Canadian Regions
Plan HP-IB SeminarsJ. Weldon/IPG [5]
Tuning In To HP-IBJ. Weldon/IPG [6]

DTD NEWS

Division News

... and the Training Goes On!R. Ferguson/DTD [8]

Total HPSA Support for DTD from
GrenobleC. Flock/DTD [9]

Product News

Multiple Forms in Display MemoryR. Ferguson/DTD [9]
One Softkey to Dump Your Data Tapes
(Softkey Application #12)E. Grandjean/DTD [9]
Helpful Hint #001 —
What Is Monitor Mode, Anywho?S. Berman/DTD [9]

GSD NEWS

Division News

ACRAO Convenes in HoustonG. Stump/GSD [10]
What's Happening at GSD in Boeblingen ...F. Joern/BBN [10]
The Lewin Gang Makes a Get-Away
to Geneva!J. Sollers/GSD [11]

Product News

Self-Test #3R. Edwards/GSD [11]
"Fire Sale!" Hottest Selling HP Product!.P. McGrath/GSD [13]

Sales Aids

Large Company BrochureD. Eicher/GSD [14]

HPG NEWS

Saisie DirecteM. Tupper/HPG [15]

CSG NEWS

CSG Sales Training Libraries Formed ...B. Lindsay/CSG [16]

AMD DIVISION NEWS

Division News

Customer Training Price Increase

By: Al Jefferis/AMD

Increased costs have forced an increase in the price of AMD customer training. Instead of \$150 per day, the new price will be \$200 per day, effective July 1, 1977. All available AMD training courses and their new prices are shown below.

On-site and special courses must be quoted by the factory. Pat Lemmon (X2519) continues to handle registration for these courses.

Course #	Name	Length (Days)	Price	Availability
HP 92700B	ATS Course (9500)	5	\$1000	July 6
HP 92700B	TODS-C Operation OPT 1	1	200	July 13
HP 92703B	TODS-C Programming	4	800	July 19
HP 92720A	ASA Course (8580)	5	1000	July 18
HP 92721A	COS Programming	4	800	Contact Factory
HP 92722A	TODS-II Programming	5	1000	June 20
HP 92727A	8542B Maintenance	10	2000	Contact Factory
HP 92728A	8580B Maintenance	10	2000	Contact Factory
HP 92770A	Digital Test System	10	2000	See Schedule
HP 92772A	9571 Maintenance	5	1000	Contact Factory
HP 92780A	ATS-80 System	5	1000	See Schedule
HP 92781A	ATLAS Programming	5	1000	See Schedule

The State of the Division 1st Half FY '77

By: Bill Mohr/AMD

Strong order performance in the domestic sales regions has enabled AMD to finish the first half at 122% of quota. I'd like to take this opportunity to congratulate all of you for this fine performance. Keep up the good work. Let's work together to make it an equally good second half.

We are charging ahead in marketing with a number of programs that will aid your second half selling efforts. The closer coupling of AMD & DSD should enhance these by focussing on common objects and by tying together the Automatic Test and Technical Computer strategies.

In the 2nd half you can expect to see:

- A new measurement and control offering
- The unfolding of our unbundling strategy
- Stand-alone hardware & software products
- Matrix switching on the 9580
- A new slide pitch for the DTS-70
- Upgrade of all demos to Rev. C software
- The first meeting of the DTS-70 User's Group
- A Contributed Library
- Software Subscription Service
- Enhancements to FASTRACE

Stay in touch with your RSE. He's anxious to help you continue your above-quota performance.

Our organization will remain the same as in the first half so there should be no problems knowing who to contact.

GOOD SELLING FOR THE 2ND HALF!!!

Product News

Indefinite Delivery: DTU/MOD Switch (9580)

By: Dawson Mabey/AMD

Due to mechanical problems recently encountered, AMD cannot commit firm delivery of 9580 systems that include option 057 and 058 Digital Test Units connected to the Modular Switch (HP 9412A).

These problems, though mechanical in nature, are severe enough to prevent reasonable servcability of the DTU when connected to the modular switch. Rather than deliver systems that cannot be serviced properly, this combination is placed on indefinite delivery, effective immediately, until a solution has been determined.

The Modular Switch (Opt. 070), itself, is not affected and of course is still available.

An alternate solution for your customer is the new 9414A Matrix Switch combined with Option 050/051 Digital Test Units. This combination provides full hybrid analog/digital capability for PC boards up to 240 pins.

A number of solutions are now being investigated. We will keep you up-to-date in future issues of the *Newsletter*.

New Matrix Switching for 9580 ATS

By: Dawson Mabey/AMD

The new HP 9414 Matrix Switch is now available in the 9580 ATS. For less than \$35K, a full 16 by 120 matrix in a 9580 system provides 10 MHz frequency response and maximum switching flexibility. Any of the 16 system inputs can be connected to any of 120 UUT pins under software control! Smaller versions can also be configured.

The matrix can be combined with the Digital Test Unit of the 9580 to provide fully multiplexed analog/digital capability. Any of 120 UUT pins can be programmed to provide digital I/O or analog stimulus and measurement. This combination provides the customer full analog and digital capability for testing hybrid PC boards.

Data sheets and configuring information will be available shortly. In the meantime, contact your AMD RSE for pricing

and configuration help. The following are budgetary prices for the matrix integrated in a 9580 system:

9580 Option	Description	Budgetary Price
100	Matrix Switch (for use with DTU)	\$7500
102	Matrix Switch (slotted front panel)	8600
103	Relay Switch Card	375
107	Quadrant Control Card	275
108	Distribution Bus Card	275
061	Multiplexer Switch Card, 30 pins (upper)	1300
062	Multiplexer Switch Card, 30 pins (lower)	1300

Remember, firm prices must be quoted by the factory.

Sales Aids

Spare 2402's

By: Tom Freed/AMD

Correction to my article on 2402's (Vol. 2, No. 3, May 1977). I was wrong when I stated that there was no input power conversion required on domestic units. There are four board changes required (A4, A54, A60, A61) for the 50Hz option. Domestically you will not be able to satisfy the requirement; thanks, however, for any effort you may have already expended.



DATA SYSTEMS NEWS

Product News

File Access Capability for RTE-M BASIC/1000M

By: Van Diehl/DSD

Shortly after the introduction of RTE-M and HP 1000 Model 20 we are adding two important new features — FORTRAN IV and file access capability to BASIC/1000M, fully compatible with BASIC/1000. With the new file access capabilities you can SAVE/LOAD programs and READ/PRINT data on flexible discs. Now you can have a complete hierarchical set of applications all in BASIC. In a HP 1000/20 you can gather test data and store it in BASIC files in a flexible disc, for instance. With similar BASIC commands you can read the data and update your IMAGE data base using the flexible disc in a HP 1000/80. Who in the competition can match that?

All these features will be available with RTE-M (1726 release) and will be shipped in July. Customers that already have RTE-M are still under warranty and thus will be automatically updated via the Software Subscription Service.

RJE/1000 Upgrade Kit Discontinued

By: Bill Stevens/DSD

In its 6 months of intended life the 91780-14001 RDTs to RJE/1000 Upgrade Kit has served its purpose by allowing customers not on Software Subscription to order (via HEART Override) new RJE/1000 software inexpensively. As described in a March 1 *Newsletter* article, this kit has now been discontinued. This allows manufacturing and order processing to maintain their procedures more efficiently for all of you.

FASTER New Enhanced FORTRAN IV

By: Van Diehl/DSD

I. What Is It?

A new enhanced FORTRAN IV is being added to RTE-M, RTE-II and RTE-III operating systems. It adds

the following capabilities to our present FORTRAN IV compiler:

Named COMMON

COMMON in FORTRAN provides a means of sharing memory between a main program and its subprograms, between subprograms or between main program and its segments. Named or Labelled COMMON enables the user to have a block of COMMON with a name and have the subprogram or program segment that references it to carry just that block instead of forcing all programs, program segments and subprograms to carry the entire COMMON code.

Block DATA Subprograms

Block DATA Subprograms allow the user to initialize the variables in one or more named COMMON blocks.

Pseudo Six-Character External Names

A symbolic variable name can have from one to six alphanumeric characters, the first of which must be alphabetic. External names (i.e., PROGRAM NAME, SUBROUTINE NAME, FUNCTION NAME, etc.) will be deleted to 5 characters by deleting the 5th character (a warning message will result if a synonym will result). The present version of HP FORTRAN IV only allows 5 character external names.

Compiler Interface to Files

The compiler will be interfaced to File Manager files instead of the absolute LS/LG areas of the disc. Compare the friendliness of the new command against the old.

Old	New
:MS,SOURCE	:RU,FTN4,SOURCE,RELOC
:LG,1	
:RU,FTN4,2,99	
'SA,LG,RELOC	

Extended Hollerith Capability

A Hollerith constant can now have one to n characters instead of just two as in the present FORTRAN. The

integer *n* can be less than or equal to 8. Values of *n* larger than 8 can be used in FORMAT statements, or as a parameter in a CALL statement.

Old
DATA VALUE/2HF0,2HRT,2HRA,2HN/

New
DATA VALUE/7HFORTAN /

II. How Do I Get It?

The new enhanced FORTRAN IV will be added to RTE-M * (92064A), RTE-II (92001B) * and RTE-III (92060B) * and thus automatically to all HP 1000 models. At the same time we release this FORTRAN we will delete the two existing versions of FORTRAN IV (6 to 8K words

*Revision 1726.

short version and the 10 to 12K words version). The new enhanced version will occupy approximately the same space as the long versions of FORTRAN IV.

The new FORTRAN IV will be shipped starting July 15 to all new customers and Software Subscription Service customers (including the systems that are on warranty and thus automatically on Software Subscription Service). All other existing customers will order the upgrade via the following upgrade kits:

- 92060-14005 Software on paper tapes for RTE-II/III
- 92060-14006 Software on minicartridges for RTE-II/III

III. How Does the Old Compare with the New?

The following table compares execution speed of the old and new compiler using standard and high performance memory and FFP for a recently run benchmark.

Northern Telecom Benchmark

Percentage Improvement in Execution Times and Program Lengths,
Using Case with Standard Memory, No FFP as Base

	● FFP ● HS Memory ● New Compiler	● FFP ● Std. Memory ● New Compiler	● FFP ● HS Memory ● Old Compiler	● FFP ● Std. Memory ● Old Compiler	● NO FFP ● HS Memory ● Old Compiler
Integer	36.5%	18.1 %	24.8%	-.8%	25.3%
Floating Pt	91.6	91.0	91.6	91.0	30.4
Logical IF	30.5	3.1	29.5	-1.3	30.0
Arrays	65.7	58.1	64.0	54.5	27.2
DO Loops	30.0	2.25	30.0	-.3	30.6
Sub Calls	76.4	71.3	75.6	70.3	30.8
Mixed Code	51.6	39.0	50.4	36.1	26.6
Compiled Length	3.8%	3.8 %	0.0%	0.0%	0.0%
Memory Image Length	15.2	15.2	13.3	13.3	0.0

NOTE: All of the above results were obtained on a 21MX E-Series CPU, 7905 disc and RTE-III.



**Southern and Canadian Regions
Plan HP-IB Seminars**

By: Jan Weldon/IPG

George Stanley of Instrument Group Training will present a series of customer seminars on HP-IB in the Southern Region at the end of June. (This trip was originally

scheduled for May but had to be postponed.) Seminar dates are as follows:

- Greensboro, NC June 24
- Atlanta, GA June 27
- Oak Ridge, TN June 28
- Huntsville, AL June 29 & 30

North of the border, *George Dickens* (HP-IB specialist) and *George Stanley* will spread the HP-IB message across Canada. Here is the seminar schedule:

- Montreal June 6
- Ottawa June 7 & 8

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Toronto	June 9 & 10
Winnipeg	June 13
Edmonton	June 14
Vancouver	June 15 & 16
Victoria	June 17
St. Johns	June 28
Halifax	June 29
Moncton	June 30

In most instances, the local Instrument salesman is handling the arrangements, but these seminars are open to all disciplines. Your customers (and prospective customers) are invited and encouraged to attend these informative sessions for a comprehensive look at the benefits of HP-IB.

Tuning In To HP-IB

By: Jan Weldon/IPG

A new ad from the Instrument Group will promote the concept of the Hewlett-Packard Interface Bus in various electronic magazines this summer. Using the analog of music, the ad readily communicates the fact that you get "more powerful performance" when instruments are com-

bined interactively. Four members of the San Jose (CA.) Symphony Orchestra helped us illustrate a working instrument ensemble.

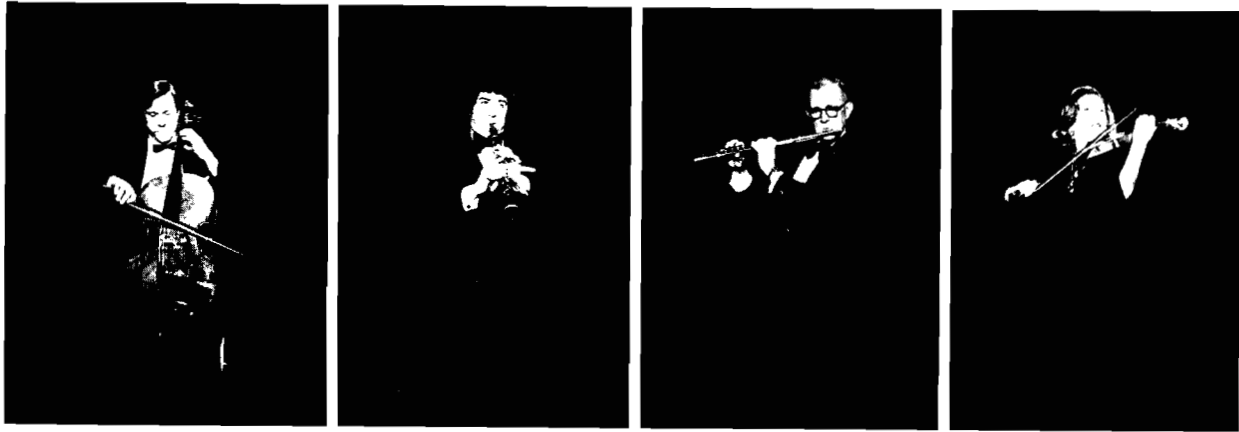
Carrying the music analogy a bit further, a larger group of players would require a conductor and arranger . . . enter the computing controller! After all, we know that the HP 1000 is a virtuoso in its own right.

Our goal is to educate our readers about the HP-IB *concept*, rather than specific hardware. The reader is then invited to send for the HP-IB brochure with actual product information. The advertisement will circulate in international editions of the following magazines:

ELECTRONICS	June 23, July 21
EDN	June 20, August 5
CONTROL ENGINEERING	July 15
INDUSTRIAL RESEARCH	July issue
IEEE SPECTRUM	July issue

Additional insertions are planned for September and October.

We all know that HP-IB has the potential of being a smash hit. Here's hoping that 1977 will be a record year.



Individually Excellent.



Together...Superb!

like instrumentation with the interface

Individual HP measuring instruments and computers are excellent soloists. You'll get a much more powerful performance, however, when you combine their capabilities interactively via the Hewlett-Packard Interface Bus (HP-IB).*

Thanks to HP-IB, you can orchestrate a system for making faster and more accurate measurements. A system that can process data and provide

answers, on your terms, in printed or plotted form. A very flexible system, so you can easily change the composition and size of your measurement ensemble. All at a cost-effective price.

Why not assemble an HP-IB solution tuned to your measurement problem, small or large? HP has more than 60 instruments and computing controllers available with HP-IB—right now—and the list is growing rapidly.

To learn more, send for our new HP-IB brochure. It covers interface standards applications, and available HP-IB products.



For assistance call Washington (301) 948-6370, Chicago (312) 255-9800, Atlanta (404) 434-4000, Los Angeles (213) 877-1282

*The widely-accepted HP-IB is our implementation of the IEEE-488 Interface Standard. Internationally, HP-IB is in concert with the IEC main interface document.

HEWLETT-PACKARD
1507D Page Mill Road
Palo Alto, CA 94304



- Send free HP-IB brochure.
- Contact me to discuss HP-IB.

Name _____

Position _____

Company _____

Address _____

City _____ State _____ Zip _____

Phone _____ IPG 702

This ad will appear in ELECTRONICS, EDN, IEEE SPECTRUM, CONTROL ENGINEERING, and INDUSTRIAL RESEARCH.

DATA TERMINALS NEWS

Division News

... and the Training Goes On!

By: Rich Ferguson/DTD

Data Terminals Division, in its effort to supply you with the finest training available, for an equally fine product line, has recently conducted a one-week long training course for specialists in Grenoble, France. This class was similar in content to the previous two training classes offered in Cupertino.

The response to our classes has been overwhelming. If the success of our specialist training classes is any indication of future sales, look out! To meet the demand for training, Data Terminals is forging ahead with an entirely new concept in training. It will enable the duly designated terminal specialists, anywhere in the world, to experience a week-long training course at Cupertino that will encompass all the materials presented in previous classes, plus a one-on-one relationship with his appointed instructor. No longer do you have to wait for a designated course to begin. If you or one of your salespersons is a terminal specialist desiring training, merely call *Carl Flock* and arrange for a suitable week to come to Cupertino. We will provide you will all the necessary lab instrumentation and class materials so that you will be able to complete the same week-long course previously given by Cupertino personnel. For those of you in Europe, your contact is *Francis Marc* in Grenoble. Keep in mind that this class is available now for those specialists who wish to come to Cupertino immediately. For those of you who are not terminal specialists, we have not forgotten you! Rather, we have designed the in-service training manual with you in mind.

This in-service training course is available to all HP salespersons, and covers the material presented in the specialist course in a manner that will allow you to complete it at your home or office.

More than 100 people have already signed up for this course and are progressing with much vigor!

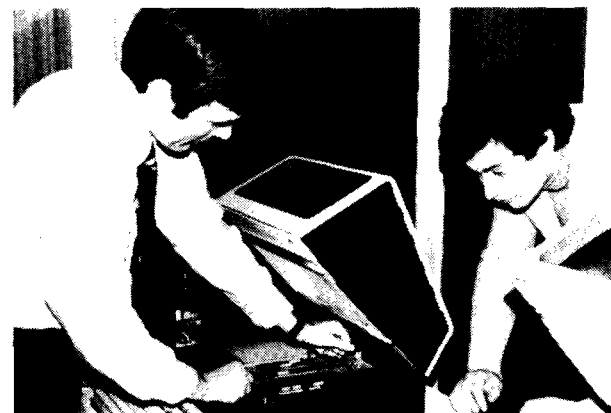
So, there you have the most advanced training concept in use today, brought to you by DTD, of course!



"Abra-Kazaamm Esc&p . . ."



"How come you got it in French, when I typed it in English?"



"Get me a bigger hammer!"

Total HPSA Support for DTD From Grenoble

By: Carl Flock/DTD



The transition period is over—as of July 1, 1977 all 264X HPSA Sales Development support will originate in Grenoble. Please Send your TWX's and direct your phone calls to *Francis Marc*. TWX's sent by mistake to Cupertino will be forwarded to Grenoble.

Francis is ready, willing and able to solve your every Sales Development question in the most direct manner—use this resource often.

Product News

Multiple Forms in Display Memory

By: Rich Ferguson/DTD

Guess what, troops! Data Terminals Division Marketing has found a way to further enhance the great features of the 2645A terminal! By deft use of the record separator character, you can have more than one form in display memory at a time, yet using each form separately. The secret is to do the following:

1. You define your form so that the very last character of the form is a record separator character displayed on the screen. (RS)
2. Remove the J strap (open) from the keyboard interface.
3. Remember that for each form in memory, terminate it with a visible record separator character. (RS)

So, for example let's assume that we have three forms in memory; each on a different "page". Page 1 corresponds to form 1; page 2 corresponds to form 2, etc. Let us say that I wish to use form No. 2. I would simply page to the form I wish and enter the data into the form, press the "Enter" key and transmit the data to the computer or cartridge. Because the J strap is out, the terminal will do a reverse search, looking for either the beginning of memory or a record separator character, whichever occurs first. Since the very last character of the previous form is a record character separator, the terminal will stop searching there and then start transmitting data from that point forward, which happens to coincide then with the first character of your first unprotected field. After the Enter key is pressed, you should then home the cursor and clear the display to clear out the contents of the form just used, since pressing the enter key will place a non-displayable terminator in the form you have just used.

HINT: A soft key could be defined to perform the Enter function and clear function with one keystroke.

There you have it, gang! A simple way to have more than one form in display memory at a time. As a last note, you

should have the D strap out also so that you transmit the entire form contents at one time.

Any questions . . . call your very friendly Sales Development contact at Cupertino or Grenoble.

One Softkey to Dump Your Data Tapes (Softkey Application #12)

By: Eric Grandjean/DTD

The problem is to dump a multiple-file data cartridge into a system with only one key stroke.

Data was previously recorded off-line from a form (in format mode). This softkey does some housekeeping and loops on a "Control Read" command until "End of Data" is reached. The terminal can be in character mode or block mode — strapped for page.

The first sequence of escape sequence can be used to load soft key# 1 from system. If you load Softkey from keyboard, skip that part. The only constraint is that whatever system is on the other end of the line, it should be capable to absorb this data as it comes, since there is no handshake and it's non-stop.

```
Esc&f1k1a075L (that loads f1)
```

```
Esc&c177120a373d76d373d315d334d23d315d117dd ...
```

P.S. Please keep in mind that this is an unsupported feature of the 2645A and the escape sequence might change in future versions of the terminal.

Helpful Hint#001 — What Is Monitor Mode, Anywho?

By: Steve Berman/DTD

Those of you who have scanned our price list may have noticed an Option 001 for the 13260C and 13260D multipoint datacomm products. The description is "Add Monitor Mode Capability." The question is, what does this get you?

Well, one of the two ROM's is different, for starters. Two ROM's? Wait a minute! I thought there was only one datacomm ROM! Not true, always. You see, multipoint protocols require more code to implement, so there are two ROM's (different from each other and the point-to-point datacomm ROM).

So what, you say? Suppose one of your OEM's was writing some multipoint software, and would dearly love to monitor traffic on the datacomm line. Well, with monitor mode installed, pressing "CNTL/DISPLAY FUNCTIONS" (while in remote mode) will display *all* transmissions (including framing and sync characters) in both directions on the CRT. Consequently, the terminal that is in monitor mode is not usable as a terminal, but it does give you a "window" on line traffic.

Thus, be sure to remember Option 001 for your multipoint customers; if they need it, buy it!

GENERAL SYSTEMS NEWS

Division News

ACRAO Convenes in Houston

By: Gary Stump/GSD



Due to the outstanding efforts of *Tom Gulczynski* and *Paul Cherry* (HP Houston), the Association of Admissions Officers' (ACRAO) annual convention held in Houston, Texas was a whopping success! Between April 18-21, over 2,500 College Registrars, many of whom use HP Computer Systems, attended this ACRAO show.

HP's involvement was extensive at this ACRAO conference. Two vendor presentations were made. Each presentation was about 2-1/2 hours long and included:

- * An explanation of HP's philosophy and plans regarding college registration software packages on our systems, and
- * Two customer presentations by University of Houston and the College of the Mainland, both of whom use HP Systems for registration.

These presentations were well received, especially the "user presentations".

In addition to the formal presentations, HP also had a booth at the show.

Again, many thanks to both *Tom* and *Paul* for their tremendous efforts.

What's Happening at GSD in Boeblingen

By: Fritz Joern/IBBN

From May 1 on, GSD Boeblingen will operate with reduced staff and limited charter. This was done in order to allow the majority of the group to concentrate their efforts within the Germany Sales Region. Pending issues and promises

(for example, the European HP 3000 User's Meeting) will, however, be covered in style even beyond this date up to the end of this fiscal year.

The charter of a part of GSD Boeblingen, namely the CE training and back-up support group, has, however, not changed. In 1978, this group may not get financed by GSD any more, but certainly will continue to train and support CE's for Europe. We expect a high demand for this and we have today a strong group with *Uwe Jensen* as system trainer and senior group member, *Heinz Jurack* as system trainer and datacomm expert and *Ewald Mund* as product specialist and datacomm expert.

The international charter of this group, which I will continue to care for, goes on and I ask everyone at GSD to keep the good contacts with them. They are the base for further training directed for Europe or for inquiries into the state of European affairs in the hardware/system/CE area.

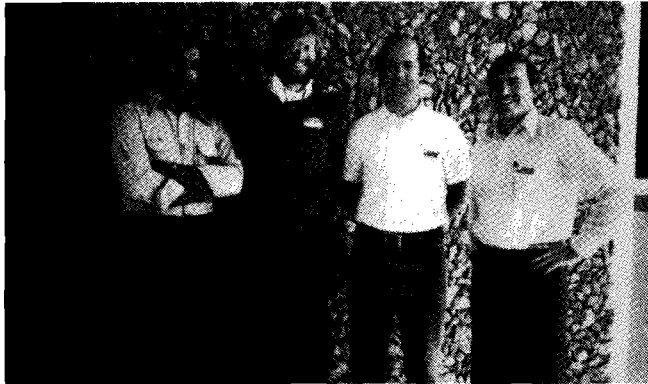
The other people, emerging into the German sales force will, of course, keep their professional direction. Specifically, *Bodo Kleineidam* and *Gordon Birt*, our 3000 SE's, will become German SE's (but in special cases, even German SE's can be helpful for other countries—our technical centers on the road to profit . . .). *Rudolf Beuerlein*, today the supporter of GSD's non-3000 line and of APL, will go the same route and continue to supervise the German customer training while using his know-how as Senior SE. *Heinz Studiger*, as good Swiss citizen, returns to his homeland. You will still hear from him—he becomes Europe's *Jerry Klemushin* for our key accounts. *Irmgard Hauber*, our secretary, will work for the Calculator Division Manager on the same floor. *Inge Benz* remains the training registrar and group secretary here. I myself, become German CE and SE Manager.

I hope that we all will remain good friends or even the more become better ones, now that the formal ties go away.

The HP 3000 rose from some 30 systems installed in Europe in 1975 to nearly 200. Our time spent together was full of challenges and some success, hopes and some difficulties. We all thank GSD for it, for this warm feeling from "our mother division." We hate to leave you.

The Lewin Gang Makes a Get-Away to Geneva!

By: Joan Sollers/GSD



GSD Sales Support—Europe Group from left to right: **Bob Lewin, Joe Dietzgen, Don Ringen, Chuck Sieloff.** Steve Feo is not pictured.

The GSD Sales Support—Europe Group is now a reality: a team of technically competent people with a Marketing flair, with our very own *Bob Lewin* as its manager. Reporting to *Bill Krause* on a functional basis, and to *Heiner Blaesser* on an operational basis, this team will be physically located in Geneva, Switzerland for approximately 12 to 18 months. The group will be officially formed and in place by July 4th with its own 3000 system and other hardware.

The main function of this team will be to act as educators and consultants for the European sales force, with the objective of helping our European sales force increase its sales of GSD products in the BDP * market. Therefore, this organization should be thought of as a means of strengthening local support for GSD products in Europe.

What will *Bob Lewin, Joe Dietzgen, Don Ringen, Chuck Sieloff,* and *Steve Feo* (Paramus) be doing in Switzerland (besides skiing)?

They will:

- Develop and give sales training on the use and problems found in BDP and reasons why GSD products offer a solution.
- Develop 'second level' SE training courses on how the HP 3000 subsystems can effectively be used in the BDP environment.
- Aid in the development and giving of customer seminars in European countries.
- Aid in presentations to key accounts on GSD products.
- Aid in presentations to European OEM/system houses on GSD products.
- Aid in running benchmarks in key sale situations.

All of us here at GSD wish you luck in your challenging new endeavor.

*BDP means Business Data Processing

Product News

Self-Test #3

By: Rich Edwards/GSD

This is part three of the "How Well Do You Know the 3000?" self-test. The questions were given to an HP 3000 prospect by an IBM salesman. Again, we would like to share with you the issues raised by IBM and give you the REAL scoop. All the following are prefaced by . . . "IS IT TRUE THAT . . ."

19. **There is a monthly maintenance charge on all software including the operating system?**
True. Today there is a separate BMMC for each piece of unbundled software on an HP 3000; e.g., COBOL, RPG, DBM/3000, KSAM, etc. The maintenance charge for the MPE operating system is bundled into the overall system BMMC.
20. **Normal maintenance is for 9 consecutive prime hours per day Monday through Friday?**
True. Note that other time/day periods may be included in a maintenance contract for additional charges.
21. **Maintenance cost is separately priced on leased machines and is typically higher?**
A lease on an HP 3000 handled through HP only finances the hardware/software purchase price of the system. A separate maintenance contract must be written at an additional charge. This differs from IBM's rental plan which gives a computer system with a month-to-month option to a customer at one price including both the system and its maintenance. Returning to the statement that maintenance on a leased HP 3000 is higher than on a purchased HP 3000: this is absolutely not true — there exists but one maintenance price for all systems of similar configuration.
22. **Lease cancellation notice is 9 months by special arrangement and requires an additional premium?**
True. HP is not in the rental business.
23. **Capacities: Usable memory for programs (after system overhead); usable disk space for files (spanned records); usable disk space for programs/procedures; degree of equivalence all of above?**
The MPE operating system (Multiprogramming — NOT a batch operating system like SCP (System Control Program) on the System/3) requires approximately 40 - 80Kb of memory, depending upon the applications being run (varying table sizes in memory). The 7920 disc, like all HP marketed discs, has quoted for it the USER available disc space — in this case 50Mb. (IBM typically quotes total disc space before "overhead".) On Series II Models 6 & 8 there is no "system" disc specified; the user must set aside approximately 2.5Mb of disc space for MPE on his disc(s). "Degree of equivalence" is ambiguous.

Note that an HP 3000 user has much greater flexibility in using discs on the system due to the account/group/

file structure. The User's programs are stored by group within accounts and not in a predefined program library portion of the disc as on a System/3. Series II users may have multi-volume files, a feature not available on the System/3.

24. Hardware (Batch and TP)

Utilization reliability (light-heavy use); maintenance: quality—quantity—responsiveness; growth within model and vendor product line; unscheduled down-time; other machine backup—quantity; references for above quantity—quality; variety of configurations; variety of OEM offerings?

Here IBM raised a lot of the points that we have no trouble with at all—these are purely marketing topics. While we don't have as many service centers as does IBM (no other vendor does), our service is first quality, dependable and responsive. Your customers have several options to choose from in selecting the type of service they need and can afford. The Series II Models 6 & 8 are part of a family in use at over 700 installations dating from the initial customer shipment in 1972. Sales Development at GSD can provide you with references to these customers. Models 6 & 8 give you maximum flexibility in configuring a system to meet a customer's need—both the hardware and software can be added at the time of purchase or as field add-ons afterwards.

25. Systems Software: supervisor size and efficiency; disk space allocation, management; spooling; file sharing—protection; cross-program-partition protection; TP software and flexibility; any additional cost for above; ease of use?

MPE is the most advanced operating system in use today on a computer in its price class. SCP on the System/3 supports multiprogramming only on a Model 15—and there without virtual memory (2 or 3 fixed-size partitions). One of the prices paid for a sophisticated operating system is higher memory "overhead" requirements; thus MPE takes more Kb than does SCP on a System/3. MPE totally relieves the user of worrying about disc space management; on a System/3 the programmer can get involved in this, if he wishes. The IBM System/3 spooler has many operator capabilities not found in the 3000's spooler. You should be aware of this objection when trying to upgrade a System/3. The HP 3000 fully supports file locking/unlocking in RPG, COBOL, SPL, BASIC, and FORTRAN for MPE files, KSAM files, and IMAGE data bases. A user on the HP 3000 is fully protected from other users sharing memory with him. KEY HP 3000 ADVANTAGE: the 3000 system (both hardware and software) was designed from the beginning to be a multiprogrammed system supporting on-line terminals—either hardwired or over telecommunications lines; the System/3 is a batch system that has had forced upon it a communications control software package and additional hardware to interface terminals. Ask your next System/3 prospect how he uses a terminal on the System/3 for program development; his answer: he cannot. Then ask him what he pays for all the terminal add-ons; he will probably not believe you when you tell him there is No additional cost for the terminal hardware/software

for the HP 3000 — it was designed to be integral to the system!

26. Application software (batch and TP); variety of business package offerings (vendor other sources); variety of productivity aids (vendor other sources)?

GSD does not market any HP application packages for use on the HP 3000 other than the Education market packages (SIS/3000). There are, however, a large number of packages of all types available from either OEM's or software systems houses (see the HP Guide to OEM Customers, published in August 1976 for some specific descriptions). GSD offers HP 3000 customers a broad range of "productivity aids" or "software tools" as we call them: Data Entry Library (DEL/3000), DBM/3000 (IMAGE/QUERY), KSAM/3000, EDITOR, SORT, FCOPY, DEBUG/TRACE, etc.

27. Vendor considerations?

MPE is a field-proven operating system that today is as advanced vis-a-vis its competitors as it was when first introduced in 1971. The 3000 hardware is similarly field-proven over the same time period, with technological advancements leading to enhancements from the 3000A to the 3000 CX to the Series II. Our history of reliability and enhancements speaks for itself. GSD offers HP 3000 users a broad range of training classes, including instruction on-site. Note that two new courses have recently been added to address the needs of advanced HP 3000 users. A recent survey by a major prospect rated our system documentation as the best in the industry for a system of the 3000's performance class; excellent, in a word.

28. Costs: people time in conversion preparation; expense for conversion trips; length of time to achieve stabilized condition; people time to achieve equal expertise on system; education offerings and trips?

This is one area where you have to know that "it depends . . ." Time and expense for conversion depends upon many factors, including: technical competence of user DP department, number of 3000 training classes attended (attend more, learn the 3000 better, spend less time in conversion), outside help used (HP SE or third party), number of data files, number of programs, programming languages, etc. Please refer specific requests for help/information on conversion to your SE and then to his technical support group at GSD.

In summary, the HP 3000 is an extremely competitive system to the IBM System/3.

While both systems have areas where they have their strengths, you should be aware that the HP 3000 cannot be touched by a System/3 in several key areas: on-line terminals, data base management, proven multiprogramming operating system, and future growth opportunities.

"FIRE SALE!"

Hottest Selling HP Product!!!

By: Pat McGrath/GSD



GSD is holding a "fire sale" on 47MBYTE add-on ISS Disc Drives (30102A) for HP 3000 systems. The price is \$8,000 effective July 1.

In February we lowered the price of the ISS Disc Drive from \$17,500 to \$11,500 and you very successfully helped us reduce our excess inventory. Now that the 7920 is a proven success and its availability is good, GSD is offering a fire sale on the remaining ISS Disc Drives (19-60Hz; 17-50Hz).

How To Order

To order use the following prices and product numbers:

30102A	47MBYTE ISS Disc and Controller	\$9,000.00
010	Delete Controller (2nd, 3rd, 4th, 5th, 6th & 8th drive on 60Hz systems; 2nd, 4th, 6th & 8th drive on 50Hz systems)	-1,000.00

015	230V, 50Hz	0.00
020	Delete Controller (7th drive on 60Hz system; 3rd, 5th & 7th drive on 50Hz systems)	-1,000.00

To make this fire sale possible the ISS Disc Drive (30102A) will be removed from the Corporate Price List effective July 1, 1977. When ordering, treat the ISS Disc Drive as a nonproduct file item and use a HEART override.

Note that all ISS's in inventory are subject to prior sale. Customers should be advised that their order is not a commitment until they receive an acknowledgement from GSD of the ship date.

This should be an excellent opportunity for pre-Model 6 & 8 3000 customers to add additional low cost space (ISS Disc Drives are not supported on the 3000 Series II Model 6 or 8).

Sales Aids

Large Company Brochure

By: Dave Eicher/GSD

A new brochure is now available to assist the field in its large company sales strategy. Aimed at upper-level management of key accounts and other large companies, the brochure is designed as a general sales piece that presents Hewlett-Packard as an experienced and reliable manufacturer of computer systems for distributed processing in large accounts.

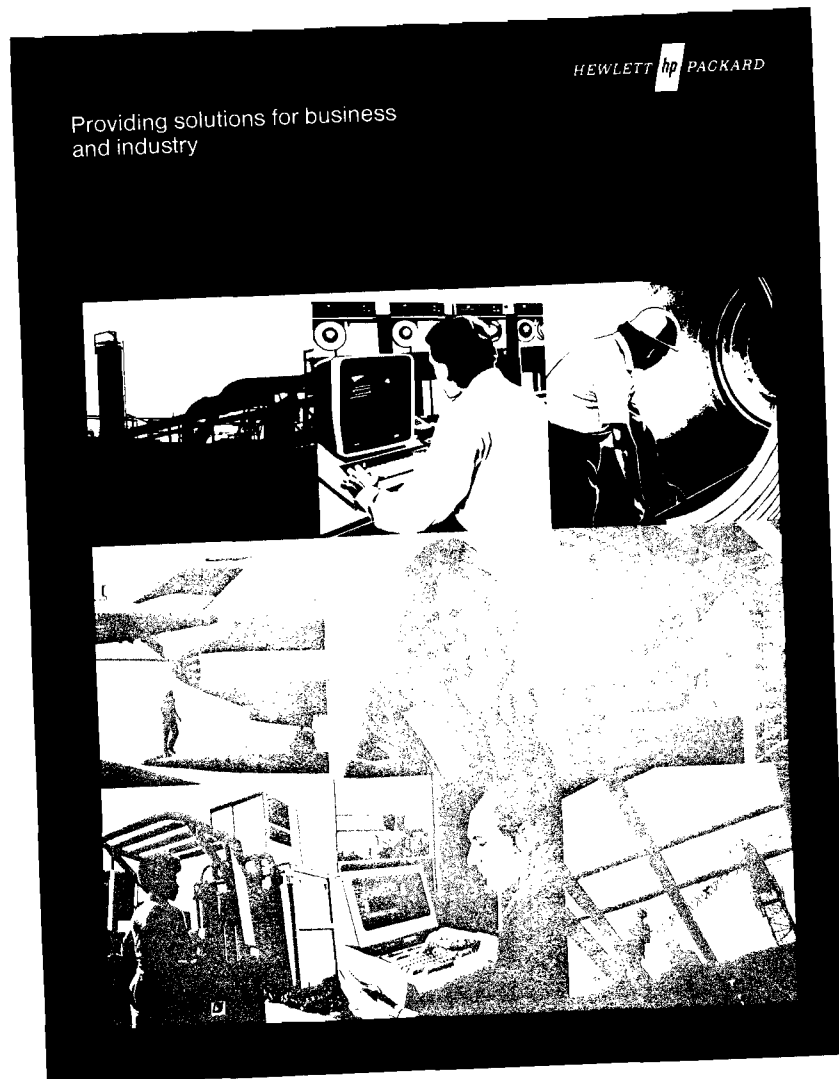
The heart of this 24-page, full color brochure is a set of success stories such as Hughes Aircraft and our own Hewlett-Packard COMSYS experience. In two of the stories (Nationwide Financial Services and Schlegel Corporation) we have been permitted to state that the particular com-

panies are currently saving, or expect to save, \$100,000 a year as a result of switching to the HP 3000 Series II.

Originally intended as a sales piece for General Systems Division products (the HP 2000, 2026, and 3000 systems), it was expanded to include the HP 2640 and 3070 families of terminals and the HP 1000 Computer System.

The brochure emphasizes our experience, reliability, wide range of products, data communications networking capability, powerful software, advanced hardware technology, and full support services.

The brochure is entitled *Hewlett-Packard Computer Systems: Providing solutions for business and industry* and all Field offices are stocked with them. To order ask for the Large Company Brochure (5953-0502).

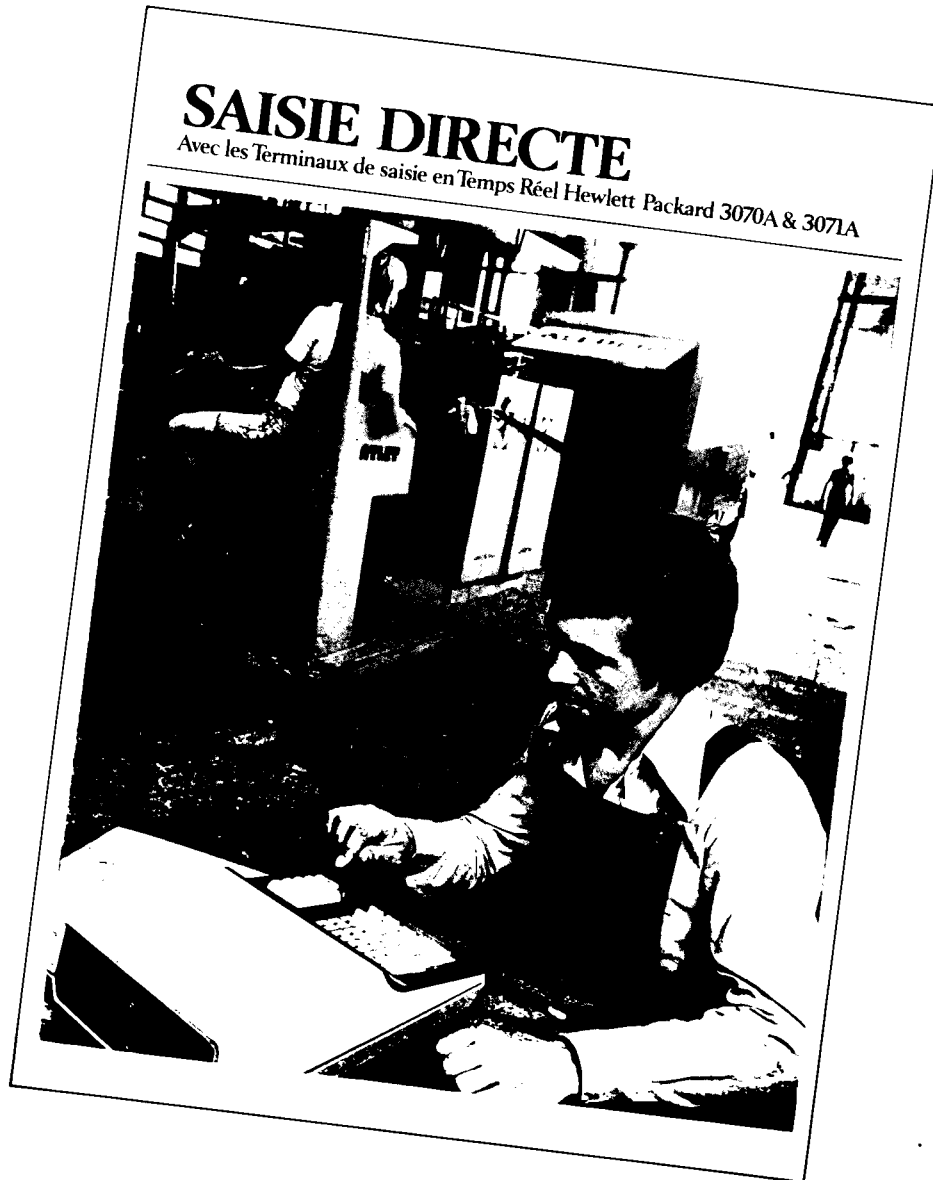


HP GRENOBLE NEWS

Saisie Directe

By: Mike Tupper/HPG

Saisie Directe better known in English as Source Data Capture. For those of you who are not aware of this French version, copies are obtainable from Fred Plantinga in Amsterdam. Just ask for publication number 5953-0104 F.



CS GROUP NEWS

CSG Sales Training Libraries Formed

By: Bob Lindsay/CSG

As part of the upcoming New Product Training Tour in North America, the various divisions who are participating in the July tour will be sending sales literature and sales training manuals to all RSM's, AM's, DM's, FE's, SE's and Staff Engineers.

In addition, however, they will also be sending one copy to each sales office world-wide which sells CSG products. This material will be internally mailed using a label which looks like this:

```

CSG SLS TRNG LIBRARY   FOR USE BY
MISSISSAUGA (TORONTO)   CSG
CSK                     FE, SE, STAFF
    
```

The purpose of creating the CSG SLS TRNG LIBRARY is to provide one central location in every office where newly-hired CSG sales and service people can expect to find

copies of all recent New Product Training Tour handout material. (All CSG District Managers have been asked to name the CSG SLS TRNG LIBRARIAN for each of the offices in their district. This person will be responsible for keeping track of all of the material in the CSG SALES TRAINING LIBRARY in their office and for making it available to newly-hired CSG personnel.)

In addition to going to all field sales offices selling CSG products, New Product Training Material will also be shipped to the CSG SLS TRNG LIBRARY in all CSG Divisions and to all non-CSG Divisions which have one or more subscribers to the *CS Newsletter*.

Finally, all future issues of the *CS Newsletter* and *Computer Advances* will also be sent to the CSG SLS TRNG LIBRARY to further enhance its usefulness.

If you are in a CSG Division and are responsible for sending out sales literature to the field, remember to ask your Literature Distribution Coordinator to also send your material to the CSG SLS TRNG LIBRARIES.

COMPUTER SYSTEMS NEWSLETTER

HEWLETT-PACKARD COMPUTER SYSTEMS GROUP
11000 Wolfe Road; Cupertino, California 95014 USA

Bob Lindsay/CS Group - Editor

Address content inquiries to:

PAT LEMMON/AMD — Editor
LILLIAN BLANKINSHIP/BOISE — Editor
BARBARA BAXTER/DMD — Editor
DELIE BARTLETT/DSD — Editor
SONI HOGAN/DTD — Editor
APRIL KILPATRICK/GSD — Editor
CATHERINE CLAY/HPG — Editor

TOM FREED/AMD — Technical Editor
JOHN WHITESELL/BOISE — Technical Editor
DICK BYHRE/DMD — Technical Editor
JOE SCHOENDORF/DSD — Technical Editor
CARL FLOCK/DTD — Technical Editor
CAROLYN MORRIS/GSD — Technical Editor
GUNTER KLOEPPER/HPG — Technical Editor