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COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel

HEWLETT  PACKARD

Vol. 2, No. 20
Sept. 1, 1977

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AMD DIVISION NEWS

Product News

Transfer of 9600 and 2240 Products to DSD

By: Dick Landes/AMD

The 9600 products currently being manufactured at AMD and the newly introduced 2240 MACS will be transferred to Data Systems Division in September. The September 1 Corporate Price List will show all of these items as Product Line 65 with Division 22 as the Supplying Division. The

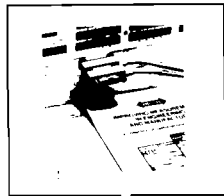
products will also appear on the Availability Schedule under DSD. All new orders will automatically be transmitted to DSD. Any OP questions related to new orders should be directed to *Maria de Souza* at DSD.

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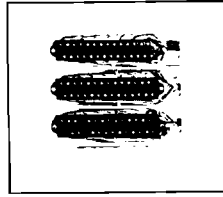
These changes should result in better service to your customers in the future and more efficiency in the manufacturing divisions.

HP 2240A Measurement and Control Processor

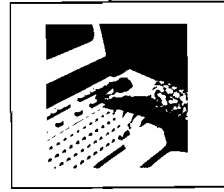
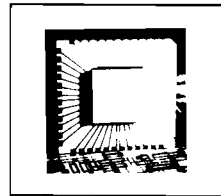
■ EASY TO INTERFACE



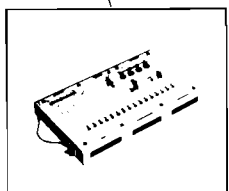
■ EASY TO CONNECT



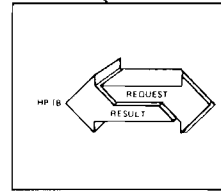
■ SOS μ PROCESSOR INTELLIGENCE



■ EASY TO USE



■ EASY TO INSTALL AND SERVICE



■ EASY TO PROGRAM

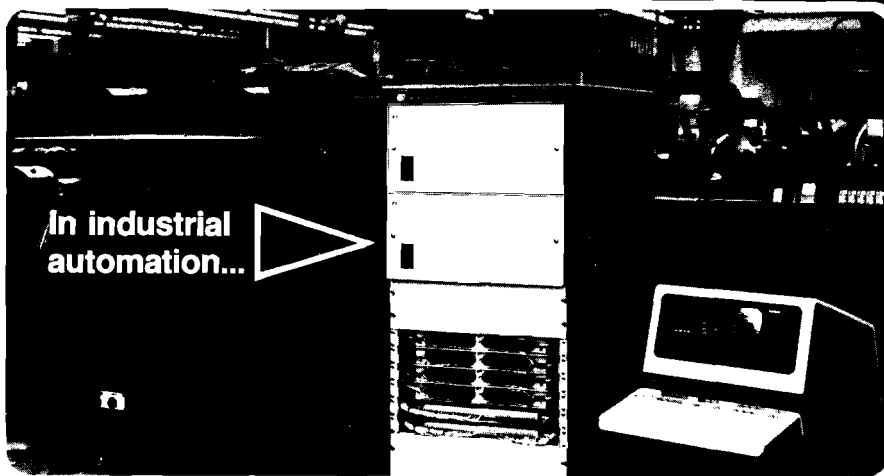
FIRST IN A FAMILY OF INTELLIGENT
MEASUREMENT AND CONTROL SUBSYSTEMS



In laboratory testing...



In industrial automation...



Racked in the open cabinet below the HP 2240 at left are signal conditioning trays and screw terminations. These optional trays isolate the HP 2240's electronics from the high voltages and electrical noise common to industrial automation applications.

This little box is a computer conserver.

Incorporating HP's new silicon-on-sapphire LSI technology, this microprocessor-based analog/digital subsystem is designed to simplify product testing and real-time monitoring and control. It performs measurement and control tasks that your computer previously had to handle, freeing the computer for other uses and reducing program timing constraints.

Think of the HP 2240 as your industrial computer's right arm. Too often, automating measurement and control jobs has required complicated computer languages and programming, and expensive interconnection devices. The HP 2240 changes all that. In conjunction with the HP Interface Bus (HP-IB)², it simplifies task communications and programming. It decouples automation tasks from the computer through its microprocessor intelligence: timing, scanning, event synchronizing, formatting, and interrupt tasks can now be delegated to the HP 2240. And an advanced level of self testing allows you to speed your installation and lower your service costs. The 16-bit silicon-on-sapphire (SOS) microprocessor, tailored for controller applications, operates at the high speed required for real-time applications, and consumes just half the power of comparable systems. This built-in intelligence, and an industry-

standard interface (HP-IB), let you implement measurement and control solutions in three easy steps:

- **Connect to the computer of your choice.** The HP 2240 is designed to operate with any computer that is HP-IB compatible. With the HP 2240, the HP 1000 and 21MX series computers and HP 9800 series desk-top computers become powerful tools for the acquisition of data and the control of physical and electrical processes.
- **Connect to your measurement and control application.** Through common industrial sensors, the HP 2240 accepts both analog and digital inputs and outputs, and several interrupt-driven inputs, to simplify interfacing with real-time processes.
- **Give simplified instructions to the HP 2240.** The powerful command set of the HP 2240 is easy to use. When you delegate real-time tasks from the computer, the HP 2240 holds the task instructions in memory and executes them in sequence without further computer interaction—freeing the computer for other operations.

The HP 2240 measurement and control processor, with a typical mix of analog and digital I/O cards, costs about \$6000*. Low-cost laboratory data acquisition systems based on the HP 2240 and HP 9825 desk-top computer start at \$15,000*. High-performance equipment control systems based on the HP 2240 and HP 1000 Model 20 computer system begin at \$27,600*.

²HP's implementation of IEEE Standard 488-1975.

This advertisement will first appear in SCIENTIFIC AMERICAN in September, 1977.

BOISE DIVISION NEWS

Product News

A Stylized Cabinet for the 7970

By: Mike Harrigan/Boise

Boise Division is pleased to announce a new option to the 7970 magnetic tape drive line. This new option will provide a cabinet for the 7970 that is more stylish than the usual rack mount.

The tape drive is mounted in this cabinet such that the tape supply reels are side by side and the control panel is along the bottom. The unit is tilted back 45 degrees from the vertical and is located at a height which is convenient for the operator. Included are special cover door hinges which hold the cover door open in any position, and special casting counterbalance struts to make servicing easy. Electrically, the cabinet is fully inter-locked to prevent accidental shock, and a cooling fan is installed to provide forced air cooling. Because of the extensive modifications required to the standard 7970, this cabinet will be available only when ordered with a new 7970, which will be specially built for the cabinet.

Rubber tire casters are supplied to make the cabinet easy to move, and feet are provided for leveling and stabilizing the unit. Because the assembly has a low center of gravity and a wide base, it is more stable than the rack mounted version while providing easier tape access and a more eye appealing design.

The HP 1000 customer who is installing his system in an office environment will find this to be an attractive option which fits the style and color scheme of his system while providing reliability and value that is traditional to the 7970 line of magnetic tape drives.

The cabinet can be ordered as option 410 to the 7970B and 7970E tape drives, as well as the 12970A, 12971A, and 12972A subsystems. List price is \$2200, purchase agreement discountable. Watch for a photograph in a future issue. This is another example of how Boise Division responds to YOUR needs!

2752 Obsolescence

By: Larry Andrews/Boise

The old teletype is finally being retired from the product line. It will be removed from the Corporate Price List on October 1, 1977. We would like to know how many additional 2752A's we need to supply as soon as possible, so please get your orders in early. If this causes any problems for your customers, please contact us ASAP and we'll work something out.

The 12653A Interface Kit and the 2767A

By: John Freeman/Boise

The 12653A is an Interface kit that Boise Division offers for connecting the 2767A line printer to the 21XX computer line. Boise does not make the interface board; it is produced at DSD. Our forecasts to DSD are based on our projected 2767A sales and are not aimed at selling this kit to users who wish to connect non-HP supported printers to HP computers. DSD's 21MX Product Marketing Department will entertain interface requirements for foreign devices for their systems.

Due to our limited access to the parts for this kit, Boise will not be accepting any additional orders for 12653A's that are not being sold in conjunction with 2767A sales. Please work with CPC or DSD for any further interface requirements to HP systems that are for non-HP printers. Comments in the Corporate Price List will appear in the September Price List changes.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

DATA SYSTEMS NEWS

Division News

Applications Development at DSD

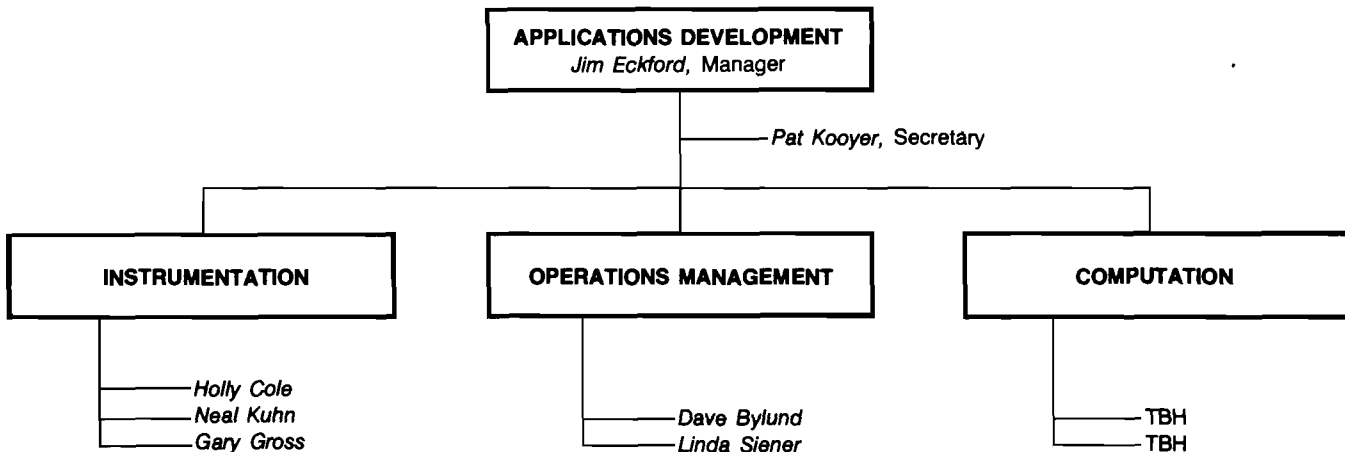
By: *Jim Eckford/DSD*

When *Bob Puette* became Marketing Manager of DSD, a new group named Applications Development, was formed. The role of this group is to provide services which attempt to make 1000/21MX related products more readily understood, purchased and used. The focus of the group, as you might have expected, is on technical minicomputer applications

for manufacturing companies in the areas of instrumentation, operations management and computation.

Some of the services you might expect to see from us "Applicators" are application notes, performance briefs, application specific systems, specific applications oriented training, seminars and trade shows. A few of the things we are working on now are: An HP 9825 linked to HP 1000 Applications Note, improved HP-IB users manual, American Production and Inventory Control Show (Cleveland Nov. 77), and a data collection system based on the HP 1000.

We would really like to hear your comments on the subjects of what we've done, are doing or might do to help you get more orders more easily.



Order Processing

Transfer of 9600 and 2240 Products to DSD

By: *Dick Landes/AMD*

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Competition

Delays Hit Decnet

By: Bill Stevens/DSD

The August, 1977 issue of *Data Communications* carries a two page article entitled "Delays hit Decnet as Digital Equipment revises its software."

The opening paragraph of the article states that "Digital Equipment Corp's ambitious Digital Network Architecture (DNA) has had enough delays for the minicomputer manufacturer to reach what some company insiders have called 'an emergency situation' some weeks ago over the issue. In the end DEC decided to revise key elements of Decnet, the software portion of DNA."



The article goes on to explain that DEC was "faced with the possibility of having incompatible products" and therefore decided to make software changes. The article also outlines which layers of Decnet software are likely to be changed.

This is an ideal opportunity to emphasize HP's strengths, particularly in Distributed Systems. HP has been delivering Distributed Systems networks since 1973. Today there are over 150 Distributed Systems networks installed worldwide, working reliably and effectively in a variety of demanding applications.

All of our experience gained in developing a powerful Distributed Systems network for 21MX minicomputer-based systems now shows in the recently introduced DS/3000 network software and will be a key factor in the future development of HP's Distributed Systems capabilities.

SELL HP!!

Product News

Space Shuttle Flies

By: Neal Kuhn/DSD

Friday, August 12, the NASA Space Shuttle made its first solo flight, ending with a safe landing. This was an important accomplishment, combining the efforts of many companies, including HP. The communications transceivers in the space shuttle were tested with a system designed by TRW using an RTE system, 2 HP-IB clusters, and many HP test instruments.

Bill Hitchcock, (FE-Fullerton) said that TRW understood the power and simplicity of using the HP-IB concept for their interfacing requirements. The availability of the HP-IB dovetailed many of their needs into a simple, flexible, cost effective solution. The details of the system and some other interesting comments are included in the application briefs distributed during the July NPT Tour.

What is Operations Management?

By: Linda Siener and David Bylund/DSD

- a) Commercial business data processing for manufacturing
- b) the scheduler of a hospital surgical ward
- c) the EDP management organization
- d) applications which help support or control the execution of specific tasks in manufacturing.

If you're having a tough time picking an answer, don't feel bad - Jim Eckford, Manager of the Applications Marketing

Groups, chose (b)! Hopefully, by the end of this article, you'll be able to choose the correct answer.

Take a look at the entire spectrum of computer applications in manufacturing companies shown in the familiar Figure 1. You can see that some applications are definitely business oriented, such as accounting and payroll and some are technically oriented. The primary market focus of the HP 1000 is in technical applications, whereas the HP 3000 is marketed in the business side of the spectrum. However, there are quite a few OEMs, software houses and end users that cover the full spectrum of applications with the HP 1000. And, there is that middle section of the spectrum which is not identified as business or technical applications. Alas! Operations Management (OM!).

We have come to view OM as the "soft side" of the factory, as opposed to the "hard side" of controlling machinery and production testing. In general terms, OM would be the execution of specific tasks in manufacturing. Here at DSD, OM is thought of as data management applications in manufacturing which can be complimentary to other technical HP 1000 applications in instrumentation and computation. That is, OM is involved when managing the data for inventory control, collecting data about a production test or even managing the files of data used in engineering computation. The HP 1000 is suitable for these applications because of its price/performance or the customer's technical expertise and preference. The customer's organizational structure may also make the HP 1000 an appealing tool for OM.

Here in the OM section of Applications Marketing, we are beginning to focus our attention in the area of data collection, and as our plans firm up in the next few weeks, you'll be hearing more from us.

P.S. The correct answer was (d)!

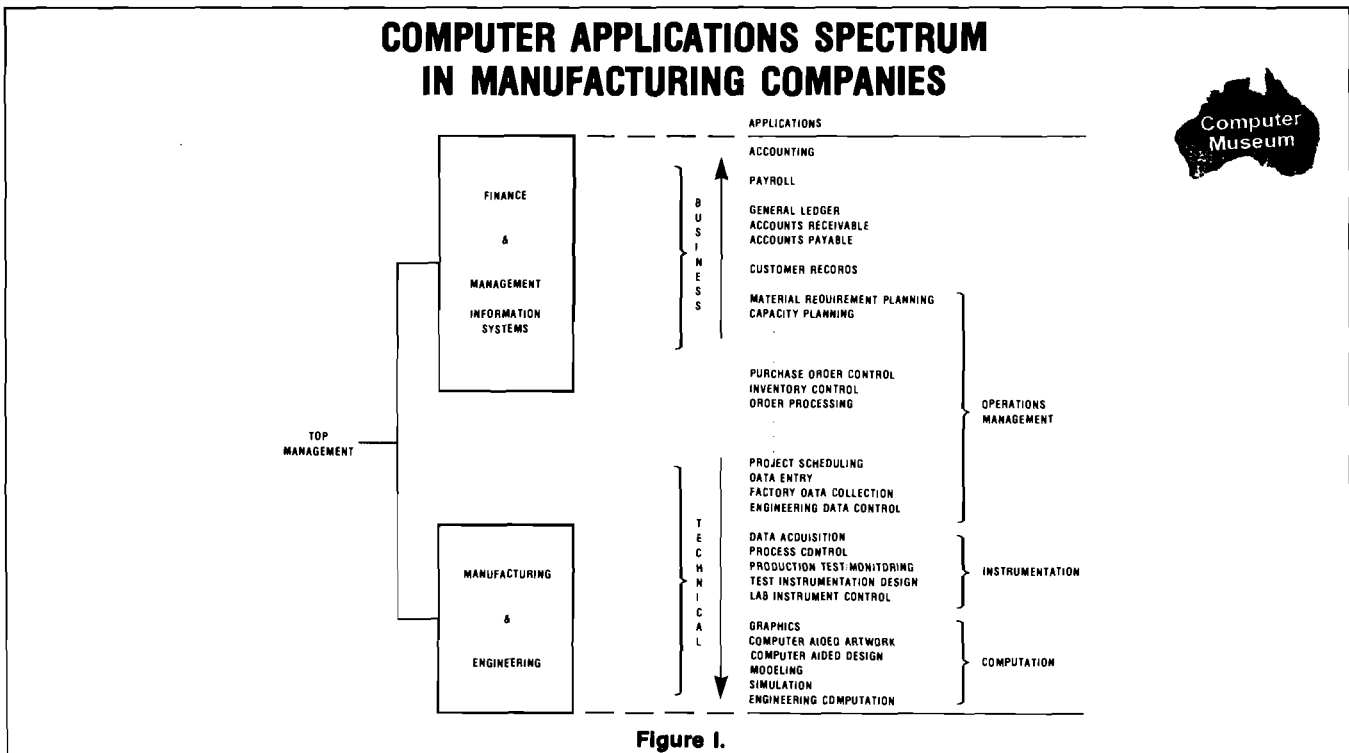


Figure 1.



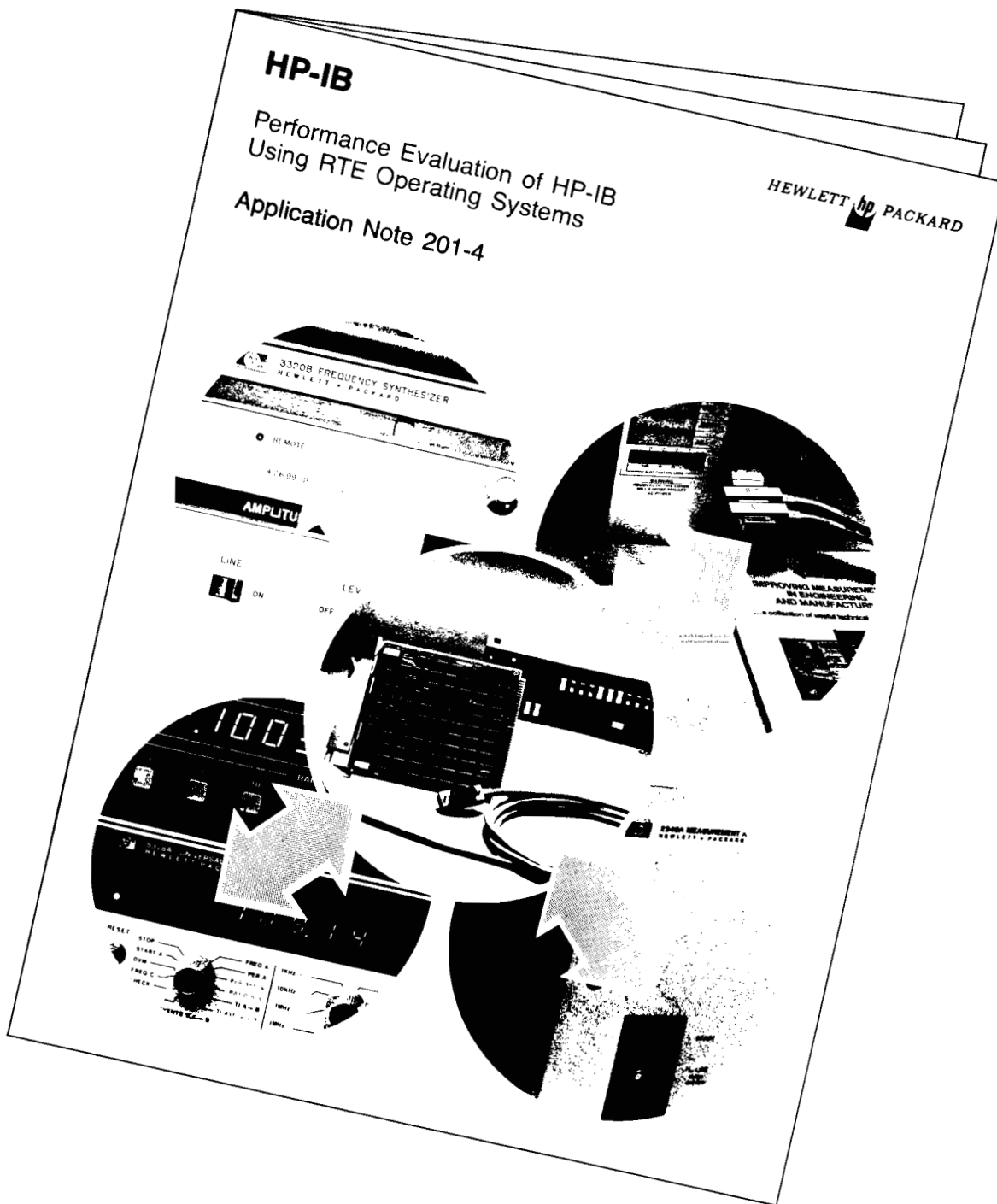
HP-IB Performance Brief Distributed

By: Holly Cole/DSD

Performance Evaluation of HP-IB Using RTE Operating Systems has been distributed to all field offices. Everyone, including our instrument sales force, has received a copy. This brief covers many of the questions asked concerning HP-IB, including:

- How HP-IB operates using RTE
- How to calculate measurement time
- How to calculate expected computer efficiency
- When to transfer data using DMA (direct memory access)
- When to transfer data using interrupt techniques

Feedback is important for producing articles like the brief. Let us know how you are using this brief, and about any other items you would like to see in a subsequent brief.



Sales Aids

New Sales Tools

By: Linda Siener/DSD

Do you have a customer with inventory control or order processing data management problems? The two application notes shown below are now available which illustrate how to go about solving these problems with IMAGE/1000:

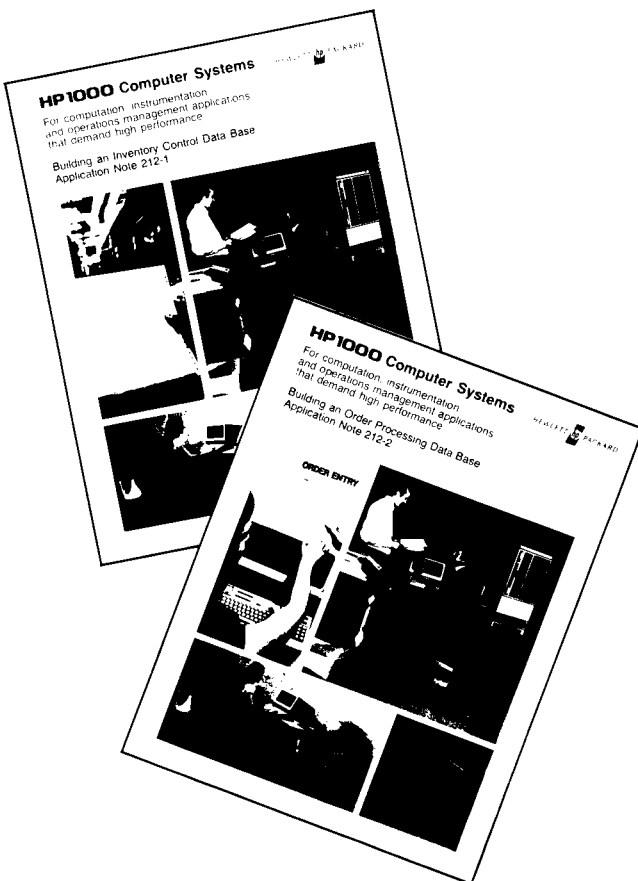
Building An Inventory Control Data Base
Application Note 212-1 (5953-0813)

Building An Order Processing Data Base
Application Note 212-2 (5953-0814)

These were mailed to both you and your office in June. However, due to an error in the inventory control data base schema, Application Note 212-1 had to be corrected and was reprinted with a new layout and is on its way to you now.

Rumor has it that these have been helping sell systems, and I hope to be telling you about that soon.

SELL THOSE HP 1000'S!



Our SST Won't Fly You Anywhere!

By: Jane Seligson/DSD

You are probably familiar with the industry tradition of abbreviating everything possible with a set of letters. With luck, it may actually form a word that will give you a clue as to what it is used for. More often than not, you are confronted with a random set of letters the inventor sometimes can't remember. Since Technical Marketing has also added to this panoply of shorthand letter codes, perhaps a rundown of the Tech Mktg projects available for distribution and what they are, will help clarify any misunderstandings.

SERVICE NOTE — Technical information regarding HP equipment changes.

(IOSM) INTER OFFICE SERVICE MEMO — Technical information on HP equipment relating to new product release and support information.

(“Gold Book”) CUSTOMER SUPPORT HANDBOOK — HP 2000 hardware support data handbook for use in the field during troubleshooting and repair activities.

(SA Notes) SYSTEM ANALYST NOTES — Documentation that describes software and manual changes. They are also produced if key information about a product should be released internally to SE's.

COMMUNICATOR — A customer oriented document that is published 6 times a year that contains: technical articles about HP products, training schedules, documentation and software changes. \$48 a year subscription.

PRODUCT CONTENT GUIDE — A set of microfiche listing all items (software, manuals, cables, instruments, etc.) that ship or make up a DSD product, subsystem, or system.

(SST) SOFTWARE STATUS TRACKER REPORTS — Data base of all the bugs in DSD supported software. Published monthly on microfiche.

(LOCUS) CONTRIBUTED LIBRARY CATALOGUE — A program catalogue designed as a reference to all DSD contributed software for the 2100 and 21MX series computers. All software is currently available from CSD.

CUPERTINO BINARY — Method used to distribute software to SE's in HP field offices. A root set of 4-2400' tapes goes out in June. Thereafter, 'delta' modules go out each month with new additions. You need an RTE II/III system with a disc and tape drive to receive this service.

CUSTOMER TRAINING SCHEDULES AND DATA SHEETS — Data sheets describe each DSD course, prerequisites, cost, etc. The Schedule shows what customer courses are going on where, in all 5 computer divisions for a 6 month period. Revised quarterly.

For distribution information see the accompanying article: "What's available for the new SE or CE?"

What's Available for the New SE or CE?

By: Jane Seligson/DSD

There are presently many services available to the Data Systems SE and CE. This article may shed some light on what you can expect to receive, why you get things you may not need, and how to go about getting some extra things you want.

The key to the entire material distribution process is a data base of job titles kept by the Computer Systems Group for all 5 divisions. If your job title is "CE" you will automatically receive literature from each division for that classification, regardless of whose product you support.

If you look at the following matrix you will find a list of all materials you should be receiving from Data Systems Division. If you aren't, or your job title has changed, contact the person whose name appears in the column "Distribution List".

Is there any way to receive material when it is not directed to your job title? It depends. If it is a subscription of some kind, or a one time purchase, the answer is yes. Prices are indicated. If it is a free service, you must speak to the person indicated. In general, there must be exceptional reasons for such a request to be made. Final decision always rests with the distribution list controller. If you can't find something, always check with your Support Librarians: chances are that they have exactly what you want.

TITLE	SOURCE		SENT TO			COST		DISTRIBUTION LIST
	DSD DEPARTMENT	OTHER	SE	CE	SUPPORT LIBRARIAN	YES	NO	
1) Computer Advances		CSG	X		X		X	CSG*
2) CSG Ad Reprints		CSG	X		X		X	CSG
3) Computer Systems Newsletter		CSG	X		X		X	CSG
4) Support Update		CSD	X	X	X		X	CSG
5) CSD Supplies Catalogue (5955-3204)		CSD	X	X	X		X	Order from Div. 5005 Alex Kozera/CSD
6) DSD Data Sheets, Brochures	MARCOM		X		X		X	CSG
7) Data Systems Pocket Guide	MARCOM		X				X	CSG
8) DSD New Product Trng. Material	Prod. Mgmt.		X		X		X	CSG
9) Manuals, Updates, Supplements	S/W Dist.				X		X	CSG
10) OEM Newsletter	Sales Dev.		X				X	Stu Kagan/DSD
11) Service Notes	Tech. Mktg.			X	X		X	CSG
12) Inter-Office Service Memos	Tech. Mktg.			X	X		X	CSG
13) System Analyst Notes	Tech. Mktg.		X	X	X		X	CSG
14) Customer Training Schedules, Data Sheets	Tech. Mktg.		X	X	X		X	Jane Seligson/DSD
15) Customer Support Handbook	Tech. Mktg.				X		X	CSG
16) Software Status Tracker Reports	Tech. Mktg.		X		X		X	CSG
17) Communicator/1000	Tech. Mktg.				X	**	X	CSG
18) Product Content Guide	Tech. Mktg.		X	X	X		X	CSG
19) Cupertino Binary	Tech. Mktg.		@					Jim Bridges/DSD
20) Contributed Library Catalogue	Tech. Mktg.					\$15		Order from Div. 5005 Bernice Alexander/CSD

* Requests for literature from all CSG Divisions are handled by CSG Literature Distribution, Computer Systems Group (Attention: Bob Lindsay)

** 5951-6111 (personal copies) order from Division 5005, Bernice Alexander/CSD. Subscription rate \$48/yr or \$10/single issue

@ One per office available free (prerequisite is system with a disc and tape drive)

Help Wanted



Attention: Software Development Engineers

By: Lee Johnson/DSD

We need Software Development Engineers to contribute on several significant new programs for the 1000 product line.

Specific Development areas are in:

- languages (structured system programming language, FORTRAN, BASIC)
- technical and scientific libraries for engineering applications
- data communications software for distributed systems networks
- interactive graphics
- data base management

If you know of any development engineers *outside* of Hewlett-Packard whom you feel are capable enough to invent HP products and are interested in considering challenging and rewarding new opportunities, have them contact me at Data Systems Division, (408) 257-7000, ext 3131.

DATA TERMINALS NEWS

Division News

Terminal Training Course

By: Carl Flock/DTD

Data Terminals/Boise Divisions will be conducting an in-depth sales/technical training class starting October 17, 1977, for five days in Cupertino, continuing October 24 for five days in Boise.

The class is intended for those salespersons who carry a substantial quota in terminals and in one way or another "specialize" in our product lines. It will be of particular benefit to those who are out getting "new business."

The main objective is to provide an in-depth look at our product lines so that the salesperson can handle the question from a customer, "Will your terminal work on my computer?" Along with this, attention will be given to ways in which the products can be more effectively presented and demonstrated to prospects.

To this end, extensive use of "hands on" lab sessions will be used along with factory specialists giving lectures and guidance. It will be an intensive period of hard work including nightly homework assignments and quizzes for those in attendance.

If you feel that you or a member of your sales team will benefit by attending, please fill in the coupon below and send it to *Soni Hogan* at DTD for a seat reservation. The class size must be limited to 16, so your prompt response will be greatly appreciated. In addition, preference for seat reservations will be given to those with large terminal quotas.

NAME _____	DATE _____
(Print)	
OFFICE _____	
TERMINAL QUOTA _____	
DM APPROVAL _____	
	(Signature Required)

Also, if you have any other questions, please feel free to give us a call.

First Week Training Schedule

DAY 1

(Oct. 17, 1977)

Morning Introduction, class objectives, quiz
2645A Hardware Familiarization/Architecture
2640B vs. 2645A vs. 2641A vs. 2648A

Afternoon 2645A Demo/Presentation Techniques
LAB 1 — Implementing features, strapping
keyboard I/F

DAY 2

Morning Data Entry environment
LAB 2 — Data Entry

Afternoon LAB 3 — Tape Control
Basic Data Communications
LAB 4 — Intro to Data Comm.

DAY 3

Morning LAB 5 — Handshaking protocols
LAB 6 — Half Duplex Operation

Afternoon Polling Concepts
LAB 7 — Polling
LAB 8 — Printer Interfacing

DAY 4

Morning 2648A Demo/Presentation Techniques
LAB 9 — Graphics Basics

Afternoon LAB 10 — TEK Compatibility
LAB 11 — Graphics Advanced

Evening Dinner

DAY 5

Morning OEM program objectives
Basic Firmware Description

Afternoon LAB 12 — Firmware Modification
LAB 13 — Program Development

Prerequisites:

Student should have read the following documents:

1. 2640/44 Field Training Manual
2. 2645A Field Training Supplement
3. 2641A Field Training Manual
4. 2645A Reference Manual
5. 2648A Field Training Manual
6. 2648A Reference Manual
7. Know "How to Use" Tapes
8. Know Demo Tapes

Sales Development Lineup

By: Carl Flock/DTD

Here's who to call at DTD:

Sales Development Engineer	Region Supported
Steve Berman	NSR — South
Sarv Thakur	NSR — North
Bill Swift	ESR
Eric Grandjean	CSR, HPIC
Tom Lee	MSR-E, MSR-W, SSR
Francis Marc (at Grenoble)	HPSA
Hideki Gushima (at YHP)	Japan

Order Processing

DTD Discount Policy

By: Carl Flock/DTD

Discounts Without Agreements

An 8% discount is available if 5-9 terminals are ordered at one time without an agreement, as described in Volume

Discounts below. All Volume Discounts are available, without an agreement, if all terminals are ordered at one time; (i.e., 10 terminal—11%, etc.) Delivery must be at one time also.

HP Agreement Discounts

Discounts with signed agreements are available in three ways:

1. **Volume Discount** — All DTD products and accessories identified as "purchase agreement discountable" on the CPL are discounted according to Schedule E. That's everything but the 13248A Service Kit, 13294A Class and "Specials."
2. **HP CPU OEM Discount** — A 15% discount is available to HP CPU OEM's (must buy CPU) for all discountable DTD products and accessories. That's everything but the 13294 Class and "Specials." This discount is not based on the number of terminals — flat 15% for all quantities. Above 50, the CPU OEM should use the volume discount to his advantage.
3. **HP 2649 OEM Discount** — The 2649A (and only the 2649A terminal) and all discountable accessories (except the 13246A/B and 13349A) are discounted according to Schedule F for OEM's. The 13246A/B, 13349A are discounted according to Schedule E. (Volume Discount). Remember, the 13294A and "Specials" are not discountable. For example, a 2649 OEM who signs an agreement to buy fifty 2649A's is entitled to a 31% discount on all DTD products except the 13294A and specials which are not discounted; and the 13246A/B and 13349A which are discounted at 18%.

GSA Discounts

GSA Discounts are available on 264X terminals (except the 2649) based on the number of terminals ordered at one time.

Data Terminals Discount Schedule

No. of Terminals Ordered	Volume Discount No Agreement ¹	Volume Discount Signed Agreement (Schedule E)	CPU OEM Discount	2649A OEM Discount (Schedule F)	GSA Contract
1-4	0%	0%	15%	1 — 15% 2-4 — 16%	5%
5-9	8%	8%	15%	17%	10%
10-14	11%	11%	15%	18%	12%
15-19	11%	11%	15%	19%	12%
20-24	14%	14%	15%	20%	15%
25-34	14%	14%	15%	23%	15%
35-49	14%	14%	15%	27%	15%
50-99	18%	18%	15%	31%	—
100-199	21%	21%	15%	33%	—
Accessories	Same as above ²	Same as above ²	15%	Same as above ²	Same as above ²
Printers	Same as above ²	Same as above ²	15%	Use Volume Discount ²	Same as above ²
13294A	None	None	None	None	None

¹All terminals must be ordered at one time. Delivery must be at one time, also.

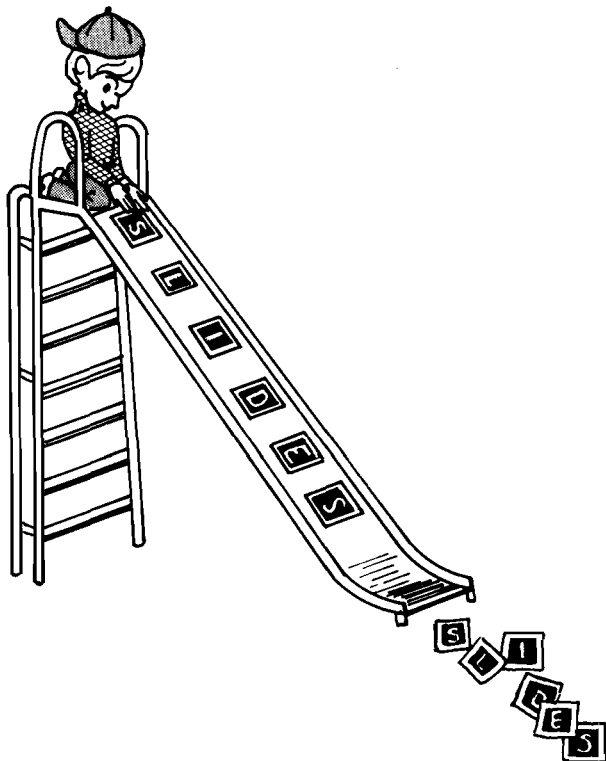
²Depends on the number of terminals ordered.

GENERAL SYSTEMS NEWS

Sales Aids

Guess What GSD Has! ... Slides! Slides! Slides!

By: Ed North/GSD



Did you know there are 12 different slide presentations on GSD products available from GSD? Slide Presentations are available for the Series II, IMAGE, HP 2000, HP 2026, SAS, DS/3000, Distributed Processing and more. They can be a valuable tool to supplement your selling effort either in seminars or major presentations to your prospects.

These are the presentations that are available: (overhead transparencies unless otherwise specified.)

Part Number	Description	No. of Slides	Price
47-760115	HP 2000 Intro. HP 2000	48 89	\$75.00
47-760117	DNE-Distributed Network in Educ. DNE-Distributed System Presentation	34-35mm 35	\$40.00
47-760118	SYS/3 to HP 3000	71-35mm	\$75.00 (includes 90543 video \$25.00)
47-760121	IMAGE 5/75	38	\$85.00 (includes 90367 video)
47-760122	DBM-Data Base Management	24	\$40.00
47-760213	SAS	14	\$25.00
47-760430	Series II Customer Pitch (5, 7 & 9)	100-35mm	\$100.00 (includes packet 90237 video)
47-760511	HP 2026	21	\$27.00
47-760923	Lexington Series II Intro.	37	\$60.00
47-770502	Large Company Sales	51	\$90.00 (includes 2 color photo transparencies)
47-770503	Large Company Sales	51-35mm	\$50.00
47-770421	APL/3000	29	\$45.00 (includes hard copy)
90515	DS/3000 Video		\$25.00

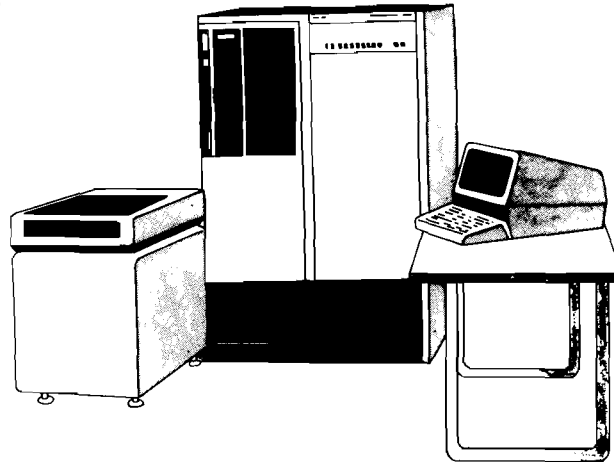
These slides can be ordered from *Bob Hall* at GSD or on an IOS. The DS/3000 video may be ordered from *Chris Bonnetti*, Corporate Video, Palo Alto.

Allow 4 weeks for delivery. If there is a presentation above you would like in a different format, or a new presentation altogether, call your Sales Development contact and bend his ear!

GOOD SELLING!

Confused by the New Software Policy? Here Are Some NPT Questions and Their Answers

By: Rich Edwards/GSD



Q. Is the COMMUNICATOR still going to be published?

A. Yes, it will continue to contain tips and techniques.

Q. Can my new 3000 customer get PICS prior to installation while using the local data center 3000?

A. This service can be provided locally; contact your S.E. Manager for your region/country's implementation.

Q. On a volume Software Purchase Agreement, can the number of contacts for support change during the year?

A. The number of systems and contact points are determined at the beginning of the year. You should encourage your customer to plan both. If the number of contacts should change, however, the discount rate remains unchanged until the new Software Purchase Agreement is signed (annually).

Q. What if my customer has had a 3000 installed for 18 months but bought IMAGE in March of 1977?

A. After August 1, your customer will have the ability to call phone-in consulting for IMAGE and receive on-site support for IMAGE but not for his other software products. This upgraded level of support for IMAGE will last for the duration of the current Systems Maintenance Contract. There may be a few cases where this will have to be extended at the discretion of local management. For example, if your customer bought IMAGE last month and the system service contract expires in August.

Q. What if my customer bought a 3000CX two years ago but upgraded it to a Series II 6 months ago? Does the upgrade entitle him to the new software services?

A. No. The upgrade was hardware only and his software did not change. If the customer purchased additional software at the same time as the upgrade then the answer to the previous question applies.

Q. Is the 3000 still on the Computer Systems OEM Purchase Agreement?

A. Contrary to some initial statements from GSD, the 3000 (Series I and II) is on the new OEM purchase agree-

ment. Note that OEM's no longer can copy HP 3000 software onto additional systems under the new contract. All HP 3000 software must be purchased under the Computer Systems Software Purchase Agreement.

Q. Can an OEM who signed an OEM Purchase Agreement January 1977 buy new software and copy it free?

A. This OEM should purchase 3000 software under the prepaid purchase plan. He can continue to copy it for all 3000 systems purchased under the agreement until it expires in January 1978.

Q. How many bills will a customer get for his HP 3000 System?

A. Customers will get 3 invoices for an HP 3000 System:

1. System H/W and S/W initial fees
2. CE bill for BMMC from CSD
3. Monthly S/W fee initiated by SE organization; triggered against 22823A order.

Q. What is the new "Software Support Customer Profile" (single sheet, tan color stock paper) and what do I do with it?

A. Along with the new software support services provided with the new 3000 software products comes the need for additional data on the customer's installation. The "Customer Profile" form makes it easy for you to:

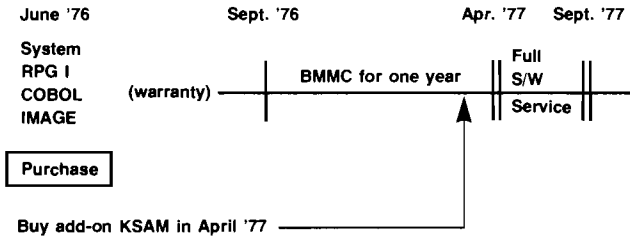
1. Provide Order Processing with information needed to enter the order.
2. Provide the S.E. organization with information needed to fill the order and provide services to customer.
3. Provide the support data base and C.E.'s with information needed to keep customer software up to date.

Simply fill out the top half of the profile and attach it to the customer order. Without the profile, the order will be incomplete and unenterable. After your order has been transmitted, Order Processing simply fills in the order numbers and mails (by folding—address is on the back) the profile on to the Support Data Base.

Q. My VEU or OEM customer owns 3 systems; contracts for 6 this year. If he buys a 7th this year, what S/W discount does he get?

A. The maximum discount he had planned for. This is a level = 9 for the additional systems (3 previous year; 6 this year = 9). Thus, there is no stair step for extra software beyond original quantity contracted for.

Q. What kind of "extra" services would my customer get in this situation?



His KSAM BMMC contract is written to END in Sept. 1977 with the rest of the June purchase.

A. The KSAM purchase in April will only benefit from one month of "full" S/W support under the conversion program (May, June & July—warranty; Aug = BMMC). Remember, all of the customer's software will receive the new, higher level of software support services at no extra cost during August and September. The customer is eligible for the \$100/mo. Charter Customer Discount off the next year's full software support contract price.

Q. Does my volume customer (VEU or OEM) have to sign one Software Purchase Agreement for four years or multiple agreements?

A. Volume customers should sign a new Software Purchase Agreement each year at the same time they sign a new (hardware) purchase agreement in order to set the new software discount rates for the initial payment and monthly software fees.

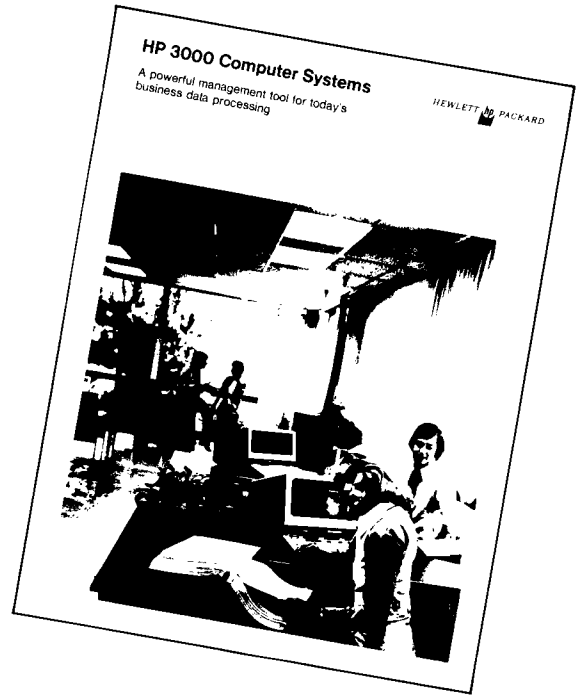
New HP 3000 Flyer Available

By: Jerry Epps/GSD

To give you something special to answer all those casual and first-level inquiries about HP 3000 systems, we've just published a new eight-page flyer (#5953-0520). This piece of literature was designed to be general enough so that you can use it to respond to Series I as well as Series II inquiries in the U.S. The ICON version does not mention Series I.

Aimed at positioning our systems squarely in the business data processing market, the flyer briefly discusses several pertinent features:

- Proven commercial operating system
- Full data management
- Distributed systems networks
- Hardware and software
- Support services
- System configurations

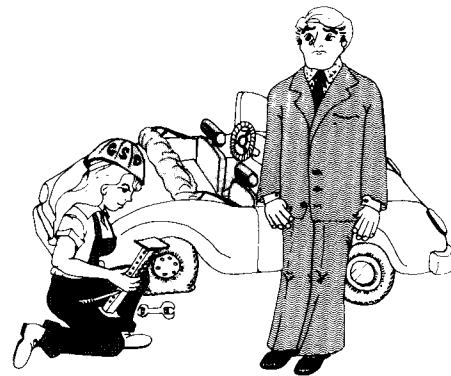


A reply card is attached to the domestic version so the prospect can request additional information.

Sales offices are urged to use the flyer to answer general inquiries and for direct mailings. Bulk quantities can be ordered from Edna Rodriguez at the Literature Distribution Center, Palo Alto.

Auerbach Support Q's and A's Ready for Your Customers

By: Rich Edwards/GSD



You've asked for it, GSD delivers! Responding to all your inputs about reprinting the Auerbach questionnaire (in the last issue of the CS Newsletter), we've printed the questionnaire and answers as a new piece of sales literature. To lend authenticity to the source of the Questions from "A Survey of Minicomputer Vendor Policies," Auerbach Publishers, Inc., has given us permission to use their name and logo.

So be on the lookout for a new fact sheet on **HP 3000 Computer Systems Customer Support - #5953-0530**. GSD delivers the system and A RANGE OF SERVICES TO ASSURE YOUR CUSTOMER'S SUCCESS.

Order Processing

30321A & 30381A System Manuals

By: Sharon Bradley/GSD



The purpose of the above products is to allow your customer to receive an advance shipment of system manuals and to allow the customer to purchase additional sets if needed.

If advance shipment is required, the 30321A or 30381A must be ordered on a separate section when transmitting on HEART with an earlier required date than the System. This is the way to advise Order Processing that this is an advance shipment and not an additional set requirement.

GSD has been receiving many coordinated shipment orders where the manuals are placed with the System. This does not allow us to ship early and requires a change order. Also, we interpret this type of order as an additional set, not an advance requirement.

Watch your required dates and sections . . .



HP 3000 Series II Model 8

HP GRENOBLE NEWS

Sales Aids

Sales Product Training on 3070A in Boise

By: Alic Rakhmanoff/Boise

Training on the 3070A, 3071A and 7260A is done in Boise at each Sales Product Training session. Field Engineers have the opportunity to learn about the capabilities of these products and to know more about their respective markets. Also, they see demos of the 3070A on the HP 1000/2000, the 3071A on the HP 3000 II and the 7260A on the HP 2000/3000 II. All these demos are available from Boise or Grenoble (contact me or Richard Franklin).

Here are some photos taken at one of the Sales Product Training seminars. If you don't have the Sales Training Binder on "Source Data Capture" (3070A, 3071A, 7260A), send me a telex and I will send it to you.



Who stole the power plug?

Impressive 3070A Demo!

By: Alic Rakhmanoff/Boise

3M and General Mills in Saint Paul, Minnesota, were impressed by the facility of programming the 3070A with HP-IB instruments in BASIC and FORTRAN on the HP 1000 through the new set of utilities written by HP-Grenoble. Wouldn't your customer be impressed writing a demo program in a few minutes with a 3070A and an HP-IB 3455 Voltmeter, or HP-IB 9872 Plotter or HP-IB 2240 Measurement and Control Processor or any HP-IB device?

Easy to program, easy to connect (with "serial link" cable) and, of course, easy to use are the main features of the 3070A with HP-IB devices.

If you haven't received the 3070 utilities and the set of demo programs, send 2 blank mini-cartridge tapes to me in Boise or Richard Franklin in Grenoble so that we may copy them on your tapes.



You can't fool the 3070A, even by turning off the power switch in the middle of a transaction.

COMPUTER SYSTEMS NEWSLETTER

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