

COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel



Vol. 4, No. 4
Dec. 15, 1978

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HP Computer Museum
www.hpmuseum.net

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BOISE DIVISION NEWS

Sales Aids

HP Journal Features Printers

By: *Thad Webster/Boise*



Have you ever found yourself in the middle of a sales call discussing printers, wondering where you could ever get a crash course on details of Boise printers? Help is on the way thanks to the November 1978 issue of the *Hewlett-Packard Journal*. The Boise Division lab engineers have "cleared their buffers" in this issue devoted exclusively to Boise printers.

There are probably more details about the 2630 Family and the 2608A than any of us could ever remember; however, there are pearls of knowledge that you *KNOW* some day your customer will ask about. This issue should be required reading for all CSG Reps!! Let's preview the four articles by asking questions your reading will be able to answer.

2630 Family: Design and Performance

- Why is the 2630 Family called high-performance?
- Why was 180 cps chosen?
- Why was dot-matrix chosen?
- What design characteristics contribute to MTBF?
- How is the microprocessor software organized?

2630 Family: Microprocessor Tasks

- How does an ASCII code become a dot-formed character?
- How does the printer position the print head?
- What are the functions of system firmware?
- How does printing firmware control bi-directional printing?
- How were the interfaces designed to be modular?
- What does the 2631G do differently to print raster data?

2608A: Claims High Reliability

- What is the printing technique?
- How can it be "friction-free"?
- What were three main design objectives?

2608A: Optimized Printing Mechanism

- What factors determine 2608A speed and print clarity?
- How is "overstrike" minimized?
- How did computer-modeling solve design challenges?
- What does a 2608A microprocessor do?
- How were the two interfaces designed?

Hats off to all Boise lab staff contributing to these excellent articles. Don't let the detail inhibit you . . . the articles are enjoyable reading for those seeking intimate details. Extra copies are available from your Regional Sales Engineer.

Order Processing

US Support of Grenoble Products

By: *Mary McNally/Boise*

Just a reminder — Boise Division no longer supports Grenoble products. *Serge Daoust* at DTD Sales Development and *Gary Traynor*, in DTD Order Processing will gladly answer your calls.

DATA SYSTEMS NEWS

Product News

HP 1000 F-Series Computers Show Outstanding Reliability

By: David Carver/DSD

The first three months of F-Series installations have been very successful. Out of 138 computers installed, there have been *only three failures*. Of the three, one was corrected by reseating the memory controller, and one was corrected by cleaning the contacts on the floating point processor connector, so there was actually only one hard failure in 138 installations!

The F-Series computer is proving itself to be among the most reliable products Hewlett-Packard has ever introduced. The floating point unit looks extremely solid, and the CPU itself has benefitted from the improvements we've incorporated in the M- and E-Series computers over the last year.

It's clearly a machine you can sell with a great deal of confidence. Let's push 'em while they're hot!!

HP 1000 Computer Compatibility And CPU Upgrade Business

By: David Carver/DSD

The hardware support group at DSD is getting an increasing number of calls concerning hardware and software incompatibilities that arise when a customer changes the CPU in his system from a 2100 to a newer HP 1000 computer. In one example, a customer felt that a 12539A Time Base Generator would work with an F-Series CPU (the current version is a 12539C); we have not, and do not intend to test the F-Series with old products like the "A" version TBG's.

When selling these upgrade deals, you **MUST** consult the DSD Compatibility Guide to determine the hardware and software that can be guaranteed to work with the new computer. We will not support products not mentioned as compatible in the Guide. Customers wishing to upgrade must *buy* the new hardware/software products if the versions they have are incompatible.

HP-IB Card (59310B) Price Increase

By: Dave Hannebrink/DSD

Note that effective January 1, 1979 the list price of the 59310B HP-IB Interface Card will be changed from \$600 to \$675.

Computer
Museum

Software Upgrades

By: Ken Hall/DSD

Customers should be informed that they are responsible for hardware/firmware updates required when they change from one operating system to another; i.e. DOS to RTE, TODS to RTE, RTE-C to RTE III, etc.

Division News

Recent Additions to DSD's Demo Room

By: Tim Finnegan/DSD

There is a steadily growing menu of customer demonstrations that show off nearly every major DSD software package, available in the customer demo room at DSD's Cupertino facility. In the room are three HP 1000 Systems, connected through DS/1000: a Model 45, a Model 40, and a floppy-based Model 20. Among the peripherals are a 9874 digitizer, two 2240 measurement and control processors, DATACAP terminals, and several graphics plotters and printers.

We have three new demonstrations which are realistic and accent the features of the computer which customers can utilize in their applications. The demos which are available attempt to mirror typical manufacturing applications of HP 1000 computers and peripherals. Most of the programs can be run entirely from soft keys, freeing the speaker to concentrate on giving an effective presentation.

A very exciting demonstration, which brings together GRAPHICS, IMAGE, and DATACAP/1000, has been recently developed by *Steve Witten* and *Dave Bunch*. It demonstrates the real-time, work-in-process monitoring capabilities of DATACAP as they might be used in a printed circuit board manufacturing facility.

The transaction is set up to simulate a production line with five "parts" and six sequential processes that each must undergo. An operator enters a "part" number on a 3070 data capture terminal. If it is valid, the 3070 displays a number representing the process that the part was last in. The operator may then enter the new process number, automatically updating the IMAGE data base.

The results of all these transactions are shown on the 2648 system console via the GRAPHICS/1000 package. The graphic display, updated every fifteen seconds, shows a bar chart telling what process each part is in. This part of the demonstration illustrates how graphics can aid a production manager's decision-making by providing instant, accurate information in a very friendly form.

A recent addition to the room is the "water pump" demonstration, developed by *Jim Gruneisen* for the Instrument Society of America show. It utilizes an extended performance 2240 measurement and control processor and a signal conditioning tray to control the pumping of liquid from

one plexiglass "tank" to another. The tank level is measured by a sensor and displayed graphically on the 2648 system console. Because the 2240 operates independently of the computer once it is programmed, the HP-IB can be disconnected and the 2240 will still control the water pump. This demonstration apparatus could represent, say, a computer controlled copper sulfate tank in a highly automated PC board manufacturing facility.

The latest addition to the demo room shows that program development for a memory based RTE-M system can be done from a remote RTE-IV node. Using DS/1000, the binary absolute version of a program, created by the RTE-M Loader Generator running in the RTE-IV system, is *down loaded* from the RTE-IV disk into the memory of the RTE-M system. Then the program is scheduled to run on the remote node.

This demonstration illustrates some central features of DS/1000: resource sharing and centralized program development.

Sales Aids

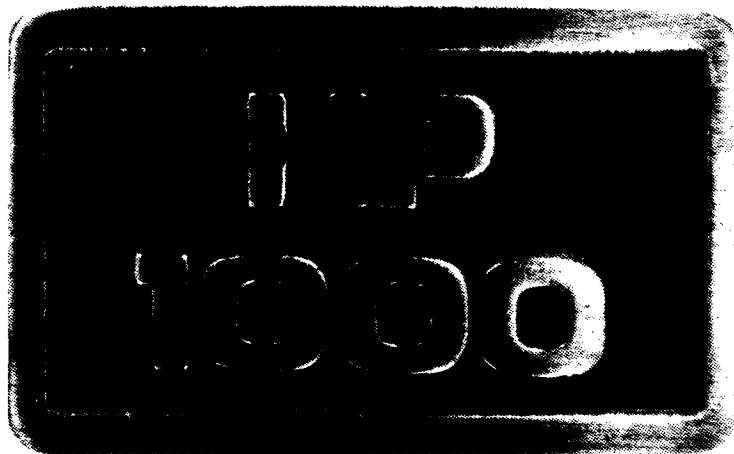
Buckling down for FY '79

By: *Jan Weldon/DSD*

By popular request, you can now order additional HP 1000 belt buckles to give to customers. These are the same attractive antique-brass belt buckles that you recently received at the California sales session.

Simply order them through HEART. The order number is BS-16, and the price is \$5.00 each. Please allow 4 weeks for delivery.

So, don't "waist" time, order yours today. It's a unique, lasting reminder to your customers that HP 1000 Systems really buckle down and do the job without a hitch.



DATACAP/1000 Sales Hints

By: Millo Fenzil/DSD

FIELD ENGINEERS!! This article contains the most current DATACAP/1000 sales hints. They should help you focus in on DATACAP's major selling points and thus get more orders.

DATACAP Features

- Provides timely and accurate data
- Fast system implementation

DATACAP Benefit

- Reduces the cost of developing, implementing, and maintaining in-house data capture software packages.

Applications and Benefits of Timely and Accurate Data

Application: Work order status reporting.

Benefit: Drives down work-in-process (WIP) inventory because supervisors have a better understanding of actual work order status. Lower WIP inventory means less capital tied up in it.

Application: Work in process tracking.

Benefit: DATACAP can tell you exactly where work orders are thus eliminating the unproductive time managers used to spend chasing them down.

Application: Monitoring quality trends.

Benefit: It costs less (by about 99%), to replace a defective chip at the factory before it goes into a board than it does to send a CE out to fix an on-site computer that went down as a result of the same defective chip. DATACAP's timely data lets you catch quality problems in the early stages when they are less expensive to fix.

Application: Tracing contents of assembled products (e.g., U.S. government regulations).

Benefit: Reduced data capture costs because DATACAP is easy to implement and operate.

Application: Production management.

Benefit: DATACAP's timely and accurate data gives production managers the information they need to make intelligent operating decisions to effectively manage their facilities.

DATACAP is Not Restricted to Manufacturing Applications!!!

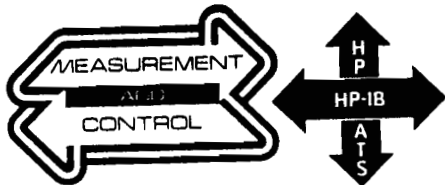
- Order processing
- Hospitals
- OEM/software houses
- Cost accounting

Potential Problem

DP people think that DATACAP is their responsibility, thus the buy decision maker might be a MIS person. DATACAP benefits, however, relate more to the production engineering people.

GOOD LUCK AND HAPPY SELLING!

Automated Measurement News



Automated Measurement News

AUTOMATIC TEST SYSTEMS & MEASUREMENT AND CONTROL PROCESSORS FROM DATA SYSTEMS DIVISION

VOL 2

DECEMBER 1978

NO 1

VAN-MOUNTED HP-ATS UNDERGOES FIRST FIELD TEST

By: Andy Mills

Recently HP commercial quality automatic test systems were selected for test support of the Army's Roland Missile. About 70 systems will be bought.

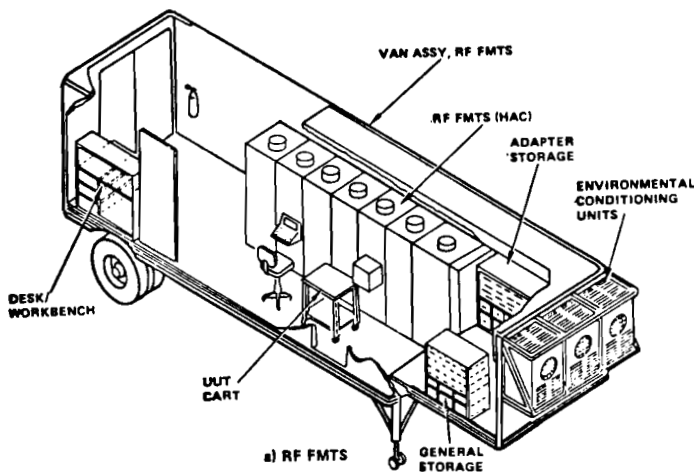
Initial systems were provided to Hughes Aircraft and Boeing Company. The equipment was van mounted by our customers and provided with suitable protection to meet the required mil specs.

The equipment was then subjected to a rugged road test at a special environmental facility at Hughes designed to stress the hardware to the maximum shock and vibration limits required by Army specs.

"Low and behold", contrary to many opinions, the shabby HP commercial equipment did not fall apart and is continuing to operate without failure. Using non-militarized hardware will save the Army millions of dollars on this program.

In about a month I will have the report which specifies the limits withstood by the HP hardware.

If you have a requirement for systems in a rugged environment let me know and we can reference this program to your customer.



FIELD MAINTENANCE TEST STATION

FOR HP INTERNAL USE ONLY

-2-

TAIL WAGS DOG

By: Dave Kline

Image 1000, the data base management package offered as part of the ATS Systems provided in the Northwest to a major torpedo maintenance facility, has helped save the customer a whopping 19M dollars per 1000 torpedos.

The savings arose as follows. Prior to doing a comprehensive analysis the Navy torpedos were recalled for periodic inspection every 200 days. By storing & evaluating the test data using Image 1000, the Navy was able to justify increasing recall time to 800 days. At an average recall expense of \$15,000 each, the reduced returns caused by increasing the safe operating life saves a gigantic 19M dollars per 1000 torpedos in the fleet. Not bad for an add on cost from DSD of \$2,500, plus customer programming effort.

Here's a case where the fringe benefit, DBM, overshadowed the ATE in cost savings. In other words, the tail wagged the dog. DBM might save your ATS customer \$'s too.

THE RESULTS ARE IN: SF01/2240A - A WINNER!!

By: Dave Hannebrink

As was mentioned in the recent Extended Performance 2240A mailing, HP 2240A sales continue to grow. A big reason for this growth has been due to you, the IPG sales force. About 40% of all HP 2240A sales since its introduction in August 1977 have been credited to SF01! We've seen you sell 2240A's into a variety of industrial and lab applications. They've been sold with both desktop computers and with large HP 1000 based instrumentation systems. Many have come as add-ons to existing systems as customers find new applications for the 2240A.

We're going to be highlighting at least one 2240A application per month in this newsletter. We'll try to include information that is helpful to a large audience. Applications that have a broad market appeal, those that reflect an innovative selling effort, those resulting in long term business, and those employing the unique capabilities of the HP 2240A are all candidates. If you've been involved in such a deal, let me know and we'll spread the word.

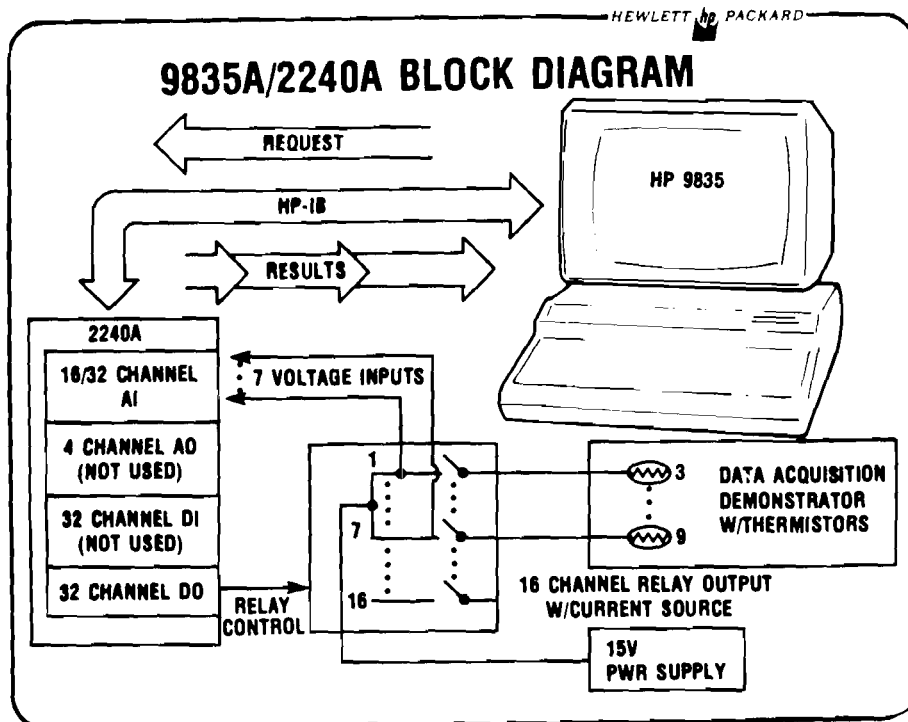
In the meantime, we'll take the time to remind you that you saw some significant capabilities demonstrated on a recent IPG NPT. Recall how the Extended Performance HP 2240A allowed the computer to offload the measurement task to the 2240A. From just one request the computer read continuous thermistor scan results. While the 2240A was gathering data, the computer diligently cranked out prime numbers.

What a combination! Powerful assembly level number crunching combined with interrupt driven continuous data acquisition. Don't forget with the Extended Performance 2240A you also get built-in-decision making capability to further offload the computer and provide fast local real-time response to changes in your test, process, or machine control applications! And, history data acquisition mode lets the 2240A continuously monitor your application indefinitely while the computer is doing other tasks.

If an alarm switch is tripped the computer has access to data leading up to the alarm.

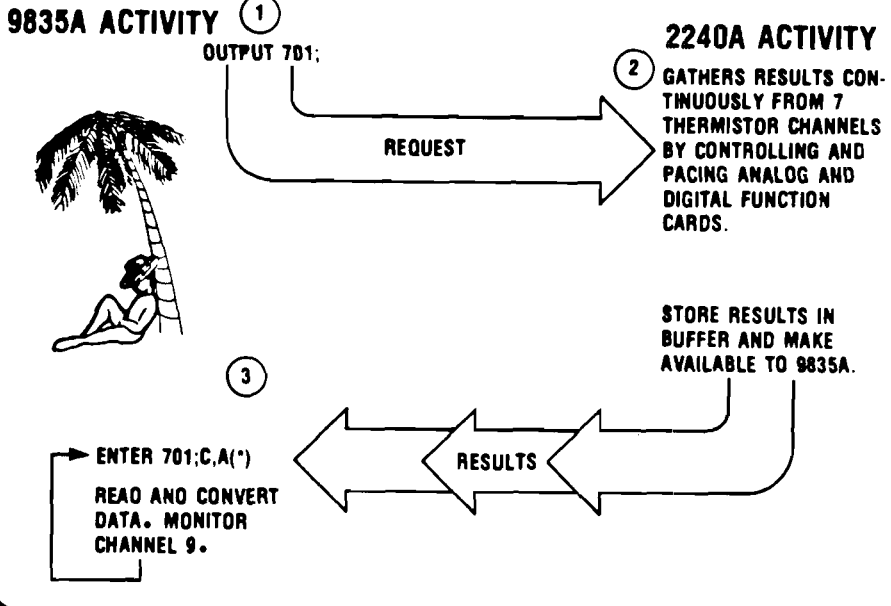
Here are the block diagram and flow charts describing the demo you saw, using a 9835A computer. An HP 1000 could have just as well been used.

A real winning solution to many of your customers' problems!



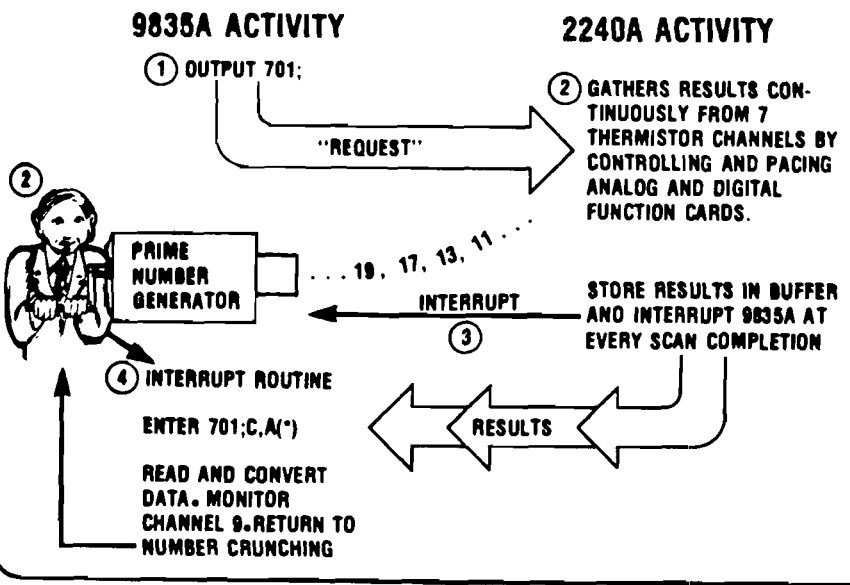
HEWLETT  PACKARD

LET THE 2240A OFFLOAD THE 9835A . . .



HEWLETT  PACKARD

... TO MAXIMIZE TOTAL SYSTEM THROUGHPUT!



DATA TERMINALS NEWS

Sales Aids

2649 Class-Customer Qualifications

By: *Tim Haney/DTD*

During the last few 2649 classes we have had some difficulties in meeting the customer's expectations. The problem seems to be that the customer's background in any one class varies from never having seen a 264X terminal to having years of experience and programming expertise. The outcome of such a mixed class is that we move too fast for those having no 264X experience, and too slow for everyone else. The bottom line is that no one is satisfied.

We feel that the solution to the problem is your understanding of the requirements and pre-requisites for our customers attending the class and proper qualification by the sales force. Here are the minimum requirements:

1. Familiarization with the use of the 2645 or 2648.
2. Experience in Assembly Language Programming Techniques. The closer the language to 8080 the better.
3. Some hardware understanding such as what ROM's, PROM's, RAM's etc., are.
4. The customer should already have a 13255A T.I.P. and be familiar with its organization and general contents.
5. Have some system architecture understanding.

We recognize that it is sometimes difficult to select those persons attending the class while selling to management. However, you should stress that the most successful people through the class are also the most qualified, and in the long run when one considers the cost of sending someone

to the class for one week and the benefits of early product introduction, it makes sense to send only the most qualified people.

We also recognize that many customers have ordered 13255 Technical Information Packages and that DTD has been unable to deliver the literature in a timely manner. We are in the process of correcting that problem and should be shipping within one week.

Your help in pre-qualifying class participants will be appreciated by both your customers, other's customers and the DTD support group. In the long run, everyone benefits.

THANKS FOR YOUR SUPPORT!

Data Terminals Division Computer Connections Volume II

By: *Craig Clark/DTD*

With your help and inputs we have been able to put together a very useful reference guide that has allowed you to identify successful terminal/computer connections.

Your success with this sales tool has further enlarged the number of terminal applications with other vendors' CPU's to such a degree that we feel a reprint is in order. To guarantee its completeness I need your inputs once again. Please send all the new terminal connections you've been involved in and have not previously sent in to either *Bill Swift* or myself. Include as much detailed information as possible including what would not work as well as what did work. I've included a typical form for your use; Xerox as many copies as you need.

ENGINEER:

OFFICE:

CUSTOMER:

CPU

DATACOMM

Model: _____	Hardwired/Remote: _____
Memory Size: _____	Modem/Coupler: _____
Operating System: _____	Modem Opt./Settings: _____
Application Software: _____	Half/Full Duplex: _____
Comm Equipment: _____	Sync/Async: _____

TERMINAL

Model: _____	Keyboard Switches:
Options: _____	
Interface: _____	
Cable: _____	
Mode: _____	
Keyboard Interface PCA (open switches only):	
Datacomm PCA (closed switches only):	

COMMENTS

Service News

2645A Operation and Maintenance Course

By: Bill Swift/DTD

Lately we've been receiving inquiries about a class for customers who wish to do their own terminal maintenance. This class does exist! We began offering the class about a year ago, and we taught the class several times. In recent months we have not seen enough customer interest to justify scheduling the class at specified intervals. We are now offering the class on an "as needed" basis. If any of your customers have asked about maintenance training, please pass these requests along to:

John Ramey
Computer Service Division
Building 49B
Cupertino

The class is 3 days in length. The price is \$500.00 per person and it will be taught in Cupertino.

Product News

The Basic Link

By: Eric Grandjean/DTD

An often asked question is: "How big a program can I run in the 2647A?"

The answer is: "It depends."

Case #1

The application calls for full BASIC/AGL/HP-IB capability. The available workspace will be between 9 and 15 Kbytes depending on how much display memory one needs.

Case #3

The application is like Case #1, but the program is expected to exceed the available maximum workspace. In this case, a programmer will be able to link a running resident program with an overlay program residing on tape.

Case #2

The application does not require graphics and/or HP-IB, or "Print Using" capabilities. More work space can be made available by deleting these capabilities from the interpreter using "Remove" commands. The resulting workspace may be increased to about 32 Kbytes. In order to recover full capability, BASIC must be reloaded.

Now a running program can call another program and even pass data along. Since 2647A BASIC does not have a common area facility, the data is passed via one of the available memory "windows", used as scratch pads. Windows are autonomous sections of RAM Memory like the alphanumeric memory.

In any case, part or all of the Resident Program will be replaced with the new code coming from tape. To get back to the original code will require re-loading it again from tape following the same procedure. This linking capability, combined with program "Merging" capability makes the 2647A memory size a less important consideration.

Linking programs together, besides the fact that it is a rather slow process, may represent a potential danger for the tape drives or the tape cartridge since it could increase their duty cycle dramatically. Caution should be used to avoid it (i.e.: continuous succession of Reads and Writes over the same section of tape).

It should be noted that over-estimating the size of a BASIC/AGL Program is something that would be easy to do for an inexperienced user! . . . "One AGL statement does a lot for you."

Below is an example of program linking using window #4 as scratch pad (to pass data from the first to the second program).

Once this program has been coded and stored on tape, execution is started by pressing the COMMAND key and typing EX S followed by carriage return.



```

BASIC
GET"L"
 10 COMMAND "su c"
 20 DIM A$(255)
 30 PRINT CHR$(27);"h";CHR$(27);"J";
 40 COMMAND "DI W#4"
 50 PRINT CHR$(27);"h";CHR$(27);"J";
 60 COMMAND "DI W#1"
 70 PRINT LIN(2)
 90 PRINT "THIS PROGRAM DEMONSTRATES A METHOD TO LINK A BASIC PROGRAM"
100 PRINT "TO ANOTHER TAPE-RESIDENT PROGRAM, WITH THE MEANS OF PASSING"
110 PRINT "DATA (THROUGH WINDOW #4 IN THIS EXAMPLE)"\ PRINT LIN(2)
120 PRINT "TYPE IN DATA TO BE PASSED TO OTHER PROGRAM.(type 'END' when finished)"
121 PRINT LIN(3)
130 COMMAND "DI W#1"\ PRINT CHR$(27)"*dE";
160 INPUT A$
190 IF UPC$(A$)="END" THEN 230
200 PRINT CHR$(27)"*dF";\ COMMAND "DI W#4"
210 PRINT A$
220 GOTO 130
230 COMMAND "DI W#1"\ PRINT CHR$(27)"*dE";
240 COMMAND "RES C"
250 PRINT "SECOND PROGRAM LOADING NOW FROM TAPE (with a GET Source command)"
RUN
GET"L"

FILE MARK (OPTIONAL)

 10 DIM A$(255)
 15 PRINT CHR$(27);"h";CHR$(27);"J";
 25 PRINT "THE SECOND PROGRAM DISPLAYS FIRST PROGRAM'S INPUT DATA"\ PRINT LIN(2)
 26 PRINT CHR$(27)"@"*\PRINT"HERE IT IS:"*\PRINT LIN(1)\PRINT CHR$(27)"@"
 30 ASSIGN "DI" TO #1
 40 COMMAND "DI W#4"\ PRINT CHR$(27)"*dF";
 60 PRINT CHR$(27);"h";
 70 ON END #1 GOTO 100
 75 COMMAND "DI W#4"
 80 LINPUT #1;A$\ IF LEN(A$)>2 THEN A$=A$[1,LEN(A$)-2] ELSE A$=""
 82 COMMAND "DI W#1"
 90 PRINT A$
 95 GOTO 75
100 COMMAND "DI W#1"\ PRINT CHR$(27)"*dE";
run
exit
exit c

FILE MARK

GOOD LUCK AND HAVE FUN WITH THIS DEMO.WE ARE READY FOR YOUR ORDERS!

      DTD TERMINALS ARE DEFINITELY WORTH WAITING FOR
      (A TEMPORARY VARIATION OF OUR WELL KNOWN...DTD DLLIVERS)
    
```

FOR INTERNAL USE ONLY

GENERAL SYSTEMS NEWS

Product News

Users' Group Releases New HP 3000 Library

By: *Ralph Manies/GSD*

The HP General Systems Users' Group has just released and shipped to installation members a new consolidated contributed library. This release, number four, contains many useful new programs, as well as consolidating all previous three volumes of the library.

Some of the new contributed programs in release four are:

- EDIT 2 - an interactive text processing program for editing and formatting text (it's the EDIT/2000 subsystem converted for the HP 3000).
- ENTRY - a data entry/verification routine for entering data directly to disc files.
- JPS - a job planning system.
- LISA - an updated version of the popular Lafayette College Interactive Statistical Analysis programs.
- DREEACTG - a system resource account package.

And, as usual, this release contains new games (we all need to relax once in a while) . . . an interesting game in this release is ADVENTURE.

The new release also incorporates several major improvements:

- Program abstracts and operational information about the library are contained on the library tape. The user first restores an information account (INFOBASE); from there the user interactively selects the classes of program abstracts desired, and they are displayed at the terminal, or printed on a line printer.
- The INFOBASE account contains information about third-party software, as well as contributed software (if you have a third party who would like to be included in the INFOBASE, have them mail information to *Wayne Holt*, Whitman College Computing Center, Walla Walla, WA 99362, or to the Group's Executive Director whose address is listed below).

- Substantial cleanup of the documentation and cataloging of contributed programs.
- New contribution submittal forms are automatically generated after an interactive dialogue with the user (e.g., programmatic generation of submittal forms).

New users may obtain the library by joining the Users' Group; application forms should be available at HP training centers. Users may also contact:

Ms. Rella Hines
Executive Director
HP General Systems Users' Group
Empire Towers
7300 Richie Highway
Glen Burnie, MD 21061

Phone: (301) 768-4187 (for additional information and/or applications)

With the consolidation of previous Volumes I, II, and III into release four, the HP part numbers for Volumes I to III will be obsoleted. The contributed library is the Users' Group's most important product, and they have invested time and money into its improvement.

In addition, the Group has a full-time Executive Director to handle administrative and ordering/shipping tasks. The result is HP will not be offering release four under an HP part number. Copies of the library will be made available to the SEO to use for demonstration purposes.

MFG/3000 and the Series 33

By: *Pete Van Kuran/GSD*

MFG/3000 is now available on the Series 33!

The lower price of the Series 33 makes the MFG/Series 33 combination an attractive one for smaller manufacturers.

The figure below shows the memory and transaction volume trade-offs that can be made. Reading the chart shows that, for example, with a dedicated IOS/3000 and EDC/3000 transaction rate between 500 and 1000 per hour, a minimum of 512Kb of memory should be configured. The performance tests used are the same ones described in the MFG/3000 Field Training Manual.

You will recall from our previous performance data that MRP run time is the single limiting factor to the size of a company that can install MFG/3000. As far as the Series 33 is concerned, MRP/3000 can accommodate up to 10,000 parts and 25,000 structure records and run in less than 12 hours. This smaller company may be just right for a 33! Memory size continues to have little impact on MRP run times except at 256Kb. At that memory configuration, less than 5000 parts and 10,000 structures can be accommodated by MRP/3000.

In addition to the standard Series 33 configuration, you should order at least one backup service (serial disk or a tape drive), a 2608A printer, and a 2631A-HP 2645 combination for the material receiving function. Do not quote MFG/3000 on the Series 33 in situations where more than 15 terminals will be used in a dedicated environment. To the extent that additional applications are implemented, less than 15 terminals should be configured for MFG/3000.

Also, quoting 256Kb on the 33 should be done with caution. In addition to the reduced MRP capacities, on-line response time may increase to over five seconds if the IOS activity is substantially different from that described in the Field Training Manual.

Your local manufacturing Industry Specialists always have the most recent data concerning MFG performance in general and, specifically, Series 33 performance, so you may want to consult with them if you have any questions. For you and your customer's use, we will be publishing an MFG/3000 performance brochure shortly.

MFG/3000 and the Series 33 will be a winning combination in your smaller accounts!

MFG/3000 on the Series 33

MEMORY CONFIGURATION	EDC/3000 and IOS/3000 Transactions per Hour		
	<500	<1000	<1500
256Kb (maximum 4 terminals)	OK, see industry specialists	No	No
512Kb (maximum 8 terminals)	OK	OK	NO
1Mb (maximum 15 terminals)	OK	OK	OK

(OK means less than five second average response time)

MRP/3000

256Kb	512Kb/1Mb
OK, for less than 5,000 parts and 10,000 structures	Less than 10,000 parts and 25,000 structures. Select memory size depending on transaction rate.

SELL MANUFACTURERS!

IMAGE Gains Success in the Press

By: Sam Boot/GSD

All of you know that HP is a leader in the industry with database management on business computer systems. The industry press is beginning to recognize this as well. The October 31, 1978 issue of *Computerworld* magazine contained a special section on Database Management systems, and HP received prominent coverage with no less than two customer success stories.

These articles are significant because they indicate the importance of DBMS from three standpoints — the end user building his own applications using database, the end user buying a third party software package which uses database, and an OEM who builds a software package for resale using database as the backbone.

The article entitled "College Builds On-Line Information System" describes the positive experience of a small college which built an on-line student registration system using IMAGE/3000 on a small Series II computer. One of the key database benefits mentioned in that article was the reduction in redundant data and the increase in data accuracy gained by using IMAGE. Of course, having an on-line QUERY capability that responded to English-language commands and required no programming was not overlooked either.

The article entitled "DBMS Regulates Medical Center Business Data" shows IMAGE/3000 from two viewpoints. The end-user, a small medical center, was concerned about the security of their data once it was being manipulated by an on-line package. They liked the security aspects of IMAGE. The software house which supplied the package enjoyed the benefits of DBMS from a programming point of view. IMAGE provided powerful access methods as well as a way to link logically related data into a single logical group. QUERY also played a role in both vendor and user satisfaction — QUERY performed functions which the vendor did not have to program himself, and the end user enjoyed the benefits of English-language commands.

If database benefits interest you and your prospective customers then make sure that these two articles become part of your sales tools. Nothing sells systems like satisfied customers!

Used Series II Memory — The Price/Performance Bargain of the Year!

By: Gwen Miller/GSD

Did you know that by going from 256Kb to 512Kb on a Series II you can increase batch throughput by 200%? That's right — you can almost double the performance of a 256Kb system. And now, it's more cost-effective than ever to do this, with the availability of used Series II memory boards at an attractive discount!

*From Script #1 in the Performance Guide (5953-0556)

These boards come from materials returned when a customer upgrades from Series II to Series III. They have all been covered by HP maintenance, and have been re-furbished and retested back at the factory. And, they are likely to be MORE RELIABLE than new boards because of the increased burn-in time! They carry full HP warranty, of course.

The discount available for these boards is 20% — IN ADDITION to any other purchase agreement discount that may apply. This is offered for add-on boards only, not system memory options. The way you take advantage of this super deal is to order part number 30008A in the following way:

30008A	64Kb memory board	\$4,000
Opt. 888	Used equipment	0
M93	Used equip. discount	-800
M93	Purch. agreement discount	as applicable

Be sure to use the M93 field to list the purchase agreement discount, which should be calculated manually on the \$3200 used equipment price. Put the normal purchase agreement discount percentage in the header as usual. Also be sure to order the 30411B memory expansion kit for Model 6's if necessary to go beyond 256Kb. Contact Sharon Bradley at GSD Order Processing if you have further questions.

GOOD SELLING!!!

CSB News

HP 300 Makes Its European Debut

By: Peter Rosenblatt/CSB

The HP 300 was brought to Europe in style. Delivered with its own European Product Manager and marketing support, this new product line is designed to become a significant factor in HP's European business. With built-in features such as European keyboards, local character sets and local language support, the HP 300 will be able to take on a distinctly European appearance where it counts — for the end user.

Thanks to the efforts of Erik Bek in our Copenhagen Office, the first public showing of the HP 300 occurred there at the Kontor + Data Exhibit on October 3. A week later, it was unveiled again at the Efficiency Beurs in Amsterdam, and towards the end of the month it stole some of the show when IBM System 38 was introduced to the German market during the Orgatechnik Show in Cologne. In all cases, the response of the public has been extremely positive.

During the European NPT Tour at Winnersh, Stockholm, Orsay, Milan, Frankfurt, and Amsterdam, the rest of the field was introduced to the HP 300 and how it relates to the other members of our new business systems family.

As a member of the HP 300 team, I would like to express our gratitude to you all for your enthusiastic response. It has been great fun for us to finally present our system to you and we will do our best to support you in your activities.

I encourage you to contact us in Boeblingen with your questions and concerns. We are prepared for factory visits now and will be developing a strong marketing team to support your pre- and post-sale needs.

General News

Smashing! Fantastic! Superb!

By: Lynn Gardner/GSD

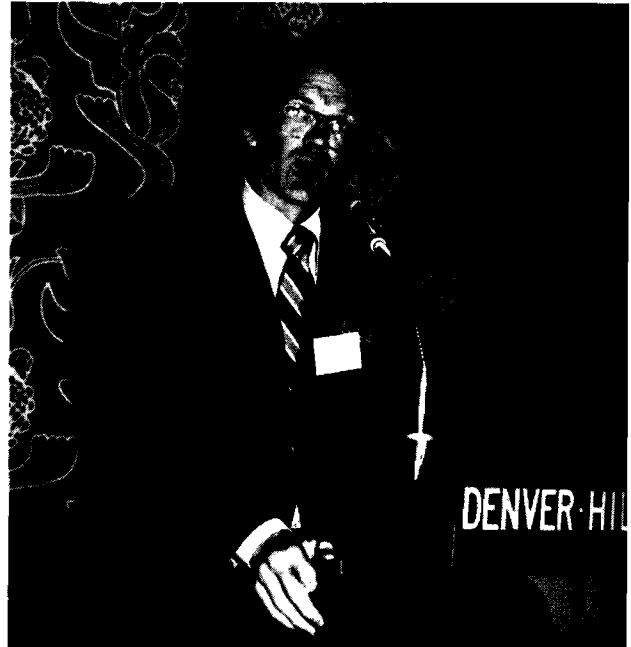
What do all these statements have in common? They represent the feelings of individuals attending the seventh international meeting of the HP General Systems Users' Group (previously known as the HP 3000 Users' Group). This year's annual meeting was held October 30th through November 3rd in Denver, Colorado. As the size of the group increases, the attendance seems to swell. This year there were over 674 people representing 14 different countries including Australia, Japan, Brazil, Canada, England, France, Guatemala, Finland, Mexico, Spain, Holland, Germany, and the United States.



Meeting highlights included the keynote address by U.S. Navy Captain Grace M. Hopper, who stressed the overall importance of future planning and utilization of our computer resources, along with the increasing need to train our young people for future key roles.



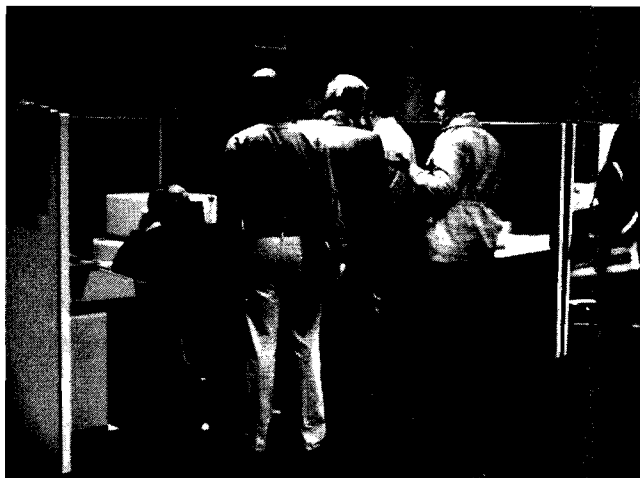
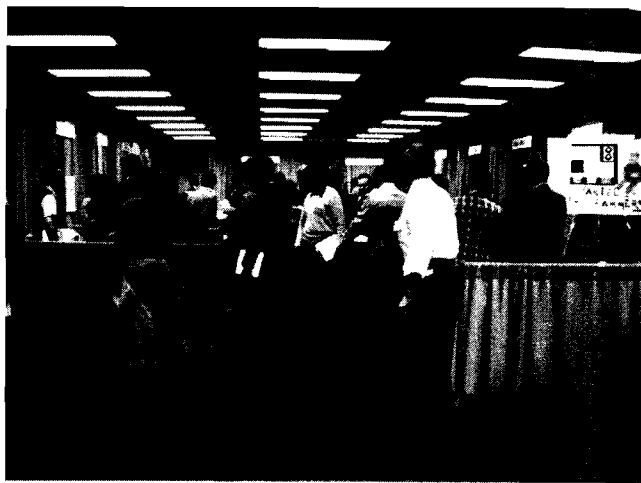
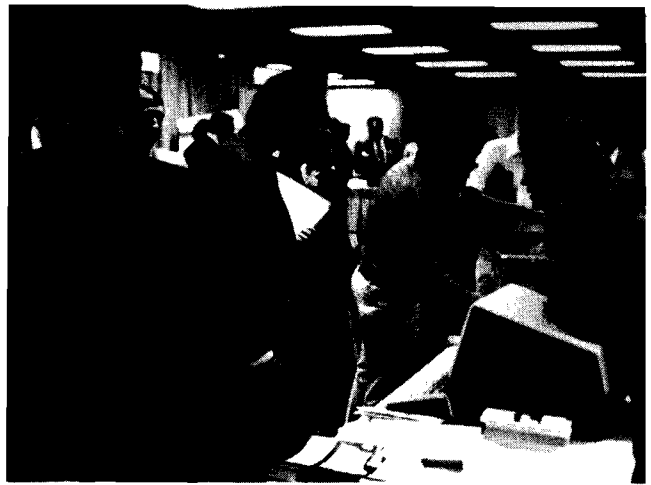
In addition, the HP roundtable with Ed McCracken and Dave Crockett was a tremendous success. Users were able to ask questions, discuss their concerns, and give suggestions to HP for future areas of product expansions.



In a nutshell, the most significant aspects of the meeting were:

- An extremely positive attitude toward HP and the HP 3000 System by the attendees;
- A very professionally organized and executed meeting allowing the attendees and HP to learn and participate;
- The general make-up of the group has shifted substantially from the scientific user to the "EDP" user.

HP's new computer family of products, the 250, 300, Series 33, and Series III, were on display throughout the meeting along with products from Boise, San Diego, and DTD. Users were extremely impressed with our new products along with the fact that there were over 42 vendors displaying products compatible with the HP 3000.



The best method, however, of reviewing the meeting is through the eyes of the people who attended, and as the old saying goes, "A picture is worth a thousand words!"

"It was probably the most professionally run conference ever! It went very smoothly. You get wall to wall people to help you understand customer problems. You get more in three days than in months."

Ilene Birkwood

"I got the feeling from talking with customers that one of the very important reasons customers do business with us is the way we do business and the way we want them to be successful in our products."

Dan Jorgenson

"As always, it was a very good interchange. It was very gratifying to hear individuals unsolicited who got up to say you did a good job."

Marc Barman

"Sessions were very topical. The whole thing was very well done. It was interesting to see our marketing policy have such a vivid effect on customers. You could see a definite shift in the customer mix."

John Page

"A chance to talk to field people which we in the lab don't get to do very often. Good opportunity for the field to get together with factory people they don't ordinarily meet and discuss things with them. In general, the attitude of the conference was pretty positive."

Greg Gloss

"Great way of exchanging information and communicating with your customers in the field. Good feedback to the factory to see how OEM's enhance our system, to see how they like to make them work."

Jutta Kernke

"The best thing was the vendors' show. It was a big improvement over the year before. It was good to see a lot of other companies spending their dollars developing a lot of products that work on the HP 3000."

Pete Van Kuran

"Gave an excellent opportunity to get customers to provide input and get specific answers or responses back from our lab R&D personnel, which from a user perspective is a major asset. It also gives our lab personnel an opportunity of hearing requests and needs of customers relative to products they have designed and implemented, which I believe is essential for success in the long term."

Dennis Rieger

"Saw a lot of good discussions between HP 3000 factory people and users. I am looking forward to doing the same for the 300."

Mary Griffin

"Extremely valuable for me in getting inputs in where users are headed and getting inputs of users."

Ken Spalding

"Customers were really enthusiastic about machines, what HP was doing and where HP was headed in terms of future growth. I was surprised at the number of vendors with special software for the HP 3000. Really a good meeting, went very well. I'm looking forward to being at the one in France!"

Wendell Henry

So there you have it! The total success of the meeting was a result of the coordinated effort by field and factory personnel. Special thanks to the Englewood office for their fantastic support throughout the planning and implementation stages of the meeting.

Note: Remember the 1979 meeting will be held in Lyon, France, September 3rd through 7th: Don't forget to tell your customers about it so they can begin planning to attend!

HP GRENOBLE NEWS

Division News

Grenoble Terminal Sales Development

By: Francis Marc/HPG

Our Terminal Sales Development Team is expanding again!

Valentino Liva joined us at the beginning of November as Sales Development Engineer for Italy and France.



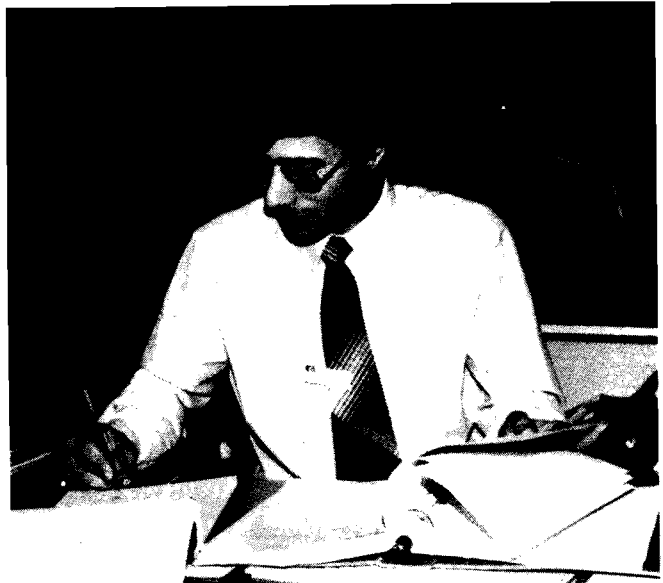
Valentino Liva

Valentino, a native from Italy, worked for several years in France for SESCOSEM, a leading supplier of integrated circuits in the THOMSON Group, and more recently for ZELTRON, a small but dynamic Italian company where he got involved in Test and Failure Analysis of microprocessors and LSI chips.

His strong digital background will be quite helpful in the team which is now organized as follows:

- Francis Marc* : Terminal Sales Development Manager
- Martine Faure* : Secretary
- Jacques Biard* : CE Support/Staff Engineer
- Jean-Louis Chapuis* : Germany
- Richard Franklin* : U.K., Belgium
- Christian Graff* : Sweden, Norway, Finland, Switzerland, Mediterranean countries
- Valentino Liva* : France, Italy
- Maurice Poizat* : Holland, Denmark, Spain, Eastern countries.

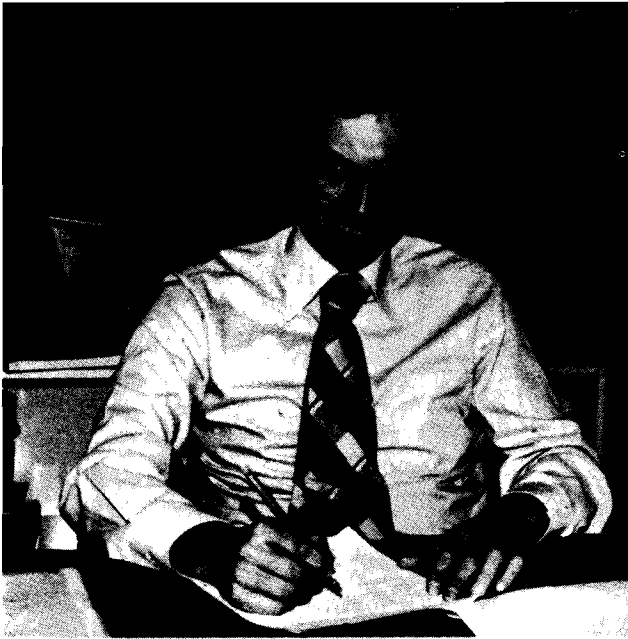
This fiscal year we will be able to give you even better support on terminal products from DTD, BOISE and GRENOBLE.



Maurice Poizat



Jacques Biard



Christian Graff



Richard Franklin and Martine Faure

Boise and DTD Welcome in Europe for October NPT Tour

By: Richard Franklin & Maurice Poizat/HPG

Larry Andrews, Duncan Terry (Boise) and Jim Elliott (DTD) joined the Grenoble team for a six stop tour to introduce the 2621A/P, 2608, 2639 and 2631G.

Many thanks to them and especially to all the people involved in the stops, who made the introduction so enjoyable and successful.

P.S.: For those who remain confused, the battery pack in the 2621 is *not* a huge 6 volt lantern battery!



Hey Nick!
They say DTD is moving to Ireland.

U.K.



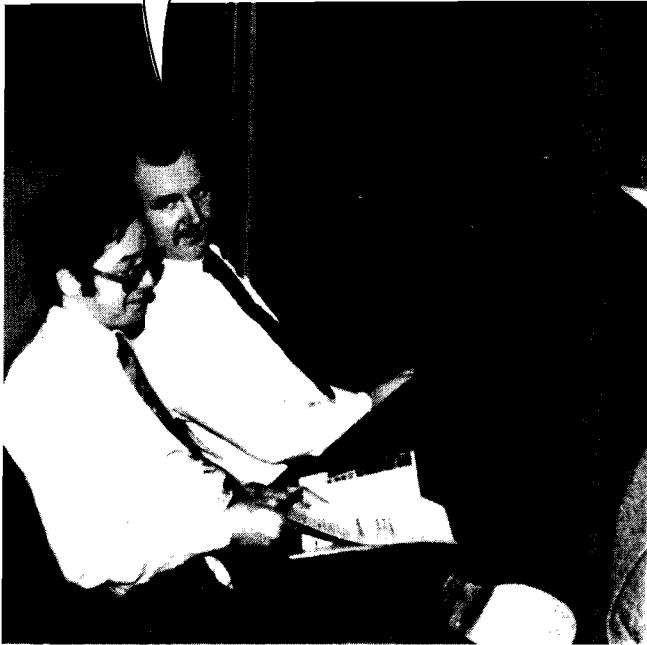
Horst, is this what they call a "Fireball" presentation?

Germany



The man from Grenoble will now answer further questions in a straight jacket.

Hans, that
guy from Boise
needs new shoes
too!



And if you put a
screwdriver just here . . .



You see Peter?
The 2621 is great whichever
way you look at it!

Olaf, you must stop going to those hypnotism classes!



Hey Rene, Leo; really, I'm being serious!



A User's Course for DTD Products?

By: Christian Graffi/HPG

Grenoble Terminal Sales Development has put together a customer's course for first time users of DTD CRT's who need quick hands-on experience without having to do extensive reading of the User's and Reference manuals. The course is to be given in local language by SE's of your office and covers the key features and operational procedures of the HP 2645A alphanumeric terminal (1 day) and of the HP 2648/47A graphics terminals (1 day).

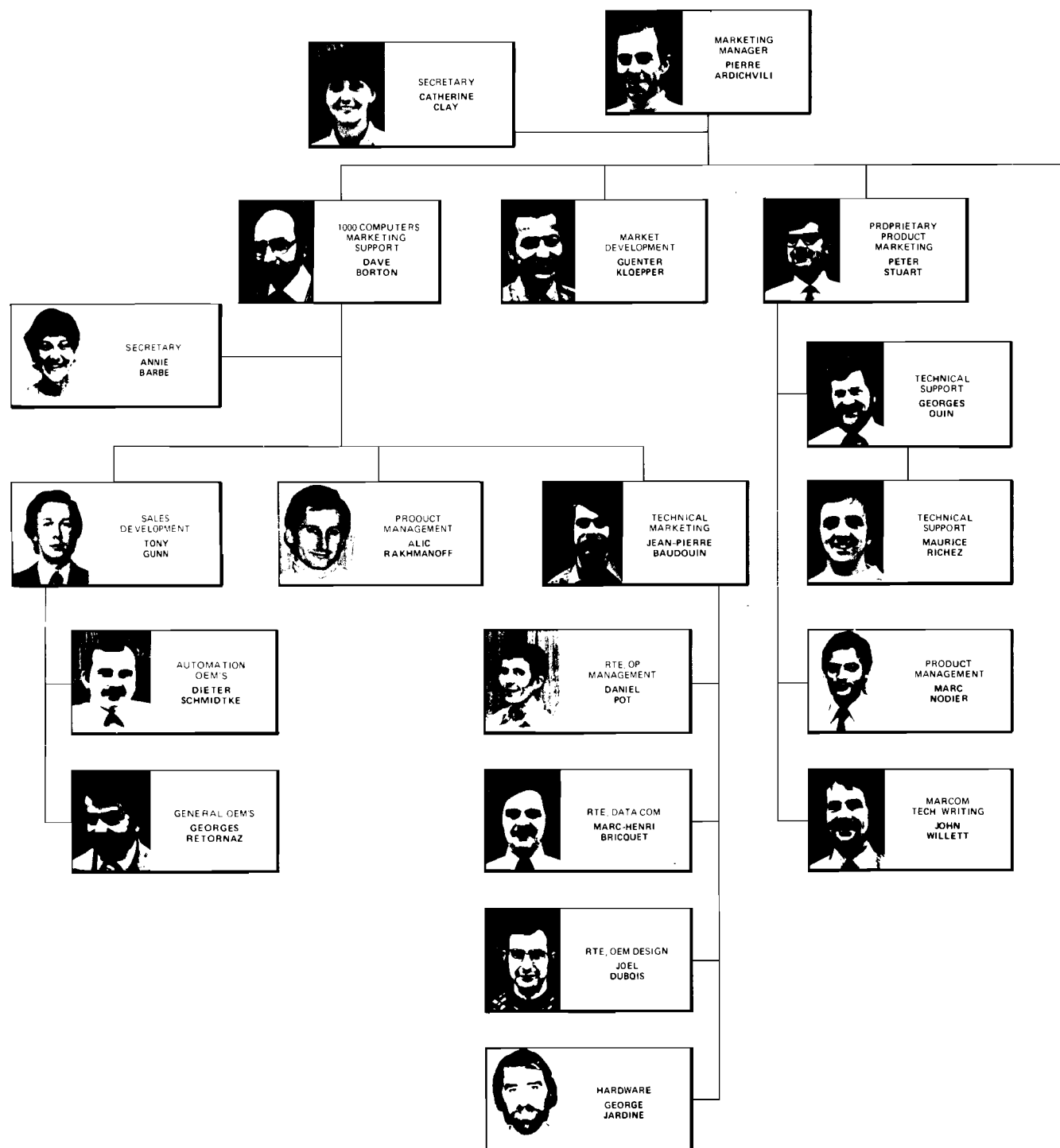
Last month we had three SE's from France and Germany attending our first session, who will be offering the course very soon in their respective offices and in their native language.

This course can be another powerful sales tool for terminals in your area: If you are interested in starting up the course in your own office, please contact me in Grenoble and we will set up new sessions to train your local SE's.

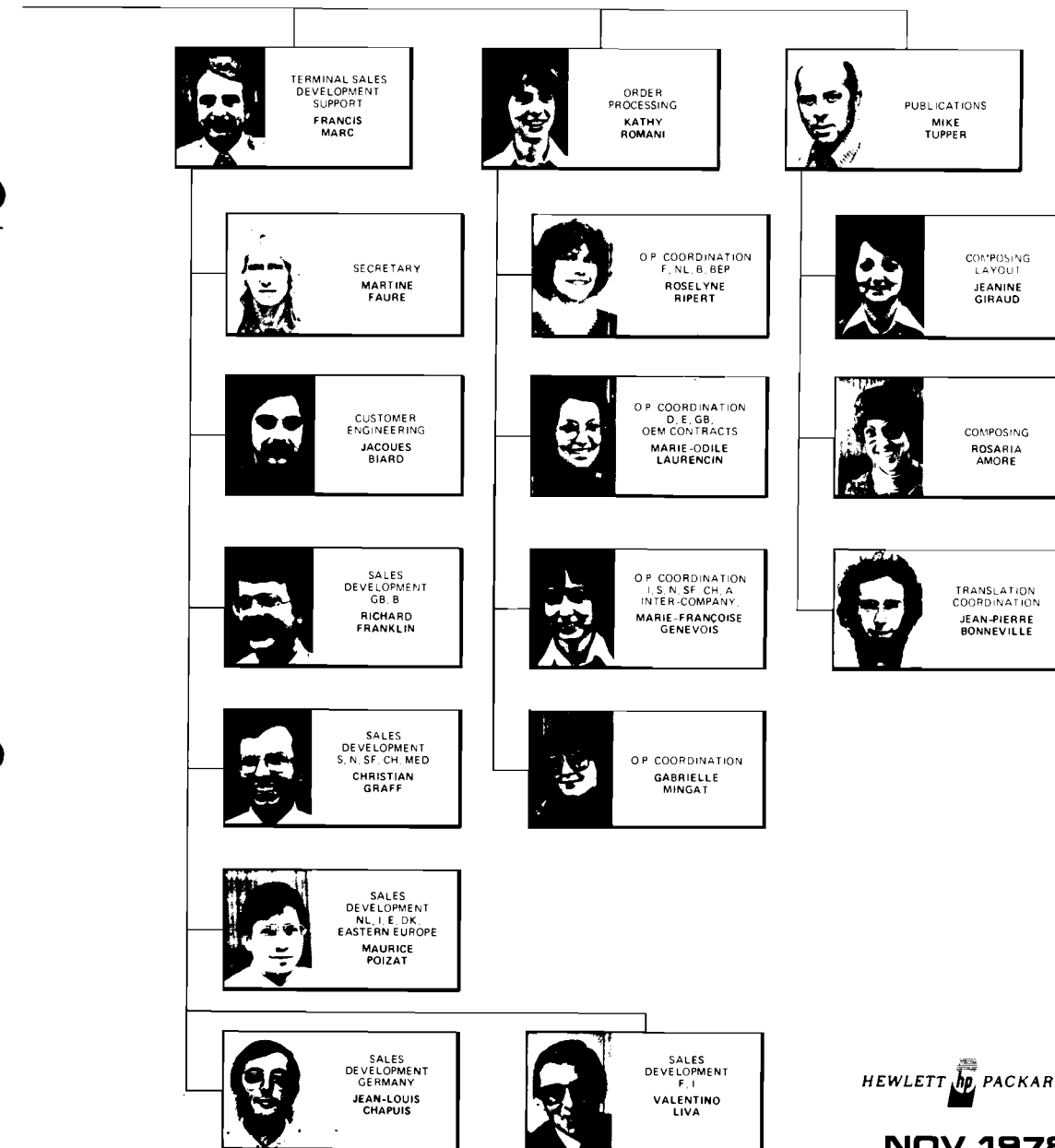
HP Grenoble — Where the Action Is!!

By: John Willett/HPG

In response to overwhelming demand, we have revised and reprinted the HP Grenoble Marketing Organization Chart. The chart was correct at the time of going to press, but things move so fast here that it is hard to keep up! With our new team we are now even better equipped to help you sell!



GRENOBLE MARKETING DEPARTMENT



NOV 1978

CS GROUP NEWS

CSG News

Clarification of System Warranty Policy

By: Joe Rodgers/CSG

Effective December 1, all new purchase agreements will contain language which further clarifies HP's warranty and installation coverage. Briefly, the clarification specifies that on-site warranty and installation services apply within the country of purchase; however, a buyer who wishes these on-site services in a country different from the country of purchase and who pays HP international prices, will receive these services at no additional charge if the location of the system is within an HP warranty travel zone. Return to HP warranties are not limited to country of purchase.

For installation and warranty services outside HP's warranty travel zone, HP will provide a quotation for the applicable additional services.

All on-site warranty services are provided at the initial installation point. If products eligible for on-site warranty are moved from the initial installation point by the customer, the warranty will remain in effect if HP performs inspection or installation services, at an additional charge at the new site.

Adding Exhibits to CSG Purchase Agreements

By: Joe Rodgers/CSG

The current CSG Purchase Agreement may be signed with up to four separate product exhibits (A-1, A-2, A-3 and A-4) depending on the customer's expected annual requirements. In some cases, the customer's expected requirements are not fully known at the time he signs the agreement; it is our practice to permit customers with active agreements to add additional product exhibits to their agreement at a later date under the following provision:

Additional product exhibits may be added to an active purchase agreement, but the maximum quantity (either units

or functional units) which may be specified on the Price Clause (Exhibit B) will be limited to the number of units actually ordered at the time the new exhibit is included.

For example, if a customer signs a purchase agreement with only an Exhibit A-1, and then subsequently orders 20 terminals, and later wishes to add an Exhibit A-3, the maximum number of units he can sign for on the new A-3 exhibit is 20 units.

Dear Sales People

By: Harvey Bernard/ESR

The instructors at the Rockville Training Center have too often had unqualified customers in their classes. These poor souls hinder other students and are, themselves, frustrated by material beyond their abilities. Worst of all, these people will be difficult to support. Help us and other training centers by making sure, wherever possible, that customers have the background to profit from a course. RTE students, for example, *must* know FORTRAN and should have previous RTE or minicomputer experience or they might as well not come. Your efforts will benefit all of us.

Thank you.

New Internal Distribution for the CS Newsletter

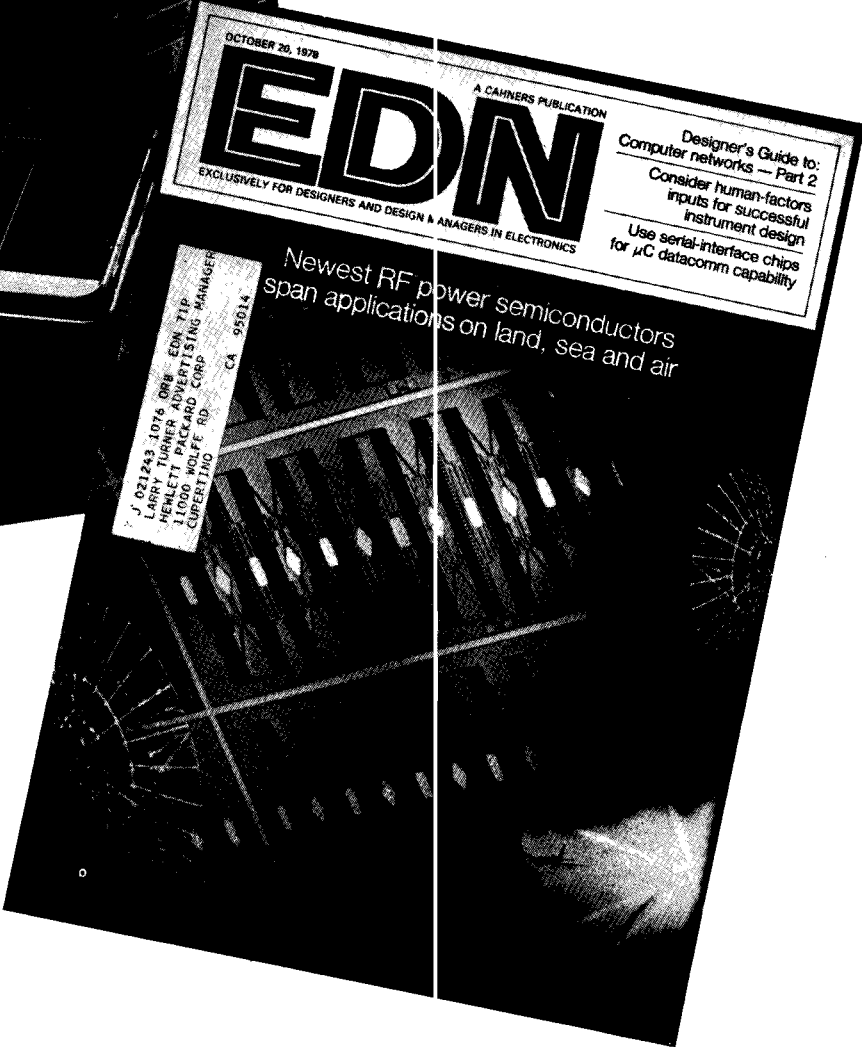
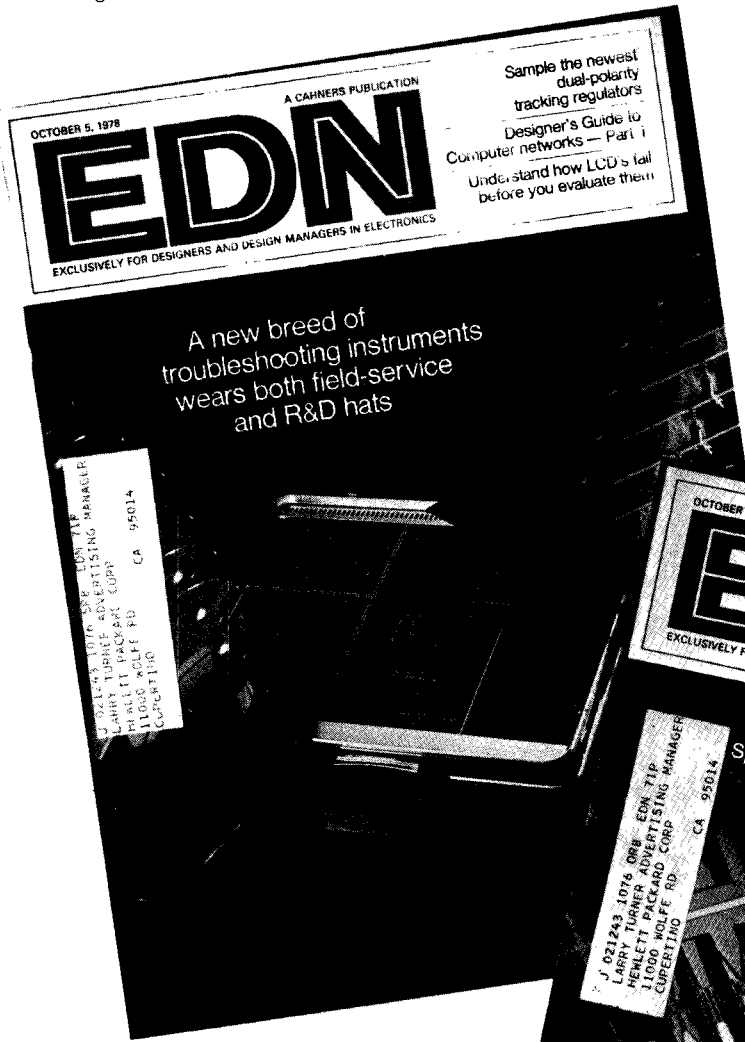
By: Bob Lindsay/CSG

Many of you in CSG Manufacturing Divisions have been receiving your copies of the *CS Newsletter* with a special "RUSH COPY!!!" sticker used as an HP internal mailing label.

Beginning with this issue, **all** copies of the *CS Newsletter* will be sent out from the Corporate Literature Depot in Palo Alto where *Dave Asplund* and his team of *Gloria Frazier* and *Doris Brunelli* will give our Division and Corporate readers the same high-priority mailing service that they have been giving to the field for the past two-and-a-half years.

EDN Publishes Article on DS

By: Bob Ingols/CSG



October 15th and October 20th issues of *EDN* carried an excellent two-part article by *Bill Stevens* (DSD) entitled "A Designer's Guide to Computer Networks".

Part 1 discusses the architecture and benefits of Distributed Systems, while Part 2 focuses on the user interface, the keys to successful network implementation, and a case of network use.

This article will bring you up-to-date on DS concepts and would be a good sales aid to give to a potential customer for HP DSN. Reprints of this *EDN* article series will be mailed out to your sales office by DSD by mid-December.

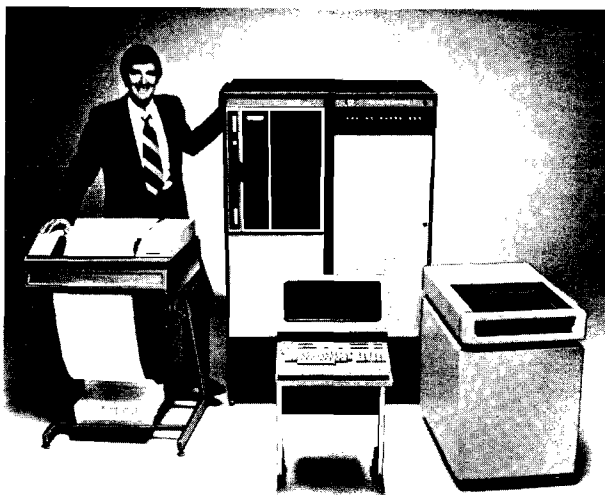
Datamaskinen som sprenger alle grenser... HP 3000 fra Hewlett-Packard.

Et datamaskinsystem som bare foretar satsvis behandling, er bare et halvt system.

Den datamaskin du har i dag er sannsynligvis ikke konstruert både for regnskap og det å skaffe øyeblikkelig tilgang på informasjon for ledelsen.

Men det er vår maskin.

HP 3000 styrer lønnsutbetalinger, fakturering, registrerer innbetalinger og styrer regnskapene. Samtidig kan du bruke både dataskjerm og skriver og få ut de aller siste salgstall, budsjett og kontostatus.



Det er ikke rart at så mange bedrifter, fra produsenter og distributører til detaljister og forleggere, har sagt opp sine gamle datamaskiner og anskaffet en HP 3000. Ta kontakt med oss og vi skal vise deg hvorfor de byttet.

Folk flest tror at bare store datamaskiner kan gi de aller siste opplysningene som trenges for å ta avgjørelser - på sparket. Slik er det ikke lenger. HP 3000 har muligheter til å håndtere databaser og kan gi deg de data du trenger - umiddelbart. Du kan få øyeblikkelig beskjed på en dataskjerm (till. 1) i stedet for å vente på en lang rapport. Vår nye grafiske terminal (till. 2) gir deg til og med data i form av figurer og diagrammer. Og mens du samtaler med maskinen kan den foreta listeskiving med stor hastighet.

Siden vi kan gjøre så å si hva som helst med vårt HP 3000-system, er det lett å skreddersy et system som imøtekommer akkurat de krav som din bedrift har. Videre kan vi enkelt legge inn avansert ekstrastyr som skrivere for lagerstyring (till. 3).

Ønsker du ytterligere informasjon, så skriv til Roger Elstad, Hewlett-Packard Norge A.S.

Tross alt - hvorfor skal du nøye deg med en maskin som bare gjør halv jobben når du kan få en som gjør hele.



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COMPUTER
SYSTEMS
NEWSLETTER

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