COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel

REINHARDT, HELMUT
FRANKFURT
HPSA

HEWLETT hp PACKARD

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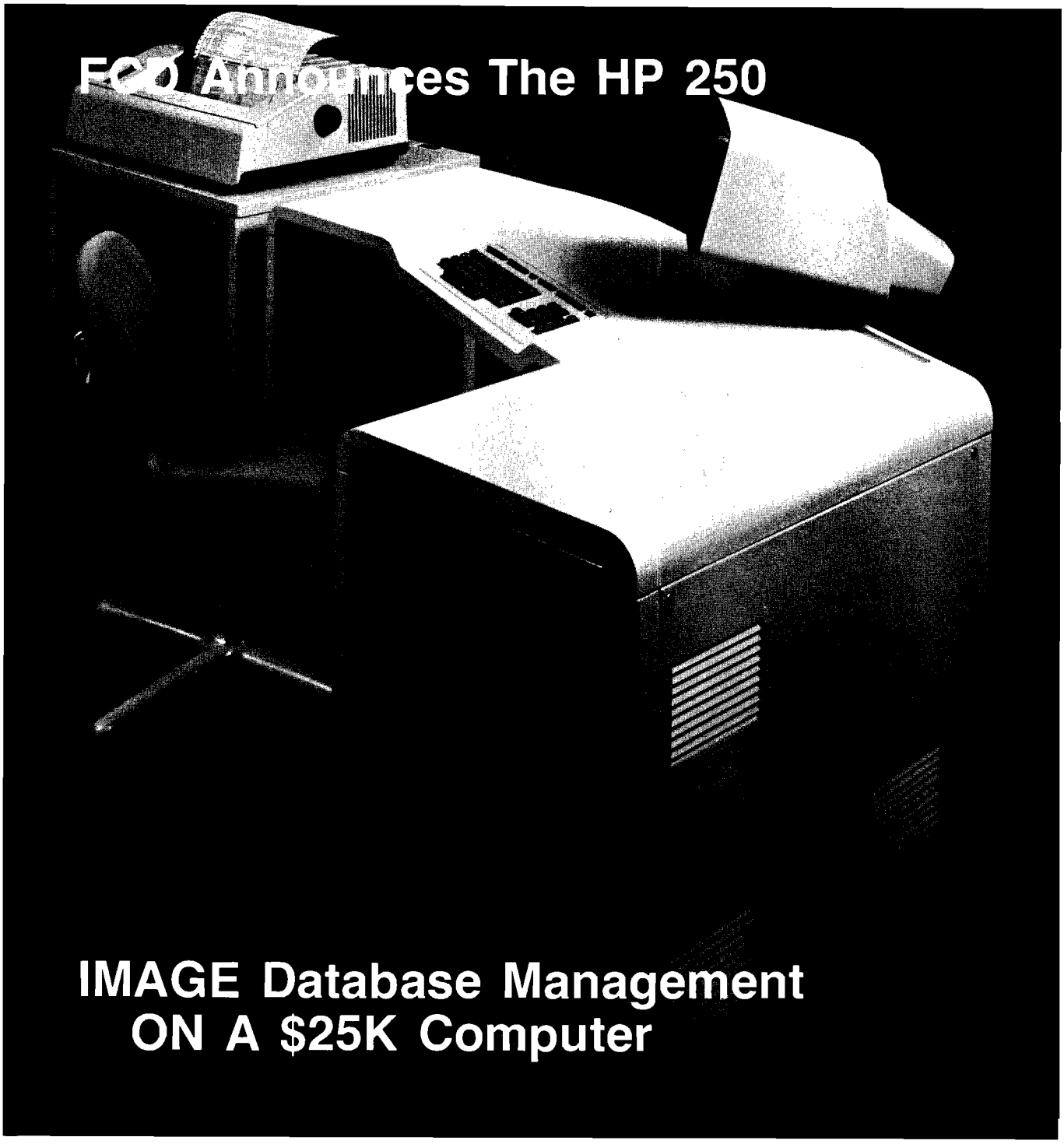

FOR INTERNAL USE ONLY

FCD Announces the HP 250 ..... Page 16

In This Issue...

DSD NEWS

Sales Aids

Automated Measurement News ..... D. Kline/D. Mabey/P. Palm/DSD [3]

OEM Direct Mail Campaign ..... D. Haar/DSD [5]

Product News

RTE-IV Software Manual Package ..... V. Diehl/DSD [5]

How to Get EMA Firmware for RTE-IV ..... V. Diehl/DSD [5]

Mag Tape May be Needed with IMAGE/1000 And DATACAP/1000 ..... M. Scott/DSD [5]

RTE Support of Hardware Floating Point Operations ..... V. Diehl/DSD [5]

Data Sheet Errata — RTE-IV Hardware Upgrades ..... E. Isacson/DSD [5]

Division News

Multiple Release Contacts Available to Field ..... J. Anderson/DSD [5]

New Quick Reference Guide Available For HP 8500-Series Microwave Test Systems ..... R. Tatman/DSD [6]

What's In a Name? ..... T. Freed/DSD [6]

Three Functional Units for HP 1000 Systems! ..... C. Avila/DSD [6]

DSD Sales Development ..... J. Schoendorf/DSD [9]

DTD NEWS

Division News

DTD Expands Its Operation ..... E. Grandjean/DTD [12]

Product News

2647A DEMO Program ..... E. Grandjean/DTD [12]

An HP Digitizer? ..... E. Grandjean/DTD [12]

"Ordering Info on 13349A Printer Subsystem" ..... R. Ferguson/DTD [13]

The 2649A Program is Expanding! .... E. Grandjean/DTD [13]

Typing Programmable Softkeys ..... W. Brubaker/DTD [13]

Sales Aids

The July Edition of the DTD Price Guide Is Out! ..... E. Grandjean/DTD [13]

FCD NEWS

Division News

FCD Marketing ..... A. Sozonoff/FCD [14]

FCD Introduces the HP 250 ..... J. Carlson/FCD [16]

GSD NEWS

Product News

The High Performance HP 2026 ..... T. Eastham/GSD [21]

30411B Memory Upgrade Kit ..... E. Ahrens/GSD [22]

Sales Aids

Using the HP 3000—An Introduction to Interactive Programming ..... P. Williams/GSD [22]

General News

A Child's Garden of Commercial Major Account Selling ..... S. Merrell/NSR [22]

Order Processing

Series II to Series III Upgrade Guide ..... C. Cheng/GSD [23]

HPG NEWS

Sales Aids

New Color HP Videotape for Your Customer ..... A. Rakhmanoff/HPG [24]

CSG NEWS

CSG News

Computer Advances Update ..... C. Scheifele/CSG [25]

Yes, Virginia ... There *Is* A "COMMUNICATOR" ..... F. Cabaccang/CSG [25]

Corporate Training and Management Division

New Videotape Information

New Videotapes from Corporate Training ..... C. Ernst/Corp. [27]

HP Computer Museum
www.hpmuseum.net

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DATA SYSTEMS NEWS

Sales Aids

Computer Museum

MEASUREMENT AND CONTROL

Automated Measurement News

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

VOL 1 JULY 1978 NO 1

SELL ATS WITH THE WHOLE SYSTEMS APPROACH

By: Dave Kline

Having just finished a tour visiting electronic companies with several of you to offer our ATS products, it appears there is still lots of test business opportunities out there for DSD, and it also seems clear that DSD's distributed computing, graphics package, and data base management can help you sell them. While there are plenty of good ATS competitors, these other DSD products separate us, and give us a relatively unique, and needed offering of complete manufacturing system tools. Being able to discuss the customer's total needs and show how our ATS can fit now or later should give you an edge in cracking some of these factory ATE sales.

Recognizing this opportunity, DSD has started an internal "Factory Automation Project" headed by Malcolm Smith with the objective not only to enjoy the benefits of our products, but to learn, and provide customer demos. While it will be several months before implementation this will eventually be a great help in giving you related experience and suggestions on a total system basis. We will keep you informed about progress on this project.

Meanwhile, lets not overlook the ATS gold in those manufacturing plants. You do have something to sell.

FOR INTERNAL USE ONLY

NEW HP-ATS INSTRUMENT

By: Dawson Mabey

The following instrument is now available as standard in HP-ATS:

Instrument	Racking/Cabling 003	EU	Conf/Test EU
HP 5342A Microwave Counter -011 HP-IB	1 ea	2 ea	5 ea

You can either include this new instrument on page 14 of the "Integration Services Configuration Guide" or obtain an "Integration Services Addendum A" from your DSD RSE.

2240A Direct Mail Advertising Campaign

By: Peter Palm

At the beginning of July, copies of the 2240A flyer were mailed to 4500 HP 1000 and HP 9825 users in the U.S. and Canada--selected customers concerned with engineering, manufacturing, and lab measurements.

continued

FOR HP INTERNAL USE ONLY

Along with the flyer is a letter from Bob Puette describing the add-on capability that a 2240A provides:

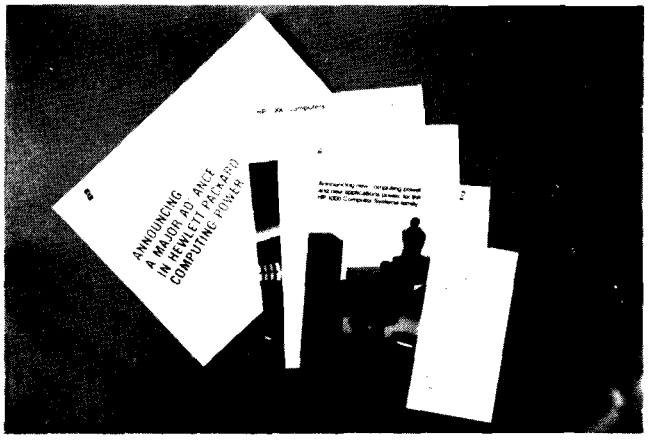
> "Because you already own an HP computer and are concerned with data acquisition and measurement tasks, the new 2240A Measurement and Control Subsystem is pertinent to your application.
>
> For as little as $5,000, you can expand your system measurement and control capabilities considerably. This new microprocessor-based analog/digital subsystem controls up to 128 I/O channels, expandable to 256 channels....etc.
>
> For a demonstration, please return the enclosed reply card and your HP field engineer will arrange one. Detailed information and technical specifications are also available upon request."

All customer demo requests will be TWXed to the appropriate computer or instrument DM to ensure prompt attention. Our objective is to generate new 2240A business from familiar HP customers who already own an HP-IB controller.

P.S. The 2240A 4-page flyer (5953-3022) replaces the 6-page brochure (5952-8541)--same information but in a more concise format--so please use the new document number when ordering copies.

OEM Direct Mail Campaign

By: Dennis Haar/DSD



Last week, over 6000 packages like the one shown were sent to OEM's throughout the U.S. The package was generated by the OEM Market Development group, and it centered on the recent new product introductions.

The package kicks off with a letter from *Bob Puette* which focuses on the added computational power now available with RTE-IV and the F-Series processor. The package also contains the two new HP 1000 brochures, one for the computers and the other for the systems. To encourage these OEM's to return the enclosed reply card, we are offering them a free copy of the new 36-page brochure which details all the products in the HP 1000 family.

The mailing list was generated from the June 1978 International Data Corporation (IDC) tape and the Computer Advances list.

All field engineers, District Managers, and Regional Sales Managers will also receive copies of the package. Please give us a call if you have any suggestions or comments on the package.

Product News

RTE-IV Software Manual Package

By: Van Diehl/DSD

We have set up a software manual package—92067B for the RTE-IV product. The price of this package is $200.00.

The package contains all manuals associated with the RTE-IV systems such as:

Programming and Operating Manual	Supported Drivers and Device Subroutine
Batch and Spool Monitor	Microprogramming
On-Line Generator	Assembler
Utilities	FORTRAN
Debug	BASIC
Editor	IMAGE
Libraries	etc.

In total about 40 manuals! It is a very convenient way of getting all manuals with a single product number.

The RTE-IV Manuals Package will be on the Corporate Price List September 1st.

Remember that a similar package also exists for the RTE-II/RTE-III product. The product is 92067A and the price is also $200.00.

How to Get EMA Firmware for RTE-IV?

By: Van Diehl/DSD

You might have had questions regarding the ordering of extra RTE-IV's EMA firmware sets for use as spares or for use in redundant RTE-IV systems, etc. In all these cases, the customer should order them via the 92067R product.

Defective EMA ROM replacements can be ordered, (only by CE's), by their respective part numbers.

Mag Tape May be Needed with IMAGE/1000 and DATACAP/1000

By: Mike Scott/DSD

It is strong y recommended that customers purchasing IMAGE/1000 also buy a Magnetic Tape Unit (7970B or 7970E) and a Line Printer. The Mag Tape is required if the user wants to backup and/or restructure a data base using the maintenance utilities (DBULD, DBLOD, DBSTR, DBRST) included with IMAGE/1000. The vast majority of IMAGE/1000 users will want to backup their data base, so you should sell them a Mag Tape. Although a Line Printer is not required to use any of the IMAGE/1000 software, most customers will want a hard copy device for reports.

A Mag Tape is also required with DATACAP/1000 if the user selects to use the transaction logging feature.

RTE Support of Hardware Floating Point Operations

By: Van Diehl/DSD

Please note that *only* RTE-M and RTE-IV supports hardware floating point operations. Thus, the DSD compatibility matrix will indicate that RTE-II and RTE-III are not compatible with the F-Series computers.

Presently a new RTE library and a firmware upgrade package are being developed to support 4-word hardware floating point operations. These new features, that will be introduced ater in the year, will also be supported exclusively by RTE-M and RTE-IV.

Data Sheet Errata — RTE-IV Hardware Upgrades

By: Eric Isacson/DSD

The 92852E and 92852M Data Sheet (5953-0899(22)D, 5/78) lists the contents of the upgrade package for M-Series computers. One item is missing from that list—the DMS instruction board. Furthermore, the DMS board supplied with the 92852M kit is the version which includes FFP. Thus, a purchaser of 92852M receives, as well as the items listed on the 5/78 Data Sheet, a new DMS board with FFP. The FFP is available to the user whether or not the computer previously had FFP installed. No manuals or diagnostics, other than the kit installation manual, are included with 92852. If the customer does not already have manuals and diagnostics for FFP, they may be ordered as parts. The part numbers are listed on the FFP (12977B) data sheet. They are: 12977-90008, 12977-90002, 12977-16004, and 12977-16005.

Division News

Multiple Release Contracts Available to Field

By: Jim Anderson/DSD

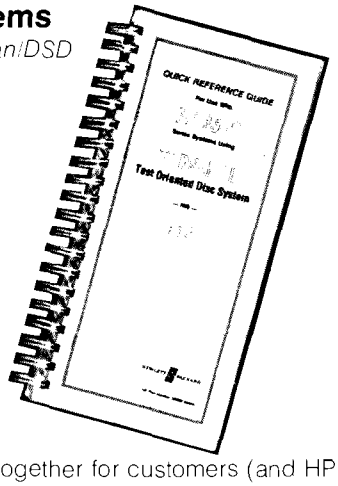
By request of the OEM Sales Workshop, Market Development has compiled a list of customers who have signed multiple release point contracts.

Embarrassingly, there are a number of instances where the same customer has signed multiple contracts instead of one contract with multiple release points! Don't forget multiple release contracts offer important leverage in selling to small divisions of large companies.

SEE YOUR DM FOR THE LIST!!

New Quick Reference Guide Available For HP 8500-Series Microwave Test Systems

By: Ray Tatman/DSD



At last, it's all together for customers (and HP people) who use any or all of the Microwave Test Systems. *One* new 8500-series Quick Reference Guide brings together all the previous information from *three* others (for the 8500 Graphics Console, 8580 Automatic Spectrum Analyzer, and TODS-II Test Oriented Disc System) and it *ADDS* information on the 8542 Automatic Network Analyzer, COS Cassette Operating System, and TODS-III—the non-cassette version of TODS-II). Updated graphs, charts and tables, plus an extensive compilation of all Instrument and Graphics Calls make this Guide universally useful to those asociated with any of the 8500-Series Systems.

Who are the customers in your area who are using 8500's? How about you or others in your office (SE's, CE's)? Tell them about the new:

> "Quick Reference Guide for use with HP 8500 Series Systems using TODS II III Test Oriented Disc System and COS Cassette Operating System" HP p/n 08500-93066.

Pass the word around—it'll help you make happy Microwave Systems customers.

What's In a Name?

By: Tom Freed DSD

Plenty when it's some other company's product. When referring to DSD's product line, it's the "HP 1000" or "HP 1000 System" NOT "System 1000." It turns out that System 1000 is a possible trademark of ADAC. We went through this before in 1972 with the "System 3000" until TRW contacted HP and informed us that System 3000 was a computer system manufactured by them. Please keep this in mind and help maintain our HP 1000 name.

Three Functional Units for HP 1000 Systems!

By: Carlos Avila DSD

Effective July 1 all HP 1000 systems purchased under the new CSG Purchase Agreement (R7-78) earn three, yes, three functional units instead of two. This change means that your OEM or End-User climbs up that discount curve a lot faster!

In addition, OEM customers who qualify for 25 functional units or more, can elect to delete on-site services for an additional 5% discount. **This means that an OEM customer who buys 10 systems per year qualifies for a 23% discount!**

To fully understand how this change affects your customers and prospects, please review the following points regarding the new and old purchase agreements:

I. Systems Purchased Under the New Contract R7-78.

a. Every HP 1000 system purchased under the new contract includes site prep, installation, 90-day warranty, and 90-day Comprehensive Software Support for both EU's and OEM's.

b. Every HP 1000 system earns 3 functional units, whether purchased EU or OEM.

c. In addition, those OEM's who qualify for at least 25 functional units may elect to delete site prep, installation, 90-day CSS, and revert to a 30-day "return to HP" warranty for an additional 5% discount. This option must be elected for all systems purchased. The amendment to the new contract outlining these provisions is shown on page 8.

II. Systems Purchased Under the Old Purchase Agreements R8-77 and R10-76.

a. An amendment (page 8) is required to purchase the new HP 1000 systems under the old agreements. These systems include the 2174B, 2175A/B, 2176A/B, and 2177A/B. These systems earn 3 functional units.

b. This amendment reduces the OEM discount by 5% for the new systems listed above.

c. HP 1000 models 2170A, 2171A, 2172A, and 2174A continue to earn only 2 functional units under the old agreements.

d. Only the FIRST HP 1000 system purchased OEM gets free site prep, installation, and 90-day CSS.

e. Every HP 1000 system purchased EU includes site prep, installation, 90-day warranty, and 90-day CSS.

The following table summarizes the points discussed above:

	Old Contract R8-77 or R10-76		New Contract R7-78	
	End-User Schedule A	**OEM Schedule C**	**End-User Schedule**	**OEM Schedule**
New 1000 Systems (1)	3 F/U	3 F/U (Less 5%)	3 F/U	3 F/U
Old 1000 Systems (2)	2 F/U	2 F/U	3 F/U	3 F/U
90-Day Warranty	Yes	Yes	Yes	Yes*
Installation	Yes	First System Only	Yes	Yes*
Site Preparation	Yes	First System Only	Yes	Yes*
90-Day Comprehensive Software Support	Yes	First System Only	Yes	Yes*

(1) 2174B, 2175A/B, 2176A/B, 2177A/B
(2) 2170A, 2171A, 2172A, 2174A

*OEM's who sign up for 25 functional units are eligible for an additional 5% discount by electing to delete on-site services (90-day CSS, Site Prep, Installation and 90-Day On-Site Warranty).

Summary:

What do these changes mean for your customers?

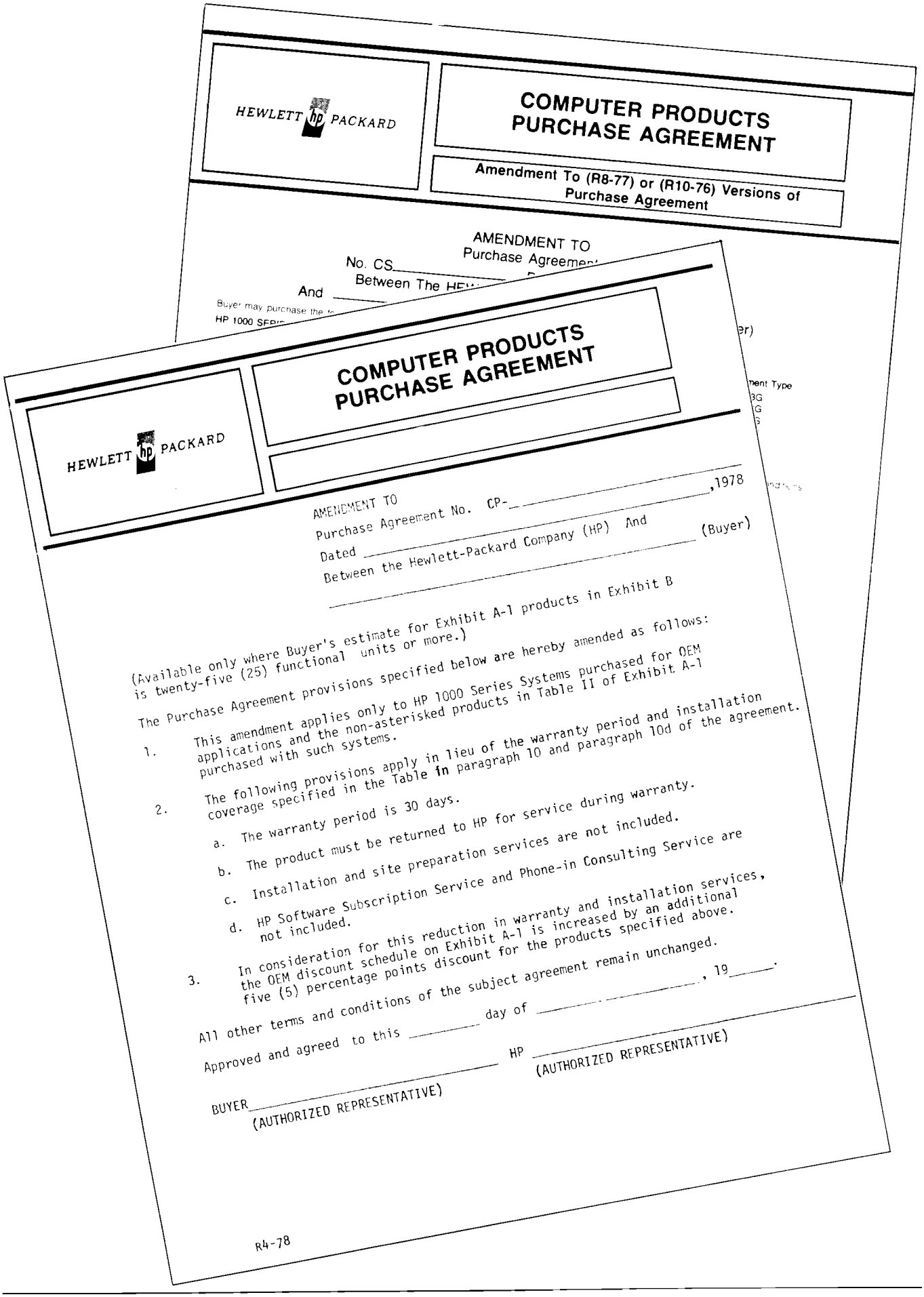
1. Those customers on the old contract can now buy new systems on the old contract at very close to the discount received by the old systems (within 1 to 3 percentage points in most cases).

# Systems	Old Systems Old Contract 2171A System	New Systems Old Contract 2176A System
2	12%	10%
4	15%	13%
6	18%	16%
8	21%	19%
10	24%	22%

2. Those customers buying new HP 1000 systems and moving from the old contract to the new contract will find the discount schedules under old and new contracts very close (within 1 to 3 percentage points in most cases).

# Systems	Old Contract 2176A	New Contract 2176A
2	10%	9%
4	13%	12%
6	16%	15%
8	19%	15%
.	.	.
.	.	.
.	.	.
.	.	.
.	.	.
.	.	.
.	.	.
10	24%*	23%**
12	25%*	25%**
14	25%*	25%**
16	25%*	25%**

*Assumes customer elects to have 30-day warranty in lieu of 90-day warranty for additional 2% discount.
**Assumes customer elects to delete on-site services for additional 5% discount.



HEWLETT hp PACKARD

COMPUTER PRODUCTS PURCHASE AGREEMENT

Amendment To (R8-77) or (R10-76) Versions of Purchase Agreement

AMENDMENT TO
Purchase Agreement No. CP-_____,1978
Dated _____
Between the Hewlett-Packard Company (HP) And _____ (Buyer)

(Available only where Buyer's estimate for Exhibit A-1 products in Exhibit B is twenty-five (25) functional units or more.)

The Purchase Agreement provisions specified below are hereby amended as follows:

1. This amendment applies only to HP 1000 Series Systems purchased for OEM applications and the non-asterisked products in Table II of Exhibit A-1 purchased with such systems.

2. The following provisions apply in lieu of the warranty period and installation coverage specified in the Table in paragraph 10 and paragraph 10d of the agreement.

   a. The warranty period is 30 days.

   b. The product must be returned to HP for service during warranty.

   c. Installation and site preparation services are not included.

   d. HP Software Subscription Service and Phone-in Consulting Service are not included.

3. In consideration for this reduction in warranty and installation services, the OEM discount schedule on Exhibit A-1 is increased by an additional five (5) percentage points discount for the products specified above.

All other terms and conditions of the subject agreement remain unchanged.

Approved and agreed to this _____ day of _____, 19_____.

BUYER _____ HP _____
(AUTHORIZED REPRESENTATIVE) (AUTHORIZED REPRESENTATIVE)

R4-78

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DSD Sales Development

By: Joe Schoendorf/DSD

DSD Sales Development
JOE SCHOENDORF — SALES DEVELOPMENT MANAGER EXT. 2165
Sherry Fryhling — Secretary Ext. 2873

END USER

	Ext.
Greg Gillen–Manager	2026
Dave Bunch–ICON/Canada	2072
Mark Fogerty–Neely North	2516
Jim Gruneisen–Southern	2151
Harry Haayer–Neely South	2418
Dave Hannebrink–Eastern	3122
Bill Kaiser–Midwest & Mideast	2514
Dave Kline–Program Sales	2160
Andy Mills–Program Sales	2177
Larry Sanford–HPSA	2241
Jeff Williams–Eastern	2554
Cindy Martinez–Secretary	2108

Contracts

	Ext.
Dick Landes–Manager	2282
Bill Fallon	2382
Steve Sandlin	2346

Training

	Ext.
Paul Accampo–Manager	2056
Ginny Pyle–Secretary	3181

New Hires

	Ext.
Jim Abrams	2645
Dave Evans	3227

OEM

	Ext.
Don Rowe–Manager	2552
Mark Beswetherick–Eastern—(Central)/ HPSA/ICON/Canada	3355
Bob Blake–AT&T	2512
Mike Cohn–Southern	2810
Melanie Fox–Southern	2645
Dennis Haar–Midwest & Mideast	3134
Rick Held–Eastern (north & south)	2316
Frank Jackson–Neely South	2643
Roselie Tobes–Neely North	2964
Sandy Bettencourt–Secretary	2585

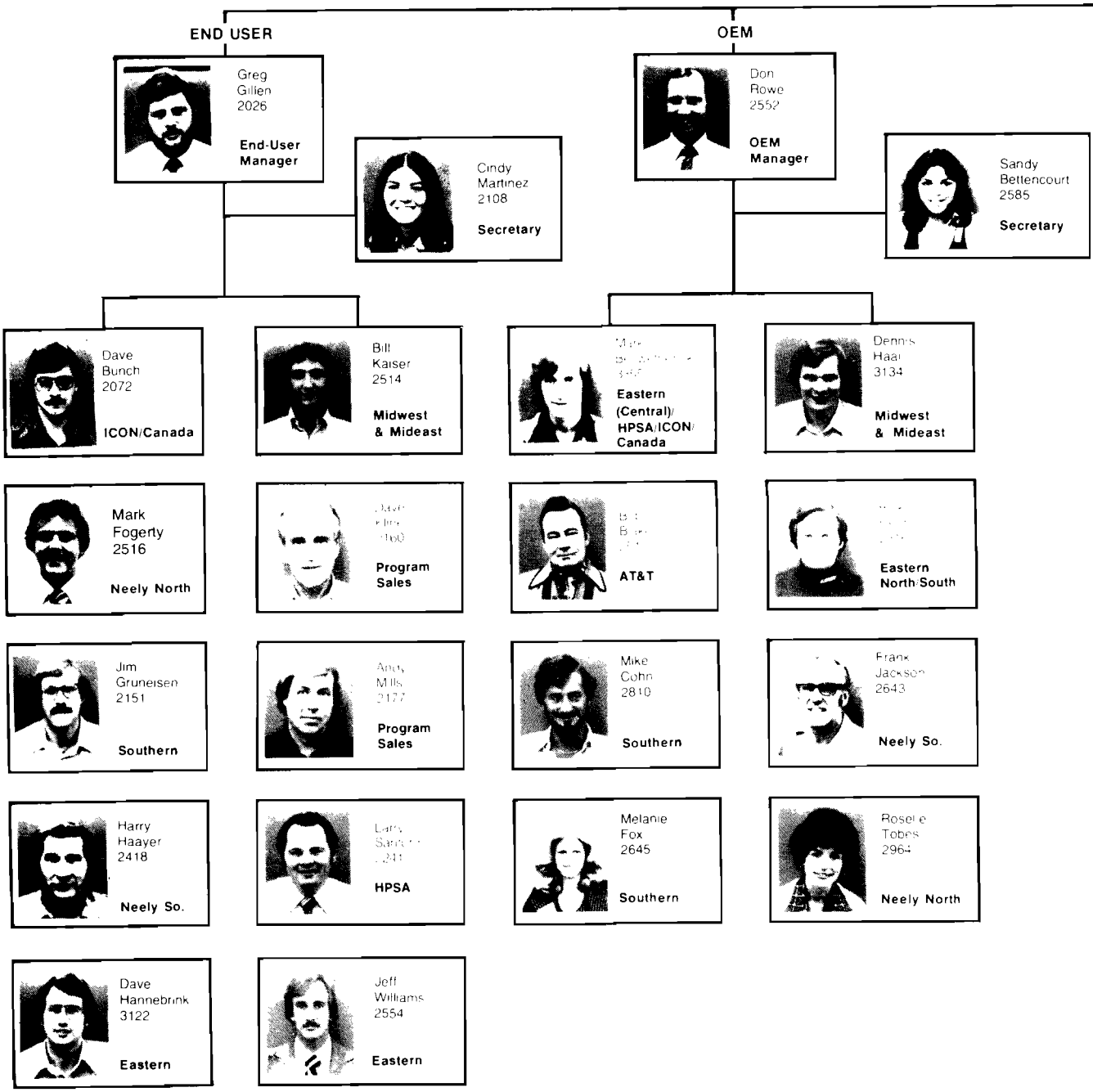
OEM Development

	Ext.
Carlos Avila–Manager	2816
Jim Anderson	2308
Cris Foster–Secretary	2904

Sales Administration

	Ext.
Doug Hanson–Manager	3138
George Fernandez	2110
Barry Needham	2110
Cris Foster–Secretary	2904

DATA SYSTEMS DIVISION
Sales Development
JULY, 1978



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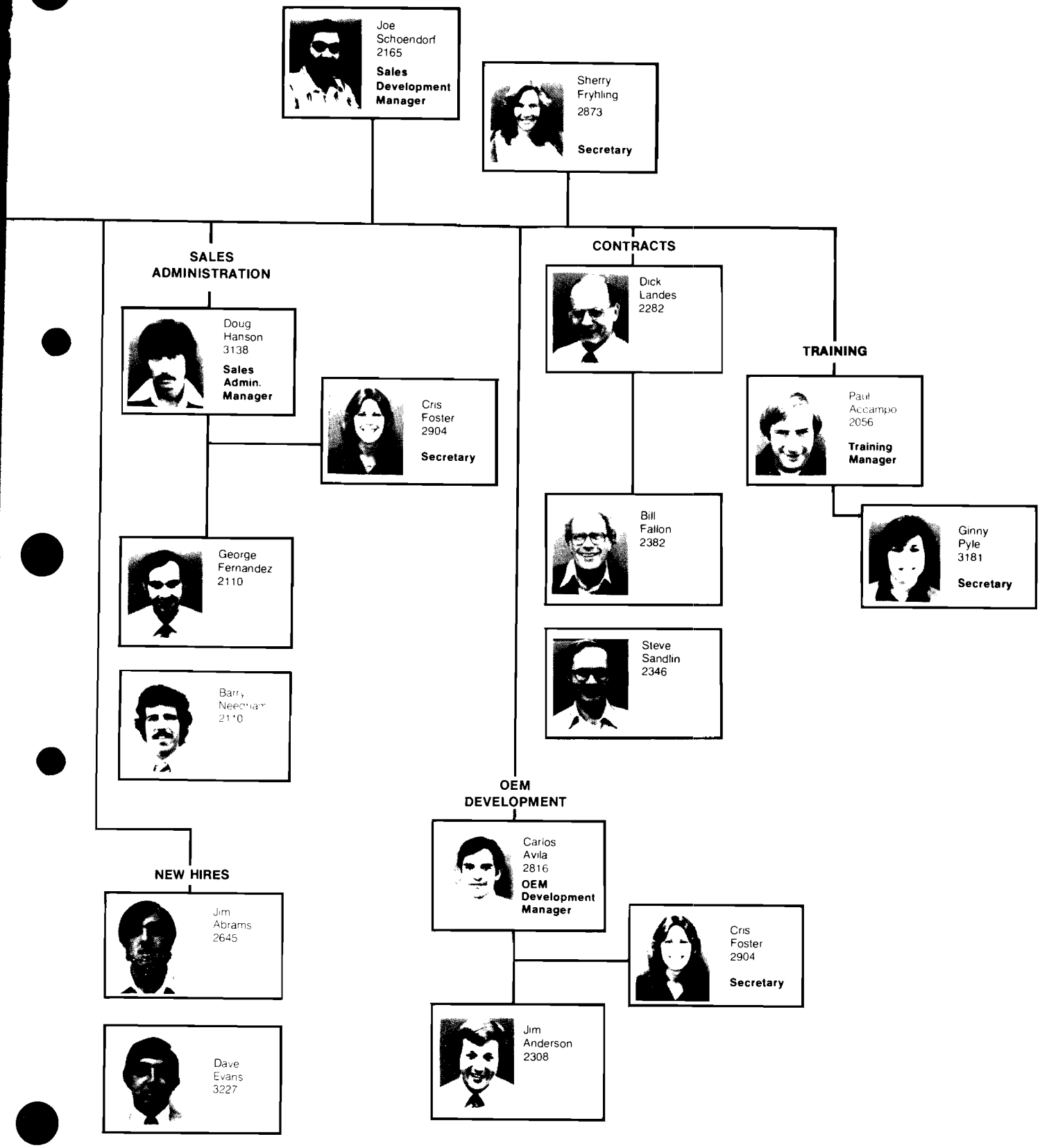

Joe Schoendorf 2165 Sales Development Manager
Sherry Fryhling 2873 Secretary
SALES ADMINISTRATION
Doug Hanson 3138 Sales Admin. Manager
Cris Foster 2904 Secretary
George Fernandez 2110
Barry Needham 2110
NEW HIRES
Jim Abrams 2645
Dave Evans 3227
CONTRACTS
Dick Landes 2282
Bill Fallon 2382
Steve Sandlin 2346
TRAINING
Paul Accampo 2056 Training Manager
Ginny Pyle 3181 Secretary
OEM DEVELOPMENT
Carlos Avila 2816 OEM Development Manager
Cris Foster 2904 Secretary
Jim Anderson 2308

DATA TERMINALS NEWS

Division News

DTD Expands Its Operation

By: Eric Grandjean/DTD

DTD has just moved part of its Manufacturing Division to HP's Sunnyvale plant (ex-AMD building). The building is being remodeled to conform to our latest building standards. Slight production delays are expected until the move is complete. Sunnyvale plant will initially manufacture the present 264X product line and be home for our training classes.

Marketing will remain in Cupertino for the time being. (It's only a few miles away.) Please plan your customer visits accordingly. A casual "plant tour" is no longer a casual plant tour, since it will now involve a sight-seeing tour of both the Cupertino and Sunnyvale countrysides.

Product News

2647A DEMO Program

By: Eric Grandjean/DTD

All 2647A initial demo units have now been shipped to you — a total of 47 units (that's an easy number to remember)!

As advised earlier, these units which are RAM-based, will be upgraded to their final configuration as soon as we start production here in Cupertino.

Just in case it crossed your mind, the 2648A cannot be upgraded to a 2647A. The 2647A is now using a new 32K control memory board replacing the current 24K boards found in the 2645-48 series (two C.M. boards are used in graphic terminals).

This is only the initial step into the Wonderful World of Intelligent Graphics. If you need additional demo 2647A's, simply order per the standard CPL configuration. Deliveries should normally start around the end of August — early September timeframe.

A note of caution concerning your RAM-based demo units: Certain functions may not have been completely implemented; therefore, may give you problems. The demo tape is the main tool for you to use. "Pressing the READ key" is all you have to do! If you become familiar with it, you will have no problems. Make sure you pretest any expansion to the standard demo you may wish to demonstrate. If you see something funny, jot it down for future reference and mail a copy to your sales contact at DTD.

Support of your RAM-based 2647A has been set up in the head office of each region. Please check it with your Service Manager.

GOOD LUCK AND GOOD SELLING!

An HP Digitizer?

By: Eric Grandjean/DTD

Sure, the 9874A was just announced by CPD (June 30). It is an HP-IB device and as such, it is a likely or logical candidate for interfacing to the 2647A. A word of caution, however, DTD has not yet tested it and is not supporting it in the present version of the 2647A BASIC code.

We will keep you posted in this column if and when this support happens.

"Ordering Info on 13349A Printer Subsystem"

By: Rich Ferguson/DTD

As of August 1, the 13349A Printer Subsystem will no longer be on the Corporate Price List. However, there is no need for concern since this equipment will still be available from Fort Collins Division which, as you know, is now a part of the Computer Systems Group. The 13349A, when ordered from Data Terminals, costs $3,925. After August 1, you can order it from Fort Collins Division using the following method:

9871A	$3600.
Opt. 240	325.
TOTAL	$3925.

Fort Collins will be responsible for the subsystem defined by Option 240 which will include the printer, the interface and cable.

The 2649A Program is Expanding!

By: Eric Grandjean/DTD

Two new 2649A configurations are now available for your OEM customers:

The 2649B — configured like a standard 2645A
The 2649C — configured like a standard 2648A

The basic reasons for these two new configurations are to make order processing an easier job for you, to avoid possible configuration errors, and to allow OEM discounts for 2645A and 2648A-type configurations.

If your OEM's configurations are something less than a 2645 or 2648 standard, use the 2649A shopping list. Same thing if the so-called original firmware is desired, since the 2649B and the 2649C will contain the current firmware.

The 2649 program is well . . . **SELL OEM!**

P.S. Remember our strategy for new OEM's who want to modify microcode — it's a package deal consisting of the 13255A Technical Information Package, 13294A, five days factory training (Cupertino) and a 13290B Development Terminal. This program has worked well and has not required additional factory support. It has also resulted in a sucessful business and satisfied OEM's!

Typing Programmable SoftKeys

By: Wendi Brubaker/DTD

As you all know, there are three types of softkeys: **local, normal** and **transmit only.** What you might not know is what those types mean.

First, let's evaluate the softkeys when the terminal is in remote character mode: **Local** just displays the contents of the softkey on the screen. **Normal** mode reacts depending on the duplex switch setting. In full duplex, the contents of the key will be sent down the datacomm line. The CPU will just think that someone with excellent typing skills is at the terminal. In half duplex, the softkey will be sent down the datacomm line and displayed on the screen. The third mode is **transmit**. This causes the G and H straps to be used. If handshaking is enabled (G and H closed), the contents of the key will not be sent until a DC1 is received from the CPU. Also note that the **transmit** type appends a CR (LF).

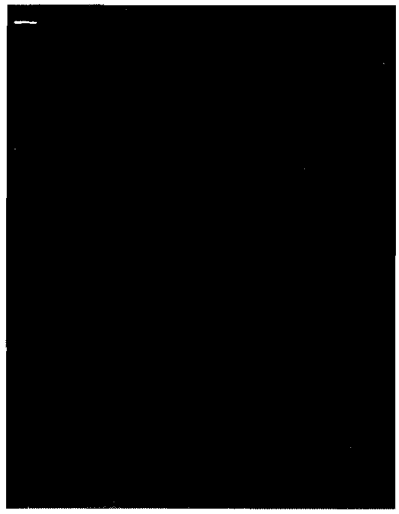
The second mode that the terminal could be in is remote block mode. **Local** works just as you would expect; it displays the softkey contents on the screen. **Normal** softkeys send the data to the screen. To get that data to the datacomm, ENTER would have to be pressed. **Transmit** type keys do go to the data comm, but again G and H straps control the handshaking required. When a **transmit** key is queued up but is waiting to be triggered by a DC1, the keyboard is locked.

Clear as mud, right? Well, when in doubt, try it!

Sales Aids

The July Edition of the DTD Price Guide Is Out!

By: Eric Grandjean/DTD



Continuing a now well-established tradition at DTD, we have just published the July edition of the DTD Price Guide. New entries are the 2649B, which is a 2645A configured machine, and the 2649C, which is a 2648A-configured terminal.

Other small changes include removal of Opt 202, line drawing set, which is now standard on the 2645, and the 13232V HP-IB cable which is now standard with the HP-IB interface. In the left column, you will now see which supply division makes what, and where your respective orders are going. Distribution of the July DTD Price Guide (red cover) has already started.

GOOD SELLING!

FORT COLLINS NEWS

Division News

FCD Marketing

By: Alex Sozonoff/FCD

With the main emphasis on the introduction of the Model 250 most of FCD marketing's resources are involved in getting our new business system off the ground. It is important, however, to realize that FCD carries two product lines:

Product line 10: Business systems: HP 9896, HP 250

Product line 37: Peripherals:
HP 9871 Character Printer
HP 9885M/S 500 Mb
Flexible Disc Drive

Product line 37 has constituted our backbone this year with maintained HP 9871 sales and expanding 9885 orders.

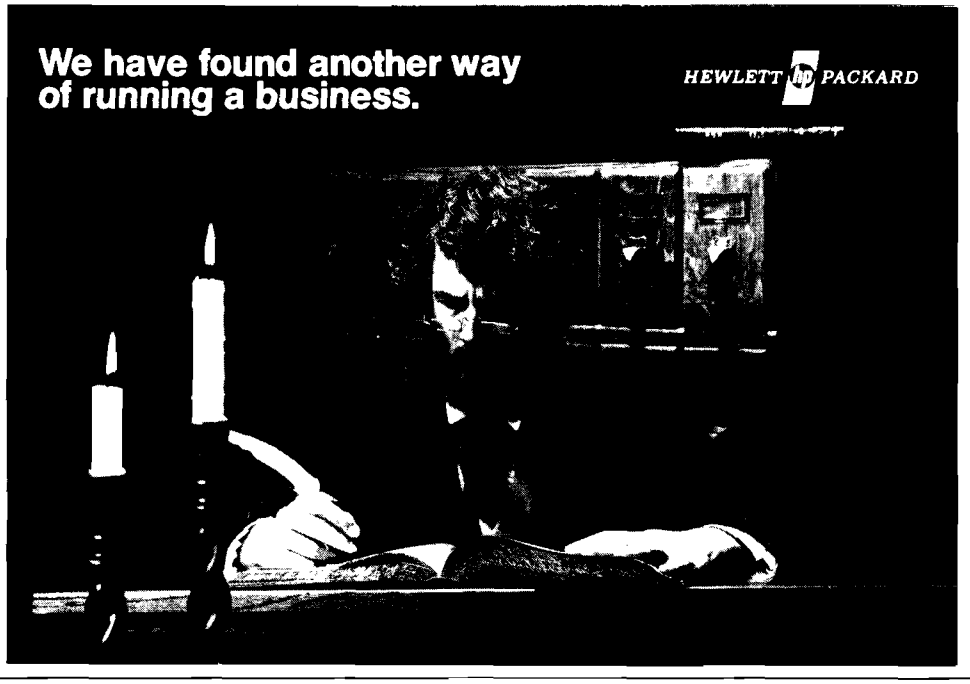
We are committed to strength and growing our peripheral business with developments in the 8" flexible disc and character printing area underway.

We will gradually be making adjustments in our marketing organization to reflect this shift and to balance our efforts running our two product lines.

An organization chart showing the different marketing departments and stating the prime functions is also included in this write-up.

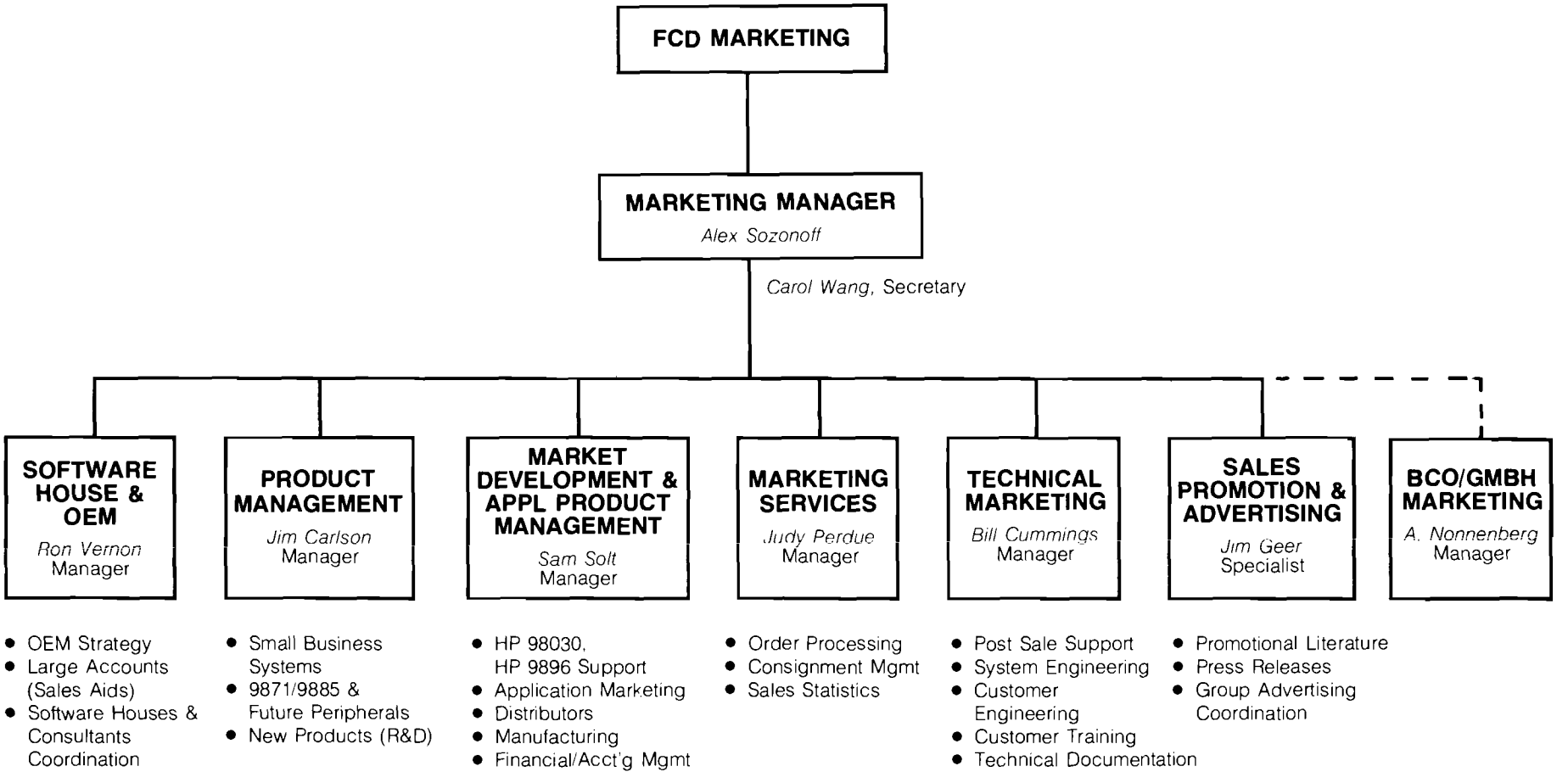
With the HP Model 250 introduced, we felt that it would be appropriate to describe the product to you in some detail, which you will read in the next few pages. We would like to thank all of our peers in the other divisions for the pertinent advice FCD received on how to become a viable member of the computer family. We would also like to thank the Group people for their understanding and patience while we were trying to understand policies, procedures and how to price and support Computer products.

FCD plans to contribute to the Computer Group growth and success. The Model 250 is the first step towards this goal.



Volume 3, Number 17, July 15, 1978

FOR INTERNAL USE ONLY



New Product News

FCD Introduces the HP 250

By: Jim Carlson/FCD

A new computer system, costing less than $25K, featuring IMAGE/250 — A Data Base Manager modeled after IMAGE/3000 — and designed for the Small Business Market.

FOR INTERNAL USE ONLY

On June 27, FCD introduced the HP 250, a computing system for business applications. For $24,525, the system includes:

- LSI μ-processor CPU
- Typewriter-like keyboard
- Adjustable CRT with 8 "Softkeys"
- Two 1.2 Megabyte floppy discs
- 128K byte system memory
- 32K byte user memory
- General I/O channel
- Desk enclosure
- 2631A printer with pedestal & paper catcher

The HP 250 is targeted for small business applications, a $800 million market in 1977, projected to grow to $2.6 billion by 1982. Initially, the sales strategy will be to sell *to* business OEM's and *with* software houses who have business programming expertise. For this strategy, the HP 250 offers a number of distinct advantages. These include Data Base Management and QUERY, a first for a computer in this price range, a report writer, a forms package for CRT-based data entry, a greatly enhanced BASIC language oriented to business applications, plus product design features for the end-user.

Data Base Manager — IMAGE/250

IMAGE/250 is very similar to IMAGE/3000. In addition, some enhancements were made to optimize the Data Base Manager on a dual floppy-disc based system. Significant enhancements include the ability to FIND and SORT across several data sets within a data base and the capability of maintaining a multi-volume data base. Modeled after IMAGE/3000, IMAGE/250 should be easily learned by programmers who have worked on the HP 3000 system. The following table briefly summarizes the comparison of IMAGE/250 and IMAGE/3000.

	HP 250	HP 3000
Items per data base	255	255
Data sets per data base	50	99
Data items per data set	127	127
Records per data set	65534	8 M
Paths (keys) from master to detail	8	16
# of characters in data set/item name	15	16
Maximum size of data entry	1018 bytes (master) 1022 bytes (detail)	4096 bytes
Security available	31 passwords	63 passwords
Security level	set	set & item
Compound data items	yes	yes
Sorted chains	no	yes
DBMS		
DBOPEN modes	3	8
DBGET modes	4	8
DBINFO volume information	yes	no
DBLOCK:		
Data Base	yes	yes
Group	no	yes
Record	no	yes
DBERROR	no	yes
DBEXPLAIN	no	yes
Data Transfer	entry	item
DBUS		
restructuring (load, unload)	yes	yes
ability to maintain single set	yes	no

QUERY/250

QUERY uses IMAGE/250 Data Base Management capability to allow unprogrammed access to information stored in a database. QUERY/250 can use REPORT WRITER 250 to generate special reports and FORMS 250 to add information to the database via a form. To use QUERY, the user builds a database inquiry by filling in a display command form. QUERY is also a powerful programmer's tool — allowing creation of test databases and a debug aid to determine if programs are running correctly.

FORMS/250

FORMS enables easy creation and modification of formats for HP 250 CRT. FORMS may be drawn on the CRT screen using a line drawing set and video enhancements such as half bright, inverse video, blinking, and underlining. Areas within the FORM may be protected and fields specified as input, output or input/output. Tabbing order for a user filling in the FORM can also be specified. Once a FORM is created on the CRT screen it is stored on disc by name. The FORM can then be called up by a program or be called by the modify FORM (MFORM) utility for modifications or to create a new FORM. FORMS created by FORMS/250 are independent of application program — eliminating much of the BASIC language "in-line code" usually necessary to "print" a FORM to a CRT.

FOR INTERNAL USE ONLY

REPORT WRITER/250

The HP 250 REPORT WRITER is a set of BASIC statements which allow a programmer to create well-structured, high quality output. A powerful programming tool, it features header and trailer blocks, page and line-counting, automatic totals and averages, and the ability to "break" on changes within the report data. In addition, it has a pause capability (especially useful for reports to the CRT), a built-in restart, and the ability to suppress printing parts of a report for summary reporting.

HP Business Basic

All of the preceding modules — IMAGE, QUERY, FORMS, REPORT WRITER — are a part of the HP 250 BASIC. "Puts" and "gets" to the data base are coded simply as DBPUT or DBGET. Other enhancements to the HP 250 BASIC include multi-character variable names (e.g., Part No. instead of A2) and line labels (e.g., GOTO Exit instead of GOTO 840) to make programs easier to read and thus easier to modify or debug. HP 250 BASIC can have true sub-programs with local variables and parameter passing.

End-User Appeal

Along with it's program development tools for the OEM/SWH, the HP 250 was also designed with the ultimate end-user in mind. Extensive specialized training is not required, the computer is convenient to use, and it fits into an office environment.

Training is minimized by keeping the user interface simple and familiar. The keyboard is like a standard office typewriter in layout and feel, and it is positioned at the proper angle and height for comfortable typing. The 10-key pad is designed to operate like a 10-key pad on an adding machine. All of the operator instructions (how to change ribbons, etc.) are summarized in a Quick Reference Manual in the drawer above the flexible disc drives.

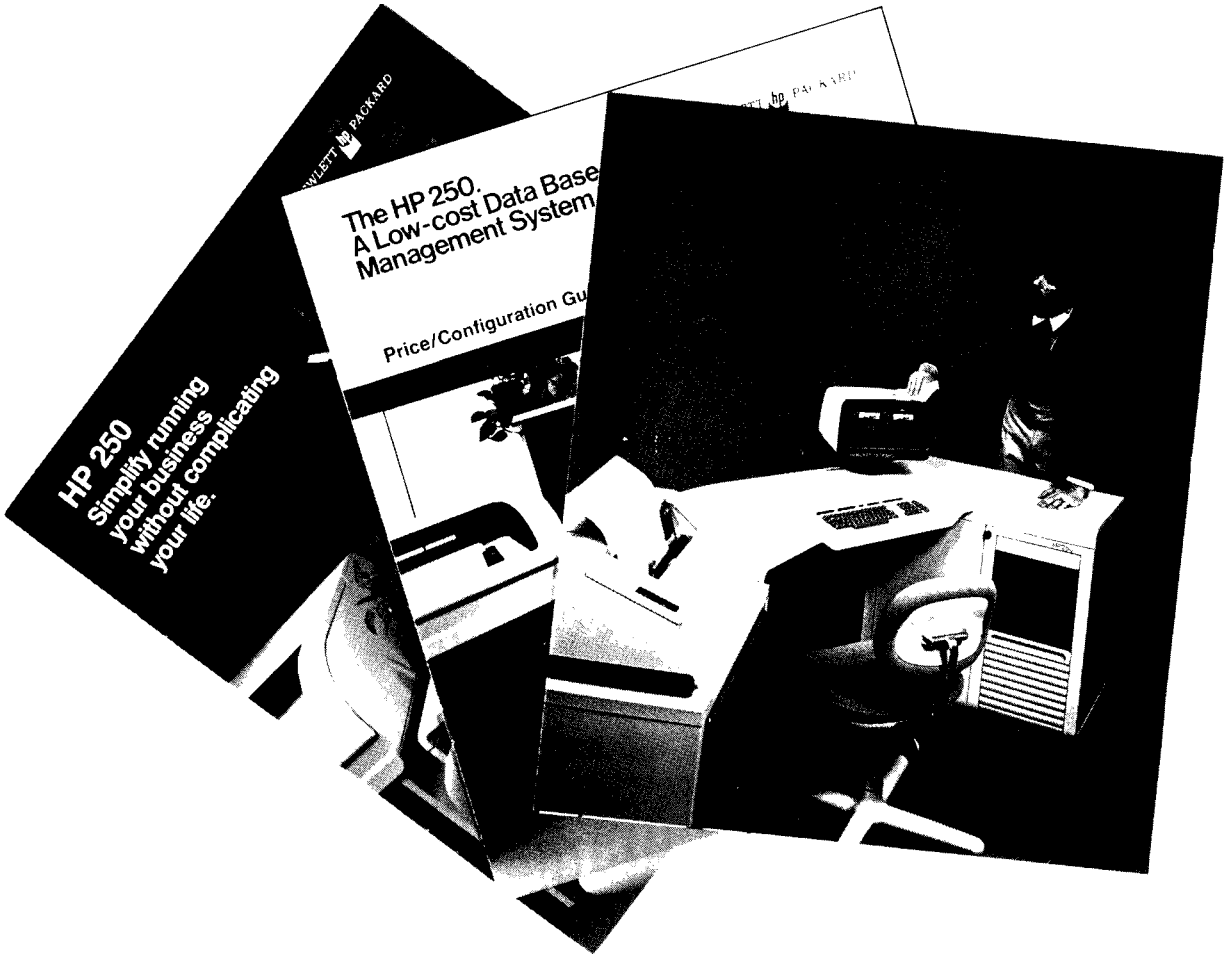
Convenience starts with a CRT which adjusts to suit the operator. It moves along the rear of the desk in a 30-inch track, swiveling and tilting to face the operator and reduce glare. Ample workspace is provided to left and right of the user, and in front when the CRT is moved to the right-most end of its track. The flexible disc drives are located within easy reach of the operator behind the roll-bottom drawer. Turn-on of the system is accomplished by a key-lock switch just above the flexible discs.

The HP 250 was designed to look like attractive office furniture and even allows the buyer a choice of colors for the accent panel on the end of the system console. An optional noise enclosure and printer stand provides 75-80% perceived noise reduction for the standard system printer or the optional 9871A full character impact printer. The stand can also manage the paper supply and allow remote turn-on of the printer from the HP 250 key switch.

Dependability

When the HP 250 is switched on, each major hardware component is tested. A total of 10 tests are performed with the pass/fail results logged on the CRT. If a failure does occur the message remains on the CRT, otherwise the system is loaded into its reserved memory (128K bytes). A set of interactive diagnostics to test the CRT and keyboard functions are also included with the system.

For ease of servicing, the entire card cage with CPU rolls out to a position just under the keyboard. A thumbwheel switch and LED indicator on the CPU board enable each of the self tests to be run without using the system CRT/keyboard and with only the CPU board in place.



GENERAL SYSTEMS NEWS

Product News

The High Performance HP 2026

By: Terry Eastham/GSD

What's faster than a speeding bullet, stronger than a locomotive, able to leap tall buildings in a single bound? Well, the HP 2026 may not be any of those, but if you have a customer who needs fast terminal response time and super datacomm throughput, we may have the answer.

HP 2026 performance begins with its special operating system that only requires about 6,000 words of memory. This may sound like a lot but, compared to the HP 3000's operating system which typically requires 40,000 to 60,000 words, this is small indeed. Operating system size is directly related to system overhead—something you don't want a lot of in a dedicated application environment.

As you may know, the HP 2026 supports two memory partitions. In one partition, the Data Entry program currently handles up to 16 multi-point HP 2645A terminals at 9600 bps. In the other partition, any one of a list of about 20 programs can be run. The significant point is that, because of the small size of the operating system, both the foreground program and the background program are completely memory resident at all times. There are no program segments or memory maps being swapped to disc to degrade performance. The very visible benefit for your customer is FAST TERMINAL RESPONSE.

For data communications between HP 2026's either of two line protocols can be chosen depending on line and modem requirements. The first uses a standard binary synchronous protocol. The second, called "Reverse Channel", offers a performance advantage of 20–40% over bisynch depending on block sizes and circuit routing.

Both of the HP 2026's transmission protocols provide data compression/expansion algorithms for ASCII and EBCDIC data. Five compression techniques are used:

- BLANKS COMPRESSION—Strings of blanks are compressed to two characters.
- NUMERICS COMPRESSION—Strings of numbers are compressed 2 to 1 (plus 2 extra characters).
- ALPHAS COMPRESSION—Strings of alpha text are compressed 3 to 2 (plus 2 extra characters).
- HEADER COMPRESSION—Identical start-of-record strings between sequentially transmitted records are replaced by two characters. This is a useful technique since the start of one record often matches that of the previous record, especially when routing information is used to begin each record.
- REPEATING CHARACTERS COMPRESSION—Strings of repeated characters are compressed to three characters.

In general, an average compression factor of fifty percent can be expected for normal mixes of data. When compression is combined with the Reverse Channel protocol, the effective throughput rate over the line is typically twice the absolute modem speed. In other words, a 4800 bps link will normally achieve a 9600 bps data throughput rate! This kind of data communications performance can result in considerable LINE COST SAVINGS for your customer, especially when large volumes of data or long-distance dial-up telephone lines are involved.

In conclusion, if your customer needs really high performance in the areas of data entry, file inquiry and data communications, you should take a look at the High Performance HP 2026. It just might be the answer you've been waiting for!

Incidentally, an excellent technical summary of the HP 2026 (by *John "RiCH" Nielsen* and *David Kaplan*) was included in the March issue of the *HP JOURNAL*. If you really want to turn on your customer to the HP 2026 and HP data communications in general, get them a copy of their own!

30411B Memory Upgrade Kit

By: Ed Ahrens/GSD

Attention all you folks out there in the field! It's been rumored that some of you are still trying to sell 30411B upgrade kits for Model 5 and Model 7 customers. Just to set the record straight, the 30411B is *only* for Model 6 systems and cannot be used to upgrade memory for Models 5 and 7.

In case you are wondering, the only max memory upgrade for Models 5 and 7 is the *30408A*—HP 3000 Series II Model 8 upgrade.

One more thing—please remember that there is physically no way to handle a two-bay max memory system with ISS disc drives.

Using the HP 3000—An Introduction to Interactive Programming

By: Paul Williams/GSD

Do you feel that you're not getting enough help from the old Terminal User's Guide? Bored by the plain (and quite frankly, homely) cover? Not enough information in it, perhaps?

Have no fear—help is on its way!

What we've done is taken the old Terminal User's Guide and spiced it up both inside and out:

- It now looks like our "USING FILES" and "USING COBOL" manuals;
- EDIT/3000 has graduated to getting its own section;
- MPE-III (!) commands are included (including the REDO and HELP commands);
- And, to top off the changes, a new section titled "Developing Programs" has been added. This section will allow a new user to compile, prepare, and execute programs—even to use $OLDPASS and $NEWPASS!

So run (don't walk) to your nearest order processing person and order 93000-90121—it'll be the best $6.50 you've spent in a long time!

General News

A Child's Garden of Commercial Major Account Selling

By: Stan Merrell/NSR Bellevue

My experience selling in major accounts the last few years has been fun. Simplified, it has focused on finding users dissatisfied with centralized DP functions and . . . well, you know the rest. The "centralists" were always involved by company charter and though they were prone to resist, the user with the money and a thick piece of HP Rebar under his shirt was bound to win, eventually.

This process is repeated a number of times and then two new factors emerge that create a new set of circumstances: First, the "centralists" decide that perhaps this "mini" mess is semi-permanent so they had best exercise their already given Corporate charter to control the use of computers and thus form some sort of a group to look over minis. The account salesmen, being clever and lazy, courts the new group. The new mini splinter group proves the salesman was clever because they actually tell the salesman about new mini opportunities. Easy, it actually embarrasses one to take 1% for such child's play.

The "get away from DP fever" catches in the company and soon, a major company executive notices that what used to be noise in the overall budget is now *big money*! "We're losing control" he thunders, a statement ludicrous when one considers the same executive had already abandoned control to the DP technocrats years before. The "centralists" have been lying low for the past few years, eyeing minis with fear and alarm, but not ready for a head-on challenge. Now, with Mr. Big wondering aloud "what's happening", it's time for the centralists to come forward saying, "See, See, we agree, we agree." "You're losing control! !" The competition has also been lying low and the appearance of this tiny crack and fear on the faces of their DP folks stirs them into a massive campaign directed at Mr. Big and even Mr. Bigger and Mr. Biggest. Control, i.e., centralization is re-established.

The cycle starts over, Mr. Salesman now goes back to the user and because his heart is pure he will win again, but perhaps 9 months to a year later.

Moral: *Don't be led astray by false prophets. The abused and paying user is king. Long live the king. Forget him not.*

Order Processing

Series II to Series III Upgrade Guide

By: Chosen Cheng/GSD

Upgrading your Series II customer to a Series III is a straightforward process described in the HP 3000 Series III Sales Training Manual. Let's summarize the products that should be ordered to upgrade various Series II systems to a Super Series III.

Memory Upgrade Chart

	From SII:	Models 6/8					Models 5/7 Model 9				
	To SIII:	512	768	1024	1536	2048	512	768	1024	1536	2048
30417A SII to SIII 512 Kb	Order to get to SIII 512 Kb	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes	Yes
Opt 499 credit for 128 Kb 500 credit for 192 Kb 501 credit for 256 Kb 502 credit for 320 Kb 503 credit for 384 Kb 504 credit for 448 Kb 505 credit for 512 Kb 532 delete sel chan	Order for appropriate size SII to give return credit for SII 64 Kb memory boards	as needed					as needed				
	Order for ISS based systems	not applicable					as needed				
533 Upgrade 2nd Selector Channel	Order for system with two Selector Channels	as needed					as needed				
30008B 256 Kb SIII Memory Board	Order this number of extra boards	—	1	2	2	4	—	1	2	2	4
30418A SIII Memory Expansion Kit 1024 Kb to 1536 Kb	Order to get to SIII 1536 Kb	—	—	—	Yes	Yes	—	—	—	Yes	Yes
Option 001 Adds one 30311A Power Supply	Order for all SIII Systems and for SII with only one 30311A-Models 5, 7, 6 under 320 Kb	—	—	—	Order if coming from Mod 6 320 Kb		—	—	—	Order if coming from Mod 5 or 7	
30408A SIII Expansion Kit—Card Cage Opt 002 Adds extra cabinet		Not needed for memory; order as desired for I/O expansion									Must order for memory if coming from Mod 5 or 7.

MORE QUESTIONS? CALL US—WE'LL BE GLAD TO HELP!

HP GRENOBLE NEWS

Sales Aids

New Color HP Videotape for Your Customer

By: Alic Rakhmanoff HPG

We have mailed to each DM in the U.S. and Canada, a new color video tape for your customers who want to know how mark sense cards can reduce data collection costs and increase flexibility.

This tape contains four interviews of U.S. customers, filmed at their locations, showing the use of mark sense cards in a manufacturing plant, a hospital, a utility company and a college. It is not product-oriented (although it shows the HP 7260A Optical Mark Reader and the 3070B Data Entry Data Retrieval Terminal) but instead is focused on applications and benefits.

For additional copies, order videotape number 90765 "Using Mark Sense Cards" from HP Corporate. Sales Managers in Europe should contact Grenoble Sales Development if they wish to have a complimentary copy of this tape.

What's more impressive than customer testimonies to increase your sales of OMR and 307X terminals? Let's use this video-tape!

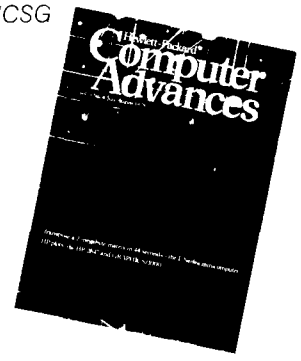
FOR INTERNAL USE ONLY

CS GROUP NEWS

CSG News

Computer Advances Update

By: Carol Scheifele/CSG



Large main memories and Graphics are the focuses of the July/August issue of *Computer Advances*.

The cover takes you deep within a two megabyte data array — now supported in main memory and with RTE-IV on the new HP 1000 F-Series computer. Another interpretation of large memory (p. 2) was conceived by *Michael Sands* from DSD lab and created using Graphics/1000.

Pictures, plots, diagrams, charts — you name it. In the scientific, engineering, and business markets, Graphics/1000 and the HP 2647 Intelligent Graphics Terminal transform voluminous data into meaningful graphics.

Computer Advances is a selling tool. Get it off the shelves and into your customers' hands.

Just send a COMGRAM to *Dave Asplund*, Literature Depot, Building 9B, Palo Alto, for more copies.

Appearances:
July *DATAMATION*
July 17 *ComputerWorld*

Yes, Virginia . . . There *Is* *A "COMMUNICATOR"*

By: Fred Cabaccang/CSG

Perhaps some of you have noticed that customer calls concerning the COMMUNICATOR have increased the past few months. I am sure that more than a few of you have had to calm irate customers with little or no knowledge of what action (if any) was being taken. We at the Software Subscription Center are relieved to announce that the problems we were exper encing are being handled and that there is light at the end of the tunnel.

Our first show of good faith is the following letter that is being distributed to all customers that are currently on our Data Base.

We are confident that with tight control and close supervision we can restore the "SERVICE" to the COMMUNICATOR Subscription that has been neglected for some time.

If you have any questions, please don't hesitate to call me or send a COMGRAM to:

Software Subscription Center
Tel: (408) 996-9800 x 205
Telex: 5006

NOTE: The back issues referenced in the letter are:

COMMUNICATOR 1000 — 14, 15, 16, 17, V2I1, V2I2.
COMMUNICATOR 2000 — 13, 14, 15.
COMMUNICATOR 3000 — 13, 14, 15.

HEWLETT hp PACKARD

COMPUTER SYSTEMS GROUP · 11000 Wolfe Road, Cupertino, California 95014, Telephone 408-257-7000, TWX 910-338-0221

June 29, 1978

Dear Customer:

Thank you for your order for the Hewlett-Packard COMMUNICATOR. Internal problems relating to the processing of these orders have caused a significant delay in receiving COMMUNICATORs and much frustration for our customers. However, Hewlett-Packard is happy to announce that COMMUNICATOR Subscription Service is now functioning correctly and your order will be fulfilled. Because of your inconvenience, Hewlett-Packard has established the following policy:

1. Customers who ordered COMMUNICATOR subscriptions as of June 1, 1978, will receive back issues from June 1, 1977 through May 31, 1978.

2. All customers that fall in the above category will receive an additional one full year (through May 31, 1979) subscription to the COMMUNICATOR at no additional charge.

Hewlett-Packard is confident that this policy is fair and equitable to all concerned. Should you have any questions concerning this policy or the COMMUNICATOR Subscription Service, please refer to your local Hewlett-Packard Sales Representative.

Sincerely,

Gerald Jay Denny

Gerald Jay Denny
Hewlett-Packard Company
Systems Engineering

Corporate Training & Management Development

NEW VIDEOTAPE INFORMATION

New Videotapes from Corporate Training

By: Chuck Ernst/Corp.

Title:	DSD APRIL NPT HIGHLIGHTS — PART I (MONOCHROME)
Audience:	HP Field Engineers and System Engineers (02) HP INTERNAL USE ONLY
Purpose:	To provide ICON FE's and SE's with an overview of the new products announced by Data Systems Division during their April '78 New Product Tour.
Content:	This videotape contains a summary level description of the following DSD new products: HP 1000 Systems, F-Series Processor, RTE-IV, Graphics 1000, Multipoint, HP 2240, Software Policies, and Support.
Time:	50 minutes
Part Number:	90797Z
Date Released:	June 1978

Title:	DSD APRIL NPT HIGHLIGHTS — PART II (MONOCHROME)
Audience:	HP Field Engineers and System Engineers (02) HP INTERNAL USE ONLY
Purpose:	To provide ICON FE's and SE's with an overview of the new products announced by Data Systems Division during their April '78 New Product Tour.
Content:	This videotape contains Part II of a summary description of the following DSD new products: HP 1000 Systems, F-Series Processor, RTE-IV, Graphics 1000, Multipoint, HP 2240, Software Policies, and Support.
Time:	28 minutes
Part Number:	90798Z
Date Released:	June 1978

Title:	CPD NPT — APRIL '78 PART I (COLOR)
Audience:	HP Field Sales Engineers (06)
Purpose:	To train Field Sales Engineers on the HP 9875A
Content:	*Dave Morse* of the Calculator Products Division gives new product training on the HP 9875A (Spinner). This is Part I of III.
Time:	50 minutes
Part Number:	90799Z
Date Released:	June 1978

Title:	CPD NPT — APRIL '78 PART II (COLOR)
Audience:	HP Field Sales Engineers (06)
Purpose:	To train Field Sales Engineers on the HP 7245A and HP 9845A.
Content:	The first 27 minutes show *Hal Phillips* of the San Diego Division giving new product training for the HP 7245A (Peanut) Plotter-Printer. Then *John Boose* (CPD) devotes 20 minutes giving an HP 9845A update, and a look at future directions CPD will be taking. This is Part II of III.
Time:	48 minutes
Part Number:	90800Z
Date Released:	June 1978

Title:	CPD NPT — APRIL '78 PART III (COLOR)
Audience:	HP Field Sales Engineers (06)
Purpose:	To train Field Sales Engineers on the HP 9845A
Content:	*Brad Miller* gives new product training on the HP 9845A I/O ROM. This is the last of three parts.
Time:	45 minutes
Part Number:	90801Z
Date Released:	June 1978

Title:	MARKETPLACE: EDUCATION (COLOR)
Audience:	Computer Systems S.E's
Purpose:	To provide a general market overview designed for use in formal sales training classes.
Content:	An overview of the educational marketplace for computer systems, showing how computer systems are used in schools, sources of funding, and trends in educational computer systems applications. Includes general insights into educational institution organizations and the key personnel who buy these systems.

Time: 11 minutes

Part Number: 90769Z

Date Released: June 1978

Title: HP 2240A ANALOG ENHANCEMENTS

Audience: Instrument Field Engineers (01)

Purpose: To inform Instrument Field Engineers of the new plug-in cards that make the 2240A more attractive to customers.

Content: This video memo describes some analog enhancements to the HP 2240A Measurement Controller. In addition, some typical applications are described briefly, and some planned enhancements are mentioned.

Time: 14 minutes

Part Number: 90783Z

Date Released: May 1978

Title: LANGUAGE AND SUBSYSTEM ENHANCEMENTS FOR 1814 MIT (MONOCHROME)

Audience: HP Systems Engineers

Purpose: To describe subsystem enhancements

Content: *Dave Walmsley*, Current Products Project Manager in the HP 3000 Lab of General Systems Division, describes six subsystem enhancements for distribution on the 1814 MIT. The discussion covers: FCOPY, COBOL, EDITOR, FORTRAN, DEL, and BASIC.

Time: 13 minutes

Part Number: 90761Z

Date Released: June 1978

How To Order: Transmit a HEART (COCHISE) 12 order to Video Products, Product Line 95, Division 0700, Palo Alto.
(**Please Note:** Programs 90769Z, 90783Z, 90800Z, 90801Z, and 90799Z videocassettes are not for sale to customers.)

COMPUTER SYSTEMS NEWSLETTER

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