

COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel

REINHARDT, HELMUT
FRANKFURT
HPSA



Vol. 3, No. 21
Sept. 15, 1978

Worldwide SE Managers' Meeting A Great Success Page 23

In This Issue...

DSD NEWS

Product News

HP 1000 System Support for
7925A Disc Drive D. Carver/DSD [2]

Sales Aids

Customized Driver Required for
Tektronix Graphics Terminal A. Liu/DSD [2]
Correction — RTE-IV Software
Manual Package D. Carver/DSD [2]
S-t-r-e-t-c-h-i-n-g That Multipoint Cable .. B. Stevens/DSD [2]

Order Processing

Extra Manuals for an
HP 1000 System M. Fox-Rytand/DSD [3]
ASA 8580/TODS-III Training Schedule ... P. Ebersole/DSD [3]

Automated Measurement News

What's New in ATS? D. Mabey/DSD [4]
Status of Microwave ATE D. Mabey/DSD [5]
How to Choose Switch Card Mix for a
Modular Switch? A. Mills/DSD [6]
Do You Need A Roving 2240A Demo? D. Kline/DSD [7]

DTD NEWS

Division News

2649 DTD Sales Training T. Haney/DTD [8]

Product News

GSA Contract For Terminals B. Swift/DTD [8]
New From DTD In September E. Grandjean/DTD [9]
HP-IB On The 2648 W. Brubaker/DTD [9]

Sales Aids

Dig-i-tize E. Grandjean/DTD [10]
2647A Used As a System Boot Loader .. M. Tarens/DTD [11]

FCD NEWS

Division News

FCD Products Group Organization J. Carlson/FCD [13]

GSD NEWS

Product News

MTS/3000 Applications E. Turner/GSD [15]

Sales Aids

Buy Now—You Can't Afford to Wait G. Norton/GSD [15]
Customer Reference Database B. Klaas/GSD [17]

Sales Applications

MFG/3000 Installation:
It's Easier Than You Think J. Scribner/NSR [17]
Newspapers: Inside the Organization B. Klaas/GSD [18]

HPG NEWS

Division News

Do You Know These Faces? M-O. Laurencin/HPG [20]

Sales Aids

Marked Card BASIC and the 7260A P. Stuart/HPG [20]

Product News

Great America and the HP 3070B J. Willett/HPG [21]

CSG NEWS

CSG News

Computer Advances Expands C. Scheifele/CSG [22]
Worldwide SE Manager's Meeting
A Great Success J. Denny/CSG [23]

DATA SYSTEMS NEWS

Product News

HP 1000 System Support for 7925A Disc Drive

By: David Carver/DSD

As HP 1000 Systems move into bigger application areas many of you are asking for support of the 7925 disc with its 125 Mbyte capacity.

We have a project underway to provide this support. It entails substantial modifications to the way RTE addresses disc memory devices. In particular, the number of tracks per subchannel must be expanded beyond 1,024 so that the 7925 with its 7400 tracks does not use up too much Logical Unit addressing space. One of the RTE tables must also be changed to allow for more sectors per track in specifying the disc. These changes require modification of several RTE programs, including the generator, the switch, the disc driver, and the disc backup utilities.

We expect to have all this work accomplished by Spring, 1979.

Sales Aids

Customized Driver Required for Tektronix Graphics Terminal

By: Al Liu/DSD

Your customer may ask, "Can DVR/DVA05 drive a Tektronix Graphics Terminal?". The answer is "NO". The reason is that a Tektronix Graphics Terminal uses the "ENQ" character for graphics control, whereas, the "ENQ-ACK" character combination is used in the protocol between DVR/DVA05 and the 26XX terminals. Because of this difference in "ENQ" usage, a customer insisting on using a Tektronix Graphics Terminal must develop his own special driver for it.

Our best alternative is to sell them the 2648 Graphics Terminal and the GRAPHICS/1000 software package which are already developed and are fully supported by DSD.

Correction — RTE-IV Software Manual Package

By: David Carver/DSD

In announcing the new RTE-IV manuals package (July 15th issue of the *CS Newsletter*), we gave you the *wrong* product number.

The correct number is 92826B, price \$200.00.

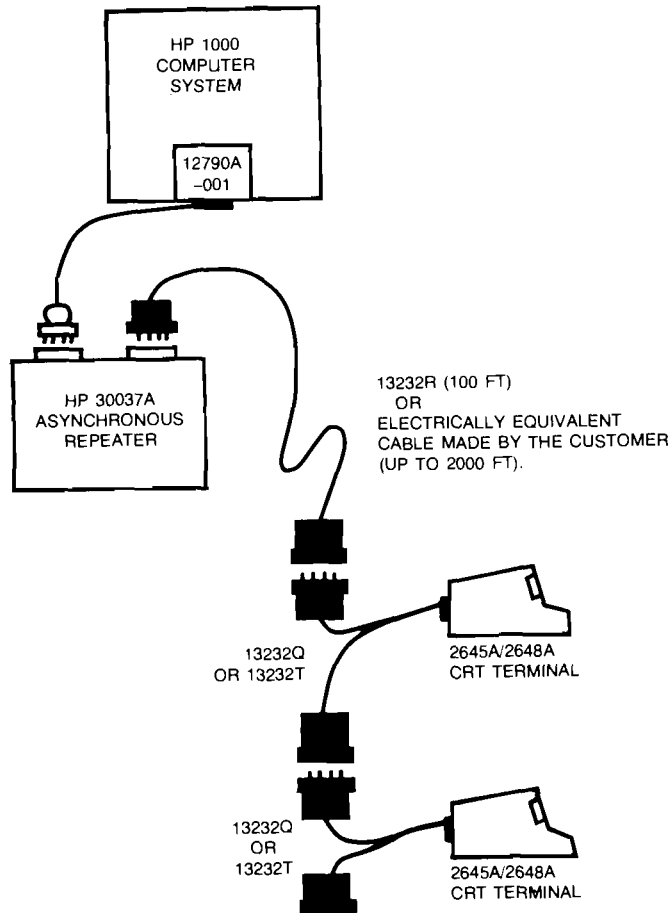
As we said before, the package is a convenient way to get all RTE-IV – related manuals with a single product number. It includes all manuals associated with RTE-IV Systems such as:

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

S-T-R-E-T-C-H-I-N-G That Multipoint Cable

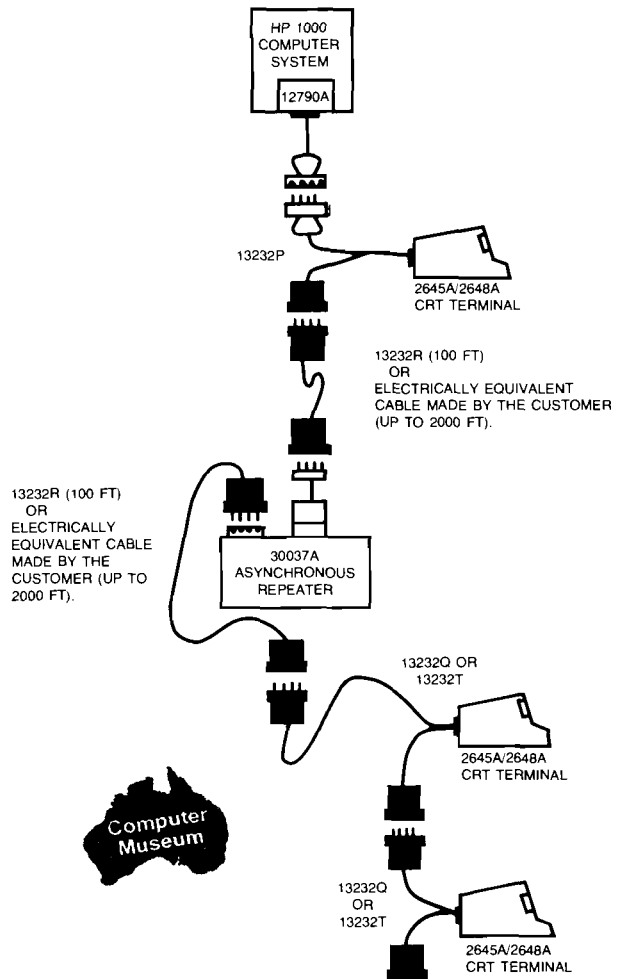
By: Bill Stevens/DSD

Let's suppose your customer would like to locate the first 2645A terminal on an HP 1000 Multipoint daisy-chained communications line out in the shipping/receiving area. Suppose also that this area is more than 100 feet from the HP 1000 computer. How do you s-t-r-e-t-c-h that cable? You don't! Rather advise your customer to purchase an HP 30037A Asynchronous Repeater. This product, recently introduced by General Systems, is compatible with, and has been tested with, the 12790A HP 1000 Multipoint Terminal Interface. The Asynchronous Repeater allows the first terminal to be located up to 2000 feet away from the computer and to operate at up to 9600 bps. It also allows the first terminal on the multipoint line to be equipped with a 13232T Power Protect Bypass Cable. Failure in the first terminal need not bring down the whole line. The actual product configuration is shown on the next page.



Now let's suppose that the customer wants to locate the second terminal on the multipoint line more than 2000 feet away from the first terminal. How do you do it? You guessed it! After ascertaining that the second terminal will be in the same building as the first, recommend your customer

purchase two 30037A Asynchronous Repeaters and the requisite cables as below.



How much does the Async Repeater cost? Only \$700!

GOOD SELLING!

Order Processing

Extra Manuals for an HP 1000 System

By: *Melanie Fox-Rytand/DSD*

Yes, Virginia, you can order an extra set of manuals with an HP 1000 System order! And it's easily done — simply specify one option M78 with your system order (2170A, 2171A, 2172A, 2174A or 2174B, 2175A or 2175B, 2176A or 2176B, and 2177A or 2177B) for each extra set of manuals needed. The price for one set is \$500 plus an additional \$20 for each system option (including a "delete", cabinet, etc.) specified.

Option M78 also applies to other Data Systems Division line items, but you must check to see what manuals are supplied with each line item and then compute the total price for all of those manuals. The additional \$20 mentioned above applies

only to HP 1000 System options — prices for line item manuals must be computed separately.

Hope this answers your questions regarding documentation.

ASA 8580/TODS-III Training Schedule

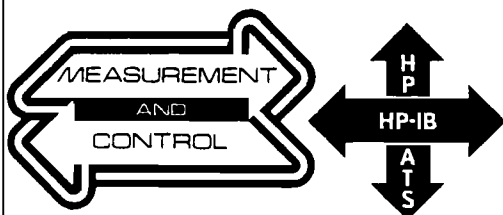
By: *Phil Ebersole/DSD*

Due to popular demand, we have decided to schedule a final set of ASA 8580 training classes at DSD before the product is obsoleted (November 1) and support is transferred to the Instrument Group Repair Center in Mountain View. The schedule will be as follows:

October 16-20: ASA 8580 Class (92720A)
 October 23-27: TODS-III Class (92722A)

Both classes will be held at DSD. Reservations can be made through *Pam Navarro* (x2815). Please be sure to have your HEART order number ready when you call.

Automated Measurement News



Automated Measurement News

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

VOL. 1

SEPTEMBER 1978

No. 4

WHAT'S NEW IN ATS?

By: Dawson Mabey

Two new capabilities are now available in HP-ATS. Here's what they are and how to order them:

1)	<u>Instrument</u>	<u>003</u>	<u>Racking/Cabling Engineering Units</u>	<u>Conf/Test Engineering Units</u>
	HP 3044A Spectrum Analyzer	1 ea	5 ea	10 ea
	-110 Standard 3571A			
	-120 50Ω 3330B			
	Option 121, 75Ω 3330B			
	may be substituted for			
	Option 120.			

Note: Above does not include conversion of any calculator based software to BASIC.

2) HP-ATS systems operating in RTE-IV are now compatible with DS/1000 Distributed System Software. Customers ordering a fully configured HP-ATS system (with 93284A Configuration/System Test Service), may also order DS/1000 and have it included in the configured software as follows:

91740B Distributed System/1000
-020 Software on Mini-Cartridge
12771A Serial Interface Kit (other kits optional)

The above may be entered on Worksheet 9 of the HP-ATS Configuration Guide and are subject to HP 93282A Consolidation Service. No material or engineering units are required for HP 93283A Racking and Cabling Service. One HP 93285A Engineering Unit is required for HP 93284A Configuration/System Test Service.

The DS/1000 software-firmware will be configured and delivered with the HP-ATS system. Specific testing (SFT) or demonstration of DS/1000 is not included. A factory quote is required for any customer desired tests or demonstrations.

Customers who wish to configure their own software may order DS/1000 separately from the HP-ATS system in the normal manner. Alternately they may order it for Consolidation Service only, without Configuration/System test service.

FOR HP INTERNAL USE ONLY

-2-

STATUS OF MICROWAVE ATE - 8542C AUTOMATIC NETWORK ANALYZER
 - 8580C AUTOMATIC SPECTRUM ANALYZER

By: Dawson Mabey

You are no doubt interested in the plans regarding obsolescence of the 8500 series microwave testers since any computerized automatic microwave testers sold after 8500 series obsolescence must be configured as an ATS. (As you may know the Santa Rosa Division will announce a new Spectrum Analyzer in the near future suitable for ATS use.) Also DSD and SRD are presently converting the 8409 to a system 1000 controller.

DSD plans to discontinue the manufacture of the HP 8542B/C Automatic Network Analyzer (ANA) and the HP 8530B/C Automatic Spectrum Analyzer (ASA) shortly.

Specifically, Hewlett-Packard will begin the last phase of our product life cycle for these products effective 1 November 1978. This means the systems and related products are no longer manufactured except as needed to satisfy orders prior to 1 November. Hewlett-Packard will continue to support the systems with repair services and replacement parts for five years from this date. After five years, support will be on a best effort basis.

You should also note that certain related products are unique to these systems and will also no longer be available. In the past, these products have been purchased separately for use as spares in support of existing systems. Here is a list of these parts:

HP 8419C	Network Analyzer Interface	HP 85833B	Aux. Detector Section
HP 8500A	Graphics Console	HP 85837A	Comb. Generator
HP 85005A	System Control Unit	HP 85849A	IF Section
HP 85006A	Interface Unit Graphics	HP 91015A,B,C	Field Add-ons
HP 85007A	Display Generator	HP 91016A	Support Kit
HP 85434A	Control Panel	HP 91017A	Support Kit
HP 85801A	Input Control Unit	HP 91018A	Support
HP 85802A	IF Section	HP 11637A	Cal Kit
HP 85804A	RF/MW Section	HP 11638A	Cal Kit
HP 85810A	Source Control Unit	HP 11640A	Cal Kit
HP 85814A	Frequency Reference	HP 11641A	Cal Kit
HP 85815A	Preselector/Preamp	HP 11642A	Cal Kit
HP 85820A	Preselector/Preamp	HP 92817A	OPNODE
HP 85825A	Preselector/Preamp		

-3-

Some of these items will continue to be available elsewhere. For example, customers who require the above calibration kits should be directed to an alternate vendor, such as:

Maury Microwave Corporation
8610 Helms Avenue
Cucamonga, CA 91730
(714) 987-4715

Maury has been manufacturing calibration kits for use with HP 8540-series Automatic Network Analyzer systems for many years. Your customer need only provide the HP model number for the kit desired (or the HP part number if a specific device is desired) and Maury will translate it to their number.

The last user training courses will be held at Hewlett-Packard Data Systems Division in October. Both the HP 92720A ASA and HP 92722A TODS-III courses will be held. Future maintenance training is not planned at present, but could be scheduled if sufficient demand is present.

In regard to the ANA/ASA software, it is our intent to make this software available to the Microwave Systems user's group once the products have entered the last phase of their product life cycle (after 1 November). As has been our policy in the past, the software will be provided at no charge, and without restriction.

HOW TO CHOOSE SWITCH CARD MIX FOR A MODULAR SWITCH???

By: Andy Mills

One of the questions that constantly comes up is: What do I tell my customer about a recommended switch card selection!

There is obviously no pat answer to this question because it is so highly dependent on a customer's particular application. For starters, however, this article suggests possible switch choices which are typical of what others have found suitable. This chart summarizes our 9510 switch sales and current sales of 9411 modular switch cards:

% of Switch Cards Sold

94120A	47%
94120B	31%
94120C	7%
94120D	6%
94120E	9%

9510 Switch Typical Configuration

100	3 Wire Channels
	16 General Purpose Relays
	32 Reed Relays
1x16	4 Wire Distribution

-4-

Based on the above and some "educated modification" the following configuration can be deduced.

7-94120A	128 3 wire channels
5-94120B	90 General Purpose Relays SPDT
1-94120C	27 Reed Relays
1-94120D	48 NPN Transistor outputs
2-94120E	4 1x6 4 wire distribution

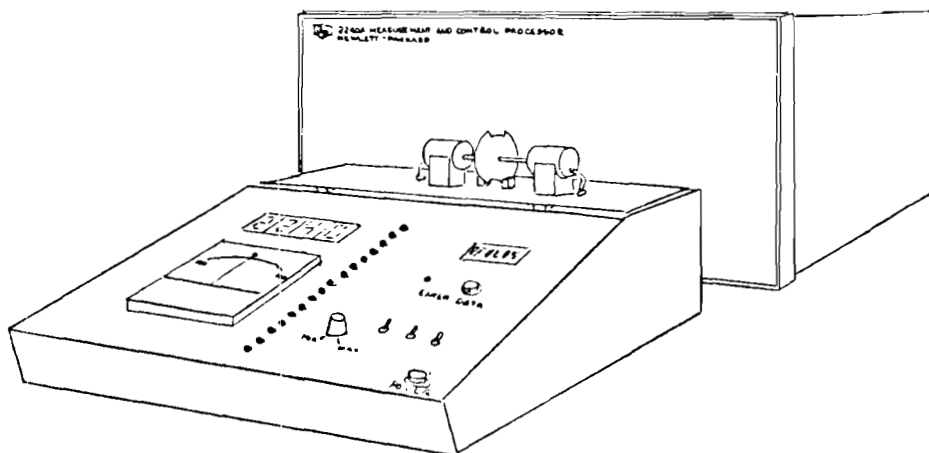
This configuration selection conforms with previous experience and leaves your customer with 9 card slots for spares, customizing and future expansion.

Remember - we are not recommending this as a solution to any particular job, but as a general purpose answer to a customer who is not sure what he wants
GOOD LUCK!!!

DO YOU NEED A ROVING 2240A DEMO?

By: Dave Kline

HP 2240A



If your 2240 field demo units aren't readily available, keep in mind DSD has a roving demo available to you for 1 or 2 week loans. The Dayton office borrowed it recently and showed it to 310 people, resulting in quotations for 30 units. Experience shows demo's help sell 2240's, and a spare unit is available to you when your own regional demos are busy elsewhere. Contact Dave Hannebrink.

DATA TERMINALS NEWS

Division News

2649 DTD Sales Training

By: *Tim Haney/DTD*

In November, we are organizing the very first dedicated 2649 sales training course. This course, to be held on November 20, 21 and 22, is being organized at the request of the Rockville sales staff. This week was chosen for the convenience of ESR since they requested the class and will be here the previous week for their regional seminar.

We plan to keep the class size down to ten people. There are currently four openings with priority going to ESR. The class will follow the 2649 customer format with special emphasis on application, configuration, "gotcha's" and capabilities. Currently, the customer class fits into five days, and stuffing most of that material into three days is no easy task.

The learning process will be easier if those people taking the class have some previous assembly language programming experience, especially 8080; thoroughly study the 2645 manuals and user tape, and read the 2649A/13290A Reference Manual. We will try to minimize the technical jargon, but to totally eliminate it would be impossible. The participants will be expected to do REAL HOMEWORK, STAY OFF THE PHONES, and spend all day, every day, in class!

We have had some salespeople take the regular 2649 customer class with mixed success. These classes are oriented toward the customer's applications and problems which means that we haven't been able to spend a great deal of time with our own people. Hopefully, with only salespeople in class, we will be able to address some of your specific problems. If we are successful with this class, we will offer additional classes at later dates.

We would appreciate hearing from those of you who are interested in taking the 2649 class. Any suggestions concerning the content of the course which would help us meet your needs would be welcome. Please keep in mind that the 2649 course by its very nature is quite technical and

that your presence in class pre-supposes your commitment to the required pre-study, time allocation and interest in making the class beneficial to you.

DTD is committed to help our terminal specialists and other FE's to sell DTD OEM. We would like for you to share that commitment by letting us know about your interest in such a program.

So, let's hear from you ASAP!

SELL OEM!!!

Product News

GSA Contract for Terminals

By: *Bill Swift/DTD*

Effective August 18, GSA/ADTS accepted HP's proposal to put HP 264X CRT terminals and HP 263X printing terminals on the GSA Class 70 Schedule with up to 21% discounts. The discounts are structured in three levels. The base discount is 13%, but by ordering Option A and/or B, your customer can qualify for a full 21% discount.

Option A: Increase discounts 3% by deleting the requirement for standard of performance and liquidated damages.

Option B: Increase discount 5% by deleting installation and 90-day on-site support, and substitute 30-day return to HP warranty.

The GSA contract number is GS-00C-01224 and will be valid through the end of September. This is a great opportunity to pick up some additional business from your U.S. Government customers before the fiscal year ends. Keep in mind, however, that a new contract number will be assigned for FY'79.

GOOD SELLING!

New From DTD in September

By: Eric Grandjean/DTD

Not unrelated to summertime activities, we have decided to skip the September edition of the DTD Price Guide and concentrate on the October edition.

New Things From DTD in September

13296A Opt. 048 – 2648A Graphic Dump. When ordering this option with the HP-IB interface, you will get a ROM for your 2648A which will allow graphic dump and restore to and from cartridge, AND graphic dump on HP-IB device 7245A with Option 001.

If you are not already on the CSG Database, be certain to fill out the Information Change Notification card which appeared on the back cover of the last issue of the *CS Newsletter*.

HP-IB on the 2648

By: Wendi Brubaker/DTD

You have all been waiting for raster dump capability on the HP 2648. Well, wait no longer — it's here! As of September 1st, the HP-IB interface kit has a no-charge option to give your customers HP-IB support. Just order a 13296A with Option 048. (Can you guess how we came up with the option number?)

The new ROM supplied by Option 048 will supercede one of the ROM's in the Device Support Firmware. For your future customers, ordering the 2648A with Device Support Firmware, the 13261A-003 or Option -007, after September 1, the new ROM will be included automatically. You asked for it, and you got it, at no charge!!

Let's look at what this new enhancement will provide for you and your customers. First of all, the 2648 will be able to dump the total graphics IMAGE memory to tape or compatible HP-IB printer. It will also copy alphanumeric text on HP-IB printers from normal display memory. The HP 7245-001 Printer/Plotter is the only hardcopy device today that can handle both the raster dump and the alphanumeric copy.

To actually do the graphics dump, the user must first set up the data path from the display to the destination device using the gold key or escape codes. To initiate the actual dump, "REWIND" the alternate I/O device, which is specified by hitting "INSERT CHAR". The escape sequences could be put into a soft key.

Example:

F1 L

Esc&p1D Esc&p5uOC

dumps graphics to left tape

F2 L

Esc&p5D Esc&p5uOC

dumps graphics to the printer

If an alphanumeric dump is all that is needed, simply "copy" from the display to the alternate I/O device.

Example:

F3 L

Esc&p3S5dF

copies alphanumeric from display to printer

Now that you know how to dump graphics memory, you might be interested in how to get the IMAGE information from tape to the display. First of all select the desired drawing mode using the Esc*m (parameter) A command. (Set mode is the default condition.) Then set up the data path. To accomplish the restoration, just "MARK FILE" on the "INSERT CHAR". The escape code to do this is Esc&p5u5C. Again, a soft key will probably make your life easier.

Example:

F4 L

Esc*m3A Esc&pls5u5C

using complement mode dumps left tape to display

The final combination is going from tape to printer. Let's just look at an example:

Example:

F5 L

Esc&pls5dF

copies a file from the left tape to the printer

The HP-IB alternate I/O driver assumes that the printer has an address of 6. Be certain to set up your equipment accordingly.

You might be wondering why the key strokes and escape sequences used to invoke a graphics dump or restore an IMAGE are cryptic. With the use of soft keys, any confusion can be eliminated. The HP-IB driver was slipped into a few vacant bytes of code and the keyboard for the 2648 has already been established so no new keys can be added.

Now you have a reason to call your existing customers and sell them a printer and maybe even another terminal!

Sales Aids

Dig-i-tize

By: Eric Grandjean/DTD

"DIGITIZE, verb, trans. - To put (as data) into digital notation"

In the July 15th issue of the CS Newsletter, we briefly referred to the newly-introduced HP 9874A [fantastic] digitizer.

To add excitement and some credibility to the article, as well as to give you an opportunity to demonstrate how it's done, we would like to show you a working sample of a digitizing program. (You could also call it a driver.)

This short (16 line) program demonstrates the fundamental digitizing capability of the 2647A/9874A. The model's digitized data will be read into the 2647A Intelligent Graphics Terminal alphanumeric memory, and be displayed in alphanumeric mode. It will also be translated into AGL graphic vectors and displayed on the screen in graphic mode. You can always inhibit the alphanumeric display if you only wish to see the graphic representation, or inversely.

More sophisticated usage of either 2647A and/or 9874A would of course be possible, given the necessary in-depth knowledge of each machine's advanced capabilities. We thought that giving you a rudimentary idea of graphic digitizing would be appropriate at this time and would put you in a better position to talk about it and even show it if necessary.

Please remember that the 9874A has not been fully tested on the 2647A by DTD, and that we are not claiming full subsystem capability at this time.

This sample (demo) program which was kindly contributed by our lab, uses an HP-IB address of 16 binary. It will run on your initial 2647A demo level "firmware". If you want continuous mode rather than single point mode, replace SG in line 30 by CN.

Please be advised again that a certain number of BASIC commands and functions were not included but are fully safe to use in your initial demo-level firmware. We will update this firmware automatically in the next few weeks as we release newer and firmer versions and finally go to ROM-based Main Firmware.

* * *

P.S. If you want to dig deeper into the subject of digitizing, please get hold of the excellent 9874A Field Training Manual.

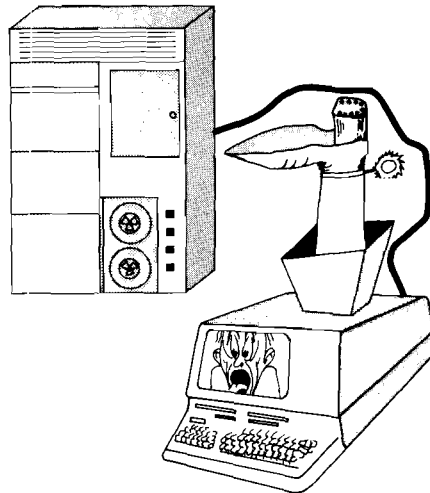
```

PPOGPAM TO DIGITIZE POINTS,CHECK STATUS,AND
DISPLAY COORDINATES AND VECTORS ON 2647A      COMMENTS (Not part of program)
-----
10 PLDTP :SETAP (1.29):SCALE (0,17400,0,13500)..Init.AGL and scale screen space
20 ASSIGN "H#4#16" TO #1 .....Define 9874A HPIB address to 16
30 PPINT #1;"IN;SG" .....Initialize single point mode
40 PRINT #1;"LB - " .....Display "go" on 9874A
50 PRINT #1;"DD 3,246; DD 4,252"
60 PRINT #1;"DS" .....Initiate status from 9874A
70 READ #1;A$ .....Read status for "point ready"
80 GDSUB 140 .....Decode status byte
90 IF I<>4 THEN 40 .....If 1=4,digitized point is ready
100 PPINT #1;"DD" .....Output data
110 READ #1:X,Y,D,E .....Read data
120 PLOT (X,Y) .....Plot data
130 GOTO 40 .....Loop
140 I=VAL(A$) .....Subroutine to decode status
150 I=I MOD 3
200 RETURN

```

2647A Used as a System Boot Loader

By: Michael Tarens/DTD



Potential Customer:

"I have a computer that needs to be boot loaded from a paper tape. This procedure not only takes a considerable amount of time, but the paper tape reader is unreliable in some situations and also does not meet certain regulatory safety requirements in my particular application. I also need to display graphic information once my CPU is up and running. Does HP have a solution that would satisfy my needs?"

HP Sales Rep:

"I am glad you asked me that question. HP can actually provide you with a number of alternate solutions to solve your problems. It appears to me, though, that you actually require a one-product solution that will allow you to boot load your CPU and then interact with it as a graphics display terminal once the CPU is on-line. Our Data Terminals Division has just come out with such a product."

Potential Customer:

"Is that really true? One product that will provide me with solutions to all the concerns I related to you?"

HP Sales Rep:

"Yes! !* * * ! !"

Potential Customer:

"What is it?"

HP Sales Rep:

"The product is a 2647A, which is an Intelligent Graphics Terminal. It not only would act as a paper tape emulator to boot load your CPU from its own cartridge tape but it would then allow you to pass graphic information back to the 2647A for visual display. Additionally, you would have the capability of programming some of the more mundane tasks on the 2647A in the BASIC language, thus allowing your CPU to be used for more time-critical processing. Finally, the 2647A would meet your reliability and safety requirements."

Potential Customer:

"That sounds fantastic! But how difficult would it be to program the 2647A with the boot loader program? I really don't have the expertise to code up a sophisticated program."

HP Sales Rep:

"I am sure it is not a difficult task. Let me work on it tonight and come back tomorrow to demo it."

--- NEXT DAY ---

HP Sales Rep:

"- - - and this is the program I wrote. It is actually only 11 statements long. See how easy it is to boot up your CPU?" (CPU comes on-line.)

Customer: (No longer "potential")

"This definitely satisfies my needs! I am very impressed, not only with the product, but in the ease with which you solved my dilemma. How do I go about ordering some of your 2647's?"

(This is a fictional re-enactment of a real sales situation. The actual program is listed here. The 2647A was required to pass four characters at a time upon receipt of a DC1 from the CPU. Please contact me if you have questions or a similar application.)

Sell Graphics and Intelligence!

2647A USED AS A CPU BOOT LOADER

```

5 DIM B$(255)
  *** SET B$ TO A MAX LENGTH OF 255 CHARACTERS ***
10 GETDCM ON
  *** GET DATACOMM LINE FOR BASIC ***
20 ASSIGN "R" TO #1
  *** ASSIGN RIGHT TAPE TO LOGICAL UNIT 1 ***
30 ON END #1 GOTO 130
  *** AT END OF FILE GO TO 130 ***
40 IF NOT GETDCM(A$) THEN 40
  *** IF DATACOMM IS NOT AVAILABLE, TRY AGAIN ***
50 IF A$(<)CHR$(17) THEN 40
  *** IF A$ = DC1, CONTINUE, ELSE CHECK AGAIN ***
60 REM DC1 HAS BEEN FOUND. SEND OUT THE 4 BYTES
70 FOR I=1 TO 4
  *** SET UP LOOP FOR SENDING 4 CHARACTERS ***
80 IF B$="" THEN LINUT #1;B$: GOTO 80
  *** IF B$ IS NULL, READ NEXT RECORD ***
90 IF PUTDCM(B$)<1 THEN 90
  *** SEND CHARACTER DOWN DATACOMM ***
  *** IF NOT SUCCESSFUL, SEND AGAIN ***
100 IF LEN(B$)=1 THEN B$="" ELSE B$=B$[2,LEN(B$)]
  *** IF LAST CHARACTER, SET B$ TO NULL ***
  *** IF NOT LAST CHARACTER, SHIFT LEFT 1 BYTE ***
110 NEXT I
  *** CONTINUE LOOP ***
120 GOTO 40
  *** 4TH CHARACTER HAS BEEN SENT, ***
  *** RETURN AND CHECK FOR DATACOMM AND DC1 ***
130 PRINT "END OF FILE -- PROGRAM ENDS....."

```

FORT COLLINS NEWS

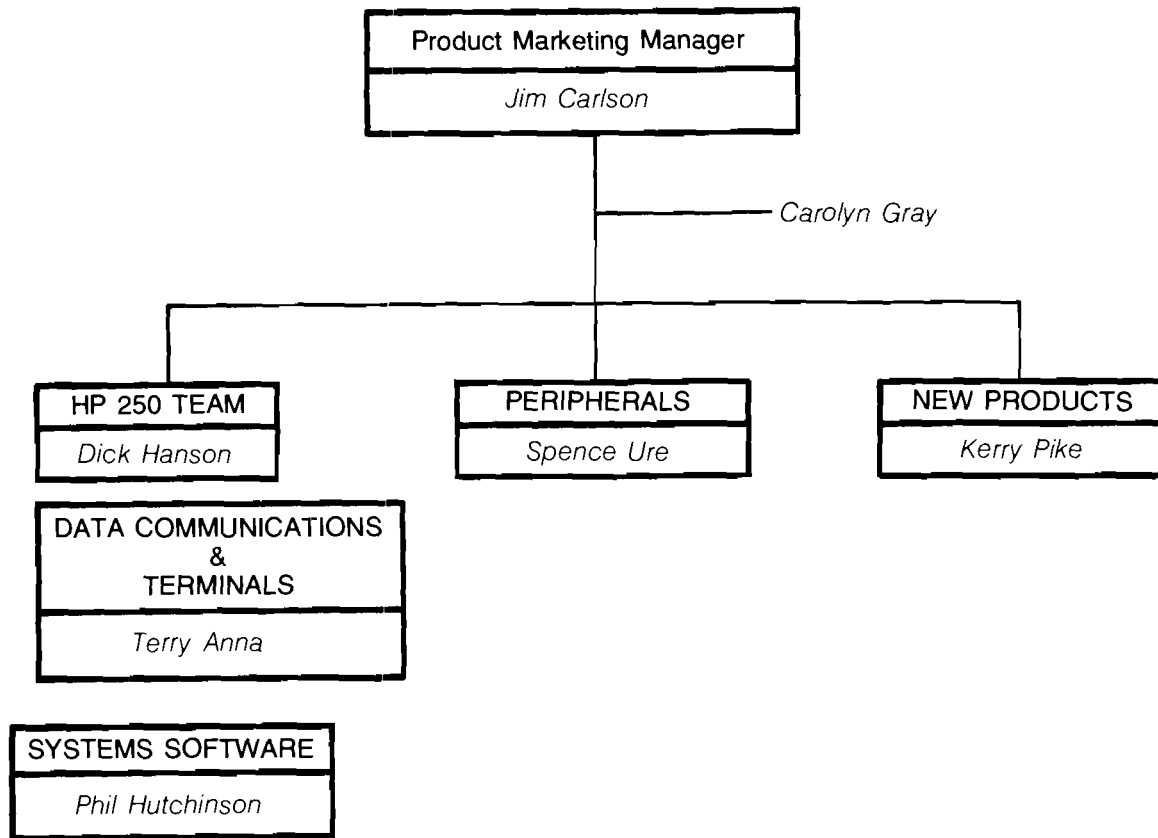
Division News

FCD Products Group Organization

By: Jim Carlson/FCD

The FCD Product Group is organized into three major areas — the HP 250, Peripherals, and New Products.

HP 250 Product Management consists of a three-man team with team members specializing in systems software and data communications. In addition, each member of the team can backup other areas and answer general questions on the HP 250. Peripherals and new products are currently staffed as one-man efforts.



Dick Hanson is the HP 250 Product Manager and heads up the HP 250 team. He has been with FCD for almost 2 years, initially as peripherals product manager and then as the 9896 product manager. He also has better than eight years' selling experience — four with HP as a calculator FE and four with CDC. Prior to CDC, *Dick* was with IBM in their CE organization.

Dick is responsible for the overall HP 250 program including promotions, product enhancements, NPT Tours, and general product planning.

Terry Anna joined FCD this May and brings five years' experience as a computer SE in Denver. *Terry* has an MSEE, and prior to joining HP he worked as a computer R & D engineer. *Terry* handles all Terminals and Data Communication products on the HP 250. Call *Terry* to speak about RS-232 and ENQ-ACK.

Phil Hutchinson recently joined HP and is working on his Master's degree in Information Systems at CSU. He handles HP 250 on-line support and has responsibility for BASIC, IMAGE, QUERY, FORMS, and REPORT WRITER. *Phil* is also acting as Librarian for the HP 250 User Contributed Library. Send your floppies to *Phil*.

In the peripherals area, *Spence Ure* takes care of the 9871 printer (MASH) and the 9885 flexible disc drive. These peripherals are widely used on calculator products so he spends much of his time on the telephone with SF06 types. *Spence* has a Mechanical Engineering degree and eleven years' experience as an HP mechanical designer. He is the FCD marketing authority on 1/2 and 1 Mbyte flexible disc drives and media. Contact *Spence* for your floppy disc needs.

Ken Pike has the responsibility for future mainframe products from FCD. He joined FCD about a year ago after receiving his MBA degree. Prior to going back to school, he was managing an emissions testing center for Ford Motor Company using Xerox (XDS) computers. Since joining HP, *Kerry* was a product manager for the HP 250 and is currently collecting information on OEM competitors and new markets for the HP 250.

Since the Fort Collins Division does not have a sales support group per se, you need to know who to call when you have a question. Product questions should be directed to the appropriate product manager; Software Bugs and suspected software problems should be directed to *Mike Chonle's* group which provides SE training and support. Service questions go to *Jim Eller* in *John Forman's* CE group; and OEM questions or factory visits are handled by *Ron Vernon* who is in charge of the FCD OEM program.

Type of Question	Contact	Extension
Product Info, Product Policy Enhancements, successes, problems.	<i>Dick Hanson</i> - HP 250	2095
	• <i>Phil Hutchinson</i> - O.S.	2105
	• <i>Terry Anna</i> - Datacomm	2070
	<i>Spence Ure</i> - 9871 9885	2100
Technical O.S. Questions Bug Reports	<i>Mike Chonle</i>	2735
	• <i>Gretchen Snowden</i>	2625
Hardware Support Questions	<i>John Forman</i>	2140
	• <i>Jack Gregg</i>	2145
	• <i>Jim Eller</i>	2150
OEM Related Questions Plant Visits	<i>Ron Vernon</i>	2125
Training Courses and Schedules	<i>Janet Beyers</i>	2120



GENERAL SYSTEMS NEWS

Product News

MTS/3000 Applications

By: Ed Turner/GSD

Customer satisfaction with a new product like MTS/3000 depends not only on the product but also on the anticipated application. Multipoint terminals and point-to-point terminals do *not* work in the same manner. Accordingly, some applications may be *more appropriate* for use with the ATC while others may operate better in the MTS environment.

The factory support team can help you guide your prospective customers and their system designers to choose the most appropriate method to implement their applications.

Please ask your local Systems Engineer to call us in factory support during your early proposal conversations with the customer. We'd appreciate the opportunity to help your customer find the best solution. A happy customer means both repeat business and reduced local support expense!

Sales Aids

Buy Now — You Can't Afford to Wait

By: Greg Norton/GSD

Some Thoughts on Selling to a Reluctant Prospect

Ready for the Close . . .

Suppose you make a call on one of your prospects — the one you had spent four months convincing to replace his System 3 with an HP 3000, the one you had planned to close this month, the one whose commission was going to pay for your vacation — and the DP manager looks unhappy and says to you: "You know, we really like your machine, and we want to do business with you, but . . ." When was the last time this happened to you?

So you ask him "Why?" and he says, "Well, the economy is uncertain and our market doesn't look as good as we

thought, so our president thinks we ought to wait a few months before we decide for sure."

Paradise Lost?

What do you do? Do you come back in two months? Do you spend your vacation at home painting the house?

Now, you've got a prospect who wants to buy from you, but he is no longer sure he can afford it. Wouldn't you like to be able to convince the president that *not only* can he pay for the system but, the advantages of the terminal oriented HP 3000 are even *more important* if his business takes a turn for the worse?



Old Justification: No Sale

Let's continue this scenario:

You've probably been telling the president, the DP manager, and the users about the features and advantages of on-line data processing: fast response, flexibility, happier users, the ease of adding new applications, and how they will be able to maintain control as they grow. The president saw that, as his company expanded, he could realize significant cost savings by going on-line with the HP 3000 as well as improve the "quality" of his DP operations. They probably had justified the system based mostly on cost avoidance: the clerks they won't have to hire, the office space they won't have to rent, the time managers won't have to spend finding information, etc. They are convinced that the HP 3000 is a good investment — if they grow.

But suddenly growth is less certain and the sale is stalled. So far, you've been selling to the president's expectations of future growth. Figure I shows the growth of a "typical"

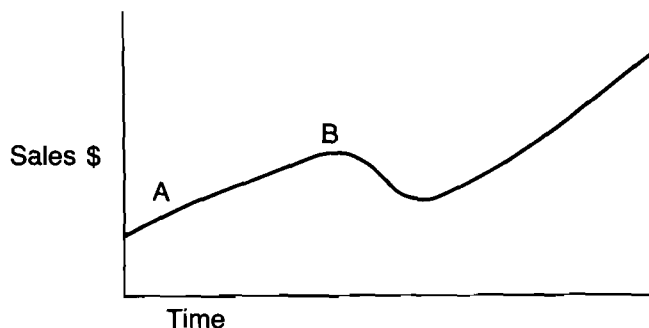


Figure I. Corporate Growth Cycle

company; the president had thought he was at "A", in the middle of a long period of growth. The company may, in fact, still be a "A" but now the president thinks it might be approaching "B" *when sales will turn down, and you have to sell to his concerns. Show him how the HP 3000 can help during a downturn and subsequent recovery.*

The President's Concerns:

A company worries more about cash when sales fall off than at any other time. Sales and profits are down. If profits drop to nothing, or if the firm begins to lose money, cash stops flowing *in* and starts flowing *out*. When cash runs out, the firm can borrow, but eventually the banks will refuse to lend any more. If the company runs out of cash entirely and cannot pay its bills or meet the payroll, it will be forced into bankruptcy. By purchasing a new computer, your prospect's president knows he will be tying up a big chunk of his cash as well as incurring conversion costs. Even if he leases, he acquires a long term commitment which reduces his flexibility. The president is uncertain about the future and feels he cannot afford the risk. You have to turn him around.

New Situation, New Justification:

As mentioned before, being the good salesman that you are, you have already succeeded in getting this prospect to *want to buy from you*. But he justified the purchase based on future growth and qualitative factors. Now the future doesn't look so good.

I'm going to talk about two areas of a business where the HP 3000 can generate significant CASH savings: Accounts Receivable and Inventory. How much cash? In fiscal year 1974, when we had sales of \$880 million, Hewlett-Packard freed up over \$100 million by improved management of accounts receivable and inventory. That was one-sixth of our total corporate assets. Let's look at how this can apply to your prospect.

Accounts Receivable:

When your prospect ships a product, he records a sale on his books, but he is not paid by his customer immediately. Sales which have been shipped but not paid for are called accounts receivable. An unpaid bill is really a loan to a customer: he has the product, you've already paid to build it (bought the parts and paid the people), and he has not paid you. He has the cash and you have an account receivable. What you'd really like is to be paid.

How much money does your prospect have tied up in accounts receivable? If it is a publicly held company, you can find it in the annual report. In any event, you can bet your commission the controller knows! Figure out his collection period in days. This is accounts receivable divided by annual sales, times days in a year:

$$\frac{A/R}{Sales} \times 365 = \text{Collection Period}$$

Collection period is the average time between shipment and receipt of payment.

Dunn and Bradstreet Inc. publishes a list of "Key Business Ratios" which includes collection periods for various indus-

tries. Typical manufacturers have collection periods which range from 20 days to 90 days. Wholesalers and distributors range from 10 to 50 days. For example, of the 57 firms manufacturing office computing and accounting machines, the average collection period is 78 days. Among the 81 firms manufacturing electronic components and assemblies, the average is 56 days. Hewlett-Packard's is 73 days (1977 annual report): evidently our customers don't always pay on time! (Remember, we quote Net 30.)

A \$10 million firm with a 60-day collection period has \$1.6 million in accounts receivable ($\frac{60}{365} \times \$10 \text{ million}$) or

\$26,000 for each day (\$1.6 million/60 days). Incidentally, this is the firm's average daily shipping rate, assuming he ships seven days a week. For every day this \$10 million firm shortens its collection period it gets \$26,000 it can invest in productive assets, or \$26,000 it does not have to borrow to get through the downturn. If the firm has \$20 million in annual sales, the savings is \$52,000. Big bucks!

How the HP 3000 fits:

Okay, so reducing accounts receivable helps your prospect's cash position. What does this mean to you? Show him how putting his shipping and billing procedures on-line on the HP 3000 can help him do it.

What does your prospect do now? Ask him! He'll probably tell you that the shipping department forwards copies of the shipping papers to Order Processing where the order is recorded as shipped, and then forwarded to accounting. Accounting records it as an account receivable and notifies billing. Billing prepares a bill and mails it. If this is automated, accounting has the information key punched and run through the computer for accounts receivable updating and bill printing.

How long does this take? Suppose shipping sends papers to Order Processing at the end of the day. OP forwards them to Accounting at the end of the next day. Key Punching takes another day, then you wait for the weekly billing run on the computer. By the time the bill is sent out the receivable is already *five or six days old!*

What if your prospect has a terminal in the shipping department? By entering the shipping information on-line, the order processing, accounts receivable, and billing files could be updated immediately and the printed invoice could go out the next day, or maybe even with the shipment! This alone could reduce the collection period by four or five days (assuming customers, on the average, wait a set amount of time after receipt of the bill before mailing the check) as well as reduce the clerical expense. As we saw above, four days for our \$10 million company is over \$100K; for a \$50 million company, this is \$500K!

Furthermore, by keeping track of the age of the receivables, it is easy to know which customers are late and should be pressured for payment. Using QUERY it is simple to get a report of all outstanding bills sent before a certain date.

An office product distributor in Denver put its order processing/billing on the HP 3000 and cut the time to process

an order (including inventory updating and billing) from hours to less than three minutes. This means that the invoice typically goes with the shipment, which also saves the cost of mailing. Overall, they have reduced their collection period by 10 days from 48 days to 38 days. We can't guarantee these results for every customer, but get your prospect in touch with reference accounts in your area — have them *show* him what can be done with the HP 3000.

As I mentioned before, in 1974, Hewlett-Packard raised over \$100 million by reducing accounts receivable and inventory. We were about to raise the \$100 million through long term debt, but *Bill* and *Dave* decided that by better managing our "Business Basics" we could raise the cash internally. We cut our collection period from 102 days to 79 days — equivalent to \$57 million.

Next issue, we'll find out what you're going to be able to show *Reluctant Ralph*, the president, about improving inventories with the HP 3000.

GOOD SELLING!

Customer Reference Database

By: *Barry Klaas/GSD*

As you've noticed when you ask us for references like "Do we have any customers in the clothing manufacturing business where the primary application of the HP 3000 is inventory control and where we replaced an IBM S/3 or 1130?" there is a slight pause and usually an immediate answer. The pause allows your GSD Sales Development Engineer enough time to launch a QUERY Find and Report request and get a reply. The answer comes from an on-line search of our HP 3000 Customer Reference Database.

Thanks to the efforts of you, our field sales force, we have captured a lot of meaningful information about the HP 3000 customers, competition at sale time, the applications, and the latest hardware and software configuration. At this point, the database update is about 80% completed and has proven its value many times.

We're here to help you be more successful. Fast, accurate answers to your reference account questions is just another reason you will be successful selling HP 3000's. Call your GSD Regional Sales Development Engineer for references.

Sales Applications

MFG/3000 Installation: It's Easier Than You Think

By: *John Scribner/NSR Fullerton*

What's it take to install an MFG/3000 customer site? To give you an idea of what is involved, I thought I'd jot down my experiences at my first MFG/3000 customer installation.

As a place to start, this company ordered all three MFG/3000 products with the training and consulting services that are defined for each product. This adds up to:

1 Training course and	per product
3 Consulting days	

One major concern I had about installing an application product was the amount of extra support that might be required to help the customer be successful. The company has been in a post-implementation phase for about two months now, and I can happily say that they required *no more support than is recommended*.

The Implementation Process

The implementation process at this company broke down into the *four major steps* I had come to expect from my specialist training.

First, the company was eager to get started, so once they ordered their HP 3000 and MFG/3000 in early April, they began using our demo system to begin loading their EDC database. Even before their system arrived, they were able to begin verifying their material lists and product structures.

Second, I began weekly visits as part of the 9 days of implementation consulting that they had purchased. (By the way, the company is located over 150 miles from my office.) On the first of these visits, their implementation team and I established an overall plan with schedules for major milestones. On subsequent visits, we reviewed progress with the plant manager who was spearheading the manufacturing implementation. I also helped the company users to learn about the system on these visits. After the first five visits, the frequency has fallen off to one visit every 2-3 weeks as their need for consulting has diminished.

Third, in late April, shortly before their system arrived, a group of users attended their first class on EDC/3000 at GSD. This class formalized their training and cemented many of the concepts and skills they had been learning on the demo system. Later courses for IOS/3000 and MRP/3000 did the same for these products. The plant manager commented after the classes that they were one of the best training courses he had ever seen delivered.

Fourth, once their system arrived in early May, I loaded their EDC database from the demo system onto their own system. Once they had taken a physical inventory, they loaded their IOS/3000 database and began operation of a stockroom system. In mid-June, they were ready for MRP. They prepared for their first run with some cheerleading and fine tuning from myself.

Results

So, how did it all go and how long did this process take? Well, within four months of starting, the company was ready to begin measuring the paybacks of installing MFG/3000. Since mid-June, they have been running MRP weekly and have begun to develop a well-thought-out materials procurement plan.

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

Benefits

Even more important than the smooth implementation is the fact that on my last visit in early August, I noticed a significant change with the buyers and schedulers. They weren't having any part shortages. Where they once spent many hours chasing down parts needed to keep the production lines running, buyers were now spending time with vendors scheduling purchases and deliveries. This is allowing them to buy more economic quantities and take advantage of price breaks.

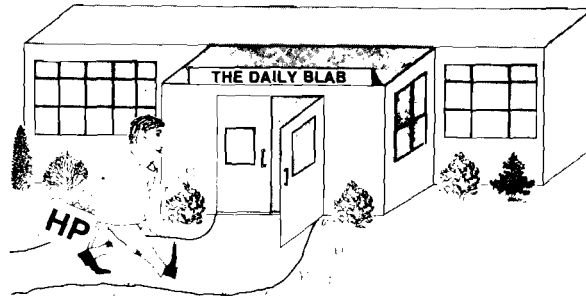
A quick implementation and payback is one of the major customer benefits of installing MFG/3000. My experience has shown me that it is achievable with no more than the standard consulting and training defined with the product.

* * *

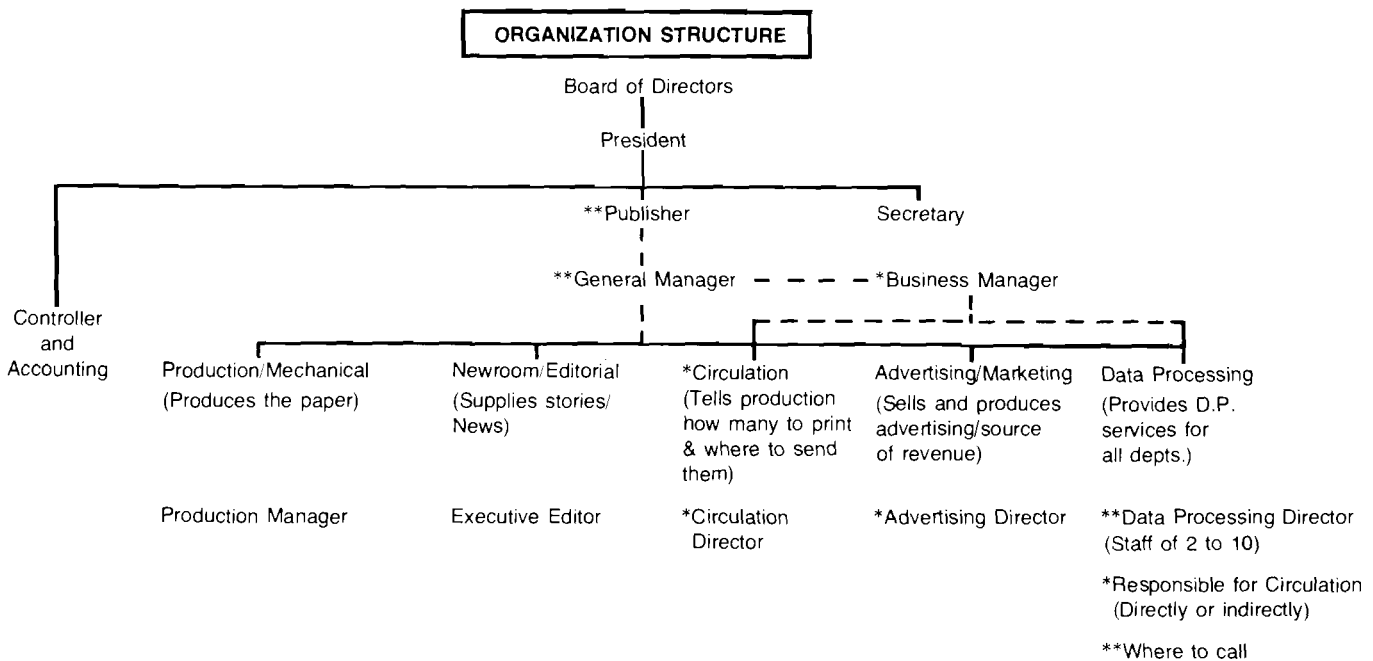
Interested in more specifics about MFG/3000 implementation? Contact John at Neely Fullerton. Interested in using this customer as a reference account? Call Dick Knudtsen at General Systems Sales Development for the Business Systems Program for details.

Newspapers: Inside the Organization

By: Barry Klaas/GSD



A number of you have asked about who you call on and what to say when you have a newspaper for a lead. Let's take a look at how a newspaper is organized to answer this question:



Getting out a newspaper every day requires a large investment, sensitive as well as demanding management, and an organization geared to high volume and fast reaction. Since the middle sixties, newspapers have been placing more and more emphasis on the bottom line . . . profits!!

In recent years, management style has oriented itself more to profit than to editorial posture. Heavy investment in newsroom and production systems has paid-off handsomely. Newsroom staffs in particular are typically half of what they used to be. Today's promoted publishers and general managers quite often are those who espoused the value of computer-based systems and were associated closely with their successful use in the late sixties and seventies.

Now that the key cost centers are in control, the focus is shifting to what can be done to increase revenue. Revenue is the responsibility of the circulation and advertising departments. That is where you're going to suggest revenue increasing improvements and the HP 3000 is what they're ready for.

The key people you will talk to are the:

- Publisher Top manager, the real decision maker, combination news-
man and businessman.
- General Manager Second-in-command, tough businessman, heir-apparent to
the publisher, combination recommender and decision
maker.
- Circulation Manager Came up through the ranks, understands what he can see.
Not a decision maker but you'll need his blessing.
- Data Processing Manager Will be the key evaluator and recommender; the larger the
paper, the more weight he will carry in the decision
process. May already know HP through other papers or
through a 21MX-based Test II editing system; may be
quite experienced outside of newspapers as well.
- Advertising Manager Wants a database to analyze subscriber and non-subscriber
data to help sell advertising. He'll love QUERY; an ally and
recommender, more sophisticated than the circulation
manager but probably came up through the ranks as well.
- Business Manager Contracts and financing are his; usually position exists on
larger papers only; more of an evaluator and recommender
than decision maker.

Chains

In addition to the local newspaper people, you may be in contact with the information systems staff of the headquarters of the chain. When VEU/EOM agreements are signed, the total potential business of the chain will have been assessed as well as a thorough further evaluation of our HP 3000 solution and HP itself.

While most chain owners want to allow a large degree of free enterprise by their membership of newspapers, they are certain to recognize the profitability of common information systems throughout the chain. The chain headquarters may invest substantially in development of applications and supply programmer resources to aid the local newspaper's evolving development.

Selling Benefits to the Key Person

The publisher is the key person to your success. He is not readily accessible, but sell him (or her) and you'll get the order. He's wise and shrewd, and usually a very good businessman. He's also a real entrepreneur when it comes to finding ways to improve the bottom line of his paper's P & L statement. That's where you come in.

You're going to help him *get more advertising revenue* . . . his newspaper's "life blood". You're going to open his eyes to the new selective advertising services he can offer his advertisers by maintaining "demographics" on a newspaper readership *database*. For example, *delivery of a flyer insert only to readers from a specific part of town or only to families with teenagers* . . . or *delivery of the advertiser's flyer to non-subscribers over 50 years old within 4 miles of the location of the stores in the area*. The non-subscribers' and the subscribers' *database* is usually built from census tract information available from the government census bureau.

You're going to help him *improve his customers' satisfaction* by implementing "starts" and "stops" more rapidly and accurately *through terminals* . . . and to *identify trouble spots earlier* so customer complaints can be handled more rapidly and customers advised of reasons for such things as delivery problems due to a carrier being sick — things that will keep his subscribers in the fold.

You're going to help *improve his cash flow and lower his uncollectibles*. With a circulation *database* he can go to a paid-in-advance billing system (or at least a one-month in advance/one month in arrears billing). It will improve cash flow from subscribers, minimize or eliminate subscriber uncollectibles, eliminate the middleman profits in collections, give more time to carriers to do what they do best (delive-!) and keep meaningful statistics on starts and stops which often only the delivery boy knows.

You will put him in control of his circulation system by supplying him with a terminal-oriented database management computer from you and HP.

And he wants *quality, reliability, and reputation* behind his solution . . . and you're going to smile and tell him the HP philosophy.

He'll also ask for *references* at other newspapers and you can bet he'll check them out. We've got really great references that will give him the insider's point of view. Publishers are a well-informed, tightknit fraternity and chances are he (or she) will be able to find out enough about HP to make a favorable decision within a day.

HP 3000's are selling very well at newspapers!

HP GRENOBLE NEWS

Division News

Do You Know These Faces?

By: Marie-Odile Laurencin/HPG



The happy folks above all belong to Grenoble's Order Processing Group which has been completely renewed in one year. (*Annie Barbe* and *Catherine Celli* have found other jobs in HPG.) They have been replaced by *Marie-Françoise Genevoix* (left) and *Roselyne Ripert* (right).

Marie-Françoise is dealing with I/C-(U.S. and Europe)
Italy
Scandinavia
ICON
HPSA
Switzerland
Austria

She's also responsible for updating the availability schedule.

Roselyne joined us in August. She is in charge of:
France
Holland
Belgium
Board Exchange Program Orders

We don't think it is necessary to introduce *Kathy Romani* (second left). Everybody knows her and appreciates her efficiency!

Marie-Odile Laurencin (second right) is responsible for:
Spain
Germany
U.K.
Daily and monthly statistics and also OEM contracts.

Sales Aids

Marked Card BASIC and the 7260A

By: Peter Stuart/HPG

Remember, the 7260A can be used with timeshare systems to obtain very low-cost data preparation and data entry. We have received a letter from:

Mr. Thomas H. Johnson
Bishop McNamara High School
6800 Marlboro Pike
Forestville, Maryland 20028

who took a copy of our program for interpreting student marked cards into a BASIC language program.

Mr. Johnson has improved the program to speed up data transmission time and use less file space. He is super enthusiastic about his HP 2000 Access System and the 7260A, and would be happy to supply a copy of his program to any other school which contacts him.

So, if you have a potential prospect for an Optical Mark reader in a school, why not refer them to this super reference account?

CS GROUP NEWS

Computer Advances Expands

By: Carol Scheifele/CSG

The September/October issue of *Computer Advances* is the largest one ever. Major product announcements prompted this unprecedented coverage — namely the HP 3000 Series III and the HP 250.

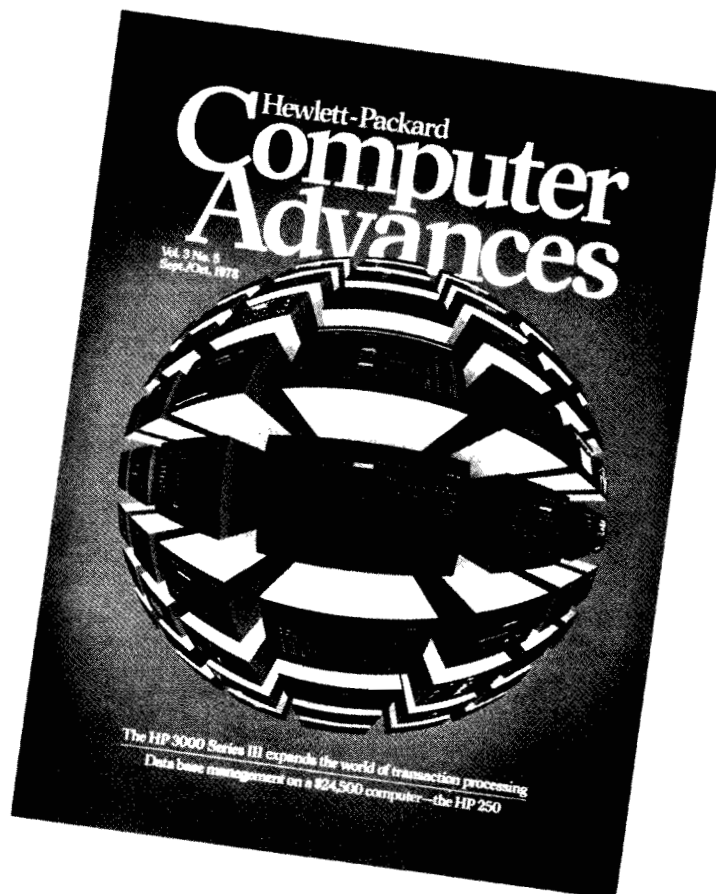
Appearances:

September — *Datamation*

September 17 — *Computerworld*

Direct Mail will go out the week of September 11th.

More copies of this issue are available. (They are ideal for seminars or direct mail programs). You can order 5953-3030(D) from Corporate Literature Distribution in Palo Alto to get additional copies.



Worldwide SE Manager's Meeting a Great Success

By: Jay Denny/CSG

WORLDWIDE SE MANAGERS SEMINAR SCHEDULE

	MONDAY AUGUST 21	TUESDAY AUGUST 22	WEDNESDAY AUGUST 23	THURSDAY AUGUST 24	FRIDAY AUGUST 25
7:30		BREAKFAST	BREAKFAST	BREAKFAST	BREAKFAST
8:00		CUSTOMER SATISFACTION Workshop Leaders Marc Hoff Bruce Campbell	RECRUITING & TRAINING LARRY AMSDEN	COACHING SE'S PERSONNEL	RECAP COACHING
8:30			BREAKFAST	BREAKFAST	BREAKFAST
9:00			RECRUITING & TRAINING Workshop Leaders Gary Davis Paul Myhre	COACHING SE'S Workshop Leaders Ben Menold John Podkomorski	RECAP COACHING
9:30					RECAP COACHING
10:00					RECAP COACHING
10:30					RECAP COACHING
11:00					RECAP COACHING
11:30					RECAP COACHING
12:00					RECAP COACHING
12:30					RECAP COACHING
13:00	(Ae Weekly March SE Centennial)	LUNCH	LUNCH & RECREATION	LUNCH & RECREATION	LUNCH
1:30		INTRODUCTION			1:00 BUSES LEAVE PALMCO DINES FOR BAY AREA
2:00		DEVISION SE SUPPORT "A MANAGEMENT TOOL"	TERRITORY MANAGEMENT Bill Richion	DEVELOPMENT OF A STAFF ENGINEER Ken Coleman	
2:30			BREAKFAST	CSG AREA MANAGEMENT	
3:00			TERRITORY MANAGEMENT Workshop Leaders George Tibaldi Gary Gujral	BREAKFAST	
3:30				BREAKFAST	
4:00				BREAKFAST	
4:30				BREAKFAST	
5:00				BREAKFAST	
5:30				BREAKFAST	
6:00				BREAKFAST	
6:30				BREAKFAST	
7:00				BREAKFAST	
7:30				BREAKFAST	
8:00				BREAKFAST	
8:30				BREAKFAST	
9:00				BREAKFAST	

8-17-78

As you can see from the agenda above, the week of August 21st was a busy and productive time for the forty-five SE Managers who attended the recent Worldwide CSG SE Manager's meeting. "How to effectively manage SE's and SEO's" was the theme of the meeting.

John Young as keynote speaker got us off to a good start with his excellent presentation on the value of the first-level supervisor at HP. Other significant presentations were given by Carl Cottrell (CSG) on "Customer Satisfaction", Bill Richion (CSG) on "Territory Management", Larry Amsden (CSG) on "Recruiting and Training" and Ken Coleman (GSD) on "Development of a Staff Engineer."

A series of highly-participative workshops was given, ably chaired by the following key HP managers:

- "Customer Satisfaction" — Marc Hoff (ESR)
— Bruce Campbell (NSR)
- "Territory Management" — George Tibaldi (ESR)
— Gary Gujral (NSR)
- "Recruiting and Training" — Gary Davis (MSR/E)
— Paul Myhre (MSR/W)

- "Staff Engineering Development" — Paul Cherry (SSR)
— Fritz Joern (HPSA)
- "Coaching SE's" — Ben Menold (NSR)
— John Podkomorski (MSR/W)
- "The Area Management Team" — Bill Shellooe (HPIC)
— John Kemper (NSR)

By all reports the Seminar was a great success. All the participants came away with a greater appreciation of the key role which the SE Management Team plays in the success of Hewlett Packard.





COMPUTER SYSTEMS NEWSLETTER

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

Bob Lindsay/CS Group - Editor

LILLIAN BLANKINSHIP/BOISE — Editor
OLEN MORAIN/CSD — Editor
BARBARA SHAPEL/DMD — Editor
SANDY BETTENCOURT/DSD — Editor
SONI HOGAN/DTD — Editor
LIANA CLAYMORE/FCD — Editor
APRIL KILPATRICK/GSD — Editor
CATHERINE CLAY/HPG — Editor

CHUCK ULFERS/BOISE — Technical Editor
TOM LAUHON/CSD — Technical Editor
BOB HOKE/DMD — Technical Editor
JOE SCHOENDORF/DSD — Technical Editor
STEVE STARK DTD — Technical Editor
MIKE CHONLE/FCD — Technical Editor
JERRY PETERSON/GSD — Technical Editor
PIERRE ARDICHVILI/HPG — Technical Editor