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COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel

HEWLETT  PACKARD

Vol. 4, No. 11
April 15, 1979

New Computer Supplies Catalog is Here!



GSD Announces SPC/3000: New Member of MFG/3000 Family

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DISC MEMORY NEWS

Product News

New Verband Deutscher Elektrotechniker (VDE) Disc Drives

By Tom Steippi/DMD

In the last week of March, DMD will begin shipping 7906M/MR/S disc drives which have been designed and manufactured to comply with VDE and RFI emissions standards. Implementation of these modifications in the 7920M/S and 7925M/S disc drives is scheduled to take place in May.

VDE standards apply to product safety (similar to UL listing in the United States), while RFI emissions licensing involves testing for radiated emissions and must be conducted in conjunction with a complete system. As a result of this modification, all MAC family (7906, 7920, and 7925) disc drives will be licensed with the HP 300 (Amigo) and HP 3000 Series 33 (Toothpick) and further system testing is anticipated.

The driving force behind these modifications is a Corporate commitment to comply with the stringent safety and RFI emissions standards enforced in the Republic of Germany. Aside from making the products more attractive in that market, it also provides us with valuable experience in designing, manufacturing, and licensing products to comply with the regulatory requirements of foreign governments. It should be noted that these disc drive enhancements will be furnished to all users at no additional cost.

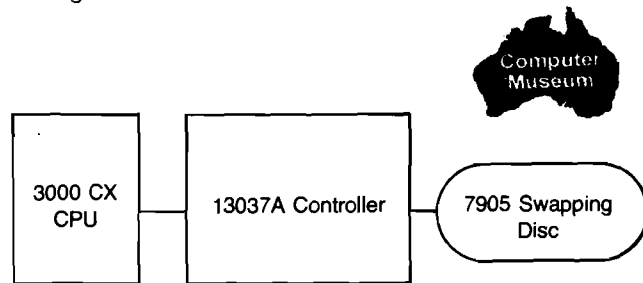
This modification will not require a change to the Corporate Price List and customers should continue to order 7906MR, 7920M, 7925S, etc. disc drives. Delivered units will have the same physical appearance as earlier disc drives but can be identified by the "B" suffix to the model number on the serial date code tag (i.e., 79XXB).

Users who must meet a specific RFI emission or safety standard should check the appropriate government licensing agency and system configuration guide to ensure compliance.

Remember This?

By Tom Steippi/DMD

Situation: Your customer has the following system configuration:



Q: Is it possible to add a 7906S, 7920S, and/or 7925S to this system?

A: Not without some special preparation.

Solution:

1. To add a 7906S, you must have a 13037-6X024 ECC/ROM PCA.
2. To add a 7920S, you must have either a 13037-6X024 ECC/ROM PCA, or a 13037-6X004 ECC/ROM PCA of date code 1540 or greater.
3. To add a 7925S, you must have both a 13037-6X024 ECC/ROM PCA and a 13037-6X028 Device Controller PCA (as opposed to a 13037-60002 device controller).*

In either case, the customer should be given a special quote for the cost of any necessary upgrade from an existing 13037-6X004 PCA. Only after this process is complete will the SR and the customer be free to consider the potential for installing additional mass storage on this system.

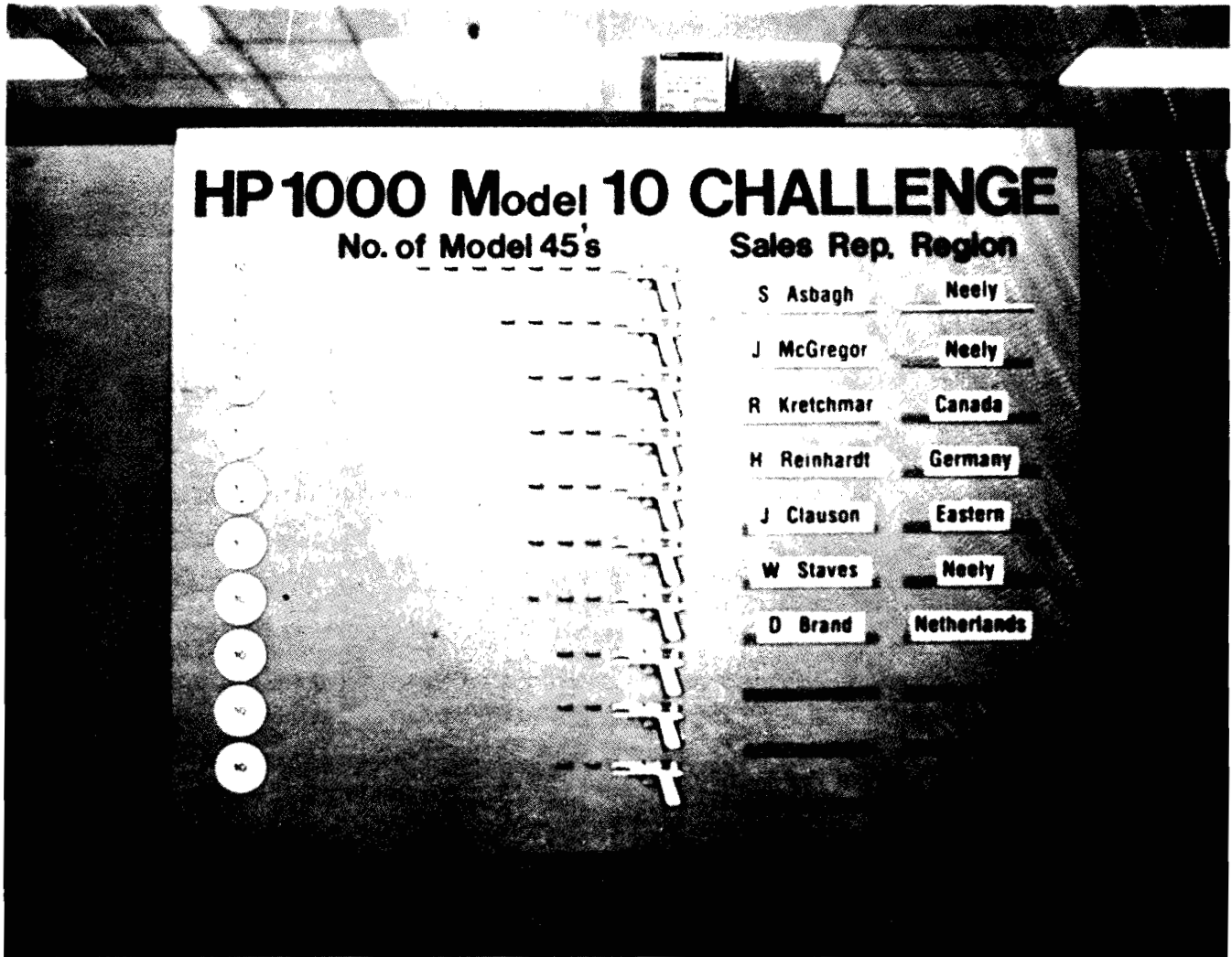
*Note that both of the above upgrades are available as an Option 250 to the first 7925S added to this system (refer to CS Newsletter, "Still more on the 7925, Opt 250," February 1, 1979).

DATA SYSTEMS NEWS

Division News

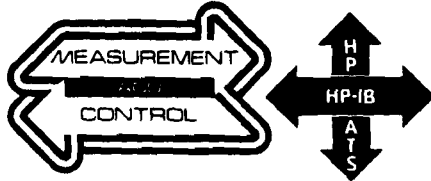
HP Model 10 Contest Update

By: Orrin Mahoney/DSD



HP's top Sales Representatives continued to knock off the competition with their HP 1000 Model 45's. The chart above shows the top 10 challengers for the HP Model 10 Contest as of March 1. *Christian de Contencin*—France; *John Hughes*—Midwest; *Ian Fullerton*—UK; *John Kick*—UK; *Masatoshi Nagai*—Japan; *Joe Cinque*—Eastern; *Steve Barnes*—Midwest; and *Rudy Almaschi*—Germany are all tied for seventh place with two points each. So do yourself and your customers a favor, sell those Model 45's!

Automated Measurement News



Automated Measurement News

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

VOL 2

MARCH 1979

NO 4

HP 94XX SERIES SWITCH TRANSFERS TO DSD

By: Dawson Mabey

The HP 94XX switch product line (9411A, 9412A, 9413A, 9414A) is being transferred from Loveland Instrument Division to Data Systems Division effective 2 March 1979. This decision is based on a number of considerations.

Foremost is the fact the 94XX switch products do not fit LID's long term strategy for the board test product line. This strategy is based on providing pre-configured systems (like the 3060A) that are totally characterized and optimized for high performance testing of printed circuit boards in a production environment. These pre-configured systems are clearly focused toward a specific application, and it is unlikely customers will try to misapply them.

On the other hand, the 94XX switches were designed for use in larger, more complex automatic test systems (like HP-ATS) where a customer has complete freedom to configure his own system. These users are generally testing complex modules and integrated electronic assemblies as opposed to PC boards. Since the intended application is somewhat undefined, the actual performance of the system (and switching) is highly dependent on how the customer uses it and cannot be characterized in advance. The design goal of the 94XX switches was to provide maximum flexibility in configuration, even at the expense of some electrical performance.

As a result, the 94XX is a very flexible switching subsystem, intended for the routing of high level analog signals in general purpose automatic testing applications. Because of the undefined nature of the eventual application, the switches can only be specified for the general case, and cannot be totally specified for all possible applications. For this reason, the customer is expected to be knowledgeable of the inherent characteristics of all mechanical switching and to use proper engineering techniques in applying them. Thus, the switch product line clearly does not fit LID's board test strategy. On the other hand, DSD's strategy for instrumentation systems is to provide tools to aid capable and knowledgeable users in automating their testing. In addition to the HP 1000 computer system, these tools include the HP-ATS Integration Services. The 94XX product line is a necessary part of DSD's strategy, and, therefore, will become part of DSD's product offering.

Marketing Policy

Our experience in selling the 94XX switch product line has made it clear that some changes are necessary in how they are marketed. While the flexibility designed

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into the switches is desirable, it also provides ample opportunity for an unexperienced user to misapply them. We have seen a number of cases where customers have misinterpreted the data sheet specifications, and/or not exercised proper engineering techniques when using them. The result has been an unhappy customer who requires an unusual amount of HP support to resolve his problem. To correct this situation in the future, DSD will market the switch product line to a more limited customer base and clearly focus the intended application of the switches to insure customer expectations are properly set before the sale. This will be accomplished as follows:

1. Current sales literature will be revised to clarify specifications and to include applications guidelines to assist in evaluation of the switch for a specific application.
2. To more clearly focus these products toward their intended application, DSD will market the switches for HP 1000 use only, to experienced automatic test customers (both stand-alone and HP-ATS). It is felt this will reduce the level of pre/post sales support that has been needed for both the less experienced user and for non-HP1000 applications.
3. At the present time, we are not actively marketing HP-ATS systems in Europe or other countries. The field has not been formally trained in HP-ATS or switches and in general there is insufficient support capabilities for these products. Therefore, we do not plan to market the switch product line to new customers outside of the United States. We will, however, continue to support follow-on business for existing HP 1000 switch customers (non-U.S.)
4. The switch product line will continue to be sold by the PT01 instrument sales force, and supported in the field by PT11.

Order Processing

The 94XX switch product line will remain on the Corporate Price List. The May 1 CPL will be changed to reflect DSD as marketing and supplying division. Prior to May 1, all orders should be transmitted to DSD via HEART over-ride (this is the same procedure currently used for the instrument portion of HP-ATS systems).

The Availability Schedule will continue to show these products as "contact factory." All field requests for delivery quotes will be handled by Greg Gillen's End-User Sales Development group at DSD. This will allow us to review the intended application to insure proper usage of the switches. Since some technical knowledge of the customers application is needed, delivery quotes should normally be requested by the field engineer.

Orders for stand-alone switches prior to 2 March 1979 will continue to be handled by LID. Questions regarding these orders should be directed to your normal contact at LID. The current order backlog is being worked on and we expect to be able to continue to improve deliveries during the physical transfer to DSD.

We hope the transfer will not cause any difficulties for your customers. Please let us know if you have any problems.

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2240A FEATURE APPLICATION - PRODUCTION MACHINE MONITORING AND CONTROLPART II: Semiconductor Manufacturing Automation

By: Dave Hannebrink

This article will focus on the use of 2240A's in a typical Large Scale Integration (LSI) facility. Since LSI products are used virtually everywhere, from games and low cost calculators, to automobile emissions control systems and computers, you're apt to find a wealth of potential 2240A applications. In fact, you already have; 2240A's are being used by (1) computer companies in the United States to both automate the LSI process and test finished chip products; (2) United States governmental agencies to control LSI processes in the manufacture of proprietary components, and (3) a large overseas communication company to control diffusion furnaces in the manufacture of LSI data communications products.

We'll take a look at one of the computer companies mentioned in (1). Specifically, let's see how an HP 1000/2240A combination is being used within HP's own Cupertino Integrated Circuits Operation (CICO) where all Silicon on Sapphire (SOS) components are produced. The application is typical of ones you'll encounter in this industry.

One part of the SOS process involves depositing metal ions onto the SOS wafer. The machine used for this is controlled by the HP 1000/2240A as shown in the figure. The 2240A control is provided in three areas:

1. Vacuum system -- Before ion deposition, the 2240A monitors analog and digital pressure gauges and controls an evacuation pump to reach the desired process pressure.
2. Pallet movement -- The 2240A sequences and positions loaded pallets (each with several wafers) on and off the conveyor, controls the conveyor speed, and counts finished pallets.
3. Cathode Power -- Ion deposition rate is controlled by ramping output power and performing closed loop analog control to maintain uniformity.

Why is automation important? Because

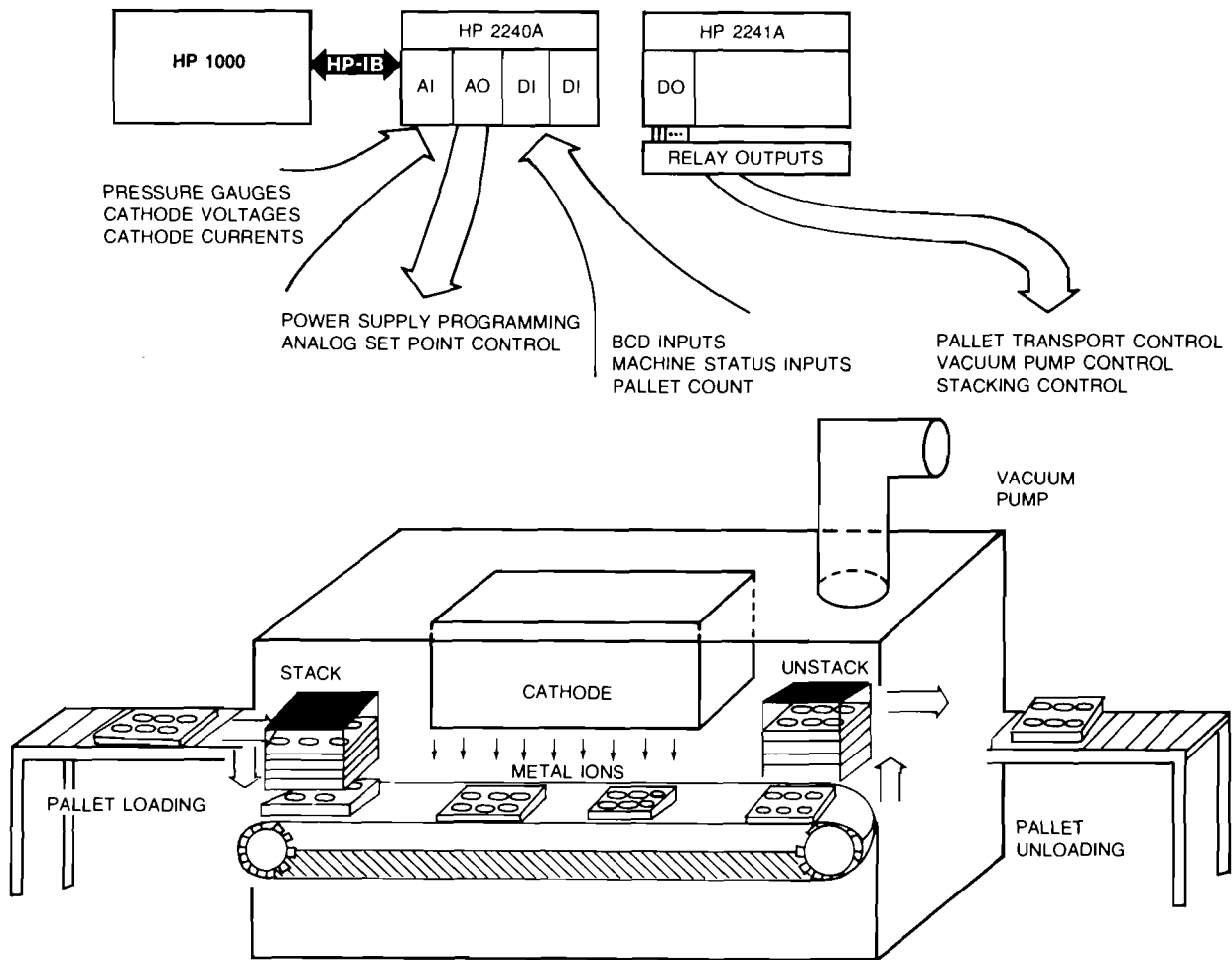
1. It provides process uniformity from run to run -- better product yield and quality.
2. It prevents equipment damage through alarm detection and automatic shutdown procedure.
3. Operators are not needed throughout the 1-2 hour runs.

4. Treadline information can be maintained by the computer.
5. "Instant" access to process status is available via the CRT.

The 2240A provides the interface to all 150 process I/O points. It's worked so well that additional 2240A applications are being considered by CICO as well as other HP divisions.

Remember that process engineers, not computer programmers, are responsible for the operation of expensive LSI equipment. The 2240A ease of use is ideal to help them get the most out of their equipment. It's already been a big help at HP.

SEMICONDUCTOR MANUFACTURING AUTOMATION



Sales Aids

Used Equipment At Super Savings

By: Judy Coleman/DSD

The following used equipment is available at great savings and all units carry a full 90-day warranty.

Qty.	Price	Description	Price
3	12531D-002-888	I/F EIA W/Modems	\$ 283
6	12556B-888	40-Bit Output Register	455
2	12604B-888	Data Source	420
6	12731A-888	Memory Expansion Module	700
5	12741A-888	32K Byte Memory Module	1,260
6	12944A-888	Power Fail for A-Series	420
11	12978A-888	256 Word Writeable M-Series	700
18	12979A-888	I/O Extender for A-Series	1,000
3	12990A-888	Memory Extender	2,000
8	12991A-888	Power Fail 2112A, 2113A	420
9	12994A-888	Power Fail 2105A, 2108A, 2109A	420
6	13187A-888	16K Memory Module	850
4	2100A-008-888	8K Computer	7,000
6	2100A-016-888	16K Computer	10,000
6	2102A-888	Memory Controller	420
3	2102E-888	Memory Control E & F Series	595
2	2109A-888	21MX E-Series	2,900
8	2113A-888	21MX E-Series	3,000
1	2895B-888	Paper Tape Punch	1,175
3	91200B-888	Video Cards	1,190

Availability approximately 4 weeks after receipt of order.

Please contact *Judy Coleman* (408) 247-7000, Ext. 3367 for transmitting instructions. Units are available on a first-come first-served basis.

Introduction To Programming Course

By: Jane Seligson/DSD

Some people have looked through the North American Computer Group Training Schedules and noticed a course, "Introduction to Programming" (22967B) offered at the Dallas SEO. They wonder why it isn't offered at all our other centers; why it isn't on the prerequisite flowchart of technical courses and how it differs from the "Introduction to HP Minicomputers Course" (22951B).

First, it is not uncommon for a course to be unique to one particular training center, but since the title conjures up all sorts of possibilities, we hope this brief description will clarify matters.

The "Introduction to Programming" course (22967B) is a course to teach fundamentals of programming to non-programmers. It consists of 4 days of BASIC and 1 day of Editor, oriented toward the language rather than any particular hardware. It is useful across the entire HP product

line including desktop computers. This course presumes a student understanding of algebra and general comfort with math skills.

For further information, please contact *Bob Funk* at the Richardson office.

Give Your HP-ATS Customer The Right Training!!

By: Ken Hall/DSD

The HP customer courses below (or equivalent experience) are recommended to make your HP-ATS Customer a successful user.

- HP 22915B Introduction to HP Mini Computers
- HP 22991A Disc-Based RTE System Course
- HP 92770A DTS-70 Programming (if Digital Option ordered)
- HP 92780A HP-ATS Test Programming Course

DATA TERMINALS NEWS

Division News

Demo Derby — Last Call for Entries

By: Bill Swift/DTD

Our 2647 Demo Derby ends April 30, so this may be your last chance to get your entries in to us. We will be awarding TWO grand prizes. Our winning entrants will each receive an HP-38E for their very own. In addition, everyone will receive a prize just for entering. We've been keeping this prize under wraps. We can guarantee, however, that you'll want to use this prize every day.

Just a word about the entries themselves. The BASIC programs you submit should demonstrate the power and versatility of the 2647. We have incorporated a number of unique instructions in the BASIC interpreter, and we're looking for ways to show off these features. Entries will be judged on the basis of how well they demonstrate the features of BASIC coupled with the power of graphics. Creativity counts!

In submitting your entry, send along a tape cartridge with the stored program. Also, enclose a listing of the program and any special instructions needed to run the program. We'll send you a tape cartridge replacement by return mail.

Good luck, and keep those entries coming!

DTD DEMO DERBY ENTRY FORM

NAME _____

SALES OFFICE _____

NAME OF PROGRAM _____

I hereby certify that my program is bug-free.

(signature)

Entries must be postmarked no later than April 30, 1979.
Send your entries to: *Bill Swift*,
DTD Sales Development

Terminal Training Classes Available

By: Craig Clark/DTD

Terminals are getting more powerful all the time: The "good news" is that the markets for our terminals are expanding rapidly; the "bad news" is it takes more than just the general knowledge supplied in the user tapes to break into many of these markets. The "Great News" is that we are offering you a chance to gain five (5) solid days of in-depth terminal experience through a series of lectures and labs. This terminal class is broken into the following sections:

- Day 1: 264X overview, alphanumeric market place, and 264X features labs.
- Day 2: Data Communications.
- Day 3: Grenoble Data Capture products, Data Capture lab, and San Diego Products.
- Day 4: 2621 product line and 2621 lab.
- Day 5: Graphics marketplace, graphics lab, and 2647A marketplace and overview.

This is a sales-oriented class that will focus on the marketplace and the features and benefits each terminal brings to the customer.

The next SR Specialist class will be held during the week of June 4th here in Cupertino. Please send me a COMGRAM if you wish to attend.

Product News

SLIDE Now Shipping!

By: Carl Flock/DTD

On April 2, 1979, DTD switched from date-code B-1901 to C-1914-42 of the BASIC/Multiplot tape.

C-1914-42 provides the following enhancements:

- BASIC: NONE
- PIE: Two new area shading types have been added
 - 2 = cross hatch
 - 3 = line
- BAR: NONE

LINEAR: The scatter diagram has been expanded to allow characters. The PEN & LINE TYPE should be filled out as follows:

S=1@2# etc.
Pen Character

SLIDE: HP SLIDE is a major contribution to the preparing of overhead transparencies.

C-1914-42 provides the following minor problem fixes over B-1901-42:

BASIC

-2↑2 now equals 4 instead of -4.

PIE

- Sorting can be defeated when going to plotter.
- With the 7225A plotter, pen changes are not reported when plotting to screen.

BAR

- The "S" shrink command in the PLOTTER field works.
- Negative Bars are labeled correctly.

LINEAR

- Pen and Line type field entry of X,0 (where x = 0 → 7) works correctly.
- Double Line Feed from datacomm does not abort plotting.

REPORTED PROBLEMS (verified but not fixed in C-1914-42)

- Typing a G or N "RETURN" in the command channel causes unexpected results. Solution — don't do it.
- Aborting the loading of BASIC with a "RETURN" key causes the terminal to give an I/O error 7 when BASIC is called. Solution — don't abort the loading of BASIC.
- BASIC/MULTILOT will not load while terminal is in COMPATIBILITY MODE. Solution — load BASIC before going into COMPATABILITY MODE.
- Printers on the shared peripheral interface cannot be addressed directly by HP 3000/FCOPY (\$HARD) or by HP 1000/EXEC calls. Work around — 1) Assign destination as HP-IB #X and then use the RECORD key. 2) Use ESC sequences in user programs. Solution — under investigation.

REPORTED PROBLEMS (that are not problems)

- On Linear charts labels depend on the "BETWEEN LABELS" field to get required accuracy. (e.g. a .1 between labels will have one place after the decimal while a .10 would indicate two places.)
- 20 ↑ 3 = 8000.01 — that's right — all functions (powers are a function) are short precision and errors like this can and will occur with the algorithms used. (Note LONG precision variables don't help because they are converted to SHORT before calculation). Note: The operations +, -, *, /, do calculate LONG.

- Line types are somewhat different between the terminal and the plotter, especially for line types 1 and 7. This is true.

POTENTIAL PROBLEMS WITH NEW SOFTWARE

- **WARNING!!** The SLIDE program loads a special extension that takes 5 Kbytes of work space. After SLIDE and before a user BASIC program is loaded one should use the "REMOVE USER" command to free these 5 Kbytes.

Note: DEMO and GAMES tape will not run after SLIDE unless you press "HARD RESET" and then use the "REMOVE USER" BASIC command.

The SLIDE manual contains this warning on the inside cover.

- If P and/or Q switches (compatibility mode) are open there is not enough display memory for SLIDE. Solution: Close P & Q switches.

POLICY FOR SWITCHING THE EXISTING SOFTWARE

- The new tape provides considerable value and thus it is expected that a customer should buy a new part 02647-13301 with date code C-1914-42 from CPC to get extended features such as SLIDE.
- If one of the minor bugs affects the customer during the warranty period or under a service agreement, HP should provide the customer with a copy of the new code on a customer supplied tape.
- Customer should buy SLIDE manual (02647-90008) in any upgrade situation.
- When in doubt, provide a free copy on customer's tape.

HOW DO I GET A COPY OF C-1914-42 FOR MY OWN USE?

- Advance copies have been sent so there should be some in your area; check around.
- If not, send the following coupon and a blank tape to your Sales Development person for your own personal copy of SLIDE (C-1914-42).

TO: _____

SALES DEVELOPMENT/DTD

OFFICE: _____

FROM: _____

Please rush my enclosed tape, with a copy of C-1914-42.

BASIC/MULTILOT/SLIDE

Funny You Didn't Ask!

By: Eric Grandjean/DTD

The question is, can I plot on a 9872A from the 2648A?

The answer is "yes".

1. First of all, the 2648A must have a 13296A Shared Peripheral interface with an Option 048 ROM installed in the 2648A.
2. Set-up the default HP-IB address to #6 on the 9872A. Now you are all set! (almost)
3. Learn HPGL graphic language (!!!) and - - - - -
4. Key in your graphic application program in to the 2648A Alphanumeric memory.

Before you store this program on a cartridge or in the mainframe for posterity, you can test it out by simply:

- a. homing the cursor
- b. pressing "gold", "f3", "insert character"
- c. pressing "green", "f1"

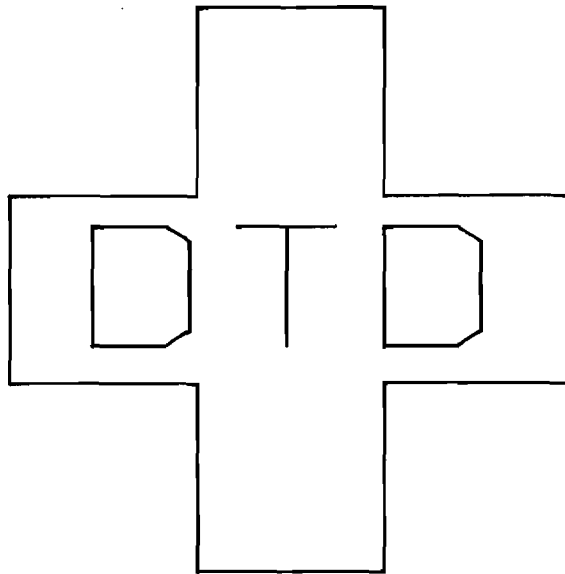
What you have just done above selects the HP-IB port, and copies all [from display]; your HPGL Commands will go to the 9872A where they are executed. Voila!

Once you are happy with your program, simply store it on tape. You can play it back from tape by selecting left or right cartridge as the source. Likewise, it also works with the terminal on line! HPGL commands coming from the mainframe will find their way to the 9872A automatically. Device selection can also be done from the mainframe. (ESC&p5D).

Remember that the 2648A does not decode HPGL commands, therefore, you cannot get this type of graphics on the screen. Small trade-off for a big feature.

Plotter manuals should be available in your local HP library. To get you started, look at the example in the 9872A Data Sheet (P/N 5952-2863); or better yet, get hold of the 9872A Graphic Plotter Interfacing and Programming Manual (P/N 09872-90003).

Here is another example to get you started:



IN;
 PU; PA3000, 5000; PD; PR1000, 0, 0, 1000, 1000, 0, 0, -1000, 1000, 0, 0, -1000, -1000, 0, 0, -1000,
 PR-1000, 0, 0, 1000, -1000, 0, 0, 1000; PU; PA3440, 4200; SI1. 3, 1. 6; LBDD

**Any Demo, anybody?
 The age of graphics is here.**

A Small 2647A Gotcha

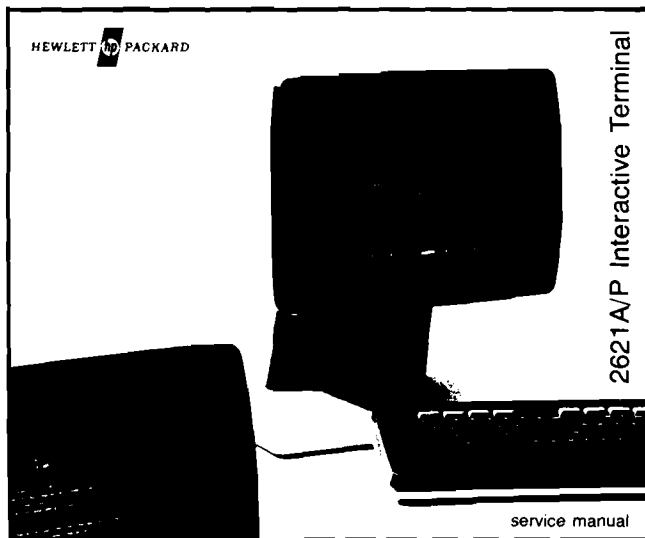
By: Craig Clark/DTD

The 2647A has been such a well-received product by our customers that sometimes they (and you) get caught trying to do everything at once!

You know the 2647A has one datacomm slot and one option slot. In spite of this, some customers want both HP-IB and Display Enhancements; which you tell them is fine, as long as they understand that only one at a time will fit in the terminal. The problem arises when you try to add Display Enhancements and find that instead of a 4-wide top plane connector, you need a 5-wide connector. *Gotcha!* May I suggest that you place an order through CPC for a part #02640-60016 as you place the customer's 2647A terminal order through the factory. This will provide you with a 5-wide top plane connector and the flexibility your customers have come to depend on from HP.

2621 Service Manual Now Available

By: Eric Grandjean/DTD



It's now released and in stock! P/N is 02620-90002.

Format-wise, it has the same format as its cousin the 2621 A/P Owner's Manual. Get one now!

GOOD SELLING!

Remote Key Latching

By: Eric Grandjean/DTD

Earlier versions of the 2645A Reference Manual indicated that we could remotely latch the "Remote" key. It's not quite true.

ESC & k(state)(key) can be used *only* to remote latch:

	Auto Line Feed	(a)
	Block Mode	(b)
	Caps Lock	(c)
with state	1 = Down	(Enabled)
	0 = Up	(Disabled)

Some sophisticated users have somehow found a good reason for removing the control of the remote key on the 2645A.

What to do?

— use a 2648A (ESC & k1 R)

For the 2645A, the solution is not quite as elegant as ESC & k, but it works.

ESC & c 177763 a(octal number)D

The octal number coding is as follows:

1	Enable caps lock.
2	Set block mode.
4	Enable auto line-feed.
10	Set remote mode.
40	Enable write-backspace-read.
0	Resets or disables all-of-the-above.

Example:

— Enables caps lock	1
— Enables auto line feed	4
— Sets remote mode	10
— Resets block mode	0
— Disable write-backspace-read	0
	<hr style="width: 100%; border: 0.5px solid black;"/>
	15

ESC & c 177763a 10 D sets remote mode and clears the four other modes.

The current setting of caps lock block mode and auto line feed can be tested with a terminal status request.

As usual the above special sequence is an unsupported feature of the 2645A.

SELL TERMINALS!

FORT COLLINS NEWS

Sales Aids

OEM Start-Up Kit

By: Ron Vernon/FCD

A major concern of any new HP OEM is the amount of time it requires to become familiar with any Business Computer System. Soon after the introduction of the HP 250, we at Fort Collins Division set up a tool for these OEMs called an "HP 250 OEM Start-up Kit".

This kit contains the following:

- Complete set of system documentation.
- Demo flexible disc and instructions
- 50 copies of HP 250 literature (flyer, brochure, P/C guide)
- 3 (8 x 10") product photos,

This kit is available at no charge to all approved HP 250 OEMs. If you have an HP 250 OEM that has not yet received a start-up kit and would like to have one, you can order it through the HEART system. The product number is 45300S. It should be booked as a trade order with the "sold to" as your HP Sales Office and the "ship to" as your OEM's location. You must also reference a Computer Systems Purchase Agreement number. Then ENTER a "0.0" to the sub unit price field — FCD will expense the kit. Your Order Processing Department should have all the necessary information to assist you.

If you have any questions, just give any member of the FCD Sales Development team a call. These members and their respective regions are:

Members	Region Supported
Ron Vernon, (Manager) Kerry Pike	Midwest-West and Europe Midwest-East, Eastern US and Canada-East
Mike Chonle Janet Beyers	Neely and Canada-West Southern and ICON

Sales Development And Customer Visits To FCD

By: Janet Beyers/FCD

The primary function of the Sales Development group is to provide the field with a variety of support efforts. These efforts include identifying needed sales tools such as demo discs, sales brochures, data sheets, OEM kits and other useful materials. Other support functions — such as factory visits — can assist the sales team in closing sales. Such factory visits are an important resource and we encourage you to use them.

There are two points we stress with respect to customer visits. The first point is that the prospect should be a "key" customer. We consider a "key" customer one who is either a major account or an OEM who has the potential to sell at least 15 HP 250's per year. Obviously, if you spend that time with one customer, you should expect the benefits volume sales can bring.

Secondly, you should bring the customer to the factory yourself rather than send him alone. It is important you be involved in the visit. We don't want you taken out of the loop. Such a visit provides you a unique opportunity to spend one full day with your customer!!

These customer visits to the factory can serve several purposes. They can give your customers an opportunity to see first hand the effort that goes into manufacturing a quality product. The customer can talk with representatives from several different departments in one day (for example, Marketing, R&D and Production). And these visits give us the opportunity to get feedback on present products, as well as learn what features our customers will expect on future products.

Our basic goal during the customer's visit is to demonstrate our commitment to Commercial Small Business Systems. We also want to demonstrate a willingness to work with our large customers to solve their present problems while accepting input for enhancements.

CUSTOMER VISIT REQUEST FORM

Date of request: _____

Salesperson: _____ Office: _____

Company: _____

Company Contact: _____

City: _____

Nature of Business: _____

Customer Type: OEM

 Major Acct.

 Large Acct.

 Horizontal

Status of Account: _____ (units anticipated)

Date of Visit: _____

Names and Titles of Customers Attending:

*Hotel reservations required: Yes No

 If yes, for which dates? _____

Customer Objectives for Visit: _____

Materials requested: _____

In order to ensure a successful factory visit, we have prepared a customer visit request form. A copy of this form will be sent to each sales office for your use. The request form outlines information pertinent to the customer and his objectives for the visit. Knowing the customer's expectations, we are better prepared to make his visit successful.

Guidelines For Planning A Successful Customer Visit To FCD

By: Janet Beyers/FCD

Here are some guidelines we ask you to follow when planning a customer visit:

- Send a completed request form to *Janet Beyers*, FCD, at least two weeks ahead of the scheduled visit. The advance notice allows us time to schedule equipment, key personnel and a conference room.
- Be sure your customers know they are responsible for their own travel expenses. We will gladly make local reservations for you and your customer, if so specified on the request form.
- Plan to spend the first hour of the visit in general discussions as we learn about the customer's application. We will then typically take a plant tour to help make our visitor feel comfortable in the Hewlett-Packard environment, and to focus on the "Home of the HP 250."

Being well prepared for a key customer's visit to FCD is one of our goals. Sending that customer back to his own office feeling this trip was successful is another. And sending you, the Sales Representative, back to your office with an order is the most important objective!!

CUSTOMER VISIT FOLLOW-UP

Date of Visit: _____

Salesperson: _____ Office: _____

Company: _____

Company Representatives & Titles: _____

Applications Areas: _____

Characteristics of Applications: _____

Customer Type: OEM MAJOR ACCT.
 LARGE ACCT. HORIZONTAL

Topics discussed during visit: _____

Needed Capabilities: _____

Outstanding Problems: _____

Potential Applications: _____

Materials Supplied to Customers: _____

FACTORY EVALUATION:

Reaction of Customer to Visit: _____

Do You Think Customer Met His/Her Objectives? _____

Date Followup Sent to Sales Rep. _____

The Sales Development group welcomes these customer visits and encourages you to use them. We want to help you sell HP 250's.

GENERAL SYSTEMS NEWS

Product News

SPC/3000: A New Member Of The MFG/3000 Family

By: Pete Van Kuran/GSD



Standard product Costing (SPC/3000) is joining the first three MFG/3000 application products (EDC/3000, IOS/3000, MRP/3000). Standard Product Costing is an important timesaver for a manufacturing company that needs to calculate the cost of their products. And they *all* need to do that! By performing most of the tedious costing calculations, SPC/3000 can save precious time and increase the customer's productivity. A new data sheet for SPC/3000 (5953-0573) is now in distribution. SPC/3000 is product number 32392A. Each member of the field sales and support team will be receiving more detailed information on SPC/3000 shortly.

What is SPC/3000?

- Solid evidence of GSD's continuing *MANUFACTURING APPLICATIONS COMMITMENT*.
- Significant *INCREASE IN PRODUCTIVITY* for your customers.
- Creates *NEW SALES OPPORTUNITIES* by broadening the market for MFG/3000.

How Does SPC/3000 Work?

In a nutshell, the cost of a part is the sum of the material plus the labor hour content multiplied by wage rates plus overhead, where wages vary by the work performed and overhead will vary by the capital equipment used. This is a complex process and SPC/3000 will relieve the user, usually the controller, of doing and checking these tedious, repetitive calculations. In addition, as the user changes his bills of material, or adds a new operation or changes wage rates, the standard cost of each part affected can be recalculated in a matter of minutes instead of days.

Where Does SPC/3000 Fit with MFG/3000?

The addition of SPC/3000 expands the materials planning and control capabilities of the original MFG/3000 products (EDC/3000, IOS/3000, MRP/3000) by giving the user the ability to determine the standard cost of each assembled part in their inventory.

Even though SPC is a new separate product, it can be thought of as a logical extension to Engineering Data Control (EDC/3000). All of the cost data is stored and entered in the EDC/3000 data base. When SPC/3000 performs editing, roll-up and roll-over it manipulates data in the EDC data base. SPC relies heavily on bill-of-materials data plus information about purchased part costs, part routings and individual workcenters. A manufacturing company that is purchasing MFG/3000 to solve their materials planning and control problem will see SPC/3000 as a logical "next step" in utilizing the data they have developed for implementing MFG/3000.

What About Current Customers?

SPC/3000 offers 23 new fields for the EDC/3000 data base. Most of these fields are to allow users to store both current and standard costs. Additionally, several of the EDC data entry and retrieval screens have been updated to accommodate these new fields. *All standard product users of EDC/3000 are being converted as part of their comprehensive software support for EDC/3000.* Once your customer has installed MAT version 1914 of EDC/3000, he can order and install SPC/3000.

Current Backlog

New customers whose order for EDC/3000 is installed after April 15, 1979 (using MAT 1914), will have the changes to EDC/3000 included in their version of the product.

Support

Comprehensive support (22823A, opt. 021) consisting of bug fixes, enhancements, manual updates, PICS and on-site support, is available under Plan 1 and Plan 2. It is delivered by your Industry Specialist, who has been trained on SPC/3000.

Documentation

An SPC/3000 User's Manual (32392-90001) will be available on May 1, 1979. It covers SPC/3000 from the user's point of view, showing how to use the product and request and interpret reports. It also describes to the Systems Administrator how to schedule batch jobs and change default parameters.

The SPC/3000 manual is unique in that it has been written in a tutorial fashion. It not only shows the user how to use the product, but also explains what is happening. In this respect, the SPC/3000 manual is also a self-teaching text!

Because of the changes to EDC, both the EDC/3000 User's Reference Manual and the EDC/3000 Administrator's have been updated. All EDC/3000 users will be receiving these updates as part of the normal manual update distribution.

Training

The SPC/3000 User's Manual has been written to provide the user all of the material he/she needs to know to use and understand SPC/3000. As such, no customer training class need be offered for SPC/3000. This feature allows the customer to learn how to use SPC/3000 without spending the money.

A module will be added to the existing MFG/3000 training (32378A) to cover the additional system administrator tasks for SPC/3000.

Consulting

Customers desiring Industry Specialist consulting on SPC/3000 should order one or *more* days of 22705A.

Summary

SPC/3000 is an important addition to MFG/3000. It expands the scope of the product, broadens its capabilities and most importantly, provides key benefits to the customer. If you need any further assistance, contact your Industry Specialist or Dick Knudtsen at GSD!

MANUFACTURE SALES!

HP 300 "Pop" Quiz

By: Steve Wilk/GSD



CHECK YOUR KNOWLEDGE!

DID YOU KNOW THAT . . .

1. Under application control, TERMINALS CAN ACTIVATE JOBS by providing the user a MENU DRIVEN SELECTION of applications to be displayed on the terminal. Upon completion of an application, the program could return the menu back to terminal for the next selection.
2. HP 300 supports not only the 264X terminal family but also the low cost 2621 line as well. Up to 16 TERMINALS can be included in an HP 300 configuration via RS-232C ASYNCHRONOUS DATA COMMUNICATION CHANNEL interface at a maximum transmission rate of 9600 BAUD.
3. The HP 300 makes very modest demands on physical facilities. The basic system occupies about six square feet of floor space and needs no special "computer room" environment. It uses STANDARD 115 VOLT (U.S.) WALL OUTLET, and DOES NOT require air conditioning or raised flooring under normal office conditions.



4. BUSINESS BASIC/300 is "Cobol-like" in that you can have DECIMAL ARITHMETIC data types, VARIABLE NAMES like "EMPLOYEE . NUMBER" or "LAST . NAME" STATEMENT LABELS like "GOTO PRINT . REPORT" and formatted statement PRINT USING that allow easy construction of printed reports and formatted terminal displays.
5. RPG II/300 is highly compatible with HP 3000 RPG and with RPG on the IBM S/32 and S/34, allowing existing programs to be easily adapted to the HP 300 system.
6. The HP 300 is designed to meet worldwide safety regulations for Data Processing Equipment and Office Machines.
7. The HP 300 offers a full range of APPLICATION GUIDES designed for the technical heavy. The guides provide the "HOW TO . . ." information for the systems programmer, rather than product documentation — which is the function of the standard manuals.

Here's the offering:

- HP 300 Architecture Guide
- HP 300 Multiterminal Application Guide
- HP 300 Display Systems Application Guide
- HP 300 System Services Guide
- HP 300 Program and Library Operations Guide
- HP 300 File and Peripheral Access Guide

8. You can easily "JOB STREAM" your Business BASIC/300 and/or RPG II/300 programs by writing a short BASIC program using the System Services ICALL commands PLOAD and PSTART.

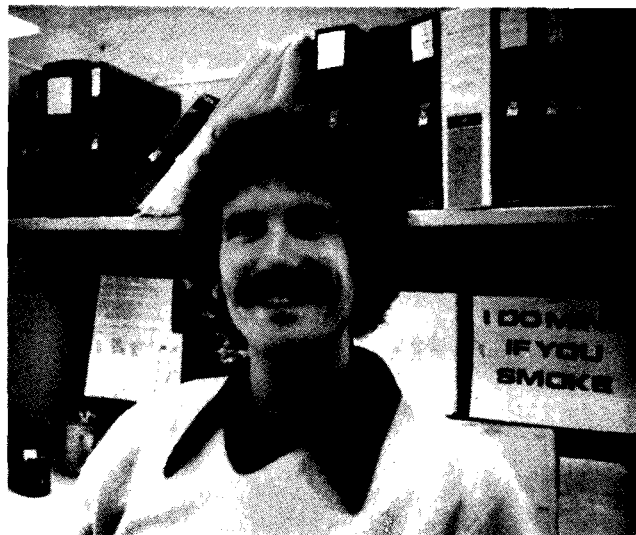


9. The Standard HP 300 system includes 256 Kbytes of Main MEMORY expandable to 1024 Kbytes in 128 Kbyte memory banks. When adding memory, there is no need to reconfigure the system; the HP 300 SYSTEM BUILD automatically does it for you!!
10. With VIRTUAL MEMORY on the HP 300, you could potentially address over 2 million bytes of instruction code and 268 million bytes of data storage!

Scorecard — 10— You are a fountain of knowledge and we love you!
 7-9 you are doing fine
 4-6 keep reading the HP 300 GIM
 5 and below take our HP 300 Factory Course!

Running IBM RPG II Programs On The HP 300? Help Is On The Way!

By: Gary Eldredge/GSD



Would your potential HP 300 customer base increase if converting RPG II source programs from IBM systems to the HP 300 was not an overwhelming problem? HP 300 User Services is making good progress in simplifying the conversion process. To date, we have provided on-site assistance to SE's converting IBM System/32, System/34, and System/3 programs to run on HP 300's in Michigan, Texas, and Maryland.



Dave Cummings, an HP 300 SE from the Farmington, Michigan office has been helping two customers in Detroit with their IBM System/32 and System/34 conversions. Their files are being transferred to the 300 via magnetic tape and an HP 3000. In Rockville, Maryland, Miriam Jacobs, an HP 3000 SE, has helped convert nearly 200 System/3 Model 10 programs. The OEM in Rockville is very impressed with the ease with which the HP 300 is being adapted to its applications. Finally, in Texas, the HP 300 lab stepped in to help use IBM-formatted flexible discs to transfer IBM System/34 programs to an HP 300. They made the necessary modifications to order entry, general ledger, and accounts payable programs, and demonstrated the new HP 300 forms utility.

In each case, the conversion efforts have been successful and informative. Our next task is to distill all that we have learned from these experiences into a format that we can distribute as an SE note. You can look forward to that note sometime soon!

S/38 RPG III vs. RPG/3000

By: Jim Kennedy/GSD

The recently announced S/38 RPG III has most of the features of RPG/3000. RPG III is designed to be an "Online WorkStation" oriented version of IBM's RPG II. RPG III uses the interactive, data base-like capabilities of the Control Program Facility (CPF), the S/38 operating system, and S/38 Control Language (CL) subroutines to expand its power and versatility as an application development language. Use of the table below, will assist you in explaining to your potential (or current) customers how RPG III compares with RPG (II)/3000:

RPG COMPARISON TABLE:

RPG Advantage/Feature	IBM S/38	HP 3000
• Reduced dependence on a fixed logic cycle.	Yes	Yes
• Reduced I/O coding due to externally described data	Yes	Yes
• Short form calculation format to reduce coding	Yes	No
• Program-to-program communication	with CL subroutines	with SPL subroutines
• Tables/Array Handling Execution time arrays	?	Yes
Alternating format	?	Yes
Indexed Arrays	?	Yes
Cross foot operation	?	Yes
• Interactive Program Development	Source Entry Utility Datafile Utility CPF Facilities Program Testing	EDITOR VIEW FCOPY DEBUG
• Data Management Keyed Sequential File Accesss	Yes	KSAM call statements
Selective Processing of data structures and subfields	Yes	IMAGE call statements
Data Definition language	No	IMAGE
• S/3 Conversion Operator Control language (OCL)	Yes	No
Source Code	Yes	RPGCON
Utilities		
\$COPY	Yes	"KONVERT 2" & FCOPY
\$DELET	Yes	No
\$DSORT	Yes	Sort 3
\$HIST	Yes	No
Files/Records	Generates CL code to create and load files	"KONVERT 2" converts EBCDIC to ASCII odd- length records from packed to unpacked
Communication Control Program (CCP)	Conversion Utilities Execution Subroutines	No

In summary, RPG 3000 still compares favorably with IBM's RPG III and this new announcement should not cause you any problems selling HP 3000's. If you have specific questions, please contact *Jim Kennedy* (X3758) or your customers.

HP 300 Serviceability Features (Part 3)*By: Curt Gowan/GSD*

There are serviceability features throughout the HP 300 hardware and software. Many of them are unique to this product. Taken together, they give you a real competitive edge in presenting the HP 300 to a nuts-and-bolts/bits-and-bytes prospect. The purpose of this four-part series is to give you the knowledge to discuss and demonstrate these features.

In the last issue, we covered the built-in fault containment features; now we come to the HP 300's monitoring tools.

Classes Of Serviceability Features

- Fault containment features correct or detect faults to minimize their effect on the system. (Covered in the last issue.)
- Monitoring tools (covered in this article) allow you to see what is happening or what has just happened leading up to an error.
- Stimulus-response tools, which will be covered in the next part of this series.

Now for the second group of the three . . .

Monitoring Tools**1. Trace-LEDs**

HP-manufactured light emitting diode arrays (with integrated current-limiting resistors) are built into most boards. All of these LEDs are observable by opening the rear door. They provide non-invasive monitoring of normal activity — to check certain key nodes without tools. The Trace-LEDs are, in effect, a low cost built-in maintenance panel.

(Demo: open the rear door . . . emphasize the use of the HP component technology.)

2. System Error Log

The error logging facility records errors, both user-transparent and fatal, as time-stamped entries in a disc file. (Figure 4) The number of I/O requests and errors are tallied for each device, then regularly recorded on the disc. Fault trends may be detected by analyzing this data.

(Demo: enter "COPY S E L TO .WORD CONSOLE" or ". . . TO .WORD PRINTER".)

3. System Trace Table

The operating system keeps a list of the most recent events in a circular table in memory. The data can be dumped via the System Debug facility.

4. Console Log

A list of the most recent console commands is kept in a disc file so that one can check the sequence of commands which led up to some event.

(Demo: to examine the last console log, enter "COPY FILE LCONLOG1 (PUBLIC) TO .WORD CONSOLE" or ". . . TO .WORD PRINTER". Answer "UNCONVERTED")

5. System Debug

Running under the operating system, System Debug provides to Specialist CE's interactive control, examination, and modification of both code and data.

There are two key external tools which Customer Engineers use in monitoring — the Processor Maintenance Panel and state analysis instrumentation.

6. Processor Maintenance Panel

The Processor Maintenance Panel (PMP) is used by Specialist CE's for detailed tracing of HP 300 microcode and macrocode. The PMP consists of a printed circuit board which plugs into a reserved slot in the system card cage and an HP 9825 Calculator which provides a user interface independent of the system under test.

7. State Analysis Instruments

HP 300 Customer Engineers are trained in the use of the HP 1602A Logic State Analyzer and the HP 1640A Serial Data Analyzer — both standard portable instruments — to trace I/O transactions on the system busses and data communication ports.

(HP's leadership in test instrumentation helps us lead in computer serviceability . . . HP 300 Service Engineering invented the 1602's HP-IB Test Probe and is participating in the design of future instruments.)

SELL HP 300 SERVICEABILITY**General News****HP 300 SE Training — European Style***By: Walter Utz/GSD*

HP 300 Phase I training was conducted at Boeblingen, Germany in December, 1978 by HP 300 User Services SE's *Pat Wilcox* and *Dave McClellan*. Phase II training is scheduled in the spring, 1979 and it will be a new team approach. In February, 1979, *Walter Hellweger* of the Boeblingen CSB team attended Phase II training in Cupertino. *Walter* has returned to Boeblingen where he will become an instructor to reach Phase II with *Steven Smale*, an HP 300 User Services SE.

Upon completion of the Phase II course, *Steve* will remain in Boeblingen until August to work with *Walter Hellweger* and *Peter Rosenbladt*. The HP 300 has enjoyed a very enthusiastic reception in Europe, and it is important that we establish a solid link between European SE activities and Cupertino factory support. When *Steve* returns to Cupertino in August, he will have an indepth understanding of the European operations, a close contact with our European friends, and perhaps have added a bit of the German language to his vocabulary.

Wirklich außergewöhnlich. Der neue HP 300.



Ein preiswerter, kommerzieller Computer, der bis zu 16 Terminals unterstützt - über ein Datenbanksystem, virtuelle Speichertechnik und einen Hauptspeicher bis zu 1 MByte verfügt - jedoch nicht mehr Platz benötigt als ein freistehendes Terminal.

Haben Sie jemals so viel Leistung und Vielseitigkeit in einem Computer dieser Größe gefunden? Das Geheimnis? Ein integriertes Bildschirmterminal, eine eingebaute Festplatte mit hoher Schreibdichte, ein einfach zu verwendendes Multiprogramm- und Multitasking-Betriebssystem (AMIGO/300) und ein leistungsfähiger Prozessor, der auf 6 von HP entwickelten SOS- (Silizium auf Saphir) Schaltkreisen aufbaut.

Bildschirmanzeige in verschiedenen »Fenstern«.

Zur Anzeige und Kontrolle verschiedener Informationen aus einem oder mehreren Anwendungsprogrammen kann der Bildschirm in verschiedene »Fenster« aufgeteilt werden. In jedem der Ausschnitte kann die Darstellung horizontal und vertikal verschoben werden - bis zu 160 Stellen in der Breite und mehrere tausend Zeilen lang.

In einem Fenster lassen sich die Funktionen der 8 definierbaren Tasten,

die rechts vom Bildschirm angeordnet sind, anzeigen. Damit kann der Bediener Schritt-für-Schritt durch ein Programm geführt werden.

Diese Bildschirmtechnik ist das Fenster für Tausende von Transaktionen. In einer großen Firma können sie eine Aufgabe betreffen, wie z. B. die Auftragsbearbeitung. In einem kleineren Unternehmen können sie das gesamte Spektrum der Datenverarbeitung umfassen, von der Anzeige der aktuellen Verkaufszahlen bis zur Lagerverwaltung.

Computerleistung ist einfacher zu verteilen.

Das AMIGO/300 Betriebssystem wurde von Grund auf konzipiert, das Erstellen und Abarbeiten von Online-Anwendungsprogrammen zu vereinfachen. Es unterstützt zwei kommerzielle Sprachen - RPGII und Business BASIC. Sechs verschiedene Dateistrukturen (einschließlich sequentiellm Zugriff mit mehreren Schlüsseln), das Datenbank-

system IMAGE und eine dem Englischen ähnliche Abfragesprache verkürzen die Entwicklungszeit für Programme.

All dies bietet ein System mit einem Preis ab DM 108.000,-, das in jedes Büro paßt, sich an jede Steckdose anschließen läßt und leiser ist als die kleinsten Kopiergeräte. Interessant für Sie? Nach einer Vorführung werden Sie erkennen, daß der HP 300 ein wesentlicher Fortschritt auf dem Gebiet der kommerziellen Computer ist.

Rufen Sie uns an oder schreiben Sie an:

Hewlett-Packard GmbH -
Vertriebszentrale,
z. Hd. Herrn Peter Schöltzel
Berner Str. 117, 6000 Frankfurt/M. 56,
Telefon (06 11) 50 04-1.

HEWLETT  PACKARD

Software For Sale!!!

By: Bob Lewin/GSD

Many of you have asked for a way to publicize the software products your third parties have available for sale or for cross-licensing to other third parties. Here's how to do it.

All good third parties should belong to the HP General Systems Users' Group (HPGSUG), which publishes a Newsletter six times per year. Any User Group member can have one ad per issue printed in the Newsletter for only \$25 per issue. Each ad is limited to one-sixth of a page. No personnel ads (e.g., Programmer needed . . .) are allowed.

This would be an excellent medium for those third parties who wish to establish cross-licensing agreements to advertise their products and needs.

Items to be included in the Users' Group Newsletter are sent as they are to appear to:

Rella Hines
Executive Director
HP General Systems Users' Group
Suite 414, Empire Towers
7300 Ritchie Highway
Glen Burnie, Maryland 21061
Telephone (301) 768-4187

GOOD SELLING!!!

CSB News

Sell An HP 3000 And Get An HP 250 For \$10K

By: Mike Barlow/CSB

This is the latest sales technique in the UK, where *Jeff Graham* recently made this offer to a prospect who was unable to refuse.

Buying a single HP 3000 attracts no discount, but add an HP 250 and you get an end user discount of 4%. You can then have an additional stand-alone unit with datacomm to the HP 3000 and probably save on the cost of a printer and VDU which you'd have bought for the HP 3000.

A typical example of the costs goes like this (to the nearest \$1K):

HP 3000	\$180K
HP 250 with datacomm	\$ 26K
SUB TOTAL	
	\$206K
Savings on 2645/2631 FOR 3000	-\$ 8K
Total before discount	\$198K
4% discount	-\$ 8K
TOTAL COST TO CUSTOMER	
	\$190K

The incremental cost is only \$10K and the result is a much more flexible solution that could easily result in a number of subsequent HP 250 sales.

Program Entry for HP 300 From 264X Terminals

By: Mike Barlow/CSB

Program development on the HP 300 is accomplished very efficiently on the IDS, but some software suppliers are expressing a concern that the initial entry of source code is time consuming, and limits the fast development of new program packs.

Stuart Jones, the HP 300 SE from the north of England, has written and used a short program to allow text to be input from the terminals and stored in sequential files. The programmers can then take turns at utilizing the tremendous power of the IDS to check the syntax and debug their programs, while minimizing the time they require using the IDS itself.

This program is available either from *Stuart Jones* in the Castleford office or from *Walter Hellweger* at CSB. At present, it needs to run in multi-program mode for a number of terminals and may well be updated over a period of time.

It's a good tool to demonstrate and to tell your software suppliers about.

New Applications

OEM To Develop Accounting Package On HP 300

By: John Whitesell/GSD



An OEM software house in the Upper Midwest has recently decided to develop accounting packages on the HP 300. The customer has purchased and will soon take delivery of its 12 Mb HP 300 development system.

This OEM chose the HP 300 because of the easy-to-use features of the IDS and the fact that the HP 300 has a database management system. The customer plans to offer a multiple terminal general accounting package initially, and eventually plans to develop additional accounting packages as well as a bill of materials package.

If you would like more information on this application, call *John Whitesell* at GSD.

GOOD SELLING!

Etonnant: l'ordinateur HP 300.



Un ordinateur de gestion, économique, qui peut supporter jusqu'à 16 terminaux et dispose d'un système de gestion de base de données, d'un système d'exploitation à mémoire virtuelle, d'une mémoire principale pouvant atteindre un million d'octets ? Qui a la taille d'un simple terminal ? Oui, il existe. C'est le nouveau HP 300.

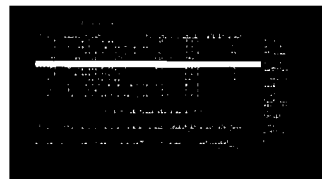
Aucun ordinateur n'offre une telle puissance et une telle polyvalence dans un format si réduit. Son secret ? Un système d'affichage intégré original. Un disque fixe incorporé à haute densité. Un système d'exploitation multitâche et multiprogramme, facile à utiliser, AMIGO/300. Un puissant processeur s'articulant sur six circuits silicium sur saphir (SOS) de technologie Hewlett-Packard.

Il "ouvre" plusieurs fenêtres sur les données

L'écran peut se fractionner en plusieurs fenêtres. Ceci permet l'affichage et la gestion simultanée de divers aspects d'une ou plusieurs applications.

Chaque zone peut également être déplacée horizontalement et verticalement sur une largeur de 160 colonnes et une longueur de plusieurs milliers de lignes.

Il est possible d'affecter un libellé à huit touches personnalisables situées à droite de l'écran qui guideront l'utilisateur pas à pas dans son travail.



Le système d'affichage intégré ouvre une fenêtre sur des milliers de transactions. Dans une grande entreprise, ces transactions pourraient très bien ne concerner qu'une seule tâche, telle que la saisie des commandes. Dans une petite entreprise, elles pourraient concerner l'éventail complet du traitement : affichage des derniers chiffres de vente et gestion du stock.

Il simplifie la répartition du traitement

Le système d'exploitation AMIGO/300 a été conçu spécialement pour simplifier l'écriture et l'utilisation en ligne des programmes d'applications spécialisés.

Il comporte deux langages de gestion : le RPG II et le BASIC gestion et admet six structures de fichiers différentes (dont l'accès séquentiel par clé).

Le système de gestion de base de données IMAGE, ainsi qu'un langage d'interrogation, contribuent à réduire le temps d'élaboration des programmes.

Toutes ces qualités sont réunies dans un système très silencieux et s'harmonisant au cadre du bureau.

Son prix de base est de

246 500 F t.t.c.* Cela vous étonne ?

Documentez-vous sur le nouveau HP 300, vous constaterez l'avance technologique de HP en matière d'ordinateurs de gestion.

* Prix valable au 1/12/78



Pour tous renseignements complémentaires contacter : H.P. France : B.P. 70 91401 Orsay Cedex. Tél. 9077825. Bruxelles: Tél.(02) 6605050. Genève - Le Lignon: Tél. (022) 960322. ou renvoyer le coupon-réponse ci-dessous.

Je désire recevoir des informations complémentaires sur le HP 300.

Nom _____
Fonction _____
Société _____
Adresse _____
Tél. _____

Bon à renvoyer à Hewlett-Packard France, ZI de Courtabœuf, BP 70, 91401 Orsay Cedex. Tél. : 9077825.

Ol Int 79-1

HP GRENOBLE NEWS

Sales Aids



German Guys Promote Data Capture

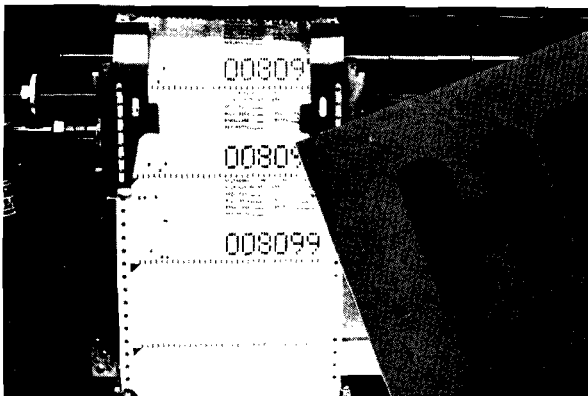
By: Jean-Louis Chapuis/HPG

Even if you don't understand German you can understand what they're talking about!

Our German colleagues have organized customer seminars in Frankfurt, and before starting the seminar they sent this brochure to customers in which they describe our data capture application in Grenoble.

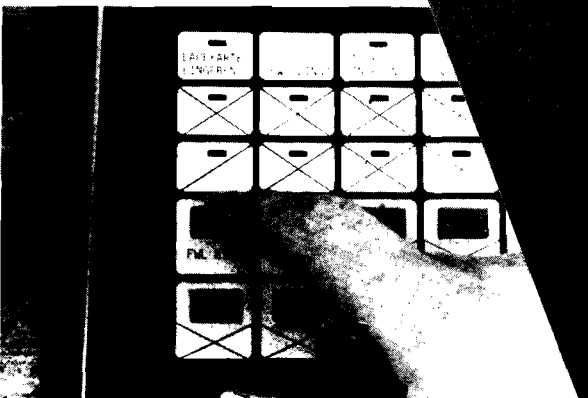
Good idea isn't it? Now how about you?!

HP-Systeme 1000 für den Einsatz in der Fertigungsindustrie



Herstellung der Laufkarten auf einem Schreibgerät

Über einfache Daten-Erfassungsg-Terminale, Zeichendruck, Funktionsstör-Anzeige, Wahlweise für das Einlesen von Plastikausweisen und Markierungskarten, Printkopierkönnen werden direkt von den Arbeitsplätzen aus Meldungen über die gesamte ca. 15.000 Halbleiter- und Fertigungsprodukten in die Datenbank IMAGE er-



Transaktion in Fertigungsmager 2

HP-Systeme 1000 für den Einsatz in der Fertigungsindustrie

Mit der Online-Abfragesprache QUERY sind damit jederzeit z. B. folgende Fragen zu beantworten: Wie ist der aktuelle Stand der Tagesproduktion für besonders interessierende oder alle Geräte-Nummern?

```
?FIND INSTR IS "13037B" AND PRODAT IS "781023" END;
00012 ENTRIES QUALIFIED
NEXT?
?REPORT NAME=TAPROD;
```

TAGESPRODUKTION			
GERAET	SERIE	NR.	PRODUKTIONSDAT.
13037B	63101473	00624	781023
13037B	63101473	00625	781023
13037B	63101473	00626	781023
13037B	63101473	00627	781023
13037B	63101473	00628	781023
13037B	63101473	00629	781023
13037B	63101473	00630	781023
13037B	63101599	00631	781023
13037B	63101599	00632	781023
13037B	63101599	00633	781023
13037B	63101599	00634	781023
13037B	63101599	00635	781023

PROD.: 12

Welchen Kategorie sind seit Anfang des Monats ausgeliefert worden? (das Datum wird angegeben)

```
AND SHIDAT IGT "781000" END;
QUALIFIED
```

VERSAND INFORMATION				
BOX NR.	GEWICHT	INHALT	SER. NR.	
82629	00275	13037B 13175A 7906	00576 00013 00293	
840218993	084513	00275	13037B 13175A 7906	00566 00025 00281
850234931	085391	00180	13037B 13175A	00569 00017

Customer Slide Pitch

By: Peter Stuart/HPG

During the New Product Training Tour for the 3075A, 3076A, and 3077A Data Capture Terminals many of you requested a copy of the 35mm slides that you could use for customer presentations, seminars etc. . .

We have now distributed a set of 40 slides to every District Manager together with a complete script of what to say with each slide. About 20 of the slides are on the product

features, data comms and environmental testing; while the other 20 describe the product tracking application which Guenter Klopfer set up here in Grenoble (and which is paying for itself in less than 1 year.)

This latter part of the pitch is ideal for incorporating into any general manufacturing seminar since it avoids being a too-obvious product pitch.

If your District Manager has not received his or her copy let us know and we will rectify the situation ASAP.

General News

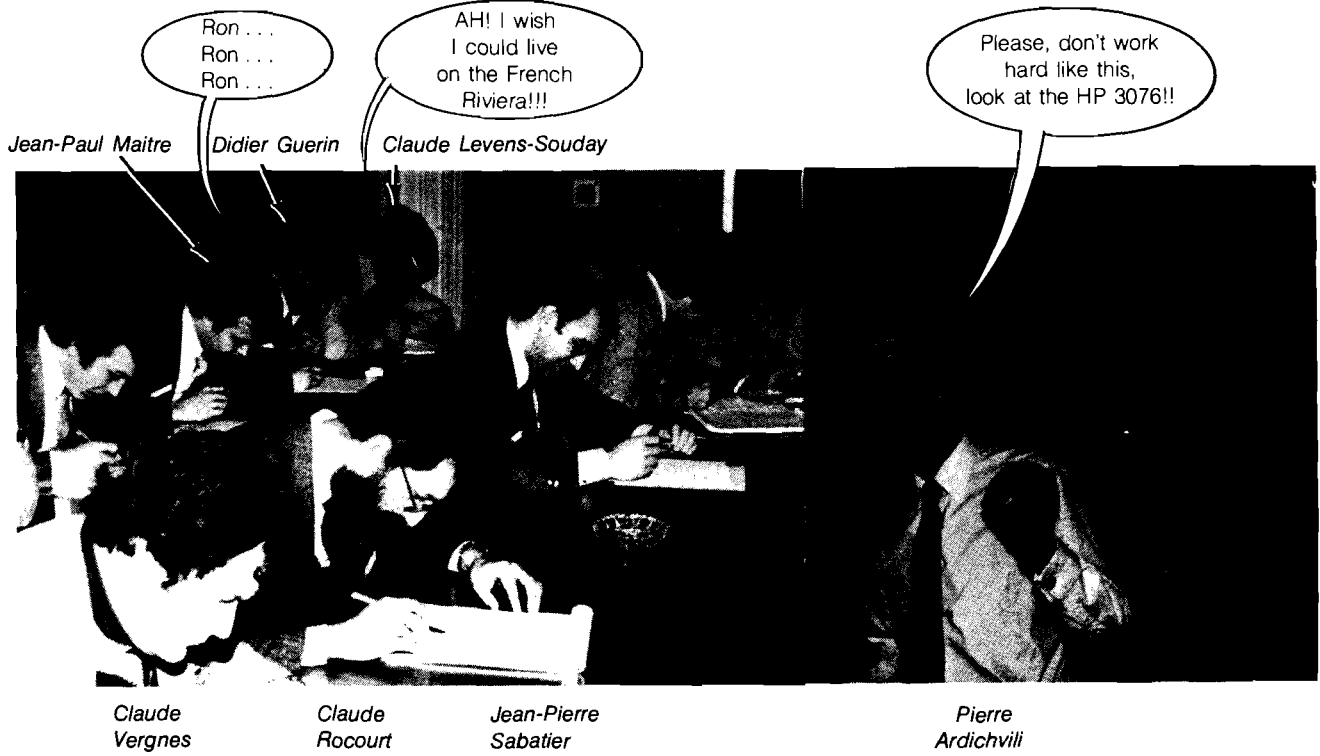
HP 3075, 3076, 3077 NPT Tours In France And Italy

By: Valentino Liva/HPG

After our successful NPT Tour in all European countries, we

are working in a special way with French and Italian Sales Forces 02.

Just look at the photos to see how busy they were in ORSAY!



In February we introduced the Grenoble Products to customers in Paris: 30 people from 20 companies! We had an order from one customer within a week! The Italians are now invading us in Grenoble in order to visit the plant and see our SPIDER-DATACAP System in Action tracking the production. Customers like SGS-ATES, a well known semiconductor maker near Milan; Societa Nazionale Cogne-AOSTA, a steel company; SELENIA, our electronic company in Rome in touch with the Italian Army and NATO; plus some OEM customers.

PHILLIPS, CARBON-BLACK, IOS, CRIPPA & BERGER, ALFA LAVAL, AGUSTA) were here for a seminar on Distributed Data Processing. All were very favorably impressed by our applications and some plan to introduce HP 3075/6/7 DATACAP terminals into their own factories in the future.

You can see how your sales development team with our local facilities have helped the French and Italian sales effort.

Just this morning a rush of 24 people from 12 Italian companies (LANEROSI, ITALIMPIANTI, PIRELLI,

The rest of Europe is not forbidden to use our facilities, so come on in, we will be glad to help your sales effort too!

HP Grenoble Installs Time Reporting Terminals

By: Peter Stuart/HPG

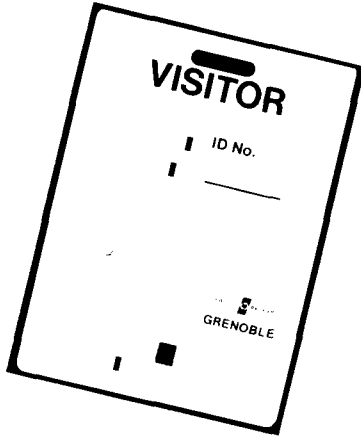
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*****
***** EUROPEAN SALES MANAGERS MEETING *****
*****
***** MARCH 12 1979 *****
*****
*****
***** NAME                                CLCK-IN TIME      CLCK-OUT TIME *****
*****
*      DOUG      CHANGE                    0755              *
*      DICK      ANDERSON                   0756              *
*      PAUL      ELY                      0756              *
*      PAUL      ELY                                0756              *
*      HEINER    BLAESSER                    0756              *
*      HEINER    BLAESSER                    0756              *
*      HEINER    BLAESSER                    0756              *
*      PAUL      ELY                                0756              *
*      JIM       ARTHUR                    0756              *
*      BOB       PUETTE                    0759              *
*      STEVE     FED                                0821              *
*      STEVE     FED                                0822              *
*      STEVE     FED                                0822              *
*      FULVIG    DODINI                    0827              *
*      TRYGVE    RODS                      0830              *
*      HANS      HERRIGER                   0830              *
*      ERIK      BEK                      0830              *
*      ROGER     EUSTAD                      0830              *
*      ROY       COOPER                    0830              *
*      WERNER    KANTHAK                      0830              *
*      WERNER    KANTHAK                      0830              *
*      CLANNI    DE CARLO                    0830              *
*      FRITZ     JOERN                        0830              *
*      FRITZ     JOERN                        0830              *
*      RICHARD   FRANKLIN                   0830              *
*      PIERRE    ARDTCHVILLI                   0830              *
*
*
*      JOHN      WILLET                    0834              *
*      BERND     PALMER                    0834              *
*      ED        HAYES                      0835              *
*      RENE      SWINNEN                   0835              *
*      RENE      ALDER                      0835              *
*      ITALDO    PENZO                      0836              *
*      ITALDO    PENZO                                0836              *
*      ITALDO    PENZO                      0836              *
*      RALPH     MELE                      0837              *
*      RALPH     MELE                      0837              *
*      JOHN      SINDRY                    0837              *
*      ALIC      RAKHMANOFF                   0838              *
*
*****

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Yes it's true, but before any of you start believing that we no longer operate in the HP way and do not operate using the honour system let me explain.

We installed a time reporting system especially for the European Sales Manager's meeting held in Grenoble on March 12th/13th. All visitors were issued at their hotel with a personal numeric identity badge and requested to clock-in using a 3077A Time Reporting Data Capture Terminal.



Using a simple program written on a 9825A, we flashed back a personalized welcome message to each visitor and logged their entry time on a 2631G printer. The next time they used their badge they received a personalized goodbye and their clock-out time was logged on the printer.

The meeting was scheduled to start at 8:30 a.m. and we were astonished to find that the first arrivals were at 7:55 a.m. We were even more astonished to note who arrived first. The attached listing shows exactly how it came out and makes us wonder if arriving half-an-hour early in the morning is the key to success!

Clearly one or two people could not completely make up their minds whether they wanted to come to the meeting or not. Or was it, as we suspect, that people found our terminals fast, easy and fun to use??

If you would like to repeat this exercise for your next meeting you can obtain a copy of the program and the configuration details on request to Marc Nodier in our Product Marketing team at Grenoble.

There is only one thing worrying me now: will there be a time reporting system installed at the next meeting I go to??

The European Computer Systems Sales Managers' Meeting In Grenoble

By: Tony Gunn/HPG

It happened! The first European Computer Systems Sales Managers' meeting in Grenoble and Boeblingen during the week of March 12th, 1979, that is. Never before had a meeting on such a scale been attempted by HP in Europe. Taking part were 34 Sales Managers; 5 SE Managers; 4 CE Managers; 5 Division Managers; 4 Division Marketing Managers; 6 Sales Managers from the US; *Heiner Blaesser* and *Alex Sozonoff* from HPSA to keep an eye on the proceedings; together with 6 of the CSG staff from HPSA, several participants from the different groups within the Grenoble Division and last, but not least, *Paul Ely* and *Doug Chance* to ensure that everyone participated enthusiastically to make the meeting a true success.

The first day in Grenoble comprised CSG presentations by *Paul Ely*, *Doug Chance* and *Alex Sozonoff*, a DSD presentation by *Dick Anderson* and *Dave Borton* and workshop sessions on the following topics:

- How to manage and expand our Technical OEM program.
- Major account selling.
- The transition from a general to a specialized District.
- What more should the factories do to help sales?

The second day saw the completion of the workshop sessions and Divisional presentations from Grenoble (PL 69) by *Pierre Ardichvili*; from Data Terminals Division by *Jim Arthur* (*Ed Hayes* had lost his voice); from Boise Division by *Bill Murphy*, and from the Computer Service Division by *Bob Puette* and *Jean-Marie Kauffmann*. After lunch, the



Colorful music from a colorful group

participants were invited to consider using the Grenoble Division as a reference account (you can't find anything but an HP computer system anywhere) and *Cyril Yansouni* explained how the division puts computers to work and the benefits which accrue. A factory tour gave the participants the opportunity to evaluate the reference account and, judging by the number of people who lost their groups, there must have been many points of interest. The day finished with the workshop presentations and a wrap-up session lead by *Alex Sozonoff*.

The "off-stage" highlight of the meeting was the dinner held at the Chateau Bérenger at Sassenage near Grenoble. The guests were welcomed at the gate by his most gracious majesty King Louis XIII on his horse. The King bore an amazing likeness to *Dick Anderson* and his greeting of "yaaaaah-hoooooo" left many in doubt as to the King's actual line of descent. After a superb French dinner the guests were entertained by the folkloric group "LA DELPHINALE" who sang and danced to music of the Dauphiné region. Many HP people danced with the group and it was reported that *Bill Murphy* was investigating certain possibilities with a member of the group. French country dancing in Boise in return for 263X manufacture in Grenoble, maybe? The dancing became so heated that some of the guests even lost their trousers. (Is that really an old French tradition, *Alex*?)

On the Wednesday morning, a tired group made its way by bus to Geneva and from there by special train to Boeblingen to continue the meeting. On board the train was a "train-show" display of the future L-Series computer system and the future 2250 Measurement and Control Processor. Many managed to use the train ride to relax and recharge their batteries before launching into the two concluding days at Boeblingen.

A successful meeting in Grenoble? Yaaaaaah-hooooooo!!!



The audience participation was a great success



King Louis XIII living it up in traditional style



Paul tries out a local French folk dance



Participants getting down to business



Souvenir books and records for sale. Who could resist?

Competition

Data Capture Competition

By: Marc Nodier/HPG

Watch your mailing basket! Starting at the end of April you will receive a series of "Competition Analysis Notes" on our main competitors for data capture, e.g. IBM, DEC and Data Pathing. The idea is to give you a detailed analysis on competition rather than try to fit a short summary into a *CS Newsletter* article. It is also better to have these notes as independent *CS Newsletter* documents that you can easily file. Watch for these useful selling tools.

HAPPY SELLING!

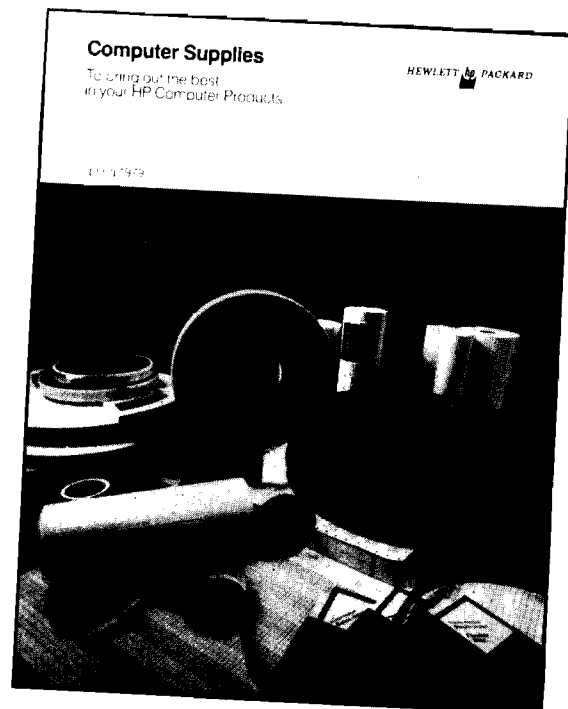
CS GROUP NEWS

Computer Supplies News

It's Here! New Sales Tool and Helpful Supplies Reference

By: Carl Anderson/CSO

- Colorful, 24-page sales tool
- Signals HP commitment as full-service computer supplier
- Strong ties to supported products
- Excellent product/supply indexing
- Supplies recommendation list for system startups
- Visible, quantity-discount pricing (U.S. edition only)
- Also tells how HP makes and tests disc packs, print heads, pens, etc.
- For distribution by all members of SR/SE/CE field team



Within the next few days (slightly longer if your office is outside the U.S.), you'll receive your personal copy of HP's new Computer Supplies Catalog. At the same time, initial bulk quantities should arrive for your office stock.

We think you'll like what you see — a slick publication that's been carefully designed to do two things: (1) complement the front-end selling of systems and peripherals, and (2) provide a helpful supplies reference for our existing customers (and ourselves inside HP).

The catalog comes in two versions: The U.S. version carries prices printed right in the catalog, *including HP's attractive/competitive new quantity discounts*. The international version has exactly the same content, but without prices.

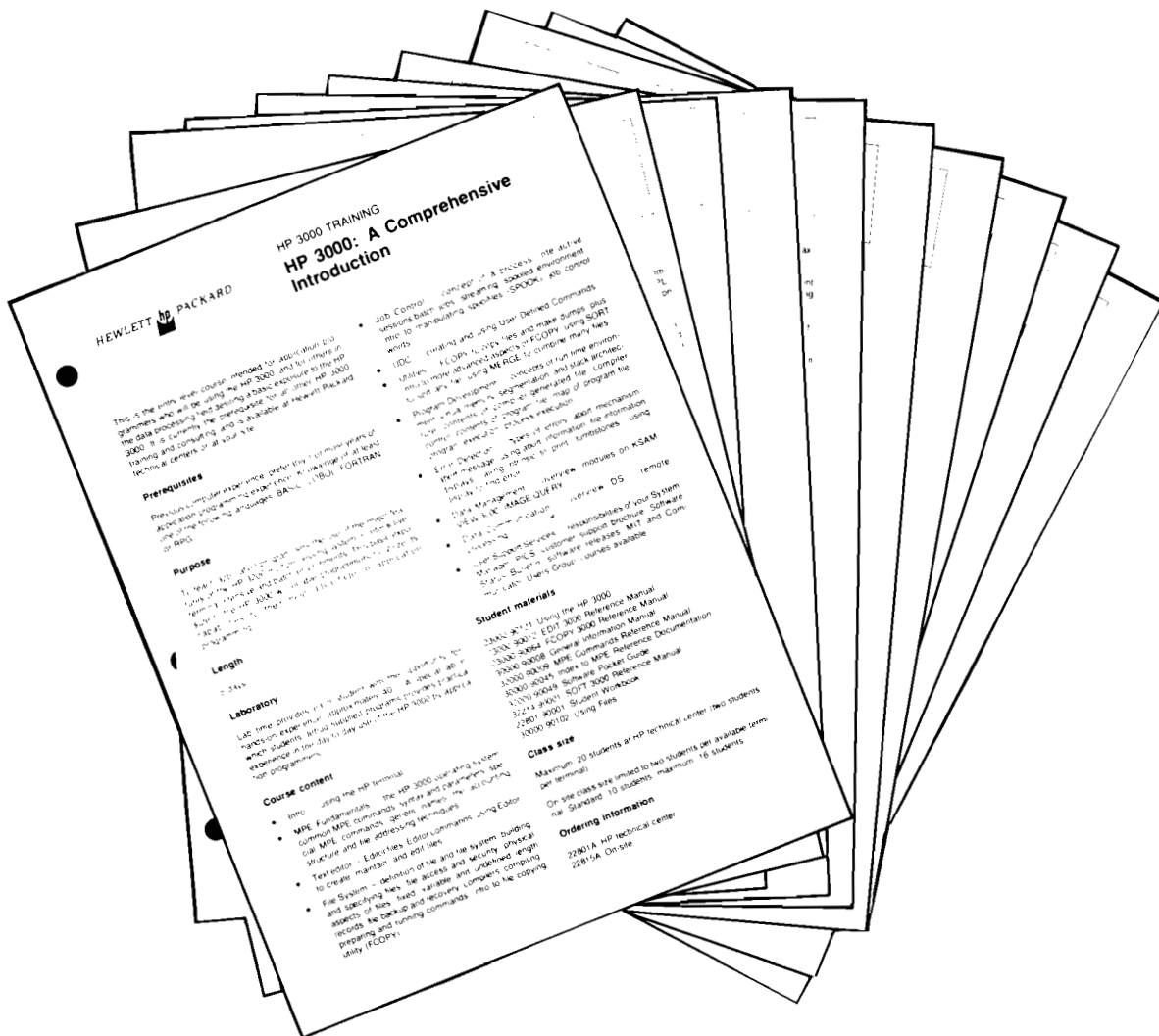
If you are an SR, SE or CE, we strongly urge you to drop off copies of the new catalog during your regular daily rounds. It's especially important that our existing customers get copies at several levels. In addition, the catalog is a logical addition to sales proposals and presentations. *So push the supplies catalog* everywhere it makes sense. We'll keep you supplied with fresh copies.

We at Computer Supplies Operation would very much appreciate hearing your comments regarding the Supplies program, as well as your ideas for strengthening and improving it for the future. Please contact either *Will Carleton* or *Carl Anderson* at CSO (located in Mt. View, same facility as Corporate Service Center, Phone (415) 968-9200 or COMGRAM 2268). We look forward to hearing from you!

CSG News

Now Available: HP 3000 Customer Training Data Sheets

By: Craig Bural/CSG



Data sheets are now available for all HP 3000 customer training courses. The data sheets were written and published by the Systems Engineering Organization (SEO) as part of an ongoing effort to provide the field with better tools for selling SEO services.

Distribution of the data sheets took place on March 30, 1979. On that date, a full bulk quantity of each sheet was mailed to every field office in North America. In addition, foreign offices were mailed the following quantities:

Office	Quantity
Boeblingen	500
Grenoble	300
Winnersh	100
Other Foreign	10/Office

The publication numbers of the new data sheets are:

- 5953-2300 IBM System/3 to HP 3000 Conversion
- 5953-2301 MPE III Special Capabilities
- 5953-2302 HP 3000 CX or Series I to MPE III Based Systems
- 5953-2303 HP 3000: VIEW/3000
- 5953-2304 HP 3000: System Management and Operation
- 5953-2305 HP 3000: IMAGE, Data Base Management Training
- 5953-2306 HP 3000: A Comprehensive Introduction
- 5953-2307 SPL/File System Introduction
- 5953-2308 HP 3000: KSAM (Keyed Sequential Access Method)
- 5953-2309 Distributed Systems/3000

Additional copies of the new data sheets can be obtained by sending a Sales Literature Order to:

Literature Distribution Center
1820 Embarcadero Road, Building 9B
Palo Alto, CA 94303

Corporate Training & Management Development

NEW VIDEOTAPE INFORMATION

New Videotapes from Corporate Training

By: Chuck Ernst/Corp.

Title: HP'S ATTITUDE ON SAFETY (COLOR)
 Audience: HP Employees
 Purpose: To communicate HP's attitude on safety to all employees.

Content: Too many employees are unaware that HP is *interested* in their safety, and that safety is an integral part of their jobs. Consequently they may not be motivated to learn safety procedures and regulations. In this program HP's president, *John Young*, discusses HP's safety philosophy. He points out potential problem areas such as printed circuit and metal fabrication, and the necessity to follow all safety procedures. He emphasizes that safety depends on the "thoughtful and conscientious manner in which each employee carries out his or her assignments."

Time: 10 minutes
 Part Number: 90771Z
 Date Released: March 1979
 How To Order: Transmit a HEART (COCHISE) I-2 order to Video Products, Product Line 95, Division 0700, Palo Alto. Order 90771Z for a videocassette. This program is not for sale to customers.

INFORMATION CHANGE NOTIFICATION

Please update my CSG Internal Distribution and Directory listing as follows:

Type of Change: Add Modify Delete

NAME: _____

EMPLOYEE NUMBER (5 digits): _____

OFFICE/DIVISION: _____

REGION/OFFICE NUMBER OR DIVISION

HOME TELEPHONE NUMBER: _____

JOB TITLE: _____

PRODUCT SPECIALTIES (i.e.: 264X, 3000): _____

MANAGER'S NAME: _____

If you have changed jobs, location, or product specialty and have not updated the CSG Literature Distribution database, just fill out this card and mail to:

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 c/o Carol McKay - 40
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 Cupertino, CA 95014

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