

COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel

KEINHARDT, HELMUT
FRANKFURT
RPSA



HEWLETT
PACKARD

No. 5, No. 3
Dec. 1, 1979

HP 250

A low-cost data base
management system.

HEWLETT  PACKARD

Price/Configuration Guide

EINGEGANGEN

04. Dez. 1979



HP 250 Comes Out On Top in Comprehensive Benchmark Test

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BOISE DIVISION NEWS

Division News



Boise Division Sales Development

By: Bill Murphy/Boise

With the continued growth of our European business, we have seen an increasing need for local on-line support of Boise products. This will become even more important with the introduction of some significant new products in FY 80.

With this in mind, we have been working for some time to establish a local support operation in Europe. Initially focusing on new products, it is anticipated that this activity will evolve into "Boise Europe" with a full range of support capability. I'm pleased to announce that Boise Sales Development Manager, *Chuck Ulfers*, has accepted the challenge of starting up this operation. Moving to Germany after the first of the year, *Chuck* will be reporting to *Alan Nonnenberg* in Boeblingen.

Specifics on *Chuck's* operation, including working relations with *Francis Marc's* Terminal Support team in Grenoble, will be forthcoming shortly.

Replacing *Chuck* will be *Thad Webster* and *Robert McCaleb*. Organized along both functional and territorial lines, *Thad* and *Robert* will have the overall management responsibility for Boise Sales Development. (The following chart gives details on specific assignments). Both *Thad* and *Robert* have been instrumental in the ongoing progress made by our Sales Development activity. Both have innovated new approaches to support, training and Marcom, and are anxious to expand the scope of their involvement consistent with their new assignments.

I'm sure you'll join me in wishing *Chuck*, *Thad* and *Robert* the best in their new roles.



Chuck Ulfers — European Support



Thad Webster —
Regional Sales Development
Manager

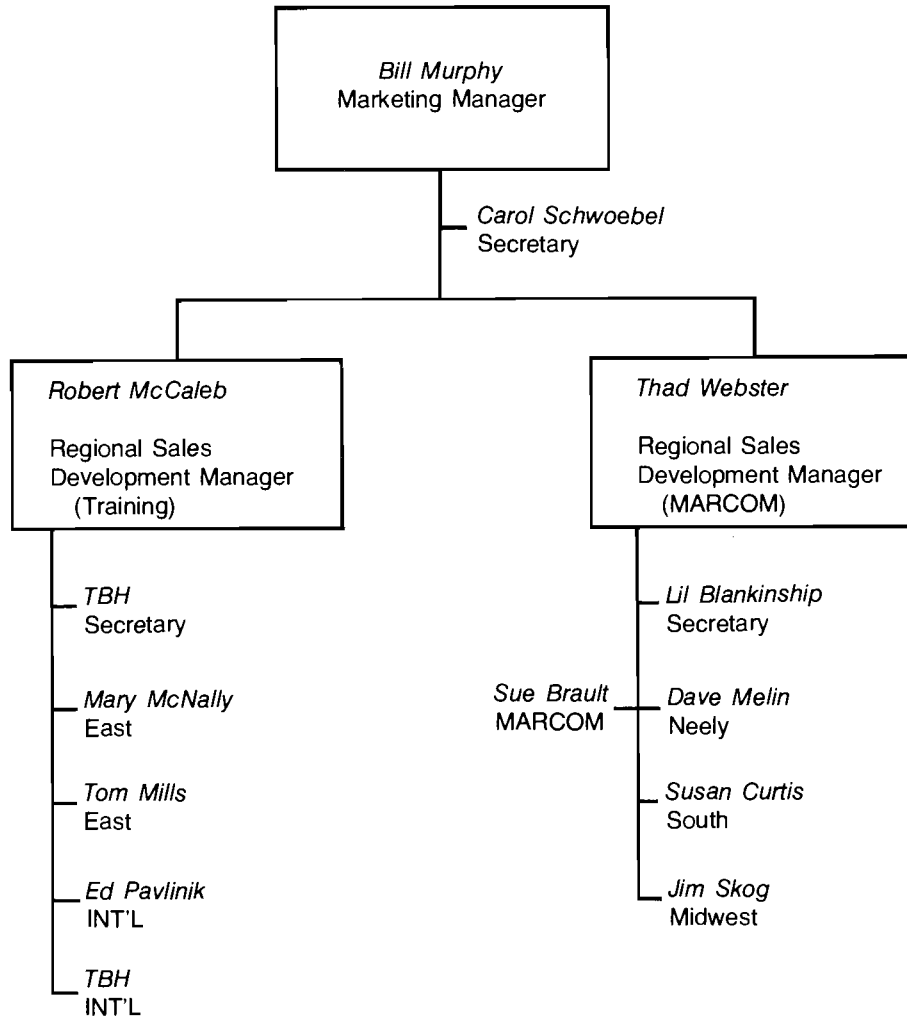


Robert McCaleb —
Regional Sales Development
Manager

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

**— BOISE DIVISION —
SALES DEVELOPMENT**

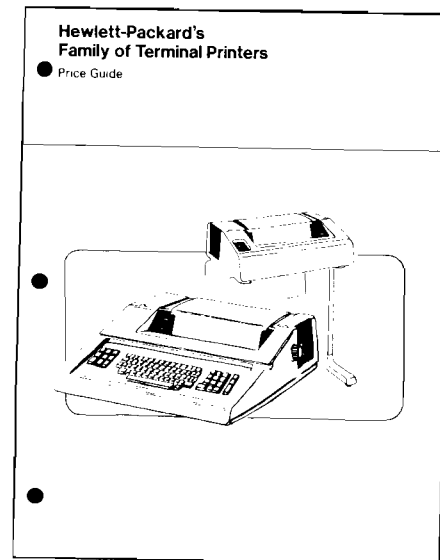


Sales Aids

Hewlett-Packard's Family of Terminal Printers Price Guide is Now Available

By: Sue Brault/Boise

Available for distribution to customers is the Hewlett-Packard Family of Terminal Printers Price Guide. The guide includes current pricing information for the 2631A, 2631G, 2635A, and 2639A plus accessories. 1/4 bulk quantities have been shipped to all U.S. offices. Additional price guides are orderable through the Corporate Literature Distribution Center — Publication Number 5952-9450.



Product News

2608A Associated Products

By: Mary McNally/Boise

I'd like to bring to your attention a series of kits and accessories for the 2608A. These are all items which can be field installed into a 2608A, such as a sound cover, or an additional interface.

26001A

26001A — Std	\$100
26001A — 001	+\$150
26001A — 002	+ \$150

Character Set Upgrade (Opt 001)
Character Set Upgrade (Opt 002)

26002A

26002A — Std	\$275
26002A — 046	+\$300

8-Bit Diff I/O Kit
HP-IB I/O Kit

26003A

26003A — Std	\$ 50
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12" VFC Upgrade Kit

26004A

26004A — Std	\$200
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Sound Abatement Upgrade Kit
(Same as Option 110)

26006A

26006A — Std	\$225
26006A — 300	+\$200

I/F Cable Kit
26099A Cable (21XX to 2608A)
30209A Cable (3000 II/III to 2608A)

26099A

26099A — Std	\$650
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21MX I/F and Cable

COMPUTER SUPPORT NEWS

Division News

Worldwide CS/SE Manager's Meeting

By: Dick Warmington/CSD

During the week of October 22nd, our worldwide team of 62 Regional and Area CE and SE Managers got together to discuss our support programs for FY'80.

The focus of the meeting was on critical issues we face in the support area in terms of maintaining and improving upon our level of customer satisfaction, while generating an acceptable level of profit and improving upon productivity (particularly in the area of asset utilization). These issues were emphasized in a number of presentations made by John Young, Paul Ely, Jim Arthur and the overall CSD Management group.



Bob Funk, John Young and Tom Winker at CE/SE Manager's luncheon.



A number of workshops followed which focused attention on such areas as new support products (such as bench repair and low-cost on-site support), inventory management, layout of field offices, distribution of software updates and so forth. These workshops provided for a lively interchange of ideas on how to better approach these important areas of interest. A two-day series of sessions with representatives from each of the product divisions rounded out the program by providing valuable insight into the divisional product and support plans for FY'80 and beyond, and by allowing feedback to the divisions from our field support management. (GSD, with the help of some "volunteers," also put on appropriate entertainment one evening by portraying how a customer (ably represented by Bob Puette) would be supported by HP in 1990 !!).



Marc Hoff and Natalie Churchill during a workshop.

The last day of the program was dedicated to PT 02/06 cross-training with the Computer Systems Support Managers visiting the Desktop Computer Division in Fort Collins, and the Desktop Computer folks visiting CSD. The response from this portion of the program was overwhelmingly positive!

All in all, the week was a total success. Our support programs for FY'80 have a clear focus and this focus will assure you that we will continue to strengthen our position as a leader in providing support services to our customers.

Sales Aids

New Customer Service Travel Guide — Includes ICON

By: Olen Morain/CSD

The new Customer Service Travel Guide will include our ICON service responsible offices, zone maps and country travel areas.

In some instances, a particular country (Argentina, New Zealand, Singapore, for example) may not have an office with sufficient CE's to fully function as a Primary office supporting all products and providing 7-day per week 24-hour per day service.

For this reason, we have added two additional descriptions in the notes of the local office maps identifying the limitations. These description definitions are as follows:

Limited: The market plan for a particular country may not include all products at present (for example HP 250's, since no real OEM potential exists). When these limitations exist, the word ****LIMITED** is included under the Product Lines Supported column.

Where insufficient CE's exist to provide 7-day per week, 24-hour service the words **BASIC** or **STANDARD** are used to identify this limitation. **BASIC** means coverage is available for 9 hours per day, 5 days per week only (typically 8:00 a.m. to 5:00 p.m. Monday through Friday). **STANDARD** means coverage is available 13 hours per day and 6 days per week (typically 8:00 a.m. to 9:00 p.m. Monday through Saturday). Legal holidays are excluded whenever limitations exist.

For example, Singapore is listed as ****LIMITED/STANDARD/PRIMARY**, indicated that all products are not supported and the hours of coverage are limited to 13 hours per day, 6 days per week excluding local legal holidays.

Thus, the new Travel Guide will provide you with the ability to describe the service available from ICON offices. If limitations in product coverage exist, your Regional Sales Engineer can use our local data base to quickly identify the products not supported and, when possible, arrange for support.

Answers to Elusive Firmware Upgrade Questions

By: Dick Lovlien/DSD & Mike Torgersen/CSD

Just To Bring You Up To Date

As of August 1, 1979, software support services (CSS and SSS) were expanded to include firmware updates. In some cases, firmware updates come as an integral part of the software update service (e.g. EMA updates come

automatically with RTE-IVB CSS and SSS). In other cases, firmware updates are provided by separate subscription services (e.g. VIS firmware updates). It is a requirement that the customer's firmware be at the current revision when beginning support services (which include firmware updates). The following describes how the customer gets **UPGRADED** to the current firmware revision, depending on whether or not:

1. the customer has an E- or F-Series Computer (firmware updates do not currently include M-Series Computers), and
2. the customer has or does not have a hardware service contract.

Note the distinction between **UPGRADING** to become current, and installation of firmware **UPDATES**, which occur after the upgrade.

E-Series Computer

A. Customer has a Hardware Service Contract

If the customer purchases a FEM (Firmware Expansion Module) to provide for easier and faster firmware updates, the CE should install the FEM by transferring the appropriate firmware from the FAB and CPU board to the FEM. At this time, the CE will inventory all of the firmware in the computer. If any of the customer's firmware is not current, the CE should install the current firmware from his kit and bill the parts to the customer, and the time to the Service Contract. If the CE does not have the required parts, they should be ordered, and installed at the following PM.

If the customer does not have a FEM, the CE will inventory the customer's firmware at the next available PM and install the necessary firmware to update the customer's firmware to the latest revision. The parts should be billed to the customer, and the time to the contract.

B. Customer does not have a Hardware Service Contract

It is the responsibility of the customer to inventory the firmware, verify the currency of the firmware with the local field office, order the necessary parts, and install the parts.

F-Series Computer

A. Customer has a Hardware Service Contract

If the serial prefix of the customer's computer is prior to 1920, the customer must order the F-Series Upgrade Kit, Product No. 12823F. Upon receipt of the product, the CE will install the firmware, billing the time to the contract. (Computers with a serial prefix of 1920 or greater contain the current revision firmware.)

B. Customer does not have a Hardware Service Contract

If the serial prefix of the computer is prior to 1920, the customer must order the F-Series Upgrade Kit. Upon receipt of the upgrade kit, the customer must install the firmware.

Do CE's Install Firmware Updates?

You will answer "yes" if you read Page 16 of the *Computer Systems Newsletter* Vol. 4, No. 18, dated August 1, 1979. But, sorry to say, that information was INCOMPLETE. The correct information was presented on pages 12 and 13 of the *CS Newsletter*, Vol. 4, No. 21, and is repeated here.

The CE will install firmware updates and charge them to the Service Contract only during a PM if:

1. the customer has CSS (Customer Support Service), and
2. the customer has a Service Contract, and
3. the customer has a FEM (Firmware Expansion Module, Product No. 12791A) on which firmware is to be installed.

If any one of the above conditions does not exist, the customer has two alternatives:

1. the customer may install the firmware himself, or
2. the customer may pay for a CE to install the firmware. The cost, then, is \$200 for the first computer update (within an HP service travel area) and \$20 for each additional computer updated on the same trip.

Correction to "New Service Prices" Article

By: Mike Torgersen/CSD

The article in the November 1st issue of the *CS Newsletter* on "New Service Prices" had an incorrect Zone 3 travel charge. The correct charge is \$180, not \$150. Sorry.










DESKTOP COMPUTER DIVISION NEWS

Product News

DCD Peripheral Price Changes

By: Bob Moore/DCD

Along with most of the other divisions in HP, DCD Peripherals will be increasing the price of several peripherals as of December 1, 1979. Per Corporate Policy, all quotes should be made at the new price, although orders will be honored at the old price for 30 days. (Until Dec. 31).

Product	New Price	Eff. Date
11310 Card Reader 	\$ 505	Dec. 1
 11479 Thermal Graphics Printer (Caseless)	\$3,750	Dec. 1
98041A Disc Interface 	\$2,100	Dec. 1
 9874 Digitizer	\$7,200	Dec. 1
9875 Tape Cartridge Unit 	\$2,750	Dec. 1
 9876 Thermal Graphics Printer	\$3,950	Dec. 1
9878 I/O Expander 	\$1,500	Dec. 1
 9883 Paper Tape Reader	\$3,854	Jan. 1
9866B Thermal Line Printer 	\$4,100	Dec. 1

Please call us if you have any problems.

DISC MEMORY NEWS

Product News

Support of the HP Disc Drives

By: Mark Minne'DMD

We have had several requests concerning the necessary equipment needed to support our disc drives, for the customer who wants to do his own support. The list below breaks down exactly which kits are needed to adequately support each of our disc drives in conjunction with an HP diagnostic and a factory trained service person. Note that the spare parts for the 7920 and 7925 only support the "B" models of these products. If your customer wants to support earlier versions of the 7920 and 7925, he will need additional spare parts. If you have this situation, contact DMD Sales Development for assistance.

In addition to this equipment, the customer should also complete one of HP's customer training classes offered in Boise, Idaho.

As you can see, HP support is the answer for most customers, in fact, this cost information should help you sell the service contract for our products.

GOOD SELLING!

To support the Model 7906 A and B on an HP 1000 M/MX/E/F System:*

Product Number	Contents	Price
19903A	7906 Spare Parts	\$4,300.00
19904A	7906 Tool Kit	\$5,300.00
13359C	7906 Servo Reformatter Kit	\$2,700.00
19907A Option 042	13037 Disc Controller and (13175B) Interface Spare Parts	\$4,100.00

To support the Model 7906 A and B on an HP 3000 Series III:*

Product Number	Contents	Price
19903A	7906 Spare Parts	\$4,300.00
19904A	7906 Tool Kit	\$5,300.00
13359C	7906 Servo Reformatters Kit	\$2,700.00
19907A	13037 Disc Controller Spare Parts	\$3,100.00

To support the Model 7906 A and B with an HP-IB Adaptor:*

Product Number	Contents	Price
19903A	7906 Spare Parts	\$4,300.00
19904A	7906 Tool Kit	\$5,300.00
13359C	7906 Servo Reformatter Kit	\$2,700.00
19907A Option 045	13037 Disc Controller and HP-IB Interface Spare Parts	\$4,300.00

To support a 7906H:

Product Number	Contents	Price
19903A Option 035	7906 Spare Parts and Integrated Controller Spare Parts	\$6,150.00
19904A Option 035	7906 Tool Kit including Integrated Controller Tools	\$5,550.00
13359C	7906 Servo Reformatter Kit	\$2,700.00

To support a Model 7920B on an HP 1000 M/MX/E/F System:*

Product Number	Contents	Price
19905A Option 020	7920B Spare Parts	\$6,500.00
19906A Option 020	7920B Tool Kit	\$4,700.00
19907A Option 042	13037 Disc Controller and 13175B Interface Spare Parts	\$4,100.00
13398A	Alignment Pack for 7920	\$1,400.00

To support a Model 7920B on an HP 3000 Series III:*

Product Number	Contents	Price
19905 Option 020	7920B Spare Parts	\$6,500.00
19906A Option 020	7920B Tool Kit	\$4,700.00
19907A	13037 Disc Controller Spare Parts	\$3,100.00
13398A	Alignment Pack for 7920	\$1,400.00

To support a Model 7920B with an HP-IB Adaptor:*

Product Number	Contents	Price
19905A Option 020	7920B Spare Parts	\$6,500.00
19906A Option 020	7920B Tool Kit	\$4,700.00
19907A Option 045	13037 Disc Controller and HP-IB Interface Spare Parts	\$4,100.00
13398A	Alignment Pack for 7920	\$1,400.00

To support a Model 7920B on an HP 1000 M/MX/E/F System:*

Product Number	Contents	Price
19905A Option 025	7925B Spare Parts	\$6,600.00
19906A Option 025	7925B Tool Kit	\$4,700.00
19907A Option 042	13037 Disc Controller and 13175B Interface Spare Parts	\$4,100.00
13357A	Alignment Pack for 7925	\$1,750.00

To support a Model 7925B on an HP 3000 Series III:*

Product Number	Contents	Price
19905A Option 025	7925B Spare Parts	\$6,600.00
19906A Option 025	7925B Tool Kit	\$4,700.00
19907A	13037 Disc Controller Spare Parts	\$3,100.00
13357A	Alignment Pack for 7925	\$1,750.00

To support a Model 7925B with an HP-IB Adaptor:*

Product Number	Contents	Price
19905A Option 025	7925B Spare Parts	\$6,600.00
19906A Option 025	7925B Tool Kit	\$4,700.00
19907A Option 045	13037 Disc Controller and HP-IB Interface Spare Parts	\$4,100.00
13357A	Alignment Pack for 7925	\$1,750.00

To support the Model 7920B and the 7925B on an HP 1000 M/MX/E/F system:*

Product Number	Contents	Price
19905A	7920 and 7925 Spare Parts	\$8,700.00
19906A	7920 and 7925 Tool Kit	\$5,200.00
19907A Option 042	13037 Disc Controller and 13175B Interface Spare Parts	\$4,100.00
13398A	Alignment Pack for 7920	\$1,400.00
13357A	Alignment pack for 7925	\$1,750.00

To support the Model 7920B and 7925B on an HP 3000 Series III:*

Product Number	Contents	Price
19905A	7920 and 7925 Spare Parts	\$8,700.00
19906A	7920 and 7925 Tool Kit	\$5,200.00
19907A	13037 Disc Controller Spare Parts	\$3,100.00
13398A	Alignment Pack for 7920	\$1,400.00
13357A	Alignment Pack for 7925	\$1,750.00

To support the Model 7920B and 7925B with an HP-IB Adaptor:*

Product Number	Contents	Price
19905A	7920 and 7925 Spare Parts	\$8,700.00
19906A	7920 and 7925 Tool Kit	\$5,200.00
19907A Option 045	13037 Disc Controller and HP-IB Interface Spare Parts	\$4,100.00
13398A	Alignment Pack for 7920	\$1,400.00
13357A	Alignment Pack for 7925	\$1,750.00

*If support is for S versions only, delete the 19907 A support kit.

DATA SYSTEMS NEWS

Competition

Some Surprising Price Data on the LSI-11/23

By: Orrin Mahoney/DSD

Did you know that an HP 1000 M-Series has almost the same price as DEC's LSI-11/23 in a 256 Kbyte configuration? This includes TBG and Memory Protect for the M-Series. Look at the figures below:

HP

2108M — CPU with 64 Kbytes, 9 I/O channels, floating point and EAU, full user-microprogramming, memory parity and 2 boot loaders.	\$ 6,950
Opt. 014 — Deletes memory	(2,700)
12784A — 256 KByte Memory Package	6,500
12539C — Time Base Generator	350
12892B — Memory Protect	500
12531D — Serial Interface	350
	\$11,950

DEC

11/23-AC — LSI-11/23 CUP with 256 Kbyte RAM, Power Supply, bootstrap/diagnostic/ PROM/terminator module. Four-line serial interface and 4x9 backplane in rack mountable chassis: 2 I/O slots.	\$ 9,600
BA11-NE Expander box — 9 I/O slots.	1,720
BCV1B-02 Jumper Cable to expander	290
	\$11,610

The M-Series comes out only \$300 more expensive while giving you 1.5 times the performance, not to mention user-microprogramming and standard memory parity. We would look even better in larger memory configurations except the LSI-11/23 can't go larger. 256 Kbytes is the limit. So don't be afraid to sell M-Series against the 11/23. Our base computer offering looks very good. Adding in our networking, data base management and peripherals make it even stronger.

Product News

Benefits of 1940 Update for Software Support Customers

By: Phil Ebersole/DSD

By now, your HP 1000 Software Support Customers should have received the 1940 software update. As with each software update, the reliability and quality of their systems software have been significantly enhanced.

Consider the content of the update:

1. 33 enhancements

These are changes that improve the quality and usability of the customer's software. The most important improvements made were:

- a. Full support by GRAPHICS/1000 of the new 9872S/B and 7221S/B plotters from San Diego, including paper advance (see article in CS Newsletter, Vol. 4, No. 22, p. 13).
- (b) Addition of *current page linking capability* to the RTE-IVB relocating loader. This eliminates the base page linkage problem for many large programs. Also, mnemonic error codes and other new features.
- (c) Five new features for the RTE-IV Interactive Debugger, including: more breakpoints, listing > 1 instruction at a time, and support of multipoint terminals.
- (d) Addition of five new HP-IB subroutines, and an improved error handler.
- (e) Decoding of ASCII Character streams, (as well as EBCDIC), by RJE/1000.
- (f) GRAPHICS/1000 support of rotation on the 7245A plotter.
- (g) Expanded "HELP" file descriptions for RTE-IVB and lots more!

2. 8 (SSB Documented) Bug Fixes

These are corrections to known software that were previously documented in the HP 1000 Software Status Bulletins (SSB's).

3. 40 Other Bug Fixes

These are corrections to problems discovered by the lab which were not documented in the SSB.

4. 21 Manual Revisions (complete manuals) and 18 Manual Change Notices

These manual updates document the new enhancements incorporated in the software as well as correcting documentation errors in the manuals themselves.

5. 1940 Software Update Notice

This publication describes in technical detail all of the enhancements and bug fixes mentioned above. It also instructs your customer's System Manager in how to incorporate the 1940 changes into the system.

Of course, only customers with software services will receive these updates automatically. Customers without support will have to repurchase the products involved to obtain the expanded capabilities. Do your customers a favor: Sell Software Support Services!

RTE-IVB Drivers Source Code

By: John Koskinen/DSD

If your customer is a new OEM or volume end-user and they need to look at some good examples of Driver Source code, we have just the product for them. The RTE Drivers Source Code Package, 92062X, is a reasonably priced product at \$1,000. This product is a Type II software product, which means it has a free right-to-copy price. We will not support any derived object code from the package, but the customer can certainly generate it into a 92068R based system. You can get the data sheet by ordering 5953-4219(22) from Corporate literature distribution. Here is the list of drivers currently in the package:

Source Name/Description

&DVR00	Character mode multi-device driver
&DVA05	Modem or local page mode terminal driver
&DVR05	Local-only page mode terminal driver
&DVA47	HP 3070A/B Data capture terminal driver
&DVR11	HP 2892B Punched card reader driver
&DVA12	HP 26xxA Line printer driver
&DVR12	HP 2767A/9866A Printer driver
&DVA13	TV interface driver
&CHARS	TV interface character plot utility
&TVERF	TV interface verify utility
&DVR15	HP 7261A Optical Mark Reader driver
&DVR23	9-track Magnetic Tape subsystems driver
&DVR37	HP 59310B HP-IB interface driver
&HP-IB	HP-IB library utility
&SRQ.P	HP-IB SRQ utility
&MESS	HP-IB Meta-messages utility
&DVR33	HP 12732A Flexible Disc Subsystem driver
&DVR31	HP 7900A Disc driver
&DVR32	HP 7905A/6/M/7920/M Disc driver
&DVB12	HP 2608A Line Printer driver
&LP31	HP 2631A Device subroutine
&DVR10	CalComp Plotter interface driver
&PLOT	CalComp Plotter library
&1DV10	HP 7210A Graphic Plotter driver w/library
&2DV10	HP 7210A Graphic Plotter driver w/o library

Those Memory Cable Blues

By: Mark Beswetherick/DSD

Some of you may recognize the following sequence of events: A customer orders add-on memory for an HP 1000 computer. You happily enter the order, but six or eight weeks later receive an irate phone call from your customer saying "You know that memory you sold me, I can't connect it up because there aren't any extra connectors on the memory cable!" And when you look into the situation further, you find, buried in our config guide, that we do indeed tell you to order a long memory cable when adding on memory. And to make matters worse, you find that the cable must be ordered as a part rather than a product.

Well, we have made this situation more palatable, but before going into the solution, first a little bit of history so that you will be able to explain all of this to your customers. Prior to 1979, we shipped all of our computers with memory cables that had 11 connectors, 11 being the maximum number of memory boards (including the memory controller) that can be put into an HP 1000 computer. This meant that there were always enough connectors available on the cable to connect add-on memory, but created two problems: 1) We wasted a lot of money shipping out connectors that in many cases were never used, and 2) Memory system reliability decreased because of the long connector flopping around causing intermittent shorts.

We now ship shorter memory cables, usually just long enough to connect the memory originally ordered with the computer or system. So when memory is to be added, the customer must also order a long memory cable. There is now a product set up for this rather than a part number, to wit:

Product: 12739G — 11 connector memory cable

Price: \$150.00 U.S. List, fully discountable, and eligible for component OEM discount.

As a reminder you may want to write this information in place of the old part number (02112-60016), which you will find on p. 17 of the HP 1000 Computers Selection and Configuration Guide, and on pp. 20-21 of the HP 1000 Computer Systems Configuration and Site Preparation Guide.

Some additional points:

- Hardware OEM's may fill their customers orders by pulling a computer and memory modules out of inventory. Such OEM's may not know the memory requirements of their end customer in advance. To insure that sufficiently long cables are on hand, these OEM's may want to order a quantity of 12739G cables to keep in stock.
- In some cases the original memory cable that we ship will have an extra connector. If your customer is only adding one memory board, you may want to have him check the cable to see whether it has an extra connector already.

- In rare cases, we have shipped too short a memory cable to connect the memory ordered with the computer. If this occurs, we have erred. Contact your Sales Development Engineer with the offending order number and we will supply the proper cable.

WHEN ORDERING ADD-ON MEMORY, REMEMBER THAT CABLE!!!

Price Increases for Off-Line Diagnostics

By: John Koskinen/DSD

Effective January 1, 1980, the prices of the diagnostics 24396A-F will be increased to reflect current software pricing policy. The new prices are as follows:

Media	Product No.	New Price
Paper Tape	24396A	\$400
7900 Disc	24396B	500
7906 Disc	24396C	500
Mag Tape — 800 BPI	24396D	300
Mag Tape — 1600 BPI	24396E	300
Cassette	24396F	400

ISA FORTRAN Tested for RTE-IVB

By: John Koskinen/DSD

You can update your RTE-IVB/Session Monitor field training manual to indicate that 92066A, the ISA FORTRAN Routines, work in a 92068A based system. The following routines checked out OK:

Classification	Routine
Executive interface	WAIT
Analog output	AOF
Digital I/O	DI,DOL,DOM
Bit manipulation	None
Event Sense	EVSNS
Auxiliary ADC routine	SGAIN, RGAIN
Special function	None

There is one "feature" of the ALARM scheduling procedure which should be noted. That is, all routines scheduled by ALARM run unattached from session monitor. e.g. All output to LU 1 will appear on the physical LU 1 or the system console.

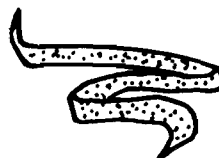
Software Media Options

By: John Koskinen/DSD

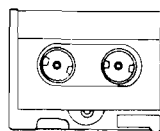
You can guarantee quick order acknowledgements and, at the same time, lower product line overhead costs by ordering the correct media for software products. DSD is trying to standardize on option numbers for media options. Some products may differ from the list, so check the Corporate Price List before giving the order to OP.

MEDIA

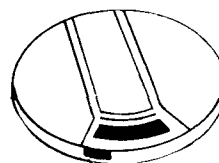
OPTION



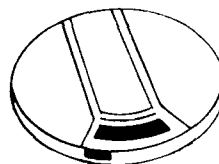
Paper Tape Opt — 010



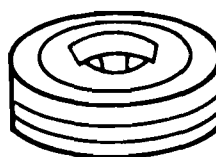
Cassette Opt — 020



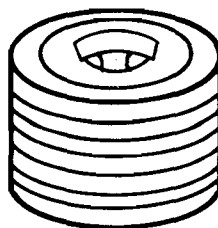
Disc Cartridge 7900 Opt — 30



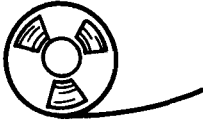

Disc Cartridge for 7906 Opt — 031



Disc Pack for 7920 Opt — 032



Disc Pack for 7925 Opt — 033

	800 BPI	1600 BPI
	 MAG TAPE	 MAG TAPE
FORMATTED FOR		
7900 7906/7920 7925	050 052 054	051 053 055

Sales Aids



RTE-IVB Right-To-Copy and Updates

By: John Koskinen/DS

Many customers with multiple systems who would like to upgrade to RTE-IVB/Session Monitor have two ways to go depending on the number of systems. Since the right-to-copy product requires a prerequisite of 92068A (or 92067A) purchased at full list (less purchase agreement discounts), there is a choice to be made whether to buy 92068A Opt. 001 or 92068A plus 92068R. The break-even point turns out to be three systems.

Number of Systems	Update Path		Right-To-Copy Path	
	Order	Cost (Net)	Order	Cost
1	92068A -001	\$ 3,000	92068A	\$ 5,000
2	2 ea 92068A -001	6,000	92068A 92068R Total	5,000 2,000 \$ 7,000
3	3 ea 92068A -001	9,000	2 ea 92068A 92068R Total	5,000 4,000 9,000
4	4 ea 92068A -001	12,000	3 ea 92068A 92068R Total	5,000 6,000 \$11,000

92066A/92400A Software Supported on RTE-IVB

By: Dave Hannebrink/DS

Some of you have recently asked about 92066A Measurement and Control Software Package support on RTE-IVB. The package, which contains the 2313B driver and device subroutines, 6940B driver, and the ISA FORTRAN extensions is supported on RTE-IVB. The 9400A sensor-based DAS utility library is likewise supported.

Get Your OEM Customers "ON-LINE"

By: Davis S. Fields/DSD

on-line

hp computer news for OEMs

It's here at last! "On-Line — HP Computer News for OEMs" is now being published. The first issue, for October and November, has already been distributed internally and sent to everyone who received the old "OEM Newsletter".

This new, expanded publication contains much more than DSD OEM news. The first issue, for example, featured an article from CSD on HP customer support services. The peripherals page described the new 9876A thermal graphics printer. A page of news from the Desktop Computer Division included an article on the new 98200A data cartridge. Also included in that issue were articles on the PENNY computer-aided design package, the newly-formed HP 1000 International Users Group, and the new HP 1000/HP-IB Application Notes.

The December/January issue is being printed now. The next few issues will contain announcements of some exciting new HP OEM products. You won't want to miss them.

"On-Line" is a magazine your existing and potential OEM customers will be happy to receive. To put them on the mailing list, please contact me (DSD, X2346) or anyone in OEM Market Development.

We're also very interested in articles from our sales force and from other HP computer divisions. We are looking for material on new products, business strategies, and interesting applications of HP computers and peripherals.

Last but not least, your comments and suggestions can help us a lot in providing the kind of publication that you and your customers will use and appreciate. Address your ideas to OEM Market Development.







hp computer news for OEMs

HP support services — a key factor in successful OEM installations

Hewlett-Packard believes the success of any system installation depends on the quality of three elements — hardware, software and customer support. All three are equally important to the end user.

Because of our philosophy, customer support is not a secondary activity. At HP, HP maintains 154 offices in 37 countries so that technical expertise and replacement parts are available locally, not thousands of miles away. HP Customer Engineers, hardware specialists and Systems Engineers, software specialists, are professional engineers who undergo intensive training for six to nine months before being assigned to a customer account. Furthermore, HP has created a separate division, equivalent to a product manufacturing division, which develops and implements support programs.

To the OEM, this means your customers are assured of timely assistance and reliable on-site service. In most instances, the end user signs a maintenance agreement directly with Hewlett-Packard. You don't have to invest in a large parts inventory, a staff of service technicians, or service training programs. If your systems are located in diverse geographical areas, so are we. We have information available in each of

our offices, which specifies where our 154 service responsible offices are located and the support capability they offer.

Support for in-house systems

Typically, an OEM who buys an HP (and-gated system) keeps it in-house only a short period of time, usually two or three months. During this time, you are covered by the 90-day warranty.

When the system arrives at your site, an HP Customer Engineer runs diagnostic and verification tests to ensure that the HP system is in peak operating condition before you start adding applications software or making modifications.

After the warranty has expired, short-term maintenance agreements, 3 months to 1 year, are available to OEMs, providing coverage during the warranty period you offer to your end users.

Standard support-service agreements

HP maintenance agreements for both OEMs and end users are standardized throughout the world, so that all parties involved know exactly what to expect. There are several key advantages to having an annual maintenance agreement, namely:

- **A KNOWN, FIXED COST THAT YOU AND YOUR CUSTOMER CAN BUDGET.** Even if HP's travel, labor and parts costs increase during the year, there is no additional charge to the customer.
- **AN HP CUSTOMER ENGINEER IS ASSIGNED TO YOUR ACCOUNT.** This means you are able to rely on someone who is familiar with your personnel, your application and your needs. Furthermore, the HP Customer Engineer will stay on-site until the system is repaired as long as reasonable progress is being made.
- **NO ADDITIONAL CHARGE FOR ADD-ON PERIPHERAL INSTALLATIONS.** If you decide six months later to add more terminals or purchase a new printer, we'll help integrate it into your system. This applies only to a minimum one-year Maintenance Agreement.
- **PREMIUM RESPONSE TIME.** Within 100 miles (160 km) of a service office, we'll provide maximum response time of 4 hours with typical response time of less than 2 hours. If the user is located up to 200 miles (320 km) away, response time is 8 working hours. For 200 to 300 miles (320 to 480 km) away, the

October/November 1979

Selling HP 1000 Software Support Services

By: Phil Ebersole/DSD

Two technical sales representatives, *Ron Cornett* (Richmond) and *Monty Love* (Greensboro) have developed a successful approach for selling software support to multiple HP 1000 system accounts.

Ron first used cost justification in selling General Electric — Salem; and *Monty* expanded on the concept by making overhead slides using a 9872 plotter for selling to R. J. Reynolds.

In referring to the method, *Ed Oakley* (DM — Richmond) says:

“IT WORKS!”

R.J. REYNOLDS
SOFTWARE SUPPORT PLAN
FY-80

CUSTOMER SUPPORT SERVICE

FEATURES:

RIGHT TO USE SOFTWARE AND FIRMWARE UPDATES ON ONE SYSTEM
DELIVERY OF SOFTWARE AND FIRMWARE UPDATES
SOFTWARE STATUS BULLETIN
COMMUNICATOR
SOFTWARE PROBLEM REPORTING
REFERENCE MANUAL UPDATES

****PHONE-IN CONSULTING SERVICE (PICS)****

****ON-SITE SYSTEMS ENG. ASSISTANCE****

****ACCOUNT RESPONSIBLE SYSTEMS ENG.****

Extensions to Customer Support Service

1) MULTIPLE PICS CALLERS
2) CENTRALIZED SUPPORT OF MULTIPLE INSTALLATIONS

10/15/79

R.J. REYNOLDS
SOFTWARE SUPPORT PLAN
FY-80

DOCUMENTATION DISTRIBUTION SERVICES

1) MANUAL UPDATE SERVICE
2) SOFTWARE NOTIFICATION SERVICE

SOFTWARE SUBSCRIPTION SERVICE

FEATURES:

RIGHT TO USE SOFTWARE AND FIRMWARE UPDATES ON ONE SYSTEM
DELIVERY OF SOFTWARE AND FIRMWARE UPDATES
SOFTWARE STATUS BULLETIN
COMMUNICATOR
SOFTWARE PROBLEM REPORTING
REFERENCE MANUAL UPDATES

Extensions to Software Subscription Service

1) CENTRALIZED SUPPORT OF MULTIPLE INSTALLATIONS

10/15/79

R.J. REYNOLDS
SOFTWARE SUPPORT COSTS
FY-79

1) SOFTWARE UPGRADE FROM RTE-III TO RTE-IVA

	EXT. TOTAL

7) 92067A RTE-IV OPER. SYS. \$5000ea.	\$35000
7) OPT. 001 UPGRADE FROM RTE-III..-4000ea.	-28000
7) OPT. 031 DISC MEDIA..... 100ea.	700

TOTAL UPGRADE COSTS	\$7700

2) SOFTWARE SUPPORT PLAN

12) RTE-IV SOFTWARE SUPPORT FEE... \$175ea.	\$2100
12) IMAGE SOFTWARE SUPPORT FEE... 125ea.	1500
12) DS/1000 SOFTWARE SUPPORT FEE.. 35ea.	420
12) RTE-M SOFTWARE SUPPORT FEE ... 65ea.	780
12) BASIC/1000D SUPPORT FEE	120
12) DAYS ENGINEERING CONSULTING... 500ea.	6000

TOTAL SOFTWARE SUPPORT FEE-----	\$10920/YR
TOTAL SOFTWARE UPGRADE AND SUPPORT COSTS ----	\$18620/YR

R.J. REYNOLDS
SOFTWARE SUPPORT PRICES
FY-80

MONTHLY SUPPORT COSTS INDEX

-----CENTRAL-I---REMOTE---I-CENTRAL-I---REMOTE	
----- CSS -I--- CSS ---I- SSS -I--- SSS	
-----I-----I-----I-----I-----	
RTE-IVB..... 250... I... (50) X6... I... 100... I... (30) X6	
IMAGE (NEW)... 40... I... (10) X5... I... 20... I... (10) X5	
DS/1000..... 100... I... (55) X4... I... 65... I... (45) X4	
DS 1K TO 3K... 30... I... (10) X0... I... 15... I... N/A	
ASYN MUX..... 30... I... (10) X2... I... 10... I... N/A	
RTE-M..... 215... I... (25) X1... I... 65... I... N/A	
BASIC/1000M... 40... I... (10) X0... I... 2	
RTE M&C..... 30... I... (10) X0... I... 1	
BASIC/1000D... 40... I... (10) X1... I... 2	
GRAPHICS/1000. 50... I... (10) X4... I... 3	
-----I-----I-----	
*****825*****665*****I****36	
.....1420/MO*****I*****	
----- \$17880/YR -----I-----	
----- CSS -----I-----	

R.J. REYNOLDS
SOFTWARE SUPPORT COSTS
FY-80

1) SOFTWARE UPGRADE FROM RTE-IVA TO RTE-IVB

	EXT. TOTAL

7) 92068A RTE-IVB OPER. SYS. \$5000ea.	\$35000
7) OPT. 002 SPECIAL UPGRADE OPT. ... -5000ea.	-35000
7) OPT. 052 MAG TAPE MEDIA..... 000ea.	000

TOTAL UPGRADE COSTS	\$0000

Special Upgrade Option is available only to customers with current and up to date Software Support Plans.
****OTHERWISE****

1) 92068A RTE-IVB/SESSION MONITDR. . \$5000ea.	\$5000
1) OPT. 052 MAG TAPE MEDIA..... 0000ea.	0000
6) 92068R RIGHT TO REPRD. RTE-IVB.. 2000ea.	12000

TOTAL COSTS *WITHOUT* SUPPORT SERVICES----- \$17000

Board Computers are a Better Buy!

By: Mark Beswetherick/DSD

The following article appeared in the October/November issue of *ON-LINE*, HP's technical computer OEM newsletter:

HP board computers provide higher value

The content of the 2108MK and 2109EK board computers will soon be changed to include 64KB of memory instead of the 32KB provided previously. And, good news, the additional 32KB of memory is provided at low extra cost. (Just \$450, or 1.4 cents/byte!)

Memory for board computers will now be supplied in the form of the 12746A 64KB memory module. The 12746A uses state-of-the-art 16K RAM technology and replaces the 13187B memory module, which is based on the older 4K RAM technology. This has the benefit of increasing the memory reliability by nearly a factor of two.

HP board computers are intended for OEMs who wish to do their own custom packaging and provide their own power supply. Board computer accessories are available to aid in the implementation process, including card cages and backplanes, base instruction set ROMs, front control panels, and complete documentation packages.

The new configuration and prices for board computers take effect on orders placed on or after November 1, 1979, and apply to the following products:

HP 1000 M-SERIES BOARD COMPUTER AND ACCESSORIES
 2108MK Processor board with memory controller and 64k bytes of standard performance memory \$3,400d*
 -014 Deletes memory controller and 64k bytes of memory. If option 014 is selected, at least 64k bytes of memory must be ordered in its place. -2,085
 12728A (8-slot) Card cage kit 475d*
 12728C Front control panel assembly 325d*
 12728D Documentation package 150d*
 12728E Base set Instructions 350d*
 12728J (18-slot) Card cage kit 625d*

HP 1000 E-SERIES BOARD COMPUTERS AND ACCESSORIES
 2109EK Processor board with memory controller and ~~32k~~ 64k bytes of standard performance memory. \$3,900d*
 -014 Deletes memory controller and ~~32k~~ 64k bytes of memory. If option 014 is selected, at least ~~32k~~ 64k bytes of memory must be ordered in its place. -2,085
 12728F Documentation package 150d*
 12728G Front control panel assembly 325d*
 12728H Base set instruction ROMS 350d*
 12728J 18-slot Card cage kit 625d*

d*Identifies discountable price for product that is eligible for Component OEM schedule. See Hewlett-Packard Computer Systems Group Purchase Agreement for details.

*Note: An error occurred in the article in *ON-LINE*. 2109 EK and 2109 EK opt. 14 incorrectly stated as 32 Kb, should be 64 Kb.

New Feature of CSS/SSS Implemented in Rev. 1940

By: Gary Lim/DSD

Under the new organization of the SSS and CSS Support Services, customers on these support plans have the opportunity to file problem reports with the local HP field office. Furthermore, they are guaranteed a written response to their report.

SSS and CSS customers will receive a pad of Software Maintenance Request (SMR) forms as part of the 1940 update distribution, along with directions on how to make

use of the form. Your customers will be using these forms if they have discovered and verified a problem with HP software or documentation. The completed form should be sent to your field office, where it is to be processed by the account-responsible HP 1000 SE.

So, if you notice a little more paper flowing into your office, be forewarned!

DATA TERMINALS NEWS

Division News

DTD Delivers! Again!

By: Ed Hayes/DTD



We told you availability was coming down, and here are the first examples:

- 2621A Terminal 2-6 weeks
- 2621P Terminal 4-8 weeks

Data Terminals delivered over 2000 2621's in October, and we can do it again in November. As a result, I'm pleased to announce that HP 2621's no longer count in the coordinated shipment limit. It still applies to the HP 264X, but not with the 2621.

If you haven't read your availability schedule lately, you might find some pleasant surprises. We've got a long way to go, but the HP 2640 and HP 2645 are coming down fast.

The ball's in your court. Go get the orders!

GOOD SELLING!

Product Pricing

By: Ed Hayes/DTD

Over the past five years, Data Terminals has been able to hold and reduce prices due to the price roll-off of high technology parts. This was accomplished in spite of substantial increases in the cost of labor. For the first time, we find ourselves unable to offset additional labor costs with the lower cost of material. This is due in large measure to the severe parts shortages we have been experiencing. These shortages have resulted in price increases by our suppliers, and we find it necessary to pass these increased costs to our customers.

The following U. S. prices will be published in the December 1 Corporate Price List:

2621A Terminal	\$1,495
2621P Terminal	\$2,650
2640B Terminal	\$3,250
2647A Terminal	\$8,950
2648A Terminal	\$5,950
2649A-048 Graphics Controller	\$1,925
2649C Terminal	\$6,150
2649G Terminal	\$9,350
2649I Terminal	\$7,750
13296A Shared Peripheral Interface	\$ 600

All orders currently booked and all orders placed during the month of December will be sold at the previous prices. I encourage you to notify your customers of the opportunity to order at lower prices.

The price adjustment of the HP 2640B terminal requires a special note. The unique parts used in this terminal have become especially hard to find in the quantities our customers require. Consequently, the last six months have seen a 25% increase in cost which we can no longer absorb. No adjustment is necessary in the HP 2645A terminal's price, and the enhanced capability of the HP 2645A will be attractive to your HP 2640B prospects.

Thanks in advance for your cooperation.

Sales Aids

Multiplot With 9872B and 9872S

By: Eric Grandjean/DTD

Please make sure you read the Application Note on page 16 of the *Computer Systems Newsletter* for October 15, 1979 (Vol. 4, No. 23) or else !

To use the 9872B or S with the 2647A multiplot, you need BASIC tape

REV C 1945-42

or you will get a multiplot error message on the 2647A screen preventing you to do any plotting!

Project the Future with the 2647

By: Program Person/DTD

Here is another goodie for you 2647 program buffs!

It calculates the average historical growth rate for quantities you input to the program. It then projects into the future what these quantities will be based on the calculated average growth rate.

```

10 PRINT " *****"
20 PRINT " * THIS PROGRAM CALCULATES THE HISTORICAL AVERAGE GROWTH *"
30 PRINT " * RATE OF A QUANTITY, THEN PROJECTS THE PROBABLE FUTURE *"
40 PRINT " * VALUES OF THIS QUANTITY. YOU PROVIDE HISTORICAL VALUES *"
50 PRINT " * AND SPECIFY FUTURE TIME PERIOD OF INTEREST. A YEARLY *"
60 PRINT " * BASIS IS ASSUMED. *"
70 PRINT " *****"
80 PRINT "AVERAGE GROWTH RATE, FUTURE PROJECTIONS"
90 PRINT
100 PRINT
110 INPUT "NUMBER OF YEARS FIGURES ESTABLISHED FOR ARE: ",N
120 DIM S(N)
130 PRINT
140 INPUT "WHAT IS THE STARTING YEAR? (IE. 1978 etc.) ",Year
150 PRINT
160 PRINT "INPUT HISTORICAL VALUES"
170 FOR I=1 TO N
180 PRINT " YEAR";Year;
190 Year=Year+1
200 INPUT S(I)
210 NEXT I
220 REM - INITIALIZE VARIABLES FOR FIRST YEAR
230 T=LOG(S(1))
240 V=0
250 REM - LOOP FOR REMAINING YEARS OF HISTORY
260 FOR I=2 TO N
270 L=LOG(S(I))
280 T=T+L
290 V=V+(I-1)*L
300 NEXT I
310 REM - CALCULATE AVERAGE MONTHLY RATE
320 A=6*(2*V/(N-1)-T)/(N)/(N+1)
330 G=EXP(A)-1
340 REM - ROUND OFF, PRINT
350 PRINT "AVERAGE GROWTH RATE =";INT(G*10000+.5)/100;"%"
360 PRINT
370 REM - CALCULATE AVERAGE ANNUAL GROWTH FACTOR
380 S=EXP(T/N-A*(N-1)/2)
390 REM - INPUT YEAR NUMBER
400 INPUT "SPECIFY LAST YEAR OF PROJECTION ",Y2
410 PRINT
420 X=Y2-Year
430 PRINT "YEAR","PROJECTED VALUE"
440 PRINT
450 FOR Y=N+1 TO (N+X+1)
460 REM - CALCULATE PROJECTED SALES FIGURE

```

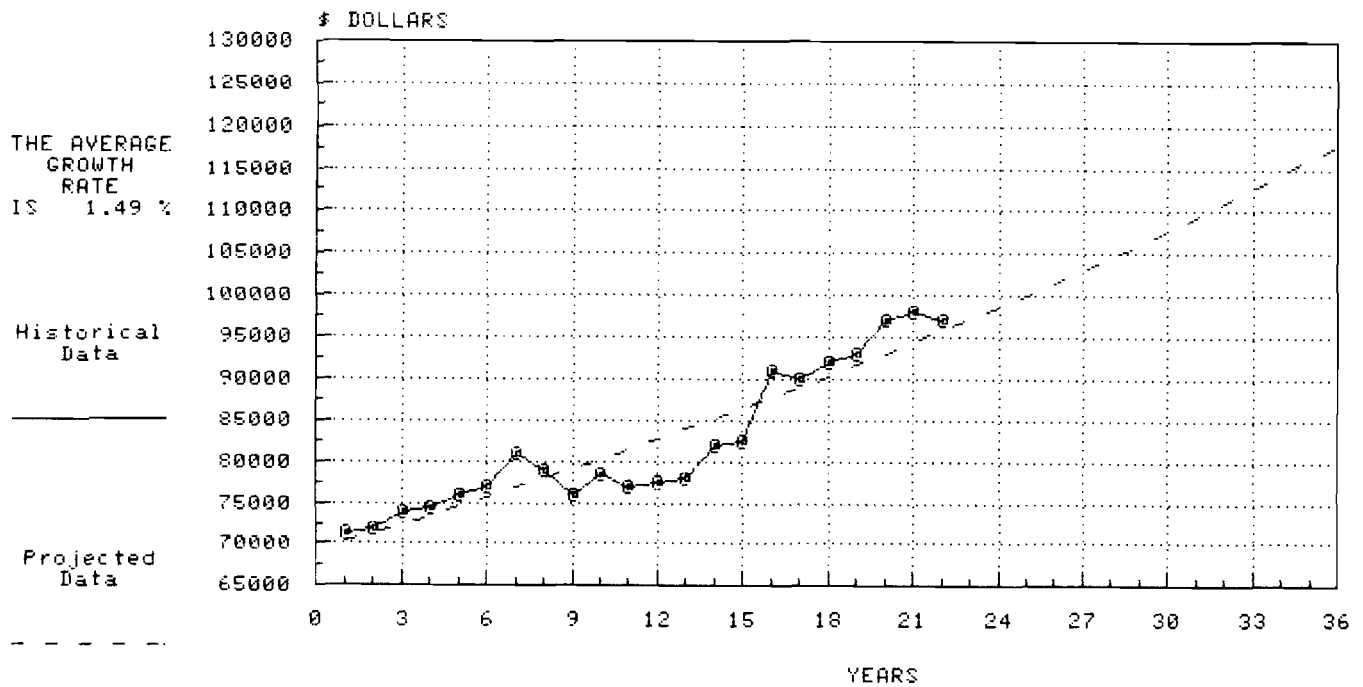


```

470 S1=S*(1+G)^(Y-1)
480 PRINT Year,S1
490 Year=Year+1
500 NEXT Y
510 INPUT "DO YOU WISH GRAPHIC OUTPUT FOR PREVIOUS DATA? (Y OR N) ",A$
520 IF A$="N" THEN GOTO 1030
530 INPUT "DO YOU WISH PEN PLOTTER OUTPUT?(Y OR N) ",A$
540 IF UPC$(TRIM$(A$))="Y" THEN GOTO 610
550 GOTO 640
560 REM
570 REM
580 REM.....DRAW PLOT ON SCREEN OR PLOTTER WITH INPUT PARAMETERS.....
590 REM
600 REM
610 PRINT "OUTPUT WILL BE DIRECTED TO HP1B ADDRESS 5"
620 PLOTR (5,1)
630 GOTO 650
640 PLOTR \FXD (0)\GCLR
650 INPUT "PLEASE SPECIFY MINIMUM X ",X1
660 INPUT "                MAXIMUM X ",X2
670 INPUT "                MINIMUM Y ",Y1
680 INPUT "                MAXIMUM Y ",Y2
690 INPUT "                X-TIC SPACING ",Xt
700 INPUT "                Y-TIC SPACING ",Yt
710 INPUT " VALUES BETWEEN X-LABELS ",X1
720 INPUT " VALUES BETWEEN Y-LABELS ",Y1
730 INPUT "                X-ORIGIN ",Xo
740 INPUT "                Y-ORIGIN ",Yo
750 CSIZE (2.7)\SETAR (2)
760 LOCATE (60,195,18,90)
770 SCALE (X1,X2,Y1,Y2)
780 Esc$=CHR$(27)\ PRINT Esc$;"*dF"
790 LGRID (-Xt,Yt,Xo,Yo,INT(X1/Xt),INT(Y1/Yt))
800 FRAME
810 SETGU \MOVE (60,91)\ PRINT #0;"$ DOLLARS"\MOVE (130,5)
820 PRINT #0;"YEARS"\SETUU
830 Year=Year-(N+X+1)
840 MOVE (Year,S)
850 LORG (5)
860 REM.....PLOT FUNCTION.....
870 MOVE (Year,S(1))
880 FOR I=1 TO N
890 PLOT (Year,S(I),-1)\ PRINT #0;"@"
900 MOVE (Year,S(I))
910 Year=Year+1
920 NEXT I
930 Year=Year-N
940 MOVE (Year,S)\PEN (2)\LINE (2)
950 FOR Y=1 TO (N+X+1)
960 S1=S*(1+G)^(Y-1)
970 PLOT (Year,S1)
980 Year=Year+1
990 NEXT Y
1000 REM.....LABEL DATA OF INTEREST.....
1010 SETGU \LORG (4)\MOVE (30,75)\ PRINT #0;"THE AVERAGE" \ PRINT #0;" GROWTH ";
1020 PRINT #0;"RATE" \ PRINT #0;" IS ";INT(G*10000+.5)/100;"%"
1030 PEN (1)\LINE (0)\LOCATE (0,199,0,99)
1040 MOVE (30,50)\ PRINT #0;"Historical"
1050 PRINT #0;"Data"
1060 MOVE (20,40)\PLOT (40,40,-1)
1070 PEN (2)\LINE (2)\MOVE (30,20)
1080 PRINT #0;"Projected"
1090 PRINT #0;"Data"
1100 MOVE (20,10)
1110 PLOT (40,10,-1)
1120 END

```

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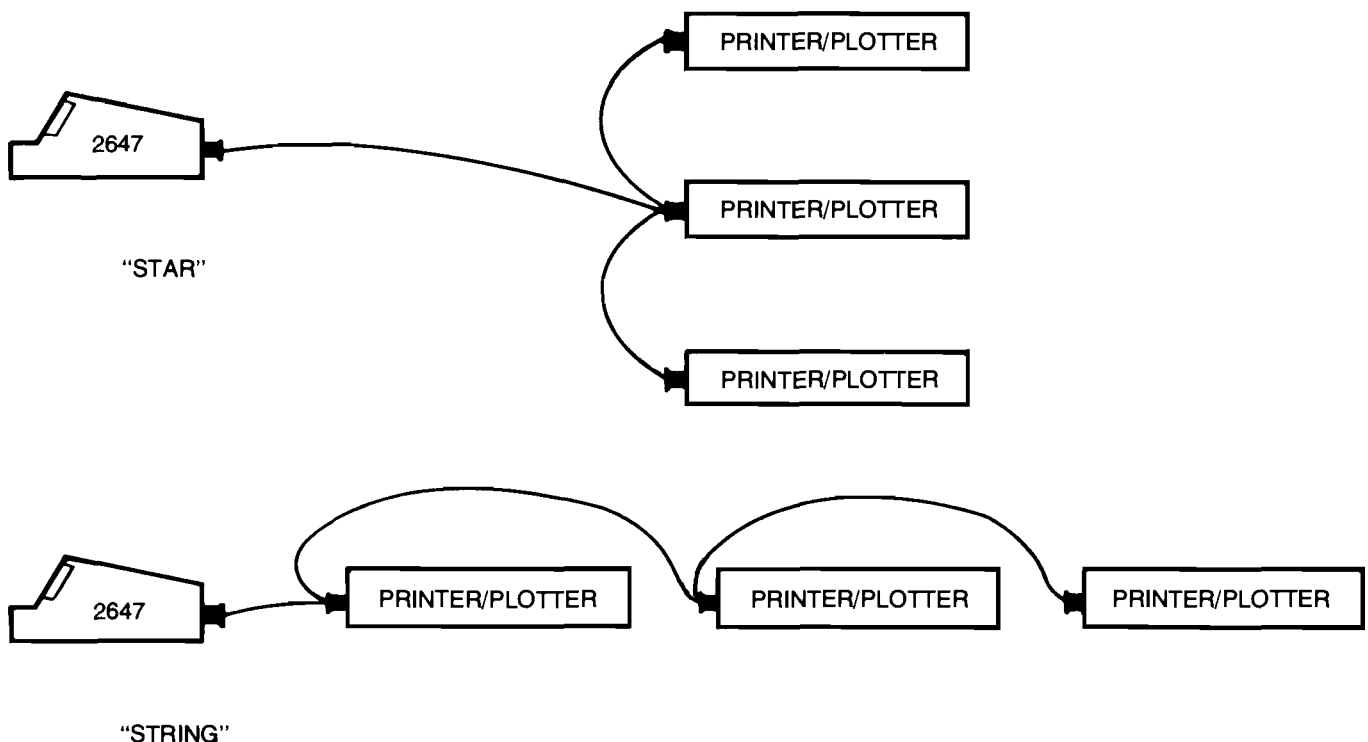


No "Star" on HP-IB Configuration

By: Andy Zaremba/DTD

The capability and performance of the HP-IB shared peripheral interface bus has resulted in a large number of different terminal and peripheral configurations. Use of the interface bus in terminal related applications is covered in

the HP 2647 Reference Manual. It has been observed that when terminals and peripheral devices are connected in the star configuration (illustration below) sporadic or non-performance can result in some instances. DTD recommends that the star configuration not be used, and that terminals and peripherals be connected in a string or series arrangement. In addition, terminals should be present at the end of strings where possible.



Product News

Streamline Your Order and Save Money: Use Terminal Options 032, 033 and 034

By: Dave Williams/DTD

To order the asynchronous multipoint communications interface with monitor mode on a HP 264X terminal you would order a 264X with option 030 and a 13260C with option 001, right? Yes, but there is an easier and less expensive method.

The correct and easy method to add and delete 264X data communication interfaces is to order 264X option 032, 033 or 034. These options include deletion of the standard asynchronous communication interface. Not only do these

new options streamline your order but they also cost less than the previous method of ordering separate data comm interface additions and deletions.

Here's what you get with the new options:

Option 032: Replaces the combination of option 030 and 13260B

Option 033: Replaces the combination of option 030 and 13260C; includes monitor mode capability.

Option 034: Replaces the combination of option 030 and 13260D; includes monitor mode capability.

SELL TERMINALS!

GENERAL SYSTEMS NEWS

Product News

HP 250 Accent-Panel Color Selector

By: Jim Geer/GSD

It's a novel idea, just one of many that addresses the human aspects of a business computer purchase. I'm talking about a choice of colors in accent panels. We've got five colors, yet you've probably seen only one or two.

So how do you describe the colors to prospects once they've decided to order? How can they decide if Sweet Potato will coordinate with their Burnt Orange drapes?

You can't and they won't — unless we provide color samples. And we do! New color selectors, part number 5953-3421, display the five colors in all their brilliance. The selectors come five strips to a sheet (they tear off much like color strips for paint), so your customers can take one home to see what matches the decor.

Let's face it, color selectors won't double sales. Yet, they can add to the HP 250's image as a "people machine". And most of all, they can get *you* off the hook when, while filling out the final order, the question pops up "What do these colors look like?"

The color selectors, part number 5953-3421, are available through Corporate Literature Distribution — maximum order quantity is ten.

HP-IB Extender Clarification

By: Curt Gowan/Rich Edwards/GSD

The Data Systems Division has announced the HP 12050A fiber-optics HP-IB Extender subsystem. Unfortunately, the product does not support the HP-IB's parallel poll feature and thus neither it nor the HP 37201A RS-232C HP-IB Extender are usable on the HP 300, HP 3000/30, or HP 3000/33.

The HP-IB (IEEE-488) standard is very general — there are many protocol implementation choices. You will hear of devices which are simply stated to "meet" the standard. A given device which meets one or more of the subsets covered in the standard may or may not work with HP's

Business System (HP 300 and HP 3000) which use the Computer Systems Group HP-IB protocol. Refer to the Price/Configuration Guide for each system for supported configurations.

Compatibility — A Key HP 3000 Strategy

By: Rich Edwards/GSD

HP 3000 Computer Systems — A family of COMPATIBLE business systems for distributed data processing. Sounds simple enough, doesn't it? COMPATIBLE. We mean that object code from one HP 3000 system under MPE III will run on another without source code changes, recompiling or relinking.

What about IBM's 4331? *Computerworld*, in its October 22 issue ran an article titled, "First UK User of 4331 Has Reassuring News". The following excerpts detail the IBM customer's conversion from IBM 370 DOS to the 4300 DOS Extended Control Program Support mode.

"Only two instructions had to be changed . . . unlikely that other users will have problems; SDI Ltd. changed only privileged instructions which are not coded by applications programmers and only rarely coded by systems programmers".

"The conversion effort took one and half months 'running flat out' ". Each of the 110 BAL programs was executed until it failed; code changed, and the process repeated. "The effort took approximately 400 man-hours". The system manager also reported hardware problems converting peripherals to the 4331. " 'Actually achieving the hookup is proving a bit harder than reading the statement in the book, (though) I have no idea why,' he commented. 'It took us nearly a month from the time the CPU hit the floor to the time we could IPL the system' ".

Hardly sounds reassuring! If your customers share these kinds of concerns about the HP 3000 family, give them a demo on the newest system, the Series 30. Demonstration units were up and running worldwide the day they arrived in sales offices in September and October. And with DS/3000, you can demonstrate not only the 3000 family's compatibility but also their ease of use and flexibility in a distributed systems network.

SELL HP 3000's — 100% COMPATIBLE SYSTEMS.

Gremlins Strike the HP 3000 Price/Configuration Guide

By: Tom Black/GSD

Even after the most thorough review ever, a mistake has crept into the Terminals Section of the HP 3000 Price/Configuration Guide!

The 2635A terminal is listed as being supported in point-to-point and multipoint configurations. This is *not* true. The 2635A is supported in point-to-point mode only. This error appears on page 50 of the Price/Configuration Guide in the Terminal description. The 2635A is not shown in any of the multipoint configuration diagrams.

Order HP 3000 Systems as "B" Products

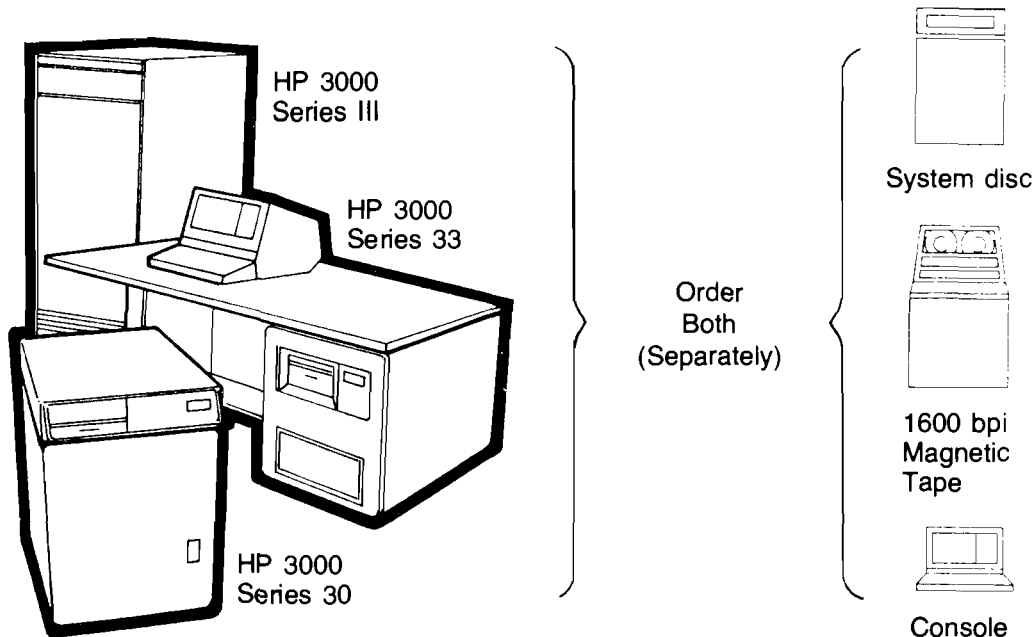
By: Rich Edwards/GSD

Effective December 1 all HP 3000 Systems will be ordered worldwide as "B" product numbers. An order for an HP 3000 will consist of the HP 3000 System Processor Unit (SPU) plus the system peripherals (ordered directly from the manufacturing division). The SPU and peripherals will be shipped under the coordinated shipments program. GSD and the peripheral divisions are confident of continued satisfaction with the installation of HP 3000 Systems under this new program.

The HP 3000 System Processor Units and their Factory Base Prices (U.S. List) are as follows:

Product No.	Description	Price	BMMC
32412B	HP 3000 Series 33 (60 Hz) SPU	\$37,275	\$261
32413B	HP 3000 Series 33 (50 Hz) SPU	\$37,275	\$261
32430B	HP 3000 Series 30 (60 Hz) SPU	\$28,525	\$226
32431B	HP 3000 Series 30 (50 Hz) SPU	\$28,525	\$226
32435B	HP 3000 Series III SPU	\$75,875	\$412

This information is in the October 1 edition of the HP 3000 Price Configuration Guide (5953-0580). Note that the Series III BMMC (32435B) price was lowered on November 1 to \$412 from \$445; this change occurred after the P/C Guide was printed. The P/C Guide also contains additional information on how to order systems under this plan including examples.



Order us as "B" products after December 1.

Order us individually after December 1.

RSVP at Work in the Field

By: Chosen Cheng/GSD

The RSVP feature of the Series 30 and Series 33 systems has been put to the test in Eastern Sales Region and passed the test with flying colors.

An exceptional case demonstrating the flexibility of RSVP

A customer 100 miles from the Regional Service Center had problems bringing up his Series 33 system. In order to maximize first visit CE effectiveness the sales office had been encouraging Series 30/33 customers to configure modems with their systems and had been asking them to run the system self-test prior to calling in a request for service.

RSVP Solution

Working with the customer, the CE at the office helped set up the remote console and initiated re-running of the system self test. The results pointed to the I/O cards hanging off the IMB. The system was powered down, I/O boards were removed and the system was rebuilt, I/O board by I/O board. Successful completion of the system self test signaled correction of the problem which turned out to be a badly seated BIC board.

RSVP enabled the customer to get his system back up in less than one hour, saving a trip by the CE and avoiding at the minimum five hours of downtime.

The example we've cited in Eastern Sales Region is exceptional in that the CE visit was actually replaced by the RSVP phone call and the customer was knowledgeable enough to collaborate with the CE by phone. RSVP was actually a "primary" service tool!!!

RSVP — typically a "secondary" service tool

In today's typical RSVP situation with a commercial customer the HP CE would have responded to a request for a service call, and encountered a problem needing specialist assistance. The on-site CE would then be able to dial up for that assistance rather than schedule a separate service call and thereby get the customer back up and running that much sooner.

Whether a "primary" or "secondary" service tool, it's clear that RSVP is a winner in the eyes of many customers and provides the field service team a capability to deliver HP service and support in new creative and cost-effective ways.

Let us know about your success stories with HP 3000 RSVP!!!

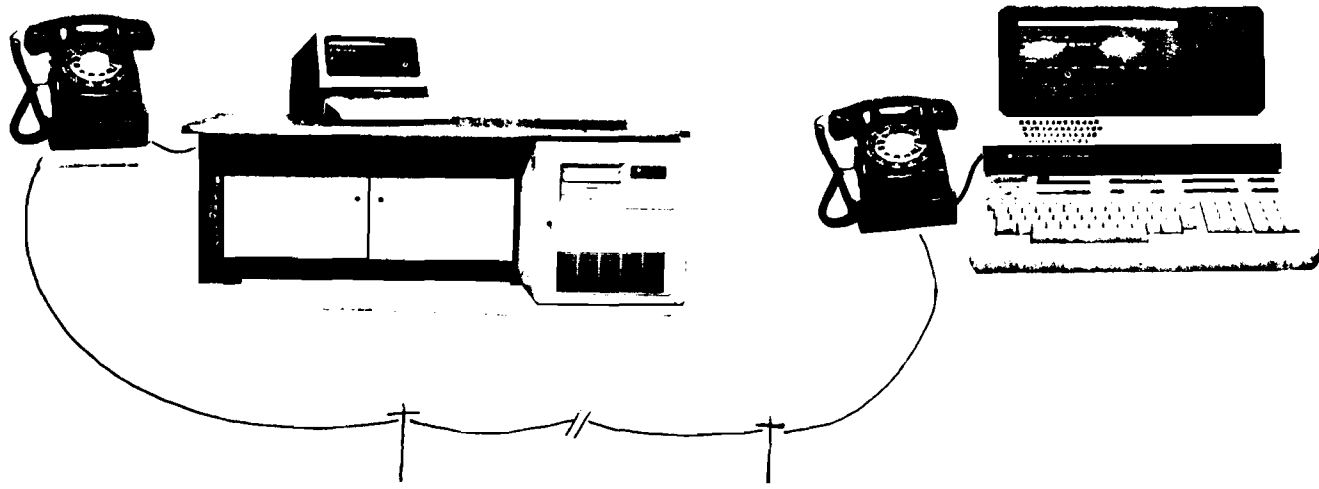
HP 3000 Systems Weigh-In for Shipping

By: Rich Edwards/GSD

Many of you have inquired about the shipping charges for the new "B" product versions of the HP 3000 systems. The weights are on the December 1 Corporate Price List. The following table summarizes the system weights (all weights are USA pounds):

Product Number	Description	Padded-Van Weight	Air Freight Weight	Export Weight
32430B	Series 30 (60 Hz)	350	400	400
32431B	Series 30 (50 Hz)	350	400	400
32412B	Series 33 (60 Hz)	1000	1000	1000
32413B	Series 33 (50 Hz)	1000	1000	1000
32435B	Series III	600	800	800

HP 2645 Terminal at HP Service Office



Sales Aids

MFG/250 OEM Training

By: Kim Voots/GSD



Five MFG/250 Training Days for the Price of 3.5!

One time only, we are offering the MFG/250 OEM Training Class at the old price (\$350) but for five days. The price goes up in January, so this is the last chance to get your OEM trained at the old price. This MFG/250 class will be given in Cupertino and will include training on demonstrating, selling, installing, operating, and supporting (technical) MFG/250. Please read on for details.

1. The class will be held in Santa Clara from 12/10/79 through 12/14/79. The final day (12/14) is unstructured, optional lab time for those OEMs wishing an additional chance to work with the system. (Contact Alice Puciv (408) 996-9800 to register.)
2. OEMs attending the class should have purchased MFG/250 and be familiar with terms such as: ABC analysis, cycle counting, EOQ, order point, materials control, product costing, bill of materials, and part numbering systems. For a recommended reading list contact Kim Voots (408) 725-8111, extension 4388.

A course description follows:

COURSE NAME: MFG/250 OEM Training — Part Number 45186A

OBJECTIVE: To provide a comprehensive overview of manufacturing, the MFG/250 software, and its documentation. After completing this course and studying the documentation provided, the student should be able to provide both pre- and post-sale consulting.

CONTENT: This course is divided into five modules designed to lead the student from general concepts to feature implementations to code level specifics. Each module is designed to build on the previous module. The five modules and individual contents are:

Manufacturing Background — Includes discussions and video tapes on manufacturers "Hot buttons."

MFG/250 Overview — Includes a sample OEM or End user seminar on MFG/250, and briefly touches on technical documentation and data base design.

Implementation Training — Designed to provide a sample framework and the knowledge necessary to convert from the existing system to MFG/250. Taught from an end-user viewpoint.

Operator Training — Provides, through problem sets, the knowledge necessary to operate and achieve maximum benefit from MFG/250. Taught from an end-user viewpoint.

Technical Training — Provides a technical overview of the data base, system design, data files, pack support utilities and program by program documentation.

FORMAT: 60% lecture, 40% lab

DURATION: 4 days plus 1 day optional lab time

PREREQUISITES: Must have attended the HP 250 Comprehensive Introduction Class (P/N 45103A) and have purchased MFG/250.

HP 250 Applications Software Manuals

By: Al Jackson/GSD



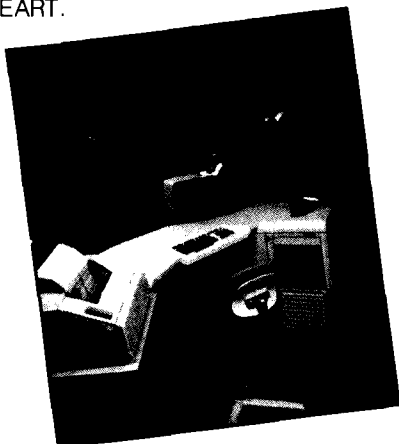
Manuals for OM/250 and MFG/250 software products are in and available either separately or in complete sets. Here's a summary of the items in each set:

- MFG/250 Documentation Kit, 45180-87901, \$80.00
 - 45180-90000 MFG Implementation Guide
 - 45180-90020 MFG Operating Guide
 - 45180-90040 MFG Technical Documentation
 - 45180-90080 MFG Reports Brochure

- OM/250 Documentation Kit, 45190-87901, \$80.00
 - 45190-90000 OM Implementation Guide
 - 45190-90020 OM System Manager's Guide
 - 45190-90040 OM Technical Documentation
 - 45190-90080 OM Reports Brochure
 - 45190-90010 Inventory Control Operator's Guide
 - 45191-90000 Entry Operator's Guide
 - 45192-90000 Accounts Receivable Operator's Guide
 - 45193-90000 Sales Analysis Operator's Guide
 - 45194-90030 Applications Customizer Manual

Each kit includes the binders and tab dividers. The kit price is considerably less than stated in the last issue of the *Communicator/250*.

You can order these kits from CPC (Division 15). Remember, internal orders require an IO, while customer orders must be sent via HEART.



Ordering Materials for HP 250 Customer Classes

By: Gretchen Snowden/GSD

The kits for staging HP 250 customer classes are now being distributed by Computer Support Division. Composed of approximately 40% lecture and 60% lab, the class covers BASIC, IMAGE, QUERY, FORMS, and REPORT WRITER.

Each student enrolled must have some programming experience and knowledge of the BASIC language. The class provides an introduction to data base concepts; the labs are cumulative, with each module building on the previous one.

Two kits are available: An instructor's kit, part number 45103-30500, and a customer (student) kit, part number 45104-30100. The instructor's kit provides materials for preparing and presenting the class (includes overhead slides). This kit is reusable, thus each office need order only one.

The customer (student) kit includes pre-study materials and should be given to each class participant. You should send the pre-study material to enrollees at least two weeks before class begins. Thus, orders for the kits must be placed to Computer Support Division (Div. 50, COMSYS Location 5006) three to four weeks before the class. Specify the kit desired:

Instructor's Kit	45103-30500
Customer's (Student) Kit	45104-30100



HP 300 Sample Programs Available

By: Mariann Tynn Osokie/GSD

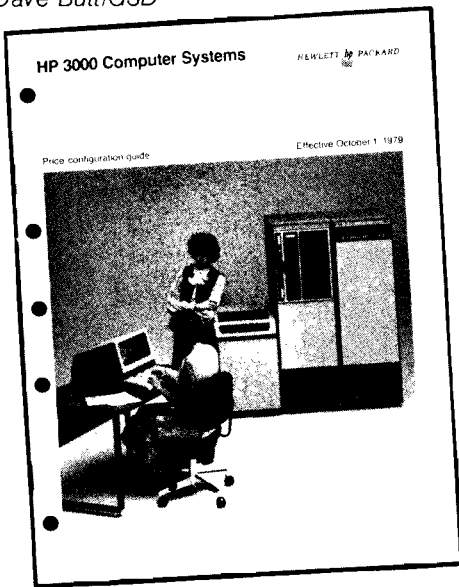
The sample programs from the HP 300 Multiterminal Applications Guide and the HP 300 Display System Application Guide are now available on diskette.

There are various ways in which you can obtain this diskette.

1. It will be included in the HP 300 Application Guide Set (Product number 31387A).
2. It will be sent out in the HP 300 Application Guide Update Service (Product number 31387Q).
3. It will also be sent with the HP 300 SE Support Kit Update Subscription Service (Product number 5955-3232).
4. The diskette may also be obtained as a separate order (like a manual) by submitting an IO form for the HP 300 Application Guide Sample Program Diskette (Product number 31387-60001) to *Ralph Sierra*, Division 50, Kardex 09, Software Distribution Center, 1330 Kifer Road, Sunnyvale, CA 94086.

HP 3000 Upgrades P/C Guide is Here

By: Dave Butt/GSD



The companion to the HP 3000 Computer System Price/Configuration Guide for current products is finally here. It not only includes all of the upgrade products, but it also has information on the software for non-current HP 3000 systems. Shipped to arrive in November, the Upgrades P/C Guide is an important selling tool. One out of every nine dollars you sold last year of HP 3000 equipment was an upgrade kit. In FY80 we expect that ratio to increase. So if there is anything that you feel could be included in the Upgrades P/C Guide to help you sell upgrades, don't hesitate to call on me.

GOOD SELLING!

SELL HP 3000 UPGRADES AND ADD-ONS!!!



The HP 250 Comes Out On Top in a Comprehensive Benchmark Test at Real Decisions Corporation

By: Jim Carlson/GSD

Recently an HP 250 computer was run through a performance test by Real Decisions Corporation, an independent consulting firm. This test was arranged by The Association of Computer Users as part of a series of tests run on several small (floppy-based) computers. Other systems tested included IBM 5110, DEC 11V03, WANG 2200, TI 990, UNIVAC BC7, DATAPOINT 1170, RANDALL RDS-100, Q1 Lite, and the HP 9845 Desktop Computer.

The HP 250 not only performed very well in the benchmarks (see comparison chart), but the subjective judgment of the RDC testers rated it the Number 1 machine tested so far (out of 11). Some quotes from the report read like this:

"In addition to top-notch performance on the benchmarks, programming and operation of the HP 250 were also rated outstanding by the RDC analyst."

"HP's business BASIC has been enhanced about as much as possible; in the opinion of RDC's analyst, if you can think of anything which BASIC should cover, most likely it has already been implemented on the HP version."

They noted that HP's system was higher priced but went on to include:

"The composite picture that coalesced during the RDC benchmarks and the user survey was that Hewlett-Packard had engineered a winning system, well worth the higher price tag."

In addition to the benchmark tests, RDC conducted a survey of HP 250 users whose comments no doubt influenced the subjective judgment of RDC. Users praised IMAGE on the HP 250 as "the answers to a small businessman's needs".

One user stated, "I recommend the management software (IMAGE/250) to everyone."; and RDC stated that "... data base software was given by several users as the 'Number 1' decisive factor to purchase their 250."

We've all known how easy it is to bring up applications of the HP 250, but it was encouraging to see RDC state: "Users and OEMs are having great success in developing other customized applications because the powerful operating system and enhanced BASIC provide excellent programming tools."

Users commented on all aspects of the system including support services:

"Documentation is 20 times better than IBM's"

"In general, their maintenance is good. My worst case was next day."

As for general impressions of the system, RDC pointed out that "... the mildest response was 'very pleased,' but most replies were nearer the 'absolutely thrilled' end of the scale. Prime remarks included points about the flexibility of the computer, the fact that the HP 250 is a very nicely designed machine and more advanced in every way than competitive minis."

RDC concluded the report by stating,

"With the HP 250 system Hewlett-Packard has achieved the fine (but rare) blend of power and dependable hardware wedded to sophisticated systems software — all housed in an appealing unit designed with people in mind. The relatively new HP 250 looks and acts like an all-around winner."

We'll be sending out copies of the complete report around the middle of December or as soon as we receive the bulk quantity from the Association of Computer Users. Additional copies of the HP 250 report or copies of the other benchmarks in the series can be obtained from:

Association of Computer Users
P. O. Box 9003
Boulder, CO 80301
(303) 499-1722

**Benchmark Summary
Comparison Chart**

	HP 250	IBM 5110	Datapoint 1170	Wang 2200VP	TI DS990/10	DEC PDP-11V03	BC/7 610
	Results Min:Sec	Results Min:Sec	Results Min:Sec	Results Min:Sec	Results Min:Sec	Results Min:Sec	Results Min:Sec
CPU Intensive							
A-1 N= 500	4.1	21.8	1:19.2	2.5	42.5	14.2	2:22.5
A-2 N=1000	7.8	42.2	2:36.5	5.0	1:25.0	27.5	2:36.3
A-3 N=2000	14.9	1:23.4	5:05.7	9.6	2:49.0	53.7	3:04.8
A-4 N=3000	22.3	2:04.7	7:33.0	14.2	4:12.2	1:20:3	3:33.2
I/O Intensive							
B-1 N= 500	24.8	2:31.4	1:23.0	1:45.4	1:08.3	37.1	5:59.0
B-2 N=1000	28.0	2:59.6	1:40.3	2:10.7	1:27.3	45.9	6:05.0
B-3 N=2000	34.5	3:47.4	2:14.7	— ¹	1:52.5	1:08.7	6:17.7
B-4 N=3000	40.8	4:38.4	2:47.5	— ¹	2:17.3	1:29.1	6:29.8
Real Life Problems							
C-1 Scientific/Engineering	4:05.9	29:47.2	38:27.5	2:05.8	— ²	14:43.4	12:90.0
C-2 New Product Planning	10.3	24.2	17.3	1.2	23.2	45.8	3:42.2
C-3 Accounts Receivable	4:45.7	4:11.0	6:50.4	3:20.0	3:18.6	4:14.0	10:37.0
Ease of Use ³	152	200	170	165	157	200	208

- ¹ — Program could not be run as is because data space required exceeded the boundaries of the disc.
- ² — This program could not be loaded due to memory limitations.
- ³ — Lowest score is best.

Also, I have one complete set of all the benchmarks at GSD if you are interested in specific details on another vendor. Or, if you need 5 to 10 additional copies of the HP 250 report, contact *Jerry Klemushin* or me at GSD.

Many thanks to *Larry Muccilli*, *Dave Fahrland*, and *Mel Hauck* who delivered their just-arrived HP 250 to RDC for a week to make the test possible. Thanks also to *Jeff Lindberg* of the HP 250 R&D team who traveled to RDC to "hold their hands" and give technical advice where needed.

About The Benchmark

The CPU intensive job is a short program that executes a variety of calculations including addition, multiplication, division, square root and exponentiation. It is designed to test the speed of specific computing tasks.

The I/O intensive job stores numbers from 1 to N on disc and retrieves the first 50 of them in factorial fashion. (For example, for a total of 1275 reads following 3000 writes.)

The real-life Scientific/Engineering problem solves a set of linear equations using the Gauss-Jordan method of elimination. ("N" equations with "N" unknowns).

New Product Planning models the relationship between product production costs and profitability over a range of four years. A base line run is established and several parameters are varied in a "what-if" mode on subsequent runs.

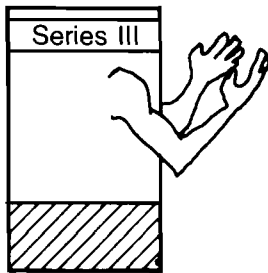
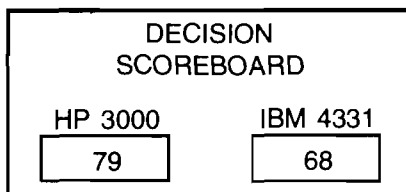
In the accounts receivable problem, an AR file of 50 records is created with 10 fields. The file is updated randomly 10 times by customer number (one of the fields) for sales amounts and payments. A report is displayed listing 7 of the fields.

Finally, the Ease Of Use test starts with a 9-line file which is edited to an interim form (i.e., editing in all the errors) and then changing the file back to its initial form. These changes test the editing capabilities when making errors as well as correcting them. The best score here is the lowest — least number of keystrokes required.

Notes on the comparative chart: It is difficult to compare the times directly in some cases like the BC 7 because the language used is not BASIC, but RPG. Also, in order to have vanilla-flavored benchmarks, RDC did not use IMAGE on the HP 250. Thus, the results in the Accounts Receivable test only indicate the access/read times of serial files on the HP 250's floppy disc — not really an Accounts Receivable problem. Using even an indexed file could greatly enhance the results.

HP 3000 Series III Outscores IBM 4331

By: Rich Edwards/GSD



The HP 3000 comes out on top, again!

A large American company has recently chosen to implement its distributed data processing applications on the HP 3000 family — instead of IBM's 4331 systems — following a very thorough investigation and benchmark.

The benchmarks were run testing batch applications only, even though the systems will be used primarily for on-line applications. The Series III doesn't stand a chance in that environment (against a 4331), you're probably thinking. Well, HP came out on top! Read on for the details.

IBM conducted its benchmark with the customer's DP manager in Dallas, Texas. A one megabyte (maximum memory) 4331 system was configured under DOS/VSE with the CICS monitor and IMS code loaded, but not active. This was to configure the system for on-line applications. Note, however, that IBM ran all 5 benchmark programs as standalone batch jobs on a dedicated system.

During the benchmark the customer discovered some interesting limitations of the 4331:

1. The system software (DOS/VSE, CICS, IMS, etc.) took over 600 Kb of main memory on the 4331.

The system is available in two sizes: 500 Kb and 1 Mb. Thus, on the larger 4331 systems a user only has access to about 400 Kb of memory for his data and programs.

2. IBM's screen forms utility (DMS) couldn't be demonstrated in Dallas last month. It is due to be released in April, 1980. HP VIEW/3000 thus gives the HP 3000 a significant ease-of-use advantage.

HP conducted the benchmark on the West Coast using a 1 Mb Series III with approximately 250 Mb disc storage. The first four benchmark programs were run as batch programs with between 8 and 27 sessions active; the fifth program was run standalone, at night, in the standard batch DS queue.

The benchmark tests are results were:

- I. Four programs performing sorts and direct update runs of files using sequential access methods.

The HP 3000 (with 8-27 sessions) performed less than 21% slower than a dedicated 4331.

- II. A job stream with COBOL programs that sorted a 60,000 record file, updated seven files (half direct and half ISAM files) and produced a 28,000 line report.

The HP 3000 (in standalone batch mode) performed 24% faster than the IBM 4331.

The customer drew two conclusions from these programs. First, the more complex the job, the better the HP 3000 performs. Second, the HP 3000 Series III brackets the IBM 4331 performance very well.

This customer completed a large evaluation matrix on factors such as hardware, software, vendor, support, performance and price. On a one hundred point basis (100 = best), HP scored 79, IBM (4331) had 68 points and Honeywell's entry came in with 45 points.

The decision to go with HP was also very much influenced by our easy-to-use DS/3000 software. The customer saw much added complexity in IBM's distributed processing solution: either adding a second 4331 or an incompatible 8100 system.

The salesman on this deal passed on several winning tips. Spend time with the technical people at the customer's site. Show them the HP 3000's ease of use; they'll be on your side in selling! If appropriate, have the customer spend time with the factory management (at the factory or in the field) to understand HP's long term commitment to the HP 3000 and the commercial computer business. Make sure the benchmark is fair; if the 4331 will be used on-line, configure in CICS.

As you are reading this the customer is accepting delivery of his Series III; he expects the system to be in and up by December 1. (Compare that delivery time of less than 3 months with IBM's one, two (or more) years!) The customer already has plans to install a Series 33 in a remote city using DS/3000 to tie the systems together.

For further information on this benchmark, please contact Greg Mihran, HP 3000 Sales Development, at GSD in Cupertino.

General News

HP 250 Sales Development Team . . . Ready to Help You!!!

By: Jerry Klemushin/GSD



"Serge, how do you like my HP 250?"
"Friendly . . . very, very friendly, Kim".

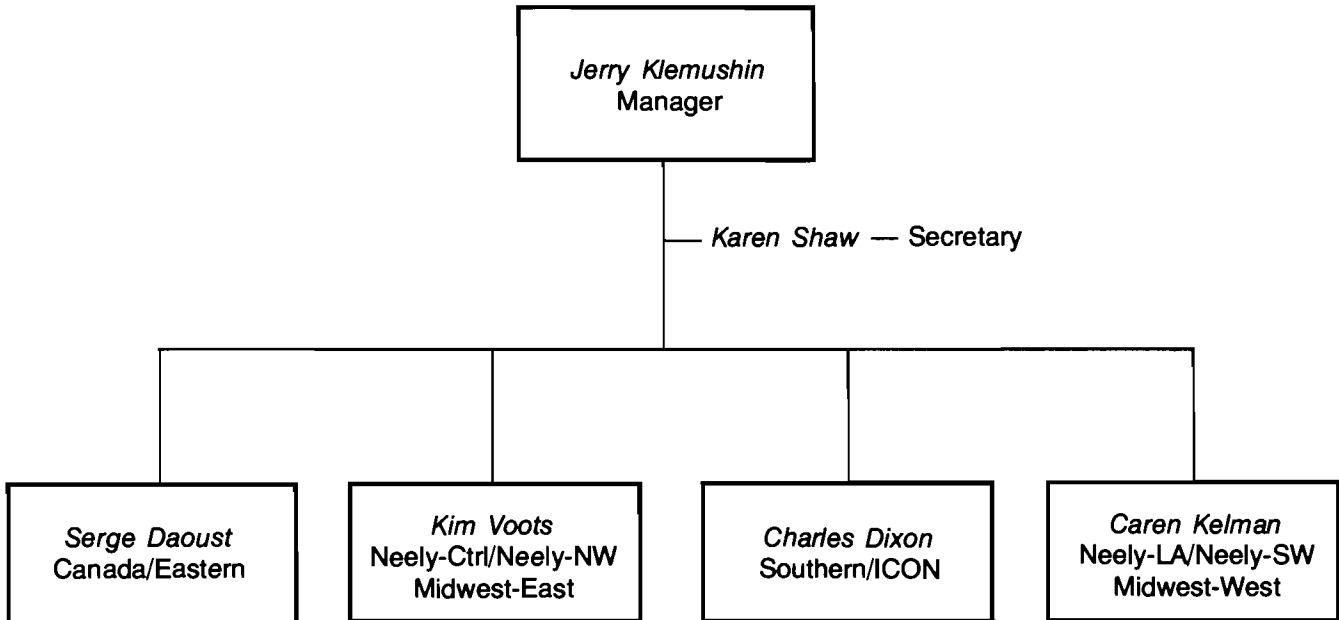
Let me introduce you to the people who will support your HP 250 selling program for 1980. Covering Canada and Eastern we have Mr. Enthusiastic, *Serge Daoust*. You may remember *Serge* from the 1979 NPT Tour. In the photograph on this page, *Serge* is developing a sale with *Kim Voots*, another new member of our team. *Kim* will cover Neely/Northwest, Neely/Central and Midwest/East. With a background of Porche cars and SE work out of Rolling Meadows, *Kim* bring a lot of "racy" talent to the HP 250 program. Give her a call and test her skills.

Covering Southern and ICON is *Charles Dixon*. *Charles* has an extensive background with HP, most recently with the management training program in Palo Alto, and before that in DSD and GSD product management.

For Neely/LA, Neely/Southwest and Midwest/West, we have a sharpie out of MIT-Sloan School, Ms. *Caren Kelman*. I nickname her Ms. Energy and you'll see why when you work with her on HP 250 sales.

That's the team and we are anxious to help you execute your HP 250 plans for 1980. To get it off to a fast start make sure you get a copy of the BENCHMARK REPORT, October issue. This report on the HP 250 system will make your OEMs and Major Accounts anxious to get their HP 250s.

HP 250 Sales Development



HP Exhibit at APICS — a Success!

By: Martin Gonzalez/GSD

Hewlett-Packard actively participated in the annual convention of the American Production and Inventory Control Society (APICS) in St. Louis on October 16-19, 1979. General Systems Division and Data Systems Division combined to exhibit a wide range of computer hardware and its MFG applications packages under the main theme of "Lifting the Ceiling on Productivity".



Based on the feedback from the attendees at the conference and on the statistics acquired and analyzed, the exhibit was truly a success! The *objectives* of increasing brand recognition of Hewlett-Packard as the manufacturer's computer company; and to demonstrate the capabilities of MFG/3000, MFG/250, DATACAP/1000, as well as the general purpose capabilities of the HP 3000 (Series 30), the HP 250, and the HP 1000, were not only met but greatly exceeded.



Here are some highlights of the convention:

- Over 5,000 attended. As expected, most (61%) were managers from the production and inventory control departments of manufacturing firms from around the U.S. and Canada. The rest were MIS/DP managers (22%) and V.P.'s, General Managers, and Consultants (17%).
- A sampling of attendees revealed this breakdown of customers/prospects: Midwest 45%, South 9%, Eastern 26%, Canada 3%, and Neely 17%.
- The large majority of visitors at our booth were familiar, some very knowledgeable, about HP's computer hardware and manufacturing software offerings; which was an encouraging sign of HP recognition in the manufacturing community.
- Several sales reps took advantage of their prospects being at the convention and were able to arrange future calls to these prospects, who previously were disinterested.

No other exhibitor provided the wide breadth of capabilities we did. Once again, Hewlett-Packard was recognized as "the manufacturer's computer company", a company that provides the total solution.

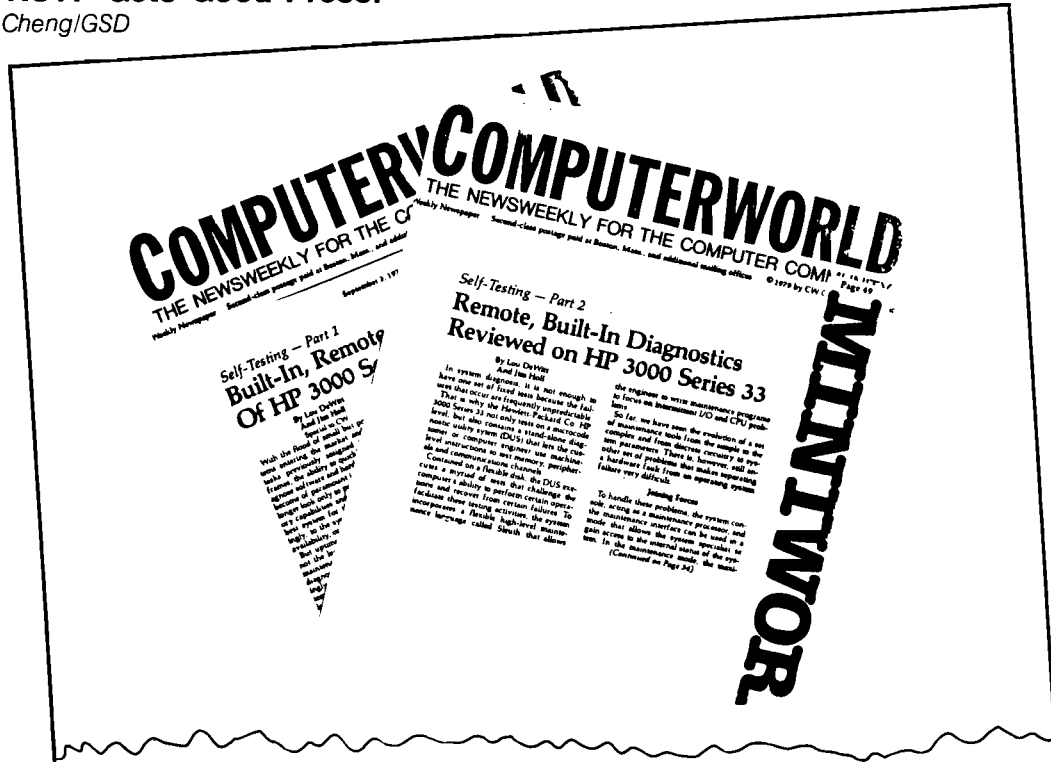


The highlights for us were the working relationships we had with the St. Louis office — without whose assistance and representation, we could not have accomplished our objectives. Many thanks to *John Lovitt, John Hughes*, and the entire St. Louis field sales, SE, and CE force for all the help they provided.

**BE A SUCCESS!
SELL MANUFACTURING APPLICATIONS!**

HP 3000 RSVP Gets Good Press!

By: Chosen Cheng/GSD



HP is in the news again with a two part COMPUTERWORLD series on "Self-Testing — Built-in and Remote Diagnostics." (Sept. 3 and 10, 1979) for both Series 30 and Series 33 systems.

```

COLD LOAD SELF TEST
TO START TEST TYPE "GO" RETURN
>GO
COLD LOAD SELF TEST STARTED
CPU TEST STARTED time=8 Sec
0
0
0
0
MEMORY TEST STARTED time=5 Sec
CPU AND MEMORY TEST COMPLETE - NO ERRORS
DISK TEST STARTED, time = 5 sec
0
0
0
0
ADDC TEST COMPLETE - NO ERRORS
COLD LOAD SELF TEST COMPLETE - NO ERRORS
    
```

System Self-Test

```

SOFTWARE DISPLAY
DL 00.177777
DB 00.177777
0 177521
5 177522
Z 177500
PB 01.000007
P 120710
PL 021502
          [ADDC HALL]
          [MICROMAL]
I 014317
CIR 014317
RBP/WBP/ BP 00.011537
DUMP STORE 0 1 2 3 4 5 6 7
00.002400 021223 001224 045900 053110 053111 053112 053113 053114
00.000470 053115 053116 053117 053120 053121 053122 053123 053124
SIMPLE STEP=> POINTER LEFT=< POINTER RIGHT=> HARDWARE DISPLAY=NEXT PAGE
    
```

Maintenance Mode

```

Diagnostic/Utility System Revision 00.31
Enter Your Program Name (type HELP for program information)
:HELP
Welcome to the Diagnostic/Utility System Assistance Package
The following programs are available for execution:

Diagnostics
-----
MEMDIAG D7970513 D7970545 D7970568 GICDIAG ADCCDIAG

Utilities
-----
AID HELP IQMAP

Stand-Alone File Manager
MANAGER

Do you wish to see the System Commands? NO
    
```

System Diagnostics

```

Diagnostic/Utility System Revision 00.31
Enter Your Program Name (type HELP for program information)
:MEMDIAG
HP3000 Error Correcting Memory Diagnostic: 00.0:
Section 1
System memory configuration

Controller 0

0 1 2 3 4 5 6 7 128K BYTE MODULE
1111 1111 1111 1111 1111 .....

. => absent
1 => present
? => present with detectable multi-bit error(s)

possible errors have been detected by controller 0

type GO to continue (LC to list commands)
    
```

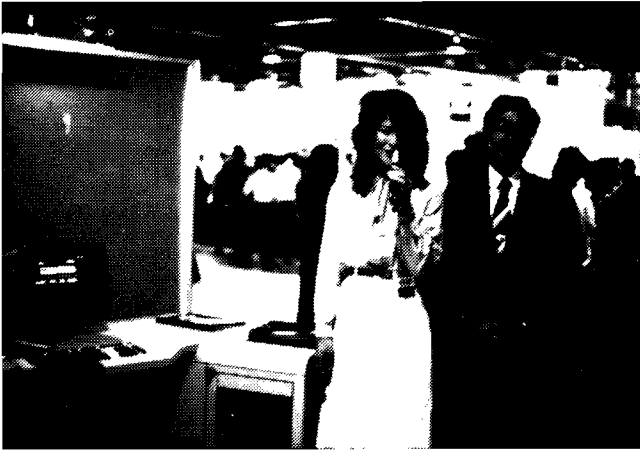
Remote Console

Summary

For these HP 3000 systems RSVP (Remote System Verification Program) means setting up a remote console over a standard dial-up phone line. This remote console complements the system/maintenance console on the computer itself. That is, the system can be controlled by either console; the innovative system self-test program (supplied on tape cartridge) maintenance mode program (supplied on tape cartridge), and system diagnostics (supplied on flexible disc) must be loaded locally, but their operation can be controlled and results on the CRT screen can be interpreted from either console.

A Yankee's Impressions of the Japan Data Show

By: Jim Carlson/GSD

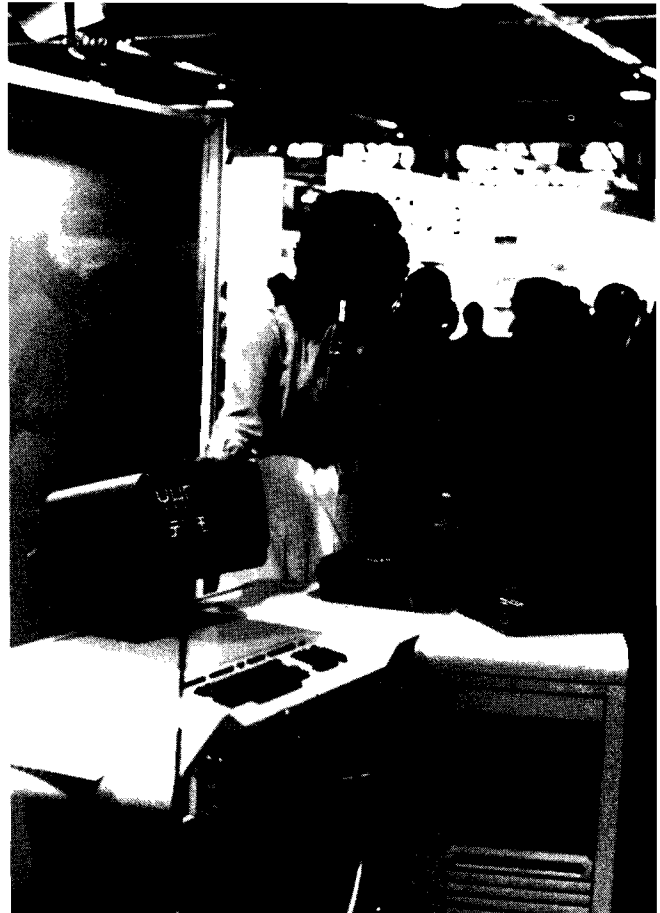


From October 2-5, YHP was involved in a large commercial show in Tokyo. The factory marketing was shutdown as everyone was at the show — from secretaries to managers. The show was held in a large two-story building about the size of a "standard" HP factory, with about 80 companies exhibiting. Japanese manufacturers predominated, but there were a number of U.S. competitors also — IBM, DEC, DG, UNIVAC — all showing computers for small-to-medium-sized businesses.

I arrived in Japan in time to see the last day of the show. It was very much like a U.S. show, except for the number of people. The aisles were alive with bodies and large crowds mobbed each piece of equipment in each booth. Later, I learned the total attendance for the four-day show was 85,000. But the most impressive thing to me was the new technology being shown by Japanese manufacturers — especially in peripherals. The show seemed to provide a confluence of OCR, laser printers, facsimile, and high-resolution CRTs with light pens — all interfaced to business computers. Japan seems to be working of the "office of future". Also fascinating were the many different Kanji keyboards for inputting the Japanese/Chinese picture characters (there are 6,000 characters in common usage). Out of necessity, the Japanese manufacturers have come up with some very sophisticated input devices along with lower-cost options for high-quality printout.

YHP showed a range of HP equipment from desktop machines to HP 1000 and HP 3000 computers. The HP 250 was a prominent part of the booth as it faced the entrance where all the attendees entered the show. The HP 250 received special recognition in a local newspaper; not only for its design, but also for having the best narrator in the show (see photos).

YHP hopes to see some impact in their 1980 business due to the Data Show. They exceeded a goal of 1500 leads by getting over 2000 leads overall. A second goal was to show that YHP is in Japan in the commercial computer business. Having two HP 250's with Katakana Keyboards immediately visible as each person entered the show should help in achieving that goal.



Third Party Group Begins to Grow

By: Vijay Kapoor/GSD



Meet John Kohler. John's winning smile comes to Hewlett-Packard from the government/political circles (and circles, and circles . . .). Most recently John was a staff assistant to U.S. Congressman Pete McCloskey from the 12th Congressional District, California.

Initial Functions: Consultants' Support

I have asked *John* to manage the ongoing support of the Big 8 accounting firms, and other data processing consultants. You have strongly indicated that this is an increasingly, influential sector of the computer market; *John's* central support will make your selling efforts through the consultants more effective.

John will contact you in due course. In the meantime, you can help by sending the following to myself or *John Kohler*.

1. Names of key individuals in the consultants' firms that your district does business with.
2. Information on software for HP products available through the Big 8 accounting firms.
3. Ideas on specific tasks you would like us to work on in this area.

GSD Products Pass VDE Tests

By: Vince Roland/GSD

It is a key account system demo? A min/max test? An employee equipment auction? Wrong! It's a test to certify our computer systems for VDE, the Regulatory Testing Agency in Germany. Many countries require that before we can legally market our products for sale, we comply with their safety and RFI regulations. Germany's is one of the most strict, so in August of this year, HP hosted two VDE representatives so they could witness our RFI testing and do some of their own.

The RFI (Radio Frequency Interference) requirements are intended to prevent electrical interference between electrical devices. Our computers, for instance, should not interfere with radio or television transmissions. At GSD, *Steve Upshinsky* in the Product Assurance Hardware group department had responsibility for RFI testing of our Series III, and the new Series 30. To market the systems, we also had to test one of every kind of HP peripheral that will be supported. Luckily, it's only one of each kind, but even that filled up DSD's RFI "screen room", as shown in the photo.



The testing went so smoothly that it was completely done in three days, though five days had been allotted.

Although two dozen or so contributed to make the Koala (Series 30) pass the VDE testing, the key players are shown below:



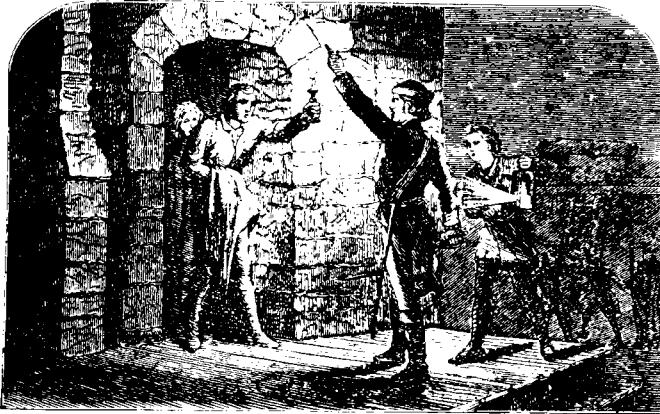
From left to right: *Bennie Herbst* (who had dropped by from DTD product safety), *Daryl Knoblock*, *Rich Valencia*, *Ron Morgan*, *Bob Lundin*, *Steve Upshinsky*, and *Vince Roland*. To the right of the Series 30 cabinet in the front are the VDE representatives. *Herren Hoffman and Seitz*.

CS GROUP NEWS

CSO News

Computer Supplies Operation Shines Light on Manuals Maze

By: Fran Jeffries/CSO



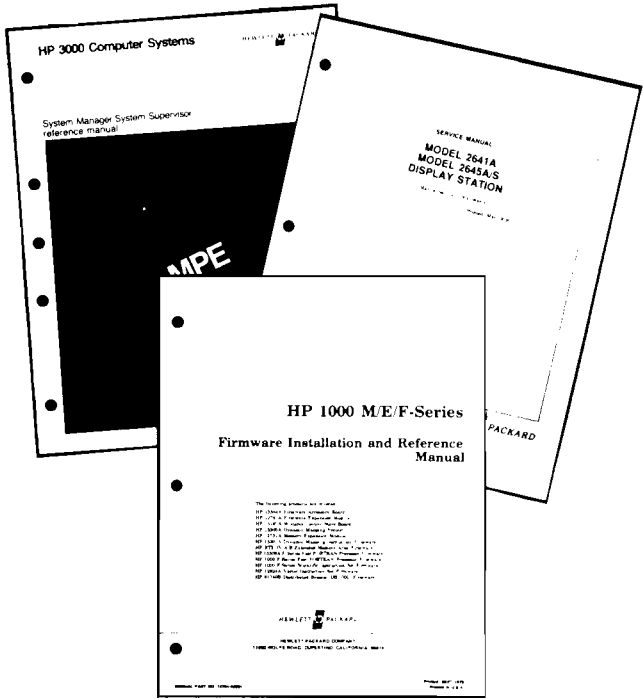
Computer Supplies Operation entered the manuals distribution business on November 1 with the movement to CSO of Disc Memory Division and Data Terminals Division Manuals from the customer Parts Center. This was the beginning of a four-phase program for CSO to become responsible for stocking and distributing all individually-ordered Computer Group manuals. CSO will handle individual customer orders, as well as internal customer orders, as well as internal manual orders. The phased transition from CPC to CSO is as follows:

- November '79 — DTD, DMD manuals
- December '79 — DSD manuals
- January '80 — GSD manuals
- February '80 — DCD, Boise, Grenoble manuals

Responsibility for all types of manual orders throughout the Group is as shown in the following chart:

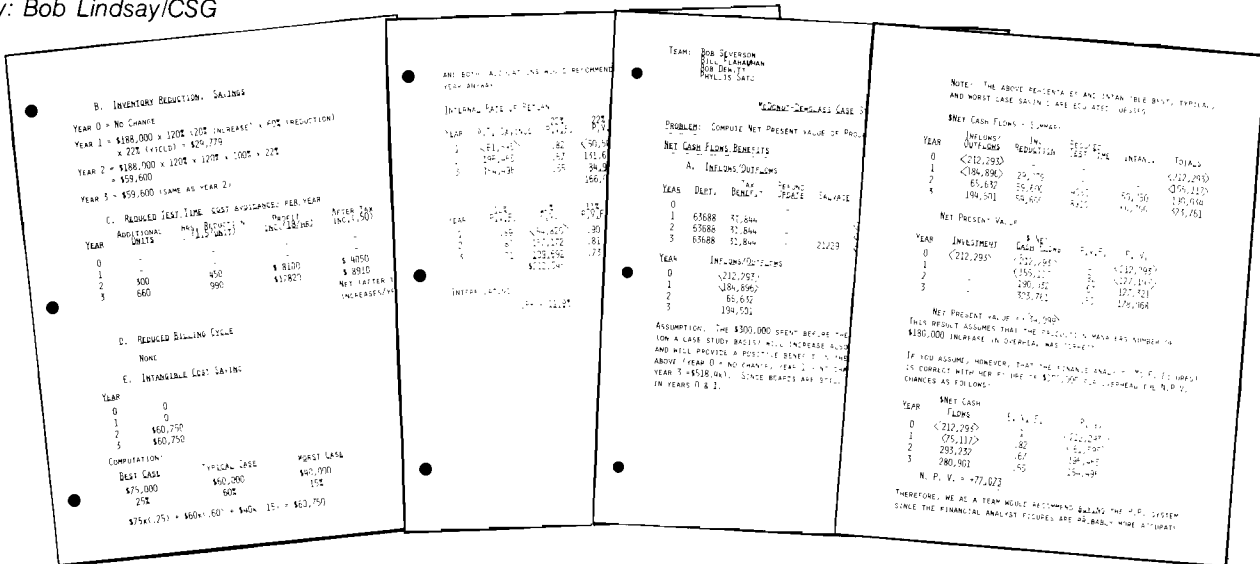
COMPUTER PRODUCTS GROUP Manuals Responsibility

Manuals For	Provided By
Customer Trade Orders Field and Factory internal use	Computer Supplies Operation (in phases, completed 2/80)
Inclusion with product shipments SEO/CEO Training Material (including Kits)	Each product-responsible division (produces the manual)
Manual Update Service Software Subscription Service Customer Support Service HP 250/HP 300 Customer Training Materials SE Support Material	Software Distribution Center (Computer Support Division)



Final CSG I/A Class Graduates with Top Honors

By: Bob Lindsay/CSG



Nineteen field persons attended the last presentation of the CSG Industry/Applications class, (Class #34), held in Cupertino from November 5-16.

- | | | |
|--|---|---|
| <p>NSR</p> <p>Malcolm Oleson/Fullerton
 Bill FlaHavhan/Englewood
 Phyllis Sato/Santa Clara</p> <p>ESR</p> <p>Joe Schwab/Paramus
 Bob Sanzo/Lexington</p> | <p>MSR</p> <p>Kai Evenson/Milwaukee
 Jim Mercer/Iowa City
 Rob Harris/Rolling Meadows
 Bob Severson/St. Paul
 Will Lewis/Columbus
 Dave Sturm/Rolling Meadows
 Lynda Gill/Rolling Meadows</p> <p>SSR</p> <p>Bob DeWitt/Huntsville</p> | <p>CSR</p> <p>Ed Muzatti/Mississauga
 Andre Carpentier/Pointe Claire</p> <p>HPSA</p> <p>Sven Åke Forsberg/Stockholm
 Franco Bianchi/Le Lignon
 Daniel Paul/Le Lignon</p> <p>ICON</p> <p>Denis Hitchens/Melbourne</p> |
|--|---|---|

Pictured above is the winning entry for the MacDonut/Dewglass case study, for which first prize went to the team of Bob Dewitt, Bill FlaHavhan, Phyllis Sato and Bob Severson. This was a potent group, for teamed with Daniel Paul and Franco Bianchi they also walked off first prize for the best solution to the Philby case study at the end of the first week of the course.



Bill Krause was the after-dinner speaker for the Graduation Dinner on November 15th. Bill's presentation focused on our solid accomplishments to-date and on the opportunities that lie ahead for us as we move into a recessionary period where greater emphasis than ever will be placed on sound fiscal management in the manufacturing industry. Stressing the strength of our unique combination of technical and commercial capabilities at HP, Bill gave the last Industry/Applications class a rousing send-off.

WATCH OUT COMPETITION, HERE THEY COME!

Corporate Training & Management Development

NEW VIDEOTAPE INFORMATION

New Videotapes from Corporate Training

By: *Chuck Ernst/Corp.*

Title: INTRODUCTION TO COMMUNICATIONS (Series of 5 tapes)— (COLOR)

Audience: CEs, SEs, New GSD Lab Engineers

Purpose: To provide an introduction to the data communications.

Content: This video covers a portion of General Systems Division's "Introduction to Communications" course. Fundamental concepts and terminology are introduced. Typical communications systems are described defining the functions of each component and the relationship to the overall system.

Interactions among terminals, modems and telephone lines are discussed. The function of the RS-232C Interface is described in detail. The binary synchronous protocols are described with emphasis on the contention and multi-point versions. An overview of networking alternatives is presented with discussions of multiplexing, satellite circuits and X.25 networks. While the materials covered in this video are applicable to communications systems in general, the concepts and functions are presented in terms of their implementation on the HP 3000. (Content does not break at end of each tape, but continues throughout all five tapes.)

Time: 265 mins.

Part Number: 90941Z through 90945Z

Date Released: October, 1979

How To Order: Transmit a HEART (COCHISE) I-2 order to Video Products, Palo Alto: Product Line 95, Supplying Division 0700, Sales Force 09, Marketing 07. Order 90941Z, 90943Z, 90944Z and 90945Z for the series. This program is NOT FOR SALE TO CUSTOMERS.

COMPUTER SYSTEMS NEWSLETTER

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

Bob Lindsay/CS Group - Editor
Francine Tarmina/CS Group - Circulation

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