COMPUTER SYSTEMS NEWSLETTER

For HP Field Sales Personnel

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In This Issue...

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DATA SYSTEMS NEWS

Product News

One System Disc Option
By: George Taylor/DSD

HP 1000 Models 40 and 45 are designed to have a single system disc specified on the initial order. Recently, orders have been received for 2176B and 2177B systems with both option 002 and 033 specified for the same system. Much to the dismay of the involved Sales Representatives, these orders have been refused at DSD. By understanding the content of these two options it is easy to see why only one disc option can be specified.

A standard 2176B or 2177B system contains a 7906M disc drive which includes a minirack cabinet. Also included with the system are 7906 compatible Grandfather and Primary disc cartridges. Option 002 on these systems deletes the 7906M with MINIRACK while providing a 7906MR disc drive mounted in a 29402B master upright cabinet with cabinet stabilizer and snap-on front door.

Option 003 to either a 2176B or 2177B system includes a 7920M disc drive with Primary and Grandfather disc software contained on 7920 compatible disc packs. Additionally this option DELETES the 7906M along with it's MINIRACK and 7906 compatible Primary and Grandfather disc cartridges. The price of Option 033 is determined by the difference between the 7906M disc drive with two 7906 disc cartrdiges and a 7920M disc drive plus one 7920M compatible disc pack. The effect of ordering both options on a single system would be the deleting of the standard system minirack TWICE.

To properly order either a 2176B or 2177B system with multiple disc drives, you should first determine which drive is to contain the system disc. If this drive is to be a 7906 mounted in a minirack, ordering the standard system will be sufficient. A 7920S add-on disc drive can then be ordered as a separate line item. If your customer wants the 7906 system disc drive mounted in the upright cabinet order Option 002 with the 7920S specified as a separate line item.

Reminders Regarding Multi-CPU/Disc vs RTE-IV Upgrade
By: Chuck Morgan/DSD

Are you selling, installing, or servicing a Multi-CPU/Disc configuration?

Will your customer be upgrading, or has your customer already upgraded, to RTE-IV?

What model disc controller is or will be used?

The correct answers to these questions will most likely save you from "EXCEDRIN HEADACHE #432.5" when dealing with the HP 1000 Multi-CPU/Disc configurations.

If the customer has upgraded or will be upgrading to RTE-IV, the REVISION DATE CODE of SOFTWARE DVR32 (7905, 7906, 7920 dsic driver) MUST BE 1840 OR GREATER. This revision is automatically available to the customer if an RTE-IV upgrade was purchased after September of 1978 or if the customer is on the SSS or CSS (Software Subscription Service or Comprehensive Software Support).

The DISC CONTROLLER MUST BE A MODEL 13037B. If the controller is a 13037A, an UPGRADE KIT (12738A) MUST BE PURCHASED BY THE CUSTOMER for $225.00 per disc controller. The customer must also install the twenty-four, plug-in, firmware ROM's contained in the kit unless, of course, a service contract is already in force or the additional service is purchased by the customer from the local service office.

RTE-IV Data Sheets, Upgrade Manuals and related support publications have been changed to reflect these compatability issues.

Again, in summary, if a customer desires to use an HP-1000 SYSTEM with Multi-CPU/Disc capabilities, he or she must use:

1. DVR32 with a revision level of 1840 or greater.

2. 13037B disc controller or equivalent (13037A with 12738A upgrade).

If any other questions or problems arise concerning this subject, feel free to contact *Chuck Morgan* at DSD for further information.

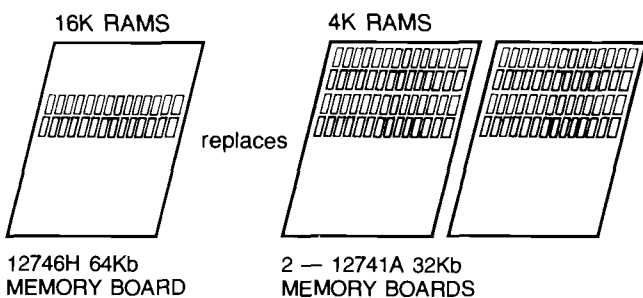## Memory System Change for 64Kb HP 1000 Computers

By: Bill Elmore/DSD

Effective for orders received after May 1, the memory system of HP 1000 computers with 64Kb of memory was changed to include a single 64Kb memory board instead of the two 32Kb boards (13187A or 12741A) currently provided. The new boards utilize 16K RAMs instead of 4K RAMs, reducing the number of RAMs required for 64Kb of memory from 136 to 34. This effectively quadruples the reliability of the computer memory system. The new boards are fully compatible with all HP 1000 computers and can be mixed with 32Kb or 128Kb modules for maximum configurability. In addition, utilizing 16K RAMs will allow future cost and price flexibility not possible with the more mature 4K RAMs. The products affected are:

2108M, 2109E, 2111F, 2112M-013, 2113E-012, 2113E-013.

16K RAMS replaces 4K RAMS

12746A 64Kb MEMORY BOARD

2 — 13187B 32Kb MEMORY BOARDS
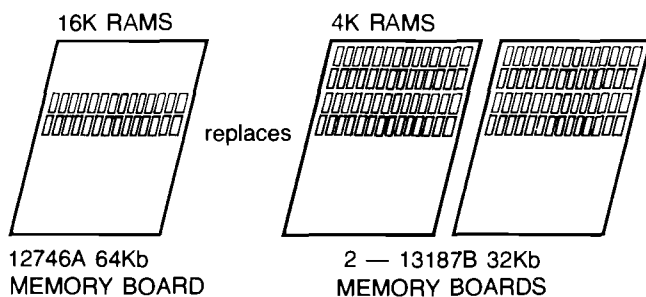
Products affected: 2108M, 2112M-013, 2109E, 2113E-013

16K RAMS replaces 4K RAMS

12746H 64Kb MEMORY BOARD

2 — 12741A 32Kb MEMORY BOARDS

Products affected: 2109E-012, 2113E-012, 2111F

Customers affected should be notified immediately of this change. If for some reason your customer does not desire to change to the 64Kb memory boards, he should order the same configuraiton "by the pieces" (for example, 2108B + 2102B + 2-13187B instead of 2108M).

New Applications

High Speed Array Processors

By: Carlos Avila/DSD

Minicomputers combined with array processors provide a powerful combination for dedicated applications requiring high speed arithmetic operation on large arrays of floating point data such as seismic data reduction, speech processing, wave form analysis, radar and sonar signal processing, and image processing. Many of these applications use digital filtering algorithms such as Fast Fourier Transforms which essentially consist of a series of additions and multiplications.

Significant speed can be gained if these additions and multiplications can be done in parallel rather than serially — that's where the array processor comes into the picture. An array processor is essentially a very special purpose computer which contains multiple arithmetic units (e.g. 3 adders, 2 multipliers) along with an elaborate bus structure which allows it to perform multiple arithmetic operations in parallel rather than sequentially, and gives it tremendous speed advantages over a typical minicomputer.

For example, a 1024 point FFT which might take a few hundred milliseconds on a minicomputer, can typically be performed in under 10 milliseconds with an array processor.

Today various companies offer array processors for minicomputers including the HP 1000. One such company on the East Coast recently took delivery of an HP 1000 demo/development system. This company offers a family of array processors for the HP 1000 (as well as other minicomputers) and provides complete hardware and software interfaces.

For more information contact *Carlos Avila* at DSD.

2240A Feature Application: Electronic Test

By: Dave Hannebrink/DSD

The term electronic test can mean many different things in many different applications. Electronic testing is done on everything from microprocessors and LSI components to printed circuit boards; from multiboard assemblies to computers and consumer goods, like TV's and radios. The industries involved are just as diverse — semiconductor manufacturing, home entertainment, aerospace, and computer companies all have electronic test applications. The applications usually have one thing in common: stimulus signals exercise the product, response signals provide information detailing how the product performed under the known stimulus. There are no other rules to the game — signals can be analog or digital and tests can last from a few seconds to several hours.

We choose to highlight the 2240A in an electronic test application where virtually every function of the 2240A is utilized. The company involved is a very large manufacturer of electrical and electronic apparatus. They have purchased over twenty 2240A's for this and similar applications.

You can see from the diagram that the 2240A is key to the very elaborate test setup that includes many other HP-IB devices. Each test is performed on electronic modules and requires hours of intensive HP-IB testing. The 2240A performs a variety of functions that complement the extensive capabilities of HP's instrumentation. For instance, the 3455/95 handles high accuracy analog inputs, the 2240A handles the high speed. The diagram details other 2240A functions.

The tests heavily tax the HP 1000 because of their complicated nature. The fact that the 2240A *offloads* the HP 1000 permits the computer to better service other HP-IB devices. Furthermore, the 2240A is a very useable tool for interfacing non-HP-IB (BCD) devices and switching of some instruments to the UUT. Most importantly, all this is done with

a minimum of programming effort thanks to the high level commands of the HP 2240A!

All this in one product!

By the way — this application is a real testimonial to team selling. SF01 and SF02 work closely together in ensuring the on-going satisfaction of this important customer.
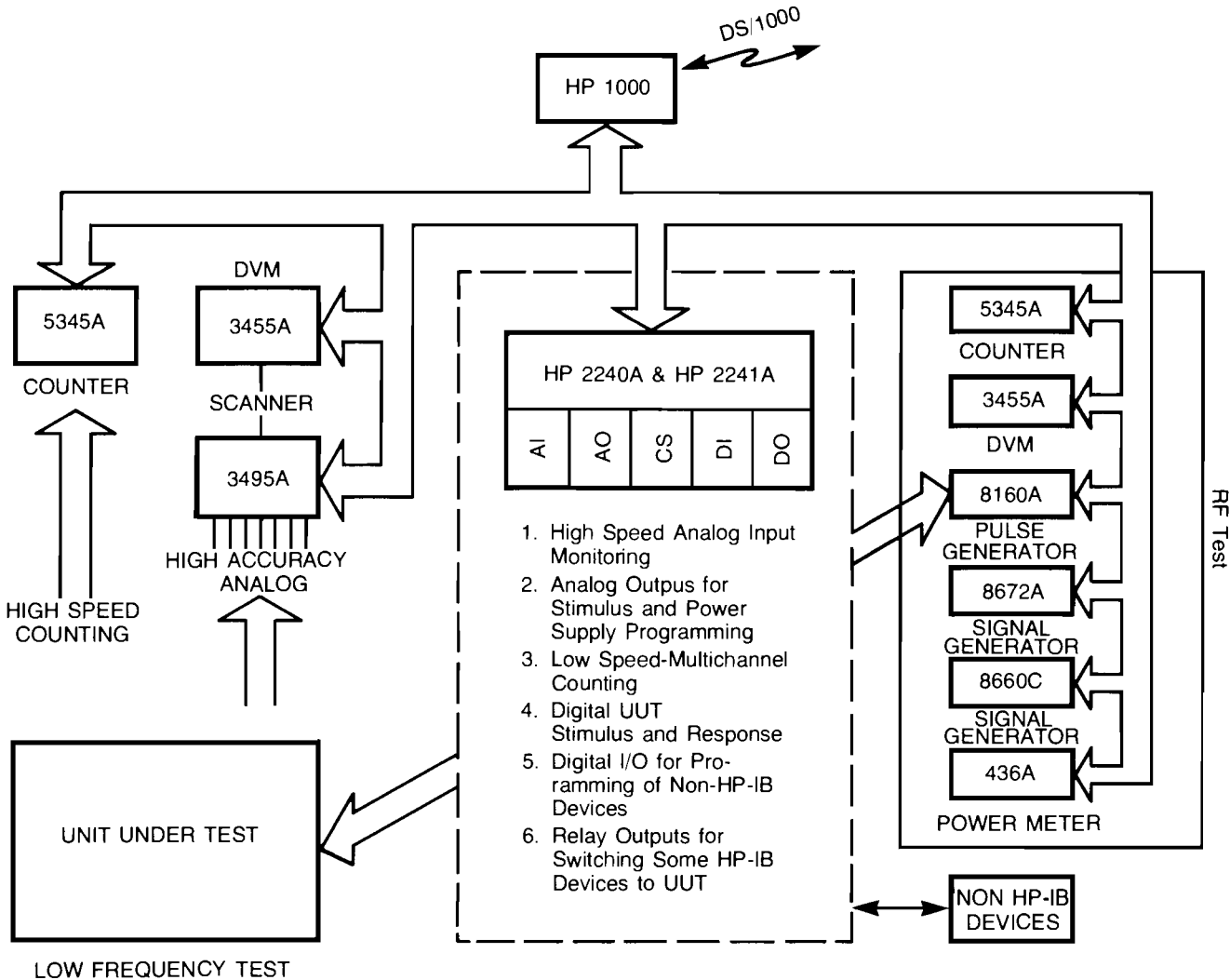
HP Model 10 Contest Update

By: Orrin Mahoney/DSD

The HP Model 10 Challenge continues to gain momentum!

Two new sales representatives have made the top ten as of March 31. *Jay Freidman* has leaped into fourth place while *Fritz Rombach* has edged into eighth place. The sharp-eyed observer will notice *Rudy Almashi's* name on the picture instead of *Fritz's*. Unfortunately, this technical error couldn't be remedied by press time. Fourteen sales reps are tied for 10th place with two points each. Wouldn't you feel terrible if only one Model 45 sale kept you from being in the top ten?

HP 1000 Model 10 CHALLENGE

No. of Model 45's	Sales Rep.	Region
	S. Asbagh	Neely
	J. McGregor	Neely
	R. Kretchmar	Canada
	J. Friedman	Eastern
	H. Reinhardt	Germany
	J. Clauson	Eastern
	W. Staves	Neely
	R. Almashi	Germany
	D. Brand	Netherlands

Automated Measurement News

MEASUREMENT AND CONTROL ⟷ **HP-IB / ATS**

Automated Measurement News
AUTOMATIC TEST SYSTEMS & MEASUREMENT AND CONTROL PROCESSORS FROM DATA SYSTEMS DIVISION

VOL 2	APRIL 1979	NO 4

ATS SYSTEM WILL DO IT'S PART TO BRING YOU GASOLINE

By: Dave Kline

DSD is putting the final touches on this interesting ATS-C27 system, shown in the picture and block diagram below.

The C27 is interesting because of the application, and because of the design, both of which will be described.

The application involves lowering the ruggedized remote cabinet into a shale oil mine shaft where it will monitor the effects of underground explosions inside the mine. Data will be collected and evaluated to determine whether the environment inside is safe and possibly if it is practical to mine.

The system design includes several noteworthy items:

1) It is the first use of 2240's in ATS
2) The HP 37201 HPIB extender is used to communicate with a 1500' remote station
3) NEMA IV cabinets help ruggedize the remote station

Those ATS are versatile, so don't overlook sales opportunities for this powerful product!

PAGE 2
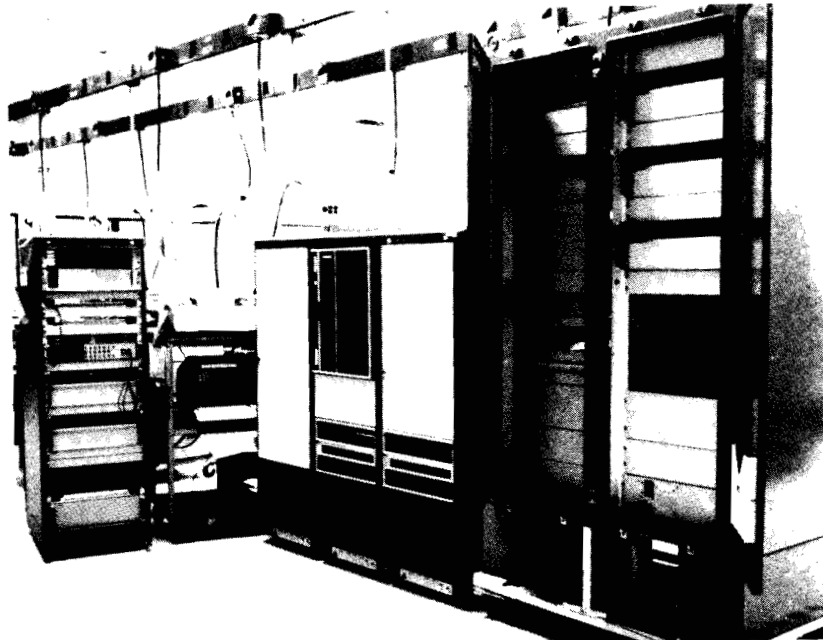
OIL SHALE MINING SYSTEM
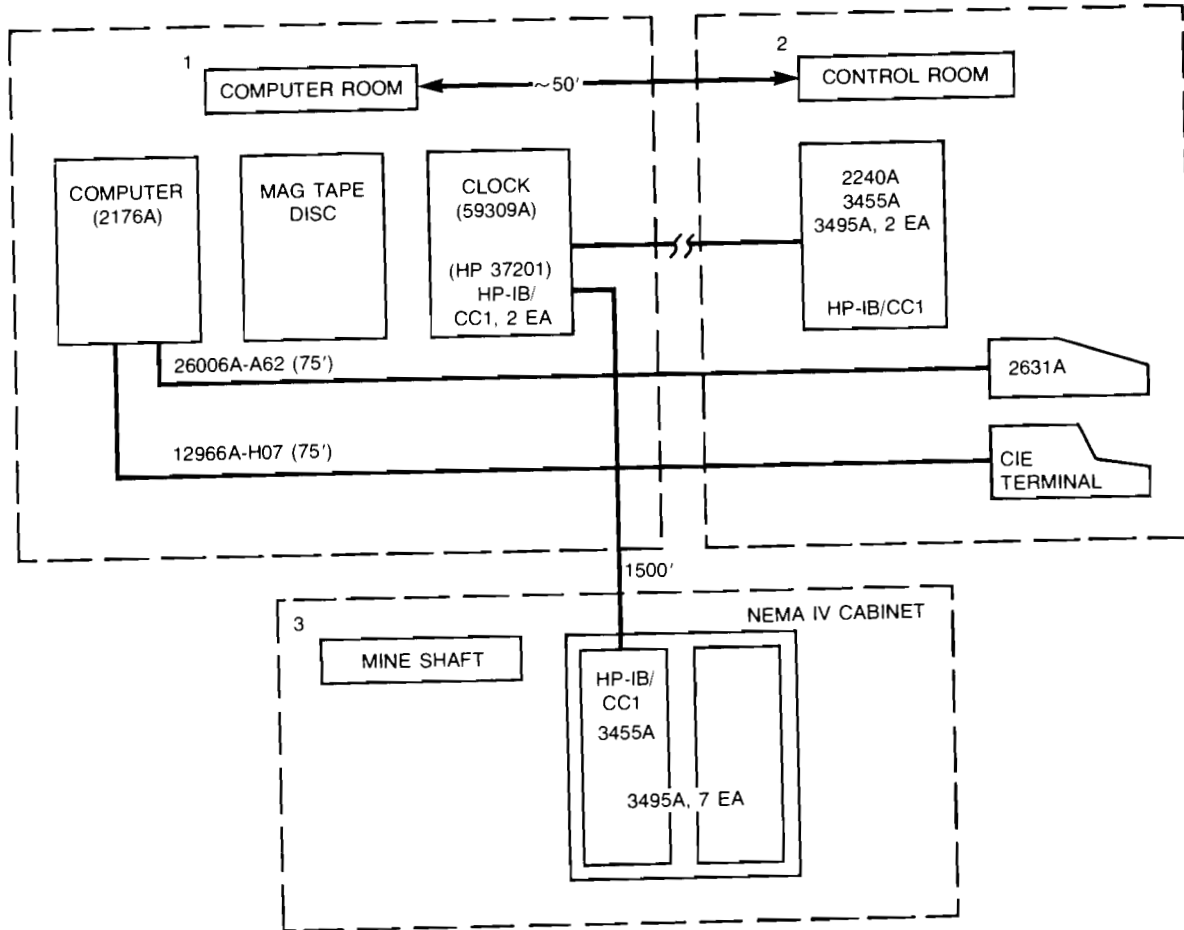
HP-ATS-C27   BLOCK DIAGRAM

GIVE YOUR HP-ATS CUSTOMER THE RIGHT TRAINING!!

By: Ken Hall

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

       HP 22915B   Introduction to HP Mini Computers

       HP 22991A   Disc-Based RTE System Course

       HP 92770A   DTS-70 Programming (if Digital Option ordered)

       HP 92780A   HP-ATS Test Programming Course

Sales Aids

Used Equipment at Super Savings
By: Judy Coleman/DSD

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

Qty.	Price	Description	Price
1	12531D-002-888	1/F EIA W/Modems	$ 283.00
6	12556B-888	40 Bit Output Register	$ 455.00
2	12604B-888	Data Source	$ 420.00
4	12731A-888	Memory Expansion Module	$ 700.00
2	12741A-888	32 Kbyte Memory Module	$ 1260.00
6	12944A-888	Power Fail for A-Series	$ 420.00
9	12978A-888	256 Word Writeable M-Series	$ 700.00
18	12979A-888	I/O Extender for A-Series	$ 1000.00
3	12990A-888	Memory Extender	$ 2000.00
8	12991A-888	Power Fail 2112A, 2113A	$ 420.00
9	12994A-888	Power Fail 2105A, 2108A, 2109A	$ 420.00
10	13187A-888	16K Memory Module	$ 700.00
4	2100A-008-888	8K Computer	$ 6000.00
6	2100A-016-888	16K Computer	$ 9500.00
6	2102A-888	Memory Controller	$ 420.00
3	2102E-888	Memory Controller E & F Series	$ 595.00
2	2109A-888	21MX E-Series	$ 2900.00
8	2113A-888	21MX E-Series	$ 9500.00
1	91200B-888	Video Cards	$ 1190.00

Availability approximately 4 weeks after receipt of order.

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

DATA TERMINALS NEWS

Division News

DTD Marketing Organization Update
By: Ed Hayes/DTD

One notable characteristic of a successful organization is change and DTD has certainly been very successful this year because of your outstanding sales efforts. This growth and success has allowed us, once again, to offer new opportunities and challenges to our people.

Bill Swift, who has been involved in our sales management will be moving into Manufacturing as Manager of our Materials program. This is a critical area in our plan to shorten our delivery times and we're confident *Bill* can make a contribution there.

Dave Goodreau, from our 2649 OEM program has been asked to assume *Bill's* responsibilities in our sales support organization. *Dave* has been building our successful OEM program and we're confident his skills will aid our sales-forces.

Jim Elliott, will move from Product Support Manager to Product Marketing to help market our present line and plan several future products, after spending the last year building our Product Support organization.

Steve Stark, will move from Sales Development Manager to our Product Support Manager. He will continue to develop DTD's Systems Engineering support, Customer Engineering support and customer training programs.

Carl Flock, will move from Graphics Product Marketing to Sales Development Manager. We will continue our present programs with particular emphasis on training the many new field people being recruited and hired by CSG.

Guenter Kloepper, Grenoble Data Capture Application Manager, has joined DTD for the next 6 months to help the North American sales regions to capitalize on the exciting new 3075 Data Capture Terminal Family.

These changes reflect the growth of our terminal product line and place these people in positions where their experiences and strengths will enable DTD to continue to meet the needs of your customers and sales efforts.

Product News

A Paper Tape Punch on the HP 2647A?
By: Christian Graff/HPG

Connection of a FACIT 4070 Paper Tape Punch to an HP 2647A was tried via the HP 13296A Shared Peripheral Interface . . . and proved to operate successfully! The only hardware required was the Facit Adapter Board Model 5137 (compatible with the IEEE-488 interfacing standard).

A new range of possible applications in the area of Numeric Control is now within reach.

KEEP SELLING HP 2647A's!

Don't Forget About Handshake When in Compatibility Mode
By Mark Willner/DTD

If you are using a 2647 or 2648 on a foreign computer in TEK compatibility mode, don't forget that certain TEK Plot-10 commands require the terminal to return characters to the host. A status request and a cursor sense are two examples. The terminal is shipped with both the G and H straps closed (enabling the DS1/DC2 Handshake). The DC1/DC2 Handshake enables and triggers block mode transfers. Since any multi-character transfer to the host is considered block mode (implicit), the G and H straps must be open to disable the handshake and permit the transfer to occur.

Don't Forget the "Report" Command On the 2647A
By: Mark Willner/DTD

One of the little known commands available on the 2647A is the report command. You won't find it amongst the screen labeled keys since it only makes sense when issued by a host computer. The purpose of the command is to request status information on the last command issued to the terminal. What is returned is a five digit number which indicates an error condition if it is non-zero. The interpretation of this number is shown on page 6-12 of the 2647A Reference Manual.

Have You Ever? or How I Learned to Love Manuals!
By: Martin Gonzalez/DTD

HAVE YOU EVER tried to write 2647 BASIC and ended-up stuck on a no-name page?

HAVE YOU EVER referred to 2647 data communications and missed a whole section without blinking your eyes?

HAVE YOU EVER plugged-in the HP-IB card and got lost in it's switches?

Well cry no more! For HALLELUJAH! We have just received the final copies of the 2647A Manuals!

To order use the following numbers:

02647-90001 2647A User's Manual
02647-90002 2647A Reference Manual
02647-90004 2647A Terminal BASIC

All new shipments of the 2647A will have the new manuals. All previous shipments will also receive the new manuals. This is through the predetermined mechanism of customers sending the order cards contained in the temporary manuals. So, to ensure that your customers (who already have 2647's) receive their new manuals, please have them send us those cards from their temporary manuals.

If you do the above, you could say, "Have I ever!" and really learn to love manuals.

Good Luck! Smooth programming, smooth multi-plotting, and smooth selling!

Enabling/Disabling Record Mode Remotely on a 2647A
By: Mark Willner/DTD

If you have tried to enable record mode from your host computer using the "ESC Zc ENABLE RECORD CR" escape sequence, you probably met with great success. The problem arises when you try to DISABLE record mode using the "ESC Zc DISABLE RECORD CR" sequence. This sequence, contrary to what you might think, does NOT disable record mode. The reason comes from the way record mode works. When in record mode *all* data from the host is copied to the destination devices, including escape sequences. Record mode is intended to be used locally only. To copy data to a device on the terminal, use the "ESC Z p (parameters)" sequence. See page 4-10 in the 2647 Reference Manual for details.

More Data Comm Option News
By: Tim Haney/DTD

Remember my article in the last issue of the *CS Newsletter*, outlining the new data comm ordering options for the 264X product line? Well, there is more — the 2649 will include options 32, 33, and 34 for the 2649B/C/G. These options will appear on the June 1 Corporate Price List. They have been added to the 2649 program to make it consistent with the rest of the 264X products.

SELL OEM!

GENERAL SYSTEMS NEWS

Product News

Converting Data from IBM Systems to the HP 300 is Getting Easier!!!
By: Gary Eldredge/GSD

For sometime now we have wanted an easy way for IBM System/32 and System/34 users to bring data over to the HP 300. Well, thanks to the HP 300 Lab, a utility is available that will do just that.

The new utility (IBMFCOPY) will read single-sided flexible discs in standard-interchange format, list the directory, and most important of all, it will convert EBCDIC to ASCII on an individual file basis.

There are, however, some minor limitations to the utility. For example, ISAM files must be written to sequential files, transferred to the HP 300, and then rewritten to KSAM files on the HP 300.

Further information and documentation regarding file conversion will be covered in an S.E. note to be written in the next few weeks.

IBMFCOPY is in the S.E. Contributed Software Library and will be available in May.

The 3075, 3076, and 3077 Terminals on HP 3000 Computers
By: Tom Black/GSD

Now that we have support of the 307X terminals on HP 3000 computers, many new and exciting sales opportunities are opened up. While it is too early to have 307X sites in production with the HP 3000, we uncovered many potential applications while searching for Beta test sites. I have described a few of these below as an indication of the type of potential which exists for data capture terminals with the 3000. As sites are installed and go into production, further articles will be published.

Ideally, there should be a mixture of general purpose and data capture applications on the HP 3000. Because the data is collected directly on the machine where it is processed, coordination is much easier. Also, when the customer already has spare capacity he can bring up new data collection applications with minimal expense. In almost all applications, the 3077 can be used for clocking in and out of the plant.

Customer 1 Tracks the flow of parts and employee attendance throughout his plant. At each stage in the manufacturing process the following data will be entered into a 3075 or 3076.

— Employee number with type V badge.

— Machine number with type III card.

— Job number with 80 column card.

Using this data, his HP 3000's can track the flow of work through the plant, the status of each job and the whereabouts of each employee. The job cards can be optical mark sense type and generated on a line printer, further automating the process. This particular customer wishes to trace the history of defective parts, e.g., to identify faulty machines, and data gathered by the 3075's make this easy for him too.

Customer 2 Maintains a stock of precision machine tools for use within his manufacturing plant. These are very expensive and are issued only for specific jobs. They are then returned to stock.

Using a 3075, the customer has much more control over the tools. When they are checked out, the job is validated and checkout time logged. The return is logged and messages generated if a tool is not returned within a specified time. Using this method it is also easy to compute the usage and expected remaining lifetime of each tool.

Customer 3 Operates a store and wants to automate his inventory and accounting systems. Using 3075's the status of each customer can be determined, the amount of the transaction computed, and the store inventory adjusted accordingly. This dramatically improves the productivity of the checkout personnel, prevents fraudulent use and minimizes the requirement for physical inventories.

These are only a few examples of the potential uses for the 307X terminals. In each case the customer will be able to make more use of the HP 3000, will probably buy more 3000's and of course will buy additional terminals.

KEEP THOSE ORDERS COMING IN!

Correction to HP 300 Serviceability Features
By: Curt Gowan/GSD

Two of the demos in Part 3 of this series were "de-figured and "gremlinized" on the way to the press for the April 15th issue (page 21). However, this is a chance to re-emphasize the HP 300's extensive array of monitoring tools:

Correct Version:

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

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

```
        FROM FEB 16, 1979 UNTIL MAR 22, 1979

✓DEVICE LOG

    DEVICE NAME     DEVICE TYPE     I/O'S   HARD ERRORS     RETRIES

    TERM1           2645A           0           0           0
    TERM2           2645A           0           0           0
    TERM3           2645A           0           0           0
    TERM4           2645A           0           0           0
    TERM5           2645A           0           0           0
    TERM6           2645A           0           0           0
    TERM7           2645A           0           0           0
    TERM8           2645A           0           0           0
    SYSDISC         7906        314903          0           0
    FLEXDISC        7902         13030          6           7
    CONSOLE         IDS         260406          0           0
    PRINTER         2631         42460         33           0

✓ CIRCULAR LOG

    Log record 0

    FEB 16, 1979 12:02:22:0
    Disc I/O error !3B04 on device FLEXDISC, channel 7, device 2, unit 0
    accessing PUBLIC  *FLEXDISC  on volume NON-STND,
    at starting sector 798 (cylinder 13, head 0, sector 18)

    FEB 16, 1979 12:03:11:9
    System shutdown
```

Correct version:

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

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

Two sophisticated logging facilities — another reason for the HP 300 mainframe's $160 monthly maintenance charge.

. . . SELL HP 300 SERVICEABILITY

3000-300 File Transfers — Now There's a Better Way

By: Ann McCown/GSD

Currently, getting programs and data from other computer systems to the HP 300 is a complicated process. To do so means either serial disc transfers (which requires a 7920 disc) or else involved using 264X cartridges — not the speediest of methods.

Now however, one of our enterprising SE's, *Pete Almeroth*, from Cleveland, has developed a method of transferring files directly *from the 3000 to the 300* by means of a direct connection between the ADCC on the 300 and a 3000 asynch port. It requires a special cable and two programs, one at each end. These programs allow you to copy source or data files from the 3000 into sequential files on the HP 300. The transfers work in this *one direction only*.

The existence of a quick and easy method for source and data transfer should help in your discussions with customers who want to convert from other vendors' systems. The transfer to the 3000 via mag tape is fairly straight forward; now, so is the transfer to the 300.

Copies of the two programs and instructions for building the cable will be available to HP 300 SE's. This link is *intended for internal HP use only*, and is a short term solution until more powerful and fully supported products allowing such data transfers become available. Contact *Ann McCown* at GSD AMIGO Marketing [(408) 725-8111 x3709] for more information on how to obtain these programs.

## Bell 212A Modem Support on the HP 3000

By: Tom Black/GSD

The Bell 212A or equivalent is an extremely good modem for use with the ATC or ADCC. It provides 1200 baud full-duplex operation using a single telephone line and gives improved performance over the Bell 202S modern.

The use of 202S is no longer recommended. 212A's cost only a little more, give better performance and overcome all of the installation problems we have encountered using half-duplex operation. With the ATC. there is no need to use Option 002 — Option 001 is used, saving $1200 per ATC. Try to encourage your customers to use 212A's instead of 202S's — the net result will be vastly improved customer satisfaction.

New, Lower Cost 30411U Upgrade Kit

By: Rich Edwards/GSD

256Kb
Series II Model 6

320Kb
Series II Model 6
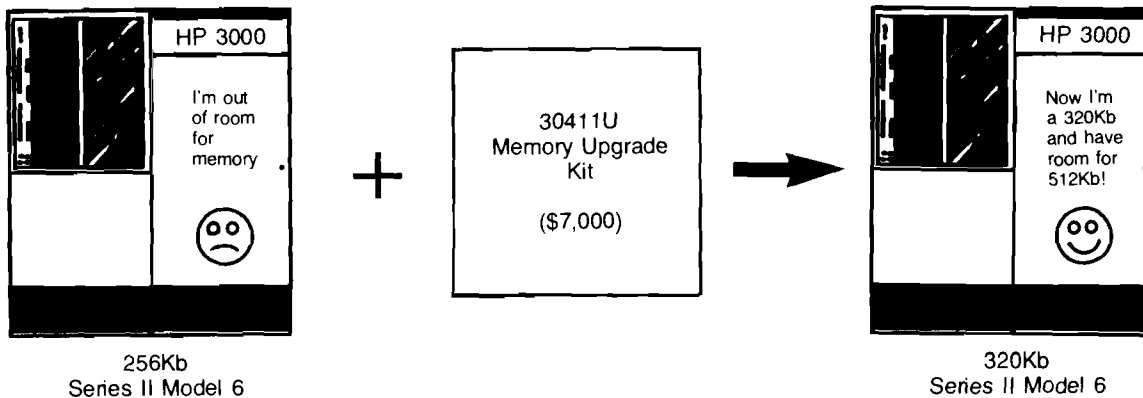
You've asked for it! Now GSD delivers!! Following our "recycling" of used 30008A 64Kb memory boards for HP 3000 Series II systems (see accompanying article), GSD is pleased to introduce the 30411U upgrade kit.

The 30411U is a new version of the Series II Model 6 memory expansion upgrade kit (30411B with all new components). By substituting three fully refurbished, tested and warranted printed circuit boards in the upgrade kit, we're now able to offer customers a lower cost ($7,000 instead of $10,000) upgrade kit to expand a Model 6 beyond 256Kb. You'll be able to place orders for the 30411U starting May 15. Note that the 30411U is discountable under CSG purchase agreements.

If your Series II Model 6 customers are considering more performance, your two upgrade paths are (prices are U.S. list):
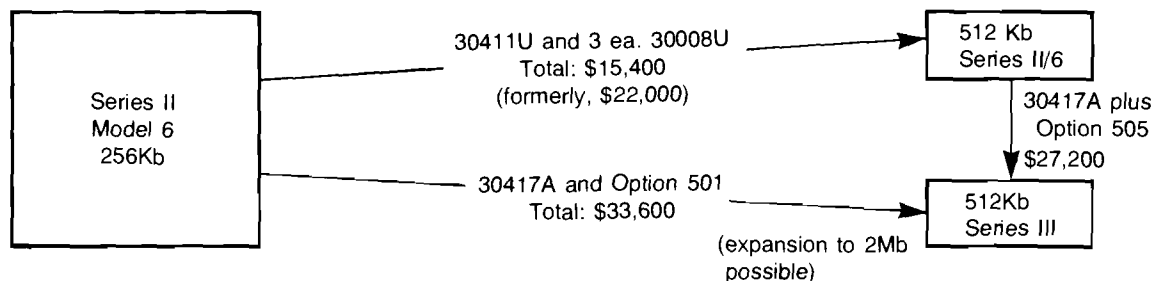
As you can see, three paths are open considering the double upgrade:

1. Expand to a 512Kb Series II $15,400

2. Expand to 512Kb Series II then upgrade to a Series III (512Kb)   15,400
   Series III (512Kb)
                                            $42,600

3. Upgrade directly to a Series III with 512Kb $33,600

For customers who will eventually expand beyond 512Kb, you can see that a direct Series III upgrade (HP 30417A) is the least expensive way to go. But if your customers only want to add 64Kb to 256Kb to their Series II Model 6's, the 30411U (coupled with the new 30008U) upgrade kit is a new, lower cost product designed to help you close the sale.

SELL HP 3000 UPGRADES!

Used Series II Memory Boards Now Purchase Agreement Discountable
By: Rich Edwards/GSD
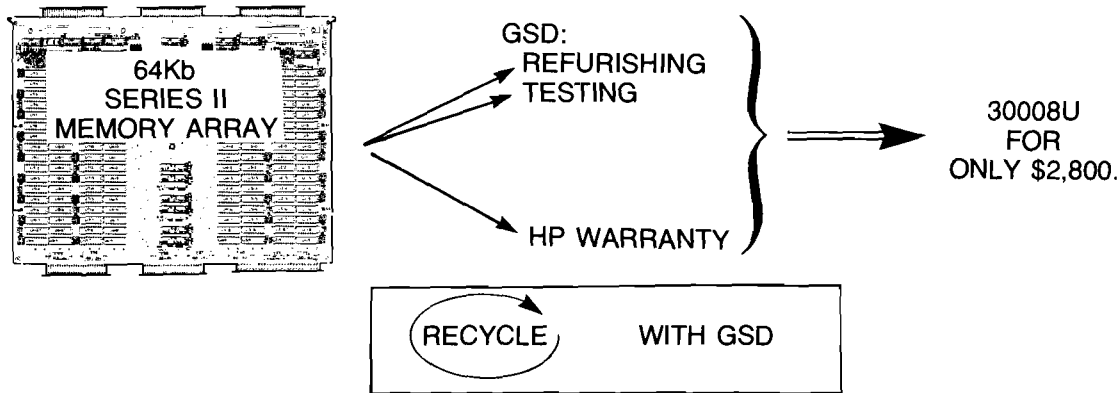
As part of GSD's never ending quest to make larger memory HP 3000's affordable, used Series II 64Kb memory boards may now be discounted under CSG purchase agreements. Starting May 15, your customers can order used 4K RAM boards under a new part number, 30008U (U stands for used) at the current used board price, $2,800. By being on the Corporate Price List (instead of the former Option 888 to the new memory board, 30008A) product 30008U can be discounted under CSG purchase agreements. This represents a further reduction in the cost of adding memory to a Series II for increased performance. For example
(U.S. list prices):

Product	Quantity = 1	Quantity = 3
30008A (still offered) 64Kb memory array	(e.g., 192Kb to 256Kb) $4,000 (less discount)	(e.g., 320Kb to 512Kb) $12,000 (less discount)
30008A-888 (no longer available) refurbished 64Kb memory array	$2,800 (no discount)	$8,400 (no discount)
30008U (New Product #!) refurbished 64Kb memory array	$2,800 (less discount)	$8.400 (less discount)

Your customers will find the 30008A a much better buy than the 30008A
for several reasons:

— lower price

— much shorter availability

— full 90-day HP warranty on 30008U

— all previously used boards are fully refurbished and tested.

— equal or greater reliability since the boards have been "burned-in" through use.

If you have customers with 256Kb Series II Model 6 systems, see the accompanying article on the new Series II Model 6 memory upgrade kit, 30411U, incorporating some used components and now available for $3,000 less.
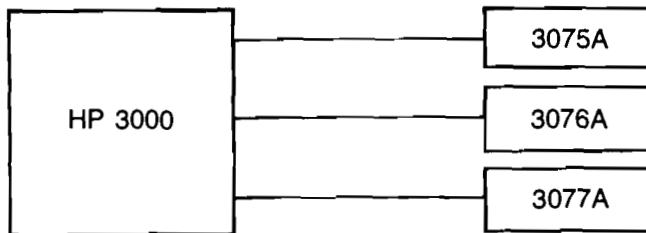
INCREASED MEMORY = => MORE PERFORMANCE

SELL TO YOUR INSTALLED CUSTOMERS!

GSD Announces Support for the 3075 Series Terminals
By: Tom Black/GSD

Support is now available for the 3075A, 3076A and 3077A terminals on the HP 3000 Series II, III and 33. The terminals are supported on a point-to-point basis using the ATC for the Series II, III and the ADCC for the Series 33. They use terminal subtype 10.

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┌─────────────┐              ┌──────────┐
│             │──────────────│  3075A   │
│             │              └──────────┘
│   HP 3000   │              ┌──────────┐
│             │──────────────│  3076A   │
│             │              └──────────┘
│             │              ┌──────────┐
└─────────────┘──────────────│  3077A   │
                             └──────────┘
```

Data capture terminals provide a major new opportunity for the HP 3000. The 3075 and 3076 can be used for factory data collection while the 3077A is ideally suited for time and attendance applications. The accompanying article describes a few of the many possible applications for 307X terminals.

SELL THE HP 3000!

New Applications

MRP on HP 3000 Saves Communications Manufacturer $250K Per Year
By: Rich Edwards/GSD

A mid-size business computer is having a large-size impact on the manufacturing and general business operations of a leading supplier of digital communications switching systems. The Communications Division of a major manufacturing company which manufactures among other products, a PABX switching system, reports substantial savings after converting from a service bureau to the in-house Hewlett-Packard 3000 computer system. The new system controls virtually the entire manufacturing process. It provides inventory requirements forecast for some 5500 component parts, taking into account required dates and lead times for delivery. It centralizes and places at the fingertips of managers an extraordinarily detailed file on each and every component used in the complex electronic products.

In addition to manufacturing support, the system handles standard business data processing needs, such as accounts payable, product costing, and personnel records. Finally, the system, which was made fully productive within 6 months by a small staff, serves purchasing, labor distribution, and quality analysis functions.

Savings Are Mounting

Anticipated savings were $52,000 a year, but as the applications expand, a much greater savings is being realized compared with the service bureau approach. Savings are now estimated in excess of $250,000.

The division has grown by 33% in the last year, placing more and more pressure on the computer in terms of transaction volumes, information requirements, and the number of users. This growth has made the role of the new computer all the more important in efficient manufacturing control.

The material requirements planning (MRP) application, now run on the computer biweekly, is representative of the system's contribution to the PABX manufacturing operation. Input to the MRP includes sales orders, factory orders, and/or 6-month forecast requirements data for some 400 different assemblies (printed circuit cards) that make up the PABX and other products. The forecast is provided by the marketing staff after consultation with sales and production planning managers.

The computer then extends or explodes this input using a bill of material file for each assembly, resulting in component material requirements listings. By referring to computer files containing lists of vendors and in-house shops and their lead times for delivery, the computer is able to include in its report the actual dates when purchase orders should be produced and when in-house work orders should be placed to meet production schedules.

The MRP system nets its gross production requirements against available supplies of the components. This means checking against those parts already ordered, on hand, semifinished, in repair, at the production line, or at receiving or inspection.

The service bureau version of this system did not meet the company needs. It could only provide gross requirements — no dates, no lead time offsets, and it had no inventory interface.

Another significant manufacturing control input provided by the computer system is a central file containing 60 separate items of information for each part. For example, it contains the part number, description, engineering drawing number, allocation quantity, beginning inventory, lead time to manufacture or purchase, recommended order size, shrinkage factor, value factor, cost, price measures of size and weight, last issue date, last inventory date, and other information.

The hardware configuration includes the 512K HP 3000 with four disk drives that provide 200 megabytes of storage capacity. A line printer, tape drive, and card reader/punch are also part of the system. Eight HP 2640 display terminals are in engineering, production control, materials control, purchasing, and order entry departments.

All programming is performed in an on-line manner, and this has led to a three-fold increase in programming productivity compared with the prior service bureau situation.

Conversion from the service bureau to the in-house system was performed by a staff of three in 6 months. A combination of RPG and COBOL was used in the new system, and an IBM software package called IPCS was modified and used as a basis for generating the system now in use.

QUERY is used continually under certain conditions. For example, it is used to check out the database, locate

problems, and make quick fixes. Some of the programs run on a regular basis were written in QUERY and can be written in a small fraction of the time that it would take to write the program using the conventional programming languages.

For example, at one point there were indications that on-hand balances on certain stock items were incorrect. QUERY was used to examine the database and make the necessary on-line updates.

For addiitonal information on this application, contact *Regina Fanelli* at GSD.

Dual HP 3000's Automate Wall Street Firm's Security Trading
By: Rich Edwards/GSD

One of the nation's most comprehensive on-line computer systems for processing securities trading has recently been put in operation at a leading New York City firm.

Built around dual Hewlett-Packard 3000 Series II computer systems, the system will almost completely automate the paperwork associated with the daily trading of all types of credit instruments and provide capacity to support substantially higher volume while maintaining tight operational control.

The computer system has 16 input and output terminals in use, and the company expects to add more at out-of-town branch offices. The system updates the company's portfolio with each transaction, prints the necessary receipts and bills for securities delivered and received, performs necessary calculations, makes ledger postings and provides management with instantaneous summaries of company financial status and holdings.

The Wall Street Firm developed the custom-designed and configured system with help from a management services company located in New Jersey.

The most important advantage of the new system, according to the trading firm's project manager, is to speed the availability of information so that financing can be arranged most expeditiously on major purchases.

"Speed is key for financing, and the HP system gives management a snapshot of the flow of inventory," he said. "Our average transaction is about $2 million, and the financing costs are enormous. Timely information helps limit those costs and contributes an important way to the profitability of the business."

"The addition of the new computerized system also enables the firm to process more business with the same number of employees by lowering unit costs with expanded control over higher volumes."

The firm is a leading dealer in the money, bond and credit securities markets and is a prominent dealer in primary and secondary bank-related instruments. The total volume of commercial paper handled during 1975 was $55 billion.

Two Hewlett-Packard 3000 computer systems are used. Due to the nature of the security trading business, down time cannot be tolerated, said the system designer and project manager for the software company.

"When you are dealing with security trades that entail millions of dollars in each transaction, you are in bad trouble if you cannot operate. For example, if securities are not delivered to banks before they close at 3 p.m., thousands of dollars can be lost in interest," he explained.

The two computers are arbitrarily called "A" and "B." If "A" is down, "B" is immediately thrown into action by the system operator.

There are two 15-megabyte disc memory storage files on each of the computer systems.

The discs contain the file of daily transactions, which can run to 2,000; the inventory file of 1,500 different positions; the security master file of perhaps 1,500 issues, and an account master file of about 7,000.

At the same time that transactions are recorded on disc, a magnetic tape on the "A" unit also records them. Should a breakdown of "A" occur, the tape is used to read the transactions into the disc of the "B" unit. In minutes, the "B" unit becomes current. (Simultaneous real-time updating of both units' discs has been accomplished.) At the end of each day's business, the transaction file is cleared from the disc preparing it for the next day's file of transactions.

Each day, when the securities markets and the traders open for business, financial managers review their inventory of securities. The purchase and sale of the government and corporate securities proceeds during the day as follows:

If a security is bought, the buyer prepares a handwritten ticket of the purchase which is taken to the operator of one of the HP 2640 video display and keyboard terminals. The terminal operator, located in the billing area of the company, keys in the transaction. The operator does this by first indicating whether the transaction is a buy or a sell. The computer then instantaneously places the appropriate format on the screen.

The operator then fills in the form completely with information such as: Security identification numbers, security type, transaction code, account traded for, delivery instructions, face amount, maturity date, interest rate, etc.

The computer system accommodates all types of credit instruments, including all U.S. Government securities (interest and discount), all U.S. Agencies' issues (GNMAs and FNMAs), World Bank, Export/Import Bank, commercial paper, bank holding paper, certificates of deposit and banker's acceptances.

When the form on the screen is completed, the operator pushes the "enter" key, and the HP 3000 system performs a verification step, checking for missing data and account validity. The system posts the security purchase, adds the security to the inventory and prints a receipt ticket multi-part form that also includes the description of the agency or

corporation issuing the security. This ticket is printed out on a terminal printer and is used to receive the purchased security. In the case of a sale, the system performs a similar task, reduces the inventory and produces a billing ticket used to deliver the security.

At the completion of the day's business or at any point during the day, the HP system can be used to produce a complete and detailed list of the security inventory. This listing also might include the exact denomination of each security certificate.

The system also maintains updated customer files, calculates all transactions on-line, prints all customer confirmations, maintains a pending file, maintains the "stock record," and produces required operations and management reports.

Those reports include: Stock record/inventory detail, trade recap, trade transaction detail, cash sheet summary, cash sheet detail, purchases and sales journal, bank loan balance

report, daily repurchase outstanding report, securities pending report, profit and loss report, government dealers reports and fail report.

Selection of the Hewlett-Packard 3000 computer systems was based on various criteria, according to the third party. "Capability was the key. The HP systems can handle up to 32 terminals, enough to cover the addition of many branch offices onto the on-line system."

The ability of the system software to handle the data files efficiently was another consideration. HP's Database Management software package is designed for this area.
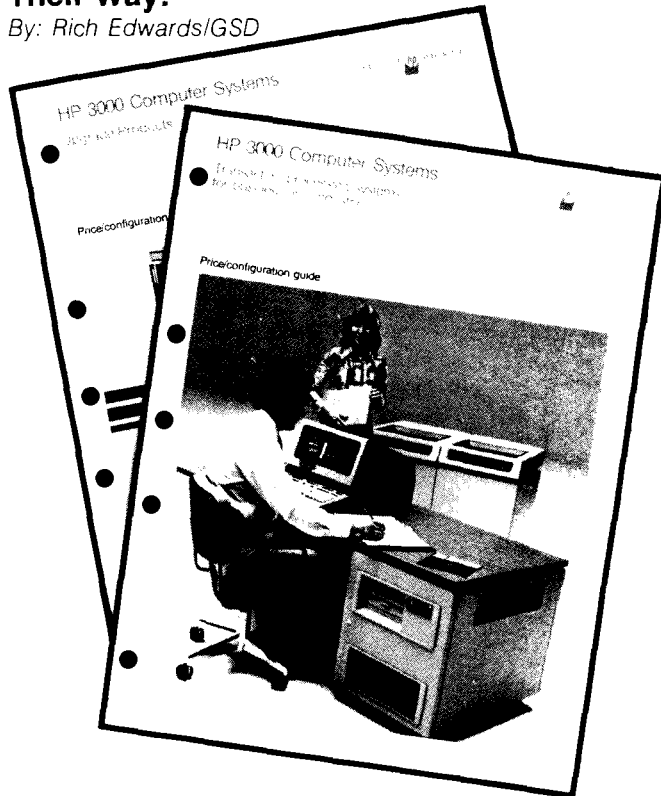
Other reasons included the capability of expanding the volume capability of the system without reprogramming and the ability of the system to be integrated into a larger computer system later.

For additional information on this application, contact *Regina Fanelli* at GSD.

Sales Aids

Revised HP 3000 P/C Guides on Their Way!
By: Rich Edwards/GSD

New editions of the two HP 3000 Price/Configuration Guides are now in distribution. You'll recognize the "current products" P/C Guide (HP 5953-0567) — containing Series 33 and Series III systems — by its new cover, a photograph of the Series 33. The "mature products" P/C Guide (5953-0568) — older HP 3000 system configurations and upgrades — has the same cover as the previous version.

Both editions carry the date "4/79" in the lower right corner of the back cover.

What's new in these P/C guides? The current products version now includes the 3075, 3076, 3077 data capture terminals (supported point-to-point on both the Series 33 and Series III) and the new 1000 line per minute 2619A line printer supported on the Series III. Both P/C guides contain corrections to typos/errors in the 1/79 editions. (Thanks for your feedback to improve the accuracy of these P/C guides). We welcome any ideas you have to further improve these sales tools — from your perspective or that of your customers.

Let us hear from you.

HP 3000 Computer Systems

Transaction processing systems for business and industry

Updating HP 250 Manuals
By: Al Jackson/FCD

Our goal is to keep HP 250 user documentation up to date. When a software revision occurs, we issue an update package containing new or replacement pages for each affected manual. This package then ships with the current manual until a new edition can be printed. HP 250 SE's get updates along with the Software Status Bulletin.

That's how the factory updates manuals, but how can users update their manuals? Customers purchasing Software Subscription Service or Comprehensive Software Support automatically get the manual updates prepared for each new operating system. Others, however, have had to beg, borrow, or steal updates because neither CPC nor the factory could fill orders for them (updates have not had part numbers).

Now, there's a better way . . . ordering the HP 250 Manual Update Kit, 45251-90200. The kit provides a full set of manual updates covering the current operating system. It may also include other affected items, such as a new Manual Index or cards for the HP 250 Quick Reference. Cost of the Manual Update Kit varies depending on its contents.

The current update kit covers changes for O.S. Rev. 1.C:

- December, 1978 update to BASIC/250 Programming Manual
- January, 1979 update to FORMS/250
- New "Error Codes" card for the Quick Reference.

The kit (45252-90200) can be ordered from CPC (Division 15) or directly from Fort Collins (Division 37).

Why OEMs Buy the HP 300
By: Tom Bredt/GSD

In order to understand why OEMs are interested in the HP 300, let us look at a hypothetical but not atypical OEM situation. Consider LMS, Incorporated (Lumber Management Systems, Incorporated) a software service bureau located in Portland, Oregon that currently provides service bureau support to wholesale lumber distributors to help them manage their inventory, customer orders accounts receivable and vendor purchases. LMS Inc. is looking for a computer system to install at their customer sites in warehouses to replace the services currently supplied by their service bureau. The distributors served by LMS have gross sales of from $2M – $25M per year. Personnel at the site usually include a manager, a bookkeeper to process receivables and payables, an order processing clerk, or buyer, as well as warehouse staff to handle stock.

Let's examine why the HP 300 is the best available system for LMS, Inc. to build their applications system on. First consider the requirements at the end user site, the lumber distributor.

- Installation — the system must be easy to install

The HP 300 is suited to an office environment and occupies only 6 square feet for the system (exclusive of discs and line printer). It requires standard 115V power. It is easily moved to different locations. Cabling of printers, discs, and terminals is simple and straightforward.

The System Build utility can be used to quickly define and validate the customers hardware and software configuration.

- Simple, easy-to-learn system

The physical HP 300 configuration together with softkeys, adjacent to the IDS screen, and Help text guide the customer in quickly learning how to use the new system and reduce the training required by LMS, Inc.

- Powerful, management decision-making tool

In these days of rapid price changes and tight profit margins the multiple window and attention handling capabilities of

the IDS allow LMS, Inc. to implement a set of management analysis on-line reports that can be used by customer personnel to analyze vendors, receivables, customer order backlog, inventory activity, and analyze cash flow. In each of these cases, LMS Inc. can define specific IDS displays that give their customers access to data and decision making capabilities that cannot be equaled by any competitor that does not use the HP 300.

The IDS capabilities of the HP 300 make it possible for users to access the information required to make decisions in real-time and eliminate the need for voluminous monthly printed reports. Demonstrating these IDS displays is the quickest way for LMS to close a sale with one of their customers.

- Application growth as the customer grows

LMS, Inc. sells systems to customers who are growing rapidly. The HP 300 has the CPU, memory, disc, and peripheral capacities to handle a wide range of customer sizes. By using remote terminals and multiple HP 300's, LMS, Inc. will be able to meet the needs of distributors with multiple warehouse locations in different geographical areas. Using the System Build utility it is simple and quick for LMS personnel to update their customer configurations. Finally the AMIGO/300 operating system provides a full set of capabilities for long-term development and evolution of application programs.

- Simple, fast distribution of application enhancements and bug fixes

Again, the System build utility gives the HP 300 and LMS, Inc. a unique advantage by making it possible to easily update the customer's software configurations, and verify that the new configuration is valid.

- Reliable system with low hardware maintenance costs

The inherent reliability of the HP 300 system with its simple SOS LSI design together with the Diagnostic Utility System, give LMS personnel a unique advantage in quickly pinpointing and resolving hardware malfunctions.

The above advantages all pertain to the use of the HP 300 at the end user site as a dedicated application system. Let us now examine the advantages of the HP 300 at the OEM site.

- Powerful base for software development

The language subsystem using its integrated approach to program development speeds and simplifies the task faced by LMS, Inc. programmers in converting their service bureau routines, probably written in BASIC or RPG, to run on the HP 300. The Symbolic Debugger capability is a powerful tool for reducing program development costs. The Help capability shortens the learning curve for LMS programmers and makes them more productive.

- Multi-terminal applications

The multiprogramming and multitasking capabilities of the AMIGO/300 operating system allows LMS, Inc. programmers to design and to implement support of multiple terminals in a straightforward manner following approaches outlined in the HP 300 Multiterminal Applications Guide.

Furthermore since Business BASIC/300 allows full access to operating system intrinsics, LMS programmers probably do not need to learn a new language to do multiterminal support.

There are over 3300 individual wholesaler-distributors in the United States alone with total sales that exceeded $550 billion in 1978. Many, if not most, of these companies will have their applications software supplied by third party OEMs. While the situation described here was hypothetical in the sense that LMS, Inc. is not a real OEM, the benefits of the HP 300 to both the OEM and the end user are real. The HP 300 is the best software and hardware product for this marketplace that is available today. Furthermore, GSD's committment to the HP 300 product line will make it the best OEM computer system for years into the future as well.

Competitive Information

Understanding IBM
By: John Chisholm/GSD

Part I. IBM Divisions and Product Overview

(Ed. Note: This is the first of a series of articles to help you understand and sell against IBM, our biggest competitor.)

IBM is the seventh largest company in the US in sales and the second largest (after General Motors) in profit. The company is composed of many divisions, but the two which are our closest competitors are the General Systems Division (GSD) and the Data Processing Division (DPD). The General Systems Division makes smaller systems oriented towards horizontal accounts. The Data Processing Division historically has made larger systems (mainframes) oriented towards major accounts. However, with the introductions of the smaller 8100 and 4300 systems by DPD, and of the powerful System/38 by GSD, the two divisions are now competing more directly. Here is a list of the major systems manufactured by each division, with each description followed by the HP system you would be most likely to sell against it:

General Systems Division (GSD)

System/3 — An old (introduced 1969) family of batch systems, no longer marketed; probably the most successful small computer in the world, with over 40,000 systems installed (convert to HP 3000 Series III)

System/32 — Single user batch system (HP 300, HP 250)

System/34 — Upgrade from S/32; supports up to 16 interactive (and one batch) users at a time (HP 3000 Series 33, HP 300)

System/38 — New (Oct. '78) system, the most powerful made by IBM's GSD; serves as an upgrade path for System/3 users; can be used for both batch and interactive work; supports up to 40 local terminals and additional one remotely; ONLY LANGUAGE is RPG III; shipments begin Aug. '79 (HP 3000 Series III)

IBM 5110 — An interactive, single user, desktop computer (HP 250)

Series/1 — A family of technical minicomputers, oriented towards data command process control (HP 1000)

Data Processing Division(DPD)

IBM 360 Series — IBM's first mainframes (centralized, batch oriented systems); introduced 1964; ranging from the small, work-station-like 360/20 up to the 360/65; no longer marketed (Smaller batch 360's can be converted to interactive HP 3000 Series III's)

IBM 370 Series — Successor to the 360, the batch-oriented 370 mainframes range in size from small (370/115, 370/125) to medium (370/138, 370/148) to large (370/158, 370/168.) (Although it is difficult to compare batch and interactive machines, the power of the HP Series III is a little less than that of the 370/138)

IBM 303X Series — The most powerful IBM mainframes, ranging from the 3031 (between the 370/158 and /168 in power), to the 3032, and 3033 (more than 50% more powerful than the 370/168)

8100 Series — DPD's first system for distributed processing, introduced Oct. 1978; oriented towards large accounts using 370's and 303X's, in which the 8100 would communicate with and off-load work from the mainframe; deliveries begin Aug. '79 (HP 3000 or 300)

IBM 4300 Series — a new (announced Jan. 1979) mainframe series replacing the low end of the 370 line; performance of the smaller 4331 is around that of the 370/138, and between the 370/148 and /158 for the 4341, but both of the 4300's are at much lower prices; the 4300 uses an extended version of the essentially batch 370 operating systems; (HP 3000 Series III)

The strongest competition for the HP 3000 comes from the 4300, the 8100, and the System/38. We'll be discussing each of these systems in more detail in the coming weeks.

Next issue: A Closer look at IBM's mainframes.

General Information

HP 3000 Performance Specialist Training: A New Innovation for the SEO
By: Roy Clifton/GSD

On the evening of March 20th, thirteen SE's representing the US, Canada, Australia, Germany, Norway, France, and Sweden were to be found at La Hacienda Inn in Los Gatos, California resting and celebrating their very successful completion of the first HP 3000 Performance Specialist Training Course.

The course, taught by *Terry Ishida* and *Ted Workman* of the GSD Product Support Team, began on February 20th. The students put in many long hours, often working 18 hours a day, seven days a week to acquire the tools, techniques and system internals knowledge needed to develop yet another resource for our customers, performance consulting.

During the five-week class the SE's worked on optimization labs, using individually pre-written modules which they joined into one application, and then modified to gain maximum system performance and throughput. The course finished with students making a "customer" presentation of the application and its optimization for use on the HP 3000.

We at GSD view this course as a "pioneering" effort in customer consulting: a PRODUCT (consulting) whose quality is being enhanced through the increased capability of the SE Organization. With their new experience in system internals, performance measurement, and system optimization these Performance trained SE's will assist our customers in tailoring their applications to derive optimum performance from their HP 3000 systems.

We salute these dedicated people and their successors, who return to their respective home offices with new insight with which to contribute to our primary objective: customer satisfaction. Look for:

Robert Abehassara	Orsay
Dennis Becker	Paramus
Mark Cousins	SEO Group
Ingrid Di Tommaso	Toronto
Jack Howard	Airport
Mats Joenssen	Stockholm
John Klimczack	Sydney
Alan Kondoff	Farmington Hills
Dave Martin	St. Paul
Sam Patsy	Rockville
Per Olav Stenseth	Oslo
Charles Storla	Rolling Meadows
Don Van Pernis	Orlando

in their light blue Performance Specialist T-Shirts — appearing soon in your area.
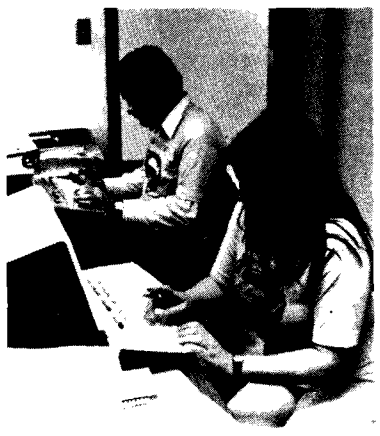
The HP 300 for a Large Company

By: John Whitesell/GSD

In general, the primary appeal of the HP 300 to a large company today is in being able to start early with an advanced computer system that will allow virtually unlimited growth over the next 10–15 years, through both system expansion and innovative networking, with all applications software development today able to be used on all future systems in the HP 300 product line.

Designed for the 1980's and beyond, when computer systems will be a much more common utility, networked HP 300's will be distributed throughout an organization, sharing files and data bases via very high speed links, easily used by all sorts of non-EDP people, and highly modular so the network can easily adapt to organizational changes. Now companies will be able to provide computing power that is much more compatible with their desired organizational structure, rather than being forced to structure their organization around their computers. And with the HP 300 it

will be easier and much less costly to expand their computing power as their organization grows.

While the initial HP 300 networking capabilities will start to be unfolded in the near future, we're not there yet, so where can large companies use the HP 300 today?

A large industrial firm headquartered on the West Coast has decided to buy HP 300's to put in its sales offices. The initial application will be on-line order entry, customer-inquiry and invoicing. The HP 300 was chosen because of its suitability in a sales office environment, where several clerical people will enter order information at their terminal, and they will also be able to use the terminal to answer telephone inquiries related to the orders.

In time, the company plans to develop additional applications and tie its systems together into an integrated, corporate network of systems, in line with HP's product development plans for the HP 300.

What the HP 300 can offer today is a highly interactive, reliable, easily adaptable, operator-free office information system with programming productivity advances that allow application analysts to get their applications up and running faster.

So when you can find application areas within your account where the HP 300 is a good fit today, you can allow your customers to get started early in implementing an advanced computer system that can grow with them throughout the 1980's.

HP GRENOBLE NEWS

Division News

HP 1000 Neophyte Training at Grenoble
By: Alic Rakhmanoff/HPG

HP Grenoble held its first two-week European HP 1000 training class with 14 neophyte Sales Representatives from all European countries. According to *Paul Accampo* (DSD/Cup.) who did a fantastic job in preparing this course, it was one of the best classes he ever had. Teaching has been extremely well done mainly by DSD instructors, *Jim Long, Mark Beswetherick, Jim Gruneisen* and *Paul Accampo.* (Skiiing over the weekend at Chamonix and L'Alpe d'Huez raised a lot of interest for a next training class in Grenoble)!

5000 264X CRT Terminals Made in Grenoble!
By: Francis Marc/HPG
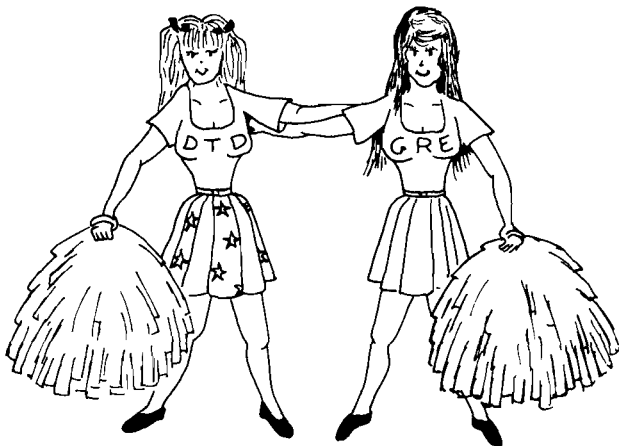
Busy as heck producing terminals to cope with your fantastic sales results, we lately realized that the 5000th unit had been already shipped in February. 5000 terminals in just 2 years, that's a good start for a licensee manufacturing operation. We now plan to reach a production level of 600 units per month by October and to be able to offer the 8 weeks availability expected by our customers. The terminals "made in France" and shipped to most of the European countries are the 2640B, N, S, 2645A, N, S, 2648A, 2649A, B, C. The rest of the 264X family will also be transferred step by step. We should be celebrating the 10,000th Grenoble 264X before Christmas, with great ceremony and French champagne! We are looking for a key European customer to be invited on this occasion; do you have any suggestions?

Bernard Chauvet, Test Leader, *Josée Debroize,* PC Leader, *Gilbert Celli,* Line Leader, *Mireille Rioux,* Assembly Leader.

European Sales Development at Grenoble
By: Tony Gunn/HPG

The European Sales Development Group for HP 1000 computers based in the Grenoble factory is organised to provide the Technical Sales Force with help in two different ways. These are through:

- Active Sales Programs
- Sales Support

Active sales programs currently being worked on lie in the areas of:

- General OEM's
- Automation OEM's
- Manufacturing Accounts

In some countries the programs are well under way. An OEM Seminar program is running in Germany with seminars being held in Düsseldorf, Hamburg, Frankfurt, and Munich.

Executive Seminars (arranged jointly with HP Italiana) for the top managers of Italian Manufacturing Companies are being held in Grenoble. More will be heard about the results of these programs in the weeks to come. Additionally, Sales Support is organised on a geographic basis. The map below shows which sales development engineer is responsible for your country. It is through your contact that you can access the factory resources available.

SALES DEVELOPMENT
GEOGRAPHIC COVERAGE

GEORGES RETORNAZ
DIETER SCHMIDTKE
A. N. OTHER
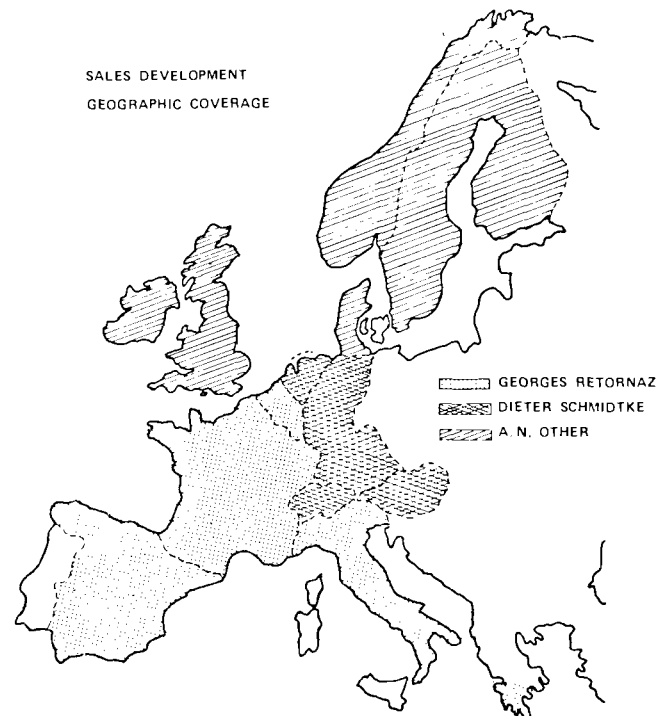
If you need any additional information get in touch with Sales Development — Grenoble:
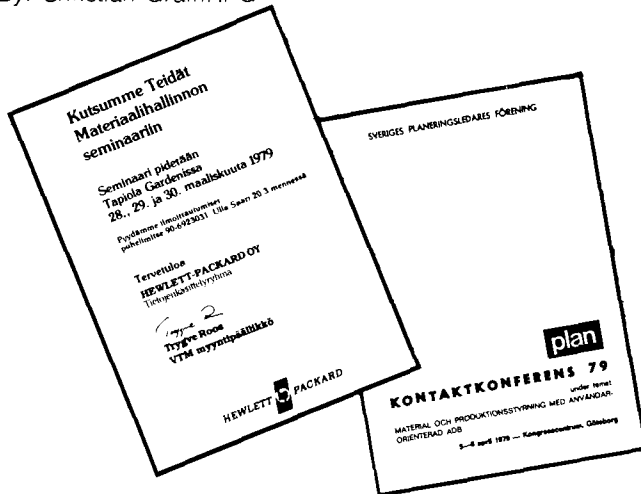
Telephone (76) 25.81.41
Comsys 6300

We are here to help you sell HP 1000 Computers and Systems.

Product News

HP 307X Terminals on the Stage
By: Christian Graff/HPG

HP confirmed its commitment to solving manufacturing companies' problems by organizing some Manufacturing Seminars in Finland and Sweden at the end of March and in early April.

The Helsinki office has set up 5 one-day sessions for consultants, major accounts and end-users with emphasis on MFG/3000 and Data Capture. Altogether more than 170 Manufacturing and EDP Managers got exposed to Data Capture problems in industrial environments as well as to the HP solution with the HP 3075/76/77 terminals.

The Gothenburg office participated actively in a 2-day convention organized by the Swedish Planning Leaders Association that gathered more than 130 executives from large companies in Sweden. Demonstrations of the HP 3076 and HP 3077 terminals as well as presentations of our real-life in-house product tracking system generated a lot of interest from the audience along with numerous requests for more information on the products. This gave HP a chance to appear as a major competitor to IBM for data capture applications in industrial environments, with IBM centering their whole presentation around the IBM 3640 family of production terminals. We can help you to run similar seminars in your country: just give us a call.

HP 307X terminals ... the unique solution to Data Capture.

The 2649 OEM Program is Still Alive and Well
By: Francis Marc/HPG

More than 100 2649 terminals are now sold every month in Europe (462 in the first 5 months). The 2649 is one of the

most successful OEM products we can offer, it's a proven winner!

Maurice Poizat is dedicated to the 2649 support program. He has already started meeting all our European OEM customers, helping them to get started or improving their existing development programs. It's also an opportunity to update their product knowledge introducing the new available features. The customer's reaction has been an enthusiastic welcome! Very soon an OEM binder will be completed and available as a powerful selling tool. It describes the up-and-running European applications and references and also contains the customer's data sheets starring our product.

The 13294A one-week course is still the start to hook up your prospect to the 2649 concept. Following our successful sessions in December and February, we now offer an even more aggressive schedule:

A dedicated course is being given to SELK representatives in May (see explanations under the picture). On May 28 the regular course in Grenoble starts (there are still a few seats available, hurry! hurry!). On June 5 it's a course for French universities. We expect some useful 2649 projects and developments from them next year. Then on June 18, it's another course in Amsterdam for customers from the Netherlands. That means if the request is large enough (7 non-HP attendees) we can organize the 13294A course locally.

The next regular sessions are planned at the beginning of September and December. By that time new impressive features such as BASIC programmability and 2647-like graphics should be available within the 2649 program. It's the right moment to introduce the 2649 to new OEM prospects!
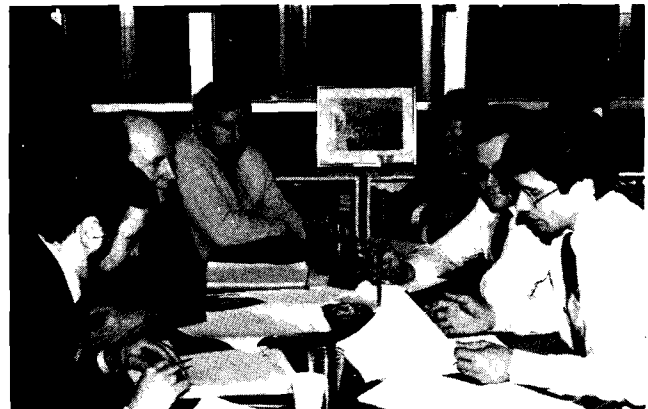
René Alder, (HP Vienna) and *Maurice Poizat* (HP GRENOBLE) discussing the last minute technical points with Messrs *D. Longaric, J. Longaric, Pticar* and *Dan* from SELK, Yugoslavia.

The OEM contract includes 200 × 2649A's the first year, plus some computers and various test equipment.

Sales Aids

HPG Hosts the First HP 1000 Specialists Workshop in Europe

By: George Jardine/HPG

On April 2nd, 3rd, and 4th, DSD Technical Marketing hosted the first "HP 1000 Specialists" workshop in Europe. This workshop was held in the Grenoble factory and was attended by the 22 people from 13 different countries listed below:

Marcel Charbonnel (Orsay)
Alberto Cituttin (Turin)
Dave Price (Manchester)
Jan Flikweert (Amsterdam)
Joachim Domke
  (Düsseldorf)
Bob Lumsden (Hitchin)
Gerhard Krol (Amsterdam)
Per Karlsen (Oslo)
Sven Rasmussen
  (Copenhagen)
Jose Lopez Conejero
  (Madrid)
Richard Seiler (Vienna)

Claude Mottaz (Le Lignon)
Giovanni Gobbo (Brussels)
Heimo Kinnari (Helsinki)
Jean-Pierre Seys
  (Paris Nord)
Andreas Nordenfelt
  (Stockholm)
Günter Eikhoff (Hamburg)
Reiner Lippolt (Frankfurt)
Glynn Harris (Winnersh)
Manfred Lauf (München)
Peter Scheuzer (Zürich)
André Gavilla (Aix)

This means we now have specialists in France, Germany, Switzerland, Italy, Holland, Spain, Belgium, Denmark, Sweden, Finland, Norway and Austria.

These specialists are now ready to answer your questions, so let's use them.

The theme of the workshop was twofold:

1. **What is the system specialist's role?**
   A very interesting and informative presentation was made by *Heinz Schwab* (CE Manager, Switzerland). Thank you *Heinz* for a very clear explanation of the "Olympic Support Plan" and "The Role of the System Specialist."

2. **Date Code Problems/Compatibility**
   We had a very useful cross-fertilisation of ideas during the session.

Many times we overheard "I've got this problem . . . " "Yes, and the fix is . . . use xxxx, xxxx date codes."

Thanks to everyone for their inputs and assistance. During the meeting we also has a discussion with *Michel Bady* (QA Manager GRE) which turned out to be very informative/enlightening for both sides.

Thanks Again *Michel!*

One of the points that arose that should be of interest to everyone is that many CE's know of a problem which they did not communicate to their fellow CE's because they already know; or to the factory because they **obviously** know (HELL'S BELLS, THEY MAKE IT, THEY *MUST* KNOW). **THIS IS NOT TRUE.** If you find a problem (or suspect a problem) circulate the problem and let the DSD support group know. Maybe they have an answer, in which case you save time (and money); or if not, they can use all of their resources, (which are considerable), to define the problem/find a solution.

Please everyone, try and do this.

CONCLUSION

The overall result of the meeting is that we now have all the specialists aware of their role and some fixes for those ": !+?*==" intermittent problems.

The next meeting will be held in Manchester, England, from June 11th to June 15th.

Subject: 2 days, meeting as before
       3 days, update on new equipment, NPT announcements, etc.

Host: *Dave Price*, HP 1000 SPECIALIST, Manchester

CS GROUP NEWS

CSG News

Another Great I/A Class Graduates in Cupertino
By: Bob Lindsay/CSG

Front Row (left to right): *Dennis Carelli* (Philby CEO)/GSD, *Bill Miranda*/Airport, *Ed Veach*/Santa Clara, *Wes Schneider*/Paramus, *Tom Montella*/Paramus, *Yoshi Murakami*/YEW.
Middle Row: *Hal Schmidt*/Rolling Meadows, *Jim Hilliard*/Phoenix, *Matt Rukkel*/Toronto, *Frank Zuhde*/Airport, *Tom Obinger*/St. Paul, *Frank Jackson* (Philby CEO)/DSD, *Todd Palmer*/Rockville, *Anil Batra*/Delhi.
Back Row: *Barry Poff*/Richardson, *Dawson Mabey*/DSD, *Rich Dodd*/Paramus, *Ted Wierman*/Tualatin, *Greg Gotcher*/Phoenix, *Dick Richardson*/Airport, *Jeff Williams* (Philby CEO)/DSD, *Dan Barthel*/Bellevue.

Pictured on the left you see the twenty newest graduates of the CSG Industry/Applications Course, along with their three Philby case-study CEO's. (Their broad grins are partly attributable to having just been congratulated on doing a fine job on the Philby case-study, and partly attributable to the antics of the photographer).

This was truly an outstanding class. On the one hand, one sub-group of the class made the unusual choice of a 50-foot rope as an essential item in their shipwreck survival exercise. On the other hand, the group presented one of the most lucid analyses of the financial woes of the Philby company ever submitted by an I/A class.

Day one of the second week of their program was yet another milestone: this was the first class to be formally cross-trained on both DSD and GSD products for the manufacturing marketplace, thanks to the close co-operation of *Paul Accampo* (DSD) and *Brian Fischer* (GSD).

The Graduation Dinner on April 24th at the Sandpiper Restaurant was another highlight of their training program. *Al Seely (Operations Manager-DSD/Roseville)* was the after-dinner speaker. In spite of some unplanned musical accompaniment, *Al* managed to give an excellent talk on the productivity challenge that lies ahead for the U.S. economy in general, and on the opportunity that this represents for the members of I/A Class 26 to really distinguish themselves. I'm certain that they will.

Watch out competition, here they come!

Application Article Alert
By: Bob Ingols/CSG

According to your feedback, our program to produce application articles for various magazines has been helping your sales efforts. Presently, over 10 articles are published each month. We'd like to expand this activity, but need your help in providing qualified story prospects. Our chances of getting an article published are greatest if you use these few questions as a guide:

1. Is the customer and his application consistent with Computer Systems Group's marketing objectives? Highest priority should be given to large manufacturing companies doing business and/or technical applications. Horizontal accounts will also be considered favorably.

2. Is the application interesting and newsworthy? In other words, would potential customers be interested in reading this article?

3. Is the application up and running smoothly so benefits can be quantified based on operating experience? A minimum of six months is recommended.

4. Is Computer Systems Group offering a hardware or software product that competes directly with the customer?

5. Does the customer have a company policy against P/R articles?

If you answered "yes" to the first three questions, and "no" to questions four and five, an article on your customer's application may be appropriate. Please tell us about it:

Customer: _____

Customer Contact: _____Phone no: _____

Sales rep: _____ Sales Office: _____

Application description: _____

_____

_____

_____

_____

_____

☐ Please contact sales rep. first   ☐ O.K. to contact customer directly

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Please fill out the coupon and mail to:

> *Bob Ingols*
> HEWLETT-PACKARD COMPANY
> Computer Systems Group
> 11000 Wolfe Road
> Cupertino, CA 95104

We'll evaluate all the leads and pursue the most promising through our public relations agency. Articles generally appear anywhere from two months to a year later. Thanks for your help and keep those story ideas coming.

SEO News from Europe

By: Roy Cooper/HPSA

A representative selection of European System Engineers and Managers gathered at Winnersh during the week of 2 April for the first European System Engineering Seminar of 1979. The objective of the Seminar was to update Systems Engineers on current policies and strategies, and to develop our procedures in respect of a number of regular activities, such as sales support and system performance analysis. The Seminar opened with a review of Database Management Systems by an outside consultant who not only covered the current state of the art of Database Management Systems but also gave a valuable outsider's view of HP's position and future opportunities.

The seminar included a number of workshop sessions during which we reviewed implementation planning, responsibility for customer success and ideal customer profile. Separate sessions dealt with how an SE should succeed and the optimization of customer training. Additionally, the group reformed to provide factory feedback on future enhancements on IMAGE and VIEW, and demonstration capabilities for the HP 1000 systems.

The final day was devoted to sessions on consulting skill and style, during which we were ably assisted by *Jeff Walker* from the Paramus office; a review of Distributed Systems progress by *Larry Hartge* from GSD, and an update on the SEO in Europe and Computer Systems Group strategy in Europe by *Hans Herriger* and *Heiner Blaesser* respectively. Everybody worked hard during the sessions and a high level of interaction was forthcoming from all our visitors.

We did find time to fit in some relaxation, including a theatre visit to London in the evening of the second day which was followed by a light 10-course supper at a small Chinese restaurant.

The seminar was generally regarded as a very successful and motivational meeting and plans are now being made for the next gathering which will be held later in the year at our Orsay Systems Engineering centre.

Hans Herriger, European SEO coordinator and *Geoff Walker* from the Paramus office lead a serious session on consulting skill and style.

Later on the pace was beginning to tell on one of our guests from the East Coast.

Mike Mathews, recently transferred from the European COMSYS group, about to bite off more than he can chew!

Meanwhile, *Rob Porter* practices his newly acquired consulting skills on *Ingrid Wright*, training registrars at Winnersh.

Corporate Training & Management Development

NEW VIDEOTAPE
INFORMATION

New Videotapes from Corporate Training
By: Chuck Ernst/Corp.

Title: HEWLETT-PACKARD SERVICE TRAINING: HP 2608A DOT MATRIX PRINTER (COLOR)

Audience: HP Customer Engineers (02)

Purpose: To acquaint HP CE's with the features, capabilities, principal components, theory of operation, and service approach for the HP 2608A Dot Matrix Printer.

Content: Acquaints the HP Customer Engineer with the features and capabilities of the HP 2608A Dot Matrix Printer. Demonstrates the operator controls and indicators, and shows the location of the printer's principal components. Theory of operation is depicted with block level diagrams. Recommended service approach is discussed.

Time: 35 minutes

Part Number: 90857Z

Date Released: April 1979

How To Order: Transmit a HEART (COCHISE) l2 order to Video Products, Product Line 95, Division 0700, Palo Alto.

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

Type of Change: Add ☐ Modify ☐ Delete ☐

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EMPLOYEE NUMBER (5 digits): _____

OFFICE/DIVISION: _____

REGION/OFFICE NUMBER └─┴─┴─┴─┘ OR DIVISION └─┴─┴─┴─┘

HOME TELEPHONE NUMBER: _____

JOB TITLE: _____

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

MANAGER'S NAME: _____

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