

data systems newsletter

For HP Field Sales Personnel

Volume 2
No. 10
March 14
1975

DIVISION NEWS

HP SHIPS 10,000th MINICOMPUTER

by Joe Schoendorf



Mr. Otto Klima and Dave Packard

On Thursday morning, February 13, Data Systems shipped its 10,000th minicomputer to General Electric. Mr. Otto Klima, Vice President of Re-Entry and Environmental Systems Division, was at Cupertino to take delivery of an HP 2108A to be integrated into an HP 9640 RTE.

Dave Packard presented Mr. Klima with a plaque signifying the event. The 2108A was fitted with a gold plated front panel (not as expensive as you might think).

Mr. Klima indicated that he would hang the plaque in the front lobby of his Philadelphia facility. Pictures of Mr. Packard making the presentation will be in a future edition of *GE Monogram*--their internal magazine. We expect to see a lot of press coverage on this.

The 9640A being installed will soon be converted to a 9700A which will form the hub of the distributed system. An existing 9500D will be interfaced as well as a recently ordered 9603R. Several more satellites are planned for the near future.

Mr. Klima indicated that as they have automated with computers, productivity has increased greatly. His general manager who accompanied him, indicated that they will rapidly expand their automation plans and look forward to making his "an HP shop".

HEWLETT  PACKARD

All prices quoted in this Newsletter
are domestic USA prices only

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DIVISION AWARDS

by Norman Choy

The 1974 Data Systems Division Sales Awards have been presented to the three top Sales Engineers in each of our seven sales regions. Engraved pewter cups were sent to those who produced the greatest dollar volume in their respective regions for the Data Systems Division in FY '74.

In addition to the cups, the regional sales trophy was presented to the top Sales Engineer in each region. This trophy will be a perpetual trophy; that is, each year the name of the top Sales Engineer will be added to the engraved plate, and the trophy will reside in his office the next year.

The 1974 winners are:

Canadian Sales Region

Salesman of the Year — Don Thomson, Vancouver
1st Runner Up — Sherif Alaily, Montreal
2nd Runner Up — Mike Naggiar, Toronto

Eastern Sales Region

Salesman of the Year — Walt Benedetto, Paramus
1st Runner Up — Crane Hertz, King of Prussia
2nd Runner Up — Tom Montella, Paramus

HPIC Sales Region

Salesman of the Year — Seiro Takahashi, Tokyo
1st Runner Up — Moritaka Satoh, Tokyo
2nd Runner Up — Agustin Bravo, Mexico City

HPSA Sales Region

Salesman of the Year — Gilles Bastien, Paris
1st Runner Up — Andre Waghemans, Brussels
2nd Runner Up — Josef Schwarzbauer, Munich

Midwest Sales Region

Salesman of the Year — Tom Rappath, St. Paul
1st Runner Up — Bill Payne, Cleveland
2nd Runner Up — Bill Burger, Iowa City

Neely Sales Region

Salesman of the Year — Bill Hilliard, Santa Clara
1st Runner Up — Joe Pifko, North Hollywood
2nd Runner Up — Reed Hilliard, Santa Clara

Southern Sales Region

Salesman of the Year — Dave Head, Richardson
1st Runner Up — Jack Oliphant, Richardson
2nd Runner Up — Tom Fisher, Atlanta

Repeating as Salesman of the Year are:

Dave Head, Richardson
Tom Rappath, St. Paul
Don Thomson, Vancouver

Repeating as one of the top three (not including the above) are:

Sherif Alaily, Montreal
Bill Hilliard, Santa Clara
Tom Montella, Paramus
Andre Waghemans, Brussels

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SALES FINANCING NEWS

by Joe Rodgers

Some encouraging events have been happening to help you with customers who desire to use sales leasing as a vehicle for purchasing a computer system. The results of these changes are being summarized in a new amendment to the Corporate sales financing manual which should reach the field in February.

Here is a quick summary of the new plans available for immediate use.

1. The standard HP equipment lease plan terms and conditions have been changed to reflect a more acceptable language. For example the warranty statement which has been a source of misunderstanding has been updated.
2. A new and flexible plan now is available to HP customers through Citicorp Leasing. This plan is primarily available for those situations where the standard HP plan doesn't fit. It is called a structured lease which means it is tailored by Citicorp to fit the customer's unique financing requirements. It will not solve the poor credit risk problem, but it will permit much greater flexibility in how the customer repays and the duration of the lease. Citicorp personnel are prepared to work with the HP sales force and our customers to tailor these leases.
3. A new lease plan for state, county, and municipal government customers who require a fiscal year termination option and a maximum term of 84 months is now available. This plan is offered through Citicorp and is acceptable to HP. In certain cases this same plan may be acceptable to Federal Government customers. This plan is now available for your use and we believe it is unique as well as competitive.

Until the new Sales Financing Manual is distributed, you may call Cupertino for details.

HEWLETT  PACKARD

HILLIARD BROTHERS RECEIVE 1974 NEELY SALES AWARDS

by Chuck Brewer

Bill and *Reed Hilliard* from Neely Santa Clara were both presented 1974 Data Systems Division Sales Awards. *Bill* received the Salesman of the Year award, and *Reed* the Second Runner-Up award.

First Runner-Up award went to *Joe Pifko* of North Hollywood (see article on *Joe's* success by *Rich Ferguson* in next issue).

Bill achieved success by selling OEM and *Reed* End-User systems. This is *Bill's* second year as a winner for Neely, as he received the Division's Runner-Up award last year.

Congratulations to both of you!

(Continued on page 3)

HILLIARD BROTHERS RECEIVE 1974 AWARDS -
(Continued from page 2)



Receiving the Salesman of the Year Award from Ted Doyle is Bill Hilliard.



Receiving the pewter cup for Second Runner-Up from Ted Doyle is Reed Hilliard.

HEWLETT  PACKARD

COORDINATING CUSTOMER SHIPMENTS FROM BOISE AND CUPERTINO

by Bill Murphy/Boise

There has been concern when Boise products ordered as subsystems are delivered to customers considerably before or after systems are delivered from Cupertino. Obviously, this causes considerable concern to a customer who cannot make his line printer print without a computer.

To alleviate this problem, we are working very closely with Cupertino in an effort to coordinate shipments. Eventually, we will automate a procedure where HEART will (hopefully) prevent partial shipments where they are not desired. In the short term, however, we need your help. Please insure that orders for systems coming from Cupertino and subsystems coming from Boise state under "Special Instructions" that "SHIPMENT SHOULD BE COORDINATED. NO PARTIALS ALLOWED".

This will help us considerably in flagging orders requiring coordinated shipments. Thanks for your assistance.

HEWLETT  PACKARD

**NEW PURCHASE AGREEMENT
MULTIPLE ENTRY POINTS**

by Joe Rodgers

Yes, we can now provide your large customers who use our END-USER or COMBINED Purchase Agreements the option of entering releases from multiple points.

The use of this option requires giving up the open stairstep discount and requires the customer to specify his annual quantity which fixes the maximum discount he can earn. Any unearned discount billback will be made in one lump sum payment to one location.

Another requirement of this option is that releases must be directed to one location per sales region. That location is the Region Headquarters.

HEWLETT  PACKARD

7970 DELIVERY

by Bill Murphy/Boise

As you (I hope) have noticed, 7970 tape drive deliveries have been occurring with much more regularity. In fact, the month of January saw us ship 179 drives, a record for Boise Division. We are also taking steps to insure a sustained level of high volume production enabling us to get our availability down to more tolerable levels (8-12 weeks).

While our shipment rate has climbed substantially, so has our order rate. We averaged exactly 200 drives per month for December and January, and the first week of February saw us book over 110. What this means, of course, is that tape drives availability will not be coming down as fast as we had hoped. You can be sure, however, that our entire division is committed to getting production levels up to where we can eat into our backlog and offer more reasonable availability.

To this end, we would appreciate your help. Please let us know as soon as possible about large tape orders your customers will be placing. With this advance information, we can do a better job of anticipating our production requirements and more efficiently load our factory. This, of course, will go a long way in helping us get our availability down.

KEEP THE FAITH - BOISE WILL COME THROUGH

HEWLETT  PACKARD

CONTRACTS CORNER

EXHIBIT A

by Chuck Silberstein

Volume End User and Combination Purchase Agreement initial discounts are determined by what the customer puts on Exhibit A (Buyer's Delivery Schedule) of the agreement.

(Continued on page 4)

EXHIBIT A - (Continued from page 3)

However, there appears to be some confusion as to whether the initial discount levels are based on what the customer fills in under the *Quantity, Description and Estimated Delivery Date* headings or on what is inserted in the "Summary of Quantities by Equipment Type."

Here are the guidelines:

- 1) If the customer fills in quantities under the headings section and leaves the summary block blank, his initial discounts will be based on what he has listed under the headings section.
- 2) When the customer fills in the summary block and leaves the rest of the page blank, his initial discount levels will be computed on the summary information. Usually, customers who are reluctant or unable to give estimated delivery dates fall in this category.
- 3) Suppose the customer fills the summary block and also lists his requirements under the headings section and the quantities of both don't match. In this case, the customer should be advised and requested to select one or the other for initial discount purposes.
- 4) Where the customer fills nothing in on Exhibit A and leaves it totally blank, it will be presumed his initial quantity commitment is zero (0). Therefore, his initial discounts will be based on quantities he initially orders.

Exhibit A in the OEM Purchase Agreements is somewhat misleading since it too references initial quantity commitments and initial discount levels. This will be corrected in the next printing. Discounts in the OEM agreement are based on the total quantity of units ordered subject to specified maximum discount levels.

HEWLETT  PACKARD

PRODUCT NEWS

RTE-II IS ALIVE AND WELL

by Van Diehl

RTE-II is now released and being shipped! The following literature is available to support RTE-II:

- Real Time Executive Systems Brochure 5952-1694
- Batch-Spool Monitor Data Sheet 5952-1641
- Real Time Software Ordering Guide 5952-1695D
- RTE-II Programming and Operating Manual 92002-93002
- BSM Programming and Operating Manual 92002-93001

RTE-II can be ordered as a stand-alone software package; the ordering information is:

-92001A	Operating System Package	\$4000.00
-002	Replaces 2300B with 92001A	-1050.00
-003	Replaces 2300C with 92001A	-1050.00
-004	Replaces 2300E with 92001A	-3050.00
-005	Replaces 2300E and Y01 with 92001A and Y13	-2700.00
-Y13	Batch-Spool Monitor	1000.00

One day of installation support is included with the above prices.

Or you can get RTE-II via options A03 with the 9602A, 9603A and 9611A (they include software, 7900 disc and cabinet) or option A13 of the 9640A system (includes software and 7900 disc).

Training is not included in the above prices. All 9600E, 9601E and 9610E systems ordered after November 1st will be shipped with RTE-II software.

Note: We sold 45 RTE in systems and software packages in November and December!

HEWLETT  PACKARD

CIRCUIT ANALYSIS PACKAGE PRICE REDUCTION FOR THE 2000/F

by Peter Rosenblatt

As of March 1, 1975, the price of our BASIC ANALYSIS AND MAPPING PROGRAM (BAMP) for 2000/F systems has been reduced to \$750. BAMP (HP 24387B) is copyrighted and no longer requires the signing of a licensing agreement.

BAMP is a very friendly and powerful tool for interactive linear circuit design and analysis and should have equal appeal to the practicing engineer or to the engineering student.

HEWLETT  PACKARD

HP 3000CX IMAGE DBMS USERS GROWING RAPIDLY

by Steve Tritto

At the present time, *eighteen* installed HP 3000 Users are implementing 3000 IMAGE data base management systems. Five more users have it on order. Your Regional Sales Development Engineer can help provide you with reference accounts. Reference selling is especially valuable for data base applications.

(Continued on page 5)

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

HP 3000CX IMAGE DBMS USERS GROWING RAPIDLY- (Continued from page 4)

A survey taken of our 3000CX prospect list shows that *sixty percent* of our current prospects have a serious interest in 3000 IMAGE. The application areas include educational administration and inventory management.

Leverage your HP 3000CX prospect with IMAGE DBMS.

HEWLETT  PACKARD

IMAGE/2000 CUSTOMER LIST GROWING

by Dan Jorgenson

Presently, 31 customers have installed or are implementing IMAGE/2000 systems. Your Regional Sales Development Engineer can help provide you with reference accounts.

The most popular applications are order processing and inventory control. Other applications include personnel files, customer credit authorization and equipment maintenance scheduling.

The recent insertion of the ON-TOP sales order processing brochure in the January issue of INFOSYSTEMS has created many requests for more information on IMAGE/2000. The preponderance of responses have come from the FORTUNE 1000 Industrial group. Currently, copies of all responses and bingo cards are being forwarded to regional managers.

HEWLETT  PACKARD

NEW CARTRIDGE SWAP DISC NOW ON 200CX AND 300CX

by Carl Flock

All HP 3000CX Models 200CX and 300CX ordered after January 31, 1975, will be shipped with a 7905 Swap Disc in place of the DDC 2 Mbyte disc.

The new Disc in the 200CX and 300CX uses a single port controller, interface, and a selector channel. The state-of-the-art moving head disc technology in the 7905 insures sufficient performance to act as an efficient system disc and swap disc space is increased at no additional cost.

The 200CX and 300CX will be shipped with their software configured to use only 1/3 of the available cylinders on the HP 7905A. This is done to maximize the disc's swapping performance. Using this configuration, system throughput has been measured at 95% to 97% with the new drive as compared to the same system with the DDC 2 M-byte disc. The system manager may change his configuration to use the full 15 M-bytes with a slight decrease in performance.

The prices of the 32401C and 32402C will not be increased.

All things considered, this is another price/performance contribution to help you sell Mini Data Centers. The 7905 is not available in any other way except in the 32401C and 32402C at this time!

THANKS for selling 3000CX's. You have sold every fixed-head disc we have, three months ahead of some of the schedules.

GOOD JOB!!!!

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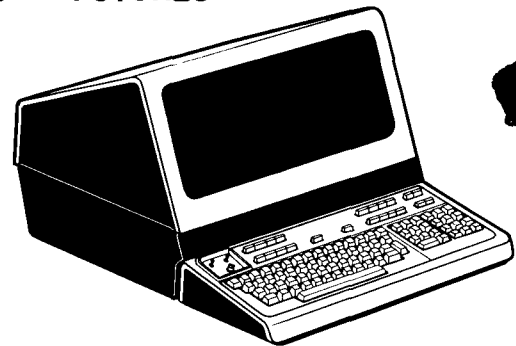
2615 OBSOLESCENCE

by Bob Kadarauch

We are planning on removing the 2615 CRT ("mini-bee") from the CPL on May 1, 1975. Please inform any of your customers that still use or want 2615's to get their orders in within the next two months. (by May 1st)

HEWLETT  PACKARD

2640 — "FUTURES"



by Bob Kadarauch

During the last couple of months many of you have called seeking information on future terminal projects currently in the product development phase (mass storage enhancements, for example). Rest assured we will keep everyone fully informed about these new products at the right time.

Until that time, however, it is especially important that we all refrain from "selling" capabilities not yet out of the lab. Future capabilities may or *may not* be upgradable, for example. Customers purchasing the 2640A should be doing so on the basis of its *current* capabilities. Results to date suggest that *there is more than enough "current capability" for each of you to be tremendously successful with the 2640A as is.*

If the customer doesn't know about future products, he can't refrain from making a decision regarding the current product. How many HP 35's would we have sold, for example, if the customer had also known about the HP 45 "just around the corner"?

By keeping these points in mind, I'm sure we'll do even better in March than we have to date.

Thank you, and SELL THE 2640!

HEWLETT  PACKARD

REAL TIME EXECUTIVE CARTRIDGE DISC SUBSYSTEM ADD-ON SALE

by Tom Meyer

The text below is similar to the letter that was sent to U.S. customers on the **COMPUTER NEWS** mailing list announcing our add-on sale.

Dear HP 2100 User:

Hewlett-Packard is pleased to announce a special sale meant for you!

If you have a 2100A/S processor, now you can add:

HP's High-Speed 5 Mbyte Cartridge Disc (HP 12960A) 8K of Core Memory (field installed in your HP 2100 Minicomputer) RTE-II Real-Time Operating System

All for \$16,600! Regularly \$23,000, this limited time offer **saves you \$6,400**. Just think, the disc subsystem alone is normally \$15,000.

Now- add 5 Mbytes of data on-line to your system. Get one of the fastest moving head discs available.

Now- get that additional core you've been wanting. And get it practically free!

Now- get our Real-Time Operating System and gain the capabilities of multiprogramming; on-line program development; real-time measurement, reporting and control.

Now- all this additional capability can be yours. Plus \$6,400 in savings as well. Just order the **HP 93525A** Add-on Package as follows:

Product	Description	Price	Product	Description	Price
93525A	Real-Time Executive Cartridge Disc Subsystem Add-on	\$16,600*	-003**	2100 memory expansion 4K to 8K, or from 12K to 16K	N/C
-001	230V; 50 Hz operation	N/C	-004	2100 memory expansion 4K to 12K, or from 8K to 16K	N/C
-002	Batch Spool Monitor	\$ 1,000*	-005	2100 memory expansion 16K to 24K	N/C
			-006	2100 memory expansion 24K to 32K	N/C

Please specify only one of the following:

*Domestic U.S.A. Price only.

**Credit of \$2000 will be issued if replaced 4K module is returned to HP in operable condition.

In utilizing this package, you'll need to have available the following: 2100A/S processor; time base generator; DMA; memory protect; teleprinter; and paper tape reader.

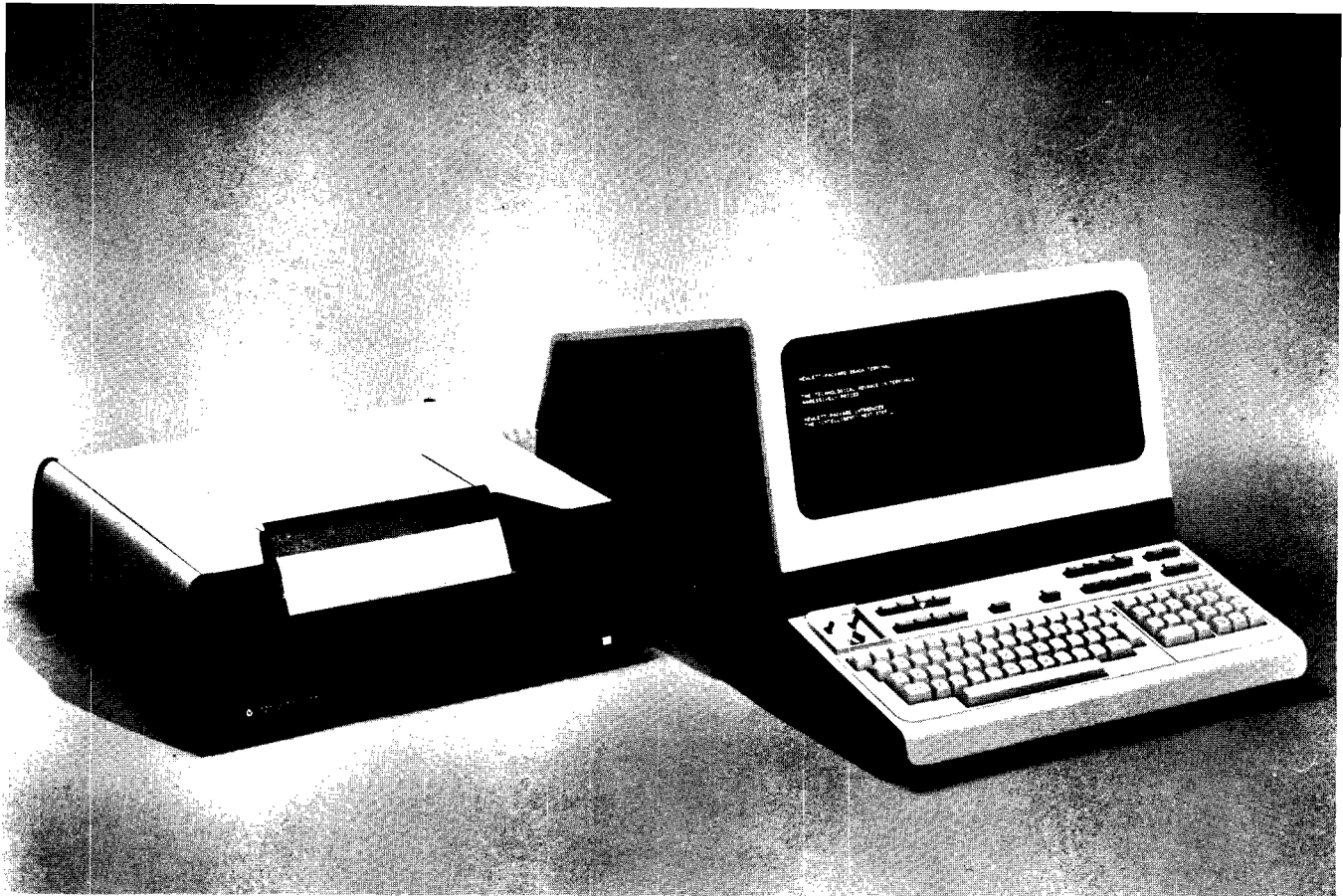
Minimum memory requirement for implementation of RTE-II alone is 16K. If you have 8K now, the 8K supplied with the package fulfills the requirement. To use the RTE-II with Batch Spool Monitor, you'll need 24K of core memory.

Due to the great saving already built into this special package offer, no discounts are available, nor will we be able to make substitutions.

This \$6,400 savings will be available to you only until May 31, 1975. Take advantage of it today. Call your local Hewlett-Packard Field Sales Office. Ask for the **HP 93525A Real-Time Executive Cartridge Disc Subsystem Add-on**.

Sincerely yours,
HEWLETT-PACKARD COMPANY
Thomas E. Meyer
Components Product Manager

If you have not received your memo describing the details of this special sale, check with your District Manager or Regional Sales Manager. This is your chance to sell a really price competitive disc upgrade to your core based end users.



Line Printer Subsystem Now Discountable

9866A LINE PRINTER FOR 2640A CRT TERMINAL NOW AVAILABLE FROM DATA SYSTEMS

by Tom Anderson

The 2640A terminal has the capability to interface the Loveland Division's 9866A Line Printer. Up until now, the 9866A was ordered direct from Loveland which meant loss of commission and quota credit for the Field Engineer. Good News! The March 1 Corporate Price List includes the following items:

13246A - 2640 Line Printer Subsystem (9866) \$3,295

Includes HP 9866 Thermal Printer, interface, and cable for HP 2640 CRT. Not subject to discount.

2640A - CRT Terminal \$3,295

-012 2640 Printer Subsystem Adds HP 9866 HP 9866 Thermal Printer, interface, and cable to HP 2640. Subject to 12% discount when 6 or more 2640's are specified on a single order.

In other words, now you can get commission and quota credit for this printer subsystem. The 13246A Printer Subsystem (*not* subject to any discount) is intended for a customer who doesn't want a printer at the time the 2640A is ordered. Option 012 is available only at time of order of a 2640, and is subject to discount. As an option to the 2640A, the printer subsystem

is subject to Type V OEM or End User discounts as well as 12% discount when six 2640's are ordered at one time. Buy six 2640's for \$2,640 each and you can get a 9866, interface, and cable for \$2,900!

By the way, remember that the 9866A is the only hard copy device supported on the 2640A CRT Terminal at this time. When your prospect wants hard copy, offer an 80 column, thermal, 240 line per minute printer manufactured by Hewlett-Packard!

Good Selling!




THE 2640 KEEPS ROLLING ALONG!

by Bob Kadarauich

January's 2640 trade orders were up 76% over December! Trade customers ordered a total of 267 units in January. This represents more than \$850K worth of business or 20% of the division's trade orders for the month of January. Somebody out there is getting rich. Let's take a look at this month's top 6 salesmen (a key job is on the way!):

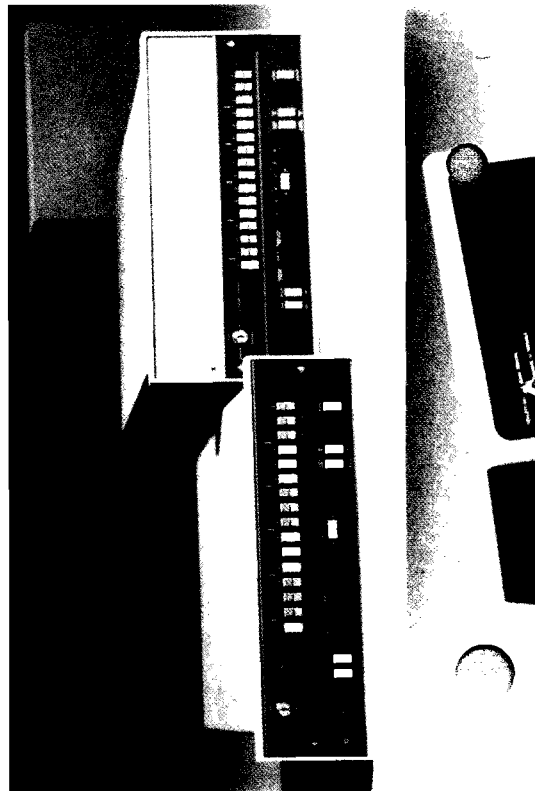
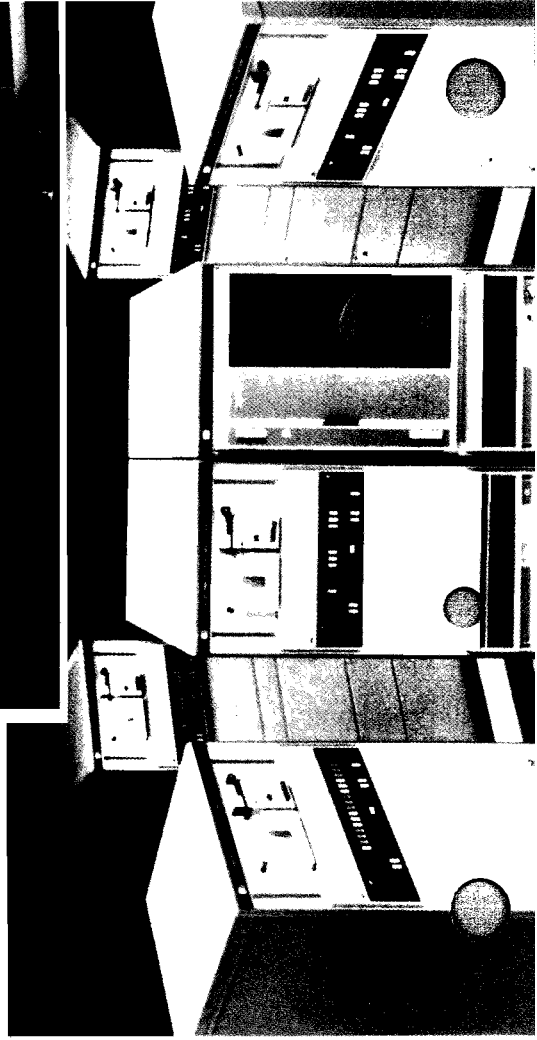
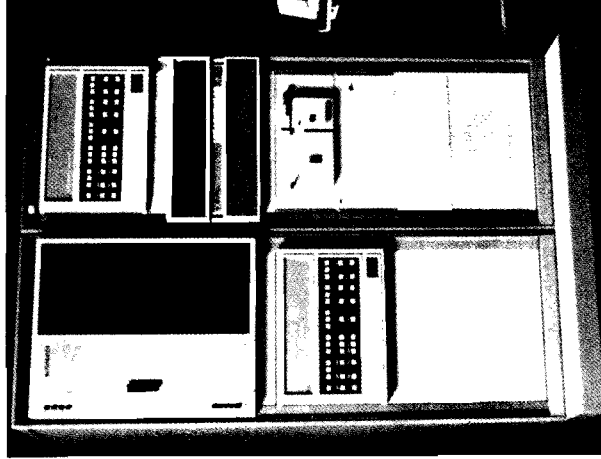
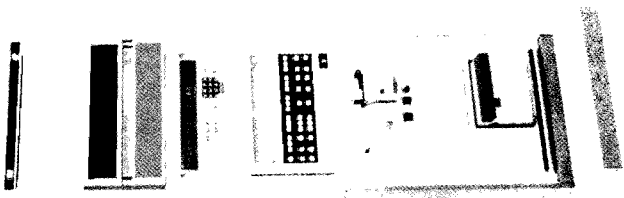
- Glen Ritzmann** - Univ. of Southern Calif. (75 units)
- Ron Marquart** - Exploration Logging (27 units)
- Bill Hilliard** - Stanford Technology (14 units)
- Josef Schwarzbauer** - West German CIA (11 units)
- Phil Maguire** - Intel Leasing (6 units)
- Jose Miran** - Universidad de San Carlos (6 units)

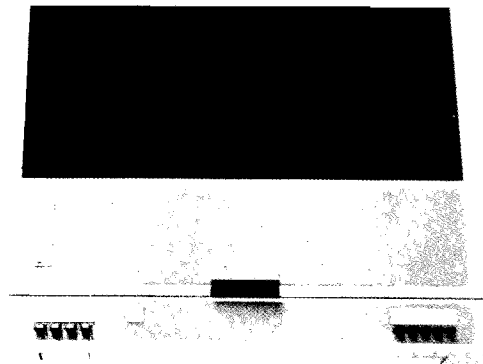
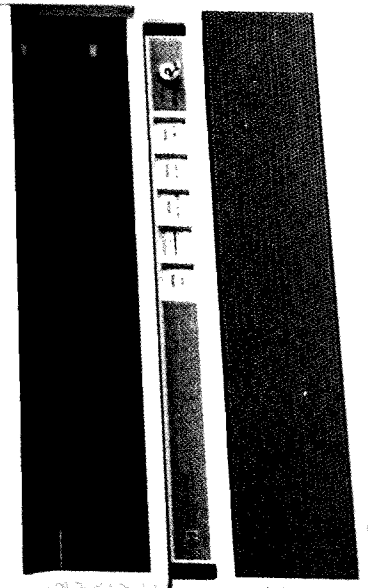
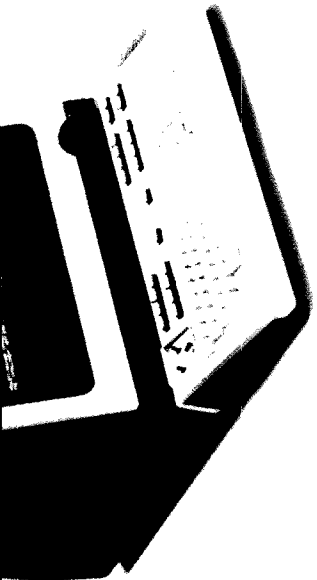
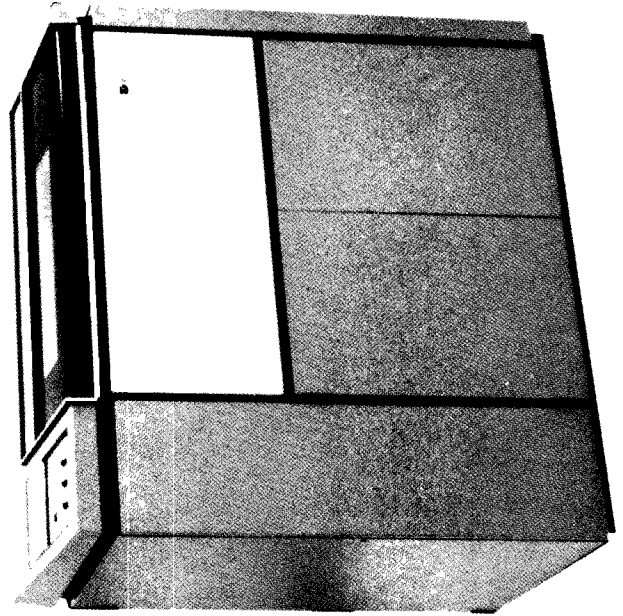
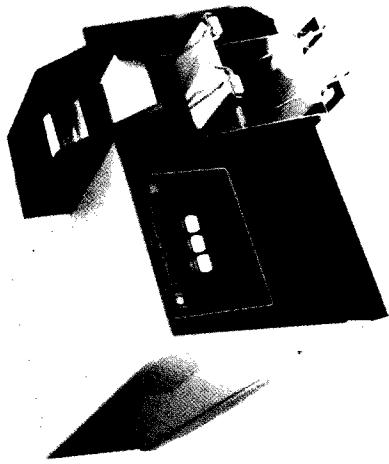
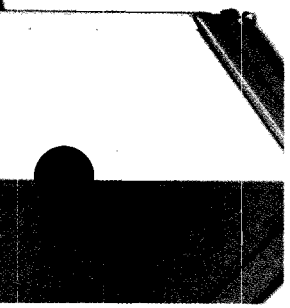
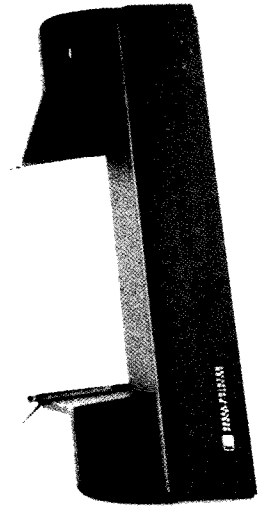
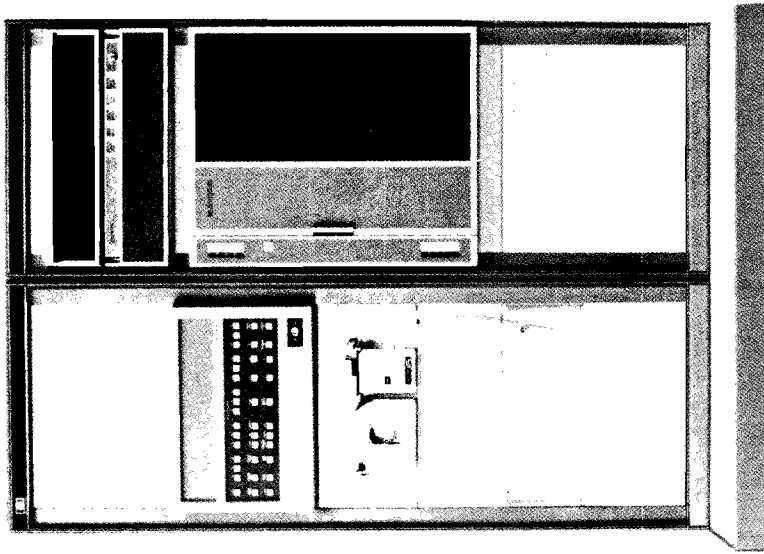
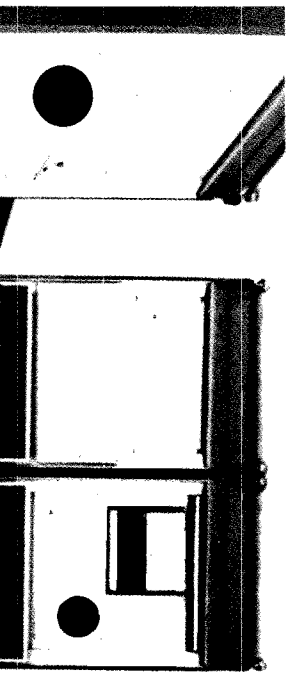
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HEWLETT  PACKARD

SELL Volume

WHY SELL THEM ONE AT A TIME?
SELL THEM ALL AT ONCE!
Learn to Know and Love Your
PURCHASE AGREEMENTS





THE 2640 KEEPS ROLLING ALONG - (Continued from page 7)

Several conclusions can be drawn from the more than 100 customers and 420 units that have ordered since December

1. Less than 1/2 of the business has come from customers who currently own or buy HP computers. U.S.C.'s 75 units, for example, will be hardwired into two PDP-10's (how's that for hitting them where it hurts!).
2. Local direct mail programs and open houses can help you find customers. Neely has over 50% of the trade order business so far - they must be doing something right. One thing they are doing is localized direct mail with invitations to open houses.
3. The time to act is *now*! The 2640 will win on price/performance alone against anything on the market today. However, we can't expect the competition to sit on their _____ forever. So find those customers *now* while the sale is still easy. We're stepping up our ad campaign even further to help you find those customers.

The 2640 is the beginning of a new business area for HP. Most companies in the terminal business don't even make computers or computer systems. HP is still today the only minicomputer manufacturer that builds a terminal in the 2640 class. We're gearing up to take full advantage of this leadership in the short term - keep those orders coming and together we can build a new business base for Data Systems!

HEWLETT  PACKARD

RECENT CLOSES

GLENN RITSMANN LANDS ORDER FOR 75 ea 2640's



by Ed Smith

Neely's **Glenn Ritzmann** wins top honors in the 2640 Big Deal sweepstakes so far with his order for 75 terminals for

the University of Southern California's Information Science Institute. The terminals will be used largely in a hard-wired mode to 2 DEC PDP10's, where the applications are program development, emulation and text editing.

The customer has been using Hazeltine, Beehive and other terminals (which will be replaced by 2640's) and was in the process of evaluating several other terminals when they received and responded to a direct mail flyer from the North Hollywood office. The lead was initially qualified by *Gary Lee*—whom *Bill Richion* now has specializing in component sales. A one-day demo was followed by a second day and an over-the-weekend opportunity for many of the users to try it out. Then, *Glenn* worked out the configurations and got a signature on the standard end-user agreement for 75!

Glenn expressed his thanks for the timely assistance he got from *Rich Ferguson* of Sales Development and *Bob Kadarauch*, Product Manager.

Congratulations, *Glenn Ritzmann*.

HEWLETT  PACKARD

CUSTOMER SOLD BY FACTORY VISIT



by Bob Hoke

Dave Head, HP Richardson, brought his prospective OEM, *INSURNATIONAL*, to the factory. After two full days of presentations, demos and benchmarks, *Dave* asked for the order.

The customer agreed and signed a purchase agreement. Two quick telephone calls later, one to *Insurnational's* controller and one to the HP sales office, the order was entered.

Not all factory visits can be this successful, but it does give you something to shoot for.

Good selling!

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3000CX FEVER CONTINUES TO SPREAD

by Rick Justice

17

That's right, **seventeen** 3000CX's were sold in January!

Eleven (the highest in our history!) were trade orders. Twenty-one trade orders for the first quarter puts us over target. If we include non-trade orders for the first quarter puts us over target. If we include non-trade orders (consignments, transfers-at-cost, etc) our total for the quarter is thirty-four. January 3000CX customers are:

CUSTOMER	CUSTOMER TYPE	MODEL	SALESMAN
UNIVERSITY OF BERLIN	EDUCATION	50CX	
R.W. BECK	ENGINEERING CONSULT.	300CX	DICK McCLELLAND
PIZZAMIGLIO/BRAZIL	MANUFACTURER	50CX	JOSE EDUARDO de-FARIA
PIZZAMIGLIO/BRAZIL	MANUFACTURER	50CX	JOSE EDUARDO de-FARIA
HEATH/SWEDEN	GOVERNMENT	50CX	
J. STEFFIN	TIMESHARE SERVICES	100CX	DENIS FERLAND
STANFORD TECHNOLOGY	SYSTEMS HOUSE (OEM)	50CX	BILL HILLIARD
SANTA CLARA UNIVERSITY	EDUCATION	300CX	REED HILLIARD
ESL	GOV't. RELATED R&D	300CX	JOHN KEMPER
AFG	FINANCIAL SERVICES	300CX	PHIL MAGUIRE
WESLEY JESSEN	MANUFACTURER	300CX	JOHN MALONE

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AGREEMENTS SIGNED IN JANUARY

by Penny Matlock

January was a big month for agreements. A total of 16 OEM Agreements were signed, three Combo and one Volume End User. Fifteen are new accounts! Congratulations to the following Field Engineers:

CUSTOMER	AGREEMENT TYPE	FIELD ENGINEER	EQUIPMENT
Basic Timeshare	OEM	Bill Hilliard	50 Systems
*DD Webster	OEM	Adrain Farrell	40 Readers
*Data Operations	OEM	Alan Greenfield	10 Systems
*Delco	COMBO	Mike Naughton	7 Systems
*Draper	VEU	Jerry Tartaglia	6 Systems
*E. Leitz	OEM	Walt Benedetto	5 Systems
E-Systems (Garland)	OEM	Jack Oliphant	10 Systems
*Health Data	OEM	Jack Lazenga	24 Systems
*Instrument Corp. of America	OEM	Bob Bolcik	1 System
*Insurnational	COMBO	Dave Head	2 Systems
*Lockheed-Georgia	OEM	Tom Roberts	5 Systems
*McPherson-Scott	OEM	Mike Naggjar	5 Systems
*Raytheon	COMBO	Jerry Tartaglia	2 Systems
*Sangamo	OEM	Mike Naggjar	5 Systems
Sci-Tex	OEM	Paul Biro	25 Systems
SRI	OEM	Joe Lesmez	9 Systems
Systronics	OEM	Ron Guyote	5 Systems
*Technical Applications Lab	OEM	Bubber Smith	2 Systems
*XEBC	OEM	R. Westergren	25 Systems
*Xynetics	OEM	R. Westergren	25 Systems

HEWLETT  PACKARD

SALES AIDS

NEW 2640 VIDEO TAPE NOW AVAILABLE

by Bob Bowden

A new 20 minute Video Tape presentation of the 2640A Interactive Display Terminal is now available and will be distributed to all sales offices shortly. Intended for viewing by customers as well as for use in field training, the 2640 Video Tape demonstrates the terminal's functions and provides examples of the 2640's key features and benefits of ownership.

This Video Tape has been designed to give an overview of the 2640 terminal's capabilities and uses, and to provide some detailed information on such 2640 topics as:

- Enhanced High Resolution Display
- Plug-In Character Sets
- Dynamically Allocated Memory
- Full Editing and Formatting Capability
- Multi-Task Keyboard
- Microprocessor Control
- Pop-In Modularity
- 2640 Self-Test

Over the past three months the **success** of the 2640 has been outstanding - sales are over twice what we earlier forecast. Try using this Video Tape to increase **your sales success** with the 2640A.

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TWO 2000E's RECENTLY INSTALLED IN A COLLEGE ENVIRONMENT



by Pat Danzer-Ramirez

Skyline College in San Mateo, California, will be using their 2000E 90% of the time for the Physics Department. The remaining 10% usage will be for math and other departments. *Dick Burkhart*, the man who got the order, has already sold a 2000E to another Junior College in this 3-college district (San Mateo Junior College). The third school is now looking at an E also!

Again, *Dick Burkhart* was instrumental in selling and installing a 2000E system to the University of San Francisco Business School. The money was obtained through a government training program to educate electronic technicians who come to the University from Treasure Island for training. They have a modified CAI program on the E for this course. The Business School uses the system primarily for problem solving.

Jim Hooper, the Systems Engineer, has worked closely with *Dick* providing excellent pre and post sales support, initial training, and installation.

It seems that *Dick*, *Jim* and the 2000E make a very successful combination, especially in the college environment. *Dick* firmly believes that the price, programs available, and upgrade potential makes a total 2000E package an unbeatable system.



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SYSTEMS ENGINEERING NEWS



RPG/3000 SELF-TRAINING PROGRAMMED INSTRUCTION PACKAGE

by John Page

Are you a field Systems Engineer? Would you like to become an RPG expert? The 3000CX is currently selling well in Commercial and Business applications (over 50% of orders last month) so you 3000 Systems Engineer's can expect more and more people talking about this kind of application.

To create the opportunity for you to learn RPG/3000, we are in the process of shipping a programmed-instruction package plus a draft copy of the HP RPG/3000 manual. This contains a comparison between HP RPG with that of our competitors.

The training package is being sent to the following people. So if you would like to take the course, request it from them directly:

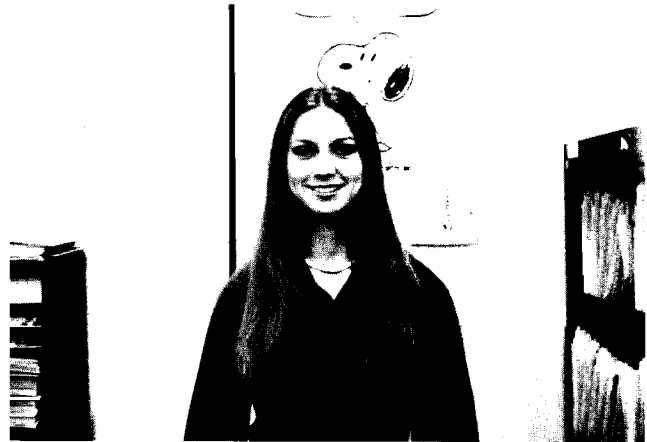
Jerry Crawford —King of Prussia
Sharad Heda —Paramus
Steve Feo —Woodbury
George Tibaldi —Rockville
Paul Wittman —Skokie
Dave McClellan —Atlanta
Claudia Turner —Neely Santa Clara
Ben Menold —Fullerton
Paul Balnys —Toronto
Fritz Joern —Boeblingen
Bjorn Lindberg —Stockholm

It should be in your hands by the end of February. The Regional Demo Centers will be sent a pre-release copy of RPG and the RPG library so you can try it out. This is for internal use only.

If you need some questions answered as you go through this material, *Ralph White*, (X2311) is your contact. Happy Learning!

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NEW FACES - S.E. TRAINING



by Frank Jackson

Introducing *Linda Benson*, who has joined us recently as our Training Registrar. *Linda* will be taking over the desk from *Judy Martin*, who is joining the 3000 S.E. group as secretary until motherhood prevails!!!

Linda is anxious to help with your Training questions. Call her at Data Systems Ext. 3416.

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INTERNATIONAL NEWS

NEW PRODUCT TRAINING FOR AUSTRALIA AND JAPAN

by Norman Choy

Han Park and *Peter Palm* recently conducted a highly successful New Product Tour in the Australasia area of the HPIC region. *Han* took his now famous 21MX Microprogramming Sales Training Course to Australia and Japan. Interest in microprogramming has been running high in the eastern most part of HPIC, so *Han's* arrival was most opportune.

Not to be outdone, *Peter Palm* introduced the new 96MX System series. Armed with an abundant supply of over-heads, *Peter* charted the course of future sales efforts for 96MX Systems most capably.

Sitting the audience in Melbourne was temporary Cupertino refugee, *Jim Willits*. *Jim* will be on loan to HP Australia for six weeks to conduct customer training, sales training and customer calls.

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HPIC - SALES LEADER IN THE FIRST QUARTER



by Norman Choy

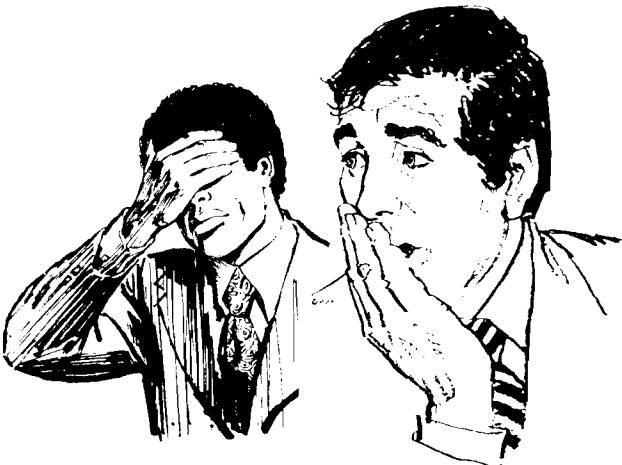
The Division got off to a good start in the 1st quarter and the HPIC region was the front runner with a quota attainment of over 120%. HP Brazil, HP Venezuela, YHP and HP Taiwan were strong performers in all product lines.

Jose E. de Faria, Brazil	-Two 3000 systems
Helenio Arque, Venezuela	-2108 Computer and 2640 Terminals
Lok Lin and Robert Liu, Taiwan	-2124B Disc Computers and -Peripherals

Keep up the good work into the second quarter!

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ARTICLE CORRECTION

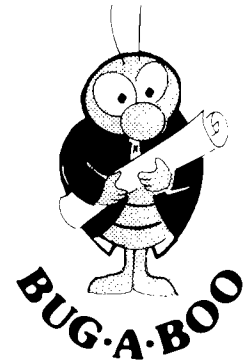


by Editor

In the article "The 2640 Starts Off With a Bang!" (Volume 2, Number 6) the corrected salesman name should be Helenio Arque of HP Venezuela.

HEWLETT  PACKARD

POTPOURRI



HP BUGABOO PROGRAM

by Bruce Templeton

The following article will appear in the *User's Group Newsletter* and *COMPUTER NEWS*. The purpose of the program it describes is to get persons who know how to crash the system to tell us how they do it. As far as we know, no user has found a major bug in the timeshare systems for many months but if someone does uncover one, we would like to be told how to produce it instead of expending so much effort in tracking it down.

The report forms will be mailed to all timeshare customer engineers.

HP BUGABOO PROGRAM

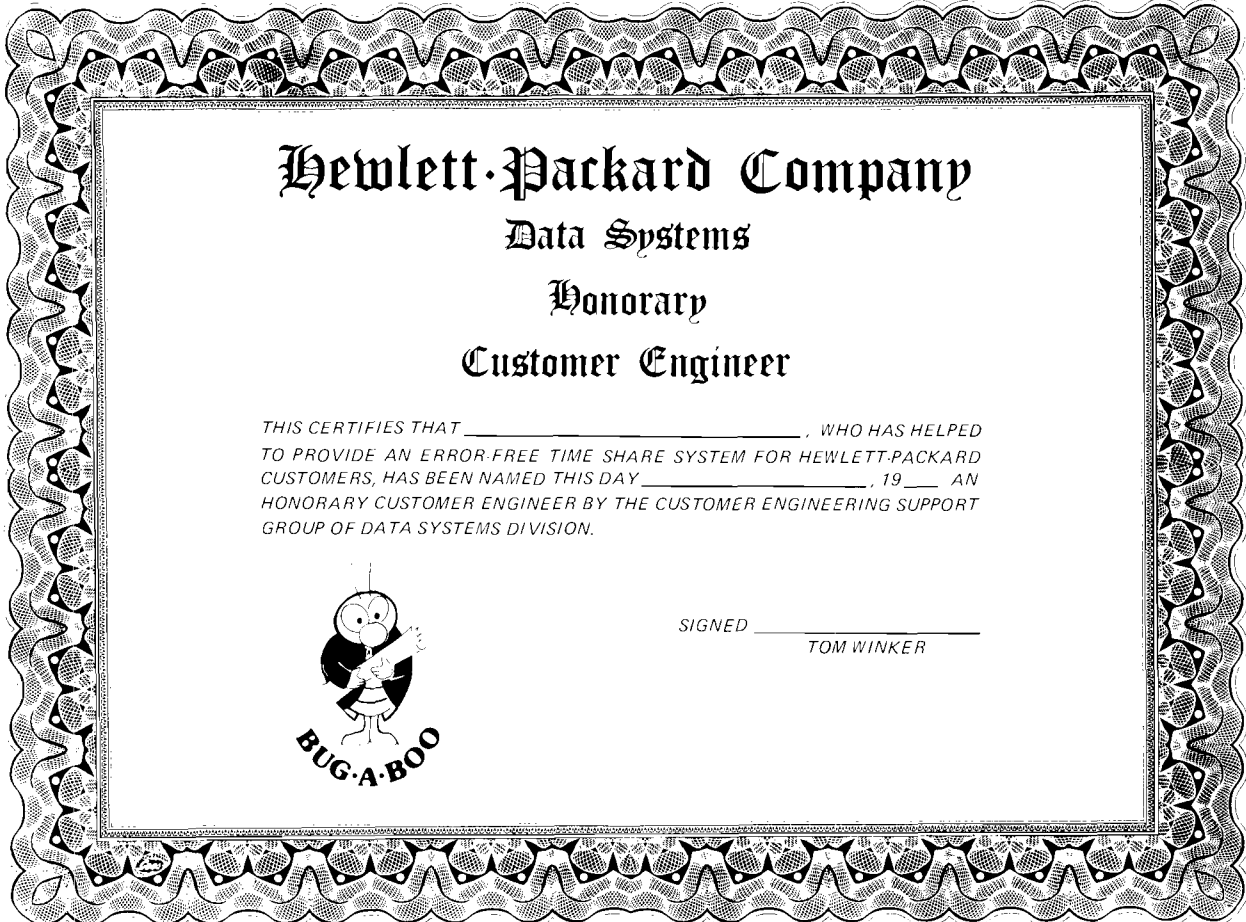
As a demonstration of their confidence in HP's time share software, our Customer Engineering Support group has challenged users to find bugs in the 2000C (High Speed), 2000/E and 2000/F systems. They will reward the discoverers of significant bugs with a \$25 U. S. Savings Bond and a certificate identifying the finder as a Hewlett-Packard Honorary Customer Engineer.

In order to keep this program informal, only a few rules must be followed.

1. The bug should be significant--that is, it must cause a major problem in programming, affect another user, or cause the entire system to crash.
2. The problem must be reproducible at the HP plant, so send in a detailed procedure for demonstrating the bug.
3. Your system must be running up-to-date software containing all patches issued to date by HP.
4. We reserve the right to cancel this program without prior notice.

We have prepared some report forms for you to use in describing any bug you find. These forms are available through your local HP Customer Service representative.

(Continued on page 15)



Facsimile of Bug-A-Boo Certificate



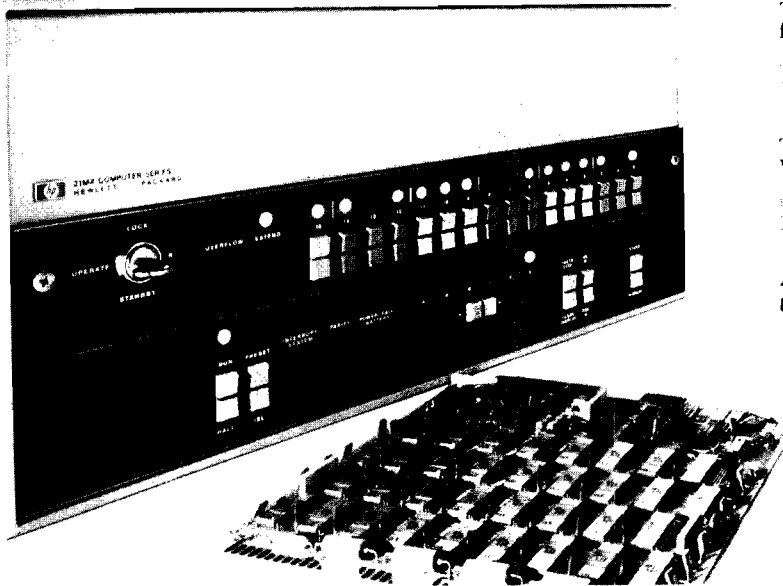
COMPUTER SYSTEMS AD SCHEDULE

by Michele Klein

	February				March				April			
Datamation	3000 CX				2640, 3000 CX				3000 CX			
Computer Decisions	2640, 2000/F				3000 CX				3000 CX			
Infosystems	3000 CX											
Computerworld	3000 CX ¹²		2640 ²⁶		3000 CX		2640		3000 CX		2640	
Electronic News	³	¹⁰	21MX ¹⁷	²⁴	2640 ³ 21MX	¹⁰	21MX ¹⁷	²⁴	Dyn ³¹ Map		21MX ²¹	
Modern Data					21MX Dyn Map				2640			
Computer Design	21MX Dyn Map				2640				21MX Dyn Map			
Electronics					3000, Dist Sys (Meas. News)							
Electronic Design					3000, Dist Sys (Meas. News)							
Minicomputer News		21MX				21MX				21MX		
IEEE Computer	3000 CX				3000 CX				3000 CX			
Cont. Engineering	9600 MX				9600 MX				9600 MX			
Instr. & Cont. Sys.	9600 MX								9600 MX			
Instr. Technology					9600 MX							

OEM's, this 30% price cut
clears the air
about 4K RAM memories.

HP announces 8 K words for \$990.*



That's less than \$4,000 for 32K.

We've just achieved it in the HP 21M. The HP 21M is a 32K word, 800000 instructions per second, including parallel processing, 8K words of cache, 1.3M words of main memory, and 1.3M words of cache.

Talk is cheap. We're shipping.

HP's new 21M computer is a 32K word, 800000 instructions per second, including parallel processing, 8K words of cache, 1.3M words of main memory, and 1.3M words of cache.

4K is a micro. 8K is a computer.

HP's new 21M computer is a 32K word, 800000 instructions per second, including parallel processing, 8K words of cache, 1.3M words of main memory, and 1.3M words of cache.

"The Reliable One" is now 50% more reliable.

From 8K to 96K, no one can touch us.

HP's new 21M computer is a 32K word, 800000 instructions per second, including parallel processing, 8K words of cache, 1.3M words of main memory, and 1.3M words of cache.

Model	Cache	Main Memory	Cache
HP 21M	8K	1.3M	1.3M
HP 21MX	16K	2.6M	2.6M
HP 21M-2	32K	5.2M	5.2M
HP 21M-4	64K	10.4M	10.4M
HP 21M-8	128K	20.8M	20.8M
HP 21M-16	256K	41.6M	41.6M
HP 21M-32	512K	83.2M	83.2M
HP 21M-64	1024K	166.4M	166.4M
HP 21M-128	2048K	332.8M	332.8M
HP 21M-256	4096K	665.6M	665.6M
HP 21M-512	8192K	1331.2M	1331.2M
HP 21M-1024	16384K	2662.4M	2662.4M
HP 21M-2048	32768K	5324.8M	5324.8M
HP 21M-4096	65536K	10649.6M	10649.6M
HP 21M-8192	131072K	21299.2M	21299.2M
HP 21M-16384	262144K	42598.4M	42598.4M
HP 21M-32768	524288K	85196.8M	85196.8M
HP 21M-65536	1048576K	170393.6M	170393.6M
HP 21M-131072	2097152K	340787.2M	340787.2M
HP 21M-262144	4194304K	681574.4M	681574.4M
HP 21M-524288	8388608K	1363148.8M	1363148.8M
HP 21M-1048576	16777216K	2726297.6M	2726297.6M
HP 21M-2097152	33554432K	5452595.2M	5452595.2M
HP 21M-4094304	67108864K	10905190.4M	10905190.4M
HP 21M-8181760	134217728K	21810380.8M	21810380.8M
HP 21M-16343520	268435456K	43620761.6M	43620761.6M
HP 21M-32687040	536870912K	87241523.2M	87241523.2M
HP 21M-67374080	1073741824K	174483046.4M	174483046.4M
HP 21M-1347483648	2147483648K	348966092.8M	348966092.8M
HP 21M-2694967296	4294967296K	697932185.6M	697932185.6M
HP 21M-4589934592	8589844592K	1395864371.2M	1395864371.2M
HP 21M-9179689184	17179689184K	2791728742.4M	2791728742.4M
HP 21M-18359378368	34359378368K	5583457484.8M	5583457484.8M
HP 21M-36718756736	68718756736K	11166914969.6M	11166914969.6M
HP 21M-73437513472	137437513472K	22333829939.2M	22333829939.2M
HP 21M-146875026944	274875026944K	44667659878.4M	44667659878.4M
HP 21M-293750053888	549750053888K	89335319756.8M	89335319756.8M
HP 21M-587500107776	1099500107776K	178670639513.6M	178670639513.6M
HP 21M-1175000215552	2199000215552K	357341279027.2M	357341279027.2M
HP 21M-2350000431104	4398000431104K	714682558054.4M	714682558054.4M
HP 21M-4700000862208	8796000862208K	1429365116108.8M	1429365116108.8M
HP 21M-9400001724416	17592001724416K	2858730232217.6M	2858730232217.6M
HP 21M-18800003448832	35184003448832K	5717460464435.2M	5717460464435.2M
HP 21M-37600006897664	70368006897664K	11434920928870.4M	11434920928870.4M
HP 21M-75200013795328	1407360013795328K	22869841857740.8M	22869841857740.8M
HP 21M-150400027590656	2814720027590656K	45739683715481.6M	45739683715481.6M
HP 21M-300800055181312	5629440055181312K	91479367430963.2M	91479367430963.2M
HP 21M-601600110362624	112588800110362624K	182958734861926.4M	182958734861926.4M
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HP 21M-4812800882900992	900710400882900992K	1463669878895411.2M	1463669878895411.2M
HP 21M-9625601765801984	1801420801765801984K	2927339757790822.4M	2927339757790822.4M
HP 21M-19251203531603968	3602841603531603968K	5854679515581644.8M	5854679515581644.8M
HP 21M-38502407063207936	7205683207063207936K	11709359031163289.6M	11709359031163289.6M
HP 21M-77004801412643872	1441136641412643872K	23418718062326579.2M	23418718062326579.2M
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HP 21M-616038411301150976	11529093131301150976K	187349744498612633.6M	187349744498612633.6M
HP 21M-1232076822602301952	23058186262602301952K	374699488997225267.2M	374699488997225267.2M
HP 21M-2464153645204603904	46116372525204603904K	749398977994450534.4M	749398977994450534.4M
HP 21M-4928307290409207808	92232745050409207808K	1498797955988901068.8M	1498797955988901068.8M
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HP 21M-5047866660179028795392	94446330931619028795392K	1534769106932634694451.2M	1534769106932634694451.2M
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HP 21M-40382933321432230363136	755570647332952230363136K	12278152855461077555609.6M	12278152855461077555609.6M
HP 21M-80765866642864460726272	1511141294665904460726272K	24556305710922155111219.2M	24556305710922155111219.2M
HP 21M-161531733285728921452544	3022282589331808921452544K	49112611421844310222438.4M	49112611421844310222438.4M
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HP 21M-25845077269716742833240464	48356521429308942833240464K	785801782749508963559014.4M	785801782749508963559014.4M
HP 21M-51690154539433485666480928	96713042858617885666480928K	1571603565499017927118028.8M	1571603565499017927118028.8M
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HP 21M-206760618157671542665923712	386852171434471542665923712K	6286414261996071708472115.2M	6286414261996071708472115.2M
HP 21M-413521236315343085331847424	773704342868943085331847424K	12572828523992143416944230.4M	12572828523992143416944230.4M
HP 21M-827042472630686170663694848	1547408685737886170663694848K	25145657047984286833888460.8M	25145657047984286833888460.8M
HP 21M-1654084952473772341327389696	3094817371475772341327389696K	50291314095968573667777121.6M	50291314095968573667777121.6M
HP 21M-3308169904947544682654779392	6189634742951544682654779392K	100582628191937147335554243.2M	100582628191937147335554243.2M
HP 21M-6616339809895089365309558784	12379269485903089365309558784K	201165256383874294671108486.4M	201165256383874294671108486.4M
HP 21M-13232679619790178730619117568	24758539171806178730619117568K	402330512767748589342216972.8M	402330512767748589342216972.8M
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HP 21M-52930718479160714922476470272	99034156687224714922476470272K	1609322051070994357368867891.2M	1609322051070994357368867891.2M
HP 21M-105861437178321438448952940544	198068273374442876848952940544K	3218644102141988714737735782.4M	3218644102141988714737735782.4M
HP 21M-211722874356642876897905891088	396136546748885753797905891088K	6437288204283977429475471564.8M	6437288204283977429475471564.8M
HP 21M-423445748717371517595811782176	7922730934977430351917595811782176K	12874576408567954858950943129.6M	12874576408567954858950943129.6M
HP 21M-846891497435743071383519564352	1584546186995486070383519564352K	257491528171359097179018862558.4M	257491528171359097179018862558.4M
HP 21M-1731782974791492140767039128704	3169085953990984140767039128704K	514983056342718194358037725116.8M	514983056342718194358037725116.8M
HP 21M-3463565949582984281534078257408	6338171907981968281534078257408K	1029966112685436388716075500233.6M	1029966112685436388716075500233.6M
HP 21M-6927131899165968563068156114176	1267634381596393713068156114176K	2059932225370872777432150000467.2M	2059932225370872777432150000467.2M
HP 21M-1385426379833193713068156114176	253526876319278742613068156114176K	4119864450741745554864300000934.4M	4119864450741745554864300000934.4M
HP 21M-27708527596663874522613122822816	50705375263855749042613122822816K	8239728901483491109728600001868.8M	8239728901483491109728600001868.8M
HP 21M-5541705519332774904522613122822816	1014107505277114980922613122822816K	16479457802966982219457200003737.6M	16479457802966982219457200003737.6M
HP 21M-110834100386643498084522613122822816	202821501055422996184522613122822816K	32958915605933964438914400007475.2M	32958915605933964438914400007475.2M
HP 21M-221668200773286996169084522613122822816	405643002110845992369084522613122822816K	65917831211867928877828800014950.4M	65917831211867928877828800014950.4M
HP 21M-44333640154657399233			