DIVISION NEWS

THE GREAT GONG BANG IN CUPERTINO

by: Rick Justice

On Thursday, May 1, 1975, the Great Gong was rung four-teen times in honor of your record-breaking 3000CX sales performance in April. No less than fourteen trade orders were transmitted for 3000CX systems during the month. This eclipses our previous record of eleven trade orders set in January, and gives us a first half total of 46. CX fever is really starting to spread! Let's carry the momentum into the second half!

Here are the April heroes and their customers:

Field Engineer	Region	Customer
John Kemper	Neely	ESL
John Kemper	Neely	ESL (Rental converted to purchase)
Ron Marquart	Neely	State of Nevada
Bill Hilliard	Neely	Stanford Technology
Bob Ulery	Neely	Long Beach Community College
Alan Nonnenberg	Neely	San Bernadino Water District
Andre Wolder	Canada	Prism Data Services
Denis Ferland	Midwest	Co-op School District
Barry Charton	Eastern	NERA
Felix Balmaz	Eastern	NSA
Jim Banisch	Eastern	Arundel Schools
Doug MacArthur	Southern	VPI
Ed Oakley	Southern	Dow-Badische
Kari Laatikainen	Europe	General Post Office (Finland)

Gong Bangers from left to right are: Jim Elliott, Eric Grand-jean, Bob Ingols, Cheryl Pine, Bob Hoke, Barry Klaus, Bob Blake, Bill Senske

HEWLETT [hp] PACKARD

All prices quoted in this Newsletter are domestic USA prices only

In This Issue . . .

BON VOYAGE, TEDDY. . .

by Joe Schoendorf

As I am sure you have heard by now, Ted Doyle has decided to take a six month leave of absence. "The fore-sight to buy lots of HP at $55 made this possible," said Ted, modestly. Ten-tatively, his plans are to sail during the summer (off Cape Cod) and take a trip around the world in the Fall. He Plans to return to HP after that. Jeal-ous as we were, we threw him out of here with a party April 18, his last day. Both his friends attended. They gave him a sailboat . . . for his bathtub, a cake with the Doyle Enterprise stock cer-

Company Private

BON VOYAGE TEDDY - (Continued from page 1)

tificate. Both of these events are pictured below. Finally, we see a photo of Teddy holding his in-basket. Don't be misled, he didn't finish anything. He just dumped it all off on *Nev Griffin* and myself.

Nev and I will share *Ted's* responsibilities and report directly to *Ed McCracken. Nev* will be responsible for International Sales Development, Advertising, Forecasting, Contracts and Internal Sales. I will continue to be responsible for North American Sales Development. No changes in my group.

In going through *Ted's* in-basket, *Nev* and I are encountering some difficulty. We are now up to January '75. (That's when HP was at $55). Things are piling up from there. But we'll get through somehow and give you the fine support you deserve to help make quota.
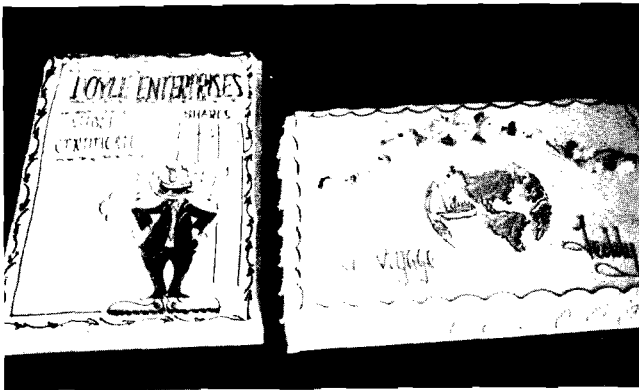
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9600 DELIVERIES

by: Joe Schoendorf

We broke the log jam on 9600. For the first time in many weeks, 96MX's are shipping. We shipped over six systems the last week in April. We have a full schedule for May and June which should clean up most of the delayed systems. Each order is now being reacknowledged according to the new schedule. I now believe that the transition problems of the move are mostly behind us and that there really is clear sailing ahead, so bear with us for the next 60 days and send us a lot more orders for delivery 16 weeks ARO.

HEWLETT **hp** PACKARD

SALESMAN'S CORNER

DAVE MILLER SCORES

by: Rich Ferguson/Bill Senske

Dave Miller from the North Hollywood sales office sold a large system 3000 to Signal Insurance. The system will supply a complete on-line data base for use in premium/loss statistics, accounts receivable statistics and actuarial studies such as simulation models.

The system, which includes Image 3000, Query, RPG II, FORTRAN and BASIC languages, will be installed in May.

Larry B. Harvey, senior vice president of Signal, noted that the new system will replace a typical IBM batch processing unit, System 3 Model 10.

"To achieve our company's goals, we can no longer accept the batch processing methodology used by the most popular configurations," *Harvey* said. "We know we are doing something unique in the insurance business, but there is no reason why a user cannot take advantage of the state of the art and not just continue to emulate what's been done for the past 20 years."

Harvey said the Signal application is the first one in the insurance industry in which all company functions will interact directly with the computer.

"Data entry will be through HP-2640 CRT terminals, and every user will be responsible for the quality of his or her input."

Harvey said Signal selected Hewlett-Packard after evaluating other vendors and "I have no doubts about the capability of the HP organization and our people to achieve a successful implementation of the new system."

Signal first became aware of Hewlett-Packard's capabilities as a manufacturer of data processing equipment in 1974 when it purchased two HP-9830 programmable desktop calculators to handle risk analysis in its actuarial department.

Congratulations again to *Dave Miller* for a job well done.

HEWLETT **hp** PACKARD

LARGEST 3000 ORDER FROM THE EASTERN SALES REGION

by: Jim Elliott

*Felix Balmaz,*F.E., with the help of S.E., *Neal Kelly* of the Rockville Sales Office, have transmitted the largest 3000 order ever from ESR. The order was for a 3000CX model 300 with three each 800 BPI drives, one 1600 BPI drive, 2 each 47 Mbyte discs, a programmable controller and 12 each 2640 terminals.

When *Felix* told me this, I suggested going out to purchase a kitchen sink just so we would have a complete order. – He agreed.

This impressive $380K+ sale was made to the National Security Agency, NSA, of Fort-Meade, Maryland. It will be used as a management information system to track and determine the reliability of a number of their in-house computer systems; namely, their IBM 360/370's, CDC 6600's and 7600's and their Univac 1110's.

When I asked how he and *Neal* did it, he replied, "The 3000 is a super system that sells itself with no real competition, we simply worked hard, persevered and the customer did the rest".

Need I say more? Yes, Thanks *Felix,* we needed that!

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NERA 3000CX 200

by: Bob Blake

Barry Charton, with strong support from *Sharad Heda,* closed an important deal with NERA (National Economic Research Associates, Inc.). This is an important sale since this 3000 will be in the Wall Street area servicing the heart of the financial community with reports on economic trends. *Barry* arranged a deal with NERA through which he will be able to make limited use of this system for demo and sales seminar purposes. This solves the tremendous logistics problem of hauling equipment into Manhattan and will make facilities available under the best of circumstances. . .at a satisfied HP customer.

Congratulations *Barry* and *Sharad.*   HEWLETT PACKARD

PRODUCT NEWS

9600MX STANDARD SPECIALS UPDATE

by: Ivan Hinkle
    Special Engineering

The following is an updated list of popular "standard" specials that Cupertino is willing to quote again. This supercedes the previous list of April 4, 1975. Some options have been obsoleted, some added, and some prices have changed.

Note: Price reflects most recent quotation and should be considered *budgetary*. Contact Sales Development for firm quotation.

9600MX OPTION #	DESCRIPTION	BUDGETARY PRICE	OPTION VALID ON 9600MX 9660002 9666067 0000140 2341000
400	Replace HP 2402/2911 with HP 3480/84 DVM/2911A/B Crossbar Scanner.	-$10,500	X
	Field Add-on via 93012A ($21,950) Includes AC and ohms options		X X X X

9600MX OPTION #	DESCRIPTION	BUDGETARY PRICE	9660002 9666067 0000140 2341000
400	Delete 6940A from 9611R (9611R only)	-$ 1,600	
401	5326A Counter Subsystem (old 9600 H00)	$ 6,100	X
401	Bell 103A Compatible EIA Interface 12531D-002	$ 405	X (last col)
402	HP 2801 Quartz-Thermometer - with data and remote programming. For high accuracy temperature measurement. Field add-on via 93513A ($7,600)	$ 7,300	X
403	HP 5360 Computing Counter Subsystem Remote programmed (5365, 5379A & I/O) Field add-on via 93520A ($14,250)	$13,950	X
404	70 inch Single bay cabinet to replace 56 inch cabinet! Order with 9603A-A01, A02, 9604.	$ 450	X X
405	70 inch Double bay cabinet to replace 56 inch 1-bay cabinet 9603A-A01, A02, 9604A	$ 1,575	X X
409	70 inch Double bay cabinet, disc and RTE-II to replace 9603A-A03 (includes 9603A-A03).	$14,550	X
410	9866A Silent Printer (80 ch/line, 250 lpm) interface card, 12 foot cables and RTE driver. Incl. integration & Install. Add via 93005A for RTE ($4,250).	$ 4,050	X X X X X X
411	12989A Card Reader/Card Punch (2894) Subsystem. RTE driver & interface keyboard *not* included.	$13,030	X X X X X
413	HP65 Programmers Aid	$ 795	X X X X X X
414	Interface to Tektronix 4010 plus option 006 graphics CRT. Includes interface card, cable, converted TEK TCS (Terminal Control System) Graphics Library, integration, installation. DOES NOT INCLUDE TEK 4010. Field add-on via 93009A ($2500) Price not valid for RTE-B.	$ 2,250	X X X X X X
415	12531D-001 EIA compatible interface card 9 cable. 150, 300, 600, 1200, 2400 bps. For use with local EIA teleprinters.	$ 405	X X X X X X
416	HP 6130C DC voltage source subsystem. Includes voltage source, interface, cable and diagnostic. Current to 1A. 91010A ($4,400).	$ 4,100	X X X X X
417	Additional HP 6130C voltage source with chaining cable. Add on via 91010A-001. ($2,675)	$ 2,675	X X X X X
418	HP 6131C DC Voltage source subsystem same as 6130C except current to .5A. Add-on via 90102A ($4,400).	$ 4,100	X X X X X
419	Additional HP 6131C with chaining cable. Add-on via 90102A-003 ($2,675).	$ 2,675	X X X X X
421	HP 5327B Counter Subsystem with DVM with full remote programming. Add-on via 93503A ($8,400)	$ 8,100	X X X X X
422	12566B-002 Microcircuit Interface Card (diagnostic only)	$ 500	X X X X X
423	12597A - 8-bit duplex register (diagnostic only)	$ 415	X X X X X
502	Expands 5 digit integrating subsystem to 400 3-wire channels with capability to expand to 1000 channels. By adding option 503's. Field add-on via 93507A-001 (14,500).	$14,000	X
503	Add 200 3-wire channels to crossbar scanner. Requires 93507A above. Field add-on via 93508A ($6,950).	$ 6,950	X

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.

INTRODUCING A REAL WINNER: THE MX/65 DISComputer

by: David Carver

You all heard about the MX/65 DISComputer, HP's number one components product, during the April New Product Training Seminars. We promised you more and better DISComputer advertising and merchandising at that time. . .watch for the first ad sample in the May 12th and May 19th issues of Electronic News, and in the May issues of Computer Design and Modern Data. We will show the MX/65 at the National Computer Converence in Anaheim, California, May 19-22, running under RTE-III, HP's new Real-Time operating system that supports the MX/65 and Dynamic Mapping. Watch the trade publications in June for more DISComputer publicity.

The MX/65 is available to both OEM's and End Users, although the greatest marketing opportunity is to OEM customers. Remember that the key selling points for the OEM are:

• PERFORMANCE

The fastest cartridge disc in the industry, plus a sophisticated Storage Control Unit that minimizes CPU workload.

Cost-effective CPU performance, with EAU and Floating Point included, plus expansion to 64K or 128K of 650 ns semiconductor memory in the mainframe.

• SINGLE VENDOR SOLUTION

To the OEM, buying from one vendor instead of two or more means faster development time, assured hardware compatibility, better service, and off-the-shelf software compatibility. All these advantages add up to a better chance of buying a solution instead of a problem, which will do wonders for the OEM's bottom line.

• PRICE

Offering 15 Megabytes of disc storage and an 8K 21MX CPU for less than $15,000 (qty 50), the MX/65 is the *price leader* in single vendor competitive situations. Where multiple vendors are being considered, HP DISComputers are still very price competitive, and have all the single vendor advantages. The following table shows examples of single and multiple vendors at 16K.

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	MODEL	DISC STORAGE	LIST PRICE	QTY 50 PRICE
	MX/55	5 Mbyte, cartridge	$19,750	$13,035
	MX/65	15 Mbyte, cartridge	23,750	15,675
ONE VENDOR	DEC 11/35 with RK05	5 Mbyte, cartridge (2)	27,595	18,213
	NOVA 830 with 4047B	5 Mbyte, cartridge	24,750	18,864
TWO VENDORS	DEC 11/35 with XEBEC disc subsystem*	30 Mbyte, 5 high pack	11,495 +14,500** 25,995	7,587 +10,000** 17,587
	NOVA 830 with XEBEC disc subsystem*	30 Mbyte, 5 high pack	10,650 +14,500** 25,150	6,816 +10,000** 16,816

*Includes disc drive, controller, and CPU interface.
** Price and discount have been estimated.

DISComputer ORDERING INFO

2125A	MX/65 DISComputer M/20 Processor, X/2 Memory System with 8K memory, Dual Channel Port Controller, and 12962A 15 Mbyte Disc System	$22,250
−012	Replace M/20 with M/30 Processor	900
−015	230V/50 Hz Operation	n/c
−204	Add 4K Memory Module	900
−208	Add 8K Memory Module	1,500

2124B	MX/55 DISComputer M/20 Processor, X/2 Memory System with 8K memory, Dual Channel Port Controller, and 12960A 5 Mbyte Disc System	$18,250
−012	Replace M/20 with M/30 Processor	900
−015	230V/50Hz Operation	n/c
−204	Add 4K Memory Module	900
−208	Add 8K Memory Module	1,500

NEW RACK SLIDES FOR HP 2100 COMPUTERS AND 2155A I/O EXTENDERS

by: Jerry Kleinberg

In the past we have used the 12692B W/003 rack slide kit to mount the 2100 computers and 2155 I/O Extenders into HP cabinets. We now have available a new rack slide kit to be used for these instruments. It is the 13189A Slide Kit. This new slide is a heavy duty slide with greater stability and reliability. Installation is easier due to fewer parts. The 13189A Slide Kit should be used with any 2100 or 2155 that is rack mounted in HP cabinets.

All current orders transmitted with 12692B W/Opt. 003 slides intended for use in racking 2100's or 2155's should be retransmitted to reflect the new 13189A. The price for the 13189A is the same as the 12692B W/003 ($140) and it will be necessary to override the HEART System through June 30. The 13189A will appear on the Corporate Price List on July 1.

All 2100 based defined systems will utilize the new 13189A slides beginning with June 1 shipments. HEWLETT **hp** PACKARD

THE 7905A IS HERE!!!

by: Disc Product Team

HP discs have been the backbone of Data Systems' business. Here's the latest — the 7905A. It's sure to be your reliable breadwinner for years to come. Just as the 7900A did when it was introduced, 7905A gives you a solid lead over competition in disc-based mini-systems — the fastest growing segment of the minicomputer market.

7905A PRODUCT NUMBERS

PRODUCT NO.	DESCRIPTION	LIST PRICE
DISCU/15	Disc + Controller only for non-HP processors. Price list May 1	$ 12,800
7905A	DISCU Add-On. No cartridge, cable, rack mount kit. May 1.	8,975
12962A	Complete Subsystem (Disc + Controller + Interface Card) for 2100/21MX. May 1.	15,000
13180A	12962A Add-on Disc Drive.	9,975
21-MX/65 2125	DISComputer. May 1.	See Dave Carver's article.
30129A	Subsystem for 3000. May 1.	15,000
30329A	30129A Add-on Disc Drive.	9,975

13178A	2100/21MX Series Multi-CPU Interface Kit.	1,500
12940A	Formatted Disc Cartridge	180

Anticipated Corporate Price List dates for 7905A in Systems are May 1 for 2000/ACCESS, June 1 for RTE-II, RTE-III and 3000, July 1 for DOS.

7905A DISC AT A GLANCE

Compare the basic characteristics with 7900, the disc you are most familiar with (and since 7900 is still one of the best cartridge discs available, you can see what a bargain the 7905 is) Data Sheets (5952-5513 for 12962A, 5952-4692 for DISCU/15) contain more detailed information.
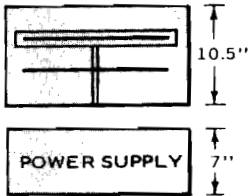
HEWLETT **hp** PACKARD

7905A
OEM SALES AMPLIFIER

1 PRODUCT NOTES

2 THE MARKET

3 COMPETITION

4 HOW TO SELL 7905A OEM

5 PRICING AND ORDERING

HP PRIVATE
This is all you need for your first 7905A OEM Sales Call. It will take you less than 1 hour to read. This will help you qualify your prospect. If you need more technical support to sell, call on us. We are here to help.

	7900	7905	COMMENTS
CONFIGURATION AND SIZE	10.5" POWER SUPPLY 7"		Front loading cartridge + Fixed Disc. In 7905, Power Supply is included.
RECORDING DENSITY	2200 BPI 100 TPI	4680 BPI 192 TPI	≃ 100% improvement ≃ 100% improvement
CAPACITY	5 Mbytes (2.5 Fixed 2.5 Removable)	15 Mbytes (5 Fixed 10 Removable)	200% improvement
SEEK TIME	7 msec TR to TR 30 msec Average 55 msec Max	5 msec TR to TR 25 msec Average 45 msec Max	28.5% improvement 16.7% improvement 18.2% improvement
ROTATIONAL SPEED	2400 RPM	3600 RPM	50% improvement
DATA TRANSFER RATE	2.5 mbits/sec	7.5 mbits/sec	200% improvement
MAX NO. OF DRIVES PER CONTROLLER	4	8	100% improvement
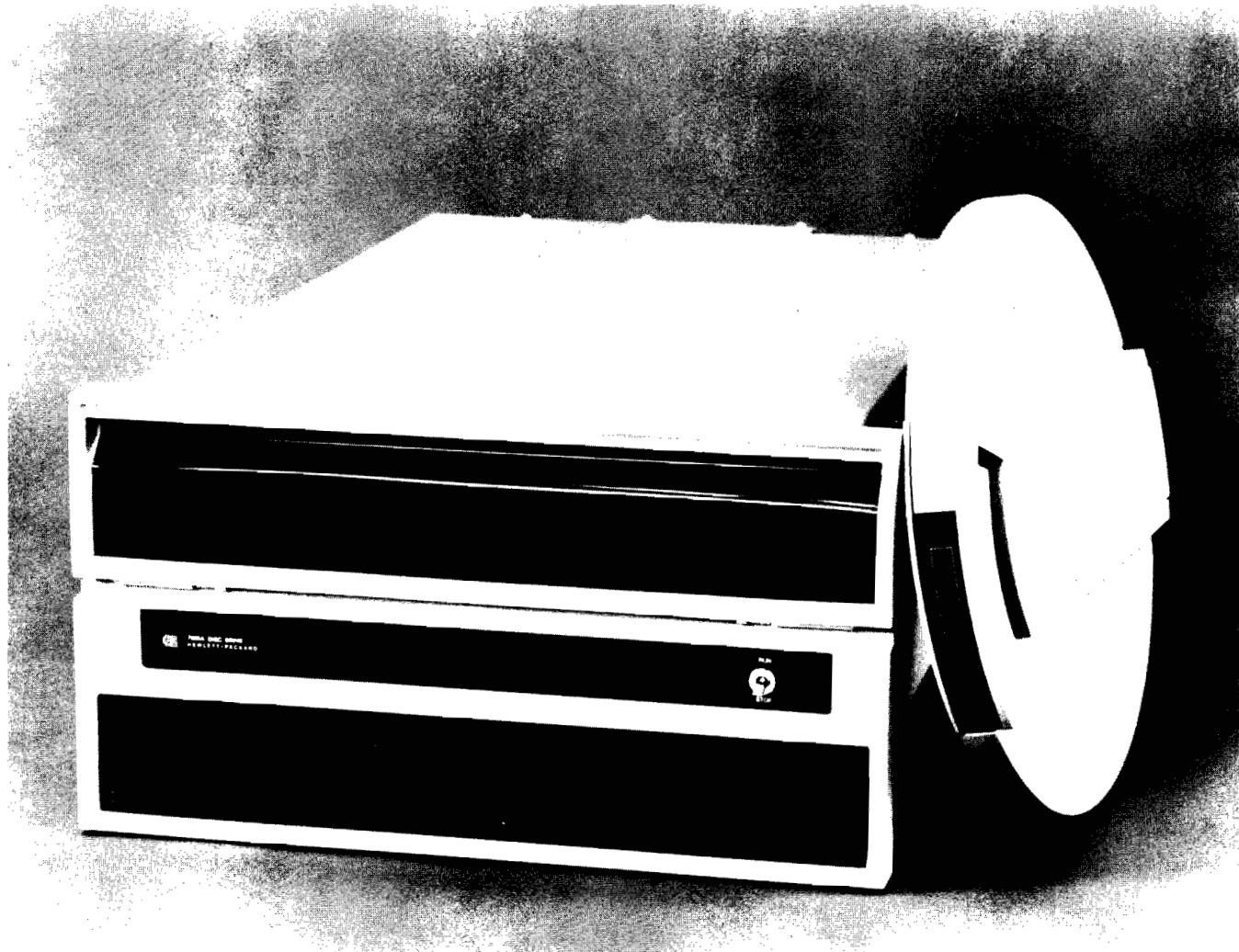
7905A SYSTEM MARKET POTENTIAL

We are all very excited about the tremendous boost the 7905 gives to our entire product line. As reports from various system tests come in, it is becoming clear that the new disc improves the overall system performance significantly. (For the OEM, our attempt is to establish the DISComputer as the basic performance criteria. What good is the Fast DG Eclipse if it has to be burdened with a Diablo Disc that is three times slower than your 7905?)

Admittedly, 7905 is not the answer to our high capacity disc needs. However, it gives us a terrific competitive edge in the low to medium capacity environment, right where the biggest market is. Let us look at some specific points.

1. Most operational systems require at least two disc drives for system backup. This gives HP a chance to offer, say, 30 Mbytes for $25,000. DG would have to counter with two discs for $35,000. (See chart.)

2. Yes, you're probably thinking, we can now compete with multiple units price-wise, but what about maintenance prices? Well, just look at our super maintenance prices.

$95 for a subsystem and $70 for each additional drive. As an example, DG's 23 Mbyte drive costs $230/mo to maintain, whereas we can offer 30 Mbytes for $165!! The chart shows the detailed competitive maintenance prices.

3. 7905 offers your customers a range of capacities that our competition lacks. In fact both DEC and DG have a big gap in the medium capacity. Your customers need only buy additional disc storage capacity if they need it, when they need it. For the same reason, your OEM's can market more flexible, effective systems using the 7905.

4. We offer discounts for CPU and Disc. This is a big advantage over our competition in selling OEM.

5. As compared to the large pack type drives, 7905 with its convenient, inexpensive cartridge makes a computer installation more usable, more friendly. The pack that DEC and DG use on their 90 Mbyte drives weighs 20 lbs., costs $800.

There is no doubt in our mind that by giving you a sharp edge over competition, 7905 should be a big bread winner for you. If Peripherals are HP's strong suit, then the 7905 is an ace!

DISC SUBSYSTEMS COMPETITION

Prices

Type	Capacity (M/Bytes)	Av. Seek (ms)	RPM	Config.	CU+1Dr	Maint.	Add-on Dr.	Maint.	Remarks
DEC-RK05	2.4	50	1500	1 Rem. Disc	$ 11,000	$ 106	$ 5,100	$ 64	
DG-4047A	2.5	70	1500	1 Rem. Disc	$ 10,900	96	5,200	50	Diablo 31
*ID-M46-410	2.5	70	1500	1 Rem. Disc	10,000	80	5,500	50	Diablo 31
HP-12960	4.9	30	2400	Rem/Fxd	12,000	103	9,975	89	
DG-4047B	5.0	70	1500	Rem/Fxd	13,900	126	9,000	86	Diablo 33
ID-46-416	10.0	38	2400	Rem/Fxd	12,000	120	8,000	90	Diablo 44
HP-12962	14.7	25	3600	Rem/Fxd	15,000	95	9,975	70	
HP 12965	23.5	32	2400	11 Disc Pack	29,900	157	18,000/ 27,900	115/ 152	2nd or 4th drive/ 3rd drive
DG-4057A	24.9	35	2400	11 Disc Pack	22,500	230	12,500	150	Century
ID-46-429	40.0	35	2400	11 Disc Pack	24,950	200	17,950	200	Century (?)
HP-30102	47.1	32	2400	11 Disc Pack	32,000	216	20,000	176	ISS-DD
DEC-RP03	41.0	29	2400	11 Disc Pack	31,880	233	20,000	159	ISS-DD (obsoleted by RJP04)
DEC-RJP04	88.0	28	3600	12 Disc Pack	32,000	220	25,900	190	ISS-3330 Type
DG-4231	89.5	30	3600	12 Disc Pack	30,500	320	24,500	260	CDC-3330 Type

*ID = Interdata

THE 7905A IS HERE !!! - *(Continued from page 7)*

QUESTIONS AND ANSWERS

Q. CAN I INTERCHANGE 7900 AND 7905 CARTRIDGES?

A. No. The 7905 uses a different disc and sector identification method. Although the cartridges look identical in physical appearance, they will not operate unless mounted on the appropriate drive. No physical harm will result from mounting on the wrong drive.

Q. ARE MULTIPLE CPU'S ON ONE CONTROLLER, PROGRAM SUPPORTED?

A. They will be initially supported on RTE only. Other systems are looking at the implementation of that feature for later release. Your OEM customer who is doing his own software support can begin immediately to implement the feature.

Q. CAN 7900'S AND 7905'S BE INTERMIXED?

A. Never on the same interface/controller. However, 12960A and 12962A Subsystems can be mixed on Access system, 3000 MPE and RTE systems. The 3000 system cannot have more than one 13037 Storage Control Unit (for 7905) per CPU.

Q. IS IT GOING TO BE DIFFICULT TO UPGRADE FROM A 7900 TO 7905?

A. Generally, no, as long as the programmer has not resorted to some unique code which is device dependent. FORTRAN and COBOL programs, for instance, should run with no problem. In the case of a programming system which does not support both drives simultaneously, then you must obviously dump the files to magnetic tape, etc. and load them back onto the new disc.

Q. CAN THE 7905 DRIVE BE USED ON THE 2116?

A. No. The 2116 DMA cannot handle the 7905.

Pricing Changes

The 12960A Cartridge Disc Subsystem has been reduced in price from $15,000 to $12,000. The add-on drive remains at $9,975. The change reflects an adjustment in the add-on subsystem market, not the 21MX/55 (Discomputer) area. There, the subsystem is already discounted. DISComputer prices remain the same.

7905A AS COMPONENT OEM

To accent the 7905A and 13037A as a combination for a non-HP processor, the name DISCU (short for Disc + Storage Control Unit) was invented. We will not sell the 7905 Disc by itself to such OEM's. The reason is, the disc's lack of an easy interface (the data formatter/separator is in the SCU). This makes it tough for OEM to design to, usually means too high a level of engineering support on our part.

SELLING OEM

By selling as DISCU, we not only overcome the above disadvantage, but actually offer a unique contribution — quick interfacing of disc to your prospect's system. In addition, the high performance SCU offers many features to speed up overall disc processing.

The facts you need to sell 7905A OEM have been summarized in the "7905A OEM Sales Amplifier" included below. If you haven't already received a copy, ask your Sales Development engineer for one. Then, if you have a potential, we are ready to support you with the more technical selling that is necessary.

As an example, DuPont is interested in replacing the DEC RKO5's with 7905A's. They are dissatisfied with RKO5's performance and reliability. We could not displace the DEC systems with HP systems; however 7905A would provide us with a foot in the door. You can follow the same strategy with your accounts.

More details on DISCU launch will be published in coming issues of Data Systems Newsletter. Good Selling!

HEWLETT PACKARD

## SPECIAL WINTER SALE OVER

by: Bill Senske

RTE cartridge disc subsystem add-on sales is almost over. The 93525A cannot be quoted after May 31 because the sale is over June 30th. Orders will not be accepted after that date.

Statistics are not available yet, but we hope the sale has been a help to you. So close as many as you can and then let me know if you found the sale helpful. HEWLETT PACKARD

SALES AIDS

## SALE OF CUSTOMER ORDERED EQUIPMENT
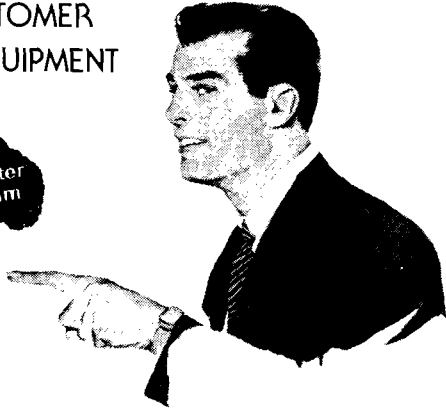
by: Joe Schoendorf

For many reasons we have received requests from the field these past several months for a trade-in of used equipment for new. (i.e. A 2100 for a new 21MX, etc.) I am sure you all understand that we will not do this. Many of you have also asked if we knew of a customer who wanted to buy a given piece of used equipment belonging to another customer — so that new equipment could be purchased.

We have contemplated acting as a broker between customers but do not want to do it because it is a road covered with many pitfalls. We will not become responsible for the sale.

However, we do have some ideas to help. Each week in Electronic News and Computerworld there are ads for used equipment. This week there is an ad for an HP 9600A which was never used. The customer's plans changed after delivery. There are also ads from companies such as American Used Computer Corp. (617-261-1100) who buy and sell minis and peripherals.

We can't insure your success, but this is a positive approach for your customer to take.

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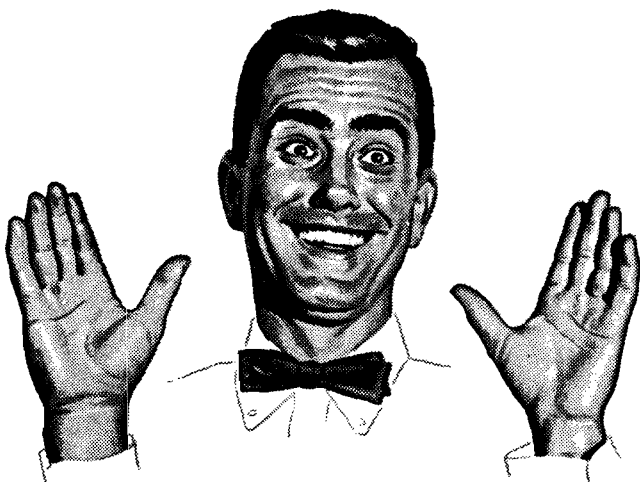
EDUCATIONAL NEWS

2000 ACCESS MARKET STRATEGY FOR BIG UNIVERSITIES

Just What Your Local University Has Been Waiting For

by: Jean Danver

The 2000 ACCESS provides a new market opportunity in education. It opens the door to the computation center of the large university. These institutions generally have more than 10,000 students and the typical university organization; that is, a number of separate schools such as Arts and Sciences, Engineering, Medical, Business, etc. Many of these schools buy some of their own computing equipment, however, the bulk of campus computing is provided from a campus computer center. The directors of these computing centers are basically empire builders who base their identity on continually acquiring a bigger and bigger cruncher.

SITUATION

Two trends are working against them. First, tight money is interfering with the ability to infinitely expand the big cruncher. Hardware acquisition money is coming only in small dollar chunks. Computer center directors fear that money will all go to the separate schools. This will erode their power.

Secondly, the campus is becoming increasingly unhappy with the computing service they are getting. Educators and students want "free access computing". That is, a simple language interface system which students and faculty can freely access, like the school library. A well publicized study done at Dartmouth College, the home of BASIC and a place where "free access" computing has been available since 1965, found that almost everyone made use of the computer. However, 90% of the users used only 10% of the resources. The 10% who used 90% of the resources were the researchers — the people who required the big crunch.

SOLUTION

The 2000 ACCESS is a perfect answer to the above dilemmas. It is the inexpensive (by far the least cost per terminal in the marketplace) dedicated system to provide "free access computing" and at the same time, can serve as an RJE to the big cruncher (better than that — a HASP workstation if the cruncher is IBM).

The computer center can now expand in little chunks of money. The Computer Center Director is a hero for making everyone happy and the center is secure. So, look for universities with 360's, 370's, or CDC.

HEWLETT PACKARD

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MARCH EDUCATION SALES

by: Pat Danzer-Ramirez

The following systems were sold to educational institutions in the month of March. New customers are marked with an asterisk. Congratulations to the field and systems engineers involved.

CUSTOMER	SYSTEM	FIELD ENGINEER	SYSTEMS ENGINEER
Multnomah IED Portland, OR	3000	Rick Baker	Dick Breon
Santa Clara University Santa Clara, CA	8-2640A	Reed Hilliard	Norm Alexander
*Seneca College Ontario, Canada	12-2640A	Andre Wolder	Grant Hallman
Jackson Co. IED Medford, OR	2-2100A	Rick Baker	Lambert Onuma
*BICES - Ulster County New Paltz, N.Y.	2000F	Marya Daniels	Vic Para
*Wichita State University Wichita, KS	M/21 2000 Series	Al Wood	
Cincinnati Pub. Schools Cincinnati, OH	2000F	Roger Long	Paul Grazulis
*Children's Heart Research Foundation-Evanston, IL	RTE	Don Porter	Lloyd Kusak

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BUSINESS SCHOOL USERS GROUP MEETING
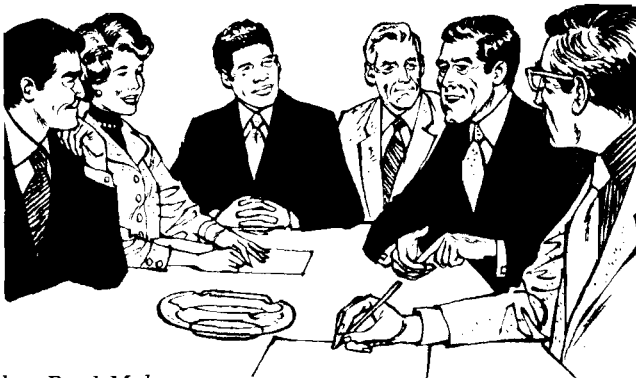
by: Paul Myhre

The Third Annual HP Business School Users Group meeting will be held at the London Graduate School of Business Studies, London, England July 14 - 18th, 1975. *John Eaton* of the London Business School will be the host for this meeting and *William J. Carroll* of Rutgers University Graduate School of Business Administration is the program chairman — and a very impressive program it is! In addition to the Users Group Business Meeting, the following topics will be presented:

- Economic and Technical Considerations in the Choice of a Computer System — (*Gary Curtis* — Univ. of Chicago)

- HP Developments at the University of Iowa — (*Gary Wicklund* — Univ. of Iowa)

- HP Hardware/Software Options — (*Richard West* — Univ. of Rochester)

- Programs in Finance — (*Steve Archer* — Willamette Univ.)

- Portfolio Analysis Game — (tentative)

- UK Stock Market Data Base — (*John Eaton* — London Business School)

- Statistical Systems — Current Status, Tutorial, Future Plans

  1) IDA (*Harry Roberts*, Univ. of Chicago)

  2) SYBIL (*Spyros Makridakis*, European Institute of Management)

- Where We Are and Where We're Going — (HP Marketing Representative)

- Computer Aided Learning System — (*John Eaton*, London Business School)

Now in it's third year, the Business School Users' Group has grown to a membership of 35 user schools. All members are dedicated to the furtherance of quality business education and view computer-assisted problem solving and logic evaluation as a vital portion of this instructional process.

Members from many different states and countries, communicate through newsletters, interest area coordinators and an executive committee.

EXECUTIVE COMMITTEE	INTEREST AREA COORDINATORS		
Chairman William Sharpe (Stanford)	Accounting	Brandt Allen	(Virginia)
William Carroll (Rutgers)	Facilities Management	Donald Estavan	(Stanford)
Andrew Cunningham (Manchester)	Finance	Steven Archer	(Willamette)
Gary Curtis (Chicago)	Management Science/ Operations Research	Gary Wicklund	(Iowa)
Donald Estavan (Stanford)			
Harry Roberts (Chicago)	Marketing	Charles Weinberg	(Stanford)
	Production	Robert Lander	(Virginia)
	Statistics	Harry Roberts	(Chicago)
	Systems	Andrew Cunningham	(Manchester)

All field engineers are welcome to attend; invite your prospects, they'll really be impressed with this professional group. For further information on the HP Business School Users Group, please write the HP representative, *Paul Myhre,* HP, 11000 Wolfe Rd., Cupertino, California, 95014.

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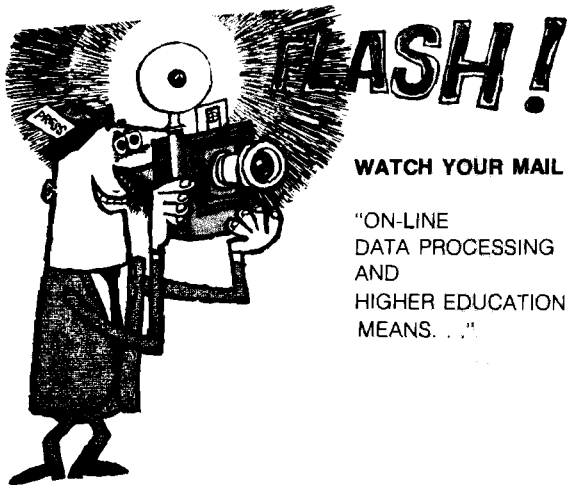
WATCH YOUR MAIL FOR THE NEW BROCHURE:

"ON-LINE
DATA PROCESSING
AND
HIGHER EDUCATION
MEANS. . ."

CONTRACTS CORNER

OEM AGREEMENTS

by: Doug Hanson

Several OEM contracts have been received at Cupertino with *"Exhibit A" Buyer's Delivery Schedule* improperly filled out. Exhibit A is important in determining the maximum discount allowable under the terms of the contract. It is not a firm delivery commitment by the customer, but rather a basis for determining the functional unit count and the maximum discounts. The maximum discounts on page one of the agreement and the functional unit count determined from Exhibit A are *legal requirements* for an OEM contract.

Note that there is a difference in the use of Exhibit A in the OEM versus the Combo or Volume End User agreements. For the Combo and VEU, it is used in determining the discount applicable to all equipment ordered until the functional unit count is reached.

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