# Information Systems & Manufacturing News

Information for HP sales reps selling MIS, office automation, and manufacturing solutions ☐ September 1, 1987

**Introducing the HP 700 family . . .** New, low-cost terminals for HP, IBM, DEC and ASCII systems

**HEWLETT PACKARD**

*On the cover*

The new HP 700 display terminal family offers low-cost, full-featured terminals for HP, IBM, DEC and general-purpose system environments. The terminals have 14-inch screens engineered to produce high-quality characters, a choice of phosphor colors, and standard ergonomic features such as tilt-and-swivel monitors, and adjustable keyboards. See articles beginning on page 38.

**MARKETING & INTERNATIONAL SECTOR**
  US Field Operations
    Europe/Middle East/Africa Operations
    Intercontinental Operations
      Worldwide Major Accounts Marketing
FMO   Federal Marketing Operation
DMK   Direct Marketing Division
CVCM  value-AddedChannel Marketing
      customer Support
ASD     Application Support Division
PRSD    Product Support Division
FRD   Finance and Remarketing Division
      Corporate Marketing Communications
**SYSTEMS TECHNOLOGY SECTOR**
**Circuit Technology Group**
PTD   Printed Circuit Division
NID   Northwest IC Division
SIO     Singapore IC Operation
CICD  Colorado IC Division
SCTC  Santa Clara Tech Center
**Information Technology Group (ITG)**
HPSO  High-Performance Systems Operation
ISO   Information Software Operation
ESO   Entry Systems Operation
**Information Networks Group (ING)**
CND   Colorado Networks Division
GND   Grenoble Networks Division
RND   Roseville Networks Division
IND   Information Networks Division
**Peripherals Group (PPG)**
GLD   Greeley Division
CPB   Computer Peripherals Bristol Division
GTO     Greeley Tape Operation
DMD   Disc Memory Division
BOI   Boise Division
VCD   Vancouver Division
ICO     Ink-Jet Components Operation
AHCO  Asian Hardcopy Operation
SDD
BPO   SanDiego Peripherals Operation
**BUSINESS SYSTEMS SECTOR**
      COMMERCIAL SYSTEMS
GCO     Guadalajara Computer Operation
MPD     Manufacturing Productivity Division
BGD   Böblingen General Systems Division
ASO   Australian Software Operation
      OFFICE SYSTEMS
OSD     Office Systems Division
OPD     Office Productivity Division
PSD     Personal Software Division
      PERSONAL COMPUTER
SPCO    Sunnyvale PC Operation
MHP     Microcomputadoras HP
APCO    Asian Personal Computer Operation
RTD     Roseville Terminals Division
HPPR    Puerto Rico Operation
GPCD    Grenoble Personal Computer Division
PCD     Portable Computer Division
BPC     Brazil Operation
HCCO    Handheld Computer & Calculator Operation
CPS     Computational Products Singapore
PCDO    Personal Computer Distribution Operation
**TECHNICAL SYSTEMS SECTOR**
**Manufacturing Systems Group (MSG)**
DSD     Data Systems Division
AMSO    Advanced Manufacturing Systems Operation
PAO     Panacom Automation Operation
MTD     Manufacturing Test Division
LMSO    Lyon Manufacturing Systems Operation
TCO     Technical Computer Operation
IAC     Industrial Application Center
**Engineering Systems Group (ESG)**
      TECHNICAL WORKSTATION
FSD     Fort Collins Systems Division
TWO     Technical Workstation Operation
SSO     Systems Software Operation
CWO     Corvallis Workstation Operation
BCD     Böblingen Computer Division
SLCO    Salt Lake City Operation
      DESIGN SYSTEMS
LSD     Logic Systems Division
LDO     Logic Design Operation
FEO     Fort Collins Engineering Operation
LSID    Lake Stevens Instrument Division
MBO     Mechanical Business Operation
BEO       Böblingen Engineering Operation
TSC     Technical Software Center
**Corporate Manufacturing**
**Corporate Engineering**
**MEASUREMENT SYSTEMS SECTOR**
**Microwave and Communications Group (MCG)**
SPD     Stanford Park Division
NMD     Network Measurements Division
SAD     Signal Analysis Division
SPK     Spokane Division
CTD     Colorado Telecom Division
QTD     Queensferry Telecom Division
MWTD    Microwave Technology Division
QMO     Queensferry Microwave Operation
**Electronic Instruments Group (EIG)**
NJD     New Jersey Division
SCD     Santa Clara Division
BID     Böblingen Instrument Division
YID     YHP Instrument Division
YCO     YHP Computer Operation
COL     Colorado Springs Division
ISL     Instrument Systems Labs
LID     Loveland Instrument Division
**Analytical Group (APG)**
AVD     Avondale Division
SID     Scientific Instruments Division
WAD     Waldbronn Division
HPG     HP Genenchem
**Medical Group (MPG)**
AND     Andover Division
BMD     Böblingen Medical Division
MCM     McMinnville Division
WAL     Waltham Division
MSC     Medical Supplies Center
**Components Group (CPG)**
MSD     Microwave Semiconductor Division
OED     Optoelectronics Division
OCD     Optical Communication Division
SAO     Southeast Asia Operation

# HP Computer Museum
[www.hpmuseum.net](http://www.hpmuseum.net)

## Table of Contents

Information Systems & Manufacturing News *is organized into market-focused categories to help you sell integrated solutions.*

# In This Issue

## GENERAL

# HP activities at INTEREX conference

*Bart Coddington/BSS*

The annual North American Users Group Conference for Business Systems customers* is being held this month in Las Vegas, Nevada, September 20-25. Over 2,000 Hewlett-Packard customers are expected to attend this year's conference.

By now all North American customers should have received Hewlett-Packard's invitation to INTEREX's conference. All business systems sales reps should also have received a packet of invitations as well. The magnitude of HP's participation at this year's INTEREX conference dictated that HP, for the first time, send a direct invitation.

### HP strategic presentations

*John Young* — Opening speaker for the conference. Three years ago John went before this group to announce the cancellation of Vision and tell the world about Spectrum. This year John will be closing the loop with our customers.

*Doug Chance* — Strategic update on HP in the commercial marketplace, including networking, PCs, office automation, and peripherals.

*Doug Spreng* — State of the Product Line presentation on the HP 3000 systems, including performance data on 900 Series systems.

These three presentations will be given Monday morning as a two hour Hewlett-Packard event.

### Product displays

Each day HP will be introducing new products to the conference attendees. Products will be from Personal Computer Business Unit, Application Support, Vancouver, and San Diego divisions (see next issue of *Information System & Manufacturing News* for details).

Announcements will take place in the Hewlett-Packard Showcase, a new area allowing HP to demo more products than we could with just our traditional booth. In addition, HP's service and support organizations will be in this area.

The Hewlett-Packard Booth will focus on integrated business systems.

### Demonstrations
— Tools for MIS professionals and systems managers
— MPE XL to MPE V communication and migration
— Office automation and information access
— Networked systems
— Integrated desktop publishing
— Manufacturing applications
— Network management
— Support for all of the above

### Products
— Series 950 HP 3000 linked to a Series 70
— HP 3000 Series 70 will be linked to other systems in the booth via StarLAN and X.25 Net Control Center
— HP's latest PCs and peripherals
— Network Management
— Cost Management and Production Planning
— Response Center

The booth will demonstrate branch and mobile offices tied into a central office.

### Other HP events

Customers who attend the conference will return to their organizations fully briefed on Hewlett-Packard's products and strategies. In addition they will have had the opportunity to choose from over 200 technical presentations, of which HP will provide over 80. Conference attendees will be eligible for a number of valuable prizes (PCs, HP LaserJet printer, etc.) awarded at drawings.

The HP Management Round Table, chaired by Bill Murphy, provides attendees an opportunity to ask questions directly to Hewlett-Packard. Being near the end of the conference, this event allows attendees to clear up points that may still be an issue.

### Factory visit

For those attendees who would like a tour of Hewlett-Packard facilities in Cupertino, we will provide this on Monday, September 28. We have scheduled this special

event to provide an exciting and informative day for the INTEREX participants including the following tours:

— Demonstration Center and Benchmark Center

— National Response Center

— Software Evaluation and Migration Center

— Computer Manufacturing Operation

*Please note, this event does require pre-registration.*

All of the product strategies normally presented at a factory visit will be covered in detail at the conference, along with many technical presentations and product demonstrations. Therefore the Corporate Sales Center *will not* be accepting individual requests for customers attending INTEREX to visit Hewlett-Packard the week before or the week after the Users Group Conference.

Please direct any of your customers who are attending INTEREX and also wish to visit Hewlett-Packard to take advantage of this special event. Invitations to this event were included in INTEREX's monthly newsletter *Interrupt.*

### Registration information

For details on registering for the conference and the HP factory tour, your customers should contact INTEREX's office. INTEREX is the International Association of Hewlett-Packard Computer Users and is responsible for putting on the conference. They can be reached as follows: INTEREX, 680 Almanor Avenue, Sunnyvale, CA 94086-3513 USA. Telephone 408-738-4848, Telex 4971527INTX.

*\*INTEREX's Technical Systems conference will be held October 18-22 in San Jose, California.*

## Update: Telecom '87
*Phil Darnell/HPSA*

At the upcoming Telecom '87 in Geneva, Switzerland, (October 19 to 27), HP will be demonstrating products on the booth at Palexpo and at the European headquarters building nearby.

### At Palexpo

The exhibit area has been divided into three main sections.

*HP's company-wide multivendor networking* — A manufacturing company is graphically depicted using both local and company-wide networks with the backbone being a private packet network based on X.25. Our latest top-of-the-line products will be integrated in the schematic and will operate as stand-alone products. The exception will be the instruments monitoring live traffic between Palexpo and a parallel show in Munich, West Germany. As part of the graphical LAN, a section of HP fiber optic cable, complete with electrical to optical converters (magnified for easy viewing), will be included.

*Test and Measurement* — *A* schematic backdrop of a communications network from telephone or terminal through to the satellite will set the scene for the instrument products performing analog and digital measurements. The most up-to-date instruments used in manufacturing and testing of telecom equipment plus those used to monitor the network operations will be on display.

*Standards* — An ISDN demo will show two HP terminals communicating with each other over a standard four-wire telephone cable and through different PBXs located on the booths of PBX vendors at the show (i.e. Northern Telecom, Alcatel, Plessey, ITT-Austria).

To highlight our commitment to defacto standards, a demo utilizing the ARPA/Berkeley protocol has been created. It consists of an HP 9000 Series 300 connected live over X.25 to more than 20 non-HP computers on the multinet stand at a parallel show occurring in Munich, West Germany.

### At the European headquarters building

For those customers wishing to see integration in action, there will be two Integrated Information Tours; one of a PC manufacturing company, the other an insurance company. All facets of computerization of the processes involved from receipt of order to delivery of the product will be shown. The emphasis is on networking in a multivendor environment with actual communication to non-HP computers being demonstrated.

In addition to these tours, there will be the following stand-alone exhibits:

*Test and Measurement*

This comprehensive product show includes:

● Digital and cellular radio test set ups

● Network performance monitoring

● In service TIMS

● Fiber optics testing from component through field testing

*Design and manufacturing*
- Analog/digital schematic capture and simulation
- Printed circuit board design and layout
- ISDN printed circuit board testing

*Business systems*

This will comprise two HP MICRO 3000XEs acting as the EDP center for the branch office in the Integrated Information Management Tours plus the administrative system for the PC manufacturing tour. In addition, there will be an HP 9000 Series 825S running commercial UNIX® operating systems.

*Customer support*

This will feature network design and management plus Network-predictive demo.

If you need more details on Telecom '87, please contact your local Telecom project manager.

*UNIX® is a U.S. registered trademark of AT&T in the U.S. and other countries.*

## HP to exhibit at Scan-Tech
*Jeanette- Shortley/TSS*

Scan-Tech will be held on October 13-15, 1987, at Bartle Hall (Kansas City Convention Center), in Kansas City, Missouri. Scan-Tech is a vertical-technology event. Automatic identification equipment, and systems including bar coding, optical character recognition, magnetic stripe, voice recognition, and the companies supplying hardware and software supporting these data-entry technologies are an integral part of Scan-Tech.

Hewlett-Packard is exhibiting in a 2000 square-foot booth near the entrance to the hall.

The theme of HP's exhibit this year is "Hewlett Packard Bar Solutions — From Components to Computers". The following divisions will be exhibiting: Components, Vancouver, Boise, Panacom, and Corvallis. Two third parties, ICC (factory-floor based solution), and BAKCO (a warehouse solution) will be represented in the booth.

Should you have any questions regarding the show, please call Jeanette Shortley, TSS Exhibits and Special Events at 408-447-1065.

## John Young DAC keynote address videotape available
*Walt Skowron/TSBU*

John Young, HP CEO, gave the DAC (Design Automation Conference) keynote address in Miami Beach, Florida, on June 29, 1987, to over 3,000 attendees. DAC Chairman Lawrence A. O'Neill, AT&T Bell Laboratories, commented that John Young's keynote address, "Emerging Imperatives for Engineers," should be heard and heeded if you want to be successful in today's marketplace. DAC Conference Manager, Pat Pistilli, was quoted saying that John Young's presentation was the best keynote address in the conference's 24-year history.

Walt Skowron, Technical Systems Sector Exhibitions Manager, believes that John Young's DAC presentation identifies the true direction HP is taking and is "must" viewing by our customers and competitors alike. In fact, during DAC in Miami, an executive from Digital Equipment Corporation inquired at HP's information booth if he could purchase a copy of the videotape to give Digital top management an opportunity to hear and see John Young's important message.

To obtain your own VHS or ¾-inch Numatic copy, send your order via P.O. (HEART order) to the Corporate Parts Center, or call Monique McQuade, 415-857-1501, ext. 4193. Be sure to specify desired format.

| P/N | Format description |
|---|---|
| 90962HZ | ¾-inch Numatic format |
| 90962HV | ½-inch VHS format |

For a copy of the transcript, call Joan Gruenbaum, Corporate Public Relations, at 415-857-4140.

## Also in this issue

# Sales & Customer News

## MAJOR ACCOUNTS

### HP's Tempest program — a key to unlocking aerospace accounts
*Jenny Gispen Schultz/FSO*

Tempest is a government term that applies to products that meet a particular set of security standards (NACSIM 5100A). These standards specify limits on the strength of the electronic emissions conveying intelligent information in computer processing equipment and information transmission systems. As one answer to the danger of security leaks, Tempest products are being required in increasing numbers of Department of Defense (DoD) and aerospace request for proposals (RFPs).

The HP Tempest program was established by Federal Systems Operations (FSO) to meet the growing demand for Tempest. With modest beginnings in 1985, the program has steadily gathered momentum as the team has grown and product offerings have been defined and scheduled for introduction.

Here are some features of the program that can help you put Hewlett-Packard on the Tempest vendor list with your aerospace accounts.

*Increased visibility* — HP displayed its Tempest desktop publishing (DTP) solution at the recent Armed Forces Communications and Electronics tradeshow to an enthusiastic turnout of 25,000 attendees. In addition, we are touring the HP Tempest DTP solution at selected DoD and key aerospace account locations. This demo includes released products (HP Tempest LaserJet and ThinkJet printers) and the soon-to-be introduced HP Tempest LaserJet Series II printer and HP Tempest Vectra PC.

*Evaluation* — Your key aerospace account may want to evaluate our products. HP has a loaner program specifically for demolevaluation. To arrange for a loaner, please call Federal Systems Operation (FSO) at 415-960-5056.

*International Marketing Centers* — For sales to current NATO country governments, and those of Australia and New Zealand, marketing center contacts have been established:

| Europe | Australia |
| --- | --- |
| Duco Sickinghe | Iris Brinkman |
| Hewlett-Packard GmbH | Hewlett-Packard (Australia) LTD. |
| Peripheral Marketing Center | Blackburn, Victoria |
| Böblingen, West Germany | Australia |

*Tempest team support* — The Tempest team is ready to help you get the business for HP. We'll be glad to answer your questions; call 415-960-5056.

## SALES SUCCESSES

Sales Successes *reports on successful sales strategies and HP solution installations.* Information Systems & Manufacturing News *welcomes contributions for this column from the field and divisions alike. Articles should be brief, informative, and contain the following information: (1) A description of the customer and the problem, (2) the competition's answer to the problem, (3) HP's solution and why the customer chose HP, and (4) who to call for more information about the sale.*

### Why did GAF choose HP as its partner?
*Andrew Garcia /MPD*

Once upon a time there was a sale that went on and on and on . . . Does this sound familiar? GAF, one of America's largest specialty chemicals businesses and manufacturer of building materials embarked on a quest for a replacement manufacturing system. Their existing IBM mainframe and heavily modified COPICS package exhibited all the disadvantages of an obsolete system. GAF was experiencing increased programmer support costs and unreliable support and system documentation. Batch processing, minimal on-line access to information, and few people that really understood how the system worked were symptoms of the obsolete system. Like HP, GAF had connected its many financial management and reporting systems to their manufacturing system. So, a change to a new manufacturing system brought the top financial managers into the review and decision making committee. The additional needs of the financial managers took on the appearance of reluctance to change. There was a point in time where it seemed the selling

cycle was in a permanent loop of analysis leading to paralysis, but a breakthrough appeared on the horizon.

From time to time a new product or sales tool becomes available that acts as a catalyst to make the sale close. With GAF and other prospects interested in business systems, financial management such as corporate controllers and VPs of finance actively participate in the decision process. They have an interest in ensuring their company chooses the most cost-effective solution, as well as one superior to the competition and improves financial decision making. Two new tools from the Manufacturing Productivity Division (MPD), and a seasoned sales team from the Paramus, New Jersey sales office continued to close the deal. These tools are available today and can be used in a wide variety of sales situations. What were the two new ingredients for success?

*Standard Cost Management* — a product that has redefined the state of the art in the fundamental process of building product cost standards and models. We are always looking for a product that provides a quantum leap ahead of competitive products and is such an attractive solution customers just have to experience it to form a buying decision. The introduction of this product coincided with the publication of a book *Relevance Lost* — an indictment of managerial accounting's lack of progress. Thus, HP has a solution for a universal business problem now recognized by leading scholars.

*Use of a member of the MPD SWAT team* (Software Application Team) provided a knowledgeable communicator in the form of a factory-based specialist available for target and major account closing efforts. This person addressed the concerns of financial members of the selection committee by means of presentations and hands-on reviews of existing customer information systems. Although Standard Cost Management was identified as a critical part of the solution, the rest of HP's solutions, Business Report Writer, Information Access, Lot Control, Advanced Customization, Allocator, Maintenance Management, and the core solutions that started the sales cycle, Materials Management and Production Management, were woven together into the best manufacturing solution available today. The decision was obvious and a large multi-site order was booked.

To find out more about the SWAT team or products, contact your region program manager, Jana Forster, Andy Garcia or Al Powell at 408-559-7300.

## Financial Management System wins at Air Products
*Diana Peterson/BGD*

Air Products, manufacturer of industrial gases and chemicals, has selected HP's Financial Management System (FMS) for use in its four European subsidiaries, located in France, Belgium, Germany, and the United Kingdom. The product's customization and localization features gave HP the decisive advantage, both over the existing in-house system and over the leading competitive offering, a McCormack & Dodge system running on an IBM mainframe.

The total hardware sale added up to five HP 3000 Series 70s and one Series 44 to 58 upgrade. The software sale included four copies each of Financial Accounting and Financial Budgeting, as well as Access, Toolset, Desk-Manager, Opt, and European-wide ASSIST. The total sale was worth over $2 million.

Air Products' previous system, an application developed in house for an IBM computer, required that all financial transactions be processed through the U.K. office. The company needed to decentralize its computing tools while at the same time coping with a myriad of languages and financial accounting standards. Sales rep Don Wells worked with Air Products for over 18 months to define a computing strategy that would reduce both the cost and the complexity of Air Products' computing tools.

The first installation of FMS at Air Products is currently underway in France. For more details on this FMS success, contact Don Wells in Manchester, or John Orr in Uxbridge.

## HP 35401A autochanger — a Neely success story
*Mark Edwards/CPB*

Blaine Davies, a commercial sales rep in Boise, Idaho, has recently made a sale of 11 HP 35401A ¼-inch cartridge autochanger tape drives to a Neely customer.

The Boise Cascade Corporation manufactures paper and wood products and is currently in the process of automating 22 corrugated container divisions located throughout

the United States. All of the sites will be equipped with either HP 3000 Series 39s or MICRO 3000XEs. An HP 35401A autochanger will be used for the backup of 437 Mbytes of disc storage on every system.

The decision to buy was based on the following reasons:

- Ability to perform unattended backup, resulting in considerable operator cost savings
- The HP 35401A provides a competitive entry-level solution to midrange systems

The management team at Boise Cascade Corporation visited Greely Tape Operation (GTO) in June 1986 to learn more about the HP 35401A autochanger. This is a very effective way of selling to the customer. If you don't have a demo unit in your office, order one now.

For more information on the HP 35401A, call the Peripherals Sales Center or contact Mark Edwards in Bristol on 44-272-799910.

## Ada/1000 leverages big deal in Spain

David *Cobleigh/DSD/TCO* Sales Center

Ceselsa, a subsidiary of Ensa and one of Spain's largest value-added businesses for military applications, recently signed on as a new HP 1000 and Ada/1000 customer. Although Ensa has previously purchased HP 1000s and an HP 9000 Model 840S, Ceselsa had no prior relationship with HP.

In the past, Ceselsa was solely a Data General house, but over time had become unhappy with them. This prompted them to reopen the bidding for the entire amount of their business, with DEC, Rolm, and HP being the final competitors. (Rolm is a major supplier of military spec equipment in Europe.)

Early access to information on HP Ada/1000, a 400 Hertz option for the HP 2439A from Custom Engineering, and HP 1000 real-time features were key factors in winning the deal. The high computational speed and interfacing capabilities of the HP 1000 A-Series, along with HP's worldwide support organization, were also critical requirements. The total value of this HP Ada/1000 deal is $1-2 million per year for at least the next five years.

Congratulations to HP Spain field marketing and sales for a great team effort to win this big deal and sign up a new value-added business for HP.

## HP Medical signs strategic computer contract in the United Kingdom

*Genie Bachert/MPG*

Ken Miles, Health Care Information Systems sales manager in the United Kingdom, joined forces with computer sales rep Jane Marshall and finance rep Nicky Bishell to capture a $9 million computer order that promises significant leverage for future health-care computing business in Europe.

AAH Meditel, an organization that advocates better planning and delivery of primary health care in the U.K. using computer technology, recently announced the formation of their General Practice Computer Network based on HP hardware.

Though this program, AAH Meditel will provide HP Vectra PCs and peripherals to qualifying medical practitioners for practice management. In return, the physicians agree to transmit to AAH Meditel a variety of patient treatment data while protecting individuals' identities.

This data will be made available to health care agencies, regulatory bodies, and research facilities in the U.K. to assist in the planning and provision of health care. In addition, the data will be sold to pharmaceutical companies to help them monitor the safety and effectiveness of their products.

For this ambitious project, AAH Meditel is acquiring 2,000 HP Vectra PCs, 6,000 terminals, and 6,000 QuietJet printers. Abies General Practice Management software will be used to perform scheduling and keep preventive medicine historical records, among other tasks.

According to Ewan Davis, Managing Director of AAH Meditel, HP was chosen as the supplier because of the quality and reliability of its products — important consid erations in the medical environment. The Vectra PC's IBM compatibility and performance were also factors.

Congratulations to all involved for acting quickly and successfully on this superb opportunity.

## CUSTOMER SUPPORT

# Customer Service Training: An integral part of HP customer support strategy
*Wei Huang/PRSD*

Customer Service Training (CST, a Product Support Division (PRSD) operation) is an integral part of the HP worldwide customer support strategy — providing training for HP customers who require self support to meet self-sufficient, critical-uptime, high-security, and remote-location needs.

During the past four years, over half of CST's top 20 clients have been Hewlett-Packard Major Accounts/value-added businesses.

CST currently provides repair and maintenance training for HP 1000 and 3000 products, desktops, workstations, peripherals, PCs, PC peripherals, and coordinates the marketing of service training for selected instruments. Training is offered at CST's Mountain View, California, headquarters and at numerous HP technical training and manufacturing facilities worldwide. Aside from regularly scheduled courses, special customer-site training is also available.

CST course content and materials are the same as those in customer engineer (CE) training, with modifications to accommodate customers with a wide range of technical and nontechnical backgrounds. All courses are taught by experienced instructors with a solid background in engineering, manufacturing, and customer satisfaction.

Customer service training courses use a variety of media from classroom training, self-paced, to Computer-Rased Training (CBT) available as an independent study program or through the Self-paced Mentored Training (SMT) curriculum using HP equipment, facilities, and technical assistance. Currently, more than 60 self-paced learning packages and 25 different SMT offerings are available for PC and PC peripheral products such as the HP Vectra PC and the HP LaserJet family of printers.

Customer Service Training (CST), with 25 years of training history, has always worked closely with HP's sales and support organizations, assisting them in closing sales and providing additional training support.

Companies such as AT&T, the U.S. Armed Forces, General Dynamics, E-Systems, and the local Bells are a few of the Major Accountlvalue-added business customers that CST has supported.

If you have any questions, leads, or concerns regarding this form of customer product support, please give us a call. For your convenience, we have installed the following toll-free numbers, 800-523-0696 in the Continental U.S., 800-882-9595 in California, or 415-691-530015905 worldwide.

# HP offers enhanced LaserJet printers service training
*Wei Huang/PRSD*

Hewlett-Packard Customer Service Training is offering an enhanced HP LaserJet printer service training course.

Course 50042A is a five-day class developed to train customer service and maintenance personnel on the HP 2686A/D and the HP 33440A laser printer diagnostic, repair, and maintenance techniques.

Students will learn how to service the respective printer within the context that the equipment is an integral part of an office-PC network. Hardware service knowledge is reinforced with selected PC-LaserJet printer configuration methods. The class is structured as 40 percent lecture and 60 percent lab.

Customers can subscribe to any of the options listed here.

| P/N | Description | Length (days) | U.S. list price (per student) |
|---|---|---|---|
| 50042A | HP LaserJet printer Customer Service Training | | |
| Opt. 001 | HP 2686A/D printer | 5 | $1,375 |
| Opt. 002 | HP 33440A printer | 4 | 1,100 |
| Opt. 003 | HP 2686A/D and HP 33440A printers | 7 | 1.750 |

**Courses schedule**

Customer Service Training headquarters, Mt. View, California
  Sept. 21-25
  Oct. 26-30
  Dec. 14-18

Rockville Technical Training Center, Kockville, Maryland
  Oct. 12-16
  Nov. 16-20

For more information, please contact Customer Service Training at 415-691-530015905, or via our toll free numbers 800-523-0696 (U.S.), or 800-882-9595 (inside California).

# Sales & Customer News

## Computer-Based Training service courses available

*Wei Huang/PRSD*

Hewlett-Packard Customer Service Training is offering two Computer-Based Training (CBT) service courses at its Mountain View, California, headquarters.

Developed with the latest interactive laser-video technology, the HP Vectra PC and the Datacom Fundamentals CBT courses offer the audience a unique opportunity to explore the intricate service and maintenance information on the respective subject.

CBT, with dazzling special effect graphics and a sophisticated user-responsive software, outshines conventional audio-visual training programs. Furthermore, the CBT's instantaneous recall and refresh capability add a new dimension to reiterative learning.

Captioned as P/N 05092A, Options 020 and 025, the HP Vectra PC and the Datacom Fundamentals CBT courses are now available. Please contact Customer Service Training at 415-691-530015905, 800-523-0696 (in the U.S.), or 800-882-9595 (in California) for more information and class schedule.

## New support sales guide available

*Tony Wong/PRSD*

A new support sales guide, PIN 5954-8641, is now available through the Literature Distribution Center (LDC) in Palo Alto, California. This guide can provide you with the following:

- A list, by product category, of brochures and tools for the matching support products.

- A one-page description of each support program such as PC Software Support: its features, target market, and major benefits.

- A guide suggesting when and how to sell support.

- One concise source of information on HP's support services.

- Useful tools to help you present the industry's best support.

## SPECIAL OFFERS

*Promotion programs and special offers announced in* Information Systems & Manufacturing News *may not be valid outside of the U.S. Before promotions are valid in other countries, they must be announced by the Country Marketing Organizations.*

## HP MICRO 3000XE MPS promotion ends October 31, 1987

*Barbara Melson/CSY*

The existing MICRO 3000XE Marketing Package System (MPS) promotion has provided entry-level customers a total system solution at a competitive price since the November 1 introduction. The objective of the MPS promotion is to provide a total system solution at a competitive price. As stated in June, our intention is to continue to offer a competitive system price — either through the MPS promotion or an alternate method. We are planning to alter how we deliver a competitive system price in FY88, and therefore, will end the MPS promotion October 31, 1987. All terms and conditions apply until then. The current structure of the MPS is illustrated below.

You should not expect our competitive position to change in FY88.

Contact the sales center if questions arise. Use this promotion until October 31 to expand HP's customer base and to meet or exceed your quota for FY87.

## HP MICRO 3000XE marketing package system

| Product | | Net price | U.S list price | Factory base price | M05 |
|---|---|---|---|---|---|
| **Required products** (1 of each except terminals up to 8) | | | | | |
| *SPU* | | | | | |
| 32545A | SPU | $25,960 | $30,100 | $29,925 | <4,140> |
| or 32545AH | SPU upgrade | 25,960 | 30,100 | 29,925 | <4,140> |
| *Disc* | | | | | |
| 7958A | 130-Mbyte disc | $ 7,850 | 7,850 | 7,740 | 0 |
| or 7936H | 307-Mbyte disc | 13,750 | 13,750 | 13,500 | 0 |
| or 7936XP | | 15,800 | 15,800 | 15,550 | 0 |
| or 7937H | 571-Mbyte disc | 17,950 | 17,950 | 17,700 | 0 |
| or 7937XP | | 20,000 | 20,000 | 19,750 | 0 |
| or 7933H | 404-Mbyte disc | 15,050 | 15,050 | 14,650 | 0 |
| or 7933XP | | 16,550 | 16,550 | 16,150 | 0 |
| *Tape* | | | | | |
| 9144A | Cartridge tape | 2,975 | 3,570 | 3,525 | <595> |
| or 35401A | Cartridge tape changer | 6,650 | 7,620 | 7,260 | <970> |
| or 7974A | 1600 bpi tape | 13,300 | 14,500 | 13,750 | <1,200> |
| or 7979A | 16000 reel/reel | 13,000 | 13,000 | 12,600 | 0 |
| or 7978B | 160016250 | 25,000 | 25,000 | 24,500 | 0 |
| or 7980A | 160016250 | 22,400 | 22,400 | 22,000 | |
| *Terminals (1-8)* | | | | | |
| 2392A | Terminal | 1,169 | 1,400 | 1,370 | |
| Opt. 3xx | Cable | 87 | 87 | | |
| *Ports* | | | | | |
| 40290A | ATPIM (8 ports) | 2,295 | 3,670 | 3,641 | <1,375> |
| **Optional products** | | | | | |
| *Memory* | | | | | |
| SPU with | | | | | |
| Opt. 510 | Expand to 4 Mbytes | 7,000 | 7,000 | | |
| 30462A | Add 2 Mbytes | 7,000 | 8,500 | 8,475 | <1,500> |
| 30482A | Add 4 Mbytes | 14,000 | 17,000 | 16,980 | <3,000> |

*\*\*If 8 are ordered, the RTD promo may be used instead, $300 off each one.*

# Sales ▓ Customer News

## HP-12C and HP-41 calculator promotion stirs up excitement

Marian *White/HCCO*

For the U.S. only
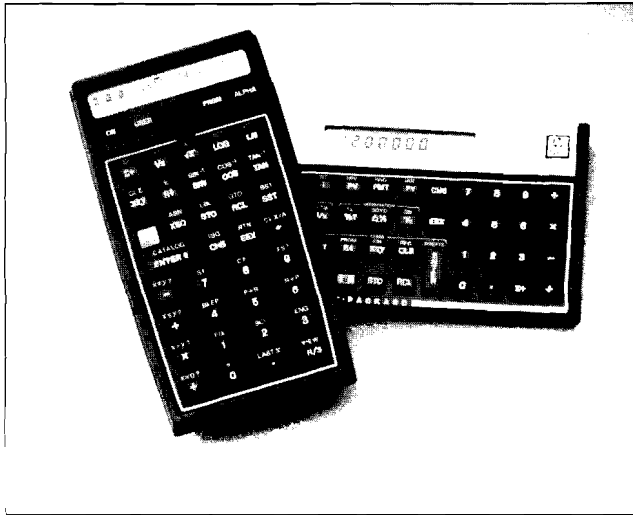


The fall HP-12C and HP-41 calculator promotion has begun. And it's a promotion where everybody wins. Your sales increase. Customers get a high-quality calculator plus a $10 rebate or a free HP-41 Advantage module. And dealers can look forward to increased sales plus the opportunity to win a free trip for two to Aruba, Barbados, St. Maarten or . . . Paradise.

**Here's how the promotion works:**

- Customers can get a $10 rebate for buying an HP-12C, or a free HP-41 Advantage module for buying an HP-41.
- Offers apply to HP-12C and HP-41 purchases from dealers made between August 15, 1987 and October 31, 1987.
- Coupons and proofs of purchase must be returned by November 15, 1987.

- HP employee and internal purchases are not eligible.
- The following items must be submitted as proof of purchase:

  HP *12C* — Completed original coupon; original, itemized and dated sales or credit card receipt; and actual UPC bar code from HP-12C box.

  *HP-41* — Completed original coupon; original, itemized and dated sales or credit card receipt; and HP-41 serial number.

- Coupon and proof of purchase must be postmarked by November 15, 1987.

As the promotion gets into full swing your dealers will become more and more busy. HP appreciates their long-term support — as well as the extra effort they make during calculator promotions. And to show that appreciation, one calculator dealer/outlet employee in each sales region will be awarded a *free* seven-day holiday for two to the Caribbean in a drawing to be held on or before November 30. (Contest rules were sent in July.)

Encourage your dealers to take advantage of this promotion to increase their HP-12C and HP-41 sales . . . and maybe fly to Paradise.

## GENERAL

# Remarketed HP 3000 Series 37R bundle now available

*Que Foor/FRD*

*For U.S. and Intercon*

Effective August 1, 1987, a remarketed HP 3000 Series 37 system bundle has been available from Finance & Remarketing Division (FRD). The system bundle consists of a 2-Mbyte HP 3000 Series 37, a PIC, an ATP-37, a 55-Mbyte disc and %-inch cartridge tape drive at a low price of $15.500. Configuration flexibility is offered with options for your customer to delete 1-Mbyte memory, or to add a second HP 7945AR disc drive.

You can now offer an entry-level system that is competitively priced to all customer segments. Both major accounts and value-added resellers (VARs) can apply their full purchase agreement discounts including Schedules A1, A1B, and A3L on top of the savings of remarketed equipment.

**Ordering information**

| P/N | Description | U.S. list price | Factory base price |
|---|---|---|---|
| 32449LR | HP 3000 Series 37R Bundle consists of: One 32449AR - Series 37R (2 Mbyte, PIC) One 30460AR - ATP-37 One 7945AR - 55-Mbyte disc drive One 9144AR - %-inchcartridge tape drive | $15,500 | $15,238 |
| Opt. 015 | 220-240V 50Hz | 0 | 0 |
| Opt. 301 | Deletes 1-Mbyte memory | <1,500> | <1,500> |
| Opt. 401 | Adds one HP 7945AR | 2,500 | 2,450 |

Standalone Series 37R (2-Mbyte, PIC) systems are also available at $8,500. Call your FRD market development contact for more details.

# Memory return credit reductions

*Tom Thayer/FRD*

*For U.S. and Intercon*

Effective September 1, 1987, return credits for 1 Mbyte HP 3000 Series 4X and 6X memory (PIN 30161AN and 30142AN respectively) will be lowered to $1,200. Because of HP's 30-day price-protection policy, these new credits will become effective for orders placed beginning October 1, 1987.

Reduced return credits for these products are made necessary by the recent price decreases for the remarketed version of these memory products, and are also a reflection of the importance of newer memory products available for these systems.

# Business Systems Sector teleconference on September 21

*Alice Hamamoto/BSS*

*For U.S. and Intercon*

A major Business Systems Sector (BSS) teleconference, designed to help you achieve quota in 1988, with the theme "Max Quota" will be held on Monday, September 21, 1987 beginning at 10:00 a.m. (PDT).

Key components of the teleconference include:

- Personal Computer Business Unit (PCBU) workstation strategy and product line family
- Precision Architecture update
- New office products
- New peripheral products
- Other new products
- Top Gun contest winners and awards

This exciting 2-hour, 15-minute teleconference will be aired on September 21, starting at 10:00 a.m. pacific daylight time. It will be broadcast simultaneously in Canada, and can be seen at most local sales offices. A videotape of the broadcast will be made available for other Intercon countries. Mark your calendars for this event.

## HP MICRO 3000XE and DEC MicroVAX II performance benchmark sales tools available
*Jerry Epps/BSS*

**Computer Performance Considerations**
An evaluation of the DEC MicroVAX II and the HP MICRO 3000XE Computers
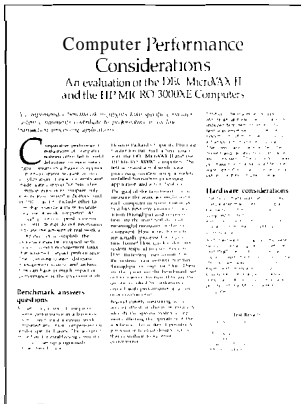
Hard performance facts on competitors' systems are sometimes hard to come by. So, the recently distributed package of new promotional materials on the HP MICRO 3000XE and DEC Micro-VAX II benchmark should be a big help when a customer raises the DEC question, especially with regard to MIP ratings. The package includes the following items.

*Performance Brief* (PIN 5954-9363) — An objective four-page discussion of how system performance should be measured, various factors and system components that can impact performance, and an analysis of the benchmark results. The steps our Capacity Planning Center took to set up the benchmark and ensure comparability of the systems are detailed. Several charts highlight the test results and illustrate how and why the 16-bit HP 3000 system can outperform the 32-bit DEC system in on-line transaction processing applications.

*Slide set/script/disc* (PIN 5954-3750) — A set of 13 overhead slides that reviews the benchmark criteria — hardware and software — and presents the benchmark results. A summary slide visualizes the 45 percent higher price/performance advantage offered by the HP system.

All sales reps (SR), systems engineers (SE), and field managers in the U.S. and Intercon received a copy of the Performance Brief and slide script. The overhead slides and disc were distributed to all SR and SE district managers, so they're available to the field for making presentations or plotting their own set of slides. For European distribution, quantities of the materials were shipped to Boblingen, West Germany.

Bulk supplies of the Performance Brief have been distributed to each U.S. sales office, and additional copies are available from the Literature Distribution Center in Palo Alto, California.

## Memory Hotline stops memory loss
*Elise Farr/CSY*



**Memory Hotline**
**408 or TELNET 447-5006**

The Memory Hotline is dedicated solely to memory issues. Established last March to help you compete against third-party memory vendors, the Hotline has become a focal point for memory-related questions and suggestions. It has also become a very successful sales tool to help you win memory sales.

In the majority of cases, calls to the Hotline have resulted in sales of HP memory. To ensure you offer HP's best price, call the Hotline before quoting. Both you and your customers will be glad you did.

## Competitive customer literature contest
*Kathleen Archambeau/BSS*

Our first foray into the world of intrigue and deception led us right to you, the HP sales and marketing teams. No, you weren't the culprits. You proved, once again to be our *heroes*.

When Business Systems Sector (BSS) Marcom, requested competitive customer literature, you responded with a resounding 233 individual pieces. Congratulations and our sincere thanks to those of you who took time out of your hectic schedules to support HP's marketing communications efforts.

The winner of the third quarter's "Case of the Missing Library" competitive customer literature contest is Robert Gianoni, computer systems commercial sales rep, Pittsburgh, Pennsylvania sales office.

Robert turned in 80 individual pieces, constituting over one third of the total competitive customer literature received in the third quarter 1987. Robert received a gift of supper and spirits for himself and a guest at a restaurant of his choice. Congratulations, Robert.

*"Wait, Watson. This case isn't quite finished, yet."*

*"Whatever do you mean, Holmes?"*

*"Well, we need to collect all the competitive customer literature from DEC, IBM, APPLE, COMPAQ, AT&T, WANG and others that we can."*

*"My God, Holmes, isn't that asking too much?"*

*"Not really, my dear Watson. Our sales reps and marketing teams are competitors. They love to win. So, we're going to give them another chance to . . ."*

**Competitive customer literature contest**

*Who:*   HP commercial sales and marketing teams.

*What:*   Competitive customer literature from DEC, IBM, Apple, Compaq, AT&T, Wang, and others.

*When:*   By the end of the fourth quarter (Oct. 31, 1987).

*How:*   Send in as many samples of competitors' brochure, flyers, direct mail pieces, and newsletters to Sales Literature Department, Hewlett-Packard, Business Systems Sector Marcom, 19091 Pruneridge Avenue, Bldg. 46UA, Cupertino, CA 95014.

*Reward\*:*   Spirits at your favorite pub and supper at your favorite eating establishment. Recognition in *Information Systems & Manufacturing News.*

\**Every quarter for the person who sends in the most literature.*

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## Also in this issue

## OFFICE SYSTEMS

# Multimode now available on HP Vectra 3000 PC

*Dennis Shak/PCBU*

*For the U.S. only*

You asked for it, you got it. Due to popular demand from you and your customers, the Multimode monochrome video subsystem is now available with the HP Vectra 3000 PC Monochrome Model 58.

Many of you have told us that your customers prefer Multimode. To expedite our response, we have set up an ordering option until a more permanent process can be implemented in the future. To obtain the Multimode display system, order P/N 72458S with the following HEART override information: U.S. List Price $3,930; Factory Base Price $3,880; Supplying Division D700; Marketing Division 4200; Product Line 92; Sales Force 15.

As expected, we will continue to offer the Monochrome Plus display system that was introduced to the HP Vectra 3000 PC Model 58 on May 1, 1987. To order the Monochrome Plus, order P/N 72458A.

When ordering a system, it is important to understand the different characteristics of each video option — especially when moving customers from one system to the other. The Monochrome Plus is *not* a superset of the Multimode.

|  | Monochrome Plus | Multimode | What does this mean? |
|---|---|---|---|
| Card | 35732A | 45891A | $325 for either card. |
| Monitor | 35731D | 35731A | $325 for either display. |
| Video modes | MDA Hercules | CGA HP, 16 shades | With the Monochrome Plus adapter, CGA capability can only be achieved with a color monitor. |
|  |  |  | On Monochrome Plus, applications that use the half intensity attribute do not show very well. However, applications that use the Hercules graphic standard require the Monochrome Plus. |
| Phosphor Refresh | Green P39 50Hz | Green P31 60Hz | On Monochrome Plus, the image fades out when the screen is scrolled or erased. |
| Ports | Parallel | None | On Monochrome Plus, an extra I/O card for printers may not be needed. |

# Information Systems

Please order the Multimode display system for customers that are accustomed to its characteristics. In such situations, Multimode best meets your customer's expectations and needs.

## Announcing Information Access Cullinet Link proactive support
*John Selep/OSD*

Since the Information Access Cullinet Link was announced in June, customer interest in the product has been strong, and several customers have already received in-depth customized demonstrations. Beta tests for the Cullinet Link are nearing completion, and the product could begin limited distribution this month. Customers placing orders today could qualify for availability beginning in September.

In anticipation of the initial Cullinet Link shipments, the Office Systems Division (OSD) is announcing a proactive support program to ensure your customer's success when implementing this product. Should you have a customer desiring delivery of the Cullinet Link in the September-to-November timeframe, have your systems engineer (SE) contact their OSD support contact *immediately* to qualify your customer for this special program.

Under this proactive support program, OSD will help your SE plan for your customer's implementation and on-going support. If necessary, OSD will recommend a customized implementation and support plan, including estimates of your customer's likely implementation time, and the amount of SE resources required, to assure a smooth and successful customer implementation.

To qualify your customer for this program, have your SE call OSD on-line support *before* you place your customer's order. If your customer is interested now, get your orders in quickly because controlled-release distribution is limited. Pending order acceptance and verification of your customer's qualifications, OSD could be in a position to ship the Cullinet Link software to your customer starting in September.

## Performance Brief on OfficeShare family sent to field
*Reid Shay/CND*

A 13-page Performance Brief has been sent to all commercial sales reps (SK) and systems engineers (SE) as part of a recent OfficeShare mailing.

This brief is made up of two parts. The first part is a positioning of the OfficeShare networking family of products in regard to performance issues. The second part is an explanation of the factors that impact local area networking performance. *The first part is HP confidential and is intended for internal use only.* The second part is written for both internal and customer use.

**Highlights**

- StarLAN and ThinLAN are very close in performance for normal office environments. StarLAN should be sold in *typical* office environments because of the inherent advantages of twisted-pair. ThinLAN may be more appropriate where LAN traffic is heavy, such as in engineering environments.

- HP 3000 Series 68 or 70 servers can be used for either file or application loading when customer expectations have been properly set as discussed in the brief. For MICRO 3000 through Series 58 servers. applications should be loaded from either a local PC hard disc or a supplementary HP Vectra Server. If applications are loaded from the HP 3000 shared disc on these SPUs, customer expectations will probably not be met. HP Vectra PC servers provide excellent price/performance in situations where HP 3000 features are not required.

- Performance is an issue that can be successfully addressed relative to Novell, IBM and DEC. While Novell is somewhat faster than HP's LANs, there are other convincing reasons not to buy Novell. Neither IBM, nor DEC, have consistently better, or worse, performance than HP's offerings.

- Accessing an HP 3000 over a LAN using Virtual Terminal, will be somewhat slower than a point-to-point connection and will take more CPU resources. *(Note: in Figure 4 of the brief; the percentage-of-CPU-use numbers are reversed. The LAN link will take more CPU resources than the ATP link.)* In most customer situations, these differences are overshadowed by other LAN advantages.

- In a *typical* office there will be little noticeable difference when multiple users are connected to the network.

This brief will help you to sell HP's excellent offering of LAN-base solutions into the office environment.

## HP LaserJet and LaserJet PLUS printers to be discontinued

*Larry Tracy/BOI*

On March 1, 1987, the Hewlett-Packard LaserJet Series II printer was introduced at a lower price than the Laser-Jet and LaserJet PLUS printers, and offered more features. At the same time, we announced that the LaserJet and LaserJet PLUS printers would be discontinued on September 1, 1987. These two products will now be discontinued when they run out (best estimate is around October 1, 1987).

The HP LaserJet and LaserJet PLUS printers have remained on the Corporate Price List (CPL), allowing you and your accounts time to evaluate the LaserJet Series II printer. Since March, the LaserJet Series II printer has gained even more market acceptance than the original LaserJet printers. Most of HP's accounts switched over immediately to the new LaserJet Series II printer and stopped ordering the LaserJet and LaserJet PLUS printers.

As with all HP peripheral products, LaserJet and LaserJet PLUS printer support will continue for at least five years. The LaserJet Customer Assistance Hotline will continue to answer customer hardware and software questions, and HP authorized service organizations will continue to repair the printers. Toner cartridges, paper trays, font cartridges, and other printer supplies will continue to be available from Direct Marketing Division (DMK) for all LaserJet printers (including the HP LaserJet Series II and LaserJet 2000).

The HP LaserJet printer family has enjoyed the success of a growing PC market, becoming the most popular HP peripheral product ever.

### Also in this issue

## MANUFACTURING APPLICATIONS

## Standard Cost Management off to a roaring start

*Jennifer Fraisl/MPD*

With 16 units sold, June was a booming month for HP Standard Cost Management (SCM). Customers indicated that they bought SCM for its flexibility and improved insight into their manufacturing cost planning.

"The financial people and controllers *loved* SCM!"

According to Systems Engineer (SE) Jim O'Connor, HP Standard Cost Management was "icing on the cake" in the large deal with GAF in June. SCM also played a key role in the sale to Eli Lilly. These two chemical industry leaders found that SCM could answer their specific process industry needs with its user-definable elements, edits, and rollup calculations.

Federal Mogul, a beta site for HP Standard Cost Management, purchased 11 copies in June to standardize their plants on SCM. According to Sales Rep (SR) Rick Oswald, they found it to be a "real solid product, flexible, and a good fit."

### SCM: the leading-edge costing solution

With this kind of early success possible, it's evident that SCM will be key in selling MRP solutions to process industries such as Eli Lilly (pharmaceutical), and GAF (chemical), as well as traditional fabrication industries such as Federal Mogul. SCM opens the door to a more accurate, efficient costing environment, providing an excellent fit in a wide range of industries.

### PC demo in customers' hands

At the end of June, Manufacturing Productivity Division (MPD) sent a mailing to the controllers of our installed base introducing SCM. A powerful, new PC demo diskette gave the customer a hands-on opportunity to evaluate SCM. Controllers could easily see how their product decisions would significantly improve with SCM's flexible costing capabilities.

### SCM now shipping

With an informed customer base and the U.S. version now available, take this opportunity to follow up with your primed MM accounts to sell SCM today.

# Target Industry Programs from MPD

Deborah *Johnson/MPD*

### Excellent opportunity in process industries

Our own success rate, as well as market data, shows that batch-oriented process industries — including food, chemical, and pharmaceuticals — are ripe to implement MRPII systems. International Data Corporation estimates that only 10 percent of these process manufacturers have MRPII systems on minicomputers, while these segments are expected to grow at 16 percent between 1987 and 1990. These vertical industries are also attractive because most prospects are large companies with multiple manufacturing sites. Your initial sale could develop into a new major account.

### HP Manufacturing Management II: leading in the chemical and food segments

HP Materials Management has been successfully installed in over 200 food, chemical, and pharmaceutical plants, with lot control and tracability, and HP's customizer technology as key differentiators. The other unmatched strengths of HP's solution include implementation assistance, worldwide solutions, and outstanding hardware and software support. Such customers as Procter & Gamble, Unilever, 3M, American Cyanamid, E.I. DuPont, Boyd Coffee Company, and Fanny Farmer Candy Shops prove the strength and flexibility of our solution in these industries.

### Why target industry programs?

Maturation of the discrete manufacturing segment has forced MRP suppliers to more carefully analyze all manufacturing segments. Overall verticalization of manufacturing has been the result, with increased emphasis on unique customer needs for different segments. The process industries of food, chemical, and pharmaceutical show good growth, low MRP penetration, and specific needs that can be met with MMII. To tap this tremendous opportunity in these industries, you need an understanding of their environments, how our solution maps to their specific needs, as well as lead generation and sales support.

### Vertical process selling easy with Target Industry Programs

MPD's success in these markets provides a strong foundation from which you can begin prospecting today. Our Target Industry Programs will give you the winning edge. The cornerstone of the programs are Profit Improvement Proposal (PIP) guides. These guides will 1) provide you complete background information on the targeted industries, 2) assist you in developing and presenting PIPs, and 3) inform you of competition in the segment. Lead generation will begin with specific industry direct response advertising, fulfilled with a new targeted brochure and an HP Vectra PCIIBM-based solution demo. To complete the program, MPD will provide Hotline sales support and the experience of the MPD SWAT team which has recently helped close business at Eli Lilly and GAF.

### September launch of Food Processing Program

MPD's first target program is for the food processing industry and it is now underway. Read about the market activities and sales tools in another article in this issue. Chemical and pharmaceutical programs will begin rolling out in October. Use HP's market strength and these tools to close more business today.

# Food processors targeted by MPD

Neal *Streit/MPD*

### Powerful new sales tools

With the Food Processing Industry Program, Manufacturing Productivity Division (MPD) now provides you the tools and support you need to win with HP Manufacturing Management II at food processors. The program includes:

- Profit Improvement Proposal Guide
- Brochure focused on benefits of MRPII systems to food processors
- MMII overview presentation and script customized for food processors
- MMII PC-based demo for food processors
- Industry-specific advertising

## Profit Improvement Proposal Guide gets rave reviews

This new tool is an all-inclusive guide to selling MMII and Maintenance Management to food processors, with special emphasis on how to develop a Profit Improvement Proposal. Early response has been outstanding — it will be your key to penetrating the food-processing industry. The guide includes:

- Information on qualification and selecting the best solution for a prospect.
- Financial information on food processing companies that will assist you in developing a PIP.
- A slide presentation and script showing benefits and bottom-line profit improvement food processors can expect from an MMII implementation.
- Information on how to win against DEC and IBM.

For information on how to obtain a PIP Guide, contact Neal Streit at 408-559-5439.

### Lead generation already started

A pilot lead-generation seminar was held June 16 in Naperville, Illinois, featuring a successfully implemented HP Materials Management customer. This powerful presentation, along with a material systems requirements presentation by Ernst & Whinney, reinforced HP's experience and strength in food processing.

More lead generation activities begin this month with the appearance of new, specific "MMII for Food Processors" ads in industry publications. The ads were designed for direct response by prospects who will receive both the new brochure and a PC-based demo. Qualified leads will be forwarded directly to you.

## Sales support that will make a difference

With the MPD SWAT Team, an industry program manager, and strong reference sites, MPD can help you close business faster. Past deals have closed within six months. Whether you need reference infonnation, assistance with a lead-generation seminar, or industry and product consulting, call business development or Neal Streit, industry program manager at 408-559-5439.

Start selling to food processors today.

### Ordering information

| P/N | Description |
| --- | --- |
| 5954-7725 | MMII Food Processing brochure |
| 34001-64001 | MMII Overview Presentation for Food Processors |
| 5010-3714 | MMII PC Demo for Food Processors |

## Also in this issue

**Why did GAF choose HP as its partner?**                     8

# ☐ Personal Computers

## Introducing the HP Portable Vectra CS PC

*Jim Martin/PCD*

Hewlett-Packard is proud to announce a new family of portable computer products — the HP Portable Vectra PC family.

The HP Portable Vectra PC family adds two high performance offerings to the HP line of portable computers, providing a range of portables to keep pace with today's mobile work styles. As members of the HP Vectra PC line, these new portables are compatible with the IRM PCIXT, as functional as desktop PCs, and flexible to meet unique requirements.
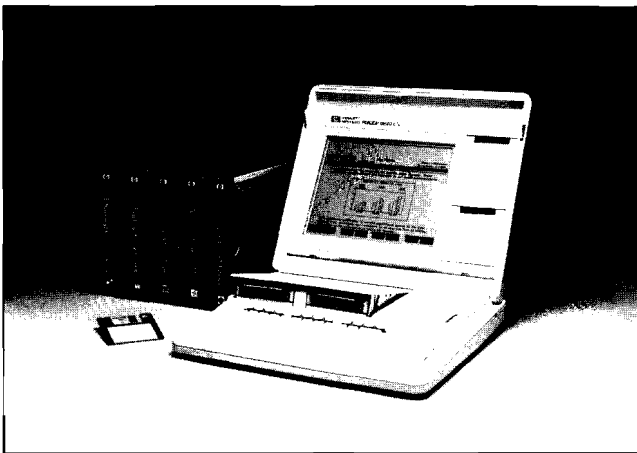


Full industry compatibility and built-in disc drives distinguish the HP Portable Vectra CS PC from the HP Portable PLUS. You can choose either the HP Portable Vectra CS PC, with dual 3%-inch floppies, or the HP Portable Vectra CS PC Model 20, with a 20-Mbyte hard disc drive and one 3%-inch flexible disc drive. The flexible disc drives of the HP Portable Vectra CS PC support both the standard 720-Kbyte media and the new PSI2 1.44-Mbyte high density 3%-inch media.

Desktop computer functionality is provided without sacrificing battery-powered portability. Designed with the professional in mind, the HP Portable Vectra CS PC features a full-sized keyboard with a separate numeric keypad, CGA (Color Graphics Adapter) compatible resolution graphics using the high-contrast supertwist LDC (12-inch diagonal) or an external monochrome or color monitor.

With up to 10 hours of battery life on a full charge, (up to four hours with the Model 20) the HP Portable Vectra CS PC can do a full day's work without stopping to recharge the battery. And for extended portable needs, replaceable battery packs are available.

The HP Portable Vectra CS PC is designed to provide the flexibility to configure a system to meet today's needs, as well as adapt to meet the changing requirements of tomorrow's business environment. Four I/O slots are available to accommodate a 1200 BPS modem, 2400 BPS modem, Display/Printer adapter, RS-2321 RS-422 interface, and Extended Memory adapters.

The HP Portable Vectra CS PC (PIN D1001A) is available September 1. The HP Portable Vectra CS PC Model 20, with hard disc (PIN D1009A), will be available first quarter, FY'88. Pricing for the dual floppy configuration is $2,495 and $3,595 for the single floppy/20-Mbyte hard disc configuration.

## HP Portable Vectra CS PC market

Terry *Tallis/PCD*

HP Portable Vectra PCs are transition products. They bridge the gap between a fully functional desktop PC and the functionally compromised portables. The HP Portable Vectra PC family brings the functionality of the desktop into the size of a portable.

This feature set opens up a broader market for a portable-based product by meeting the needs of the mobile office professional and the requirements of the sales rep who makes a few, highly concentrated calls a day.

Office professionals who need to take their PC home, to a client's site, or to other work sites, will find the Portable Vectra CS PC the PC that serves their office PC work, as well as being the portable designed to extend their productivity away from their desk. The financial-services marketplace has professionals whose work style includes working with large amounts of dynamic information. Auditors, bankers, financial consultants, real estate agents and planners, and accountants all depend heavily on the PC, and often must work in remote sites. Other professionals throughout the office, such as manufacturing and engineering, will find the product their PC of preference.

The sales rep has been a valid target for the HP Portable PLUS, as HP has seen numerous installations in the consumer nondurable market. As a solution engine, it is a lightweight, simple-to-use portable, optimized to meet

the limited application needs of the highly mobile sales rep.

The HP Portable Vectra CS PC is positioned for the sales rep making less than three calls a day. Typically, these reps work out of sales offices, are accustomed to PCs, and sell industrial-finished goods products. The functionality of the computer provides the extensive storage space, access to popular PC-based software, and flexible connectivity into corporate systems. Sales and service management will see the computer as the only PC they need, much as the office professional.

The HP Portable Vectra CS PC expands the market for HP portable computers — with all the functionality of the desktop PC, and the portability to increase individual productivity. It is the only PC a mobile professional needs to buy.

## Positioning HP Portable Vectra PC family and HP Portable PLUS

Paul *Horstmeier/PCD*

Two distinct segments of users are emerging in the portable marketplace. These users can be classified as field and office professionals. Each segment varies significantly in terms of the work environment and the type of portable that meets the typical user's requirements. The HP Portable Vectra PC family and the HP Portable PLUS are designed to meet the range of needs of both segments of this market.

### HP Portable Vectra PC

The HP Portable Vectra PC family is ideally suited for the mobile office professional, as well as sales and service applications where sales reps make three or fewer calls per day. Typically, these users require increased functionality, compatibility with a larger base of industry-standard software, and greater mass storage capabilities.

The HP Portable Vectra PC family is well suited to office environments where individuals, from time to time, need to operate remotely — at another office, home, customer site, or on the road. The HP Portable Vectra PC family is also a strong contender in the less mobile and more analytical segment of the sales and marketing environment. Industrial finished-goods manufacturing, industrial component industries, and financial service businesses are all examples of consultative sales environments that require the analytical and presentation capabilities that the HP Portable Vectra PC family offers.

### HP Portable PLUS

The HP Portable PLUS, on the other hand, continues to be the HP solution for the highly mobile field professional. These users typically work in sales or service environments where they may make six to seven calls per day. These individuals require a portable that is small, lightweight, durable, easy to use, and has a long battery life. The 9½-pound HP Portable PLUS has been optimized for rugged durability, and has over twice the battery life (20 hours) of its major competitors. Its ROM-based software, combined with Personal Applications Manager (PAM), allows quick and easy access to programs and information. With the recently announced price reductions on the HP Portable PLUS ($2,195 U.S. list), the 1-Mbyte drawer ($995), and the HP 9114B disc drive ($595), the HP Portable PLUS is a more attractive solution than ever for sales force automation programs.

## Data-communication offerings for HP Portable Vectra CS PC

Paul *Horstmeier/PCD*

Data communications is an important requirement for portable computer users. The HP Portable Vectra CS PC provides multiple modem offerings as well as built-in expansion slots that allow third-party vendors to adapt a variety of data communication products.

HP is pleased to announce two modem cards that will fit into one of the HP Portable Vectra CS PC's four expansion slots. The 1200 bps asynchronous model is a Bell-compatible (212A), full-duplex, fully Hayes-compatible modem that can operate at either 300 or 1200 bps. This modem is available at introduction, on September 1.

HP will also offer a 2400 bps modem than can operate in either synchronous or asynchronous modes, and provides Bell System 103/212A, CCITT V.22, and V.22 bps compatibility. This fully Hayes-compatible modem supports the Hayes Synchronous Interface (HSI) protocol. HSI is an emerging applications interface used in software development that achieves synchronous communication via software rather than hardware implementation. Several vendors now support HSI in their terminal emulation software, and the list is expected to grow. The 2400 bps synchronous/asynchronous modem provides a flexible and cost-effective solution for remote portable-to-IBM mainframe communication. This modem will be available in October.

# Personal Computers

In addition, the HP Portable Vectra CS PC's expansion slots will allow a variety of outside data-communications offerings to be developed. Since the HP Portable Vectra CS PC is electronically IBM compatible, existing PC-size cards can readily be adapted to the smaller slot size of this portable. HP is actively encouraging the development of such third-party add-on cards.

| P/N | Description | U.S. list price |
|-----|-------------|-----------------|
| D1002A | 1,200 bps asynchronous modem | $450 |
| D1003A | 2,400 bps synchronous1 asynchronous modem | 650 |

## Support for HP Portable Vectra CS PC

*Kim Drongensen/PCD*

Post sales support for the HP Portable Vectra CS PC will be the same as is offered for the HP Portable PLUS. Customers will receive support through the National Response Center, and will have the option of having questions answered on a charge-per-call basis, or buying a support contract. The PC User Assistance contract provides a single caller with unlimited telephone support on a specific PC model on a charge-per-month basis. The Workgroup Coordinator Assistance contract provides a single caller plus one alternate with unlimited Response Center support on the HP Vectra PC, Portable PLUS, and HP Touchscreen PCs, as well as the HP Portable Vectra CS PC on a per-month basis. Customers may order these services through the local sales office or by calling the Support Telemarketing center at 800-835-HPHP. Three months minimum coverage is required on both contracts.

Any consulting services will be handled through the AEO and the APC. The AEO will handle smaller consulting jobs on a time and materials basis, while the APC will handle larger jobs for major accounts.

Training for systems engineers (SE) with PC background will be given on a per-region basis at introduction. There will be classes offered at both Response Centers, as well as one offered at one sales office in every region. Check the AEO Training Bulletin for information about the dates and times of the introduction tour.

## Sales and training tools available for new HP Portable Vectra PC family

*Tina Lusky/BSS*

*For the U.S. only*

Look for a mailing in your in-box that includes materials to help you sell HP's new family of industry-compatible portables. Use the training pieces to build your knowledge of the HP Portable Vectra PC products and target markets. Build your customers' knowledge through the sales literature. Capture customer interest with the presentation tools.

The mailing includes the following:

| P/N | Description |
|-----|-------------|
| *Training* | |
| 5954-0365 | HP Portable Vectra PC family sales guide |
| 5954-0366D | HP Portable Vectra PC family competitive matrix (U.S. only) |
| *Literature* | |
| 5954-0363 | HP Portable Vectra PC family brochure |
| 5954-8978 | HP Portable Vectra PC family data sheet |
| 5954-8981 | HP Portable Vectra CS PC tested software list |
| 5954-8984 | HP Portable Vectra CS PC peripherals. accessories, and cables list |
| 5954-8979D | HP Portable Vectra CS PC U.S. list price guide (U.S. only) |
| 5954-8977 | HP Portable Vectra PC family data transfer application note (5¼-inch to 3½-inch disc) |

Additional quantities of the above items can be ordered through the Literature Distribution Center (LDC) in Palo Alto, California. They may also be in stock at your local sales office. Two other tools are available as well.

| P/N | Description |
|-----|-------------|
| *Training* | |
| 5954-0373 | HP Portable Vectra CS PC workbook (includes self-paced workbook, tutorial disc. and demo disc) Cost: *$10 plus shipping/handling* |
| *Presentation tools* | |
| 5954-7495 | HP Portable Vectra PC family sales kit (includes demo disc, U.S. configurator worksheet, and slide presentation kit) Cost: *$10 plus shipping/handling* |

To order these last two items, send an HP Desk message to Rhonda Rick/HP3900/20. Please include desired quantity (maximum for each is five), PIN, your complete mailing address, entitylsales region, and location code.

*Note: The demo disc included with the workbook is the same as the demo disc included in the sales kit.*

## Office software for new HP Portable Vectra CS PC

*Mike Webb/PSD*

With the introduction of the HP Portable Vectra CS PC on September 1, Personal Software Division (PSD), is introducing the key office software applications in 3½-inch format. These products will ship in mid-September.

To order these products in 3%-inch format, simply specify Opt. 003 with the product number.

| P/N | Description | Option |
|---|---|---|
| 68333F | AdvanceLink | 003 |
| 68352F | Gallery Collection | 003 |
| 68330F | Executive MemoMaker | 003 |
| 68340F | Lotus® 1-2-3® | 003 |
| 68331F | Executive CardManager | 003 |

These products are identical to the 5%-inch versions, and are different only in the distribution media.

Several competitors charge for providing 3%-inch versions, or require customers to return discs in media update programs. By specifying Opt. 003 on an order, your customer will receive the 3%-inch version at no extra cost.

Look for further office applications in 3%-inch format in the coming months.

*Lotus⁶ and 1-2-3® are U.S. registered trademarks of Lotus Development Corporation.*

## Graphics Gallery software now available for new HP Portable Vectra CS PC

*Paula Dieli/PSD*

The new version of the Graphics Gallery, version 2.0, includes many exciting enhancements, and supports the HP Portable Vectra CS PC. Gallery 2.0 now has many of the enhancements your customers have requested such as rotate, align text, and several new chart types.

Drawing Gallery 2.0 can now directly read in Lotus® 1-2-3® and Symphony^B worksheets (without first having to read them into Charting Gallery). Text and objects can be rotated 360 degrees, text lines can be aligned left/right/center, and bullets can be automatically added. Ten new fonts are available, and you can stretch/shrink/skew for impressive results. You can now zoom to five levels and use a *rubberband* box to select the view area. Plus, file retrieval is now easier and faster.

Key Charting Gallery 2.0 features include: combination bar/line charts, area charts, X/Y charts, double Y scale charts, linear regression charts, and will now put numbers next to bars on bar charts.

Both Charting and Drawing Gallery include save to TIFF and PCPaintbrush file formats for desktop publishing integration with leading page layout software packages.

We've added support for many new output devices, and we've decreased the amount of time it takes to print to the HP LaserJet Series of printers as well.

## New AdvanceLink for HP Portable Vectra CS PC

*Tamara Baker/PSD*

Announcing a new version of AdvanceLink specifically targeted for the HP Vectra Portable CS PC. Portable PC users need robust data-communications software to manage a connection to a host HP 3000 (or other computer) from almost anywhere — a remote office, hotel room, phone booth. We've enhanced AdvanceLink to meet that need.

We've extended the AdvanceLink command language to provide more tools to manage those difficult connections when you are away from the office. We've designed a keyboard overlay for the HP Portable Vectra CS PC keyboard. And, in case the overlay is lost with your luggage, we've extended the Help facility so the answers you need are available. All of this is built on our existing AdvanceLink product, so you get faster file transfer, PC backup, graphics terminal emulation, and all the other features of the current product.

To order AdvanceLink for the HP Portable Vectra CS PC, order the 3%-inch disc option. Specify 68333F Opt. 003, at a U.S. list price of $325. This version will be on the September Corporate Price List (CPL) and will ship in late September — so start selling now.

More than ever before, AdvanceLink is the right connection for you and your customer.

# Personal Computers

## Introducing Lotus 1-2-3 Release 2.01 for HP Portable PLUS

*Paul Horstmeier/PCD*

Lotus@1-2-3® Release 2.01 for the HP Portable PLUS is now shipping. This version gives HP Portable PLUS users access to the added functionality of the latest Lotus release, and allows them greater compatibility with desktop computer Release 2.01 files. Three ROMs are included in the package, two for the main program and one for "Help." You will need a minimum of 256 Kbytes of RAM to run Release 2.01.

The latest version of 1-2-3 has many significant enhancements over the original version. DOS access from 1-2-3 and password protection have been added. The new worksheet has four times as many rows, and has incorporated an advanced memory management system that uses worksheet space more efficiently.

Learning 1-2-3 has been made even easier with the inclusion of new context-sensitive help menus that provide only relevant help screens. A new self-paced tutorial lets your customers learn 1-2-3 at their own pace. The "Help" KOM can also be removed for users that do not wish to take up one KOM slot.

Virtually all files, including macros, created with 1-2-3 Release 1A can be used with 1-2-3 Release 2.01. Worksheets created with Release 2.01 can be converted to Release 1A files, simply by using the Translate utility that is included with the package. Release 2.01 can also read Symphony@files.

Data regression is an all-new, exciting feature that is included in the latest version. 1-2-3 now calculates the slope and constant of a line, and the standard error and degrees of freedom for any given set of data. Forty powerful new macro capabilities as well as 39 new functions have been added to 1-2-3.

| P/N | Description | U.S. list price |
|-----|-------------|-----------------|
| **455398** | | |
| Opt. 400 | **1-2-3** Release 2.01 | $495 |

*Lotus®, 1-2-3®, and Symphony® are U.S. registered trademarks of Lotus Development Corp.*

## HP Portable PLUS price reductions

*Paul Horstmeier/PCD*

Effective September 1, 1987, prices on the HP Portable PLUS computer, the 1-Mbyte drawer, and the HP 9114B portable disc drive will be reduced. These price reductions demonstrate HP's continuing commitment to the highly mobile, sales and service productivity network (SSPN) segment of the market. This also positions the BP Portable PLUS positively on a price/performance basis with members of the HP Portable Vectra PC family, as well as other competitive offerings.

| P | Description | U.S. list prices Old | New |
|---|-------------|-----|-----|
| 45711E | HP Portable PLUS with modem | $3,560 | $2,700 |
| 45711F* | HP Portable PLUS w/o modem | 3,055 | 2,195 |
| 82992A | 1-Mbyte drawer | 1,730 | 995 |
| 9114B* | Portable disc drive | 810 | 595 |

*"Note: All foreign versions have the same price reductions*

## Step-by-step booklets help unleash power of HP-28C

*Marian White/HCCO*
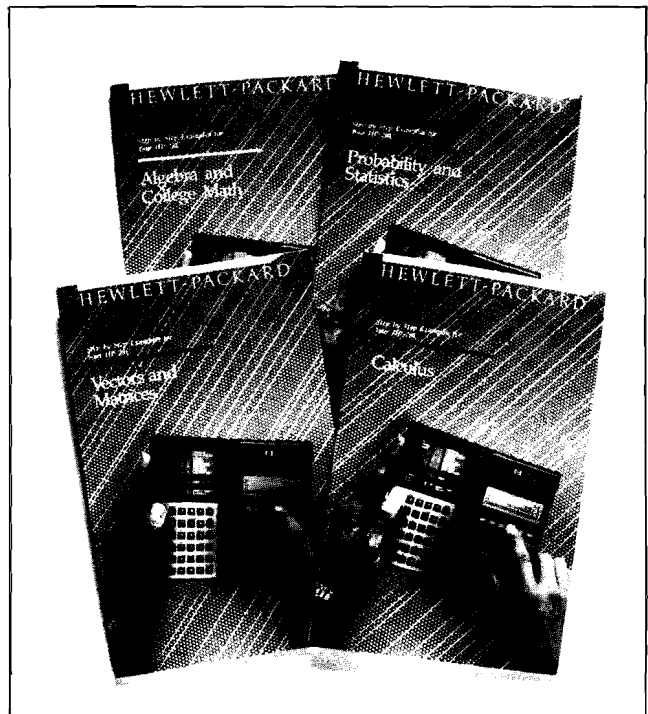
Four step-by-step application booklets are now available to help your dealers boost sales and, at the same time, help customers unleash the full power of the HP-28C scientific professional calculator.

Each of the booklets contains about 100 pages of easy-to-follow examples, program listings, and explanations. Keystroke listings for common problems, and program listings for more complex problems, are included in each booklet. Subject areas are:

- Algebra and College Math
- Vectors and Matrices
- Calculus
- Probability and Statistics

Encourage your dealers to order HP-28C step-by-step application booklets now.

| P/N | Description | Suggested U.S. retail price |
|-----|-------------|------------------------------|
| 00028-90041 | Algebra and College Math | $9.95 |
| 00028-90044 | Vectors and Matrices | 9.95 |
| 00028-90042 | Calculus | 9.95 |
| 00028-90043 | Probability and Statistics | 9.95 |

## Also in this issue

DESKTOP

## Updated HP FastTrak for Graphics Gallery

*Martha Seaver/PSD*

HP FastTrak for Drawing Gallery and Charting Gallery has been updated and enhanced to contain information on the new Graphics Gallery 2.0 (available August).

*For those familiar with the previous edition of the Graphics Gallery HP FastTrak (E06/86),* the new edition includes:

- Updated matrix of support configurations for both the HP Vectra PC and HP Touchscreen PC

- Discussion of new Gallery features:
  – *Drawing Gallery* — align text, rotate, add bullet, stretch and skew text, multilevel zoom, group, etc.
  – *Charting Gallery* — area charts, regression charts, double Y-axis scaled charts, bar/line charts, etc.
- Description of new unsupported Drawing Gallery command file interface
- Data disc containing sample pictures and charts for demos or sample output
- Integration information for Lotus® 1-2-3® and Symphony® graphs, PageMaker®, HP Word/PC, and Windows
- Additional printing and plotting information including TIFF, PC Paintbrush, Videoshow, and disc file redirection for output
- More technical tips
- Version history and compatibility matrices

For those unfamiliar with the Graphics Gallery HP FastTrak, it is a self-study reference and learning tool composed of readings, labs, examples, and quick-reference information. We developed HP FastTrak for the internal support organization as well as those HP customers who provide pre- and post-implementation support to end users. Anyone who desires technical information beyond the scope of the standard product documentation will find HP FastTrak useful.

**Distribution of the Graphics Gallery HP FastTrak**

The Graphics Gallery Collection HP FastTrak (68352X), which covers both Drawing Gallery and Charting Gallery, will automatically be distributed to those on the following SDC subscription services in mid-September:

| P/N | Subscription service |
|-----|----------------------|
| 5955-9885 | Usage (PSR) |
| 5955-9887 | Sales Support (PWSR) |
| 5955-9886* | Development and Consulting (PCSE) |
| 5955-9888* | Library (PC Center) |

*\*For these services, look for HP FastTrak as part of the distribution of the Gallery Classroom Learning Pack that is being distributed at the same time.*

Customers can purchase the Graphics Gallery Collection HP FastTrak (68352X) for $195 U.S. list. Note that the individual HP FastTrak for Drawing Gallery (68351X) and Charting Gallery (68350X) is no longer available separately and has been removed from the Corporate Price List (CPL).

## OCR software available for HP ScanJet scanner
*Ed Knudson/GLD*

Greeley Division (GLD) is pleased to announce the availability of Optical Character Recognition (OCR) software for the HP ScanJet desktop scanner.

ReadRight (HP 88400A) is now orderable through the Personal Computer Distribution Operation (PCDO), and enables the HP ScanJet desktop scanner to read printed pages and convert the text into ASCII characters. The resulting text file can then be edited in a number of word processors or text editors. ReadRight directly supports WordPerfect and WordStar® formats, as well as unformatted ASCII. Other word processor formats are supported indirectly with a format conversion utility, included with the purchase of ReadRight. These formats are: Symphony™, Wordstar and Wordstar 2000, PFS: ® Wnte, PC-Write, MultiMate®, Microsoft® Word, Displaywrite, Canonwriter. and WordPerfect.

ReadRight is based on a technology known as Feature Extraction. The advantage of this technology over the Matrix Matching technology is that Feature Extraction's recognition capabilities are relatively insensitive to character size and shape, enabling a wider variety of font styles and point sizes to be read. Matrix Matching, on the other hand, is quite sensitive to the character's size and shape, and is therefore more susceptible to error.

ReadRight recognizes a variety of typefaces, in sizes ranging from 6 to 12 points. It also recognizes 10 to 15 pitch mono-spaced text, as well as some proportionally-spaced fonts. ReadRight can also recognize different fonts located within the same page, paragraph, or sentence without the user having to tell the system which font is being read. Following is a list of the typefaces currently supported by ReadRight:

**Supported typefaces**

| Mono spaced | Proportionally spaced |
| --- | --- |
| Courier | Bold |
| Pica | Cubic |
| Elite | Roman/Madeleine |
| Prestige Pica | Title |
| Prestige Elite | Modem |
| Letter Gothic | Thesis |
| OCK-B | Theme |
| Bookface Academic | Arcadia |
| Prestige Renown/Style | Gothic/Victory |
| | Majestic |

ReadRight, as well as most of the other low-end systems available today, does not read the following types of documents: typeset documents (books, magazines, brochures, etc.); documents printed on loose dot-matrix printer; or poor quality photocopies.

ReadRight carries HP P/N 88400A, at a suggested list price of $595. It is available through September 1, 1987.

*Symphony$^E$ is a U.S. registered trademark of Lotus Development Corporation.*

*Wordstar® is a U.S. registered trademark of MicroPro International Corporation.*

*PFS:® Write is a U.S. registered trademark of Software Publishing Corporation.*

*MultiMate® is a U.S. registered trademark of MultiMate International Corporation, an Ashton-Tate company.*

*Microsoft® Word is a U.S. registered trademark of Microsoft Corp.*

## Also in this issue

# HP 9000 Series 800 upgrade program update

Donna *Leever/TCO*

In keeping with our 100 percent software credit for HP 9000 Series 800 upgrades, customers may now receive credit for HP-UX user-license upgrades. For example, if customers purchase a 64-user license on the Model 840S, and then upgrade to the Model 850S, they can receive the 64-user license on the Model 850S without any incremental cost for the upgraded license. These additional credits will be available on the October Corporate Price List (CPL). Customers must have previously purchased a license on another HP 9000 Series 800 processor, and the upgrade credit must also be accompanied by the processor hardware returned.

| P/N | Description | U.S. list price |
|---|---|---|
| 92453A | HP-UX 1-32 user license for the Series 800 | $10,000 |
| Opt. OCG | Inter-processor user license transfer credit | <10,000> |
| 9'2454A | HP-UX 1-64 user license for the Series 800 | 15,000 |
| Opt. OCG | Inter-processor user license transfer credit | <15,000> |
| 92455A | HP-UX unlimited user license for Series 800 | 25,000 |
| Opt. OCG | Inter-processor user license transfer credit | <25,000> |

## Other new additions

The HP 9000 Series 800 upgrade program now includes two additional Series 500 memory cards. The memory credits will be available on the September CPL.

| P/N | Description | Credit |
|---|---|---|
| 97040N | 256-Kbyte memory board return credit | <$219> |
| 97047N | 512-Kbyte memory board return credit | <438> |

HP 1000 E and F Series I/O card credits are also currently available when upgrading to the HP 9000 Series 800 family.

| P/N | Description | Credit |
|---|---|---|
| 12966AN | ASYNC I/F | <$100> |
| 12792AN | Eight-Channel MUX | <300> |
| 12792BN | Eight-Chamel MUX | <300> |
| 12821AN | HP-IB | <75> |
| 13175BN | MAC Disc interface | <75> |

Due to recent customer demand, Technical Computer Operation (TCO) is offering a special upgrade for customers interested in upgrading from the HP 9000 Series 500 or the HP 1000 to an HP 9000 Model 850S. Contact the TCO/DSD Sales Response Center for more detailed information. If the demand continues, TCO will add the Model 850S to the program as a standard upgrade path.

# UNIX Products Directory available

*Stephanie Acker Moy/TCO*

The UNIX Products Directory published by /usr/group is now available to you from your district manager (DM). The directory is the most comprehensive single source of information available on UNIX® operating system products and services. 3,164 UNIX-related products from 826 developers, manufacturers, and/or marketers are listed. luserlgroup is an independent, international non-profit trade association dedicated to the promotion of products and services through information eschange and the cooperative efforts of its members. Its services include *CommUNIXations* magazine, the UniForum annual trade show and conference, and a large number of special interest groups.

Technical Computer Operation (TCO) has provided you with this sales tool to give you information on a large number of available UNIX operating system applications. We think it will help demonstrate the widespread availability of applications to your customers. If one of the applications found in this directory is needed to close HP 9000 Series 800 business, HP and TCO will work with the third party to make the application available. We are confident that this will be another useful sales tool to help you close business in FY'87.

*UNIX® is a U.S. registered trademark of AT&T in the U.S. and other countries.*

## Also in this issue

# FACTORY AUTOMATION

## ¾-Mbyte A900 memory now available

Kevin Lernihan/FRD

Because many of your customers have taken advantage of the Slotsaver memory promotion and have upgraded their ¾-Mbyte memory boards, Finance & Remarketing Division (FRD) now has a supply of the HP 1000 A900 memory boards at substantial savings. Use remarketed memory when configuring an HP 1000 A900 system for your price-sensitive customers.

| P/N | Description | U.S. list price | Factory base price |
|-----|-------------|-----------------|--------------------|
| 12220AR | ¾-Mbyte memory board | $2,500 | $2,490 |

## New Water-Tight options for HP Industrial Touch terminal

*Dave Poetker/Panacom* Automation Division

The water-tight options for the HP 3082A Industrial Touch terminal replace the water-tight powercord option 801 to meet NEMA 4 international regulatory approvals.

Based upon yocr customer's requirements and the country of destination, order one of the following options:

| Description | Country of Destination |
|-------------|------------------------|
| *Water-Tight Option* | |
| Opt. XU1 | Canada |
| Opt. 802 | United States |
| Opt. XU3 | All other countries |

Please note that one of these options must be ordered if your customer will be operating the HP Industrial Touch terminal in a water-prone environment.

Contact Dave Rung at the Panacom Automation Division at 519-886-5320 for option pricing information and help ordering the HP Industrial Touch terminal.

## Bundled development software for HP 1000

*Joann Starke/DSD*

Looking for a software product that provides all of the HP 1000 A-Series development software at a competitive price! Look no more. Data Systems Division (DSD) offers bundled development software with a choice of database options for 60 percent off the list price if each product were purchased separately.

The standard packages contain: Fortran 77 (PIN 92836A), Graphics DCL (PIN 92861A), Symbolic Debug (PIN 92860A), Pascal (PIN 92833A), and BASIC (P/N 92857A). In addition, your customers can choose between IMAGE I or II as well as VC+, for those customers whose systems currently do not contain VC+ with their operating systems.

Listed below is the pricing and ordering information for these software bundles. Please note that you must indicate a processor use option when placing your order.

| P/N | Description | U.S. list price | | | |
|-----|-------------|------|------|------|------|
| | | Opt. 400 | 600 | 700 | 890 |
| 91156A | IMAGE II and VC+ | $4,180 | $7,600 | $12,000 | $16,000 |
| 91156B | IMAGE I and VC+ | 3,580 | 6,880 | 10,800 | 15,200 |
| 91157A | IMAGE II w/o VC+ | — | 7,080 | 10,800 | 14,800 |
| 91157B | (IMAGE I w/0 VC+ | — | 6,280 | 9,600 | 13,200 |

Please indicate a media option with your order. These include

   Opt. 002 — CS/80 cartridge tape

● Opt. 044 — Microfloppy media

● Opt. 051 — 1600 bpi mag tape

You are responsible for any hardware upgrade or additional memory connectors required by your customers as a result of purchasing these development packs. Be sure to include the additional hardware support charges for any upgrades or memory connectors ordered.

For further information, contact your local representative at the HP 1000 Sales Response Center.

# Upgrading databases from IMAGE/1000-I to IMAGE/1000-II

Miranda *Jung/ITG*

The existing IMAGE/1000-II Performance Brief has some inaccuracies you need to be aware of. The Performance Brief claims that IMAGE/1000-II performs better than IMAGE/1000, which is only partially true. We strongly recommend that an HP applications engineer (AE) be consulted before the sale of the IMAGE/1000-II Upgrade Kit.

Here is an overview of the performance comparison between IMAGE/1000-I and IMAGE/1000-II. If your customer would like to obtain more detailed performance data, they should benchmark with their most frequently used intrinsics.

Advantages of **IMAGE/1000-I**

- In general, IMAGE I provides better multi-user performance than IMAGE II. Also, IMAGE I is optimized when doing parallel disc I/O from databases-on multiple disc drives.
- IMAGE I's "dirty reads" yield equals to ten times better performance than IMAGE II. The smaller the record size, the better is IMAGE I.
- IMAGE I offers better reads performance for record size smaller than 513 bytes.
- IMAGE I is Disc I/O bound; thus, its performance can be improved by using a fast disc drive.

Advantages of **IMAGE/1000-II**

- IMAGE II provides logging and recovery facilities, ensuring database integrity.
- Due to the disc caching feature, IMAGE II performs 10 to 100 percent faster on DBPUTs, DBUPDs, and DBDELs.
- IMAGE II retrieves data faster if the data set's record size contains more than 512 bytes.
- IMAGE II allows a maximum of 100 users to open the same database at the same time, while IMAGE I only allows a maximum of 7 users.
- IMAGE II allows 100 databases to be opened simultaneously on the system, while IMAGE I only allows 20. However, both IMAGE I and IMAGE II allow a user to open 20 databases simultaneously.
- IMAGE II is CPU bound.

In summary, if the customer's primary concern is database integrity and not performance, IMAGE II should be recommended. However, if performance is of primary concern, IMAGE I should be recommended. IMAGE/1000-I and IMAGE/1000-II are complementary products that provide a range of solutions to your data base application needs.

# HP 1000 E-Series discontinuance

*Joann Starke/DSD*

Effective September 1, 1987, Data Systems Division (DSD) will be providing a two-year notification for discontinuance of the HP 1000 E-Series family. All E-Series products are scheduled for Corporate Price List (CPL) removal effective September 1, 1989. After September 1, 1989, your customers can still order E-Series systems through Advanced Manufacturing Systems Operation's (AMSO) specials group through 1995, after which they will enter a five-year support life. Hewlett-Packard will maintain a reasonable price for the E-Series special systems; however, the exact price will depend on the quantity ordered.

You should also make your customers aware that Disc Memory Division (DMD) will be discontinuing the HP 7914 and 7946 discs during 1988. Your customers will need to evaluate whether or not they need to make lifetime purchases of these discs to cover the eight months that the E-Series systems will remain on the CPL beyond the discontinuance of these discs.

If you have any questions, please contact your local HP 1000 Sales Response Center representative.

## Also in this issue

# □ Design Systems

## Introducing error-correcting RAM for HP 9000 Model 350

*Jim Fentress/TSBU*

A new RAM board set for the HP 9000 Model 350 that provides error checking and correcting (ECC) is now available. Single-bit errors are corrected without the users ever having known of them, while double-bit errors are reported to the operating system and, consequently, to the user just as parity errors are reported today.

The expected mean-time-between-errors (MTBE, a double-bit error, resulting in a visible problem to the user) is greater than five years. This high MTBE for ECC RAM allows users to configure very large RAM systems without fear of memory failures due to soft errors. 48-Mbyte RAM systems are now practical and supported on the HP 9000 Model 350.

This new ECC RAM comes in an 8-Mbyte and a 16-Mbyte version. Both versions are two-board pairs (controller plus RAM daughter board) that fit into a single system slot of a Model 350.

### Product structure

The new ECC RAM will be offered as both an option to Model 350 systems and as a standalone product for those wishing to add RAM to their existing system.

| P/N | Description | U.S. list price |
|-----|-------------|-----------------|
| 98264A | 8-Mbyte ECC RAM with three-high System Bus connector | $12,800 |
| Opt. 004 | Delete three-high System Bus connector | <250> |
| Opt. 005 | Substitute four-high System Bus connector | N/C |
| 982649 | 16-Mbyte ECC RAM with three-high System Bus connector | 20,000 |
| Opt. 004 | Delete three-high System Bus connector | <250> |
| Opt. 005 | Substitute four-high System Bus connector | NIC |

For comparison, the prices of Parity RAM are:

- $10,400 for 8 Mbytes:  98258A and 98258B
- $19,400 for 16 Mbytes:  98258A and 98258C

## ECC RAM for Model 350 SPU and bundled systems

We are also offering ECC RAM options to the following bundles:

- HP 98562B — Model 350 SPU
- HP 98582C — Model 350M
- HP 98583C — Model 350C
- HP 98584B — Model 350AIM
- HP 98585B — Model 350AIC
- HP 98586B — Model 350CX
- HP 98587B — Model 350SRX
- HP 98588A — Model 350CH

– Opt. 208: Substitute 8 Mbytes ECC RAM for standard 8 Mbytes Parity RAM.
U.S. List = $4,000

– Opt. 216: Substitute 16 Mbytes ECC RAM for standard 16 Mbytes Parity RAM.
U.S. List = $12,000

The July edition of *Momentum* included the ECC Sales Training Manual for those of you needing more details on product configurations, support plans, documentation, etc.

## Faster floating-point performance for HP 9000 Model 330 and 350 workstations

*Dick Anderson/TSBU*

Using new compilers available in HP-UX 5.5, the HP 9000 floating-point accelerator (FPA) boosts the floating-point math performance of the Model 330 and Model 350 workstations up to three times, as measured by the full-precision Linpack benchmark.

The 98248A is configured as a two-board sandwich assembly that occupies one DIO-II slot of the HP 9000 Model 330 or 350 SPU. The assembly contains specialized floating-point math chips and control circuitry that perform the operations of addition, subtraction, multiplication, and division. In addition to the connection to the

DIO-II bus, the FPA connects to the Model 350 System Bus. This high-speed communication link between the CPU, RAM, and FPA enables maximum performance of the FPA when used with the Model 350.

**Ordering information**

| P/N | Description | U.S. list price |
|---|---|---|
| 98248A | FPA for HP 9000 Model 330 and 350 (Requires HP-UX 5.5 or later revision. Use with Model 350 requires 98570A DIO-II expander.) Availability eight weeks. | $5,800 |
| Opt. 004 | Delete three-high System Bus (for use with Model 330) | <250> |
| Opt. 005 | Substitute four-high System Bus for three-high (for use with Model 350 systems that require four system bus connections, i.e. CPU plus three cards that connect to the system bus.) | N/C |

# How to specify Option 004/005 on RAM board/FPA for HP 9000 Series 300

Takeo *Nagasaka/TSBU*

The following new options are being introduced for the existing 4-Mbyte Parity RAM controller board (P/N 98258A), the new floating-point accelerator (P/N 98248A), and the new ECC RAM (P/N 98264A/B).

| Option | Description | U.S. list price |
|---|---|---|
| 004 | Delete three-high System Bus connector | <$250> |
| 005 | Substitute four-high System Bus Connector for three-high System Bus connector | 0 |

The System Bus is used to connect high-speed boards in the HP 9000 Model 350 SPU. These boards are the Model 350 CPU board, the 4-Mbyte Parity RAM controller board (or the ECC RAM board), and the floating-point accelerator (FPA) board. The System Bus connector is attached to the back of the Model 350 SPU. There are three different System Buses:

- Two-high System Bus — includes two connectors to connect two boards.

- Three-high System Bus — includes three connectors to connect three boards.

- Four-high System Bus — includes four connectors to connect four boards.

**When should you specify these options?**

For Model *330* — Specify Opt. 004 to delete three-high System Bus when you order the 4-Mbyte Parity RAM controller board (PIN 98258A) or the FPA (PIN 98248A) for the Model 330, because the Model 330 does not need any System Bus.

For Model *350* — You need the Bus Expander in order to add the 4-Mbyte Parity RAM controller, the FPA, or ECC RAM into the Model 350 SPU or bundled systems. Then specify appropriate options(s) on the high-speed board(s), following the table below.

| Current Configuration (The number of high-speed boards) | When you want to add one of the high-speed boards | When you want to add two of the high-speed boards |
|---|---|---|
| 2 boards | No option | Opt. 004 on the first one and Opt. 005 on the second one |
| 3 boards | Opt. 005 | Not applicable |

The available High Speed Boards are:

- 4-Mbyte Parity RAM controller board (PIN 98258A)

- Floating-point accelerator (P/N 98248A)

- ECC RAM board (P/N 98264A/B)

- Model 350 CPU board

# HP 9000 Series 300 HP-UX Release 5.5 supports additional VAXIVMS FORTRAN features

Gretchen *Snowden/TSBU*

The latest release of HP-UX for the HP 9000 Series 300 is 5.5. A major feature of this release is support of the new floating-point accelerator (FPA), HP 98248A. Please

# Design Systems

see accompanying article for more information on the FPA.

Other features of HP-UX 5.5 include:

- Comprehensive VAXNMS FORTRAN features
- Faster compilation for FORTRAN, C, and Pascal
- A new FORTRAN optimizer
- FORTRAN lister and cross-reference compiler options

With this release, all known customer and field requested VAXNMS features have been added to the HP 9000 Series 300 FORTRAN compiler. The portability improvements include control statements, specification statements, I/O statements, conversions, syntactical changes, intrinsics, system subroutines, and built-in functions. The addition of these features provides greater ease of portability and a closer approximation of functionality between VAX FORTRAN and the Series 300 FORTRAN. The FORTRAN compiler is GSA certified and is in a leadership position in VAX compatibility. During beta testing, a customer ported a 40,000-line VAX FORTRAN program with no recoding.

This release also includes an increase in compile speeds. Many factors enter into the time a program takes to compile, but on the average, a FORTRAN program will compile 1.5 times faster with this release. On the average, C programs will be 1.3 times faster, and Pascal 1.1 times faster. For example, a 5,000-line FORTRAN program compiled at 1,500 lines per minute with the 5.2 compiler now compiles at 2,400 lines per minute with the new compiler.

The new FORTRAN optimizer replaces selected procedure calls with the procedure body. This decreases program run time by eliminating the call overhead, but has the side effect of enlarging the code size. The B1D benchmark is an example of a program with many of these procedure calls. With this optimizer, the number of Kwhets increased from 1,160 to 1,561 on a Model 350.

The list enhancement will provide a source listing with diagnostics, warnings, and error messages included in the listing file. The cross-reference option will provide information about symbols, including line numbers of definition and/or reference. The list and cross-reference options

are both present in the VAX compiler. Adding these features will improve both importability and functionality of the FORTRAN compiler.

Details of the features of this release are available in the HP-UX Technical Exchange which is distributed to HP 9000 systems engineers (SE). The release is scheduled to start shipping in early September. There will be no changes to the product structure or prices for this release. Orders shipped after the release date will receive the new release. An update for this release will be shipped to customers and SEs on support services.

## Positioning relational DBMS products for HP 9000
*Ted Mebrahtu/TSC*

A rich set of Database Management System (DBMS) products is now available on HP 9000 systems. This article will position the top four relational DBMSs, Informix, Ingres, Oracle, and Unify, as well as HP's Allbase* and HP SQL/300*, HP Visor, and HPtoday products. The HP Technical Software Catalog (PIN 5954-8289), should be your reference for the availability on HP 9000 systems of other DBMS products not covered in this article.

These relational database management systems are primarily tools for application development. They are used in a wide variety of application areas ranging from accounting to the management of test data and CADI CAM data and files.

### What do these products provide

These products each have a DBMS kernel that provides the database management functions of storing data, retrieving, and controlling access to data. On top of this kernel, several application development tools are available:

*SQL* (industry standard, Structured Query Language) — interface for defining the database, inputting, and querying for data as well as controlling access to the database.

*"References to Allbase and HP-SQL/300 in this article will be used as abbreviated references to the Allbase or the HP SQL/300 in conjunction with the HP Visor and HPtoday products.)*

*Integrated Data Dictionary* — maintains information on the database, the various tables that are in it, the database users, etc.

*Screen-based forms* — tools that allow for the development of applications that use forms for data entry and query.

*Report writers* — provide tools for outputting query results in user defined report formats.

*Host Language Interfaces* — allow for the embedding of database calls into the program or application that is being written in third-generation language (e. g., FORTRAN, C).

## Allbase and HP SQL/300 in relation to third-party DBMSs

Allbase and HP SQL/300 are the right products for customers who:

- Are looking for a one-vendor solution
- Want HP to support their DRMS
- Need to interface with other HP computer systems such as the HP 3000 and the databases on it
- Need the Dual interface that allows an application to interface to both a relational DBMS, HP SQL, and a network DBMS, IMAGE; this dual interface is provided only by Allbase.

As HP proprietary products that provide powerful DBMS features, Allbase and HP SQL/300 should be presented to customers first. Selling them generates more revenue for HP. However, the drive to sell HP's DBMS products must be balanced with a realistic consideration of whether the customer's needs will be best met by our DBMS products. Furthermore, if a customer requests a third-party DBMS product, we need to be responsive to that request.

In positioning HP products in relation to the third-party products, we must be careful not to damage the relationship HP has with third-party DBMS vendors.

Informix, Ingres, Oracle, and Unify are a better fit in the cases of HP customers who:

- Need to have their DBMS and applications work in a heterogeneous, computing environment since Oracle, Ingres, Informix, and Unify run on a wide variety of hardware and operating systems

- Already have a big investment in applications developed on one of these third-party DBMSs
- Want to use a market-leading, nonproprietary DBMS to keep from being tied to any one hardware vendor (Informix, Ingres, Oracle, and Unify together account for about 75 percent of the DBMSs sold on all UNIX® operating system hardware)
- Require features provided only by one of the third-party DBMSs. Since these DMBSs have been in the market longer, they have features that Allbase and HP SQL/300 cannot presently offer.

## Positioning the HP 9000 and third-party DBMS products

Customers who need to closely interface their application with IBM or compatible mainframes and VAXes will find Oracle or Ingres to be the better fit. They are much stronger players in these IBM/DEC environments.

Customers that are very price sensitive and do not require close interfacing with VAXes or mainframes, will find Informix and Unify to be the better choices. They provide powerful DBMSs at a lower cost.

In the many areas where the above positioning does not provide enough detail. the best procedure is to give the customer a list of choices available on the HP 9000 systems and, where appropriate, contact the DBMS suppliers and arrange for sales presentations on their products.

## Performance

Comparative performance of DBMSs is an important consideration often voiced by the user. However, since each application is a particular mix of DBMS transactions, it is very difficult to develop a benchmark that is a meaningful measure of performance across a broad range of DRMS applications. Therefore, there is no widely accepted performance benchmark, though there are a couple of better-known ones such as the DeWitt benchmark. As a result, when performance is critical in making a DBMS choice, the customer has to either design a benchmark of his own or choose one that approximates the application.

# Design Systems

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## Summary matrix

| | Allbase/ HPSQL[1] | Oracle | Ingres | Informix | Unify |
|---|---|---|---|---|---|
| Availability across H/W platforms | Superminis to supermicros (Series 300) | Mainframes to PCs | Mainframes to PCs | Superminis to PCs | Superminis to PCs |
| Mainframe installed base (IBM & compatibles) | n/a | Largest of these DBMSs | Next largest of these DBMSs | Minimal | Minimal |
| VAX installed base | n/a | Large | Large | Minimal | Minimal |
| Operating system orientation | MPE and HP-UX | VMS with UNIX® growing rapidly | VMS with UNIX growing rapidly | UNIX and to a smaller extent MS®-DOS | UNIX and to a smaller extent MS-DOS |
| **Availability on HP 9000s** | | | | | |
| Series 300 | Now | Now | Now | Now | Now |
| Series 500 | n/a | Now | n/a | Now | Now |
| Series 800 | Now | Now | Now | Now | Now |
| **Price Range on HP 9000s** | | | | | |
| Senes 300 | | | | | |
| Model 318 | $ 3,400 - 14,2002 | $ 5,000 - 7.250 | $ 3,000 - 10,000' | $ 1,600 - 4.200 | $ 1,995- 9,495 |
| Model 330 | 3,400 - 14,200 | 5,000 - 7.250 | 3,000 - 10,000' | 2,200 - 7,250 | 1,995 - 9,495 |
| Model 350 | 3,400 - 14,200 | 9,000 - 14.400 | 3,000 - 20,000³ | 3,000 - 9,750 | 3,000 - 12,500 |
| Series 500 | n/a | 9,000 - 14,400 | n/a | 3,000 - 9,750 | 3.000 - 12,500 |
| Series 800 | | | | | |
| Series 800 Model 825 | 16,250 - 35,750 | 18,000 - 26,100 | 40.000 - 48,000 | 6,000 - 19,500 | 9,500 - 31,500 |
| Series 800 Model 840 | 25,000 - 50,000 | 36.000 - 52,200 | 50,000 - 60,000 | 12,000 - 39,000 | 14,500 - 53,500 |
| Series 800 Model 850 | 35,000 - 70,000 | 54,000 - 86.300 | 80,000 - 96,000 | 24,000 - 78,000 | 30,000 - 90,000 |
| **HP VAB Sales Reps** | Call Sales Centers | Ken Alleyne- Chin | Laurent Gharda | Ken Alleyne- Chin | Jim Grace |
| **Telephone** | | 415-330-2654 | 415-460-1519 | 415-330-2654 | 503-682-8110 |

1. Allbuse is available on Series 800 and HP SQL is available on the Series 300.
2. The lower price on this column refers to that of only Allbuse or HP SQL while the higher price includes Visor und HPtoday.
3. For Ingres only — on the Series 300 computers, the lower price is for single user and the higher price is for up lo eight users.

MS®-DOS is a U.S. registered trademark of Microsoft Corporation.

## Full quota and credit for HPtoday leverage

*Peter Westhorp/ASO*

Attention technical and commercial sales reps. Let's put an end to any confusion: you are entitled to full quota and commission for your HPtoday sales, including any leveraged hardware. And that is true for both the technical and commercial sales forces.

In the past, before the launch of the HP Precision Architecture HP 9000 Series 800 computers, HPtoday was sold by technical SRs on the other members of the HP 9000 family. When the HP 9000 Series 840 was introduced — almost simultaneously with the HP-UX Business Systems program operating from Böblingen General Systems Division (BGD) — selected commercial SRs were also able to sell HPtoday to cotnrnercial customers who specified the HP-UX operating system. Even though this was in addition to sales by technical SRs across the HP 9000 range, it seems to have produced some confusion about who can now sell HPtoday.

The answer is very clear: you can sell HPtoday, no matter which sales force you are in. Many of your customers need data-intensive, transaction-based applications, and that's where HPtoday provides highly productive development. Also, you will often find that HPtoday is a strong differentiator against your competition. That was certainly the case in sales, for example, to British Telecom and the Ford Motor Company — both of whom subsequently came back for repeat HPtoday and hardware orders.

You can get full presales support via your normal channels. Both Technical and Commercial Sales Response Centers are supporting HPtoday, because of the large deals it leverages. And here at the Australia Software Operation (ASO), we are dedicated to giving you the best support we can. If you would like to know more about the product, or if you have suggestions for ways in which we can serve you better, please get in touch with Peter Westhorp via HP Desk at HP9061/AS.

## Also in this issue

# ☐ Networks & Peripherals

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<div align="center">GENERAL</div>                                    <div align="right">TERMINALS</div>

## HP 7510A film recorder to be discontinued
*Amy Bockman/SDD*

On November 1, 1987, the HP 7510A film recorder will be discontinued and there will be no replacement product. Please notify us immediately if you expect any large, last-time purchases. There will be a limited number of HP 7510A units available, so please place your orders as soon as possible.
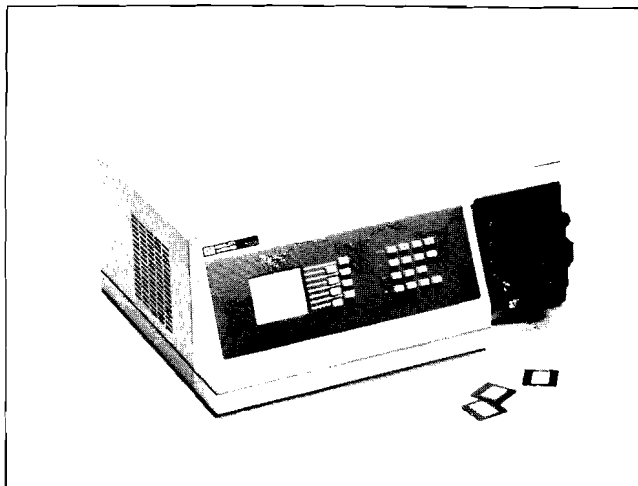


Please remind your customers that the HP 7510A has a standard 90 days on-site warranty, 5-year support life, and excellent software support. Please refer to the HP 7510A software matrix, P/N 5954-8802.

In addition, consignment units are available at a 50 percent discount. This gives you an opportunity to sell a film recorder at 40 percent less than the competition. Be sure to contact your demo coordinator soon since consignment units are limited.

For more information please contact Bryan Butler, Major Account manager or Gloria Lawrence, San Diego Division sales support.

## Introducing the HP 700 terminal family
*Dan Jorgenson/RTD*
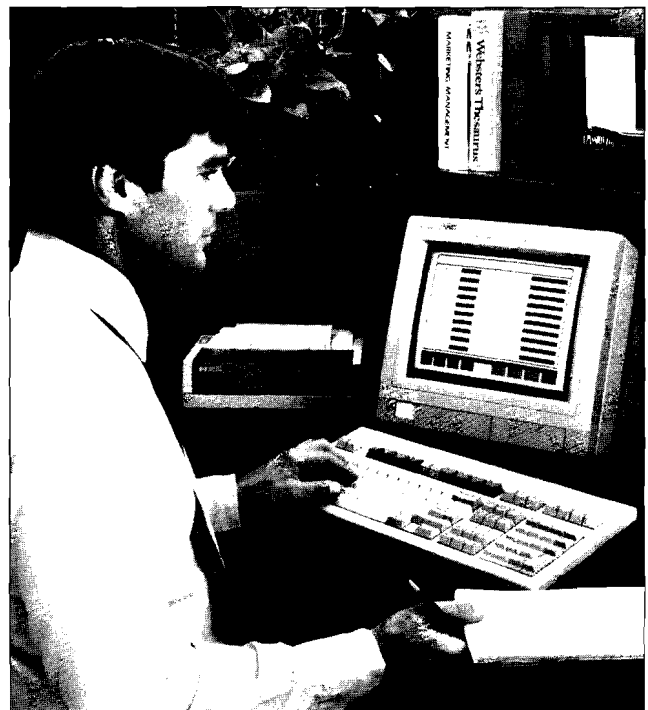


As part of HP's expanding workstation strategy, we're happy to introduce new, low-cost, full-featured terminals for IBM, DEC, and general-purpose ASCII system environments. In addition, we're replacing two existing HP system terminals, the HP 2392A and 2394A with new models that offer more features at a lower price.

**Outstanding prices**

| P/N | Description | U.S. list price | Availability |
|-----|-------------|-----------------|--------------|
| HP 700/94 | High-performance HP block-mode terminal | $1,095 | Sept. 1, 1987 |
| HP 700192 | HP block-mode terminal | 895 | Sept. 1, 1987 |
| HP 700/71 | IBM 3191 Model A or B compatible terminal | 695 | Oct. 1, 1987 |
| HP 700122 | DEC VT220 ANSI compatible terminal | 575 | Sept. 1, 1987 |
| HP 700141 | Entry-level ASCII terminal | 375 | Sept. 1, 1987 |

*For the HP* 3000 *environment*

- The HP 700194 terminal replaces the HP 2394A terminal and is $800 lower in price (42 percent reduction).
- The HP 700192 terminal replaces the HP 2392A terminal and is $500 lower in price (36 percent reduction).

*For the HP* 100019000 *environment*

- The HP 700141 is one of the lowest priced terminals on the market. And at $375, your customers will get a feature set that is better than competitive products.
- For more functionality, the HP 700122 offers ANSI compatibility at a very competitive price.

*For* DEC *or IBM mainframe environments*

For your customers that have DEC or IBM mainframes, you can now offer them HP terminals:

- The HP 700122 is priced 28 percent less than the DEC VT220.
- The HP 700/71 is priced 46 percent less than the IBM 3191.

All five terminals come with a one-year warranty.

### Outstanding features

All terminals have 14-inch diagonal screens that are engineered to produce sharper characters. For example, the use of a 'half-dot' shift creates smoother-looking characters, especially those with rounded edges such as 's' and 'c'. Each terminal also includes standard ergonomic features such as tilt-and-swivel monitors and adjustable keyboards.

Terminal monitors are available in both green and amber. Additionally, the HP 700192, 700194, and 700122 terminals are available in soft white, in which black letters are displayed on a white screen. Also, your HP terminal customers will be happy to learn that the new HP replacement terminals, the HP 700192 and 700194, offer 80 or 132 column mode, more memory than their predecessors, and come with a standard printer port.

With the strong competitive position of the HP 700 family, you *now* have the edge in selling display terminals and computer systems. You'll find more detailed information about the family in the Sales Training Guide being sent to you this month (P/N 5953-8635).

# HP 700 terminal sales opportunities
*Jaan Murphy/RTD*

The HP 700 family of terminals allows you to pursue more terminal sales opportunities than ever before. You can now sell superior HP terminals in a variety of computer system environments, at competitive prices.

### HP MPE operating systems

In the MPE environment, the HP 700192 and the HP 700194 are the terminals to sell. The two new products replace the HP 2392A and the HP 2394A respectively, but with more features and at a lower price.

Added features for the HP 700192 terminal include 80- and 132-column viewing modes, storage of up to eight pages of display memory, and 16 function keys.

In addition to the features of the HP 700192, the HP 700194 includes a forms cache that allows an average of 25 forms to be stored in the terminal's memory. This reduces the need to download forms from host computer. Other functions performed in the HP 700194 terminal, rather than in the host, include 11 data edit checks, which reduce error entry; and modified data tag, which reduces data communication traffic. Also, the HP 700194 offers 16 pages of display memory, twice that of its HP 2394A predecessor.

### HP RTE HP-UX, BASIC and Pascal operating systems

Users requiring HP compatibility or multiple pages of display memory will appreciate the HP 700192 for the same reasons MPE users do. But users who need only an entry-level ASCII terminal will like the character quality, full function keyboard, choice of green or amber display, and nine ASCII terminal compatibility modes of the HP 700141. If customers require ANSI compatibility but don't need HP compatibility, they will want the HP 700122. This new terminal is DEC VT220 compatible, but has more memory, a larger screen, and a lower price than the VT220.

### DEC systems

Many of your customers may also have DEC systems installed. DEC VT220 users will enjoy the superior character resolution of the HP 700122. The HP 700122 also has four pages of display memory, four times that of the DEC VT220, and a 14-inch screen that is available with a green, amber, or soft white phosphor. The HP

700122 puts HP quality and superior ergonomics at the fingertips of DEC system users.

## IBM **3270** (mainframe) systems

Not only will you be able to sell HP terminals into your customer's DEC environment, but you can now sell HP terminals to your customers with IBM 3270 display systems (IBM mainframes). The HP 700171 is an excellent buy for a customer's IBM mainframe alphanumeric terminal needs. The HP 700171 is plug compatible with the IBM 3191 Models A and B, but also has a larger screen and improved character readability, and a much lower price ($695 versus IBM's price of $1,295). Let your customers compare and they will be impressed with HP's new IRM-compatible terminal.

## Other manufacturers' systems

For those customers with systems other than HP, IBM, and DEC, there is still an opportunity to sell terminals. Many third-party applications designed to run on HP, DEC, or many other manufacturers' systems require simply an entry-level ASCII terminal, without requiring HP, DEC, or IBM compatibility. The HP 700141 satisfies most general-purpose ASCII terminal needs with its full-function keyboard, and nine ASCII terminal compatibility modes that include the emulation of popular Wyse, Televideo, ADDS, Lear Siegler, Hazeltine, and Qume terminals.

# Sales channels for HP 700 terminal family

*Terry Eastham/PCD*

The HP 700 terminal family is the result of breakthrough concepts in product design, manufacturing processes, and channel strategy.

Over the years, we have been tremendously successful selling HP terminals onto our HP systems. We want to continue this success while capitalizing on tremendous terminal opportunities in the ASCII, DEC, and IBM world. Accordingly, we have developed the following strategy:

In the U.S. — we will sell all of the HP 700 terminals via sales force 15. As a complementary channel, Direct Marketing Division (DMK) will also be selling all of the terminals. Quota/commission will flow to the field for all DMK

terminal sales. DMK will route orders greater than 100 units to the field for special attention.

*In Europe* — we will sell the HP block-mode terminals (HP 700/92 and HP 700194) exclusively through sales force 15. We will sell the DEC (HP 700122) and IBM (HP 700171) terminals exclusively through selected distributors/resellers. Since the low-cost HP 700141 is required on HP systems and non-HP systems, both sales force 15 and the distributors will carry this product. For the HP 700141 only, sales force 15 will generally be limited to (for non-A-1 contract customers) sales of greater than 500 units. Sales force 12 will manage the distributor channel.

In *Intercon* — we will be following the same model as in the U.S., except that direct marketing will not be implemented at this time.

The following tables further summarize our channel strategy:

## U.S. channel strategy

| Sales Force 15 (U.S.) | | *DMK* (U.S.) |
|---|---|---|
| **Existing exhibits** | **New exhibit** | |
| All terminals are on A-1 Exhibit (no functional units) | HP 700/22/41/71 also on new General-Purpose Terminal Exhibit orders ⩾100 units | HP 700/22/41/71 terminals receive market competitive discounts for orders ⩽100 units. |
| HP 700/92/94 terminals are also on A-3 and A-5 Exhibits.<br><br>*HP 700'41* is also on A-5 Exhibit. | HP *700122141171* models may be aggregated for discounts. | *HP 700192194* are also discountable. |
| One year contract Scheduled delivery Coordinated deliver!. | One year contract Scheduled deliver!, Coordinated delivery | One-Time Order Stock delivery No coordinated delivery No partials<br><br>No dollar leverage with *A-1* or other purchase agreements. |
| Customers may choose to use existing exhibits for all of their terminal purchases or (for the HP 700/41/22/71 models) the new General-Purpose Terminal Exhibit. | | |

## Intercon channel strategy

As in the U.S., the HP 700141122171 terminals will be on a new General-Purpose Terminal exhibit. But since we will not be using direct marketing (i.e., DMK in the U.S.), for smaller orders, the General-Purpose Terminal Exhibit will provide sales force 15 with market competitive discounts for all quantities.

## European channel strategy

| Sales Force 15 (Europe) | | (Sales Force 12) Distributors1 **Resellers** |
|---|---|---|
| **Existing exhibits** | **New exhibit** | |
| HP 700192194 terminals will be sold exclusively by sales force 15. HP 700192194141 terminals are on A-1 and A-5 Exhibits (no functional units). | HP 700/41 (only) will also be on a new European Terminal Discount Schedule — first breakpoint at 500 units. | HP 700/22/71 terminals will be sold exclusively by distributors. |
| HP 700192194 terminals are also on the A-3 Exhibit. | | |
| *Note: HP* 700122171 *are* not on *A-1* *Exhibit.* | | Note: *HP 700/92/94 are* not *carried by distributors* |

# Ordering HP 700 Terminals

*Joan Loveless/RTD*

The HP 700 terminals will be advertised and sold using the merchandising numbers of the form HP 700/XX. They will be ordered using ordering numbers of the form C100XA. Screen color is indicated by the final character of the ordering number and localization is selected by the appropriate option sequence.

Products, prices, and options are listed below.

## HP 700 **Terminal family ordering guide**

| Merchandising PIN | HP 700192 | HP 700194 | HP **700/41** | HP **700/22** | HP 700171 |
|---|---|---|---|---|---|
| U.S. list price | $895 | $1,095 | $375 | $575 | $695 |
| Description | Display terminal | High performance terminal | Entry level ASCII terminal | DEC VT220 compatible terminal | IBM 3191, Model A or B compatible terminal |
| Ordering PIN | | | | | |
| With amber screen | C1001A | C1002A | C1003A | C1004A | C1005A |
| With green screen | C1001G | C1002G | C1003G | C1004G | C1005G |
| With soft white screen | C1001W | C1002W | NA | C1004W | NA |

## Localization options (1 each required)

| Opt. | Keyboard | Country | | | | | Opt. | Key-board | Country |
|---|---|---|---|---|---|---|---|---|---|
| ABA | U.S. | U.S. | A | A | A | A | 500 | ** | U.S. |
| ABB | U.S. | Europe | A | A | A | 4 | 501 | * | U.S. |
| ABC | Canadian/French | Canada | A | A | A | NA | 502 | *** | U.S. |
| ABD | German | Germany | A | A | A | A | 503 | **** | U.S. |
| ABE | Spanish | Spain | A | A | A | NA | 520 | ** | Spanish/Latin American |
| ABF | French | France | A | A | A | A | 530 | ** | Japan/U.S. |
| ABH | Dutch | Netherlands | A | A | A | NA | 531 | * | Japan/U.S. |
| ABL | Canadian/English | Canada | A | A | A | NA | 540 | ** | Australia/U.S. |
| ABM | Spanish/Latin American | Latin America | A | A | A | NA | 541 | * | Australia/U.S. |
| ABN | Norwegian | Norway | A | A | A | NA | | | |
| AHP | Swiss/German | Switzerland | A | A | A | NA | | | |
| ABQ | Swiss/French | Switzerland | A | A | A | NA | | | |
| AHK | U.S. | Rep. of So. Africa | A | A | A | A | *102 key typewriter | | |
| ABS | Swedish | Sweden | A | A | A | A | **122 key typewriter | | |
| ABU | U.K. | U.K. | A | A | A | A | ***122 key data entry | | |
| ABW | Flemish | Belgium | A | A | A | NA | ****122 key ASCII | | |
| ABX | Finnish | Finland | A | A | A | NA | | | |
| ABY | Danish | Denmark | A | A | A | NA | | | |
| ABZ | Italian | Italy | A | A | A | A | | | |
| ACC | U.S. | U.K./U.S. | A | A | A | A | | | |
| ACU | U.S. | Switzerland | A | A | A | A | | | |
| ACE | U.S. | Denmark | A | A | A | A | | | |
| ACF | U.S. | Japan | A | A | A | A | | | |
| ACG | U.S. | Australia | A | A | A | A | | | |

A = Available    NA = Not available

# Networks ▓ Peripherals

## Service strategy for HP 700 family terminals

*Larry Bricker/RTD*

The HP 700 terminal family has been designed to provide a large degree of similarity in hardware between each of the terminal products. One service strategy has been implemented across the complete terminal family.

The family is customer installable and there are no factory paid installations. Warranty is for one year and is for parts and labor only, return to HP. A no-cost option (W03) is available to convert this one year warranty to 90 days on site.

Support services are available for the HP 700 terminal family as listed below.

- Priority on site, $5/month
- Next day on site, $3/month
- Scheduled on site, $2/month
- Customer return, $2/month

## HP 700 sales literature

*Pam Leyte/RTD*

To help you in your terminal selling efforts, five color data sheets are now available.

Each single-page data sheet provides information on the products' features, benefits, and specifications. The data sheets can be ordered through the Literature Distribution Center (LDC), in Palo Alto, California. Please refer to the appropriate part numbers below when ordering the literature pieces.

| P/N | Description |
|-----|-------------|
| 5953-8630 | HP 700/92 display terminal |
| 5953-8631 | HP 700194 high-performance terminal |
| 5953-8632 | HP 700/41 entry-level ASCII terminal |
| 5953-8633 | HP 700/22 DEC VT220-compatible terminal |
| 5953-8634 | HP 700/71 IBM 3191-compatible terminal |

Also, to help you learn more about the HP 700 family, there is a comprehensive HP 700 sales training guide available, P/N 5953-8635.

## NETWORKS

## Unique power and versatility — introducing the HP 4954A protocol analyzer

Chris *Ensell/CTD*
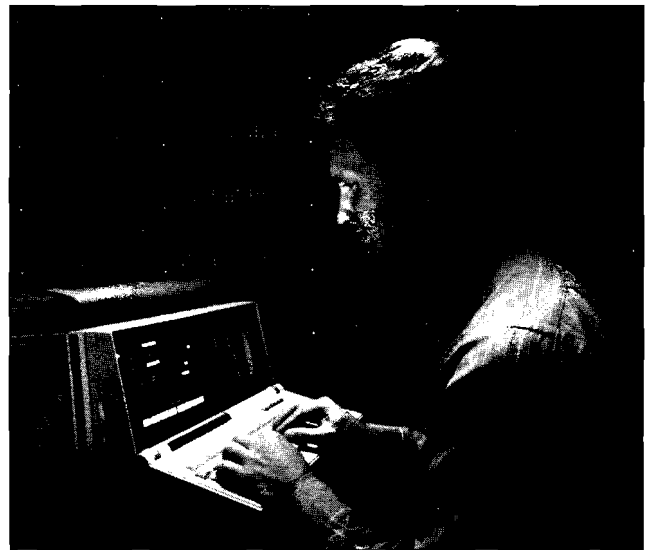


Another in an evolving series of datacommunications test solutions for both wide-area (WAN) and local-area (LAN) networks, the HP 4954A joins the family of disc-based analyzers introduced earlier this year: the HP 4972A, HP 4951C, and HP 4952A. With the introduction of the high-performance HP 4954A protocol analyzer, Hewlett-Packard now offers a complete range of protocol analyzers to meet our customers' needs for local-area and wide-area network monitoring, performance analysis, and simulation.

One of the most significant features of the HP 4954A is its flexibility. Its versatility lies in its combination of high-speed operation, extensive mass storage, multiprotocol handling, programming adaptability, and expansiveness provided by various hardware and software solutions.

High-speed state-of-the art multiprocessor design guarantees reliable, sophisticated analysis and simulation of full duplex bit-oriented protocols to 72 kbps and data capture of bit-oriented protocols at lower-line utilizations up to 256 kbps.

Extensive mass storage is provided with an integral 20-Mbyte hard disc and 613-Kbyte 3½-inch floppy disc. Any HP 4954A file may be autoloaded at power on to instantly

configure the protocol analyzer for your individual needs. The mass storage capacity of the HP 4954A can be further extended through HP-IB subset 80 disc drives. Set-up menus, user-written programs, and buffer data stored to floppy disc may be shared with the HP 4951C and HP 4952A. The internal 256-Kbyte data capture buffer can be expanded through the integral hard disc up to 20 Mbytes.

Multiprotocol testing capabilities can monitor, analyze, and simulate popular protocols such as X.25, SNA/SDLC, Bisync, Async, DDCMP, X.75, HDLC, BSC-framed X.25, and character oriented synchronous protocols. X.21, and CCITT#7/CCS7 support is also available through easy-to-use application software.

With its numerous application software packages, this high-performance analyzer can act as an X.25 network performance analyzer, or an SNA, X.21 or CCITT#7 development tool. The operation of the HP 4954A can be tailored to address current and future technologies through software and hardware enhancements.

Custom measurements and tests are easy to perform with softkey-driven entry of monitor and simulation programs with triggering based upon datacom events. The HP 4954A gives you programmatic control of send strings, timers, and counters.

The unique power and versatility of the HP 4954A make it a highly competitive product in today's datacom test market.

The HP 4954A is listed on the September 1, 1987, Corporate Price List (CPL).

| P/N | Description | U.S. list price |
|---|---|---|
| HP 4954A | Protocol Analyzer (includes one interface pod referenced by option number) | $17,000 |
| Opt. 100 | Adds RC-232CN.24 interface pod | n/c |
| Opt. 101 | Adds RS-449 interface pod | n/c |
| Opt. 102 | Adds V.35 interface pod | 200 |
| Opt. 103 | Adds MIL-188C interface pod | n/c |
| *Application software* | | |
| HP 18352A | X.21 State Simulator | 3,500 |
| HP 18355A | CCITT#7/CCS7 Analysis | 900 |
| HP 18360A | SNA Emulation Language | 2,500 |
| HP 18361A | 3270 Device Exerciser | 1,000 |
| HP 18362A | LU 6.2 Node Exerciser | 2,000 |
| HP 18370A | X.25 Network Performance Analysis | 1,200 |

For more information, please order P/N 5952-5118 from LDC.

# Introducing 10Mbps-10Mbps LAN bridge
Becky *Matsuoka/RND*

HP announces the HP 28648A 10Mbps-10Mbps LAN bridge. The bridge provides interconnectivity and extensibility between two local area networks (LANs). The bridge provides the versatility to connect both ThickLAN and ThinLAN cable. In order to conserve network bandwidth, the bridge provides address filtering capabilities to isolate traffic between two work groups.

Bridges can be used in conjunction with repeaters to extend your customer's LAN to about 10 miles. This extensibility provides your customer with topological flexibility to satisfy their needs. Since bridges do not count as repeaters in network topology restrictions, up to eight bridges may be used in the path between two nodes.

The bridge is protocol independent and therefore can operate in both IEEE 802.3 and Ethernet environments. The bridging capabilities can improve your versatility and flexibility when designing your local area network.

The bridge will be on the September 1, 1987 Corporate Price List (CPL), and can be ordered as follows:

| P/N | Description | U.S. list price |
|---|---|---|
| HP 28648A | Includes the bridge box, two ThickMAUS, and two 5-meter AUI cables. | $8,000 |
| Opt. 241 | Deletes both ThickMAUs and AUI cables. | |
| Opt. 242 | Deletes one ThickMAU and one AUI cable. Adds one ThinMAU with integrated AUI cable. | |
| *Must order 1 power cord option.* | | |
| Opt. 900 | U.K. power cord | |
| Opt. 901 | Australian power cord | |
| Opt. 902 | European power cord | |
| Opt. 903 | U.S./Canada 125V power cord | |
| Opt. 904 | U.S./Canada 250V power cord | |
| Opt. 906 | Swiss power cord | |
| Opt. 912 | Danish power cord | |
| Opt. 918 | Japanese power cord | |

# Networks ▓ Peripherals

## Network Marketing Center looking for referenceable customers

*Sara Moss/Network Marketing Center*

Reference selling can be an effective way to beat the competition, especially when networking is involved. The Network Marketing Center is initiating a program for gathering and recording 'good' reference sites, and we need *your* help. References are needed for the following networking productslconfigurations:

- StarLAN
- RJE to IBM S/34/36/38
- LU 6.2/DISOSS
- Broadband networks, especially including Ungermann-Bass buffered repeaters
- NSNAX
- X.25
- DMI/3000

Every submitter of a valid reference site will be awarded a special prize. The best reference sites will be written up for publication in application notes and future issues of *Information Systems & Manufacturing News.*

So, let us know about your referenceable customers. Please send your sites by HP Desk to Sara Moss by September 18, 1987.

## MASS STORAGE

## New disc/tape cabinet available

*Jim Skog/GTO*

*For U.S. only*

A new option and upgrade kit to allow an HP 7936 or 7937 disc drive to be mounted in the base of the new HP 7979A or 7980A tape drive cabinet is on the September 1 Corporate Price List (CPL). The option, HP 7979A Opt. 137 or HP 7980A Opt. 137, has a factory base (FBP) and U.S. list price of $300 and will begin shipping in October. The field upgrade kit for already-installed tape drive cabinets is the HP 88704A and has a FBP of $390 with a U.S. list price of $400. Availability is quoted at 8 to 10 weeks with first shipments in October. The HP 19512A disc rack mounting kit with a U.S. list price of $102 is also required with either the option or upgrade kit. This allows the HP 7936 or 7937 disc drive to be mounted in the 19-inch tape cabinet.

The ability to place either two tape drives or a tape drive and a disc drive in one of the new one-meter tape cabinets saves your customers valuable floor space. The following drawings shows the new cabinet door and safety feet. This new door provides adequate ventilation and a window to allow observation of the disc access light. The feet ensure that the cabinet meets safety standards and will not tip over even when both the disc and tape are pulled out on their slides for servicing or cleaning.

## Also in this issue

The following examples show how these combination products can be ordered:
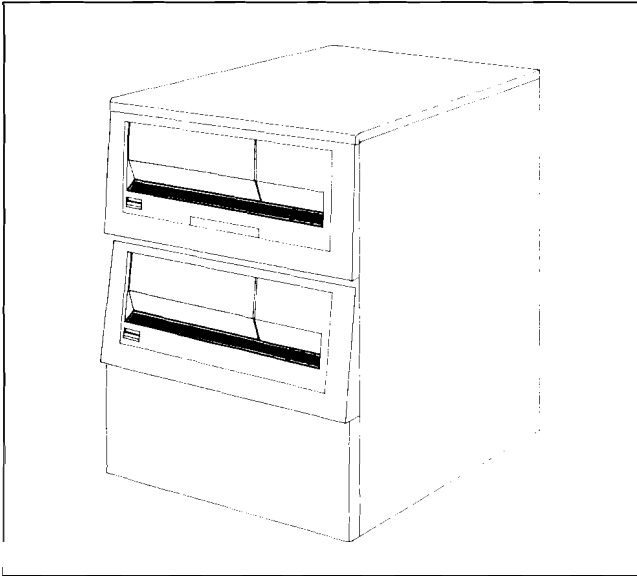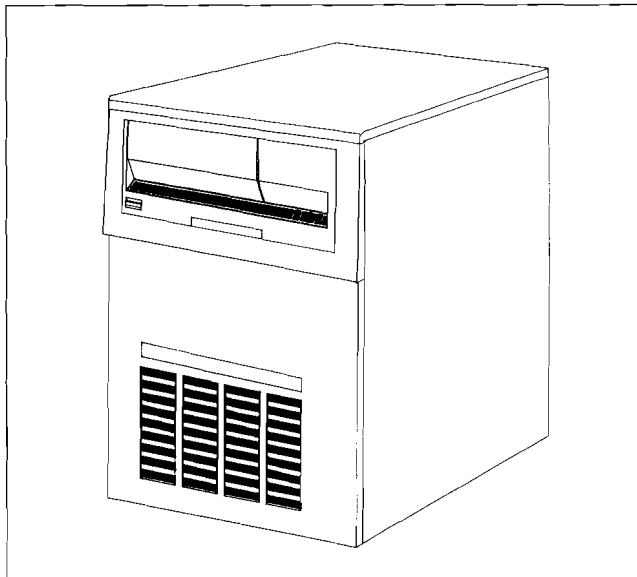


*Two tape drives in a cabinet*
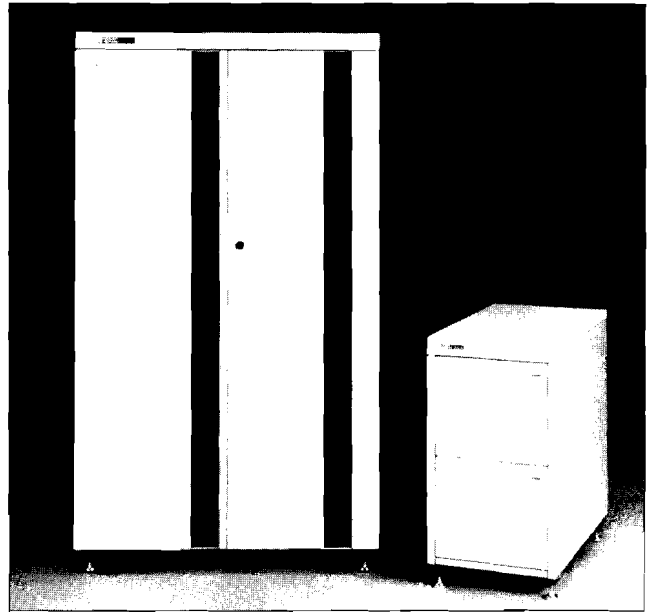  Qty 1   HP 7980A Std.
  Qty 1   HP 7980A Opt. 133



*One tape and one disc in a cabinet*
  Qty 1   HP 7980A Opt. 137
  Qty 1   HP 19512A
  Qty 1   HP 7936 or 7937

# Best floorspace utilization in the industry for mass storage subsystems
*Mike Gordon/DMD*

*For U.S. only*



The HP 19514A is a new storage cabinet for the HP 7936 and HP 7937 disc drives. The cabinet, which stands less than 5%-feet (1,600mm) tall and 3%-feet (900mm) wide, holds eight of HP's 7936137 disc drives. Two bays inside the cabinet house a stack of four drives each; the result is up to 4-112 Gbytes of mass storage in a small footprint of eight square feet.

The HP 19514A cabinet provides commercial and technical systems users with 572 Mbytes of mass storage per square foot of floorspace — floorspace utilization that is the *best* in the industry. This cabinet was designed with Precision Architecture systems and future disc interfaces in mind.

**High-end floor space utilization**

| Drive | Capacity per spindle | Capacity per cabinet | Mbytes/square foot |
|---|---|---|---|
| *HP 7937* – 8-Pack | *571* Mbytes | *4.57* Gbytes | *572* |
| IBM *9335* | *855* Mbytes | *3.42* Gbytes | *531* |
| IBM 3380E* | *2,520* Mbytes | *5.04* Gbytes | *540* |
| DEC SA482 | *622* Mbytes | *2.49* Gbytes | *452* |
| *EMC* Falcon II | *812* Mbytes | *2.44* Gbytes | *464* |

*\*Does not include controller*

# Networks & Peripherals

When compared with a fully loaded HP 19514A cabinet (floorspace cost saving is calculated at $5/month per square foot), HP users with 11 HP 7933s can expect to save at least $2,600 per year in computer room floorspace costs. Air conditioning and floorspace requirements for the same fully loaded HP 19514A is similar to what two HP 7933s require. Benefits of the new cabinet include:

- Up to 4½ Gbyte mass storage solution in one package.
- Cable management — Only one power supply and one power-on switch is required.
- Low noise level — Front and rear doors insulate the eight drives keeping the work environment quiet. The HP 19514A's noise level is about the same as two drives housed in an HP 19511A cabinet (less than 70dB).
- Outlet compatibility — The HP 19514A can easily plug into an existing HP 7933 208VAC outlet.
- Industry-leading megabytes per square foot — With this cabinet, 572 Mbytes per square foot can be achieved.

Existing HP 7936 and 7937 disc drives are easily mounted in the new package. (Existing 120-Volt drives will need to be converted to the 200-Volt range and new drives can be ordered with Option 17 for 200-Volt operation.)

## HP cabinet alternatives

| Cabinet | Description | Supplying division | F.B.P. | U.S. list | After average discount | Features |
|---|---|---|---|---|---|---|
| 92211R | Designer Plus | DMK | — | $550 | $550 | Cabinet |
| | | | | | 38 | Filler panels |
| | | | | | | Rack Slides* |
| | | | | | | Anti-tip feet* |
| | | | | | | Locking |
| | | | | | 290 | mechanism* |
| | | | | | | Heavy duty casters* |
| | | | | | | Sound-proof rear |
| | | | | | | door* |
| | | | | | 878 | "Non Discountable" |
| 19511A | HP 7936/37 | DMD | $ 950 | 1,000 | 780 | **92211R plus filler panels, rack slides. anti-tip feel, locking mechanism, heavy duty casters, and sound-proof rear door. |
| 19514A | HP 7936/37 | DMD | 4,900 | 5,000 | 3.900 | **Cabinet, front/back doors Power distribution unit 572 Mbytes/Sq. Ft. - 4.57 Gigabytes |

'Estimated cost of parts if supplied by DMK
+*Average discounted price will vary based on customer
  Purchase Agreement Discount

Buying the HP 92211R (plus necessary extra parts) is more expensive than buying the HP 19511A two-pack cabinet at $1,000 less average discount.

The HP 92211R Designer Plus cabinet from Direct Marketing Division (DMK) was designed for multiple lightweight customer installable products, with rack slides and filler panels purchased separately as accessories.

The HP 19511A/HP 19514A disc cabinets were designed exclusively for high-end mass storage products with all accessories included. This makes the sales process less complicated. These products are also purchase agreement discountable.

## HP 19514A versus the competition

| System | Disc $/Mbyte | Pkg. $/Mbyte | Total |
|---|---|---|---|
| **IBM** | | | |
| 3380E (5GB/161GB) | $36.26/19.86 | — | $36.26119.86 |
| 9335 (855MB/3420MB) | 34.80/27.34 | — | — |
| 9309/1 ($2,500) | — | $1.46/MB | 36.26/28.80 |
| 9309/2 ($3,000) | — | .88/MB | 35.68/28.22 |
| **DEC** | | | |
| SA482 (2488MB) | 33.73 | — | 33.73 |
| RA81 (456MB/1368MB) | 39.47/36.55 | — | 39.47/36.55 |
| **HP** | | | |
| 7937 (571MB) | 31.44 | — | — |
| 19511A ($1,000) | — | .88/MB (2) | 32.32 (2) |
| 19514A ($5,000) | — | 1.09/MB (8) | 32.53 (8) |

## Competitive summary

- The HP 19511A Two-Pack cabinet price will be increased to $1,000 U.S. list price on October 1 and will be effective November 1, 1987.
- The HP 19514A will be priced at $5,000 U.S. list. Compare this to IBM and DEC competition:
  - Total solution price/Mbyte is priced better than both the SA 482 and RA 81 disc drives from DEC.
  - Total solution price/Mbyte is priced midpoint between IBM's 3380E and the 9335 model disc drives. Small spindle quantities are more expensive, and for large spindle quantities they are less expensive.

  The HP 19514A has the best floorspace utilization.
- The HP 19514A will be priced at $5,000 U.S. list. Compare this to the HP 19511A two pack:
  - Four HP 19511A Two Packs at $1,000 = $4,000
  - Front/back doors for noise reduction
  - Floorspace savings   } = $1,000
  - PDU/single on/off switch & easy cabling

## Ordering information

The following is the procedure to order the HP 19514A disc drive cabinet from Disc Memory Division (DMD).

| P/N | Description | Qty. | Sup. Div. | P.L. | List price | F.B.P. |
|-----|-------------|------|-----------|------|------------|--------|
| 19514A | Disc Dnve Cabinet for eight HP 7936137s | 1 | 4800 | 66 | $5,000 | $4,900 |

- Availability will be six to eight weeks after receipt of order.
- Order Opt. 17 with all new drives to be installed in an HP 19514A for 200-240 Volt operation.

### Questions/Answers

*Q:* *Can I install my existing 120 Volt drives in the HP 19514A cabinet?*

*A:* Yes, your local CE can convert your drive from 120 Volt to 200 Volt range in the field when they are installing the drive into the HP 19514A cabinet.

*Q:* *Is the cabinet power cord supplied with the cabinet?*

*A:* It depends; a power cord is supplied with cabinets shipped to countries that use NEMA-standard power receptacles. The power cord supplied is a 1013 AWG cord with a NEMA 6-30P plug (HP P/N 8120-3047). Other countries must supply their own to meet their regulations.

*Q:* *Can I install other products in this cabinet?*

*A:* No, other products have not been tested for temperature, RFI, or safety regulations in this cabinet, but if you feel some products should be tested, call your Sales Center contact.

You can obtain a copy of the data sheet for the HP 19514A by ordering P/N 5953-3684 from the Literature Distribution Center (LDC), in Palo Alto, California.

## HP 7976A trade-in direct mail program

*Bert Vermeulen/GTO*

*For the U.S. only*

Greeley Tape Operation (GTO), in conjunction with the Customer Information Center (CIC) is conducting a direct mail and telemarketing campaign to help your customers upgrade their HP 7976A tape drives to the new HP 7980A.

On August 10 we mailed an informational package to each HP 7976A owner showing that most trade-ins will have a payback period of less than two years. The benefits of trading up include:

- $5,000 credit for trading in the HP 7976A.
- $570 per month savings in maintenance (SMMC) costs.
- Approximately $100/month savings in utility costs.
- Up to 25 percent performance improvement.

In late August and early September, we will be calling each of these customers to generate qualified sales leads that can be passed back to the field.

If you have any questions about this program, or would like to receive a copy of the informational package, please send an HP Desk message to Bert Vermeulen, HP5800/01.

## Mass storage advertisement for installed base

*Randi McClure/DMD*

*For U.S. only*

A mass storage advertisement premiered in the August issues of two U.S. user group publications — *Supergroup* and *HP Professional.* The ad will appear in *Interact* this month.

The purpose of the ad is to convey the message that HP mass storage products offer "more performance, more savings, and more efficiency." The HP 7937 disc drive and HP 7980 tape drive are featured products.

The reader's *call to action* is to call the local HP sales office or an 800 number at the Customer Information Center (CIC). If the reader chooses the latter, a *More Pack* literature package will be mailed. The *More Pack* includes a mass storage selection guide, HP 7936137 and HP 7979180 data sheets, and a list of regional sales offices.

If you receive calls from your customers regarding the ad, refer to your July mailing of *Megabytes Plus* for trade-in credits and programs. You will find all you need to effectively respond to the leads generated by the ad.

### Also in this issue

PRINTERS

## Announcing the HP C1200A: first Asian line printer

*Hideaki Yatsuda/AHCO*

*For Asian countries only*

On September 1, Asian Hardcopy Operation (AHCO) in Japan announces the HP C1200A — Hewlett-Packard's first Asian line printer. The HP C1200A Asian line printer is an impact dot matrix Asian line printer capable of printing four different Asian 2-Kbyte character sets at maximum speeds of 330 Ipm (lines per minute) and handles continuous fanfold paper at widths of 3 through 16 inches.

It offers a high-speed, heavy-duty printing solution for a wide variety of computer printing applications in your customers' own language.
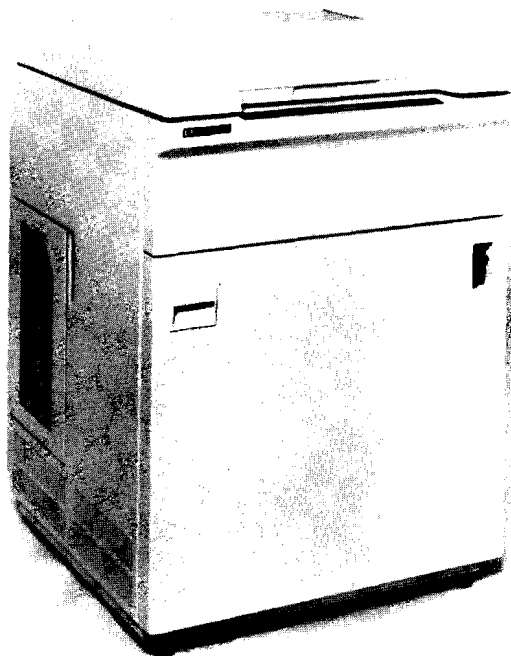


*The HP C1200A, HP's first Asian line printer, meets the Asian customer's printing needs.*

Key features of this printer are listed below.

*Asian 2-Khyte character set* — allows your customers to print application outputs in their own language. One of four Asian 2-Kbyte character sets, Traditional Chinese, Korean, Simplified Chinese, and Japanese can be selected from character set options.

*Near Letter Quality (NLQ) and Draft mode* — provides flexible printing according to your customers' needs. NLQ mode provides excellent print quality for customers wishing to print with attractive NLQ characters. Draft mode provides printing at the printer's maximum print speed (330 lpm) in both Asian 2-Kbyte and 1-Kbyte character sets.

*Quiet (under 55dBA)* — lets your customer use the printer in an office environment without being disturbed by the printing noise.

*32 character LCD Operator Control Panel* — user-friendly Operator Control Panel. Your customer can configure printer configurations such as default 1-Kbyte character sets, print pitches, page formatting, interface configuration, etc., more visually and easily.

*HP 256X Series line printer compatibility* — on all software (except for barcode functions) under the HP Printer Command Language (PCL). The HP C1200A printer also supports the HP Asian Printer Command Language (APCL) to handle Asian 2-Kbyte characters.

*HP standard 1-Kbyte character sets* — such as Roman-8, Line Draw, and Math symbols are supported on all character set options. Meanwhile, the Korean and Japanese country standard 1-Kbyte character sets, such as Korean-8 and Kana-8, are also supported according to the option.

*High reliability* — is guaranteed with a new technology for line printers. The MTBF of 4,000 hours lowers your customers' maintenance costs for the printer.

**Support matrix**

The HP C1200A printer is to be supported on the HP 3000 and HP 9000 computer systems via RS-232C or RS-422 interfaces. Either the RS-232C or RS-422 interface can be selected at installation time, depending on your customer's system environment.

| System | Operating system | Printer interface | Support target date |
|---|---|---|---|
| HP MICRO 3000 through Series 70 | MPE-VIE | RS-232C/RS-422 | Early FY88 |
| Series 900 HP 3000 | MI'E-XL | RS-232C/RS-422 | End of FY88 |
| HP 9000 Series 800 | HP-UX | RS-232C | Early FY88 |
| HP 9000 Series 300 | HP-UX | RS-232C | Middle of FY88 |

## Sales aids

With the introduction of the HP C1200A printer, a technical data sheet, PIN 5950-2892 is available. The data sheet can be ordered from the Literature Distribution Center (LDC) in Palo Alto, California.

If you have any questions about the printer, please call Hideaki Yatsuda at AHCO in Japan (426-42-1231) or send an HP Desk message to HP3301/AH.

# Ordering information for HP C1200A Asian line printer

Hideaki *Yatsuda*/*AHCO*

For Asian countries only

The HP C1200A Asian line printer has two kinds of options — character set and power operation.

Your customer must order one option from each group.

| P/N | Description | Factory base price |
|-----|-------------|--------------------|
| HP C1200A | Asian line printer | $14,900 |

## Character set option

Your customer must order one of the following character set options.

| Option | Description | Factory base price |
|--------|-------------|--------------------|
| AB0 | Traditional Chinese character set: includes Traditional Chinese 2-Kbyte character set and Roman-8, Line Draw, Math 1-Kbyte character sets. | $200 |
| AB1 | Korean character set: includes Korean 2-Kbyte character set and Korean-8, Roman-8, Line Draw, Math, HCLP I-Kbyte character sets. | 100 |
| AB2 | Simplified Chinese character set: includes Simplified Chinese 2-Kbyte character set and Roman-8, Line Draw, Math 1-Kbyte character sets. | 100 |
| ACA | Japanese character set: Includes Japanese 2-Kbyte character set and Kana-8, Roman-8, Line Draw, Math 1-Kbyte character sets. | 100 |

## Power operation option

Your customer *must* order one of the following power operation options.

| Option | Description | Factory base price |
|--------|-------------|--------------------|
| OE2 | 100-120V; 50/60Hz power operation: Maximum 1,800 Watts power consumption. | $0 |
| OE3 | 200-240V; 50/60Hz power operation: Maximum 1,800 Watts power consumption. | 0 |

## Supplies

The HP C1201A Ribbon Cartridge is available for the HP C1200A printer.

HP C1201A includes one black longlife ribbon cartridge with an average life of 150,000 lines at 60 percent print density.

If you have any questions regarding the HP C1200A printer ordering information, please contact Hideaki Yatsuda, AHCO/Japan at phone 426-42-1231 or HP Desk 3301/AH.
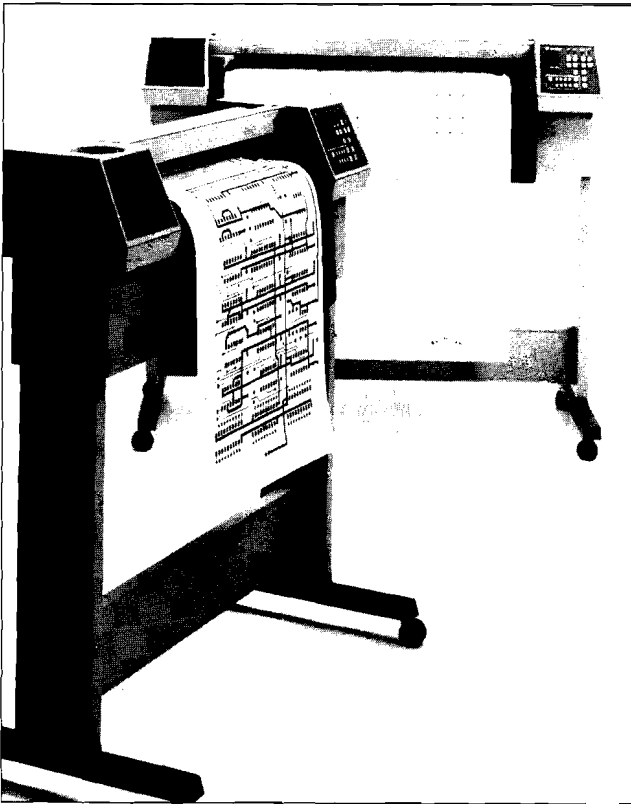
# Also in this issue

## PLOTTERS

# HP 7580 series drafting plotters to be discontinued

*Dave Driscoll/SDD*



The HP 7580 series drafting plotters are being removed from the September 1, 1987 Corporate Price List (CPL). Each of the three models (HP 7580B, HP 7585B and the HP 7586B) will be supported for a full ten years.

The HP DraftMaster I and roll-feed DraftMaster II drafting plotters are direct replacements for the HP 7580 series plotters since they provide higher performance and HP 7580 emulation. The HP DraftMaster plotters, together with the HP DraftPro plotter, represent Hewlett-Packard's current family of drafting plotters.
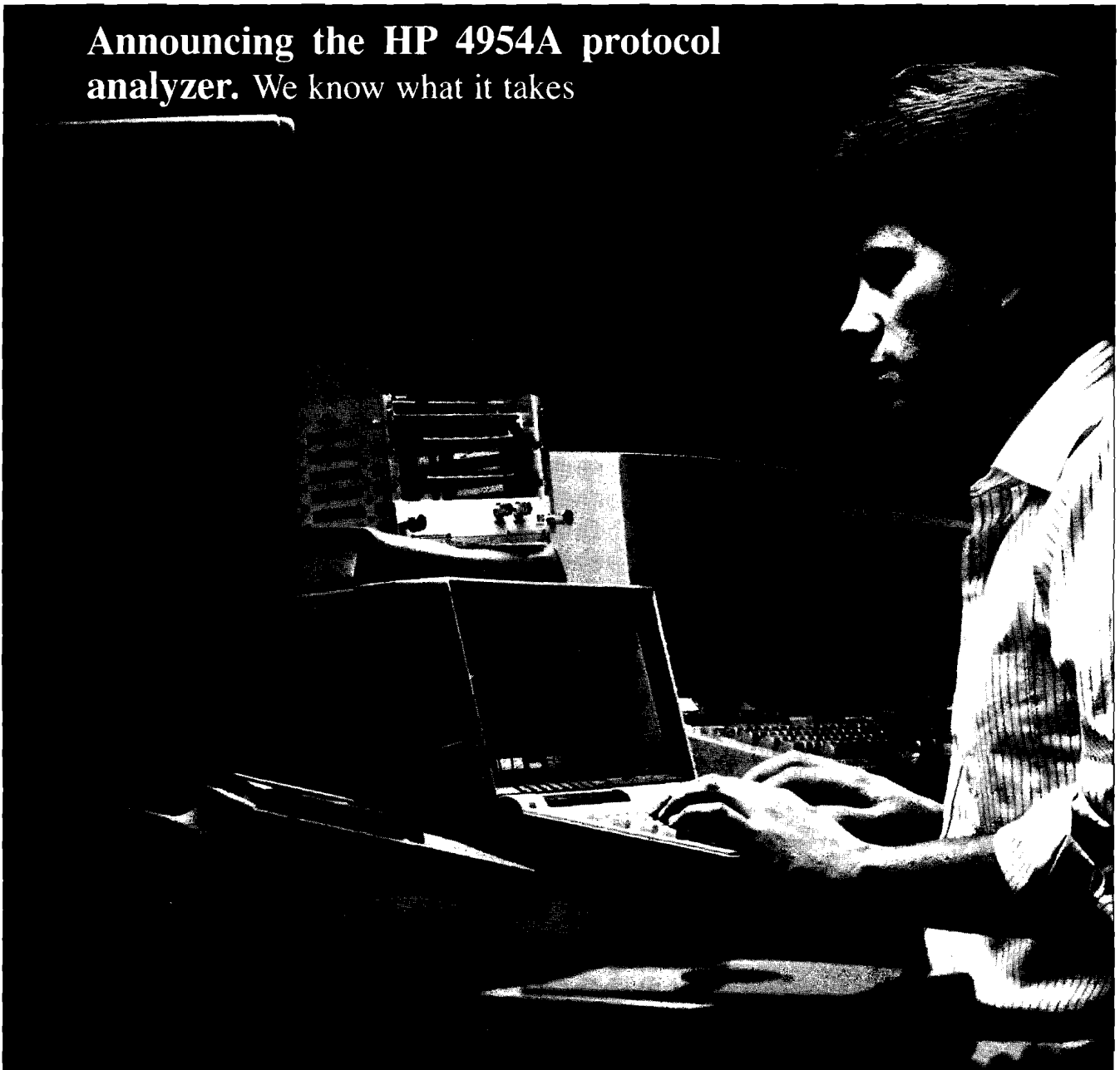
## DMK direct order phone numbers

DMK Fast Phones — the easy, direct way for you to order supplies, accessories, media, furniture, and software from Direct Marketing Division.

| Location | Telephone **Number** |
|---|---|
| Australia | (03) 895-2645 |
| | (03) 895-2615 |
| | (03) 895-2815 |
| | (03) 895-2861 |
| Austria | (0222) 2500-61416151616 |
| Belgium/Luxembourg | (02) 762 31 11 |
| Canada | |
|   Toronto Local | 416-671-8383 |
|   Ontario | 1-800-387-3417 |
|   Quebec | 1-800-387-3417 |
|   British Columbia | 112-800-387-3154 |
|   Other Provinces | 1-800-387-3154 |
| Denmark | 04 30 16 40 |
| Finland | (90) 887 2361 |
| France | (1) 69 288 390 |
| Greece | (01) 6726090 |
| Italy | (02) 9236 9702 |
| Japan | |
|   Sagamihara | 0427 59 1311 |
|   Osaka | 06 304 6021 |
| Middle East | |
|   Athens | (01) 6828811 |
| Norway | (02) 246090 |
| South Africa | |
|   Johannesburg | (011) 8025111 |
|   Cape Town | (021) 537954 |
| Spain | (91) 6374013 |
| | (91) 6370011 |
| Sweden | (08) 7502400 |
| Switzerland | (057) 31 22 53 |
| | (057) 31 22 54 |
| | (057) 31 22 59 |
| The Netherlands | (020) 547 6606 |
| United Kingdom | (0734) 697201 |
| United States | 800-538-8787 |
| West Germany | (0130) 3322 |

# Announcing the HP 4954A protocol analyzer. We know what it takes

**HEWLETT**
**PACKARD**