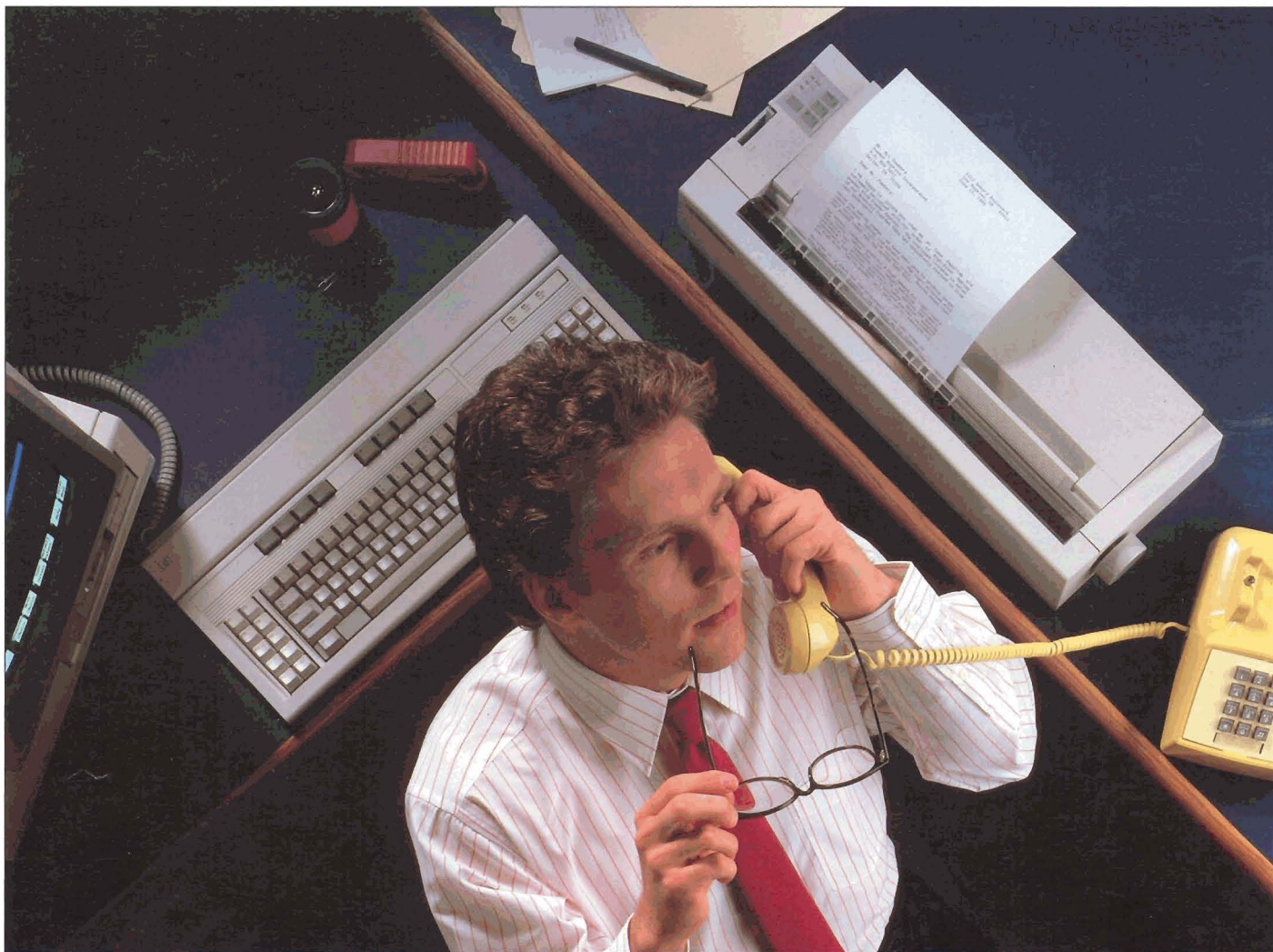


# Information Systems & Manufacturing News

Information for HP sales reps selling MIS, office automation, and manufacturing solutions □ July 1, 1986



**HP QuietJet Plus Personal Printer**  
For quiet, quality, wide-carriage printing

# Information Systems & Manufacturing News

Vol. 11, No. 17

Formerly *Computer News*

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*Information Systems & Manufacturing News* is published biweekly for Hewlett-Packard field personnel to help you sell HP solutions by *organizing, summarizing, and highlighting* sales and marketing information.

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### On the cover

Hewlett-Packard is proud to introduce the printer both you and your customers have been asking for — the QuietJet Plus personal printer. It is a flexible wide-carriage printer that offers the best features of personal printing . . . without the noise. See articles on pages 19 and 20.



### On the back cover

The new HP JetSeries supplies provide the finishing touch for HP QuietJet Plus and HP ThinkJet personal printers. A full range of HP JetPaper supplies and new color print cartridges are available to support all of your customers' printing needs. See page 21 for details.

## MARKETING & INTERNATIONAL SECTOR

US Field Operations  
Europe/Africa Operations  
Intercontinental Operations

Worldwide Major Accounts Program  
FMO Federal Marketing Operation  
DMK Direct Marketing Division  
CVCM Value-Added Channel Management  
Customer Support  
ASD Application Support Division  
PSSD Product Support Division  
FRD Finance and Remarketing Division  
Corporate Marketing Communications

## INFORMATION SYSTEMS & NETWORKS SECTOR

Information System Group (ISG)  
CSY Computer Systems Division  
OSP OFFICE SYSTEMS PROGRAM  
OSD Office Systems Division  
OPD Office Productivity Division  
PSD Personal Software Division  
BGG Boblingen General Systems Division  
GCO Guadalajara Computer Operation  
Personal Computer Group (PCG)  
RTD Roseville Terminals Division  
HPPR Puerto Rico Operation  
PCD Portable Computer Division  
BPC Brazil Operation  
HCCO Handheld Computer & Calculator Operation  
GFCO Grenoble Personal Computer Division  
POD Personal Office Computer Division  
Microcomputadoras HP  
PCS Singapore Operation  
PCDO Personal Computer Distribution Operation  
APCO Asian Personal Computer Operation  
Peripherals Group (PG)  
GLD Greeley Division  
CPB Computer Peripherals Bristol Division  
GTO Greeley Tape Operation  
DMD Disc Memory Division  
BOI Boise Division  
VCD Vancouver Division  
KCO Ink-Jet Components Operation  
SDO San Diego Division  
BPC Barcelona Peripherals Operation

## Information Networks Group (ING)

CND Colorado Networks Division  
GND Grenoble Networks Division  
RND Roseville Networks Division  
IND Information Networks Division

## Information Technology Group (ITG)

FID Fort Collins IC Division  
IHO Information Hardware Operation  
ISO Information Software Operation  
ESCO Entry Systems Operation

## Integrated Circuit Group (ICG)

CID Cupertino IC Division  
NID Northwest IC Division  
SIO Singapore IC Operation  
KCD Integrated Circuits Division

## MANUFACTURING, MEDICAL & ANALYTICAL SYSTEMS SECTOR

Manufacturing Systems Group (MSG)  
DSO Data Systems Division  
AMSO Advanced Manufacturing Systems Operation  
MFD Manufacturing Productivity Division  
LID Loveland Instrument Division  
PAO Panacom Automation Operation  
MTD Manufacturing Test Division  
LMSO Lyon Manufacturing Systems Operation

## Analytical Group

AVD Avondale Division  
SD Scientific Instruments Division  
WAD Waldbronn Division  
HPG HP Genchem

## Medical Group (MED)

AND Andover Division  
BMD Boblingen Medical Division  
MCM McMinnville Division  
WAL Waltham Division  
MSC Medical Supplies Center

## Corporate Manufacturing

PRCD Printed Circuit Division

## COMPONENTS, MEASUREMENT & DESIGN 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  
QSMO Queensferry Microwave Operation

### Electronic Instruments Group (EIG)

NJD New Jersey Division  
SCD Santa Clara Division  
ID Instrument Division  
YHP YHP Instrument Division  
YCO YHP Computer Operation  
COL Colorado Springs Division  
SL Instrument Systems Labs

### Design Systems Group (DSG)

TECHNICAL SYSTEMS  
FSD Fort Collins Systems Division  
TWO Technical Workstation Operation  
SSO Systems Software Operation  
CWO Corvallis Workstation Operation  
BOD Boblingen Computer Division

### ELECTRICAL ENGINEERING

LSD Logic Systems Division  
LDO Logic Design Operation  
FEO Fort Collins Engineering Operation  
SLCO Salt Lake City Operation

### MECHANICAL ENGINEERING

LSD Lake Stevens Instrument Division  
BEO Operation

### Components Group

MCD Microwave Semiconductor Division  
OED Optoelectronics Division  
OCD Optical Communication Division  
SAO Southeast Asia Operation

### Corporate Engineering

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

**For research and education purposes only.**

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## VALUE-ADDED CHANNELS

### HP's consultants program moves to the fast track

Patrick Apfel/CVCM

#### Industry watchers: a product group focus

Our product groups continue to increase their efforts to inform and influence industry watchers. As a result, they are effectively increasing market awareness of HP's offerings in areas such as office automation (OA), distributed data processing (DDP), computer-integrated manufacturing (CIM), and computer-aided engineering (CAE). These increased efforts are resulting in more accurate, frequent, and favorable reports by industry watchers regarding HP. The reviews HP received following the Spectrum introduction present a strong testimony to this trend. These "luminaries" are now providing us with a more productive communication line to influencers (general business consultants and the press) and decision makers (DP/MIS managers).

#### Big-8 consulting firms: a team effort

The focus on Big-8 consulting firms has now become a team effort with Corporate, Information Systems Group (ISG), Manufacturing Systems Group (MSG), and selected field areas joining forces. Our strategy continues to be developing stronger working relationships with those consultants directly affecting our customers' buying decisions.

In the US, we are currently developing formal programs in the New York City, New York, Chicago, Illinois, and San Francisco, California, areas. The objective is to build successful modular programs that are easily replicated in other cities worldwide. We are looking to roll out the program in Dallas, Texas, and other major cities during the third quarter. On the international side, the UK, France, and the Far East regions have field assignments for "systems consultants." This type of focused strategy is central to our long-term success with consultants.

Joint marketing programs have been implemented on a regional basis with Arthur Young (AY) and Coopers & Lybrand (C&L), two of the leading consultants in office automation and manufacturing, respectively. The programs are resulting in prospective customers called upon jointly by HP and the consultant. Mike Covert, southbay area value-added rep, and Mark DeBroeck, midwest region program marketing manager, are conducting joint seminars utilizing HP and the consultant's respective

strengths. Positive results from these efforts are expected soon.

Experience has shown that successful long-term consultant relationships require two key roles to be maintained at the field level. The first role, termed *grey fox*, involves senior-level activities, such as initiating contacts with partners, identifying common areas of strength, developing mutually beneficial joint-marketing programs, and educating the local sales force on productive consultant relations. The second role involves the on-going *market-ing/technical support* necessary to inform and train consultants.

We are currently working with marketing and sales management to identify the best way to implement these two functions, given the current resource situation. Our plan is to generate sales successes in the target areas, while at least keeping all other areas informed of our efforts (thus encouraging program leveragibility).

We want to continue nurturing the creativity of HP people involved with consultants throughout the world. To accomplish this, we are in the process of internally identifying "who's who" and "who's doing what" with consultants. At the present time, we have identified over 100 people in the sales organization who are working with consultants. This *Consultants Network\** allows us to leverage activities, marketing programs, and sound advice from those people working directly with consultants.

We will continue to keep you updated on program successes. In the meantime, read the following articles about two recent successes achieved through the collaboration of HP's sales force and consultants.

*\*To become part of the Consultants Network, call Julie Whalen at 415-857-8978.*

### Record Canadian sale — value-added businesses create opportunity

E. Mark Jones/CVCM

Two years ago, Ottawa systems engineer Mac Drummond delivered an initial presentation to Arthur Andersen (AA) & Company. At that time, neither he nor anyone at HP could have predicted the events that followed. The results of that presentation led Drummond along with District Sales Manager Phil Weaver and Sales Rep Chuck Freeman to spearhead an effort that lasted two years. The net result was a record \$9.6 million sale (Canadian

— approximately \$5.5 million US) — the largest HP sale ever made in Canada.

The initial contract included 13 HP 3000s (10 Series 42 and 3 Series 70), 562 HP Touchscreen personal computers, a five-year support agreement, and \$450,000 in Independent Software Vendor (ISV) billings. In turn, the Canadians received an integrated information management system that included a full suite of HP office automation (OA) software and links together 11 locations across Canada. For HP, the \$9.6 million sale more than doubled the company's previous record Canadian sale.

### **Consultants open the door**

Drummond's presentation of HP's integrated information management offerings created tremendous interest among AA's consulting division. Shortly thereafter, Arthur Andersen encouraged HP to contact the customer about their plans to upgrade the system.

The HP team's two-year effort overcame difficult odds before turning around this unlikely opportunity. First, they shook up the initial planning stage, effectively killing a tentative deal with Wang. Over the next 12 months, Chuck Freeman worked closely with two independent consultants, Ultracomm and Systems Interface, to successfully redefine the project specs.

### **Inviting the ISVs**

With the Wang deal no longer a threat and the project specs redefined, HP faced two more obstacles. Both required the assistance of software suppliers. The first hurdle involved finding applications that fulfilled the requirements of the Request for Proposal; the second was conversion of the customer's existing applications. To overcome the hurdles, Weaver enlisted not one, but three different ISVs: one to convert the Wang/Motorola Four-Phase system to HP, and two to provide the necessary applications.

### **A coordinated delivery**

Weaver recognizes that this opportunity would never have been realized without cooperation from our value-added businesses. But this effort also required effective cooperation from within the company. Weaver's team

received extensive support from the research facility at Pinewood, England, and the factory marketing teams in Cupertino, California.

Looking to the future, Weaver has indicated this sale offers additional growth opportunities. His team is now targeting the Canadian's IBM service bureau for expansion. He realistically views the target as offering "excellent potential to expand the base over the next five years."

## **Independent consultant leverages \$8 million for Hewlett-Packard**

*Pam Odle/Neely Sales Region*

We are very fortunate to have located in the Northwest Area of Neely, independent consultant Larry Smoot. He was responsible for assembling a very intensive Request for Proposal (RFP) and benchmarking process that gathered vast functional and performance data from all competing computer vendors for one customer. Primary issues were datacom, fourth-generation language, database, and office automation (Larry specializes in these areas). Larry's bottom-line theory was that only two vendors had the "pride" to pull off a project this size, IBM and HP; and IBM just didn't have the products. Net result for HP has been about \$8 million of business with the customer. Larry has been used as a reference for many of our prospects to give a neutral opinion. He has also worked many times with our Pinewood, England office, setting directions for office automation products.

Most recently, Larry has been hired by the State of Washington to choose and implement a distributed computing network for the state. Hewlett-Packard has been selected and Larry helped us negotiate a \$5 million/year contract. We already have orders for HP 3000s and personal computers from three new agencies, and have just been selected to replace a large Data General installation.

Larry is currently pursuing consulting opportunities within the government sector, as well as with private and public businesses.

## CUSTOMER SUPPORT

## Product Support Division pricing update

Susan Christensen, Phil Gong, and Kathy *Gogan/PRSD*

The Product Support Division (PRSD) will implement price changes on selected computer hardware and software support products effective August 1, 1986.

### Computer hardware support

Computer hardware support prices were changed to reflect more accurately the costs of delivering these services. The four products affected are listed below:

- HP 2608A system printer: The major effort in our repair organization to implement Boise's preventive maintenance (PM) program has resulted in cost savings. These efforts support an 8-to-14-percent decrease on usage Options V01 to V07.
- HP 2686A LaserJet printer: Better parts reliability has warranted a 20-percent price decrease.
- HP 9815A/S desktop computer: The increase in repair costs has resulted in a 20-percent price increase.
- 96060A Metheus graphics processor: Increased parts cost necessitates a 15-percent price increase.

### Computer software support

Software support prices were changed to better reflect material delivery costs and to better position products on an annual cost-of-ownership basis. To summarize:

- SMS prices for 21 inactive or obsolete software products were lowered because fewer material updates are expected in the future.
- Selected support prices for 14 active software products were corrected to better reflect actual material costs.
- Prices for 25 HP 3000 subsystem and application SMS products (and the corresponding foreign versions) whose annual cost of ownership was less than three percent of the software list price, increased five dollars a month.

Major products affected by price changes include:

- HP 3000, HP 1000, and HP 9000 software notification service (SNS) prices increased three to five dollars a month.

- HP 9000 Series 500 Basic and Basic 2.0 operating system support prices decreased 20 to 50 percent.
- HP General Ledger, Accounts Payable/3000, MM/3000 Advanced Customization, and IFS/3000 increased five dollars a month.

The support organization has been informed, in detail, of the price changes effective August 1, 1986. Please contact your local area office, or Kathy Gogan at PRSD with any specific questions.

## Customer Service training center as a sales channel

*Wei Huang/PRSD*

To enhance product promotion and to increase sales in the competitive age, people should make use of all available channels to reach potential customers. Customer Service Training (CST) in Mountain View, California, can help in promoting HP products and services.

Since 1985, CST has taught over 1,000 customers worldwide. The customers include system managers, service engineers, repair technicians, and in some instances, design engineers. With technical expertise developed from formal training and years of working experience, the customers' hardware specialists are often the company consultants for hardware procurement.

No specification in the world will predict how long the equipment will perform before it burns out a fuse. No superficial inspection will locate that intrinsically defective chip. And no amount of normal usage will forecast the rate of mechanical wear and tear. Who knows more about the equipment quality history? Our customers' service and maintenance personnel.

CST, because of its vantage point, has been involved in supporting the HP sales effort through customer presentations and customer visits. However, we would like to expand our horizon to include more HP products and services.

If you think CST can be an additional channel for you to reach prospective customers, call Customer Service Training at 415 or TELNET 960-5295.



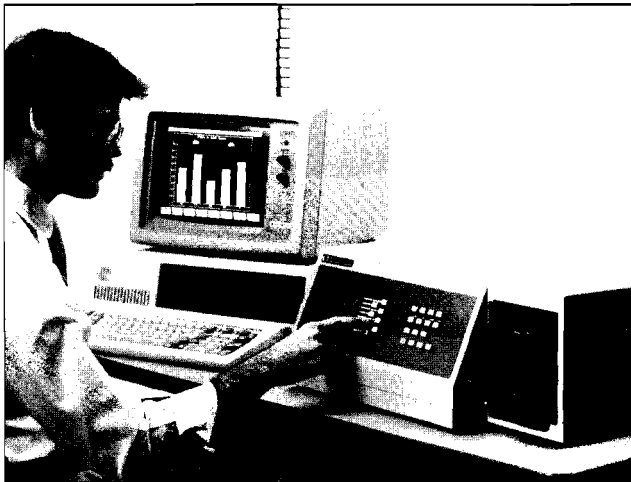
## SALES SUCCESSES

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. Also welcome would be some information about the amount of the sale and the solution's implementation date.*

### HP 7510 makes sale at Northrop Corporation's Aircraft Division

Stuart Schaffer/SDD

In May, Northrop Corporation's Aircraft Division marketing group decided to purchase the HP 7510. Northrop will be using the HP 7510 to produce 35mm slides on the features and benefits of their F-20 jet fighter. Since the division's marketing group makes presentations to foreign governments, they found the HP 7510 was the perfect solution for professional quality slide needs.



Northrop's primary need was for high quality 35mm slides; however, they were also looking at General Parametrics' VideoShow. While VideoShow can produce both 35mm slides and overhead transparencies, its main

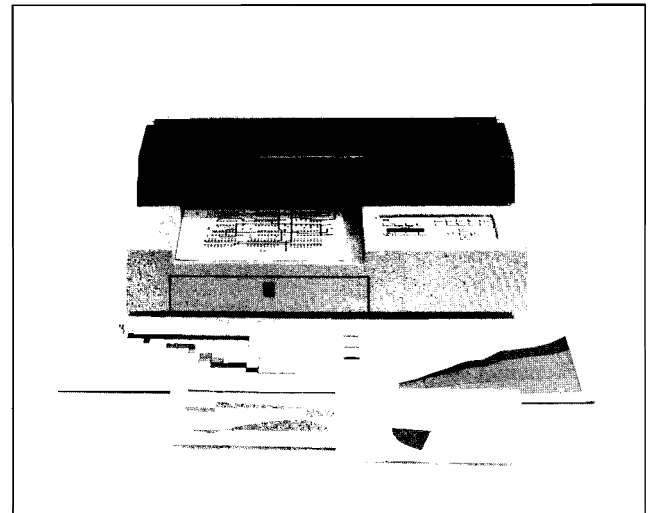
output is video, TV monitor pictures. Neely Sales Rep Mike Murphy and San Diego Division training specialist Steve Lorenc gave a presentation at Northrop's Los Angeles site. After Mike and Steve's pitch, the Aircraft Division's marketing group realized that slides produced on the HP 7510, and transparencies made on their HP plotters, are significantly better than comparable output from the VideoShow product.

The clincher was that the HP 7510 is fully compatible with the customer's currently installed hardware (HP and IBM computers) and software (Diagraph and Picture Perfect by Computer Support Corporation). In this way, the HP 7510 will not only meet their 35mm slide needs, it will also integrate easily into Northrop's computer-generated graphics environment.

### GTE chooses HP 7550 plotter over Zeta 8

Wade Mears/SDD

Many customers who have purchased HP 7475s and 7470s have since become more sophisticated graphics users and would like to upgrade their plotting capabilities. However, lack of awareness of the HP 7550 is a potential barrier for sales to our plotter-installed base. General Telephone (GTE) almost switched to Zeta because they didn't know about the HP 7550.



GTE, a large customer of HP 7475s and 7470s whose business graphics needs had grown, found they needed unattended plotting capabilities along with much faster

throughput. Recently, one user group within the company saw a demonstration of a Zeta 8 plotter that has unattended plotting capability. They didn't know HP had a plotter with this capability and wanted to standardize on Zeta.

GTE's purchasing department required that HP be considered before making a final decision. After finding out about the HP 7550 from Kevin McHugh of the Fullerton, California, office and seeing a demonstration, GTE decided to stay with HP because of its higher quality and lower price.

Congratulations to Kevin for being the next recipient of a free San Diego Division (SDD) flightlgy bag. SDD is always looking for customer success stories for small format plotters. If your story is chosen for publication in *Information Systems & Manufacturing News* or *Measurement & Design Systems News*, we'll send you a flightlgy bag with the HP logo on one side and the SDD logo on the other.

## SPECIAL OFFERS

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

## Announcing HP 3000 Series 4X and 6X memory promotion

Que Foo/FRD

*For the US and Intercon only*

Effective July 1 through October 31, 1986, HP 3000 customers may expand their Series 4X or Series 6X memory at a savings. The main purpose of the Memory Promotion is to provide you with a tool to successfully compete with plug-compatible memory vendors like EMC2, Kelly, and HyPoint. This program is in addition to the price and product structure changes discussed in the related article titled "Expanded memory options to help sell HP 3000 memory."

### Program highlights

- Remarketed Series 6X one megabyte memory (P/N 30142AR) is now available at \$7,500 US list (FBP \$7,490)
- Volume discounts on both remarketed Series 4X (PIN 30161AR, list \$7,000; FBP \$6,990) and Series 6X memory:

\*\* \$ 500 off per board for purchase of two to four boards

\*\* \$1,000 off per board for purchase of five or more boards

(30142AR and 30161AR memory may be combined to get volume discount.)

- Increased return credit on 256-Kbyte boards from \$200 to \$300 per board when your customers upgrade to the remarketed 30161AR (1Mbyte) board. Up to \$1,200 return credit for four 256-Kbyte boards (PIN 30171AN) may be applied.
- 30-day guarantee (restocking charge is waived if memory purchase is returned within 30 days of shipment)
- Immediate availability
- Customer's purchase agreement discount is applicable (demo development discounts excepted)

Sample order:

P/N	Quantity	Description	Unit price	Total price
30161AR	2	1-Mbyte memory module	\$7,000	\$14,000
		M05 quote adjustment	- 500	- 1,000
30171AN	4	Return credit for 256-Kbyte board	- 200	- 800
		M05 quote adjustment	- 100	- 400
		Net before trade discount		\$11,800

### Notes:

- Delivery must be within 30 days of receipt of order to be eligible for the promotion
- Program is available in US and Intercon only. Europe inquiries should be directed to Rainer Bressmer, Systems Remarketing Europe (SRE), COMSYS B200.

There are many excellent reasons why buying HP memory makes good sense (see related article titled "Advantages of HP memory"). This Memory Promotion provides you even more ways to be competitive.

## Also in this issue

HP QuietJet Plus printer introductory promotions

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## GENERAL

### Change in delivery of HP 3000 FOS manuals

Lane Michel/SDC

*For North America and Intercon only*

**Important information for all commercial sales reps, customer engineers, software engineers, field management, and administrators.**

Effective August 1, 1986, the HP 3000 Fundamental Operating Software (FOS) manual set will no longer be included with the shipment of the HP 3000 processors supplied by the systems divisions.

As HP continues to move forward with the Software Delivery Program, the Software Distribution Center (SDC) will become the supplier of the FOS manual set for the North America and Intercon regions. This manual set will be supplied against orders for HP 3000 MPE media products which **must be** ordered in coordination with all new, upgraded, and remarketed HP 3000 processors. Failure to order an MPE media product will result in your customers not receiving their manual set.

The table below depicts the materials shipped as a result of the SPU order and the MPE media product order.

Prior to August 1	Effective August 1
SPU product <ul style="list-style-type: none"> <li>● SPU</li> <li>● Hardware manual set</li> <li>● Diagnostic utilities (DUS)</li> <li>● Blank media</li> <li>● FOS manual set</li> </ul> MPE media product <ul style="list-style-type: none"> <li>● FOS tape</li> <li>● Software installation proc.</li> </ul>	SPU product <ul style="list-style-type: none"> <li>● SPU</li> <li>● Hardware manual set</li> <li>● Diagnostic utilities (DUS)</li> <li>● Blank media</li> </ul> MPE media product <ul style="list-style-type: none"> <li>● FOS tape</li> <li>● Software Installation Proc.</li> <li>● FOS Manual Set</li> </ul>

#### Ordering information

If you need:	Order:	From:
*FOS manuals for new, (box) upgraded, or remarketed systems	*51450A MPE V/E media product or 51451A MPE V/P media product	SDC
Additional manual sets	30380M MPE V FOS manual set	SDC
Individual FOS manuals	(Refer to DMK catalog for individual manual part numbers)	DMK

**\*Note: The cost of the FOS manual set will remain bundled into the cost of the HP 3000 processors. The MPE media product will remain a zero dollar product.**

It is important that the sales rep order an HP 3000 media product coordinated (and on the same section) with **every order for a new, upgraded, or remarketed HP 3000 processor ordered. If no HP 3000 media product is ordered, then customers, will not** receive the FOS manual set they require.

### HP 3000 software support update product now available

Mark C. Walden/PRSD

For an HP 3000 system owner to purchase contractual software support, all software on the system must be at the most recent revision level available. HP has, however, never consistently addressed the issue of how customers who have either lapsed in or never had software support — and consequently do not have access to updated software — can satisfy this requirement.

Effective on the July 1 Corporate Price List, HP 3000 system owners who desire to update all of their software to qualify for contractual software support must purchase the HP 3000 Software Support Update Product (P/N 35133A — US and Intercon only). All other methods of updating HP 3000's out-of-date software are no longer applicable. Designed specifically for those HP 3000s that have either lapsed in or never had systems software support, the Software Support Update Product is priced on a "quote only" basis and provides the following deliverables to the customer:

- The most current version of the fundamental operating system for the HP 3000 in question.
- The most current revision level of all subsystem software on the system.
- The most current revision level of all applications software on the system.
- All necessary installation assistance and any software release planning required for the updated software.

**Note: The Software Support Update Product does not include software manuals, manual updates, Software Status Bulletins or HP Communicator's.**

To order the HP 3000 software support update product, first verify that the customer has valid ownership of all HP-proprietary software (either with the appropriate HP software certificates or with other documents establishing proof of ownership). Then contact the proper individual from worldwide customer support sales development (see below) and provide the software



names, product numbers, and revision levels for the system in question. Sales development will provide a quote for the software update based on a sliding scale, with the price being directly proportional both to the quantity of software on the system and to the number of missed software revisions.

For more information, the HP 3000 software support update product data sheet (P/N 5954-7394) is available from the Literature Distribution Center. Or contact the appropriate sales development engineer.

Worldwide Customer Support Sales Development  
mail node HP6650/24  
408-725-8111

Name	Region	Phone (TELNET)
Linda Parriott	Eastern Europe	125-4840 ext. 4840
Tom Loupy	Neely	125-4164 ext. 4164
Susan McCormick	Intercon	125-3498 ext. 3498
Fred Valdez	Midwest	125-3491 ext. 3491
Tony Wong	Southern	125-3470 ext. 3470

## HP 3000 systems support the HP 35401A tape drive

Karen Dozier/CSY

Are your low-end and mid-range HP 3000 customers looking for a way to perform unattended backup and recovery?

HP 3000 systems now support the HP 35401A, the new 1/4-inch tape drive that provides this benefit. Its storage capacity of up to 504 Mbytes and its \$7,000 price make it an attractive solution for customers who need more capacity than the HP 9144A 1/4-inch tape drive, but do not require the higher performance of the HP 7974 1/2-inch tape drive.

### Which drive makes sense?

The following table summarizes the tradeoffs between the HP 9144A, the HP 35401A, and the HP 7974A tape drives. Note that the primary benefit of the HP 35401A

tape is the capability for unattended backup, while the HP 7974 is faster.

	HP 9144A	HP 35401A	HP 7974A
Type of Media	1/4-inch cartridge	1/4-inch auto-changer cartridge	1/2-inch reel-to-reel
Quantity required for 500 Mbytes	N/A	8 cartridges	12.5 reels
ANSI standard format	No	No	Yes
US list price	\$3,500	\$7,000	\$14,000
Suitable for office environment?	Yes	Yes	No
Supported backup capacity	220 Mbytes	504 Mbytes	Up to system Maximum
Estimation* of typical time required to Store:			
100 Mbytes	0.80 hours	0.80 hours	0.25 hour
500 Mbytes	N/A	4.50 hours	1.50 hours

*\*These estimates are based on product specifications and are to be used for comparison purposes only. Actual times will vary depending on file size, application, and system configuration.*

### System support

The HP 35401A will be fully supported on MPE VIE Version G.02.BO (UB-MIT), which is scheduled for distribution in fourth quarter FY86. A maximum of two HP 35401As will be supported on all MPE systems, in sequential mode only. For customers who want the HP 35401A sooner, it will also be supported on MPE VIE Version G.02.00 (U-MIT) with Patch ID #M009. Sales reps need to notify the local applications engineering operation to obtain these patches from the Response Center patch machine. Tony Leach, Computer Peripherals Bristol Division, is responsible for coordinating this.

*\*Note: the HP 35401A is not supported as a cold-load device for the Series 6X and 70, or as a primary back-up device for systems with disc capacity greater than 504 Mbytes. Also, labeled tapes and user logging are not supported.*

For more details on this new tape drive, see the April 1, 1986 issue of *Information Systems and Manufacturing News*. In addition, the May 19 issue of the CSY Bulletin includes technical information about the support of the HP 35401A on HP 3000 systems.

### Use the HP 35401A to leverage low-end and mid-range sales

The HP 35401A will appeal to customers who want a solution for the office environment because of its compact

size, ease of use, and quiet operation. Unattended backup is important because it simplifies daily backup routines and saves your customer money by eliminating the need for a highly trained operator to load and unload tapes.

The unattended backup feature of this product can be a competitive advantage in many situations. The floppy diskette magazine that IBM offers for the Series 36 has a backup capacity of only 23 Mbytes, and DEC's unattended backup solution for the MicroVax II has a capacity of only 95 Mbytes.

Moreover, with the introduction of the HP 35401A, MPE VIE has been enhanced to provide unattended powerfail recovery for the HP 35401A. This means that if the system and/or tape drive powerfails during backup, the backup procedure will be automatically completed upon recovery. Neither DEC nor IBM can match this feature.

Use the benefits and competitive advantages of the HP 35401A to help you close HP 3000 sales.

## HP 3000 Series 37 promotional pricing extended

Steve Peck/OSD

As promised in the VAR Training Manual, the HP 3000 Series 37 promotional pricing is being extended through October 31, 1986. This is being done as a promotional extension rather than a bundle as described in the field training manual (FTM). Additionally, based upon field feedback to the sales center and the factory directly, we are expanding the program to include substitutions of larger peripherals ordered at list prices. This will allow larger configurations while still maintaining SPU discounts.

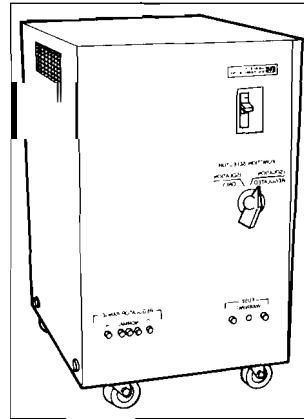
Here are the details:

Program peripheral HP 9144A	Substitute peripheral HP 35401A HP 7974A	Tape family
HP 7945A(s) or HP 7914CT	HP 7914ST HP 7933H HP 79358	Disc family

## Regulating power conditioners available from DMK

Mark Heintz/DMK

For the US only



Direct Marketing Division (DMK) has introduced 14 new configurations of the regulating power conditioners. This makes it easier for your customers to purchase their HP 3000 or HP 1000 and their regulating power conditioners on one purchase order.

The new configurations will be listed as 92277 A through P and are identical to the 92228 series of regulating line conditioners except for

the back panel receptacle configurations. The new configurations will also give HP customers a more comprehensive selection of regulating line conditioners to better address their application needs.

These single-phase units are suitable for typical HP 1000 systems and HP 3000 Series 37 through 58. For information as to which power conditioner to order for your system, contact your customer engineer. Data sheets (PIN 5954-2464D) are also available from the Literature Distribution Center. For customers with purchase agreements, pricing is subject to Schedule A-1 discounts.

If you have any further questions, please contact your DMK sales support representative listed below:

Region	Name	Phone (TELNET or 408)
Eastern	Kichard Byrd	720-2337
Midwest	Carol McKay	720-2343
Neely	Jayne Brown	720-2327
Southern and Kocky Mountain Area (Neely)	Kevin Lernihan	720-2490

### Ordering information

For technical assistance in placing orders, customers should call their local HP sales office. If customers know what they want, and need fast delivery, they can order direct by calling 800-538-8787 or 408-738-4133 (in California, Hawaii, and Alaska.)

See table on following page

**Regulating power conditioner configurations**

HP Product	KVA	*Input Voltage	Input plug		Output Voltage	Output Receptacles	US list (each)
92277A	3	120v	5-50P		120/240v	L14-20, 8(5-20R2)	\$3,880
B	3	208v	5-50P		120/240v	L14-20,1(6-30),6(5-20R2)	3,880
C	5	208v	6-50P		120/240v	L14-20,1(6-30),6(5-20R2)	4,375
D	5	208v	6-50P		1201240~	L14-20,3(6-30),2(5-20R2)	4,375
E	5	208v	6-50P		120/240v	L6-30 ,1(6-30),5(5-20R2)	4,375
F	5	208v	6-50P		1201240~	L6-30 ,2(6-30),3(5-20R2)	4,375
G	8	208v	Appleton	ADR 6023BC	1201240~	L14-20,1(6-30),6(5-20R2)	4,755
H	8	208v	Appleton	ADR 6023BC	1201240~	L6-30 ,1(6-30),5(5-20R2)	4,755
J	8	208v	Appleton	ADK 6023BC	1201240~	L6-30 ,3(6-30),1(5-20R2)	4,755
K	8	208v	Appleton	ADR 6023BC	1201240~	4(6-30),1(5-20R2)	4,755
L	10	208v	Appleton	ADR 1023CD	1201240~	L6-30 ,1(6-30),5(5-20R2)	5,285
M	10	208v	Appleton	ADR 1023CD	1201240~	L6-30 ,2(6-30),3(5-20R2)	5,285
N	10	208v	Appleton	ADR 1023CD	1201240~	L6-30 ,3(6-30),1(5-20R2)	5,285
P	10	208v	Appleton	ADR 1023CD	1201240~	4(6-30),1(5-20R2)	5,285

*"Matching receptacle provided with unit for customer installation. All models UL approved.*

**NATIONAL ACCOUNT PROGRAM**

**HP National Account VAR sells HP 3000 Series 70 systems**

Dan Sisson/ISG

Summit Information Systems, an HP National Account and top financial services VAR, sold an HP 3000 Series 70 system to the FAA-Western (Federal Aviation Administration) Credit Union for more than \$400,000. FAA-Western is based in Los Angeles, California. The Summit/HP solution will replace a Burroughs 6800 mainframe. Summit did an excellent job of reference selling as well as an extensive analysis on the total cost of ownership.

Jim Hester and Jim Ornest (HP sales team in LA) assisted Summit by providing a Series 37 to FAA-Western for evaluation and demonstrating HP's reliability and outstanding customer service. Summit closed the deal less than four months after the first sales call.

Summit closed another Series 70 order for more than \$400,000 with the Space-Coast Credit Union in Melbourne, Florida. In this case, Summit replaced a service bureau with an in-house system. The critical factors that closed this deal included Summit's agreement to act

as a facilities manager and the flexible leasing program available to our National Account VARs through the HP Finance Company. Reference selling was also key to demonstrate HP's quality and reliability. An HP major account in the area served as an excellent testimonial for HP reliability and customer support. Cheryl Arnold, the HP end-user sales rep in Orlando, Florida was able to benefit from Summit's outstanding sales effort, performance that is consistent with their National Account standing.

Summit Information Systems is located in Corvallis, Oregon.

HP third-party sales rep:  
Ted Wierman 503-682-800

HP National Account Manager:  
Kevin Burbank 408-865-6399

**COMMERCIAL EDP**

**Expanded memory options to help sell HP memory**

Todd Richman/CSY

To improve the competitive position of our memory products, and to help you sell additional memory when you sell a new SPU or upgrade, we have extended the use of memory options on HP 3000 systems. At the same time, prices on selected memory products have been lowered.

These new options expand on the existing memory options and are intended to encourage the sale of add-on

memory at the time of purchase of a new SPU, box or field upgrade. This is a great way for your customers to get the benefits that additional memory can have on system performance while saving money off list prices. The new product structure encourages the use of options to sell add-on memory all the way up to the supported system maximums on the HP 3000 Series 37, 42, 58, and 70 systems.

Selling add-on memory via SPU options can accomplish the following:

- Increase HP's price competitiveness by offering options at a discount from list price
- Encourage the sale of additional HP memory earlier in the life of the system
- Ensure that customers have sufficient memory for satisfactory system performance
- Improve field productivity by reducing the need for follow-on memory sales.

The new memory options, which are on the July 1 Corporate Price List, are shown in the following table:

### New options

Product	Option	Description	US list price	Factory base price
32471A	501	Add 8-Mbytes to Series 70	\$48,000	\$47,980
32471AH	501	Add 8-Mbytes to Series 70 Upgrade	48,000	47,980
30443A	501	Add 8-Mbytes to Series 64A to Series 70 Upgrade	48,000	47,980
30443B	501	Add 8-Mbytes to Series 64B to Series 70 Upgrade	48,000	47,980
30444A	501	Add 8-Mbytes to Series 68A to Series 70 Upgrade	48,000	47,980
30444B	501	Add 8-Mbytes to Series 68B to Series 70 Upgrade	48,000	47,980
32558A	503	Add 4-Mbytes to Series 58	18,000	17,980
32558AH	503	Add 4-Mbytes to Series 58 Upgrade	18,000	17,980
30558A	502	Add 2-Mbytes to Series 48 to Series 58 Upgrade	10,500	10,490
30558A	503	Add 4-Mbytes to Series 48 to Series 58 Upgrade	18,000	17,980
30550A	502	Add 2-Mbytes to Series 42XP Field Upgrade	10,500	10,490
32542B	502	Add 2x1-Mbytes to Series 42	10,500	10,480
2542BH	502	Add 2x1-Mbytes to Series 42 Upgrade	10,500	10,480
30542B	501	Add 1-Mbyte to Series 42 Field Upgrade	7,000	6,990
32450C	510	Expand Memory to 4-Mbytes on Series 37XE	12,000	11,990

Note: A maximum of one memory option may be ordered on each system order.

As an additional step to help sell HP memory, selected prices have been decreased. These prices, listed in the following table, are also effective on July 1.

### Price changes

Product	Option	Description	Old list price	New list price	New Factory base price
30142A	—	Series 6X 1-Mbyte Memory	\$12,000	\$ 9,000	\$ 8,990
32558A	502	Add 2-Mbytes to Series 58	12,000	10,500	10,490
32558AH	502	Add 2-Mbytes to Series 58 Upgrade	12,000	10,500	10,490
30542B	190	Delete 1-Mbyte on Series 42 Field Upgrade	-6,000	-4,500	-4,500
32459A	509	Expand Memory to 2-Mbytes on Series 37	5,500	5,000	5,000
32450BH	190	Delete 1-Mbyte on Series 37XE Field Upgrade	-6,000	-4,000	-4,000
32450C	509	Expand Memory to 2-Mbytes on Series 37XE	5,500	5,000	5,000

These new options and prices will enable your customers to get the memory they need for optimal system performance at attractive prices from HP. In addition, there are other excellent reasons for a customer to purchase HP memory over plug-compatible products. These are outlined in the following article titled "Advantages of HP memory". For very price-sensitive situations, Finance Remarketing Division (FRD) may be able to help, as discussed in the related article "Announcing Series 4X and Series 6X memory promotion".

With these pricing actions and other competitive advantages, HP memory offers everyone — you, your customers, and HP — a winning solution.

## Advantages of HP memory for HP 3000 systems

Tod Richman/CSY

The success of the HP 3000 family and our expanding installed base has resulted in increasing competition from plug-compatible memory vendors. While these vendors often offer competing products at lower prices, you have some excellent reasons to encourage your customers to purchase HP memory.

- **Single-vendor solution.** HP can handle all of your customers' information processing needs, and you as the sales rep are the customers' single focal point. Purchasing from a plug-compatible vendor means that the customer will have to deal with another sales organization, separate ordering and billing, etc.
- **HP support.** HP offers a wide range of flexible support services tailored to your customers' needs. Trained

HP customer engineers can provide timely on-site installation, support and board replacement. However, HP is responsible only for HP-manufactured products which are covered by a hardware support agreement. Foreign devices are not supported by HP. Further, plug-compatible vendors often expect the customer to perform their own installation, and on-site support may be available only in limited areas.

- **Installation.** When a customer purchases memory from HP, on-site installation performed by an HP customer engineer is included in the purchase price. Some plug-compatible vendors charge an additional amount on the order of \$500 for installation (where available). These extra charges add to the overall cost of the memory.
- **Cost of downtime.** For customers with HP support contracts, HP engineers can perform on-site diagnostics and, if necessary, immediate replacement of HP memory. If the problem is isolated to a foreign board, the customer is charged on a time-and-materials basis for HP's diagnostic efforts. The customer must then work with the plug-compatible vendor to resolve the problem.

Even though in some cases a plug-compatible vendor will reimburse a customer for these charges, there are other less-direct costs to be considered. Since plug-compatible vendors generally do not provide on-site support or immediate replacement, there may be a time lag involved before a defective board is replaced. The customer may have to deal with the inconvenience of a system running without full memory until a new plug-compatible board is received. Then in addition to the downtime involved in the initial troubleshooting, the system must be taken down a second time to install a new board.

There is no reason to imply that plug-compatible memory products are not as reliable as those from HP, but when a problem does occur, HP support can be a definite advantage. The cost of the potential downtime and disruption of normal system operations must be factored into the cost of owning plug-compatible memory.

- **Predictive support.** Predictive Support, which diagnoses potential problems before they affect system availability, is only provided for HP products that are supported under an HP hardware support agreement. Foreign devices such as plug-compatible memory do not benefit from HP's Predictive Support. However, the presence of a foreign device does not preclude the remainder of the HP systems from taking advantage of Predictive Support. For more information on this, refer to "Predictive Support: proving its competitive advantage" in the May 15 issue of *Information Systems & Manufacturing News*.

- **Upgrade credits.** HP offers very attractive upgrade credits to protect your customer's investment in HP memory. These credits, which are published on the Corporate Price List, are in the range of 20 to 34 percent of list price. Finance and Remarketing Division's (FRD) Memory Promotion (see related article in this issue) offers special upgrade credits on Series 4X 256-Kbyte memory boards for a limited time.

Also, when upgrading Series 68170 systems to the Series 930, additional HP memory can boost the overall upgrade credit significantly. The overall system upgrade credit for an 8-Mbyte Series 68170 upgrading to a Series 930 is \$19,000 greater than the credit for a 4-Mbyte system. This \$19,000 amount represents over 50 percent of the \$35,000 list price of the 30165A 4-Mbyte board.

- **HP discount schedules.** Memory purchased from HP is eligible for all standard customer purchase agreement discounts, lowering the effective cost to the customer. Further, HP memory purchases count towards a customer's dollar volume purchase contract, making future discounts on related products possible.
- **Memory options.** As discussed in the preceding article, we have expanded the use of options on SPUs and upgrades to enable your customers to purchase additional memory at a discount from list price at the time they purchase a more powerful processor. These options offer an attractive way to save money while at the same time getting additional memory which can improve system performance.
- **Future enhancements.** With HP memory, your customer is positioned to take advantage of all future hardware and software enhancements. Since only HP memory is considered when designing or testing new products, there is no guarantee that foreign memory will be compatible with future enhancements to the HP 3000 product line.
- **Lasting value.** All of these considerations add up to the fact that HP memory provides an excellent solution for your HP 3000 customers. Plug-compatible vendors do offer some things that we don't, often including lower prices. However, there is more to owning memory than just purchase price. The advantages of HP memory discussed in this article, combined with some creative selling on your part, can lead to continued successful sales of memory from HP.



### HP 3000 memory return credit reduction

*QueFoor/FRD*

Effective July 1, 1986, the following HP 3000 memory return credits will be reduced.

P/N	Description	New credit	Old credit
30142AN	Return credit for Series 6X, Series 70 1-Mbyte memory module toward 30165A	\$2,500	\$3,000
30161AN	Return credit for Series 39, Series 4X memory toward 30142A (and system upgrade)	1,800	2,000

A maximum of three 30142AN and 30161AN return credits per new product purchase (new memory purchase or system upgrade) still applies.

Please see the previous articles for more news.

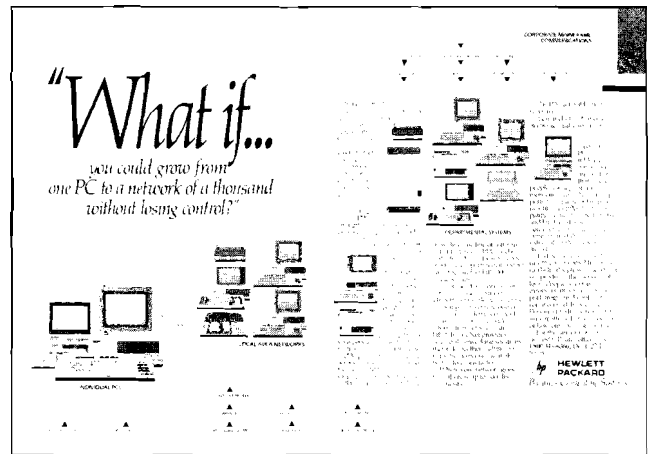
### Also in this issue

**Announcing HP 3000 Series 4X and 6X memory promotion**

### HP Personal Productivity Center scalability ad

*Irene Economou/ISN*

*What if... you could grow from one PC to a network of a thousand without losing control?* This is the headline that appears on the HP Personal Productivity Center (PPC) scalability ad addressed to the DP/MIS target audience.



This ad may appear familiar to you since it originally ran during the November 85 through February 86 time period. However, modifications to both copy and visual have been made. For example, we have made networking (i.e. AdvanceNet) more explicit in the body copy. We have also referenced the Series 930 in the context of increased performance capabilities in the HP 3000 family. Visually, the HP product illustrations were further refined to show more of the proprietary nature of the HP products.

The ad strategy did not change. The focus of sale is that the HP PPC is a flexible, scalable office information system that fits a person's needs now and as the needs change and grow. This is supported in the copy by promoting HP PPCS wide range of compatible hardware and software. The visual illustrates how HP PPC satisfies a variety of user needs: for individual PC user, work groups, departments, and entire corporations.

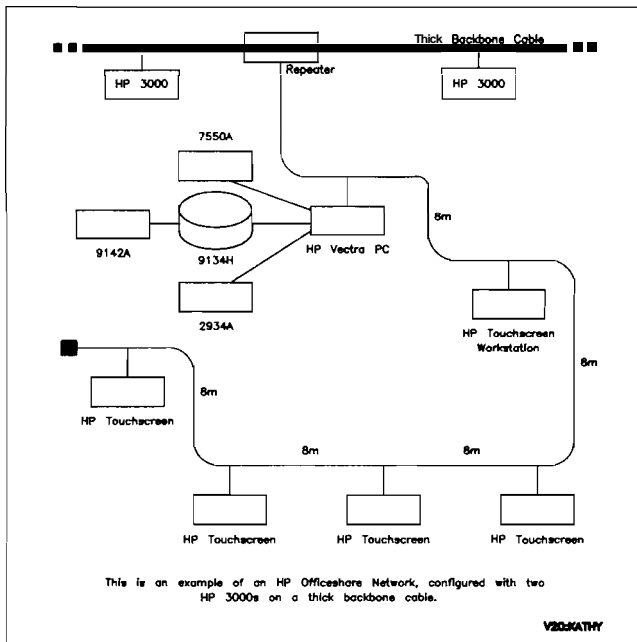
This ad ran in the following June publications, so leads will be forthcoming:

Magazine	Date
<i>Computer Decisions</i>	June 17, June 30
<i>ComputerWorld</i>	June 9, June 30
<i>Datamation</i>	June 15, July 1
<i>Information Week</i>	June 16, June 30

Ad reprints in limited quantities are available by sending an HPDesk request to: Geraldine Lewis/HP 5050101. Please include your mailing address and specify ad # IS02536B.

## HP OfficeShare Network performance revision and upgrade

David Schwaab/CND



Version A.02.00 of the HP OfficeShare Network is now shipping. This version provides faster remote file access (RFA) to a PC server from both HP Touchscreen and HP Vectra PC workstations.

Depending on the application, a user can expect a performance increase of about twice over the original RFA. For

example, a beta test site with a nine-user network using an HP Vectra PC server (40-Mbyte disc, 640-Kbytes of memory) reported a reduction from 10 to 4 seconds in the time taken to transfer a 65-Kbyte word-processing document from the server disc to an HP Vectra PC workstation. The revision has also reduced the memory requirement of the HP OfficeShare Network software by 18-Kbytes.

To provide this performance increase to the field and to our installed base customers, we are now shipping a performance upgrade free of charge. If, for any reason, you or your customers have not received the upgrade by the end of July, please contact Suzanne King at HPDesk HPF100/01 (TELNET 229-4810) and we will send it out immediately. If you would like more information about HP OfficeShare Network (performance, supported applications, capabilities, or additional information), please contact the Network Sales Center at 408-257-8877 (TELNET 125-4448) or Steve Martin or David Schwaab at HPDesk HPF100/01 (TELNET 229-3681).

## HP LaserJet printer software training video update

Walt Sledzieski/BOI

We have received numerous requests for additional copies of the HP LaserJet printer training program titled "Getting the Most from your LaserJet Printer." Because of overwhelming requests for the VHS format, we made a quantity purchase and the VHS version is now available at \$25 per copy.

The videotape provides comprehensive HP LaserJet and LaserJet PLUS printer software training (escape sequences, feature access, common questions) and is packaged with instructor notes, student program notes, and printer reference material.

To order this complete training program, send your request via HPDesk to Sue Despot at HP4600/M1. Include your name, mailing address, phone number, account/location for billing, and the quantity of tapes desired.

## PSD HP 3000 software price increase

Paula Dieli/PSD

The following HP 3000 software products from Personal Software Division (PSD) have been increased in price by 30 percent effective July 1:

P/N	Option	Product	US list price	
			Old	New
32108A	310	HP Draw	\$1,600	\$2,080
32108A	315	HP Draw	2,400	3,120
32108A	320	HP Draw	4,000	5,200
32108R	310	HP Draw	1,120	1,456
32108R	315	HP Draw	1,680	2,184
32108R	320	HP Draw	2,800	3,640
32109A	310	HP EasyChart	1,550	1,560
32109A	315	HP EasyChart	1,450	2,340
32109A	320	HP EasyChart	3,000	3,900
32109R	310	HP EasyChart	1,085	1,092
32109R	315	HP EasyChart	1,015	1,638
32109R	320	HP EasyChart	2,100	2,730
32110A	310	BG Pac	4,300	5,590
32110A	315	BG Pac	6,450	8,385
32110A	320	BG Pac	10,750	13,975
32110R	310	BG Pac	3,000	3,900
32110R	315	BG Pac	4,500	5,850
32110R	320	BG Pac	7,500	9,750
32112A		HP Menu	1,000	1,300
32112R		HP Menu	700	910
32113A	310	HP Map	2,800	3,640
32113A	315	HP Map	4,200	5,460
32113A	320	HP Map	7,000	9,100
32113R	310	HP Map	1,960	2,692
32113R	315	HP Map	2,940	4,038
32113R	320	HP Map	4,900	6,730
32123A		PPC Adv Pac	9,500	12,350
32123R		PPC Adv Pac	6,650	8,645
32133A	310	Deluxe VC	1,000	1,300
32133A	315	Deluxe VC	1,500	1,950
32133A	320	Deluxe VC	2,500	3,250
32133R	310	Deluxe VC	1,050	1,365
32133R	315	Deluxe VC	700	910
32133R	320	Deluxe VC	1,750	2,275
32250A	310	DSG/3000	2,520	3,276
32250A	315	DSG/3000	3,780	4,914
32250A	320	DSG/3000	6,300	8,190
32250R	310	DSG/3000	1,760	2,288
32250R	315	DSG/3000	2,640	3,432
32250R	320	DSG/3000	4,400	5,720

All versions of the products are affected, non-English versions as well as A and R versions and CPU options.



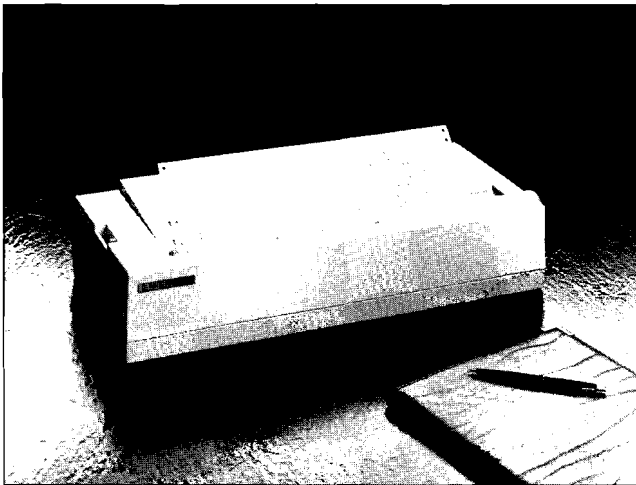
## DESKTOP

### Introducing the HP QuietJet Plus personal printer

Chris Lum/VCD

For the US and Canada only

On July 1, Vancouver Division (VCD) introduced the HP QuietJet Plus printer — the newest member of HP's personal inkjet printer family. At introduction, the HP QuietJet Plus printer will be available in the US and Canada.



The QuietJet Plus printer is the wide carriage inkjet printer that you and your customers have been asking for. Its positioning theme of Quiet Quality emphasizes the quiet operation and good print quality this personal convenience printer provides. You can easily carry on a telephone conversation or a meeting while the QuietJet Plus printer works. Combining wide carriage inkjet printing, improved print quality, improved paper handling, and other new features, the QuietJet Plus printer complements and builds upon the quiet, compact, and affordable ThinkJet printer.

The prime prospects for the QuietJet Plus printer are individual professionals (middle managers; professional, technical, and support staff) who need quiet printing and good print quality for their personal computer applications such as spreadsheets, word processing, and graphics. These prime prospects fall into two main categories: users who are already experienced with noisy printers and are looking to replace them with a full-featured quiet printer, and users whose working environment creates the need for a quiet printer. Market research indicates the best way for many to conceptualize this key selling

point of quiet operation is through a demonstration of the QuietJet Plus printer.

#### New features

- 15-inch wide carriage printing (132 column at 10 cpi)
- Six print pitches
- 160 cps draft, 40 cps NLQ at 10 cpi (192 cps draft, 48 cps NLQ at 12 cpi)
- Adjustable width tractors, a knob and a rubber platen for easy cut-sheet feeding and paper adjustment
- Key-panel selectable NLQ, draft, or compressed printing modes
- Quad-density graphics (192x192 dpi)
- Full HP Roman 8, full IBM 8 PC character sets (both US and European), HP 3000 line draw, and many ISO 7 character sets
- RS-232-C and Centronics Parallel interfaces both standard

These new features make the QuietJet Plus printer simple to use, versatile in the many things it can do, and very competitive against other wide carriage personal printers in the market today. The QuietJet Plus printer is compatible with the ThinkJet printer and is supported on HP personal computers and terminals and most other popular PCs and PC software.

#### Software support

With the introduction of the QuietJet Plus printer comes an extensive offering of HP/IBM compatible software which will enable the customer to access the extensive feature set of the QuietJet Plus printer easily and quickly. The top selling applications will provide a QuietJet Plus printer driver on July 1. The customer will also get support through the ThinkJet printer driver from current software packages. Below is just a highlight of the key packages currently supporting the QuietJet Plus printer.

- Lotus8 1-2-3<sup>®</sup> and Symphony<sup>®</sup>
- WordStar<sup>®</sup> and WordStar 2000
- WordPerfect<sup>®</sup>
- Microsoft<sup>®</sup> Word, Windows, and Chart
- HP Gallery and Executive Series
- Framework<sup>™</sup> II
- DisplayWrite 3
- MultiMate<sup>™</sup>
- pfs:<sup>®</sup> Series
- Volkswriter<sup>™</sup>

For a detailed listing of the major software packages supporting the QuietJet Plus printer, see the Software Reference Sheet (PIN 5954-6973). Watch for software

updates through future *Information Systems & Manufacturing News* articles.

## Ordering information

### Product

The QuietJet Plus printer (HP 2227A) has a US list price of \$799 and is immediately available for shipment in the US and Canada.

### Literature

P/N	Description
5954-6970	QuietJet Plus Data Sheet
5954-6971	QuietJet Plus Sales Guide
5954-6972	QuietJet Plus Product Flyer
5954-6973	Software Reference Sheet
5954-6974	QuietJet Plus/ThinkJet Ordering Checklist and Price Guide

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

*WordStar* is a US registered trademark of MicroPro International Corp.

*MultiMate* is a US trademark of MultiMate International, a subsidiary of Ashton-Tate Corp.

*pfs* is a US registered trademark of Software Publishing Corp.

*Volkswriter* is a US trademark of Lifetree Software

*Framework* is a US trademark of Ashton-Tate Corp.

## HP QuietJet Plus introductory promotions

Dave Benedict/VCD

For the US and Canada only

An exciting and comprehensive promotional program is being implemented to help launch the July 1 introduction of the HP QuietJet Plus printer. This five-point program is designed to build awareness for the QuietJet Plus and stimulate early order placement for the printer. This is accomplished by offering a number of special incentive programs to make selling the QuietJet Plus easy and rewarding.

### The program

- Beginning in July, QuietJet Plus public relations and advertising began. Advertising will appear in major computer and business magazines such as *Byte*, *PC World*, *Business Week*, and the *Wall Street Journal* promoting the printer and offering a \$50 rebate off the QuietJet Plus. This advertising will be augmented by a major public relations effort involving editorial reviews in key industry magazines and newsletters on QuietJet Plus and inkjet technology.

*Benefit:* Increased product awareness.

- Free QuietJet Plus printers equipped with a self-contained demonstration will be given to all SF 12 sales reps, all personal workstation sales reps (PWSRs), all OEM district managers, and all authorized HP dealers in the US and Canada who sign up for the QuietJet Plus promotion. This will stimulate momentum for QuietJet Plus (over double the distribution of ThinkJet), while providing *the* necessary tool to make the sale.

*Benefit:* Customer demonstrations (Customer research shows the demonstration of quiet printing greatly increases preference for a quiet printer).

- An additional three percent discount over the standard dealer discount schedule will be offered through the end of this calendar year on purchases of QuietJet to increase dealer sellthrough of the product. Normal payment terms and conditions will still apply.

*Benefit:* Increased QuietJet Plus momentum and volume.

- A \$25 sales incentive (SPIF) will be offered to dealer employee sales reps for every QuietJet Plus printer sold through the end of the calendar year.\*\*

*Benefit:* Increased interest, excitement, and motivation for in-store dealer sales reps to sell QuietJet Plus printers.

- A \$50 rebate from Hewlett-Packard can be received by any customer (direct and dealer) purchasing a QuietJet Plus printer between July 1, 1986 and September 30, 1986. With a completed rebate coupon and a sales receipt, HP will send the rebate directly to your customer.\*\*

*Benefit:* Motivate customers to buy the QuietJet Plus now.

As one of the largest and most exciting promotional programs to ever come out of HP Peripherals Group, the QuietJet Plus Promotional Program covers every major step in the sales cycle. It builds awareness for QuietJet Plus, places a product in the hands of sales reps and dealers for demonstration, provides incentives to make selling QuietJet Plus attractive, and stimulates customers to see a demonstration and purchase the QuietJet Plus.

Vancouver Division (VCD) has combined the innovative QuietJet Plus printer with exciting introduction and promotion programs to give HP another winning combination.

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

*\*\*NOTE: Promotion details for Canada still being finalized as of this writing.*

# Information Systems & Manufacturing News

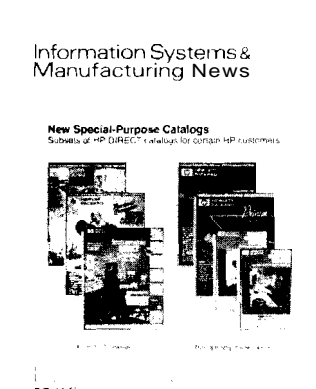
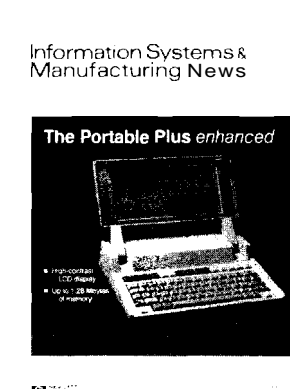
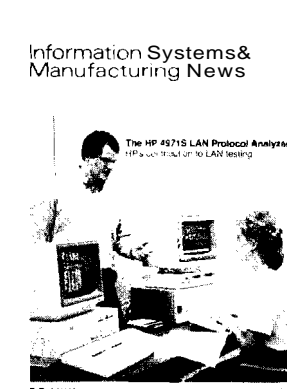
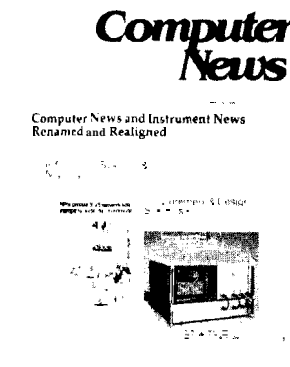
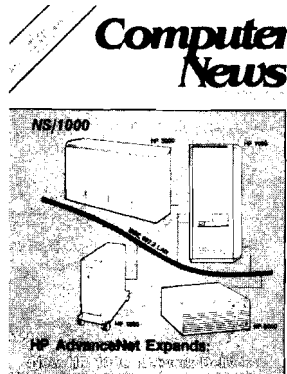
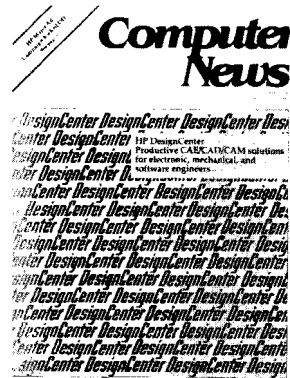
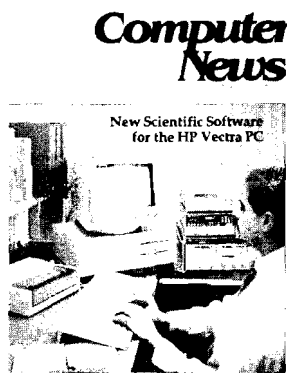
Information for HP sales reps selling MIS, office automation, and manufacturing solutions

Formerly Computer News



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# Information Systems & Manufacturing News

Index to Vol. 11, No. 1-12

Formerly *Computer News*

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*Information Systems & Manufacturing News* is published biweekly for Hewlett-Packard field personnel to help you sell HP solutions by *organizing, summarizing, and high-lighting* sales and marketing information.

## Introduction

**Darleen Brettes/Corporate Marcom**

This index includes all articles that appeared in *Computer News* from November 1, 1985, to February 1, 1986, and in *Information Systems & Manufacturing News* (formerly *Computer News*) from February 15 to April 15, 1986.

The articles in this index are listed in two ways — by market-focused categories, as in the Table of Contents, and by product, as in the Product Index.

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Europe/Africa Operations  
Intercontinental Operations

Worldwide Major Accounts Program  
Federal Marketing Operation  
Direct Marketing Division  
Value-Added Channel Management  
Customer Support  
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OFFICE SYSTEMS PROGRAM  
Office Systems Division  
Office Productivity Division  
Personal Software Division  
Bohlingen General Systems Division  
Guadalajara Computer Operation

#### Personal Computer Group (PCG)

Roseville Terminals Division  
Puerto Rico Operation  
Portable Computer Division  
Brazil Operation  
Handheld Computer & Calculator Operation  
Grenoble Personal Computer Division  
Personal Office Computer Division  
Microcomputadoras HP  
Singapore Operation  
Personal Computer Distribution Operation  
Asian Personal Computer Operation

#### Peripherals Group (PG)

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Computer Peripherals Bristol Division  
Greeley Tape Operation  
Disc Memory Division  
Boise Division  
Vancouver Division  
Ink-Jet Components Operation  
San Diego Division  
Barcelona Peripherals Operation

#### Information Networks Group (ING)

Colorado Networks Division  
Grenoble Networks Division  
Roseville Networks Division  
Information Networks Division

#### Information Technology Group (ITG)

Fort Collins IC Division  
Information Hardware Operation  
Information Software Operation  
Entry Systems Operation

#### Integrated Circuit Group (ICG)

Cupertino IC Division  
Northwest IC Division  
Singapore IC Operation  
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### MANUFACTURING, MEDICAL & ANALYTICAL SYSTEMS SECTOR

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#### Design Systems Group (DSG)

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Systems Software Operation  
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ELECTRICAL ENGINEERING  
Logic Systems Division  
Logic Design Operation  
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Salt Lake City Operation  
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Lake Stevens Instrument Division  
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HP 260 supports low-cost 40-Mbyte disc	Nov 15	10	Added horsepower for HP 3000s from the HP 793X disc drives	Mar 1	46	<b>PRINTERS</b>		
HP7906/20/25 price increase	Nov 15	31	Service training for HP 7978 and HP 3000 Series 68	Mar 1	49	HP 2689A laser print station succeeds in wire product industry	Nov 1	
HP 7974A tape drive trade in clarification	Nov 15	32	Peripherals upgrade program recap	Mar 1	66	HP ThinkJet printer Christmas gift offer	Nov 1	
Direct mail promotion for HP 7976A to 7978B trade-in program	Dec 1	10	HP 7933XP and 7935XP disc drive ordering information	Mar 15	21	Printing enhancement for IMF and SNA IMF	Nov 1	
HP7907A disc drive support news	Dec 1	36	Engineer's Delight a Megabytes Plus solution for technical systems	Apr 1	11	Printer Sharing System for HP LaserJet printer available	Nov 1	
How to order the HP 7914CT	Dec 1	36	New tape drive offers unattended backup for mid range systems	Apr 1	43	New forward collator for the HP LaserJet printer	Nov 1	
Trade-in on HP 7935 disc packs	Dec 1	36	HP 7978A deleted from CPL on April 1	Apr 1	44	Introducing the HP 2603 letter quality printer	Nov 1	
			European loaner program for 40-Mbyte disc and tape backup	Apr 15	24	HP 2603A demonstration diskette available	Nov 1	30
			Customer Engineering Manual part number change	Apr 15	24	PCLPak ordering information	Nov 1	44

	<i>Issue</i>	<i>Pg</i>		<i>Issue</i>	<i>Pg</i>		<i>Issue</i>	<i>Pg</i>
HP 2687A laser printer discontinued	Nov 1	44	Starter kit for the HP 2603A printer available	Feb 1	44	<b>TERMINALS</b>	Nov 1	47
New sound enclosure cabinet for HP 293X printer family	Nov 1	44	HP laser printer vacuum available through DMK	Feb 1	44	HP-HIL cable is now a product	Nov 15	32
New HP 2603A printer supported on the HP 260	Nov 15	10	HP 3000 supports HP 2603A daisywheel printer	Feb 15	8	HP 2392A and 2397A ordering update	Nov 15	32
Align HP UX supports HP LaserJet PLUS printer	Dec 1	26	New software makes HP LaserJet PLUS printer forms design easy and fast	Feb 15	12	Display terminal trade in is a success	Nov 15	32
International HP 2603 products now on Corporate Price List	Dec 1	39	IBM PC character set available for HP LaserJet printer family	Feb 15	13	HP 2627A terminal discontinued	Dec 1	39
Recent changes to Dealer Cooperative Support program	Dec 15	7	Announcing HP LaserJet printer brown toner cartridge	Feb 15	14	HP 2628A terminal off Corporate Price List	Dec 1	39
New training schedule for Dealer Cooperative Support program	Dec 15	7	Book on HP LaserJet printer available	Feb 15	14	HP 2625A and HP 2628A upgrade kits off CPL March 1	Dec 15	30
HP LaserJet printer upgrade price increases January 1	Dec 15	13	Available HP LaserJet family printer font cartridges	Feb 15	14	Which tablet - HP 9111A or HP 46087 88A	Jan 1	19
HP LaserJet printer software training video update	Dec 15	14	HP LaserJet LaserJet PLUS now compatible with all IBM PC software programs	Feb 15	19	HP 17623A graphics tablet to be discontinued	Jan 1	19
Available HP LaserJet printer family literature	Dec 15	14	HP 2689A Output Writer for DOS VSE customers	Feb 15	30	Programmable keyboard available for HP 2392A	Jan 1	25
HP LaserJet printer custom font cartridges	Dec 15	15	Printers options/upgrade kits to be discontinued	Feb 15	31	Katakana terminal available	Jan 1	26
Brown HP toner available for the HP LaserJet printer	Dec 15	15	HP LaserJet printer presentations font cartridge	Mar 1	53	HP 2622A 2622D 26240 and 2394A price increase-	Jan 1	26
New Font Cartridge Selection Guide available for HP LaserJet printer	Dec 15	15	Peripherals upgrade program recap	Mar 1	66	Order HP 2623A terminals before cutoff date	Jan 1	26
HP 2603A sales tools	Dec 15	30	GCO supplies the HP 3563A dot-matrix impact printer	Mar 1	68	Demos available for HP 2393A and 2397A terminals	Jan 15	35
HP 2622A 2622D and 26248 integral thermal printer option obsolete March 1 1986	Dec 15	30	Free HP ThinkJet printer packs	Mar 15	14	1986 Terminal Trade in Program begins	Mar 1	12
Special price for HP 2602 still available	Jan 1	5	Reduced price for HP ThinkJet printer packs	Mar 15	28	HP 2624B terminal to be discontinued October 1 1986	Apr 1	46
HP LaserJet PLUS printer option change	Jan 1	8	Terminal change for HP 2608A and 268048 printers	Apr 1	16	Last chance to order HP 2627A color graphics terminal	Apr 1	46
Peripherals discontinuance reminder	Jan 1	21	Print Central site licensing introduced	Apr 1	16	HP Touchscreen accessory price increase	Apr 15	17
HP 2689A laser printer operating system support	Jan 1	24	Introducing the HP LaserJet 500 PLUS printer	Apr 1	18			
Trigger patterns for the HP 2689A laser printer	Jan 1	25	Supplies for the new HP LaserJet 500 PLUS printer	Apr 1	20	<b>INSTRUMENTS</b>		
New Peripherals Selection Guide available	Jan 15	31	HP LaserJet printer toll free assistance line changed to new toll number	Apr 1	20	HP and Analog c sign joint marketing agreement	Feb 1	7
The HP 2934A in a CAD environment	Jan 15	34	HP 293X HP 1B and 2671G printer price increases	Apr 1	45	HP 41 controls instruments and collects data in EPA research experiments	Feb 1	30
HP 2603A daisywheel fills a niche	Jan 15	34	New price for HP 9876A thermal printer	Apr 1	45	Application Development and Implementation program still in operation	Feb 1	31
HP LaserJet PLUS printer option change	Feb 1	17	Obsolescence of HP 2671A printer announced	Apr 1	45	Custom measurement systems a view of the future	Feb 1	31
HP 2674A printers available for HP 150A Touchscreen personal computers	Feb 1	20	New HP LaserJet PLUS printer upgrade kit introduced	Apr 15	14	Introducing HP 1065 Response Center Support	Apr 1	35
New HP 25648 and 25678 enhance HP's family of dot-matrix printers	Feb 1	41	Pursuing new HP LaserJet printer sales opportunities in old places	Apr 15	14	HP 3065 RCS implementation and TIPS transition	Apr 1	35
HP 25678 high speed draft character set	Feb 1	42	Introducing Larc Laser Package software for the HP LaserJet PLUS printer and the HP 3000	Apr 15	14	Additional system support for HP 3065 systems	Apr 1	36
New printer upgrade program	Feb 1	43	HP 9895A disc drive and 9876A printer to be discontinued May 1	Apr 15	24	NS 3065 software support	Apr 1	36
Power stackers for the HP 2565A 2566A B and 25678 printers	Feb 1	43	Printer character set kit discontinued	Apr 15	25	10 percent price reductions on HP 3065 SNS and MUS	Apr 1	37
GCO supplies the HP 2563A dot-matrix impact printer to some Intercon countries	Feb 1	43				New HP 3065 user documentation MUS	Apr 1	37
						Using a PID algorithm inside the HP 3852A	Apr 1	39
						Goodbye to the HP 2250	Apr 1	41
						<b>SPECTRUM PROGRAM</b>		
						Spectrum program primers available	Feb 15	8



## JetSeries supplies for quality HP inkjet printing

Tim Fisher/ICO

*For the US and Canada only*

HP ThinkJet and QuietJet printers are part of a specially-designed print system which consists of the printer, print cartridge, and JetPaper. Together they provide quiet operation and quality printing — a winning combination.

HP JetPaper delivers consistent quality output and new JetPaper products have been improved, resulting in a 10-fold reduction of print cartridge clogging. Non-HP paper provides poor print quality and can clog the print cartridge — a row of missing dots for your customer.

A full range of JetPaper supplies for ThinkJet and QuietJet Plus printers are readily available to support all of your customer's printing needs.

New JetPaper products include narrow and wide fanfold inkjet paper, cut-sheet paper and inkjet mailing labels. JetPaper *must* be used with the HP ThinkJet and QuietJet printers.

JetPaper supplies are available in convenient package sizes and are offered at competitive prices. Volume discounts are also available through Direct Marketing Division (DMK).

Always recommend HP JetSeries paper and supplies.

### Ordering information

P/N	Description	US list price
51630A NEW	Z-fold JetPaper, 500 fanfold sheets. 8% x 11", 20 lb. microperforated.	\$10.95
51630B NEW	Z-fold, wide JetPaper, 500 fanfold sheets. 14% x 11", 20 lb. microperforated (for QuietJet Plus printer)	15.95
51630J NEW	Cut-sheet JetPaper, 500 sheets. 8% x 11", 20 lb.	12.95
51630L NEW	Z-fold JetLabels, 2,500 pressure-sensitive address labels, 3% x 5/16, fanfold 12 across on 9 1/2" form width	18.95
92261N	Z-fold JetPaper, 2,500 fanfold sheets. 8% x 11", 20 lb. microperforated	50.00
51630D NEW	Z-fold, wide JetPaper, 2,500 fanfold sheets. 14% x 11", 20 lb., microperforated (for QuietJet Plus)	75.00
92250V	Dust cover for ThinkJet printer, 100% cotton	15.00
92250W NEW	Dust cover for QuietJet Plus printer, 100% cotton	15.00

*Note: New supplies currently available only in the US and Intercon.*

## New color print cartridges for HP inkjet printers

Glenn Theodore/ICO

*For the US and Canada only*

Red, green, and blue ink single-color print cartridges are now add flair and get attention by printing one-color-per-page of text or graphics. In addition, some customers will now add flair, and get attention by printing one-color-per-page of text or graphics. In addition, some customers will use the blue ink print cartridge as an alternative to the original black for most of their printing.

P/N	Print cartridge single color	US list price
51605R	Red ink (new)	\$12.95
51605G	Green ink (new)	12.95
51605B	Blue ink (new)	12.95
92261A	Black ink (original)	9.95

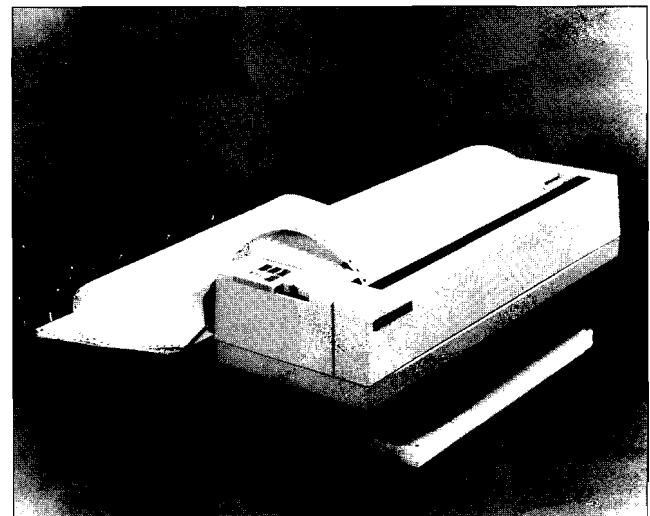
For fast service, customers should use the Direct Marketing Division (DMK) direct phone number to order.

## Accessories for the HP QuietJet Plus printer

Jim Kinney/DMK

*For North America only*

Add the convenience of paper control with these new desktop accessories for the QuietJet Plus printer.



*continued on next page*

**a**

# Personal Computers

- **QuietJet Plus printer stand.** Stores paper under the printer instead of behind it. If space is limited, the new open front design allows the user to slide the paper easily under the printer and load it. The stand also has a raised rear edge to improve paper flow into the printer and help route cables out of the paper path. Dimensions are 3.5-inches (89mm) H x 21-inches (533mm) W x 11.7-inches (297mm) D.
- **Paper catcher for the 92261T QuietJet Plus printer stand.** Since the new QuietJet Plus printer has fast printing speeds and the potential for printing multipage reports on 14%-inch x 11-inch paper, paper control is essential. The 92261G paper catcher keeps the printout from piling up behind the printer, refeeding or falling on the floor. The catcher is constructed of steel chromed wire and mounts easily on the rear edge of the 92261T printer stand. Dimensions are 2.5-inch (64mm) H x 16.3-inch (414mm) W x 13.5-inch (343mm) D.

P/N	Description	Factory base price	US list price
92261T	QuietJet Plus stand	\$72	\$75
92261G	Paper catcher	26	28

For fast service, customers should call Direct Marketing Division's (DMK) direct order phone numbers listed in the Computer Supplies section.

## Announcing high-speed numeric coprocessor for the HP Vectra PC

Steve J. Brown/CWO

The Hewlett-Packard Corvallis Workstation Operation (CWO) in Corvallis, Oregon, proudly announces a new enhancement product for the HP Vectra PC. The HP 82965A high-speed coprocessor is a fast 80287 numeric coprocessor module that increases the Vectra's numeric processing capabilities. This user-installable option can increase the performance of CAD software and decrease some of the frustration one feels while waiting for computation tasks to be completed.

The HP 82965A high-speed coprocessor consists of an Intel 80287 and associated circuitry to operate at 8 MHz, 50 percent faster than the standard 5.33 MHz numeric

coprocessor (HP 45987A). The matchbook-size (3.8 x 6.1 cm) module plugs directly into the 40-pin coprocessor socket on the Vectra's main circuit board. The 82965A adds over 50 numeric instructions to the 80286 instruction set, making the HP Vectra a complete solution for high-performance numeric processing.

### Product features

- Directly extends the 80286 instruction set with trigonometric, logarithmic, exponential, and arithmetic instructions for all data types.
- Runs at 8 MHz
- Installed by customer
- Requires no system reconfiguration
- Floating point, extended integer, and BCD data support
- High-performance, 80-bit internal architecture
- 8087 compatible real address mode
- Protected virtual address mode

Applications that have been written to take advantage of the standard numeric coprocessor (operated at 5.33 MHz on the Vectra) will benefit from the higher speed of this module.

Computer-aided design packages can experience faster regeneration of drawings and spreadsheets and can be recomputed at faster speeds with the 82965A. For the serious CAD user, an 8-to-10-percent decrease in drawing regeneration time can reduce frustration and save enough time during the year to pay for the additional cost of the 82965A over the standard 80287.

Some typical performance improvements on popular software over the standard 5.33 MHz coprocessor:

- AutoCAD, VersaCAD, and Anvil 1000MD drawing regeneration speed increases of 8-to-10-percent.
- Math-intensive Lattice C program speed increase of 18 percent.

### Ordering information (available worldwide)

P/N	Description	On Corporate Price List	US list price
82965A	High-speed coprocessor	May 1	\$695

## New software and accessories guide lists available HP Vectra PC/ISV software

Kathleen Sulgit/PSD

A new edition of the *Software and Accessories For The Vectra Personal Computer Guide* is designed especially for HP direct sales reps (sales rep version, P/N 5954-7219D).

On its way to you now, this guide lists the following Vectra/ISV software, which is available through our direct sales channel only. This software is not listed in the dealer edition of the guide.

P/N	Title	US list price
68336F	R:BASE™ 5000	\$700
68340F	1-2-30 from Lotus <sup>®</sup>	495
68339F	Symphony <sup>®</sup>	695
68338F	MultiMate™	495
68343F	MultiMate Advantage	595
68341F	WordStar <sup>®</sup> 2000	495
68342F	WordStar 2000 Plus	595
68345F	WordStar	350
68346F	WordStar Professional	495

Remember, direct sales reps, keep this guide with you at all times for reference, and pass a copy along to your customers. It is the only complete source of Vectra software and accessories available today. You can order additional copies for your customers through the HP Software Distribution Center (SDC).

*R:BASE* is a US trademark of *Microrim, Inc.*

Lotus, 1-2-3, and Symphony are US registered trademarks of Lotus Development Corp.

MultiMate is a US trademark of MultiMate International, a subsidiary of *Ashton-Tate Corp.*

*WordStar* is a US registered trademark of *MicroPro International Corp.*

## "Winning against Compaq" competitive sales guide and audio cassette available

Victor Ruiz/PC Marketing Programs

Selling the HP Vectra PC against the competition is now easier with a new sales tool. The "Winning Against Compaq" competitive sales guide (P/N 5954-7488) and accompanying audio cassette (P/N 5954-7489), address the

need to know more about one of HP's competitors in the IBM-compatible market.

This new competitive information package was conceived with two major goals in mind:

- Offer a convenient source of reference to help our sales force in competitive situations where Compaq is a major player.
- Present sales tactics and ideas on how to overcome objections and win more business for HP.

The cassette tape provides a general overview on Compaq's company background, strategies, and product line, as well as suggestions on how to position the Vectra versus Compaq's Deskpro 286.

The competitive guide complements the audio tape with additional in-depth information and sales tips. A special effort has been made to present this material in a concise, easy-to-read format for the convenience of the busy HP sales rep.

A copy of both the sales guide and the audio cassette was sent directly to all personal workstation sales reps (PWSR SF22), personal computer systems engineers (PCSE), and dealer sales reps (SF12) during the last week of June.

If you are part of sales force 15 and need to order this information, please send an HPDesk message to Rhonda Rick (HP3900/20) at the Corvallis, Oregon Division. To get both the document and the tape, make sure you specify the publication numbers listed above.

## New AdvanceLink ads

Paul Davoust and Tammy Baker/PSD

Selling AdvanceLink means your customers are connected to HP's AdvanceNet datacom strategy. It means they are connected with other HP applications and connected with HP quality and support.

These are the key features being emphasized in a new advertising campaign. The ads will run in the following periodicals:

- Super Group magazine — beginning July
- *InterAct* magazine — beginning June
- The (*HP*) Chronicle — beginning June

Personal Software Division (PSD) is focusing on AdvanceLink as the strategic package from Hewlett-Packard for terminal emulation and file transfer. PSD is coordinating with other HP divisions to ensure a high



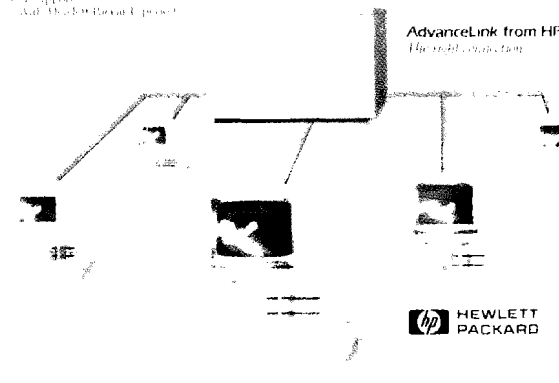
## How the well-connected get that way. And stay that way.

### AdvanceLink.

Software from Hewlett-Packard

At Hewlett-Packard, we know that the best way to stay connected is to stay ahead. That's why we've developed AdvanceLink, a comprehensive software package that helps you stay ahead of the competition. AdvanceLink includes a variety of tools that help you manage your business more effectively. From sales and marketing to customer support, AdvanceLink has everything you need to succeed in today's competitive market.

AdvanceLink is a comprehensive software package that helps you manage your business more effectively. From sales and marketing to customer support, AdvanceLink has everything you need to succeed in today's competitive market. AdvanceLink includes a variety of tools that help you manage your business more effectively. From sales and marketing to customer support, AdvanceLink has everything you need to succeed in today's competitive market.



level of commitment to keeping our offerings in this area the best available. You can expect continued improvements to keep our AdvanceLink products advancing.

## Results from HP Vectra PC mailing

Kathleen Borges/PCG Training

For the US only

### Background

The Vectra PC mailing included a comprehensive list of Vectra literature and training materials, as well as an index. The purpose of the index was to help sales reps locate information.

This document was included in a special mailing to the field on April 4. It was distributed to all PC sales reps (US only) and field management (worldwide).

### Results

Included with each document is a feedback form which a recipient may fill out and return if he wishes. We received a total of 36 forms.

The response was very positive — 92 percent favorable. Respondents' comments revealed that the document was very useful to them. Overall, they thought it was an excellent idea. Many commented that such a tool is needed for *all* products that they sell. In addition, sales force 12 reps suggested that HP dealers also need this information.

A concern was expressed that the document needs to be updated in the future. In other words, they said, "Keep it coming!"

### What to expect in the future

The plan is to expand the document to include the entire personal computer product line (including peripherals). This document will indeed be updated periodically. Watch for the new revision in the fall. Dealers will be happy to know that they also will be receiving this information.

For those of you who responded to the survey, thank you for your feedback. We appreciate your input.

## HP ThinkJet printer packs off price list

Debbie Bell/VCD

The HP ThinkJet Printer Pack, P/N 92261V, is now off the Corporate Price List as of July 1, 1986. Also, the very successful ThinkJet Printer Pack promotion has come to a close. The ThinkJet Printer Pack is replaced by the ThinkJet Accessory Kit, P/N 92261D. The kit is available from Direct Marketing Division (DMK) for \$79 and it contains the following items: two ink cartridges, one acrylic printer stand, one dust cover, 500 sheets of fanfold ThinkJet paper, and 500 sheets of individually-cut ThinkJet paper.

If you have customers who are still interested in purchasing ThinkJet Printer Packs after July 1, check with me to see if we have any inventory available. Please contact Debbie Bell via HPDesk 5400/PE.



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## GENERAL

### Also in this issue

**Configuration information for HP 9000 Series 800 with asynchronousmux** 35

## FACTORY AUTOMATION

### MSG introduces National Account Program

Dale Hershfield/MSG Value-Added Channels Program

For We US only

The Advanced Manufacturing Systems (AMS) Show in Chicago, Illinois, last week was the site of a new program introduction by Manufacturing Systems Group (MSG). The new Manufacturing National Account Program delivers special merchandising activities that showcase HP's finest manufacturing value-added suppliers. The program is managed by MSG's Value-Added Channels group and closely parallels Information Systems Group's (ISG) National Account Program.

Charter members of the program, and their application solutions are:

Company	Product	Description
Automated Technology Associates, Indianapolis, Ind.	RQM	Real-time quality control
Denniston & Denniston, Chicago, Ill.	STARNET	Workcell control
Hilco Technologies, St. Louis, Mo.	Monitrol	Workcell control
Logisticon, Santa Clara, Ca.	Dispatcher	Material management
Biles & Associates, Houston, Tx.	AIM	Process monitoring and control

The intent of the program is to form a proactive relationship with selected resellers and software suppliers to increase the effectiveness of our selling efforts on the factory floor. Joint merchandising activities are at the heart of the program. Each account will be promoted through lead-generation events such as trade-show participation, local customer seminars, direct-mail campaigns, and telemarketing. To manage these merchandising activities, each national account benefits from a factory account manager who works closely with the HP account sales rep. No other HP program provides this level of visibility and support to manufacturing value-added businesses.

Each national account is selected based on software and support quality, marketing ability, financial stability, and local field management support. MSG group and division marketing sign off final approval.

A Manufacturing National Account Program Directory ring binder containing detailed information about the program is now being distributed to all technical sales reps who sell manufacturing solutions. Please contact Dale Hershfield, 408-257-7000 ext. 2323, TELNET 125-2323, for additional copies of the directory.

### Upgrade Micro/1000 systems to 20 Mbytes

David Bayer/DSD

Are your customers asking you to provide an upgrade path from their integrated 10- or 15-Mbyte discs in the Micro/1000 to the new 20-Mbyte disc provided as product 12120A? If so, Data Systems Division (DSD) has some great news.

Custom Engineering product 93692T provides a kit to upgrade Micro/1000 computers with Option 110 or 111 to a 20-Mbyte Micro/1000. The product contain a 20-Mbyte Winchester disc and a double-sided microfloppy drive, and meets UL approval. A special Option 002 must be ordered to obtain FCC approval.

The prerequisites for product 93692T are:

- 1) The customer must previously have ordered a Micro/1000 with Option 110 (10-Mbyte disc) or Option 111 (15-Mbyte disc). The system must be upgraded to revision 4011 of the VCP firmware, which is not included with 93692T.
- 2) The local account systems engineer (SE)/customer engineer (CE) must approve the order to address any potential support problems.

The price for the product is \$1,755 per unit, plus a charge of three 93285A engineering units on the first unit

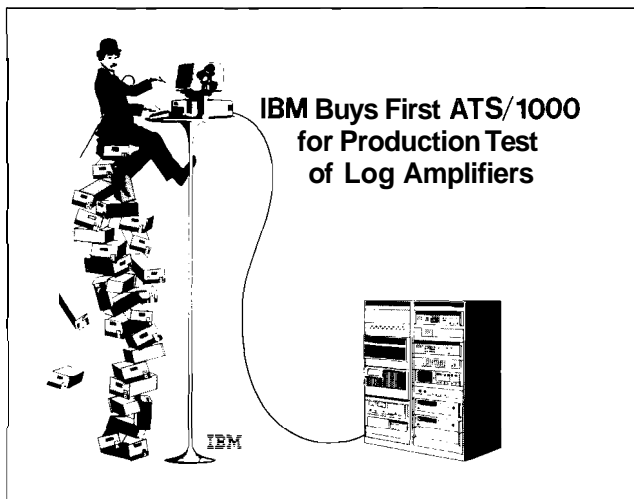
# Manufacturing Systems

ordered, and one 93285A engineering unit for each additional unit on the same order. Delivery is eight weeks ARO. No discounts are applicable to this special product. Installation time of two to four hours by a CE is required, and is not included with this product.

Please contact your Manufacturing Systems Group (MSG) sales center marketing engineer for additional quote information.

## IBM orders HP's ATS/1000

Dave Kline/AMSO



An exciting new order was just received from IBM by the HP Eastern Sales Region's (ESR) Syracuse, New York, Sales Office for test of Log Amplifiers.

ESR's alert use of their Project Center helped book a large ATS/1000 order for a new program from a new customer, IBM. Advanced Manufacturing Systems Operation (AMSO) will be building the ATE system and the Rochester Project Center is doing turnkey software. The award was won over five competitors for the reason that HP assumed total system responsibility (in addition to the usual factors — competitive price, quality, and reputation).

This is IBM's first buy of ATS/1000. The system will be used in production test of log amplifiers. The ATS/1000

system being supplied is particularly interesting since it will be controlled by the A600 CPU — the first use of this low-cost, realtime computer.

There are probably many other customers out there that you can help with this winning combination — ATS/1000 and Project Center Software. Let us know how we can help.

## HP 1000 product discontinuance

Joann Starke/DSD

The following HP 1000 products will be removed from the July 1, 1987 Corporate Price List. Please make a note of all products scheduled and inform your customers where appropriate. Customers that require these products beyond the discontinuance date should plan on making a lifetime purchase prior to July 1, 1987.

P/N	Description
12222G	7-array connector
12222H	8-array connector
12920B	Async. Multiplexer
2106AK	A600 Board Set
12013A	Battery Back-up for I,-Series
94137A	ATS/1000 Lower Multiplexer Card
94143A	ATS/1000 Printed Circuit Adapter Kit
94146A	ATS/1000 Printed Circuit Adapter Board
9415A	ATS/1000 Digital Test Unit

## HP 48000 RTU update

Dean Kagawa/PAO

The first order for the HP 48000 RTU Measurement and Control Unit from the Panacom Automation Operation (PAO) was entered by Tom Smith of the HP Cedar Rapids, Michigan, sales office. Tom's customer is a group within Fisher Controls, called the Gas Group. The Gas Group goes after gas pipeline SCADA applications, and they are currently working on prospects that total about 400 RTUs in the funnel.



For oil pump surveillance and control, the HP 48000 RTU Measurement and Control Unit program can be easily modified in the field through user-friendly, English-language dialog.

## Data Sheet Distribution

The HP 48000 RTU data sheet (PM 5953-7013) has been shipped in quarter bulk distribution to all sales offices (US sales offices should order P/N 5953-7013D).

## Field Training Manual (FTM) distribution

There are three FTMs available for the 48000, and they reflect the three target markets: Oil and Gas SCADA, Utility SCADA and IDAC. The Oil FTM was distributed based on the "Explorer" database. If you did not receive the Oil and Gas SCADA FTM, and you have oil and gas accounts in your territory, please call Dean Kagawa 519-886-5320, ext. 211.

The other two FTMs will be distributed in early June to all sales reps who are listed on the ROSTER database. If you do not receive these two FTMs by mid-June, please call us and we will forward copies to you.

## Systems Engineer (SE) training

We have held three courses for customers, SEs, and value-added channels, and all were enthusiastically praised by attendees. This is course SE 350, and lasts four days.

The topics covered are Introduction to the HP 48000 RTU, Database Introduction, Advanced Database Topics,

Programming in HP 48000 Basic, and Host Communications Protocol.

The class is hands on, with two students per workstation RTU. We will also be running courses in Europe soon. The course is held at our facilities in beautiful downtown Waterloo, Ontario, Canada. If you feel you need an SE trained in your district, call us at 519-886-5320, and we will schedule more courses. This course is also open to end user customers and value-added channel customers.

## NPT tours

We will be coming on the US NPT tours that are scheduled for July and available from your field marketing manager (FMM), field district manager (FDM), or you can call us and we can talk about schedules and locations closest to you.

## Ordering HP 48000 demos

We have had a number of people ask how they can get our neat demo box and I/O simulator. You need to order an HP 480002A six-slot Backplane, an HP 48010A Master Controller Module, an HP 48020A Combination I/O Card, an HP 48030A Power Supply Module, an HP 48070A Application Development, an HP 3081A Opt. 004 Workstation Terminal (Portable Operator Panel) and, an HP 48010-80020 Overlay for HP 3081A.

Put in Special Instructions: *This is for demo purposes.* If you put the above comment in Special Instructions, we will ship it with a fiberglass NEMA 4 cabinet, with carrying handles, and I/O simulator, a 120VAC to 24VDC adapter, and the demo software. This will give you a unit that is essentially identical to the one we will be using on NPT.

## Please Note:

To demo the HP 48000, you will also need an HP Vectra, Portable PLUS, or HP 150 Touchscreen personal computer, as detailed in the HP 48000 data sheet (P/N 5953-7013). Don't forget this minor detail. Demo shipments will begin June 1986. We are waiting for your orders.



## Ryan-McFarland COBOL for HP 9000 Series 300/500

Pete Dubler/TSC

RM/COBOL is now shipping for the HP 9000 Series 300 running HP-UX 5.1 and for the Series 500 running HP-UX 5.15. RM/COBOL offers your customer more than 3,000 business applications in their Applications Directory which will now run on the Series 300 and 500.

To get more details, or to place an order for RMI COBOL, contact Joe Sheldon of Cybernetics at 714-848-1922. If you are not in the US, you can reach Cybernetics on Telex 910-997-6244(CYBERNETICS).

## TCP/IP on the HP 9000 Series 500

Pete Dubler/TSC

As you heard on the May 28 teleconference, HP and The Wollongong Group, Inc. have signed an agreement under which Wollongong will provide a complete TCPIIP product with ARPA and Berkeley services for the HP 9000 Series 500. The product WIN™/H9000 will be available as an HP PLUS referenced product directly from The Wollongong Group by late spring of 1987. This is the added network link you have been asking for to allow the Series 500 to communicate with non-NP computers.

WIN/H9000 will be a full member of the WINS™ (Wollongong Integrated Networking Solutions) product family. These products offer TCPIIP networking for machines ranging from IBM/PC compatibles to Cray and Amdahl systems. Now the Series 500 will be able to communicate via TCPIIP with all of these non-HP computers.

We will be sending you additional information, data sheets, and field training information as it becomes available.

*WIN and WINS are registered trademarks of The Wollongong Group, Inc.*

## ASTEC offers MemoMaker, EDT, and EMACS for HP 9000 Series 300/500

Pete Dubler/TSC and Tom Jordan/Rockville

Although the VI editor in HP-UX is extremely powerful and its functionality allows you to do much more than just edit, it still requires that the user remember a long list of cryptic commands. Many customers ask for a friendlier alternative to the VI editor. Now they can have the functionality of EMACS, DEC's EDT, and HP's MemoMaker all in one very easy-to-use editor called ASTECEDIT from Advanced Systems Technology Corporation. Also included in the pac is ASTEC's own "Class Editor," an editor that can be learned in minutes. The price is \$1,100. Call Dr. Hasan Sayani, president of ASTEC, at 301-441-9036 for more information on ASTECEDIT.

*ASTECEDIT is a trademark of ASTEC.*

*EDT is a trademark of Digital Equipment Corporation.*

*EMACS is a trademark of UniPress, Inc.*

## HP 9000 Series 300 adds battery backup capability

Jim Fentress/FSD

For US and Canada only

Those of you with customers who have been asking for powerfail or battery-backed capabilities for their unattended or critical systems can now give them the answer you love to give: "Yes we do, and I'll be there to take your order." The battery backup capability for the HP 9000 Series 300 is available as of July 15, 1986.

For unattended applications such as overnight testing, the combination of a third-party power supply, interconnecting cable, and interrupt handler software routines enable users to save system and test status, gracefully shut down, and restore operations at the last completed test before power failed. Sample interrupt service routines are provided in an Application Brief for BASIC, Pascal, and HP-UX applications.

The third-party standby power supply provides protection during attended operation by powering the computer, monitor, and disc drive during a power loss until the

user can save the critical data for those applications where loss of data is unacceptable.

Depending on the system power requirements, up to 30 minutes of backup power are available. Details on how to determine the application's backup power requirements are contained in the Battery Backup Application Brief. The application brief also contains information on system installation, writing interrupt drivers to save and restore data automatically, and ordering parts to put a system together. It is available from Direct Marketing Division (DMK) (PIN 98561-90615).

The cable connecting the standby power supply to the computer's RS-232 port is available from Computer Supplies Division (CSD) (PIN 98561-61605); the price is \$50. It is necessary only for unattended operation and programmatic backup.

The vendor of the standby power supply we currently recommend is: Sola Electric, 1717 Busse Highway, Elk Grove Village, IL 60007; 312-228-1250 — US, 416-253-6465 — Canada.

Suggested US list prices are \$873 for 800 VA version, \$1,459 for 1200 VA. While HP has tested the Sola power supplies for operation at rated specs, and has verified that Series 300 systems connected to the Sola power supplies meet FCC RFI regulations, HP does not sell, warrant, or service the Sola equipment.

## DSG's Technical Software Center publishes new technical software catalog

Doug Newlin/TSC

Design Systems Group's (DSG) Technical Software Center has just published its second semi-annual edition of the HP Technical Software Catalog. The 208-page book contains more than 1,000 third party and HP proprietary software packages in 20 different market/application categories. These products run on the HP 1000, HP 9000, Series 80, and Series 9800 hardware families plus some selected HP Integral, Portable, and Vectra personal computer models. There are 225 software packages listed that run under HP-UX and more than 100 packages for the HP 9000 Series 300.

More than 300 third-party suppliers are currently working with HP to provide this "supermarket" of technical software solutions that run on HP computers.

Products included in this catalog come from three sources:

- Software submitted by third-party suppliers to the HP PLUS Third Party Software Program which offers more than 700 technical software packages — from aerospace simulators to water utility operations.
- Software from specially recruited third-party vendors who have developed software for electrical, mechanical, and software engineering markets associated with HP's computer aided engineering strategy. Also included in this category is the Technical Office Automation solution — products that improve engineering productivity such as technical word processing, graphics presentations, spreadsheets, database management, numerical analysis, and integrated software packages.
- HP proprietary software offers a broad selection of HP-proven technical applications, utilities, and integrated solutions. Applications areas range from AC circuit simulation to statistical quality control and from engineering graphics systems to data communications software.

The catalog is offered free of charge to the HP field, our customers, and independent software vendors. For your copy, please order from the Literature Distribution Center in Palo Alto (P/N 5953-9598). There is a limit of 25 copies per order.

## New Alis/HP-UX and other technical office automation sales tools available

Ann Sudduth/TSC

By now you should have received your new and improved versions of the *Alis/HP-UX* Data Sheet and Technical Office Automation (TOA) Software Summary. These new literature tools were mailed in Momentum and the June Sales Success mailing.

The *Alis/HP-UX* Data Sheet includes the new features of Alis/HP-UX version 1.1 as well as a new configuration guide that many of you requested. We think you'll find this new and improved version to be an excellent selling tool.

The TOA Software Summary which includes data sheets for all TOA products has been revised to include new information on the BASIC and stand-alone software. This software has been updated to run on the HP 9000 Series

300 *without* the compatibility interface card. The new summary also includes a complete listing of all software updates and other corrections/revisions.

These new sales tools, in addition to the other TOA literature, are available from the Corporate Literature Distribution Center.

P/N	Description
5954-7056	Alis/HP-UX Technical Data Sheet
5954-7062	TOA Software Summary
5953-9595	Alis/HP-UX Brochure
5954-7024	TOA Flyer
90581HZ*	Alis/HP-UX Video Demo ¼-inch U-matic format
90581HV*	Alis/HP-UX Video Demo ½-inch VHS format
90581HW*	Alis/HP-UX Video Demo ½-inch Beta format

\*Orderable through HEART system.

## HP EGS: new sales promotion tools

Paul Robst/FEO

New sales promotion literature is available to help you sell HP EGS, the entry-level EE CAD system from the Fort Collins Engineering Operation (FEO).

*The HP Engineering Graphics System Sales Brochure* (PIN 5954-7067) — An eight-page, full color, benefits-oriented overview of HP EGS. This brochure complements the sales brochure for HP Printed Circuit Design System, HP's new fully-automatic PC Board CAD system.

*The HP Engineering Graphics System Data Sheet* (P/N 5954-7069) — A comprehensive, one-color, features-oriented description of HP EGS.

In addition to these new literature pieces, two application notes are available to help your customers understand some of the technical aspects of HP EGS.

*"Using ARCHIVE Files to Transport Data"* (PIN 5953-9555) — describes the HP EGS ARCHIVE file format and gives examples of how to use it.

*"HP EGS IGES Translator: System-to-System Drawing Exchange"* (PIN 5954-7023) — describes IGES, and the mechanics and benefits of the HP EGS IGES Translator.

Copies of the HP EGS brochure and data sheet will be distributed via Momentum. Please note that there will *not* be a full bulk distribution of the brochure and data sheet, so you may wish to place orders for these sales tools from the Corporate Literature Distribution Center.

Two HP "Internal Only" documents are also available to help you be more successful in selling HP EGS.

*HP EGS Configuration and Pricing Guide* — A thorough, step-by-step configuration guide that includes information on software ordering, workstation and SRM configurations, support, ASSIST, customer training and helpful guidelines, and "gotchas."

*HP EGS Competitive Brief* — A competitive brief describing three HP EGS competitors: AutoCad, P-CAD, and FutureNet.

To order these tools, and/or have your name added to the mailing list for the FEO Field Update (FFU) — a periodic HPDesk document containing sales and technical information relating to HP PCDS, HP EGS, and HP TechWriter — contact us through HPDesk at FEO sales/HP4006/00 or call FEO Sales at 303-229-4333 (TELNET 226-4333).

## HP PCDS manuals available soon

Al/Jackson/FEO

The manuals for the new HP Printed Circuit Design System (HP PCDS) will help customers efficiently plan for and install their systems, and then become productive as easily and quickly as possible. Each manual is written for a specific system user (such as installer, system administrator, printed circuit designer, or parts Librarian) and is packaged with the appropriate system module.

- The innovative *Preparing for Your System* manual (PIN 74400-90000) is mailed to customers shortly after we receive each HEART order at the factory. This manual will help customers prepare their sites before the systems arrive. It discusses issues such as electrical requirements, physical requirements (heating, cooling,

3

humidity, and acoustics), and system implementation. Note that an article abstracted from this manual appeared in the May 1986 issue of *Printed Circuit Design* magazine.

- *Installing Your System* — Provides the system administrator with clear procedures on installing the hardware, system software, LAN, and HP PCDS software (P/N 74400-90001).
- *Designer's Set* (P/N 74400-90002) includes the following:
  - *Managing Your System* — Shows the system administrator how to manage, customize, and maintain HP PCDS. This manual covers managing files with the Design System Manager (DSM), understanding data formats and system links, and fixing problems that might occur with the system.
  - *Designer's Handbook* — Describes routine tasks that a designer performs to create printed circuit board artwork using the HP PCDS Design and Autorouter Modules. The tasks are grouped into logical sections for easy access.
  - *Designer's Reference* — Provides in-depth information on the menu selections and function keys available with the Design and Autorouter Modules.
  - *Master Glossary and Index* — Explains the terms and abbreviations used in the HP PCDS manuals and includes an index to all subjects in the manual set.
- *Librarian's Handbook and Reference* — Describes the tasks required to build, modify, and maintain parts libraries on HP PCDS. Also included are in-depth command and macro references for the Library Module (P/N 74400-90003).

You can order additional copies of the HP PCDS manuals from Direct Marketing Division (DMK) starting September 1.

## Also in this issue

<b>Announcing high-speed numeric coprocessor for the HP Vectra PC</b>	22
<b>Configuration information for HP 9000 Series 800 with asynchronous MUX</b>	35





## AD&I becomes Project Services

Maurice Liang/ASD

As some of you in the test-and-measurement business may know, the AD&I (Application, Development, and Implementation) service product (P/N 50601A Options 01-08) was deleted from the Corporate Price List. AD&I, as the concept of custom test and measurement software development, lives on in the form of Project Services. Custom projects will now be quoted in units of \$1,000 each (P/N 35135A), or units of \$100 each (P/N 35135B). The change was made to provide HP with a more consistent method for handling projects.

If you're a sales rep and have a need to use custom projects as a way to leverage a hardware sale, check with your local Area Project Center (APC). They may be able to provide you with the services you need or to help coordinate resources from other APCs or Regional Project Centers.

To provide you with marketing support, Application Support Division (ASD) is working on a program called CMS (Custom Measurement Systems), to address the needs of the test-and-measurement solutions market. The first area of focus is specifically on the HP 9000-based automated test system market. In addition to the new Automated Test Implementation Services brochure, ASD will be releasing two customer courses based on the TAIPAN Methodology and Architecture system engineer courses. Look for more support to come from ASD in the future.

## Instrument Controller training to be offered this summer

Tricia Matsoukas/FSD

In August and October of this year, a new class will be offered to technical field engineers selling HP computers as instrument controllers. The class will be a five-day seminar with discussion, hands-on labs, case studies, and product demos.

The course topics are:

- Measurement automation strategy
- Product positioning — Series 200, 300, and Technical Vectra
- Operating systems
- Languages
- Productivity software

- Graphics
- Data communications and I/O
- Support services
- Futures

After attending this five-day class, you should be able to:

- Explain (compare and contrast) the positioning and advantages of HP products over competitive products.
- Configure measurement automation controller hardware (computers, interface cards, disc drives, etc.).
- Explain and recommend HP software packages (operating systems, office automation, networking, graphics, etc.) to measurement automation customers.
- Discuss HP sales resources and their use in supporting sales.

Before you sign up for this class, you must have fulfilled the following prerequisites: three-week fundamentals training from EIG, a level of proficiency on a workstation equivalent to the "BASIC Operating & Programming Course." (Customer Course 98510A or 98501A), and ICT prestudy literature list sent by Fort Collins Systems Division Training.

The class is scheduled for August 18-22 and October 20-24. To register for course #SR224, send a message via HPDesk to Deborah Barfield/HP5000/50 (training registrar).

## Modified Software Notification Service for HP 495X protocol analyzers

Brenda Vathauer/PRSD

Selling Software Notification Service (SNS) to customers with 495X protocol analyzers becomes easier as of July 1 SNS support for the 4951A, 4953A, and 4955A will be consolidated into one service to clarify customer deliverables and to simplify the ordering process. Currently, three separate SNS services for the 4951A, 4953A, and 4955A deliver identical documentation. As of July, these support services will be replaced by one SNS service under the 4953A+N00 support product number. This one support service will provide documentation that is relevant to all 495X protocol analyzers.

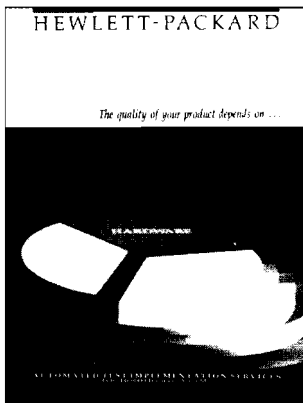
In addition to the modification of the support product numbers, the price of SNS support for the protocol ana-

lyzers will be decreased to \$5 per month to reflect lower production costs.

Software Notification Service provides customers with additional copies of the *Software Status Bulletin (SSB)*, a problem-solving resource that provides information about software bugs and temporary workarounds; *Software Release Bulletin (SRB)*, a list of the current software revisions and all Known Problem Reports (KPRs) that were corrected in the latest software release; and *Peer-to-Peer*, a newsletter for protocol analyzer users that contains new product information, application tips, and questions and answers from other users. Software Notification Service is appropriate for customers with large or decentralized programming staffs that require multiple copies of these documents.

## New Automated Test Implementation Services brochure released

Maurice Liang/ASD



A new customer brochure entitled *Automated Test Implementation Services for HP 9000 Based Systems* has been released by the Application Support Division (ASD). This is the first step in the new Custom Measurement Systems (CMS) program. CMS is a program to market support services and products that can help our test-and-measurement customers implement their

computer automated test-and-measurement systems. The initial focus of the CMS program on the HP 9000 controller market and the new ATI Services brochure presents HP's currently available capabilities for helping customers implement their 9000-based automated test systems. This will be the first time that all of these services are presented together in one brochure:

- Consulting Services
- Custom Software Development (Project Services)
- Software Design Training (new)
- Software Architecture Training (new)
- Instrument and Programming Training

- Hardware and Software Support Services
- System Integration (Project Services)

The concept

Using three "pie slices" to represent the three main parts of a test-and-measurement solution, the hardware, the application software, and the support services, the brochure presents the message that HP not only offers the right hardware to build their system, but also offers the support services to help develop the application software and make it work. The brochure is similar to the recently-released Project Services brochure.

Using the brochure

The ATI brochure includes a flap to hold data sheets and a business card. During an initial sales call, the brochure can be used as a "wrapper" for the proposed hardware data sheets, thereby reinforcing the concept that we can pull the pieces together with our support services to make the system work.

Copies of the data sheet have been distributed. Copies of the brochure can be obtained from the Literature Distribution Center (PM 5954-7390).

## Project Center success with Hughes Aircraft

Maurice Liang/ASD

Many Application Engineering Project Centers have carried out successful projects that provide good leverage for system sales and hold strong benefits for you and your customers. To help you share some of these ideas, Application Support Division (ASD) is collecting and publishing project success stories. If you have a story you'd like to share, please send it to Mickey Friedman at ASD, HP5000/80.

This month, our success story is a test and measurement system from the Project Center in Englewood, Colorado. Our thanks to Steve Kossa, project center manager, for submitting it.

The situation

Hughes Aircraft in Tucson, Arizona, was experiencing a heavy backlog in testing components used in missiles. Production schedules were being delayed. Something had

to be done, but Hughes' in-house resources were currently committed. Hughes decided to contact their local HP Project Center.

Hughes decided that the solution was to implement a World Class Receiving Inspection Area to receive, sort, and repackage the components into standard containers. Once a shipment is received, the components are sorted into two partial lots, one to provide a sample quantity for characterization, and the other to represent the balance of the lot for screening. Both partial lots are delivered to an automated carousel storage area.

The due date and the priority of the order determines when the sample lot is delivered to the engineering characterization area. The sample lot is tested; parametric data is taken and presented to engineering in graphical form. Engineering then evaluates the test results and creates an order routing that represents the testing required for the entire lot.

The due date and priority of the order determines when the entire lot is delivered to the screening area for 100 percent testing. Parametric and attribute data is recorded and the test results reported.

#### The solution

The Rocky Mountain Area (RMA) Project Center took on the responsibility for interfacing HP QDM 1000 to Gen Rad Testers for the digital IC test, LTX Testers for the linear IC test, and CCIS Testers for the discrete component tests. Interfacing was also done to an IBM PC-controlled magnetics tester and several HP 98XX-controlled bench top testers.

In addition to the QDM data collection for the characterization and screening tests, the project also required the test programs for the testers to be stored on central computers for downloading to the various controllers.

The implementation involved four HP A600 systems, one HP A900 system, over 800 Mbytes of disc storage and two HP 7974 tape decks for data backup, custom interfaces to a Tandem Shop Floor Control System, and interfaces to DEC, Data General, IBM PC, and HP computers.

#### Custom software provides leverage

Custom software was required to interpret the Shop Floor Control commands, download programs to the tester controllers, upload data, format and spool data into

the QDM, and delete program and data files from the tester controllers.

The custom software project was \$325,000 and leveraged over \$1.2 million in standard HP hardware sales.

#### The project team

The RMA team consisted of Sales Rep Mike Somers, Project Manager Jim Reed, QDM Consultant Charlene Adair, Shop Floor Control Interface and QDM special programs by Dave Redmond, HP1000-to-Tester interfacing by John Pezzano, 98XX and IBM PC interfacing by Larry Littlefield, Account Systems Engineer Steve Brooks, Account Customer Engineer Mike Coykendall, and presales assistance from Paul Jass, Joe Bac, and Dave Kuydendall.

#### Hughes, a satisfied customer

Bernie Sloan, manager, missiles components and materials operation of Hughes Aircraft recently made the following statement about HP's RMA Project Center, "We at Hughes Aircraft in Tucson recently encountered a difficult and tightly scheduled multivendor interface problem. Since our in-house resources were currently committed, we contacted our local Hewlett-Packard Project Center. They developed, specified, designed, and implemented an excellent, on-time, and with-budget solution."

Congratulations to the RMA team for completing another successful HP Project. If you feel the experience from this project can help you with one of your customers, contact Steve Kossa at 303-649-5000 for more information.

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## Also in this issue

HP 48000 RTU update

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## GENERAL

### HP 46020 keyboard replaced

*Miles Mikasa/POD*

The HP 46020 HP-HIL keyboard has been replaced by a newer technology product, the HP 46021. The HP-HIL keyboard is used on the HP Touchscreen II PC, HP 2393 and 2397 terminals, and HP 9000 Series 200 and 300 computers.

Customers will benefit from this change because the new keyboard is quieter, more reliable, and has better key response.

The HP 46021 is plug-compatible with the HP 46020, and is identical in layout, appearance, and functionality to its older counterpart.

The HP 46020A and all of its localized versions are no longer available and will be removed from the July 1, 1986 Corporate Price List. Please order the HP 46021A, or its localized version, instead.

PC and Terminal kit product numbers will *not* be affected by the change. These kits already contain the new keyboard.

Product Number: 27140A with Option 800 — Option 800 is required in order to have a supported RS-232-C interface for the Series 800.

Product Number	Description
<b>Terminals certified:</b>	
2392A	Display terminal
2393A	Graphics terminal
2394A	Data-entry terminal
2397A	Color graphics terminal
<b>Terminal emulators certified:</b>	
72425 and 72435145	Vectra PC (with 35731A or 35741A monitors)
45850151	Touchscreen II terminal/PC
45711	Portable PLUS PC
9807A	Integral PC
98561181 and 98582183	HP 9000 Series 300 (with 35731A, 35741A, 98791 or 98782A monitors; with 98644126 and 98628 serial interface cards)
<b>Printers:</b> (supported over RS-232-C)	
2932A	200 cps dot matrix printer
2934A	1001200 cps letter-quality printer
2686A	8 ppm laser page printer
2225D	150 cps ThinkJet printer
<b>Modems:</b>	
37212A	300-1200-baud modem
92205A	Hayes Smartmodem™ 1200—US Bell 212A modem (dial-in only) US Robotics 2400 baud Hayes dialer Racal Milgo MPS1222 V.22 (dial-in only)
<i>(These modems do not have HP numbers. They are ordered thru value-added channels.)</i>	
<b>X.25 PAD:</b>	
2334A	X.25 packet assembler-disassembler only certified for system-to-system communication over RS-232-C using UUCP commands — <i>not</i> certified with the four-port modem connect card, Option 123.

## NETWORKS

### Configuration information for HP 9000 Series 800 with asynchronous MUX

*Silvana Medina/IND*

For determining supported configurations for the HP 9000 Series 800 with the asynchronous six-channel MUX card, please refer to the following information. This data for the HP 27140A asynchronous six-channel MUX, Option 800, supercedes configuration information that appeared in the *HP 9000 Series 800 System Reference Guide*, June 1986. The asynchronous MUX provides users communication over RS-232-C links. **Note that Option 800 is required when ordering the 27140A product.**

Product description: Asynchronous six-channel multiplexer (MUX).

## New multiport repeater for IEEE 802.3 local area networks

Karen Dudley/RND

The HP 28645A ThinLAN HUB is now on the Corporate Price List and has a US list price of \$2,950. The ThinLAN HUB is a multiport repeater for IEEE 802.3 and Ethernet local area networks. The ThinLAN HUB provides the primary means of interconnecting ThinLAN (IEEE 802.3 type 10BASE2) segments to a ThickLAN (IEEE 802.3 type 10BASE5) backbone. In addition, it can operate standalone to extend a ThinLAN network beyond the 185-meter and 30-node limit for a single segment. The ThinLAN HUB offers a complete solution, providing all necessary cabling for connection to the ThickLAN backbone and mounting hardware with the standard product.

HP's ThinLAN HUB provides an economical way to expand a ThinLAN network. In a stand-alone configuration, the ThinLAN HUB can support up to 116 workstations or systems. Local ThinLAN workgroups can then be easily connected to a ThickLAN backbone for interdepartmental communication. HP's high-performance baseband local area network now offers a more flexible networking solution for today's needs and a growth path for tomorrow.

### Features

**Wiring flexibility:** The ThinLAN HUB has four ThinLAN ports, each supporting a 185-meter segment and an AUI port for connection to a ThickLAN segment. A HUB port may be located anywhere along a ThinLAN segment. This allows a single port to effectively support two segments as long as the total length is less than 185 meters. Therefore, the ThinLAN HUB can effectively support up to eight radial arms for wiring flexibility.

**Improved Network Support:** Autosegmentation capability automatically detects a failed segment and disconnects it from the rest of the network. The failed segment can be analyzed and serviced offline. Once the problem is corrected, the segment will automatically reconnect to the network. This feature provides greater network reliability and improved support.

### ThinLAN HUB versus Repeater Kit

HP offers the 92223A Repeater Kit as the primary means of extending ThickLAN segments beyond 500 meters. The repeater kit could be used to connect a single ThinLAN segment to a ThickLAN backbone or another ThinLAN segment. The ThinLAN HUB is, however, a more economical solution for these applications.

### Ordering information

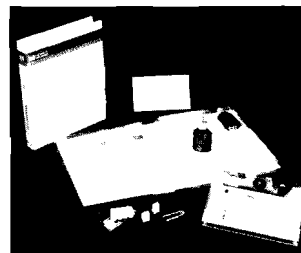
P/N	Description	US list price
28645A	ThinLAN HUB - Includes 30241A MAU, five-meter AUI cable, four BNC "T" connectors, and mounting bracket.	\$2,950
Opt. 241	Deletes 30241A MAU, five-meter AUI cable, and mounting bracket.	- 500
Opt. 900	UK power cord	0
Opt. 901	Australian power cord	0
Opt. 902	Europe power cord	0
Opt. 903	US/CAN 125V power cord	0
Opt. 904	US/CAN 250V power cord	0
Opt. 906	Swiss power cord	0
Opt. 912	Danish power cord	0

*Note: a power cord option must be specified*

## MASS STORAGE

### New cleaning cartridge kit for 1/4-inch tape drives

Bob Conway/CPB



*The new HP 92193E cleaning cartridge kit.*

Computer Peripherals Bristol (CPB) has developed a new, easy-to-use cleaning cartridge kit for use with the HP 9144A and HP 9142A cartridge tape drives, and the recently introduced HP 35401A 1/4-inch cartridge autochanger tape drive. The cleaning cartridge kit is shipped as a standard accessory with the HP 35401A and is also available through both Corporate Parts Center (CPC) and Parts Center Europe (PCE) using the reorder part number HP 92193E.

The kit contains the following items: cleaning cartridge, replacement foam cleaning pads, cleaning solution, plastic tweezers, operating instructions, and a cleaning record.

A replenishment kit containing foam pads and cleaning fluid is also available (P/N HP 92193P).

The cleaning cartridge provides a reliable and easy way to clean the read/write head of the HP 35401A, and similar 1/4-inch cartridge tape drives such as the HP 9142A and HP 9144A. Customers using the new cleaning cartridge will benefit because it is simple to use and regular head cleaning is no longer a chore.

The HP 92193E Cleaning Cartridge Kit is priced at \$44 US list, while the HP 92193P Replenishment Kit is priced at \$22 US list. Both items are available from CPC and PCE in response to normal orders.

The "Peripherals Film Festival" can be ordered by your purchasing or order processing department via HEART I2, from the Corporate Parts Center (supplying division 1500).

## Ordering information

P/N	Description	US list price
90714HZ	U-MATIC 3/4-inch	\$30
90714HV	VHS 1/2-inch	28
90714HW	BETAx1 1/2-inch	28

Additional video segments will be added to the series as new products are introduced. The video will be shown at major trade shows throughout the US this year.

## PLOTTERS

### "Peripherals Film Festival" videotape available

*Christine Poulsen/PPG*

Need an exciting introduction to a presentation or seminar on HP's desktop publishing solutions, design graphics plotters, or business graphics plotters? Peripherals Group has a videotape called the "Peripherals Film Festival" that might be just what you're looking for.

The Peripherals Film Festival contains three video segments on one 15-minute tape. The segments can be shown individually or in sequence. They are as follows:

*Desktop Publishing: An Invitation (approx. 2 min.)* — This beautifully-photographed segment promotes the LaserJet printer and Vectra PC combined with popular software as desktop publishing solutions. The setting is an elegant party and focuses on LaserJet printer output.

*Design Graphics Plotters: To the Rescue (approx. 3 min.)* — This segment focuses on HP's drafting plotters' reliability and durability. The sequence stems from a moment in the life of a famed architect and his trip into "another world" where an HP plotter saves a major project.

*Business Plotters: Presentation Pitfalls (approx. 6 min.)* — Comedian/impressionist Kevin Pollak portrays the pitfalls the average professional falls into when giving a business presentation without a plotter (flip-chart phobia, hand-drawn scribbles, etc.). This humorous segment is designed to build primary demand for the HP ColorPro and 7550A plotters.

### HP ColorPro plotter programming manual — an accessory

*Suzanne Tylka/SDD*

Just a short reminder that the HP ColorPro plotter programming manual is an accessory. Less than 10 percent of the customers who purchase the HP ColorPro plotter actually write their own software. Most customers buy value-added channel software and depend on the software capabilities to produce plotter output.

If your customer needs an HP ColorPro programming manual, use the following part numbers: English 07440-90001 and French 07440-90014.

The manual also includes information on the graphics enhancement cartridge. You can order the manual directly from the sales office, Direct Marketing Division (DMK) or Direct Marketing Organization (DMO, formerly CSE).

### Using sales aids to sell the HP 7090A plotter

*Nancy Ritzenthaler/SDD*

*Helping you sell the HP 7090A. Part 2*

Last issue, we reviewed some of the tools available to help you sell the HP 7090A. Now, let's take a look at five

effective ways to boost sales by using these tools.

1. Give a demo. Over 90 percent of HP 7090A demos result in a sale. This is one of the best success rates of any HP product.
2. Rotate an HP 7090A demo unit within your accounts. One major account rep moves the unit from work group to work group, picking up purchase orders along the way.
3. Mail a flyer (PIN 5953-9756) or data sheet (PIN 5953-9728) to your customer base. The HP 7090A is a great tool for bridging the analog and digital worlds. Reestablish contact with customers you haven't seen recently by letting them know about this important link to HP's newer digital products.
4. Use the HP 7090A's three-page HP Catalog spread to upgrade X-Y recorder and strip chart prospects to the HP 7090A's better solution. Why lose these sales to lower price/performance competition?
5. Use testimonials from your current HP 7090A purchasers. Twenty percent of HP 7090A customers first learn about it through their associates. Leverage from these strong HP 7090A advocates to generate additional sales within the same company.

Consider the HP 7090A when solving your customer's low-frequency waveform measurement and data acquisition problems. Not just a recorder, the HP 7090A also has excellent performance as a measurement instrument; think of it as HP's entry-level waveform recorder/data acquisition system.

## PRINTERS

### Printers Plus "Super Swap" campaign opens more doors

Jo Veatch/BOI

Do you have customers with older HP printers or prospects with "other-vendor" printers? If so, you can now offer them performance upgrades with generous trade-in credits through the "Super Swap" program (effective May 1, 1986). Developed by Boise Division (BOI) and the Peripheral Sales Center for the EDP printer line, this campaign offers upgrades to HP 2564B, HP 2567B, HP 2680A, or HP 2689A printers.

### Benefits

- Offers a wide range of solutions, capabilities, and performance levels. Your customers can replace outdated, limited-feature printers with faster, more-versatile models.
- Maximizes return on investment. You can offer your customers these printer upgrades at costs close to what they are currently spending on maintenance alone.
- Responds to specific customer needs. For a variety of EDP solutions, we offer quality line printers and fast, reliable laser printers.

These benefits spell customer satisfaction and more sales for you. Plus — because the trade-up models have been designed for either the HP 3000 or Spectrum systems compatibility — you will be cultivating potential Spectrum customers.

"Super Swap" represents only one of a three-part bundle offered by the Printers Plus Program — "Pick-A-Daisy" and "Performance Push" are also available to round out this total solution program (see *Information Systems & Manufacturing News*, May 15, 1986). If you have not yet received your introduction package which describes these three promotions, contact your district sales manager or call the Sales Response Center at 408-257-8907.

Printers Plus Super Swap  
Trade-in Matrix

UPGRADE FROM:	UPGRADE TO: 2564B	UPGRADE TO: 2567B/2680A/2689A
TWO 263X	\$1500	\$3000
2608A	1500	3000
2608S	1500	3000
2611A	1500	3000
2613A	1500	3000
2617A	1500	3000
2619A	1500	4500
ANY NON-HP 300 LPM OR GREATER	1500	4500

This is an addition to the introduction package



## New character sets for the HP 2564B, 2566B, 2567B impact printer family

Kim Millier/BOI

New low- (standard) and high-density character set fonts for Arabic, Greek, and Turkish will be available on the July 1 Corporate Price List (CPL). These fonts will be in EPROMs that can be installed and interchanged on the HP 256XB printed circuit board. This means a customer can order the option and install it in an HP 2564B, 2566B or 2567B printer.

It is important to note that there is no built-in code in the HP 256XB impact printer family supporting context analysis and directionality. Therefore, any printer using those features can be supported using only the Middle East, Africa (MEA) spooler. For more information on the MEA spooler, please contact Mike Ksar in Geneva or HP HPE800/01.

Each option will sell for \$155 factory base price and \$160 US list. Below are the features by option:

Option	Description	2564B	2566B	2567B
<i>Low (standard) Density</i>				
030	Line Draw, Arabic-8	X	X	X
032	USASCII, Line Draw, Turkish-8	X	X	X
034	USASCII, Line Draw, Greek-8	X	X	X
<i>High Density</i>				
031	Arabic-8	X	X	X
033	USASCII, Turkish-8	X	X	X
035	USASCII, Greek-8	X	X	X

*Note: Only two low-density and four high-density character sets can be installed at any one time.*

Offering these new character set fonts makes the HP 256XB family of impact printers even more attractive to present and future customers.

## HP 2680A price increase

Doug Lambuth/BOI

Boise Division (BOI) is implementing a 10 percent price increase on the HP 2680A that will hit the Corporate Price List on July 1, 1986. Other price increases include the Variable Density Print, Option 062, the Forms Design Package, Option 500, and the Vacuum Splice, Option 525. The factory base price is going from \$75,680 to \$83,250 on the HP 2680A; \$2,500 to \$2,750 on Option 062; \$10,000 to \$11,000 on Option 500; and \$1,000 to \$1,500 on Option 525. As with all price changes, there is a 30-day grace period during which orders can be received at the old price. Any orders received before August 1, 1986, will reflect the lower product and option prices.

## Price changes announced for the HP 2563A and 2564B

Jo Veatch/BOI

Effective July 1, 1986, Corporate Price List changes have been posted for the HP 2564B printer and selected HP 2563A options. Affected products and price changes are highlighted in the following chart.

P/N	Description	New price		Old price	
		US list	Factory base	US list	Factory base
HP 2564B	600 lpm dot matrix printer	\$10,495	\$10,295	\$9,995	\$9,795
HP 2563A	300 lpm printer options:				
Opt. 110	Sound abatement cover	185	180	165	160
Opt. 112	Printer stand	315	300	295	280
Opt. 500	Options package	956	936	920	900
Opt. 715	Service manuals	70	70	35	35
26764A	Sound abatement upgrade kit	185	180	165	160

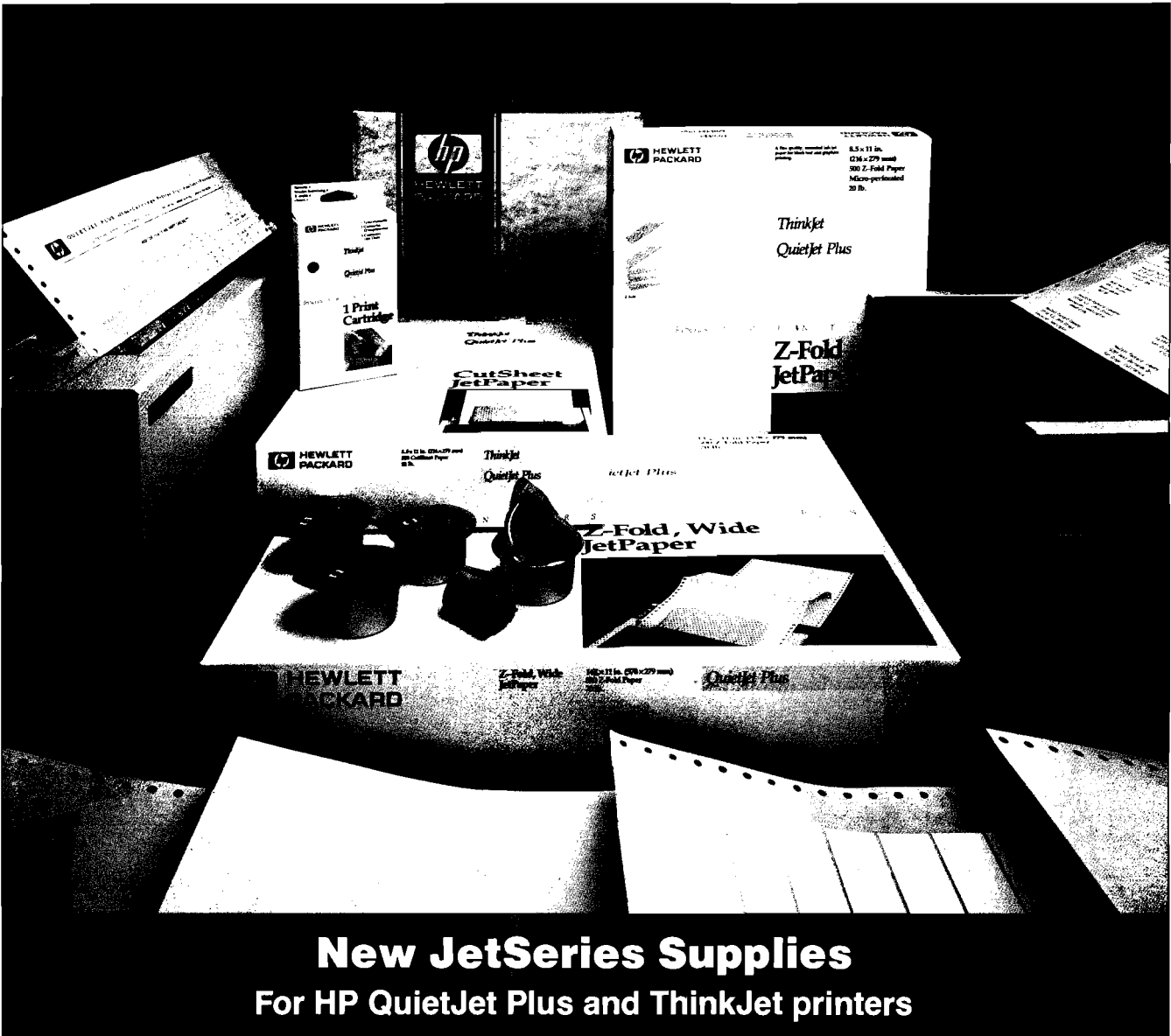
*Note: Please refer to the Corporate Price List before quoting.*





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The image displays a variety of HP JetSeries supplies. In the foreground, there are several boxes of paper: 'CutSheet JetPaper', 'Z-Fold, Wide JetPaper', and 'Z-Fold JetPaper'. A box of '1 Print Cartridge' is also visible. In the background, there are more boxes, including one labeled 'ThinkJet QuietJet Plus'. A printer tray is shown on the left, with a sheet of paper being processed. The overall scene is set against a dark background, highlighting the products.

**New JetSeries Supplies**  
For HP QuietJet Plus and ThinkJet printers

Please send undelivered copies of *Information Systems & Manufacturing News* to: Corporate Marcom, 16L, 3200 Hillview Avenue, Palo Alto, CA 94304-1298.