

March 15, 1973

SIGMA 9

- * PAST SUCCESSES
- * SIGMA 9 MARKETS
- * SIGMA 9 SPECIFIC ACCOUNTS
- * SIGMA 9 PROSPECTING
- * CORPORATE RESOURCES

SIGMA 9 BUSINESS

1971 - 1973

UPGRADES	12
ADDITIONS TO CURRENT CUSTOMER	5
OEM	5
OTHERS	<u>5</u>
TOTAL	27

year #
70 1
71 6
72 15
73 5 (max 15)

SIGMA 9

UPGRADES AND EXPANSIONS

NEWPORT NEWS

UTS

CARLETON UNIVERSITY (2)

UTS

MIAMI HEART (2)

MEMPHIS STATE (2)

UTS

McDONNELL - AUTOMATION (2)

UTS

COMSHARE U.S. (3)

Commedent II

COMSHARE CANADA (2)

UTS

WESTERN ELECTRIC

BTM - RT → CP-U

Autex

(2)

UTS?

SIGMA 9

OTHERS

Shipped Mar 8, 73

PATUXENT RIVER NAVAL AIR STATION

RBMK

To be installed
as soon as possible

NASA GODDARD
312 megabucks

UTS

320K

DUN AND BRADSTREET (i)

5-29s → 170 megabucks

100 Remote Gate
11794 DISK B S
→ 256

CRU dev +
informatics

UNIVERSITY OF SOUTHERN MISSISSIPPI

UTS

MOTOROLA

UTS

SIGMA 9 MARKETS

90 JOBS ^{opportunities} ^{support} total

UPGRADES

EDUCATION

IN - HOUSE TIME SHARING

SERVICE BUREAUS

REAL TIME (RBMX)

OEM

DOD

CIVIL AGENCIES

AEROSPACE

SIGMA 9

UPGRADE MARKET

DESCRIPTION

- SIGMA 5/6/7 USERS

SELLING POINTS

- CP-V
- CORE CAPACITY
- PRICE/PERFORMANCE

STRATEGY

- SELL NEW APPLICATIONS
- DO NOT FORGET THEM

14,000 students
5,000 undergrads

ACCOUNT: CARLETON UNIVERSITY - OTTAWA, CANADA

CONFIGURATION: (2) SIGMA 9, 128K, 56 LINES
192K

3 remote Batch

APPLICATION: JOINT UNIVERSITY COMPUTER CENTER

WHY UPGRADE:

1. MORE CPU POWER
2. MORE CORE
3. MORE SIMULTANEOUS USERS

MACAUTO

*to Long Beach
Washington B*

ACCOUNT:

McDONNELL DOUGLAS - ST. LOUIS

CONFIGURATION:

SIGMA 9, 192K 356MB DISK, (7) RADS, 128 LINES

SIGMA 9, 128K, 356MB DISK, (7) RADS, 128 LINES

*now at
full 96
rates*

*will be in some
room with 195s*

APPLICATION:

INSIDE / OUTSIDE TIMESHARING

*all entry to
IBM via
195
Sigma*

WHY UPGRADE:

1. MORE CPU POWER
2. MORE CORE
3. NEW DISK
4. RELIABILITY
5. MORE SIMULTANEOUS USER - 80/SYSTEM

NEW INTERFACE

195

*now
you know reliable than*

*LINC 4800 bond
Mac's handler CC32*

SIGMA 9

EDUCATION MARKET

DESCRIPTION

- ACADEMIC CENTER
- ADMINISTRATIVE CENTER
- JOINT CENTER
- DEDICATED COMPUTER

SELLING POINTS

- EXCELLENT REFERENCES
CARLETON, BUCKNELL, VANDERBILT
- CP-V MULTI-USE
- PRICE/PERFORMANCE
- VERY COMPETITIVE

ACCOUNT:

UNIVERSITY OF SOUTHERN MISSISSIPPI

10K students

CONFIGURATION:

SIGMA 9, 128K, 364MB, 16 LINES

APPLICATION:

MULTI-PURPOSE

Commercial D.O.P.

SELECTION CRITERIA:

1. MULTIPROGRAMMING
2. GROWTH
3. \$21K/MONTH

COMPETITION:

EVERYONE

*DEC 10/70
 Univ 1107
 145 - 571K - could bench mark
 B - 6700 - small T.S.
 M 6040 - small T.S. limited intro
 6/6/73 BM pro*

WHY WON:

1. REFERENCES - MEMPHIS AND VANDERBILT
2. DEMOS/BENCHMARKS
3. GUARANTEED CONVERSION

SIGMA 9

IN - HOUSE TIME SHARING

MANUFACTURING

ENGINEERING/CONSULTANTS

TELEPHONE COMPANIES

FINANCIAL

OTHERS

SIGMA 9

T/S - MANUFACTURING

DESCRIPTION

- MFG. FIRMS WITH OUTSIDE TIMESHARING EXPENDITURES
- REPLACE CURRENT T/S SYSTEMS

SELLING POINTS

- LOWER COST
- BETTER CONTROL
- PROPRIETARY INFORMATION
- GOOD REFERENCES - COMMINS ENGINE, WESTERN ELECTRIC
- MUCH BETTER THAN TSO

MACAUTO

STRATEGY

- CALL HIGH / TOTAL T/S COSTS
- MAYBE COMBINE WITH M/S *message switching*
- T/S COSTS COULD BE ANYWHERE

*General Foods
in White Plains*

*TSTM
Information 105500*

also Fairchild

ACCOUNT:

MOTOROLA

order-entry

CONFIGURATION:

SIGMA 9, 128K, 24 LINES

APPLICATION:

TIMESHARING

SELECTION CRITERIA:

1. PRICE
2. CONVERSION OF EXISTING USERS

COMPETITION:

COMSHARE, IBM TSO

WHY WON:

1. LOWER COST - CP-V SYSTEM
2. COMPATIBILITY
3. COMMERCIAL SYSTEMS

SIGMA 9

T/S - ENGINEERING / CONSULTANTS

DESCRIPTION

- ENGINEERING AND ARCHITECTURAL FIRMS
- MULTIPURPOSE

SELLING POINTS

- MULTI-USE - T/S, BATCH, REM. BATCH
- TEXT
- STRONG FORTRAN & BASIC

STRATEGY

- CONSOLIDATE COSTS INTO ONE COMPUTER
- BEWARE OF PACKAGES, ICES/STRUDL/LOGO/

MIT
C.E.
Civil Engineering

SIGMA 9

T/S - TELEPHONE COMPANIES

DESCRIPTION

- BELL COMPANIES WITH OUTSIDE T/S EXPENDITURES
- INDEPENDENTS

SELLING POINTS

- LOWER COSTS
- BETTER CONTROL
- PROPRIETARY INFORMATION
- BISCOB REPORTS

STRATEGY

- COORDINATE WITH ED CARLSON

SIGMA 9

T/S - FINANCIAL

DESCRIPTION

- INSURANCE, BANKING, ETC. CORPORATIONS WITH LARGE TIMESHARING NEEDS
I.E., CNA INSURANCE

SELLING POINTS

- LOWER COSTS
- BETTER CONTROL
- PROPRIETARY INFORMATION

STRATEGY

- CALL HIGH / TOTAL COSTS

SIGMA 9

PROSPECTING

1. LARGE COMMERCIAL TIMESHARING USERS
2. ANY LARGE CORPORATION - CORPORATE D.P. STAFF
3. IN HOUSE T/S UPGRADE
4. LARGE IBM USERS - TSO DISAPPOINTMENT
5. UNIVERSITIES
6. AEROSPACE
7. POWER UTILITY

DEVELOPING / CLOSING AND CORPORATE RESOURCES

1. HOME OFFICE
 - A. BENCHMARKS / DEMOS
 - B. VISITS - CORPORATE JETS
 - C. PEOPLE - MARKETING
 - D. FIELD REQUESTS

2. REFERENCES - OTHER SALESMEN

3. COMMERCIAL SYSTEMS
Applications

4. CUSTOM SYSTEMS - COMM. LINKS.