

Out-think

The Datapoint Marketing Newsletter

"Out-thinking our competition to help your customers out-think theirs"

No. 29

December, 1980

New Announcement From \$mall \$ystems -- The 1550

Datapoint® is proud to announce the newest member of the 1500 family -- the new 1550 system. Everyone is thoroughly familiar with the stalwart 1500, first announced in October 1977, and constantly improved since then. Well, the 1550 is the biggest improvement yet.

WHAT IS THE 1550?

I'm glad you asked that question. As you know, the base processor in the 1500 is the ever-popular Z80. The processor in the new 1550 is the newer Z80A. For those of you who are unfamiliar with the Z80A, it is approximately twice the speed of the original Z80. Now this doesn't mean that the 1550 is going to be twice the speed of the 1500 in all cases, because we do some interesting things inside that box that other Z80-based machines don't even think of. But it is safe to say that it's significantly faster than the 1500.

JUST HOW FAST IS IT?

We haven't had an opportunity to conduct any benchmarks yet between

the 1500 and the 1550, but we plan to have them for you in the next issue of OUT-THINK. A safe assumption would be that you will see significant improvements in processor-bound functions, while I/O-bound functions will still be controlled by the relative speed of the particular I/O device involved -- like diskettes. A faster processor isn't going to make the diskette drive run any faster. Systems configured with the 9320 drive will most likely experience more dramatic improvements than diskette systems. DATASHARE® and communications will probably also be improved, as these are functions directly related to the speed of the processor. And don't forget IEOS™. That should be pepped up quite a bit, especially on the 9320. But we will provide you with complete benchmark results in the next issue.

BUT SURELY THERE IS MORE THAN JUST INCREASED PERFORMANCE?

But of course! Would you be in-

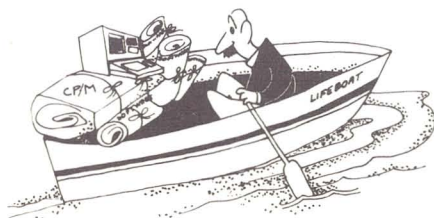


terested in increased diskette storage? Would twice the capacity of the 1500 interest you? It would? Then I have a pleasant surprise for you. Read on. The 1550 can be configured with not only twice but, optionally, four times the diskette storage of the 1500. It uses a double-density diskette drive that is available in either a single or a double-sided version, offering a choice of 1MB or 2MB of storage. That's right, a 2MB diskette drive on the 1500.

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CP/M™ To Be Available For 1550

Lifeboat Associates, a New York software company, has announced it will market a CP/M disk operating system compatible with the Datapoint 1550 processor, with availability expected in March. Lifeboat develops and markets systems and applications software,



and markets application software from other firms. They support their products via telephone.

CP/M might be described as an industry-standard operating system for small computers that use 8080 and Z-80 central processing units (of which there are literally hundreds of thousands in use). Software designed to run with CP/M is transportable among a wide range of various small computers, since the application software interfaces with CP/M rather than with the machine itself.

CP/M — KEY TO APPLICATIONS PROGRAMS

A look through a consumer minicomputer magazine such as BYTE shows that a large portion of the software ads are offerings for CP/M systems. These include many reasonably priced accounting and business application packages, used by small businesses that don't have the time or money for in-house programming. Thus the addition of CP/M makes the 1550 available to this already vast small business computer market, populated by

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For Internal Use Only

New Announcement cont...

2MB DISKETTE DRIVE — WHAT ABOUT EXTENSIONS?

Hold on to your hats for this one. The 1550 allows not one, but three extension drives to be added to the original system. That's a total of 8MB of diskette storage on a processor that is significantly faster than the 1500. The base system is two times the storage of the base 1500, and the maximum storage is eight times that of the maximum 1500 storage. In addition, the 1550 can utilize the 1542 and 1543 drives that are currently on the 1500. This gives you the option of configuring the system with either .5MB, 1MB or 2MB of storage.

OK, WHAT'S THE PRICE?

The basic 1550 will consist of 32K of memory. The memory size can be increased to 64K or 96K with the addition of optional memory boards. Diskette storage can be either .5MB, 1MB or 2MB. The ICA and printer ports will be the same as the current 1500 system. Final pricing has not been determined as of this publication. The public announcement and press release are currently scheduled for February 1981, with delivery starting in Q3. Availability of the 1MB diskette drive is scheduled for Q1 of 1982. Pricing

will be established prior to that date. This article was prepared on December 15, 1980 and given to you in an effort to help you prepare your marketing strategy for the coming product. The 1550 is not replacing the 1500 in the product line. The 1500 is still an active and viable product that offers the lowest cost system available to your customers. It is, at \$7075, still the lowest priced system in the Datapoint product line and will remain so. The 1550 offers increased performance and diskette storage at an additional cost over the 1500. The final decision is left up to your customers as to which of these two similar systems is the correct choice for them.

SO WHAT IS THE RELATIONSHIP BETWEEN THE 1500 AND THE 1550?

The 1550 is, as stated above, an increased performance processor with greatly enhanced diskette storage over the 1500. All of the software that currently runs on the 1500 will run on the 1550. No new software is being developed by Datapoint to execute on the 1550. In fact, the operating system of the 1550 is simply a new version of DOS.H, the same operating system on the 1500. Both machines will run the same version

operating system and other software. And of course, the 1550 can use the 9310/9320 cartridge disk drive just like the 1500 does.

This allows your customers to mix the two systems in their networks with no penalty in applications software. They can install 1500s in locations requiring only .5MB of storage and 32K of memory, and 1550s in locations requiring 2MB of storage and 64K of memory. And the exact same applications software runs on both of the systems. And the same basic user operating instructions apply to both. There is no Datapoint-supplied software that will make use of the 96K version of the 1550. Any use of that will come in the future. Your customers can make use of the additional memory only if they program in assembler -- none of Datapoint's utilities or languages use it yet.

IN CONCLUSION...

The 1550 system just pre-announced here is yet another example of how we are striving to fill your needs in the field. You have been asking for more performance and storage on the 1500. We couldn't do that. Instead we did even better -- we came up with a whole new system
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CPM continued...

many businessmen ready to move up from their hobby-grade computers to commercial-grade systems backed by professional service. To a 1550, in other words.

A CAVEAT — IT'S THEIR SOFTWARE

It must be remembered that the CP/M software will be a product of Lifeboat Associates, not Datapoint, and that no Datapoint systems personnel will be trained in it, nor will they support it.

CP/M does not supplant DOS, and DOS will still be offered for 1550.

See the accompanying article for an explanation of CP/M itself.

THE VIEW FROM LIFEBOAT ASSOCIATES

Tony Gold, 34, a British native and president of Intersoft Corp., the parent company of Lifeboat Associates, said he was pleased that

hardware from a major computer company such as Datapoint would now be available for small business software.

"I am very enthusiastic, because none of the equipment being distributed today (using CP/M) meets the businessman's requirements for reliability," Gold said. "They are made to consumer standards of electronics, not industrial standards. And they don't make house calls. If something goes wrong, you have to mail it to California for repairs, and that's not a good system if you have to have your payroll out on Friday. Datapoint's 800 service engineers are envied throughout the industry."

He said the average Lifeboat customer is a small businessman or engineer who is using CP/M software to help him in his business. Lifeboat itself is about three years old and has about 50 employees in

the U.S., and also operates in England, France, Germany and Switzerland, with plans for expansion to Australia and Japan, he said.

Aside from CP/M itself, items in Lifeboat's catalog include high level languages to run on CP/M, such as various types of BASIC, COBOL, FORTRAN and Pascal, and a wide range of utilities and text editors. Plus there are business and accounting packages, offering such things as general ledger, inventory control, payroll, accounts payable and receivable, and property management, with prices from \$450 to \$995.

"We think of ourselves as a gourmet supermarket — we have something for everybody, at a good price and at high quality," Gold said. He noted that Lifeboat also supports the software it sells, with methods varying from a newsletter to telephone counseling.

What Is CP/M?

In the early days of personal computing, toggling switches and watching blinking lights constituted the only means of data handling available to enthusiasts. As microcomputers and peripherals proliferated, users expected to be able to obtain high-quality software to run on their systems.

However, because hardware and software were not standardized, proven software that large computers had been using for years and software written specifically for, say, 8080-based computers (the largest population in use) had to be adapted to accommodate a multitude of incompatible systems. This uneconomical state of affairs inhibited the development of good software. What was needed was a quasi-universal interface that would allow applications to run on any 8080/Z-80 machine. CP/M (a trademark of Digital Research, which developed and owns CP/M) is filling the bill. (For license information, see related article, Page 4.)

INTERFACES COMPUTER WITH SOFTWARE

CP/M is an operating system, a layer of software that masks the hardware and makes it "impersonate" a computer defined by CP/M itself. Once CP/M is loaded on a system, the details of the hardware become irrelevant to the user. As far as he is concerned, he is dealing only with CP/M; the operating system does the rest.

Similarly, a program need only be designed to run under CP/M, not with any particular hardware configuration. This ability to mate virtually any minicomputer and software is one of the main reasons for the growing popularity of CP/M.



Tony Gold, President of the parent company of Lifeboat

FEATURES

CP/M consists of a monitor control program plus some utility packages, principally a text editor, an assembler and a debugger. Together, these programs comprise a complete and independent software development package that enables the user to create, edit, debug, assemble and run programs using one to four disk drives.

TECHNICAL DETAILS

The heart of CP/M is the Functional Disk Operating System (FDOS). It relieves the user of all housekeeping tasks, creating and manipulating files and coordinating communication between peripherals. The FDOS acts as a supervisor for other programs, whether they are CP/M utilities or application programs running in a higher level language.

The FDOS can be further divided into the BIOS (Basic Input/Output System), which provides machine level language interfacing to the I/O devices, and the BDOS (Basic Disk Operating System) which provides disk and file management. Together, they supervise the I/O hardware.

The Console Command Processor (CCP) is the user interface for the rest of CP/M. It executes its own set of commands, such as DIR to list the file names on a diskette or ERA to erase a file. The memory used by CCP is released when a program such as a BASIC interpreter is loaded.

The Transient Program Area (TPA) is the section where a program is loaded for execution. For example, when "BASIC" is typed into the CCP, the binary command file BASIC.COM is loaded and execution is transferred to the start of the BASIC program. CP/M's transient commands reside on the CP/M disk, ready to be loaded by the CCP.

CP/M COMMANDS

CP/M transient commands include ASM to load the assembler, ED to load the text editor, DDT to load the CP/M debugger, SYSGEN to configure a new system diskette, STAT to list the free space left on a disk, SUBMIT to submit a file of commands for file processing, and

others as the system requires. The user can also create his own transient commands.

(The actual details of the Datapoint CP/M utilities had not been decided at press time.)

HISTORY OF CP/M

In 1973, when the 8080 microprocessor was introduced, Gary Kildall of Digital Research designed a PL/M cross-compiler to generate code for the new device. He separately designed an 8080 operating system, CP/M (Control Program/Microprocessors) version 1.0. In 1976, when another company asked him to implement CP/M on its 8080-based computer, Digital Research redesigned CP/M to be transportable between different machines with standard 8-inch diskettes. CP/M started becoming a popular system for microcomputer users who owned 8-inch disk drives, and it was possible for users with dissimilar hardware to swap disks and programs.

In 1977, Larry Alkoff of Lifeboat Associates configured CP/M to work with a mini-floppy disk system. The enthusiastic response led Lifeboat to offer CP/M for almost every other mini-floppy and floppy disk system.

CP/M TODAY

Today, CP/M is available from Digital Research, from disk system manufacturers and from distributors for almost every 8080 and Z-80 disk system sold.

The popularity of CP/M has mushroomed. It is inexpensive compared to software for large computers, and it provides a machine-independent environment for the wider world of software. With CP/M, a particular brand of BASIC interpreter will run the identical application program on a wide range of different systems. CP/M is spartan in its use of memory space, and is also forgiving, making it difficult for the user to destroy his program inadvertently.

(Excerpted from an article by Dorothy Siegel of Lifeboat Associates.)

Advantages Of Buying Over Leasing

"Interest rates are on a roller-coaster." "Technology is advancing so rapidly." "But I've always leased." "It's easier."

Yes, there are reasons we hear everyday from companies who want to lease, not buy.

But if these reasons are left unchallenged we may be letting our lease customers pay a significant premium for their Datapoint systems. Granted, not everyone is going to purchase outright, but we should highlight the advantages of "Investing In Datapoint."

This should begin with a detailed review of our new Annual Report and end with a presentation/proposal highlighting the customer's return on investment if he purchases.

FINANCIAL SELLING

Management likes to call this "financial selling." It's nothing more than getting back to basics and following through on the sale, by:

- Grasping the specific reasons a prospect needs Datapoint systems.
- Demonstrating why Datapoint is the best answer.
- Justifying the investment.

A by-product of financial selling is a higher purchase/lease ratio. When the prospect is confident the savings are realistic, that local field support is dedicated, that the solution is viable, and that the corporation is 100 percent behind the installation — then the sale is virtually assured. It's only when there's some uncertainty about the future, or the prospect is too highly leveraged, that the prospect leases.

SHOW DATAPOINT AS AN INVESTMENT

There are many advantages to investing in Datapoint, and if these are featured in your presentation, then the "buy" decision will probably be selected. Remember:

- Up to 10 percent of the purchase price can reduce the company's tax liability dollar for dollar (the Investment Tax Credit.)
- Delivery is always timely and the equipment is always newly manufactured.
- Purchasing is usually less expensive. Many of our customers pay the one, two or three year rates for equipment installed for four or

five years. In fact, some models now have a 21-month payout.

- Purchase investments have been enhanced by extending the system life-cycle with ARC™, WP, EMS™, voice management, new peripherals, and our continuing policy of software transferability. Residual values on purchase equipment have grown.

- Accelerated depreciation (double declining, sum-of-the-digits) reduces the customer's early year taxes compared to level lease payments.

- One of the big advantages of leasing will soon disappear. The Big Eight accounting firms are insisting that leases over 12 months appear on the company's sheet as long-term debts.

- Purchase customers have exceptional flexibility when it comes to upgrading their equipment. This includes ARCing processors, adding peripherals and memory, implementing WP, launching EMS, managing voice communications, and upgrading to new systems software and operating systems. The new lease upgrading policy (12 months and 20 percent, effective 11/15/80) will move more customers to purchase.

- Datapoint has discouraged trade-ins until just this month. We now have announced our first exchange program permitting purchase customers to benefit from our larger processors.

SUCCESSFUL PRESENTATIONS

When you are preparing for a financial selling presentation, here are a few winning suggestions:

- Talk to an executive who can appreciate the tax and cash flow advantages of purchasing. The Annual Report review will make a greater impact the higher you go in the organization.
- All presentations should be made personally so any questions can be resolved immediately. Also, you can see if any further steps are necessary before they place an order.
- A single page cover letter should detail the customer's benefits and return-on-investment.
- Gain support for your presentation from operations management before presenting to the executives.

- Don't do a "core dump" of alternatives. Give them a "binary decision."

- Spice up your proposal with charts and graphs on the proposed benefits.

- Try to make the presentation away from the executive's office — get him away from his phone.

- Unless the customer specifies a lease term, use one-year rates. This makes our maintenance look smaller and our purchase better.

- Be prepared to explain the application and each benefit of Datapoint's solution.

CONTROL THE SALE

Vince Lombardi once said, "Winning is controlling the ball." As long as we understand what is best for our prospects, present convincing solutions, explain the economics and produce the benefits, we're controlling the sale. And then everyone wins and a customer's investment in Datapoint will pay generous returns.

GENE HOFFMANN
Financial Marketing Manager

CP/M Operates Under License

Each CP/M diskette includes an end-user license as part of the purchase price. (The purchase price will be decided by the end of January, but should be in the order of \$200 for reps and \$300 for end users, said Tony Gold of Lifeboat Associates.) Making copies of the program is not permitted.

Under current law, the owners of a program may license the program, require the licensee to pay license fees for each copy of the program licensed, and prohibit the licensee from making unauthorized copies.

If unauthorized copies are made, the program owners can obtain an injunction against the licensee's further use of the program and require the licensee to return all copies of the program to the owner.

Norway and Svaboe – This Viking Raids The Mainframes!

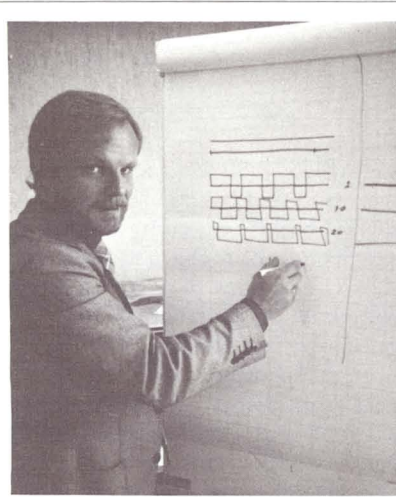
Sjur Svaboe has sold 100 ARC systems in a sales territory about the size of Utah, and with half the population of New York City.

His company, Scanvest, markets Datapoint systems in Norway, a country that's 1,000 miles long and 100 miles wide and houses about 4 million people. For a country of that size, a total sales volume of 300 Datapoint systems is quite an accomplishment. And that's a testimonial to the man's philosophy of doing business.

Svaboe recognizes the need for decentralization and the problems that result from the lack of data processing know-how and personnel shortages. He contends that centralized computer systems are obsolete.

"Many times we go to prospects with existing computer systems and show them how to save money," he said. "The Datapoint system has tremendous advantages because it's easy to program and comes up and running fast.

"You can configure an ARC so it can run without interruption. This is good because 80 percent of the customers in our marketplace have no computer person to guide them. They want it to keep running without constant attention."



Svaboe demonstrates a technique he uses to sell the ARC concept. The square waves on the chart represent the amount of processing time available as tasks are added to a single processor computer, typically a mainframe. He demonstrates that as more tasks are added, little effective processing time remains - something that doesn't happen with an ARC system.

Customers are looking for ways to cut costs, and, according to Svaboe, "Inflation is our ally."

"During a recession," he says, "people have to look closely at the way they're spending their money. Datapoint's equipment does highly complex mainframe-oriented tasks and saves lots of money."

Scanvest not only sells Datapoint systems, but also writes applications programs. Of the 140 employees in the company, 50 are customer engineers and 16 are direct sales people.

Svaboe and his company display a tremendous desire for success. "Business that is not closed today is lost business," Svaboe believes.

"We go for simple solutions," he adds. "Complex solutions to simple problems are the undoing of the industry.

"You have to take a look at the map before you start the race," he says, explaining why he sells Datapoint equipment. "You may be going fast, but are you going in the right direction?"

Svaboe believes that Datapoint is a company that is growing fast and in the right direction. That's why he continues to sell many Datapoint systems in a small territory.

CLAUDIA McNUTT

New Lease Renewal Rates For Freedom I



In keeping with Datapoint's continuing efforts to review pricing and make adjustments when possible, I am happy to announce that lease renewal rates for the Freedom 1 Printer have been lowered effective January 5, 1981. We hope that the combination of both the excellent reputation of the 80 CPS and the 160 CPS Freedom 1 Printers and the new lease renewal rates will help give many Datapoint users a Happy New Year. The new rates are listed below:

	1 year	2 years	3 years
9231	\$ 80.00	\$ 75.00	\$65.00
9232	100.00	90.00	80.00
9235	90.00	85.00	75.00
9236	120.00	100.00	85.00



RON JONES

3270 Support Extended to DATASHARE 8200 Users!

Soon-to-be released software will extend basic IBM 3270 emulation support to DATASHARE 8200 terminals in an ARC environment. This software allows you to offer your customers/prospects access to interactive applications on mainframes supporting the 3270 family terminals (e.g. IBM, Amdahl, ITEL) without requiring a 3800 processor for the user's workstation.

The physical communication is accomplished by an ARC communications processor running the previously released IBM 3270 emulator — AC3271B. Thus the communications characteristics remain unchanged.

FEATURES

The new software consists of two parts. A DATASHARE program — DS3270 — emulates the basic features of an IBM 3277 Model 2 (24-line) terminal, and an "ACALL" module — ACAL3270 — assists the efficiency of DS3270 operation. In combination DS3270 and ACAL3270 provide both locally attached and remotely connected 8200 users with the following 3270 terminal features:

- Field Tabbing — forward/reverse
- Field Edit Criteria —
 - protected/non-protected
 - no/normal
 - alpha-numeric/numeric-only
- Program Function Keys (PF1-PF12)
- Program Attention Keys (PA1-PA3)
- Clear
- Enter
- Erase Input
- Erase to End-of-Field
- Upper-case Display

No special keyboard is required for the 8200s since the current function keys (F1-F5) are combined with other keys to invoke these 3270 functions. Note that 3600s cannot execute this software due to their lack of function keys.

ADVANTAGES

DS3270/ACAL3270 allows the user to obtain a hard copy of the 8200's screen contents at any time during 3270 interaction. This printout can be directed to either the DATASHARE system printer or a

serial printer attached to the requesting 8200. The 8200's screen image can even be transferred to disk for later analysis, printing, or recall.

Since DS3270 is released in well-documented source form (DATABUS®), its characteristics are easily modified by the customer. A built-in "HELP" function documents current operation characteristics.

The capabilities of DS3270/ACAL3270 satisfy the requirements of many customers/prospects desiring 3270 access from dispersed systems. In particular, users requiring access to business applications such as order entry, accounts payable, accounts receivable, and inventory control should fit well with the capability we provide. The software allows you to have extensive local processing capabilities of DATASHARE and access to large databases and applications on the mainframe.

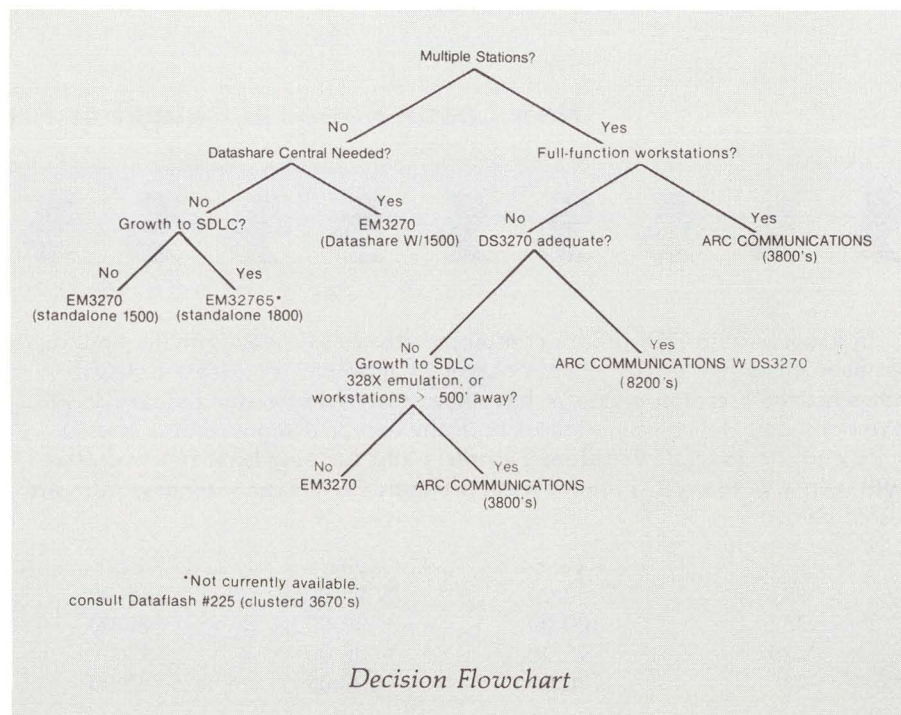
While this is not intended to replace 3270 terminals on a plug-to-plug basis, you may be able to use funds saved by displacing 3270 stations to justify the cost of the Datapoint system.

NOT "DATFAM"

However, DS3270/ACAL3270 is not DATFAM (Does All Things For All Men. This is NOT a product announcement!). Hardware characteristics of the 8200, software characteristics of DATABUS, and other considerations prevented implementation of some 3270 terminal features, including:

- Free-form Cursor Movement
- Lower-case Character Display
- Insert Mode Operation
- Light Pen Simulation
- Test Request
- Delete
- Field Mark

For example, users of 3270 full-screen editors such as TSO could not use DS3270/ACAL3270. This application and others requiring full-feature 3270 emulation should be approached with EM3270 (3670 terminals) or ARC Communication and Emulation Software/AP3270 (3800 terminals). To aid you in determining the proper 3270 product to propose to your customers/prospects, consult the flowchart shown below:



PERFORMANCE

What about system performance when DS3270/ACAL3270 is in use? Substantial benchmarks have been conducted on the software in San Antonio, and several sites are running it in real-world environments. Both benchmarks and beta test experience indicate that DS3270/ACAL3270 performance compares favorably to the "real thing", and has no adverse effect on general DATASHARE system performance.

STAND-ALONE USES

That's great for ARC applications processors using DATASHARE, but what about the "standalone" user who needs the same capability? GOOD NEWS! That user can add basic 3270 functions to his

standalone DATASHARE system by adding a 6000 processor with a 9481 communications adaptor, and a RIM (9483) for his DATASHARE system. The 6000 processor acts as the communications processor in what is in effect a two-processor ARC system. The DATASHARE acts as an applications processor with all disk resources attached locally, and access to the mainframe via the communications processor.

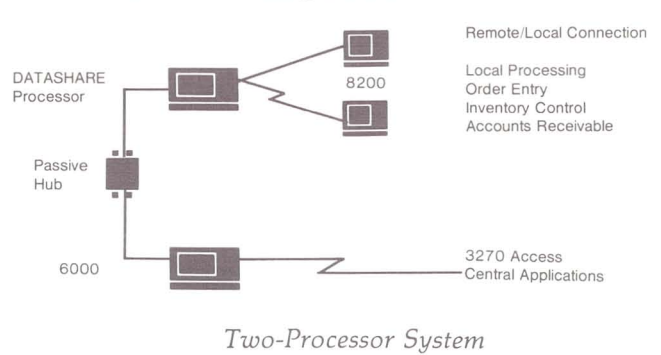
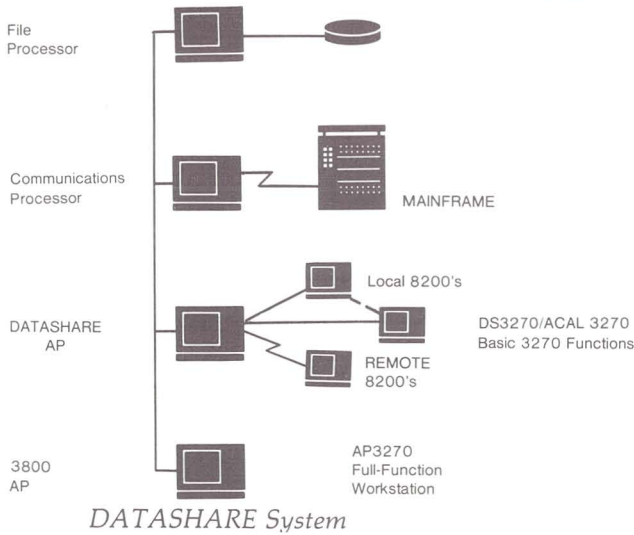
DOESN'T BARC

While some degradation of the DATASHARE operation due to the introduction of ARC overhead can be expected, the use of local disk avoids the creation of a poor performance ARC (affectionately known as BARC). In fact, the impact can be tested prior to installation of the communications

processor by simply executing the command "MOUNT" prior to establishing DATASHARE on a standalone system. Note that the communications processor is initialized by executing ARC FP software on the DATASHARE processor prior to establishing the DATASHARE interpreter. This process need only take place when the communications processor is powered up.

TWO-PROCESSOR SYSTEMS

Normally the communications processor will be active even when the DATASHARE processor is "rolled-out" performing non-DATASHARE tasks such as compilations or sorts. A passive hub (94xx) may be used to connect the two processors as shown in the diagram below.



AVAILABILITY

The DS3270/ACAL3270 software is available IMMEDIATELY to help you move your fair share of DATASHARE systems (i.e. quick delivery - quick commissions). Don't miss out! The appropriate software & documentation model codes are as follows:

NAME	DESCRIPTION	USER'S GUIDES	OBJECT CODE
DS3270	DATABUS 3270 Emulator	50602/\$2.50	20784 C 40448 DD
ACAL3270	ACALL 3270 Module	50598/\$1.50	20780 C 40449 DD

TERRY McDANELD

New Software Ordering Procedures

As you learned during the RMS/8800 Roadshow, the ordering procedures for all 4000 series model codes have changed. This change is due to Datapoint's evolution into a two-operating-system company.

The familiar 4000 series model codes will continue to represent the same hardware as always. What has changed is the software and the

media. Now, you must specify exactly which software and media are desired on separate line items. The customer is to be charged standard media and setup charges.

We've made this as easy for you as we can. New 98XX model codes group software and documentation for either DOS or RMS.

MODEL CODE	DESCRIPTION
9833	DOS ARC AP and FP (contains DOS, utilities, ARC, ARCID, MOUNT, ARCSTAT, ARCBMAKE, and associated documentation)
9834	DOS DATASHARE (contains DOS, utilities, DATASHARE, DSGEN, DSTEXT, and associated documentation)
9835	RMS DATASHARE (contains RMS nuclei, utilities, DATASHARE, and associated documentation)

So the order you used to make for a 4630 with one line item now takes three line items: 4630 (DATASHARE hardware system configuration), 9834 (DOS DATASHARE software and documentation), and 20653 (10 MB disk pack).

SOFTWARE LICENSE CONSIDERATIONS

These 98XX model codes are like all other 98XX model codes in that they may be ordered with or without a processor. The impact of this on the customer is the one-time software license fee. Effective November 17, 1980, all 98XX software license fees became \$1,500.00. This license fee is waived on all orders that result in the shipment of a processor. This is true whether or not the processor "makes sense" with the software and whether or not the processor is from refurb, is an upgrade, or is new business.

The key is the processor. If the order causes a processor to be shipped, all one-time software license fees for 98XXs on the order are waived. If no processor is shipped, a \$1,500.00 one-time software license fee is to be charged for each 98XX model code.

SOFTWARE MAINTENANCE

Software maintenance fees have been simplified with the new

procedures. All monthly software maintenance fees are optional to the customer. If the fee is not paid, they are not entitled to any maintenance releases or to any upgrades. This is especially important in the area of upgrades, for you will remember that customers with DS5 who were not paying maintenance and who wanted DS6 had to pay the license fee. The monthly maintenance fee for any DOS 98XX model code is now \$10.00. Thus, the maintenance on an order for 9802 (COBOL), 9833 and 9834 is \$30 per month. The monthly maintenance fee for any RMS 98XX model code is \$20.00, total. So, an order for 9835 and 9836 (RMS COBOL) would carry a software maintenance fee of \$40 per month, total.

RMS MAINTENANCE

An entirely new system has been established to provide maintenance to our RMS customers. When updates are available, each RMS customer paying maintenance will receive a written notification describing what facets of the software are affected. These customers then send their maintenance disk packs to San Antonio, where any portion of their RMS that is eligible for maintenance will be updated on a custom basis. The maintenance pack will then be returned to the customer.

There are a number of implications in what you have just read. The customer will be responsible for choosing the shipping vendor and for paying all shipping charges both ways. It will be a good idea for RMS customers to purchase at least one extra disk pack to serve as a maintenance pack. Shipping cases specifically suited for Datapoint disk packs will be available soon from Software Services. Make sure your customer has enough. We want our customers to use these — they exactly fit our disks and allow room to send appropriate documentation along. Additional model codes provide both a shipping case and a disk pack. The custom maintenance service is also important.

If the customer requires new software between maintenance cycles, he can arrange to ship his maintenance pack to San Antonio for custom service or can order the software on new media. Again, the customer is responsible for all shipping, media, and setup charges.

This RMS advance notification, custom update service, does not apply to DOS. DOS revisions will continue to be provided as they always have been.

BACKLOGGED ORDERS

You're probably thinking: "Heavens! I've got all kinds of orders in the backlog for 4000 series system model codes. What will happen to them?" The answer is: "Don't worry about them!" They will be modified here in San Antonio with new line items for 9833 and 9834, as appropriate, and the proper media.

But, for this work, we need orders to come in with software and media as specified. From now on, orders shipped will contain exactly what was ordered — if you forget the software and media, the customer won't get it. On the other hand, if he doesn't want the software, don't order it.

WHERE TO TURN FOR HELP

Questions are bound to arise. If they do, call Product Marketing at extension 7151. We'll do everything we can to make this transition as smooth as possible.

CAROLYN LUSK

Start-Pac – Small ARC Available From \$small \$ystems

A lot of information has been distributed concerning the performance of the 1820 system (1800, 128K, 9310, RIM) as an ARC FP. Benchmarks have shown this to be an effective, practical, low-cost FP in a small ARC system (see OUT-THINK numbers 26 and 28).

Three new ARC system packages are being announced here. Each of these configurations consists of an 1820 FP, three 38XX APs, a Passive Hub, and four pre-assembled 50-foot co-ax cables with connectors. The difference lies in the AP configurations to the right:

All configurations contain at least one 3810, the assumption being that the customer will always want to attach at least one printer or other peripheral. The 3812 has no I/O bus, so a 3810 is required.

SYSTEM	QTY 3810	QTY 3812	1820 FP	PASSIVE HUB (9485)	COAX KIT 3461
1891	3	0	1	1	4
1892	2	1	1	1	4
1893	1	2	1	1	4

START-PAC PRICING LIST

SYSTEM	PRICE	1 YR	2 YR	3 YR	MAINT	INSTL
1891	\$40,615	\$1775	\$1560	\$1407	\$318	\$700
1892	39,465	1760	1540	1372	317	700
1893	38,315	1745	1520	1337	316	700

WHAT ABOUT ADDITIONAL 3800's?

Additional 3810 or 3812 processors included on the initial order only are available at QTY 4-10 prices. If additional AP's are ordered, a 9484 Active Hub must also be ordered at normal price.

START-PAC systems are available for immediate orders. Lead times are currently at 4 weeks, being controlled by the 3800s.

TALK ABOUT AN INEXPENSIVE SYSTEM!

Prior to START-PAC, the least expensive three-station configuration available was a 4630 and three 8200s running Datashare, with a

price tag of \$39,325. You have probably noticed that the 1893 is priced at \$1010 less than that configuration. And the START-PAC provides three stations that play DS6, COBOL, IEOS — everything that the customer could want to do. Add a 6010 as a Communications Processor and you can even play 3270 on each of the 3800s.

SO WHAT CAN I DO WITH IT?

START-PAC provides that low-cost multi-station COBOL system that you've been asking for, as well as a multi-station Word Processing system.

Software included with the system as standard are ARC/FP, ARC/AP,

DOS.D, DS6 and DBCMPLUS. On the initial order you can even get COBOL, BASICPLS and RPGII at no extra charge. IEOS is available under the standard requirements for that product.

IN CONCLUSION...

Product Marketing, Small Systems, can be reached through Extension 7583 if you need help with any of our products. And if you need us on the scene, we can be there to help.

DAN CARMEN

8800 Tape Cartridge



Prices have been established for the data cartridge to be used with the new 8800 processor (it is also used with the Infoswitch ACD™ 4900). The model code of the data cartridge is 80487 and the retail prices are as follows:

- Quantity 1-15 — \$25
- Quantity 16-49 — \$21
- Quantity 50+ — \$20

The 80487 data cartridge may be ordered through the regular Customer Supplies order channels.

For routine orders (which will be filled and shipped within 24 hours):

call 800-531-5770 (in Texas, 800-292-5100) or mail to Software Services, Mail Station V-05.

For emergency orders (which will be shipped the same day by air) call 512-699-7810.

This new supply item will be added to the Customer Supplies Catalog and Price List (document numbers 80000 and 80001, respectively) and the Software Documentation and Supplies Price List (document number 60231) at the next printing of each.

RANDY MUDARRI



O'KELLEY OUTLINES STRATEGY

Datapoint President and Chief Executive Officer Harold O'Kelley began the conference with a talk focusing on Datapoint's strategy in terms of products, expanding market share, new markets and the company's organizational efforts in accommodating rapid growth. He discussed Datapoint's philosophy in introducing such products as ARC and the Integrated Electronic Office, and renewed the company's commitment to provide users with compatible systems that allow flexible upward growth. He noted that Datapoint was also committed to increasing its share of the international market and briefly discussed the Inforex acquisition and the conclusion of TRW's master distribution contract. He ended by explaining the rationale behind creating the Office of the President and delineated the functions of each of its four members.

ALLEN REVIEWS PRODUCT LINE

Vice President and General Manager of the Marketing Division Millard Allen presented a brief history of Datapoint's product line, including its pioneering efforts in dispersed data processing, local networking (ARC), communications management (Infoswitch) and system integration (IEOS). Drawing upon Datapoint's past successes in these areas, he provided an overview of the 8800 and RMS, including its marketability to present and future customers. Following his presentation, the audience viewed a special 10 minute film on the 8800 and RMS operating system.

8800/RMS Introduced In New York

Datapoint's new 8800 processor and RMS (Resource Management System) operating system were formally introduced at a November 14 press conference at Marriott's Essex House in New York City. The conference was attended by members of the trade press such as Computerworld, Datamation,

Infosystems, Electronic News and Data Communications, as well as a number of financial analysts. Data processing consulting firms such as Datapro, Auerbach, Quantum Science, Dataquest and The Yankee Group were also represented at the announcement.

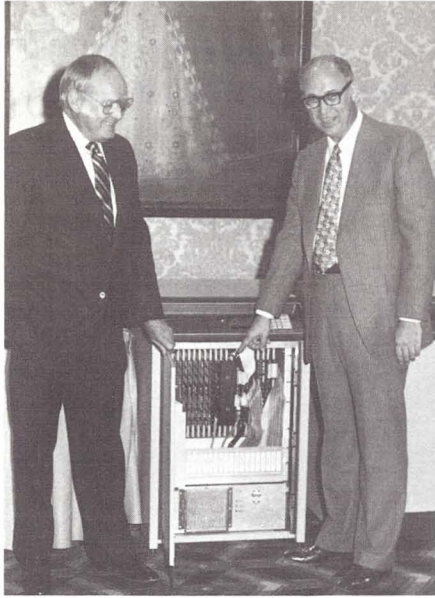
CULLEN OUTLINES RMS

The "nuts and bolts" of the RMS operating system were then presented to the audience by Vice President for Marketing Planning, Gerry Cullen. He began his presentation by noting that RMS was a powerful operating system which meets today's information processing needs, but which is structured to handle extensive future capabilities. He covered the extensive user benefits provided by RMS such as improved programmer productivity, increased processing

throughput as well as the advanced performance features of dynamic system configuration and memory allocation, intertask "pipe" transfer within or between processors and multiprocessing, multitasking capabilities. Gerry also discussed the versatile configurations supported under RMS; stand-alone, dispersed local networks, and geographically dispersed networks. He ended by noting the compatibility Datapoint had maintained with existing products and the RMS operating system.



For Internal Use Only



POOR EXPLAINS 8800

Executive Vice President for Research and Development Vic Poor then introduced the audience to a detailed look at Datapoint's latest and most powerful processor, the 8800. He opened with a discussion of the key engineering features which provide the 8800 with its considerable power and versatility and then explained the benefits these features provide to Datapoint users. He provided a slide-by-slide explanation of the 8800's internal architecture, describing the significant functions of the peripheral processor, direct memory access and bus-type architecture. He then took the audience through an impressive growth trip, from a stand-alone 8800 configuration, to an ARC system supporting 6600s and 8800s, to dual 8800 ARC systems providing over 2,000MB of disk storage and in excess of 3,000K of memory.

After Vic's presentation, all four of the speakers fielded questions from the press, followed by a working demonstration of the 8800 by Director of Product Marketing Kirby Herron.

A considerable number of Datapoint employees from numerous departments pulled together in producing the 8800/RMS announcement and are to be congratulated. The applause of the announcement attendees and resulting favorable press coverage indicate that the 8800 processor and RMS operating system are being well-received.

Greetings from Millard Allen

Happy 1981!

I certainly believe that those principles that we established in the beginning of our fiscal year are just as appropriate as we enter the new calendar year. I am speaking specifically of dedication, commitment and professionalism.

I would add one more dimension to the challenge that is before us in 1981 and beyond, and that is balance. Balance is significant; it is important. We must manage our personal business and the business of Datapoint in a balanced fashion. By doing so, we are able to get into a more active role as opposed to a reactive role. Balance means that we will be able to bring people into the business in a more orderly, professional fashion. Balance means we will not be perpetually running for last-minute bookings, last-minute shipments and last-minute revenue. We all must commit

ourselves to make certain that we interject balance into our total dedication.

There is no question in my mind that we have one of the better, more talented, aggressive sales and marketing organizations in the business. We must not lose that edge. We must do things smarter. We must never waiver from our commitment, never waiver from our zeal of professionalism, never step back from enthusiasm. But all this needs to be done "under the umbrella" of balance.

I will ask you to continue to commit yourselves to excellence, to commit yourselves to your short- and long-term objectives, to continue to make it happen. But, I will also ask that you begin to look at the balancing of the business.

I commend you for your professionalism in the past. I know that you will perform well in the future. Together, we will continue to move Datapoint forward in a strong, professional, aggressive, balanced fashion.

New Marketing Support Literature

"Concepts of the Resource Management System™," (Document No. 50592) a simplified user's guide for RMS, is now available. Also supporting RMS is the new illustrated brochure, "The RMS Operating System" (Document No. 60992). Dealing with the 8800 is the illustrated brochure, "The Datapoint 8800 Processor" (Document No. 60993). For EMS users, a "Message Services Quick Reference Card" (Document No. 61010) has been produced.

Superseding previous editions are volumes one, two and three of the simplified user's guide "Concepts of DATABUS Programming" (Document Nos. 50004, 50516 and 50049), and "Concepts of MULTILINK™ Programming" (Document No. 50284) and "Concepts of DATAPOLL® Programming" (Document No. 50204).

Also available is an updated edition of the illustrated brochure, "An Executive Guide to Dispersed Data Processing the Datapoint Way" (Document No. 60331).



Three-Station Mini-Share Available From \$ Small \$ Systems

The announcement of DS6 has resulted in a flurry of interest in the 1800/9320 system and its role as a DATASHARE system. Initial benchmarks and field reports have shown the 1800/9320 system to be much more effective under DS6 than under DS5, especially the 128K version. Some benchmarks have shown run times to be cut in half with DS6 on the 1819 in comparison with DS5.

As a result, a new system package has been developed. It consists of an 1819 (1800, 128K, 9320) and two 8200 terminals. Connector kits and cables are not included and will have to be ordered separately just like any other Datashare system.

MINI-SHARE

***** Purchase Price *****

1 - 3	4 - 10	11 - 25	26 - 50	51 +
\$24,500	\$23,400	\$22,295	\$21,195	\$20,095

***** Lease Price *****

1 YR	2 YR	3 YR	MNT	INSTL
\$1035	\$915	\$812	\$224	\$250

ORDERING PROCEDURE

To order one of these systems, specify MINI-SHARE as a line item on your EOS. Include the proper purchase/lease price as well as maintenance and installation prices on that line. Follow that line immediately with one line item for the 1819 and another for the two 8200's, listed as No Charge items. Any additional 8200's included on the EOS must be listed as separate line items at their appropriate pricing and maintenance. The sample EOS shows an order for a MINI-SHARE with one additional

8200. Don't forget to include cables and connector kits for the 8200's. Software is that which is standard for the 1819.

THREE STATION DS6 WITH AIM FOR UNDER \$25,000

The system offers three workstation support, utilizing the processor itself as well as the two 8200 terminals. There is no power supply or MPCA needed since the 9320 drive contains the integral FPCA, allowing for the addition of two more 8200's if needed. The 128K processor offers greater performance for your customer than the 64K version and also makes available AIM under DS6.

Software included with the system is the standard 1819 software, consisting of DOS.D, utilities, DS6, DBCMPLUS — everything needed to run Datashare. Additional software and languages may be ordered as usual, if needed.

MINI-SHARE TODAY, ARC TOMORROW — STARTING IN 4 WEEKS

Mini-Share presents an extremely cost-effective three-station Datashare offering. And the growth potential is infinite since the system easily upgrades to larger processors, and even to ARC. The processor is 128K, so it can become an FP in a small ARC (see START-PAC announcement elsewhere in this issue). The interpreter is DS6, so the customer can implement a system today that will run on all of the larger processors. And lead times are currently at 4 weeks ARO.

DAN CARMEN

PRODUCT OR MODEL / OPTION	QTY	UNIT PRICE	PURCHASE PRICE	MONTHLY RENT	BASE MAINTENANCE RATE	INSTALLATION	SERIAL NUMBER	EFFECTIVE DATE
MINI-SHARE	1		24,500		224	250		
1819 PLUS 2/8200'S	1		24,500		224	250		
1819	1		N/C		N/C	N/C		
(with MINI-SHARE)								
1800, 128K, 184L, 9320	2		N/C		N/C	N/C		
(with MINI-SHARE)								
8200	2		N/C		N/C	N/C		
(with MINI-SHARE)								
DATASHARE	1		1,575		19	N/C		
8200	1		1,575		19	N/C		
DATASHARE	1							
8200	1							

Annual Report Gets Graphics Award

The graphics of Datapoint's 1979 Annual Report have won recognition from Communication Arts Magazine.

The Annual Report was among 13 corporate annual reports selected for inclusion in the magazine's annual awards special section in its November/December 1980 issue. The front cover and page 10 of the report were reproduced on page 152 of the edition.

The magazine received 19,000 entries for this year's annual awards, of which 372 were selected for inclusion. Datapoint's was the first listing in the annual reports section, but the editors stated that all selected entries were treated as equals.

The graphics were done by the design firm of Richards, Sullivan, Brock and Associates of Dallas, with Andy Post as photographer, Ron Sullivan as art director and designer and Ed Wattenbarger as writer. The graphics featured Datapoint equipment juxtaposed with office equipment of the past.

November/December, 1980 • \$17

COMMUNICATION
ARTS

ANNUAL REPORT

For further information contact:
Marketing Department
Richard Sullivan, Brock & Associates, Dallas
Datapoint Corporation, Inc.
Datapoint Corporation, Inc.

Edward Wattenbarger, art director
Ron Sullivan, art director
Andy Post, photographer
Richard Sullivan, Brock & Associates, Dallas
Datapoint Corporation, Inc.

Editor: Mike Roper, art director
Production Manager: Ed Wattenbarger
Advertising Manager: Ed Wattenbarger
Public Relations Manager: Ed Wattenbarger
Sales: Ed Wattenbarger
Executive: Ed Wattenbarger



New Marketing Internship Program

Datapoint's continued growth creates many new challenges and opportunities. The Marketing Internship Program has been created to meet the challenge of staffing our field with the management talent needed in the future. It is also designed to provide a vehicle for employees desiring a career path leading to sales management.

The program is designed to last for 6-9 months. During this period, the interns will be assigned to a developmental position in San Antonio. The program will involve assignment in one of the following areas:

1. National Accounts — This would give the intern experience in dealing with very large accounts and the opportunity to coordinate home office resources to solve problems. It would foster a better understanding of order entry, scheduling and shipping.

2. Marketing Education — As an instructor, the intern would have the opportunity to sharpen communication skills, as well as increase product knowledge. Interns also will gain management skills by attending Management Development classes and by working in the ASR program as an advisor. An additional benefit would be the availability of additional high quality instructors for Marketing Education.

3. Staff Assistant — As a staff assistant to either the Sales Vice President or to a Director of Sales Operations, the intern would receive a complete overview of general management at a top level.

After successful completion of the program, the intern will be considered for promotion to a field management position.

To be eligible, you must have a minimum of two years experience and be a quota performer. In addition, a Bachelor's degree or equivalent experience is required. To apply, fill out the attached mini-resume and return to:

Small Systems Software Ordering Procedures

The method for obtaining software with orders for Small Systems products remains basically the same. Small systems products (1500/1800) and any special marketing packages announced by Product Marketing, Small Systems, will continue to be shipped with the system software.

The contents of S1800 and S1500 are listed in the DATAPOINT Software, Documentation, Supplies & Price Schedule #60231. The July 1980 OUT-THINK #24 also describes the contents of S1800. S1800 now contains the recently announced DATASHARE 6 (Model Code 9828).

There are some slight modifications to the procedure for getting maintenance on 98xx series software which is part of the system software. As you know, monthly maintenance for DATASHARE and all 98xx series software must be paid if future updates and releases are to be received. To obtain maintenance on

software which is included with a system, enter the model code 98xx with a \$10 maintenance fee on a separate Maintenance Only EOS and submit with the original EOS containing the processor. This method will expedite matters greatly for Order Entry and Software Services. It will also prevent unnecessary redundancy of shipped software.

Here is a sample Maintenance Only EOS that would be submitted with an original EOS for system 1820 or START-PAC.

The following matrix provides an overview of the Small Systems Products and the software which is included with each. The five digit model codes are given for reference only; do not order unless you want duplicate software and intend to pay extra. The 98xx model codes are shown so that you can readily see which system orders can contain the Maintenance Only EOS.

Software Name	Software Model Code	1532/1536 1592/1596	1514/1515	1802/1804 1812/1814	1816/1817 1818/1819	1820 START-PAK 1891/1892/1893
S1500	40291	X	X			
LOAD15 DS41500	20726 20727		X			
S1800	40421 (SS-DD) 40445 (DS-DD) 9828 DS6			X	X	X
DOS D 2.6 DOS D 2.6.1 LOAD18	40427 40444 40426				X	X
DOS ARC APIFP	9801					X

DATAPOINT CORPORATION
EQUIPMENT ORDER SCHEDULE DETAIL

BILL TO NUMBER _____ INVENTORY FILE NO. (FIELD CODE NOT ORDER NUMBER) _____

CHECK ONE: STANDARD LEASE MAINTENANCE EQUIPMENT

LEASE TERM: MONTHLY _____ PERIOD: _____

PRODUCT OR MODEL	OPTION	QTY	UNIT PRICE	UNIT PRICE	MONTHLY RENT	LEASE MAINTENANCE RATE	REPLACEMENT	START DATE	SERIAL NUMBER	EFFECTIVE DATE
3928					\$10					
3928					\$10					
9801										
DOS ARC APIFP										

John Ross
Director of Personnel
Datapoint Corporation
9725 Datapoint Drive, M-84
San Antonio, Texas 78284

NAME _____

PRESENT ADDRESS _____

HOME PHONE _____ BUSINESS PHONE _____

PRESENT POSITION _____

DATAPOINT COMMUNICATIONS SOFTWARE

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	PROCESSORS (minimum memory required)										COMM ADAPTORS USED				CON-	PART
	1100	2200	1130	1150	1170	5500	1500	1800	3800	6600	ICA	9402	9404	9481		
DATAPOLL-CCDP15							32K				reqd				yes	no
DATAPOLL-DPASP	8K										reqd				no	no
DATAPOLL-DPDCP	12K										reqd				no	no
DATAPOLL-DPDDP	12K										reqd				no	no
DATAPOLL-DPDMP		16K	24K	48K	48K				60K		reqd				no	no
DATAPOLL-DPDMP55			24K	48K	48K		60K	60K	60K		reqd				no	16K
DATAPOLL-DPDSP	16K	16K	24K	48K	48K				60K		reqd				no	no
DATAPOLL-DPDSP55			24K	48K	48K		60K	60K	60K		reqd				no	16K
DATAPOLL-DPLOG	16K	16K	24K	48K	48K				60K		reqd				no	no
DATAPOLL-DPMSP	8K				48K				60K						no	no
DATAPOLL-DPMTM		16K	24K	48K	48K				60K		reqd				no	no
DATAPOLL-DPMTM18							60K	60K			reqd				no	no
DATAPOLL-DPMTS	16K	16K	24K	48K	48K				60K		reqd				no	no
DATAPOLL-DPS15M						32K					reqd				yes	no
DATAPOLL-DPS15S						32K					reqd				yes	no
DATAPOLL-DPASP	8K	8K									reqd				no	no
DATAPOLL-DPSDCP	12K				48K				60K		reqd				no	no
DATAPOLL-DPSDDP	12K				48K				60K		reqd				no	no
DATAPOLL-DPSDMP	16K	16K	24K	48K	48K				60K		reqd				no	no
DATAPOLL-DPSDMP55			24K	48K	48K		60K	60K	60K		opt	opt	opt		no	16K
DATAPOLL-DPSDSP	16K	24K	48K	48K					60K		reqd				no	no
DATAPOLL-DPSDSP55			24K	48K	48K		60K	60K	60K		opt	opt	opt		no	16K
DATAPOLL-DPSMTM	16K	24K	48K	48K					60K		reqd				no	no
DATAPOLL-DPSMTM18							60K	60K			reqd		r/38		no	no
DATAPOLL-DPSMTS	16K	24K	48K	48K					60K		reqd				no	no

DATAPOINT COMMUNICATIONS SOFTWARE

2 of 4

	PROCESSORS (minimum memory required)										COMM ADAPTORS USED				CON-	PART		
	1100	2200	1130	1150	1170	5500	1500	1800	3800	6600	ICA	9402	9404	9481			9401	9426
IBM 2741-UN12741A		8K												reqd			no	no
IBM 2770-MTEIBM2			16K			48K						opt	opt				no	16K
IBM 2770-MTEIBM				24K	48K	48K		60K	60K	60K			opt	opt			no	24K
IBM 2780-CC278015							32K				reqd						yes	no
IBM 2780-EM2780A	8K	8K										reqd					no	no
IBM 2780-EM2780B	12K	12K										reqd					no	no
IBM 2780-EM2780D	8K	8K										reqd					no	no
IBM 2780-EM2780T	12K	12K										reqd					no	no
IBM 2780-MTEIBM2			16K			48K						opt	opt				no	16K
IBM 2780-MTEIBM	1100			24K	48K			60K	60K	60K			opt	opt	opt		no	24K
IBM 3270-AC3271B									60K	ARC			reqd				no	no
IBM 3270-AC3277									60K	ARC							no	no
IBM 3270-EM3270							32K				reqd						no	no
IBM 3770-ML3770				24K	48K	48K			60K	60K				reqd			no	no
IBM 3770-ML377018								60K			reqd						no	no
IBM 3770-MTEIBM2			16K			48K						opt	opt				no	16K
IBM 3770-MTEIBM				24K	48K			60K	60K	60K			opt	opt			no	24K
IBM 3780-CC378015							32K				reqd						yes	no
IBM 3780-EM3780B	12K	12K										reqd					no	no
IBM 3780-EM3780T	12K	12K										reqd					no	no
IBM 3780-MD378015							32K				reqd						64K	no
IBM 3780-ML3780				24K	48K	48K			60K	60K				reqd			no	no
IBM 3780-ML378018								60K			reqd						no	no
IBM 3780-MTEIBM2			16K			48K						opt	opt				no	16K
IBM 3780-MTEIBM				24K	48K			60K	60K	60K			opt	opt			no	24K
IBM HASP-HASP20		12K				48K						reqd					no	no
IBM HASP-MTEHASP2			16K			48K						opt	opt				no	16K
IBM HASP-MTEHASP				24K	48K			60K	60K	60K			opt	opt			no	24K

Communication Software Explained! - Here's What Runs With What

How many times have you fumbled through manuals looking for answers to a customer's question about what communications software runs with a given configuration? Have you ever wished the information was condensed into one set of charts?

These charts illustrate which processors support which software. The first chart shows DATAPOLL software. The second shows available IBM communications disciplines. The third, which channel adaptor,

Burroughs, CDC, Datapoint, Honeywell, TTY and Univac disciplines are supported. The fourth shows the UNITERM and UNITRX disciplines.

The minimum memory for the respective supporting processors is indicated. SEs can find out if additional memory is recommended for given applications. The communications adaptor used with each discipline is indicated. Where there is a choice of adaptors, the choices are each identified as optional. Again, SEs can find out

which adaptor is best suited for a given application.

The last two columns on each chart indicate if the discipline is supported under concurrent operation (1500) or partition supervisor. PS support is indicated by the minimum amount of memory in the partition in which the discipline is running. An SE can determine if desired throughput is possible under PS for a given application.

DATAPOINT COMMUNICATIONS SOFTWARE														3 of 4						
	PROCESSORS (minimum memory required)										COMM ADAPTORS USED				CON-	PART				
	1100	2200	1130	1150	1170	5500	1500	1800	3800	6600	ICA	9402	9404	9481			9401	9426	9400	9462
IBM BYTE/MUX-CHIOUR						48K				60K					reqd				no	no
IBM BYTE/MUX-DASP										120K				reqd	reqd				no	no
IBM BYTE/MUX-DCIOV1						48K				60K					reqd				no	no
IBM BYTE/MUX-MLCI					48K	48K				60K					reqd				no	no
B'ROUGHS-MLDC1000				24K	48K	48K		60K	60K	60K				reqd					no	no
B'ROUGHS-MLTC3500				24K	24K	48K				60K			opt	opt	opt		opt	opt	no	no
B'ROUGHS-ML15TC35								32K						reqd					no	no
B'ROUGHS-TC500LIB	16K												opt			opt			no	no
CDC UT200-EMT20015								32K						reqd					64K	no
CDC UT200-EM200A/B	12K													reqd					no	no
CDC UT200-MTECDC2			16K			48K							opt	opt					no	16K
CDC UT200-MTECDC				24K	48K	48K							opt	opt					no	24K
DATAPPOINT-EM3360	4K													reqd					no	no
DATAPPOINT-EM3360G	16K	16K	24K	48K	48K					60K						opt	opt		no	no
DATAPPOINT-EM360015								32K						reqd					no	no
DATAPPOINT-MLDSDS						48K		60K	60K	60K				reqd		reqd			no	no
DATAPPOINT-MTERUP				24K	48K	48K		60K	60K	60K					reqd				no	24K
DATAPPOINT-NLNCOM4	8K													reqd					no	no
H'WELL G115-EMG115			16K	24K	48K	48K				60K				reqd					no	no
H'WELL G115-MTEGRTS				24K	48K	48K		60K	60K	60K				opt	opt				no	24K
H'WELL VIP-MLVIP				24K	48K	48K				60K					opt				no	no
TTY-ML15TTY								32K						reqd					no	no
UNIVAC-DCT2000	8K													reqd					no	no
UNIVAC-DCT2000D			16K	24K	48K	48K				60K				reqd					no	no
UNIVAC-MLUN200				24K	24K	48K				60K					opt				no	no

DATAPOINT COMMUNICATIONS SOFTWARE														4 of 4						
	PROCESSORS (minimum memory required)										COMM ADAPTORS USED				CON-	PART				
	1100	2200	1130	1150	1170	5500	1500	1800	3800	6600	ICA	9402	9404	9481			9401	9426	9400	CURR
DAA UTILITY-DAA	16K	16K														reqd			no	no
UNITERM-UNITERM2	12K	12K														reqd			no	no
UNITERM-UNITERM3	8K	8K														reqd			no	no
UNITERM-UNITERM4	16K	16K				48K										reqd			no	no
UNITERM-UNITERM5	16K	16K	24K	48K	48K					48K					reqd				no	no
UNITERM-UNITERM15								32K						reqd					no	no
UNITERM-UNITERM18									60K					reqd					no	no
UNITRX-UNITRX1	8K	8K											reqd						no	no
UNITRX-UNITRX2	12K	12K											reqd						no	no
UNITRX-UNITRX3			16K	24K	48K	48K				60K				reqd					no	no

LightLink Beta Status

An effort is being made to increase interest and knowledge about the LightLink product. Several steps are being taken to help you sell the LightLink/ARC idea.

Three betas have been established, but we would like to establish three or four more. To accomplish this objective several areas of assistance are being offered:

— Product Marketing personnel, and Al Malinger, Director of Transmissions Systems, will be available for sales presentations in San Antonio or for on-site presentations with Datapoint sales teams.

— These new betas will be given 90-180 days free trial with the links. Selection of these new sites will be by Jan. 15, 1981.

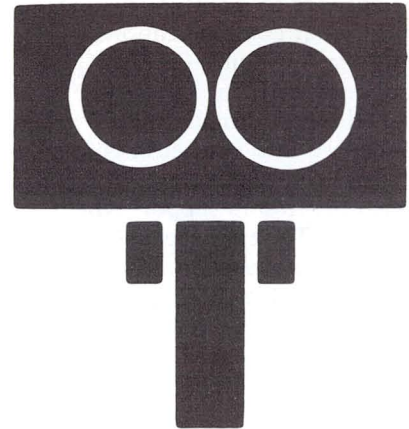
— Advertising will appear in selected trade journals.

We are particularly interested in, and would like to work very closely with, "large name accounts" in order to ensure successful installations.

The possibility of publishing an application story in various trade journals is being explored. If you have any qualified candidate, and would like to take advantage of this program, please contact Product Marketing, extension 7950, Mail Station K-15.

Please hurry as selection of these sites will be completed by January 15, 1981.

DAN BOOTHE



Automatic Order Forecasting System

With an increased need for more accurate revenue projections and more timely product line marketing, the Marketing Division's Field Communications Systems Department developed and began using, in early 1980, an automated order forecasting system at both the branch and regional sales levels.

The main aims of the systems are to quantify detailed sales forecasts from salesmen and sales managers, to provide the salesmen with an easy and timely method to monitor and update their sales forecasts, to provide historical information concerning customer business won and lost, and to provide aggregate forecasting data to help project monthly company financial and manufacturing goals.

HOW IT OPERATES

Currently, the system is initiated monthly by the salesman, who enters new and updates existing forecasts on future customer business, assigning probability

percentages between 1 and 90, reflecting his appraisal of the month he expects to close the sale. He also enters information such as product line, estimated ISV (If Sold Value) in thousands of dollars, type of customer account, national customer status, Fortune 1300 customer, and type of business. Both branch and regional managers review the salesman's forecasts and indicate their probability and date of closing along with brief comments pertaining to the status of the sale.

On a monthly basis, typically around the fifth, the information is transmitted to the Field Communications System Department where the forecasts are compared to the previous month's activity. Any inconsistencies are noted in the data, and control numbers are assigned to new forecasts. Branch, regional and divisional reports are then distributed to home office end-users. Finally, the revised forecast data,

along with salesman reports by branch, are transmitted back to the region.

FUTURE PLANS

In the future, the generation of branch and regional reports will be dispersed to the regional level, hopefully in early 1981. This affords the region more control and access to the forecasting data they produce. In addition, more time and effort will be spent at the divisional level to produce more summarized statistics to meet the most immediate aim of providing more accurate and timely data for financial and manufacturing projections.

For more information on this system, or for copies of the reports produced, please contact the Field Communications System Department at Mail Station K50 or Extension 5046.

RON WILSON

New Lead-Times

The 128K and 256K 6600 systems now have short lead times — and short lead times mean quicker deliveries and faster commissions. The 256K 6600s will be more and more in demand with the advent of DATASHARE 6 and also the Resource Management System. So get these systems while they are available.

The 3800s now have better than ever lead times, 4 weeks. If you have prospects involving large quantities of 3800s, please let me know.

Remember, shorter lead times will definitely aid you with those customers demanding quick deliveries.

NEWS FROM SMALL SYSTEMS

All the Small Systems products

have two week lead times — the fastest delivery in the West.

The 1800/9320 has two new system configurations to boost sales (announcement packages are in your branch):

— START-PAC, this is the little ARC that you have all been asking for.

— MINI-SHARE, an inexpensive small DATASHARE system.

The new double-sided diskette on the 1800 will have the first shipments starting on 1/5/81.

Good news! The problem with printing under DS41500 is fixed. Software Support has come up with the patch that puts the print speed at slightly below DB15. This makes the 1515 a much more practical DATASHARE system. DS41500 is no longer "broken."

Doubled storage on the 1800,

START-PAC, MINI-SHARE, and improved DS41500, two-week lead times — these all add up to instant money and easy sales.

DATAPPOINT PRINTERS - A NOTE

Worried about deliveries in the printer lines? Good news! As you have been informed by the Regional Managers, we have a good number of 9214 belt printers (230-340 LPM) available for immediate shipment. This printer has an excellent reputation for durability and quality. Also, we now have the 45 CPS printer and the 160 CPS printer available for delivery with little or no waiting period. There are some long-awaited enhancements on the horizon that will create some very happy customers. Let's sell our printers and watch for some impending announcements.

KIRBY HERRON

MODEL CODE	DESCRIPTION	DLVY. LEAD TIME (WKS.)			
I.	SYSTEM CONFIGURATIONS: (including software)			IV.	STORAGE MODULE DISKS:
151X	1500 10MB disk	2	9391	60MB Extension	6
153X	1500 Diskette, Fixed Keyboard	2 \$500. Disc.	9390	120MB Controller/Drive	6
159X	1500 Diskette, 9621 Printer System	2	V.	DISKETTE:	
180X	1800 1MB Diskette	2	1543	1500 Diskette Extension	2
181X	1800 2MB Diskette	6 avail. 1/5	1842	1800 Diskette Extension	2
181X	1800 10MB disk	2	VI.	MAGNETIC TAPE:	
1820	1800 10MB disk, rim	2	9556	800 BPI, 9 Track, 25 IPS	10-12
38X0	Applications Processor	4	9584	1600 BPI, 9 Track, 25 IPS	8
382X	Applications Processor	4	VII.	TERMINALS:	
462X	120K, 5MB, Comm. Adaptor	8	3670	3270 Terminal	4
463X	120K, 20MB, Comm. Adaptor or RIM	8	8200	Datastation/Fixed Keyboard	4
465X	120K, 120MB, Comm. Adaptor or RIM	8	8211	Datastation/Detached Keyboard	4
473X	256K, 20MB, Comm. Adaptor or RIM	8	VIII.	CARD READER:	
475X	256K, 120MB, Comm. Adaptor or RIM	8	9504	80 Column, 80 CPM	16-18
6010	60K, RIM, Software	6	IX.	CHANNEL ADAPTOR:	
6020	120K, RIM, Software	6	9426	Channel Adaptor, F/S	8
6040	256K, RIM, Software	6	9427	Channel Adaptor, Console	8
II.	PRINTERS:		X.	ARC COMPONENTS:	
9280	300 LPM (64 characters)	12 Limited	9483	RIM Adaptor	4
9281	300 LPM (96 characters)	12 avail.-new/	9484	8 Port Active Hub	4
9260	600 LPM (64 characters)	12 Refurb - as	9487	16 Port Active Hub	4
9261	600 LPM (96 characters)	12 available	9470	EIA Hub	4
9265	900 LPM (64 characters)	16	9471	EIA Hub	4
9266	900 LPM (96 characters)	16	XI.	COMMUNICATIONS ADAPTOR:	
9214	Belt (230-340 LPM)	6	940X	Async. Comm. Adaptor	6
9297	Belt (230-340 LPM)	6	9462	Multiple Port Async. Comm. Adaptor	6
962X	Matrix (160 CPS)	4	9481	Multifunction Comm. Adaptor	6
960X	45 CPS	4	9445	DAA (CBT)	12
	PRINTER FEATURES:		9446	DAA(CBS)	12
	Tractor 45 CPS	4	9478/	Modem	6
	FIG 45 CPS	4	9479		
INFOSWITCH			XII.	POWER REGULATOR:	
LDCS & SHARE		4	9020	Constant Voltage Regulator	6
ACD		4	9022	Aux. Power Supply	4
SMDR		10	XIII.	I/O Switches	
III.	CARTRIDGE DISKS:		902X	T-Bar Switch	14
9310	10MB w/o MPCA	2			
9320	10MB with MPCA	2			
936X	Wangco 5 MB/Extension	8			
937X	Wangco 20 & 40 MB/Extension	4			

Refurb Increased Earnings Opportunity

- "PUP" Program allows for new sales opportunities; check with your branch manager.
- "Purchase Upgrade Program:" of lease to sale 2200's for \$1600.
- Purchase 2200's to 5500's for \$6500 and purchase 5500 to 6600 for \$10,000 with trade in of the installed processor.
- Incentive credit for ASR, increase commission for sales Rep's, increased discounts for Rep's and bonus of schedule "A" products.

Refurb Equipment Currently Available

Model	Description	Qty.	Price	Maint.	Install
4220	226 Processor, 5 MB Storage (two 2.5 MB Diablo Drives, 1 fixed, 1 removable cartridge), Controller, Multiport Interface, D/S Software, Documentation		9000	193	500
4520	5500 Processor, 5 MB Storage (two 2.5 MB Diablo Drives, 1 fixed, 1 removable cartridge), Controller, Multiport Interface, D/S Software, Documentation	1-3	17750	224	650
		4-10	16500	224	650
		11+	15550	224	650
4523	5500 Processor, 5 MB Storage (two 2.5 MB Diablo Disks, Controller, DOS Software, Documentation	1-3	16500	207	620
		4-10	15250	207	620
		11+	14250	207	620
14530	5500 Processor, 48K Dual Disk and Controller, 20 MB Multiport Comm Adaptor Datashare Software and Documentation	1-3	24000	312	700
		4-10	22500		
		11-25	21000		
		26+	19500		
14533	5500 Processor, 48K Dual Disk and Controller, 20 MB Datashare Software and Documentation	1-3	22750	312	700
		4-10	21250		
		11-25	19750		
		26+	18250		
4540	5500 Processor, 50 MB Disk Storage, Controller, Multiport Interface, D/S Software, Documentation		29450	454	1000
4543	5500 Processor, 50 MB Disk Storage, Controller, DOS Software and Documentation		28200	436	970
14620	6600 Processor, 5MB Disk Storage, Controller, Multiport Interface, D/S Software and Documentation	1-3	19950	228	650
		4-10	18700		
		11-25	17700		
		26+	16200		
14623	6600 Processor, 5MB Disk Storage, Controller	1-3	18700	210	620
		4-10	17450		
		11-25	16450		
		26+	15000		
4640 /4644	Both: 6600 Processor, 50 MB Disk Storage, Controller 4640: Multiport Interface, D/S Software, Documentation 4644: RIM, ARC Software, Documentation		36500	567	1000
4643	6600 Processor, 50 MB Disk Storage, Controller, DOS Software and Documentation		35250	551	970
4740	256K Processor, Dual Disks and Controller, 50MB, Multiport D/S Software and Documentation		39100	583	1000
4745	ARC File Processor 256K, Dual Disk and Controller, 50MB, RIM Adaptor, ARC Software and Documentation		39100	583	1000
1131	Diskette 1130 Processor, 1 drive		2875	60	125
1132	Diskette 1130 Processor, 2 drives		3162	79	125
1133	Diskette 1130 Processor, 3 drives		3450	97	125
1134	Diskette 1130 Processor, 4 drives		*3737	118	125
1152	Diskette 1150 Processor, 2 drives		10950	83	125
1153	Diskette 1150 Processor, 3 drives		11250	100	125
1154	Diskette 1150 Processor, 4 drives		11550	120	125
1172	Diskette 1170 Processor, 2 drives		11950	85	125
1173	Diskette 1170 Processor, 3 drives		12250	104	125
1174	Diskette 1170 Processor, 4 drives	126	12550		125
9381	Console Diskette Controller, 1 drive		2150	32	50
9382	Console Diskette Controller, 2 drives		2450	52	50
9393	Console Diskette Controller, 3 drives		2750	71	50
9384	Console Diskette Controller, 4 drives		3050	91	50
9385	Freestanding Diskette Controller, 1 drive		2150	32	50
9386	Freestanding Diskette Controller, 2 drives		2450	52	50
9387	Freestanding Diskette Controller, 3 drives,		3050	91	50
9388	Freestanding Diskette Controller, 4 drives		3050	91	50

*Effective on all orders received after Jan. 1, 1981.

Model	Description	Qty.	Price	Maint.	Install	
1108	Cassette 1100 Processor, 8K Memory		2200	69	80	
2226	2200 Processor, 16K Memory		2400	103	80	
15548	5500 Processor, 48K Memory		10000	178	200	
9350	Console Front-load 2.5 MB Controller/Drive		2975	85	125	
9351	Freestanding Front-load 2.5 MB Controller/Drive		2975	85	125	
9354	2.5 MB Extension, Removable Cartridge, (no controller)		2400	52	125	
9356	2.5 MB Extension, Fixed Cartridge		2400	52	125	
9357	Console Front-load 2.5 MB Controller/Drive, 4K Buffer Memory		3075	78	125	
9358	Freestanding Front-load 2.5 MB Controller/Drive, 4K Buffer Memory		3075	78	125	
9370	Freestanding 25 MB Mass Storage Drive/Controller		9959	162	250	
9371	25 MB Mass Storage Drive Extension		7750	119	125	
9373	Console 25 MB Mass Storage Drive/Controller		9950	162	250	
9291	60 LPM Printer, Parallel Interface		1995	54	125	
9292	60 LPM Printer, Serial Interface		1995	54	125	
9294	120 LPM Printer, Parallel Interface		1995	77	125	
9250	Console Servo Printer		1595	66	125	
9251	Freestanding Servo Printer		1595	66	125	
9231/	80 CPS Freedom Printer (serial)	1-3	1750	38	125	
9232	80 cps Freedom Printer (parallel)	4-10	1600	38	125	
		11-25	1500	38	125	
		26+	1395	38	125	
9235/	160 cps Freedom Printer (serial)	1-3	1995	54	125	
9236	160 cps Freedom Printer (parallel)	4-10	1850	54	125	
		11-25	1725	54	125	
14640/9280**	4640 and 300 LPM Printer		41500	697	1150	
14644/9280**	4644 and 300 LPM Printer		41500	697	1150	
14643/9280**	4643 and 300 LPM Printer		40250	697	1150	
14540/9280**	4540 and 300 LPM Printer		34450	697	1150	
14543/9280**	4543 and 300 LPM Printer		33200	697	1150	
!Print Pac I**	3800,RIM and three (3) 300 LPM Printers	Temporarily out of Stock		23000	434	500
!Print Pac II**	3800, RIM and three (3) 600 LPM Printers		38450	626	675	
14520/9232**	4520 and 80 CPS Printer		18500	262	745	
3601	Datastation Terminal		995	20	20	
3400	Acoustic Coupler		225	16	20	
	Comm Adaptor		450	18	15	
9402	Comm Adaptor		450	18	15	
9404	Comm Adaptor		450	14	15	
9408	DATASHARE MODEM, 1200 BAUD TRANSMIT 150 BAUD RECEIVE FULL DUPLEX		450	18	15	
9406	DATASHARE MODEM, 1200 BAUD RECEIVE, 150 BAUD TRANSMIT FULL DUPLEX		450	18	15	
9420	Comm Adaptor		450	14	15	
9460	Comm Adaptor		450	18	30	
9551	9 Track 800 BPI 8.5 in. Reel		4500	70	125	
9581	9 Track 1600 BPI 8.5 in. Reel		7500	90	150	
19583	9 Track 1600 BPI 10.5 in. Reel		9000	127	150	

**Special Ordering Information

Those offerings that are bundled need to be ordered as individual line items on Order Entry Form #60719.

(Example: Print Pac I should be ordered as follows: Model R3810 9260 on two product description lines with R3810 Qty 1, R9260 Qty 3 appearing as individual entries and the bundled price will appear on the second product entry line.)

**Marketing Education - San Antonio
Class Schedule
January 1981 - April 1981**

**Ron Jones Becomes
Datapoint's Printer
Product Specialist**

<i>CLASS TITLE</i>	<i>DATES OF CLASS</i>
Resource Management System Sales	January 5-9
Sales Orientation (DP/CMP)	January 12-23
Management Development Unit II	January 12-16
Management Development Unit I	January 19-23
Datapoint Representative (DP)	January 26-30
Resource Management System Sales	January 26-30
CMP for Datapoint Representatives	January 27-30
Sales Orientation (DP)	February 2-13
Resource Management System Sales	February 9-13
ASR Group III Phase I	February 23-March 13
Sales Orientation (DP/CMP)	March 9-20
Resource Management System Sales	March 16-20
Sales Orientation (DP)	March 30-April 10
Resource Management System Sales	April 13-17
ASR Group III Phase II	April 20-May 8

Marketing Education - Mailstation C-04 - Extension 7012

For the first time ever, there is one person in Product Marketing dealing with every printer our company markets. Even more unusual — this is his only concern!

Ron Jones has a strong technical background and is quite capable of helping you with ANYTHING related to printers. Jones is a valuable resource whom you should use whenever possible.

Ron is a member of the Office Systems Product Marketing group and reports to Earl Steman, director, Office Systems Product Marketing. He can be reached at Extension 7950.

Ron is ready to provide assistance in your printer requirements.

**Datapoint Systems Education
Class Schedule — January thru June 1981**

DOS /Disk	Jan. 14-Jan. 16, Mar. 11-Mar. 13, Apr. 22-Apr. 24
DATABUS/DATASHARE	Jan. 19-Jan. 23, Mar. 16-Mar. 20, Apr. 27-Apr. 31
Product Orientation	Jan. 26-Feb. 6, Mar. 23-Apr. 3, May 4-May 15
SE Orientation	Feb. 9-Feb. 13, Apr. 6-Apr. 10, May 18-May 22
Advanced DOS Systems	Mar. 2-Mar. 13, Jun. 1-Jun. 12
Data Communications 1	Jan. 19-Jan. 30, Apr. 13-Apr. 24, June 15-June 26
Data Communications 2	Mar. 16-Mar. 20, May 18-May 22
RMS1 — Transition	Jan. 5-Jan. 9, Feb. 23-Feb. 27, Apr. 27-May 1, June 8-June 12
RMS2 — DB/DS/Cobol	Mar. 2-Mar. 6, May 4-May 8, June 15-June 19
Assembler 1	Jan. 12-Jan. 16, Apr. 20-Apr. 24
Assembler 2	Jan. 19-Jan. 23, Apr. 27-May 1
Word Processing/EMS	Feb. 2-Feb. 6, Mar. 30-Apr. 3, June 1-June 5
EMS/Message Services	Feb. 9-Feb. 13, Mar. 16-Mar. 20, Apr. 6-Apr. 10
Basic LDCS™	Feb. 2-Feb. 6, Mar. 30-Apr. 3, May 11-May 15
Basic ACD	Jan. 26-Jan. 30, May 18-May 22
Basic LDCS/ACD	Feb. 23-Feb. 27, June 15-June 19 (Designed for and recommended to Data Processing SE's)
Advanced LDCS	Mar. 2-Mar. 6, Apr. 6-Apr. 10
Advanced ACD	Jan. 12-Jan. 16, Apr. 27-May 1
CMS	Mar. 9-Mar. 13, Apr. 13-Apr. 17, June 22-June 26

A product update class for MSS/MSR's has also been scheduled for January 26th thru January 30th. Attendance by all MSS/MSR's is requested!

The following classes will be scheduled pending minimum number (5) of student names requesting such:

DOS/Disk	ISL Conversion Seminar	BASIC
DOS/ARC	COBOL	FORTRAN
Assembler 3	RPG	Channel Adapter

All classes can and will be offered more often if sufficient students make firm commitments to attend and proper resources are available. Call Mike Burns at X7368 for more info & Debbie Schilling to enroll.

TRADE SHOWS 1981

c	January 13-15	Communications Network	Houston, TX
*	January 27	Datapoint Northwestern Regional Seminar	Seattle, WA
*	January 29	Datapoint Northwestern Regional Seminar	Portland, OR
*	February 3	Datapoint Northwestern Regional Seminar	San Francisco, CA
*	February 12-13	American Collection Association	Miami, FL
*	February 14-26	EDP (Miller Brewing)	Houston, TX
*	March 4-6	Automated Systems	Washington, D.C.
*	March 15	American Collection Association	Los Angeles, CA
*	March 24-27	RADIX (U.S. League of Savings and Loan Associations)	New York, NY
c	March 23-25	Office Automation Conference	Houston, TX
*	April 5-9	Transportation Information Management Systems (American Trucking Association)	Williamsburg, VA
*	April 12-15	General Information Systems (TOMA)	Houston, TX
*	April 15-16	DPMA	Denver, CO
*	April 21-23	General Information Systems	Atlantic City, NJ
*	April 29-May 1	Electronic Tabulating Co.	Minneapolis, MN
*	May 24-27	American Collectors Association	Irvine, CA
*	May 31-June 3	AISI	Atlanta, GA
c	June 2-4	International Communication Association	Washington, D.C.
*	June 10-14	MATRIX	Disney World, FL
*	July 6-10	American Collection Association	Chicago
*	July 9-11	MATRIX	San Antonio, TX
*	July 16-19	MATRIX	Dallas, TX
*	August 5-8	Baron Data	San Francisco, CA
c	September 23-26	Telecommunications Association	San Diego, CA
*	October ?	Medical Systems International	Las Vegas, NV
*	October 15-17	MATRIX	Washington, D.C.
*	October 18-21	MATRIX	Palm Springs, CA
c	October 20-22	Communications Management Association	Port Chester, NY
*	October 25-28	RADIX (Mortgage Bankers Assoc.)	New Orleans, LA
*	Oct. 30-Nov. 5	Holly Cove	Chicago, IL
*	November 1-4	DPMA	San Francisco, CA
*	November 4-6	GISI	Philadelphia, PA
*	November 9-12	RADIX (U.S. League of Savings and Loan Assoc.)	New York, NY
c	November 17-19	S.E. Telecommunications Association	To Be Announced
c	November 19-22	COMDEX	Las Vegas, NV
*	December 14-16	ADSERV	Hollywood, FL

c - sponsored by Datapoint
* - sponsored by other than Datapoint

Any OEM or Datapoint Representative may rent the demonstration equipment, pending availability. Reservations are required 3-6 months in advance to ensure equipment usage on desired dates. For information, contact Kent Nutt at (512) 699-7059.



Sales Department to Grow

As you are all aware, the Marketing Division has a target to hire 100 sales people by the end of the Second Quarter. The majority of this additional headcount is in SMR and SSR categories (70 percent DDP, 30 percent CMP). This additional sales headcount is necessary to position the company properly for continued order and revenue growth in the future.

Once this sales headcount target is met, the hiring target will strongly emphasize systems and administrative support personnel. This hiring should begin in the Third Quarter if the sales headcount target has been met. The reason the sales headcount is being added prior to the systems and administrative personnel is that systems and administrative support personnel generally become productive faster than sales personnel. Therefore, we do intend to continue to achieve a balance between systems, administrative support and sales personnel.

Datapoint employs several different methods to locate qualified sales personnel: newspaper ads, personnel firms and resumes on file. But by far, the most effective sales people (lowest turnover rate and highest productivity rate) come from references from our own people.

Therefore, the "Name Dropper" contest has been renewed for the Second Quarter. All Field Marketing Division and Customer Service Division non-supervisory personnel are eligible for a \$1,000 award (pursuant to the published "Name Dropper" program) for each sales individual that we hire as a result of submitted names for qualified sales candidates.

Your efforts have caused the company to grow profitably over the last 35 quarters. We are asking you to make an additional contribution to our profitable growth in the future. Please submit the name of every qualified sales person you know, regardless of geographical location, through the "Name Dropper" program and together we can properly "position" our sales resources for the future.

STEVE JAMES

Significant Sales For October

<i>Salesman</i>	<i>Branch</i>	<i>ISV\$</i>
Morris	Philadelphia	1,471,530*
Bunce	Chicago	1,231,700*
Leggett	Missouri	1,227,341
Curtis	Orlando	891,306*
Allison	Charlotte	733,786
Royer	Orlando	529,522*
Kautk/Meskowsky	N.Y. Financial	468,600*
Rost	Cleveland	460,637*
Daley	Massachusetts	355,502*
Christal	Home Office	342,012
Herrera	San Antonio	333,446*
Parrish	Charlotte	331,600*
Metz	Nashville	314,949*
Alper	Massachusetts	301,480
Balacek	Houston	280,337*
Sciobona	N.Y. Financial	257,410*
St. Vincent	Minneapolis	251,133*
Searle	Minneapolis	238,000
McGill	N.Y. Financial	216,766*
Caughey	Dallas	201,770
Goldenberg/McGill	N.Y. Financial	167,180*
Osbeck	N.Y. Comercial	163,661
Lyons	Chicago	163,513*
Cooke	Dallas	156,102*
Beck	N.Y. Financial	154,530
Keefe	Boston	142,725
Prifogle	Indianapolis	127,335
McNamara	Washington	120,785
Halpin	Charlotte	111,580
Griffin	Charlotte	108,985
Krowl	Houston	103,908
Megna	Nashville	103,360
Lee	Bell System	102,425*

* — includes multiple orders received in October or credit for previous orders.

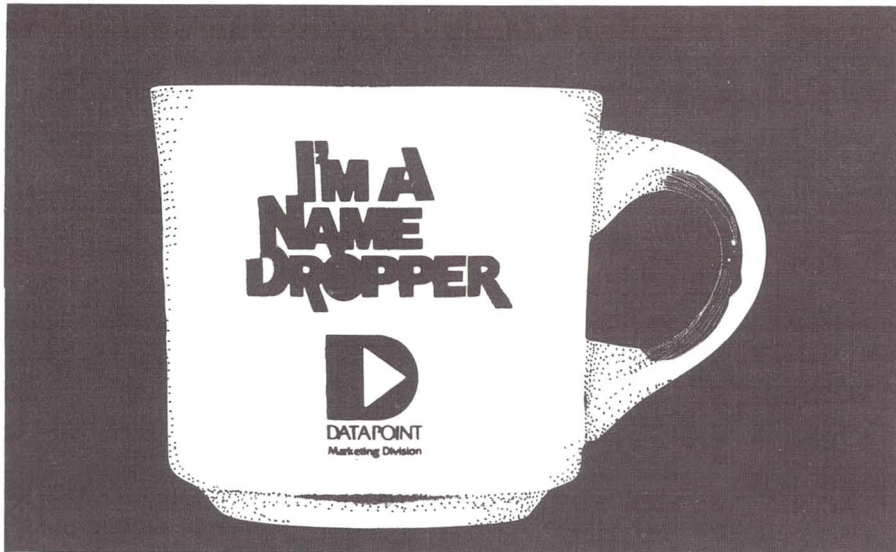
Ad Schedule

<i>Publication</i>	<i>January</i>	<i>February</i>
Business Week	19 Small Systems	2 Fleming LDCS
		16 IEO
Wall Street Journal	20, 23, 28 IEO	6 IEO
		17 Small Systems
Computerworld	5 Datashare 6	9 IEO
	26 IEO	
Datamation		IEO
Communications News	Fleming LDCS	IEO
Modern Office Procedures	Fleming LDCS	IEO
The Office	Small Systems	IEO

Beware Those Zeros!

As was explained in October's Out-Think, PSCLIO01/REL is required for the execution of the SCIEOS/CMD, the SCRIBE to IEOS conversion routine.

However, to avoid confusion, keep in mind that the three middle letters of PSCLIO01/REL are Oh-Zero-One, not Zero-Zero-One or Oh-Oh-One.



\$1,000 Can Still Be Yours!

There's still time left for you to win \$1,000 in the "Be A Name Dropper" contest!

More than 40 people have already won \$1,000 bonuses in the contest, which has been extended until Jan. 31, 1981. The grand prize dream vacation for two was won by Doreen Brockman.

For your crack at \$1,000, just turn in the name of a person you think would make a good sales person or systems engineer. Just for entering, you will get an "I'm A Name Dropper" coffee mug. Datapoint will follow up on the recommendation, and if the person is hired, you will get a check for \$1,000 redeemable after 90 days of initial employment by the new employee.

All Field and Systems positions can be referred in the contest. All Field Marketing Division and Customer Service Division non-supervisory personnel are eligible to enter.

To enter, fill out the information below and mail it in. If you are in the Eastern Region, send it to "Name Dropper," 9725 Datapoint Drive, M-84, San Antonio, Texas 78284. If you are in the Western Region, send it to "Name Dropper," 2725 Campus Drive, Suite 100, San Mateo, CA 94403.

PROSPECT'S NAME _____
 POSITION _____ PHONE _____
 ADDRESS _____

YOUR NAME _____ OFFICE _____

Roadshow Materials — Errata

Printed materials were distributed during the recent RMS/8800 roadshow to describe ordering procedures, product strategy, and availability. Contained in this document were "pink-sheet format" sheets describing the RMS software model codes. This information is to be used until the Software, Documentation, & Supplies price schedule is reprinted. Please make

the following correction to your copy:

COBOL RMS ANS Cobol
 Compiler 50540 10.00 9836

The COBOL software model code was previously in error. A limited number of copies of this material are available from Product Marketing (Extension 5148).

New Status For Card Reader And Voltage Regulator

The 9504 card reader and the 9020 constant voltage regulator will now be re-manufactured equipment. The model codes will remain in the master price schedule where they now appear, to allow us to continue the leasing of these products.

However, it is of extreme importance that sale customers be informed that these items will be remanufactured equipment, which will affect investment tax credit. It should be so noted on the order form that these models will be remanufactured equipment.

The volume of these devices is so low that long lead times have been a problem for newly built units. The good news is the lead times will be cut because of a higher availability of these products through the remanufacturing area.

BUCK BUCHANAN

Customer Education Schedule

For up-to-date information on customer education course schedules, call the Customer Education Department at Extension 7039, or any of the remote customer education centers.

New Announcement cont...

for you which does all those things you asked for, and even more. Look for the next issue of OUT-THINK for final pricing and performance reports of the new, improved 1550 system. Meanwhile get your sales strategy ready for this new system when it is announced. As soon as additional information is ready, you'll have it. In the meantime you can call us in Product Marketing, Small Systems at 7583 for updates and general information.

DAN CARMEN

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