OUT-THINK™

The Datapoint Marketing Newsletter

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

DS51800 supports up to four 3600 Datastations, as well as the standard peripheral equipment already supported by the 1800. Office orientation, proven software, and real flexibility make it a powerful addition to the Datapoint family of compatible systems.

Lower prices -- purchase and lease

When everything else seems to be going up in price, it's refreshing to see something actually coming down.

Due to manufacturing economies of scale, Datapoint is immediately reducing both the lease and purchase prices of the 1800 system. The 1800's purchase price has been cut 10 to 15%; lease price cuts average around 25% (see the table for a more detailed listing)! And if that's not enough, Datapoint, for the first time ever, is offering a volume discounting lease plan. This plan is designed to make the 1800 even more attractive to your large network customers.

Good specs and prices

Now let's take a look at some sample configurations. First, the basic 1800

1800 DATASHARE® is here!
High performance, low price!

Business timesharing systems have always accounted for a considerable portion of Datapoint's sales. DATASHARE was born on the 2200 Business Processor and grew through the 5500 and 6600 Advanced Business Processors - even a version for the diskette-based 1170 processor was produced. There are now over 10,000 DATASHARE systems in an endless variety of configurations and applications operating throughout the world. DATASHARE is a solid system proven through years of business use.

You told us that the DATASHARE line would be just about perfect if there were a smaller system geared to entry-level users.

It's here! Now, for around $19,000 (that's $525 per month on a three-year lease), you can have a real four-user DATASHARE system that offers the performance of a 2200-based hard disk system and the programming language repertoire of a 5500-type processor.

What makes it even better is lower prices (more on that later).

1800 DATASHARE gives you the performance and flexibility of four workstations, up to 4 MB of double density diskette storage, a complete Disk Operating System with utilities, comprehensive telecommunications software, an integral communications interface, and more - all in one very compact and inexpensive package.

When you first see 1800 DATASHARE in operation, especially when there's only one diskette module attached, you're struck with the notion that timesharing systems have almost reached the point where there's no visible computer! If you have 3600 workstations with removable keyboards, they are so similar in appearance to the 1800 that it's hard to tell which housing contains the

processor!

When you get a chance, run SUPERDEMO, the classic DATASHARE demo. Put all four workstations on-line and have your folks operate the different functions: order entry, inventory, and so on. Response time is excellent (read the section on timings).

Here's a system that gives a Fortune 1000 user maximum flexibility at remote locations as well as growth protection at a very reasonable price. He can do data entry, order processing, inventory maintenance, and telecommunications back to a central site all on a compact, easy-to-use system.

Don't overlook your reps, either. Here's a solid small computer that protects their DATABUS® investment. They can start small with a single user 1800 system and move up to a four-user DATASHARE system and a large-scale ARC™ system with no software changes.

1800 DATASHARE software

The 1800's sophisticated array of powerful software complements its advanced hardware features. Software available with 1800 Dispersed Processors includes:

DOS.G
the standard Datapoint Disk Operating System includes a wide range of helpful utility programs

LIBSYS
a system library package which provides more file names, more efficient use of diskette storage, and faster execution of programs

DCCONV18
provides for the conversion of DOS.C or DOS.H single density diskettes to and from DOS.G double density diskettes (1800-type)

DBCMPLUS
advanced DATABUS compiler

DBML18
provides DATABUS with MULTILINK™ capabilities.

Other available major software packages

DCDFMT18
provides for data exchange between IBM format diskettes and DOS.G double density diskettes

DCTAPE
magnetic tape unit utility package

LIB
library maintenance package for user files

LINK
linkage editor package

FIXREL
fix program for relocatable disk files

COPYFILE
special copy program

1800 programming languages

COBOL
both Interactive COBOL and ANSI batch-mode COBOL (requires two diskette modules to compile)

RPGPLUS
faster, more powerful RPG as used on 5500 and 6600 processors

BASICPLUS
easier to use, more comprehensive BASIC

SNAP3
Datapoint's latest ASSEMBLY language offering

DF18SYS
the same enhanced DATAFORM as offered on the 1500 processor

1800 communications

1800 DATASHARE permits internal communications only; however, DBML18 provides DATABUS with MULTILINK capabilities (3770 and 3780).

ML377018
MULTILINK line driver for IBM 3770; must be executed with DBML18

ML378018
MULTILINK line driver for IBM 3780; again, must be executed with DBML18

Single-user 1800 communications

MTE
Multi-Terminal Emulator includes IBM 2770, 2780, 3770, 3780, HASP, and RES
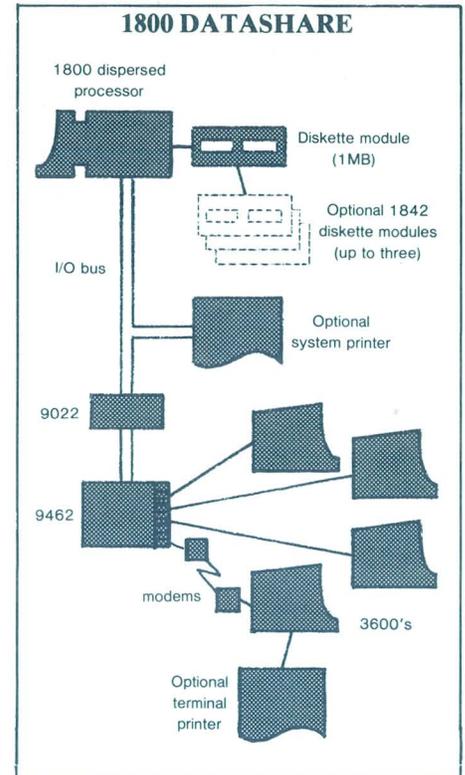
DATAPOLL®
for Datapoint-to-Datapoint network operations

UNITRM18
provides UNITERM and UNITRX capabilities similar to those offered on the 1500 processor

Configuration

1800 DATASHARE

Note: *The Datapoint 1800 keyboard and display may be used in place of a terminal, with some decrease in throughput.*

Conversion to DATASHARE on existing 1800s

For users who have already installed 1800 processors as single-user systems, the conversion to 1800 DATASHARE is painless and efficient.

The only software change is the addition of DS51800. No change to any applications programs or other software is required.

The hardware components required to convert from single-user 1800 operations to 1800 DATASHARE operations are:

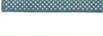9462 Multiport Communications Interface

9022 Auxiliary Power Supply

3601 or 3611 Datastation (up to four)

Modems are required should any of the Datastations be remotely located.

Performance

		Low Disk Activity	Medium Disk Activity	High Disk Activity
A	1170	4.05	3.90	5.67
	2200	2.43	3.62	5.39
	1800	1.55	2.99	5.28
B	1170	5.16	6.12	7.98
	2200	2.45	3.56	5.34
	1800	1.75	4.24	7.61
C	1170	4.13	3.89	5.95
	2200	2.49	3.71	5.62
	1800	1.63	3.33	6.11

The DS51800 implementation of DATASHARE was tested against DS41170 and DS42200 to measure response times. Three levels of disk activity were tested, involving varying levels of complexity (ISAM look-ups, etc.). In addition, three separate conditions were tested: A) three terminals performed data entry functions; B) a number-crunching program was added on a fourth terminal; C) heavy display demands were made on a fourth terminal. DS51800 nearly always scored either first or second.

Pricing comparisons

Pricing comparison number one compares the prices for a system including a 64K byte processor, two workstations, 1 MB of disk storage, and a communications interface.

NOTE: Datapoint's prices include system software.

	Purchase	1 year lease	3 year lease
Datapoint	$14,850	$480/mo.	$403/mo.
Sycor 405	$23,330	$469/mo.	$376/mo.*
TI	$19,330	$610/mo.	$538/mo.
Mohawk	$22,705	$598/mo.	$490/mo.

The second price comparison compares prices of systems configured with a 64K processor, 4 workstations, 2 MB disk storage, and communications interface. Again, Datapoint's prices include system software.

	Purchase	1 year lease	3 year lease
Datapoint	$22,600	$754/mo.	$629/mo.
Sycor 440	$28,365	$625/mo.	$500/mo.*
TI	$28,730	$988/mo.	$897/mo.
Mohawk	$28,018	$772/mo.	$634/mo.

Note that in this comparison, competitors' systems all use hard disks (Sycor a 5 MB fixed disk with one diskette, TI a 10 MB disk with one cassette deck, and Mohawk a 2.5 MB disk along with one diskette).

* A 42-month lease

Special note: Sycor is reported to have cut purchase prices approximately 15-20% on its model 405.

Competition

The competition is not on a one-to-one basis with 1800 DATASHARE. Other equipment offerings are either sharply below the 1800 DATASHARE in capabilities (not price!) or substantially in excess (resorting to hard disk to obtain similar storage capacities available on the 1800's diskettes).

You have an opportunity to market this product to a wide, ripe market base which is not currently saturated with an abundance of direct competition.

Looking at the competition for 1800 DATASHARE, there are three possible foes against whom you should do quite well. They are:

SYCOR 405

A diskette-based system which can handle 1 or 2 workstations and 2 to 4 diskette drives (single sided or double sided, both single density) with 0.5 to 2 megabytes of storage. Datapro's user survey has rated Sycor relatively poor on such key factors as hardware reliability, maintenance service, software, and technical support. Only available languages are COBOL (low level), BASIC, and TAL 2000, Sycor's Terminal Application Language.

Texas Instruments 774

TI provides a family of four members which are differentiated by main memory and disk storage sizes. There is no virtual memory-that is why user main memory ranges between 64K and 352K bytes. Diskettes are single sided, single density with a maximum of 4 drives (1 MB). More storage requires hard disk and a user main memory increment putting any price/performance relationship up in the "high country." Up to four workstations can be attached (up to 8 on the largest configuration). And get this, they have no standard industry languages!

Mohawk Data 21/50

This is Mohawk's top-of-the-line system and is also offered in various main memory and diskette/disk sizes. Diskettes are single density, single sided, with a maximum of 4 drives (1MB total). More storage capacity requires an upgrade to a hard disk and puts you into an expensive environment. Up to 4 workstations can be attached. The only language available is MOBOL, Mohawk's business language. You have quite a language arsenal to choose from on the 1800!

Read the price sheets

Go ahead - scan the chart. It's all for real. Complete with volume lease discounts and all. And the new prices are effective immediately.

Purchase	1-10	11-25	26-50	51+	Maint.	Inst.
1802	$10,550	$9,440	$9,150	$8,350	$103	$125
1842	3,850	3,430	3,340	3,047	35	50

Lease	Term	1-10	11-50	51+	Maint.	Inst.
1802	1yr	$322	N/A	N/A	$103	$125
1802	2yr	298	275	260	103	125
1802	3yr	284	265	248	103	125
1842	1yr	120	N/A	N/A	$35	$50
1842	2yr	110	101	95	35	50
1842	3yr	104	95	91	35	50

Lower prices.. *continued from front page* comes with all the same great features you're familiar with: 1MB of double-density diskette storage, 60K bytes of user memory, integral communications interface, 1920 character screen, and removable keyboard.

But now, the bidding opens at $10,550 or $284 per month on a 3-year plan. If your guy's a real heavyweight and has a need for 51 or more 1800's, you can let him take you down to $8,350 or $248 on the 3-year plan.

What a deal: a full feature computer that speaks both ANSI and Interactive COBOL, RPG II, and BASICPLUS, as well as DATABUS and DATAFORM®, and at this price....

Add a module

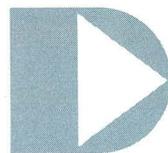So you need more storage. Extension diskette modules (1 MB each) are now available for the 1800 at just $3,850 (that's $104 on a three-year lease). That's an average 9% off the purchase price and 13% off the lease price (see the table for more details).

A DATASHARE in every office

Would you believe a DATASHARE system for under $13 grand? Running four applications for under $19 grand? Three 3600's, a 1 MB 1800 with multiport interface and power supply comes in at $18,750 ($525 for a three-year lease). And it beats the socks off a 2200 with hard disk or a 5500 with floppies.

For more information call Small Systems at ext 7583.

DATAPOINT CORPORATION

The leader in dispersed data processing ™