

# OUT-THINK™

## The Datapoint Marketing Newsletter

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

No. 24

July 1980

### Datapoint Expands Language and Communications Support for 1500 Processors



*Datapoint Corporation's low cost 1500 processor now supports Teletype emulation and BASICPLUS, the company's BASIC language interpreter.*

San Antonio, Texas, July 29, 1980....Datapoint Corporation today announced new software capabilities for its low cost 1500 Business Computer System. The new software offerings for the 1500 are BASICPLUS, Datapoint's BASIC language interpreter, and ML15TTY, a Teletype\* emulator that also provides high-level language control over asynchronous peripheral devices such as badge readers, card readers and printers.

The 1500 Business Computer System, which includes a processor, memory, keyboard, display screen, diskette data storage, and built-in communications capability, operates both in conjunction with a central host computer via a communications emulator and as a self-contained business system.

Datapoint's BASICPLUS is an enhanced version of BASIC, the in-

teractive high-level business and scientific computer language. BASICPLUS permits the use of random, sequential or indexed sequential access methods for record access.

Among the features offered in BASICPLUS are long variable names to improve readability, more efficient use of processor memory, complete error messages and built-in debug aids, multiple statements on a single line, string and string array processing, and records that are fully interchangeable with those created by other Datapoint system utilities and languages. In addition, local or remote printer support may be configured either automatically or by specification. Unused printer support area is released and added to the user's work area.

*Continued on page 7...*

\*Teletype is a registered trademark of Teletype Corporation.

### Datapoint Announces Sale of 12 ARC Systems to USAA

Datapoint announced on June 26, the sale of over \$4 million in dispersed data processing equipment to United Services Automobile Association (USAA), also of San Antonio. The sale includes 12 Attached Resource Computer™ (ARC™) systems for use in USAA's home office and six regional locations.

The systems will be utilized in claims processing by USAA, a multiple-line insurance company for military officers and their families and the 8th largest private passenger automobile insurer in the nation.

Six ARC systems, totaling 375 processors, will be installed in USAA's

*Continued on page 3...*

### New Disk Operating System Course

Customer Education is now offering a course on the Disk Operating System which provides a set of powerful tools for the programmer and operator alike. These tools dramatically ease the tasks of application program development, data file creation and maintenance, and the maintenance of system integrity.

This course is intended for working programmers, computer operators, and systems analysts who have a need for a thorough and comprehensive knowledge of Datapoint's DOS and utility programs. It serves as a good preliminary to the DATABUS® course.

Prerequisites for the course are:

\*Systems Analyst Level

\*Experienced Programmer Level

\*Experienced Computer Operators

## Commitment in 1981

As FY 1980 closes - earmarked by change, dedication, success and commitment - many of you know the value that I place on commitment. Commitment is the spark or catalyst that makes ideas and hopes into reality. When you make a commitment, you are saying that you will, come what may, accomplish a goal or task.

Commitments to yourself are stronger than contracts and just as important as those to your family, friends or company. A commitment is

not a light pledge or promise, it is a pledge that you will put forth the maximum effort necessary to make things happen. It is a solemn promise to devote yourself to the accomplishment of a task.

All of us should set goals for FY 1981, and commit to ourselves and to our company to make them happen. With Datapoint, we have a tremendous opportunity to enhance our personal and professional careers, but we must be willing to make the commitment and dedicate ourselves to the goals we set.

Regardless of how mundane a task or goal may become, once we commit ourselves to it, it must happen. Effective planning and dedication to a

task is paramount, however the key to accomplishing that task is a strong personal commitment.

In FY 1981, I want all of us to commit ourselves to grow personally and professionally, to do the best we can in everything we do, to prove to our customers that our word is our bond, and to meet our objectives in a smooth, orderly fashion. If we strive for success with these basic ideas and commitments, nothing can impair or stop us.

Move forward into 1981 with the battle cry "Commitment! Commitment! Commitment!"

"Eagles Win!"

*G.M. Allen*

## Godzilla Attacks COBOL Performance



Recent benchmarks conducted in San Antonio show that Datapoint COBOL users can obtain significant performance improvements by using Godzillas. These normally docile, large memored reptiles (256K) were compared with other less well endowed members of their own 6600 family. The results were sheer devastation. For COBOL compilations using local disk storage, the 256K machines improved 120K machine performance by an average of 25 to 28 per cent. In ARC - based tests the 256K machines improved 60K machine performance by 18 to 33 per cent.

All tests were conducted using COBOL Version 3.2. Programs that utilize the memory segment manager will realize some performance enhancements. Execution speeds for non-segmented programs were comparably the same on the 256K processor.

Show your COBOL customer/prospect there's a "Zilla" in his future.

## Trade Shows 1980

*Sale of ARC Systems...*  
continued from page 1

* August 24-30	Gamma Systems Service	Denver, CO
* September 7-10	General Information Systems Inc.	Hershey, PA
c September 22-24	Federal Computer Conf.	Washington, D.C.
c September 23-26	Telecommunications Assoc.	San Diego, CA
* Sept. 27-Oct. 1	General Info. Systems	St. Louis, MO
* October 7	Roadshow	Oakland, CA
* October 9	Roadshow	Sacramento, CA
* October 15-18	Oil Industry Computer Service Inc.	Odessa, TX
c October 20-22	Communication Managers Assoc.	Port Chester, NY
c October 26-29	Data Processing Mgrs Assoc. '80 Int'l	Philadelphia, PA
* November 9-12	Matrix	Las Vegas, NV
* November 15-21	Radix Corporation	San Francisco, CA
c November 17-19	Southeastern Telecomm. Assoc. (SETA)	Hollywood, FL
c November 19-21	Comdex (Conf. and Expo. for Dealers Distr. and Reps)	Las Vegas, NV
* Nov. 30-Dec. 4	Marlboro Computer Corporation	Washington, D.C.

vast headquarters building. The remaining six systems will be utilized in regional offices in Cupertino, CA; San Diego, CA.; Colorado Springs, CO.; Fairfax, VA.; Tampa, FL.; and Atlanta, GA. The regional systems vary in size from a 15-processor system to a 104-processor system.

With Datapoint's ARC systems, USAA will be able to employ a variable number of processors with each one connected to every other processor, workstation and other peripheral equipment in the system. In the application, the ARC systems will also be connected to USAA's large mainframe computer.

A highly innovative, leading edge company, USAA will utilize its ARC systems to process active claims files. When an accident is reported, the claims adjustor will refer to the customer's electronically stored file and verify coverage with the home-office mainframe computer. The claim data will be entered, processed and updated within the ARC until the successful resolution of the claim.

Use of the Datapoint system will permit USAA claims adjustors to serve customers quickly and have rapid access to necessary information. USAA conducted a number of tests to determine the increased service it would be able to provide through use of the ARC systems. Five assigned tasks that took five individuals one and a half days to process using USAA's existing system were completed in 20 minutes by one person using the Datapoint processor.

Another feature of the ARC system will allow claims adjustors to establish calendaring files. These will automatically alert them to actions which need to be taken at a specific time.

## Trade Shows 1981

* January (open)	Savings League Corp. (Radix)	New York, NY
c January 13-15	Communications Networks	Houston, TX
c March 23-25	Office Automation Conf.	Houston, TX
* April 5-9	American Trucking Asso. (TIMS)	Williamsburg, VA
* April 12-15	General Information Sys. (TOMA)	Houston, TX
c June 2-4	Int'l Communications Association	Washington, D.C.

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

Any OEM, Software, or Industry Representative may rent the demonstration equipment pending availability. Beginning January 1, 1981, due to increased operating cost, the basic fee for using the demo equipment will be \$800 plus expenses. Please give maximum notice to insure usage on your desired dates. Contact Ben Hayes, Kent Nutt or Connie Barclay at (512)699-7059.

# How to Lose a WP Order

Middle management or supervisory personnel carefully analyze WP features on a comparison basis and then evaluate on a point-by-point basis each WP system, right?

Wrong. And if you haven't realized it by now, you aren't going to have much success.

Unlike DP personnel who can read detailed specs for weeks before choosing a system or software package, the WP community might ask for such information, but the actual hands-on operation really determines the credibility of the system to them. WP is a complete working package and the WP personnel realize they have little chance later to improve features.

Remember that most of the DP systems don't actually work until months after development and installation are finished - a DP worker becomes accustomed to sifting specs and benchmark data in the evaluation process.

## WP - Seeing is Believing

Just the opposite happens in WP. Management has the WP specialists and selected secretarial personnel try each WP system out. The whole selection basis literally can become a question, "Well which one did you like the best?" Their answer stems almost entirely from what they saw or didn't see. Your demo, including the order of features shown, is remembered.

And these test drivers are a tough crowd - they're going to have to live with what they pick.

Experience shows that the demonstration, (or even the first time a prospective user watches the system operate) can set biases or opinions which can never be re-set without excruciatingly hard selling.

Consider yourself a user for a moment. You want a machine that can make life easier; that means it shouldn't appear difficult to operate, can do the needed tasks and doesn't constantly require thought to operate. Until you've decided to buy, you haven't the time to read all the vendors' manuals (and really aren't interested anyway) much less sit through all the demos.

When the demonstrator sits down and the prospect watches, the most critical moment of any WP (IEO or not) sale begins.

A demo which covers all the infrequently used technical stuff before they start to see how easy memos and other documents are to create or modify will convince them its hard to operate.

## Remember McLuhan - The Media is the Message

Assume that the prospect watches how easy it is and doesn't listen. It had better appear simple and quick because the words you use to explain that "we only have to do this set up once a week, etc" are forgotten. The visual impact sticks.

One more thing. If the person delivering the demo doesn't understand it, or worse yet, doesn't believe in the product's worth, the prospect will sense it. The message conveyed through enthusiasm and comfortable familiarity will be remembered long after specific features are forgotten.

And consider this: The most important thirty minutes will be when the user-prospect watches WP work. After that, all the flip charts, brochures and patient explanations won't do or undo what images have been formed.

Be careful. Watch how you give demos. Are the prospects comfortable? Can they see the screen (all 12 of them standing around)? Do you spend 15 minutes discussing format control and 30 seconds covering the really slick stuff such as display-as-it-prints and AIM and the easy cataloging?



## Extra Credit for Brevity

The length of a demo doesn't necessarily correspond to potency. A short demo hitting the high points might be more useful than one that covers every detail.

Brevity gives a user a chance to see specific features used. The prospect then has the opportunity to ask for demo on specific features which quickly indicate what they're really interested in or what critical features you're selling against if they've seen other demos.

## Know the Big Benefits

Can you explain why the need for special function keys is eliminated and why the main keyboard handles 90 per cent of common operations? We've lost orders because prospects walked away wondering why on earth there aren't pages and pages of screen menus to guide an operator. That's ironic because the system was specifically designed to do away with endless (and time consuming) menu operations which trained users find boring and useless.

## Try It

Next time you're planning to run a WP demo, put all the energy and time in the demo. Rather than spend an hour with the flip charts, spend time working on a comfortable, easy to understand demo. Use actual letters and cover all the small things like setting up the macro keys in advance to do something useful.

## WP is Only Part of the Picture

Our fundamental product philosophy is the IEO and management must be aware of that. But, as strong as we are, the typical user will need WP up and running with EMS™ probably installed later. As critical as WP has become to many users, we can't depend entirely on the IEO features to make up for loose selling on WP.

You'll know it's right when the prospect says "let me try it."

Good selling - (call me if you have other ideas on WP tactics and we'll write them up.)

*Gerry Cullen*

# No Charge for 1800 System Software Shipped with Processor

1800 System Software and associated user's guides are now being included with 1800 processor orders at no additional charge. System software and documentation packages S1800A through S1800D (model codes 40395 through 40398) and D1800A through D1800D (model codes 50428 through 50431) are now obsolete.

What about existing orders referencing the old model codes? Those orders will be modified to reflect the changes without causing inconvenience to the customer. Any existing orders may be changed by the sales person. After August 15, 1980, new orders received with the obsolete model codes will be returned to the sales person.

Included in the 1800 processor shipping list are:

1. 1800 Product Specification and Hardware Reference Manual.

2. S1800 - Contents listed below.

*Diskette 1 of 3*

DBCPLUS - 5500 DATABUS Compiler

DCCONV18 - 1800 Single/Double-Density File Copy Utility

DCDFMT18 - 1800 IBM Diskette Conversion Program

DOS.G - 1800 Diskette Operation System

DSGEN - DATASHARE Program Generation System

FASTSORT - FAST SORT Program

*Diskette 2 of 3*

CHAINPLS - 'CHAIN' File Compiler and Executor

LIBSYS - System Library Maintenance Utility

DSTEXT - DATASHARE® Text File Handling System

*Diskette 3 of 3*

DS5 - DATASHARE V

FIXREL - Relocatable FIX Utility

LINK - Linking Editor for Relocatable Modules

3. All Related User's Guides

NOTE: Fees for DATASHARE software are described on page 1 of Document No. 60231, Software

Documentation, Supplies and Price Schedules. Remember, model code 9812 (DATASHARE 5, Version 3) with a software monthly maintenance fee of \$10 *must* be included on all orders if the customer is to receive future updates and enhancements to DATASHARE.

For extra copies of the S1800 System Software (model code 40421) may be ordered separately at a charge of \$45. User's Guides must be ordered individually. Do not include 40421 on your 1800 order unless you want a second set of software.

Here are the differences between the contents of the new shipping list and the combined packages S1800A and S1800B:

DBML18 has been deleted as it is no longer supported.

DS1800 had been replaced by DS5.

CHAINPLS has been added.

FIXREL has been added.

All user's guides are included.

The customer is saving approximately \$93 per order.

DATAPOLL® must be ordered individually as needed. The following programs are available on the 1800:

Name	Description	Model Codes	
		User's Guides	Object
DPDMP55	5500 DATAPOLL Asynchronous Disk Master Program	50456	40408
DPDSP55	5500 DATAPOLL Asynchronous Disk Slave Program	50453	40406
DPMTM18	1800/3800 DATAPOLL Magnetic Tape Master Program	50348	40314
DPSDMP55	DATAPOLL Synchronous Disk Master Program	50451	40404
DPSDSP55	DATAPOLL Synchronous Disk Slave Program	50452	40405
DPSMTM	DOS DATAPOLL Synchronous Magnetic Tape Master Program	50201	20319
DPSMTM18	1800/3800 Synchronous Magnetic Tape Master Program	50351	40317

## Controller's Corner

I want to congratulate everyone involved in making the Marketing Fourth Quarter Closing a huge success. We had an astonishing 4th week totaling an estimated 10 million in ISV and the order processing and booking of these orders is proceeding well.

As you know, the beginning of the Fiscal Year is upon us and several steps must be re-enforced:

1. PIVW - Order confirmation is a very important step in field management, yet it is the most neglected. There are still many PIVWs not received from every region. Until every effort is made to complete this step in order processing, commission on orders shipped without PIVWs will not be paid until the equipment is installed, billed and payments received. I urge you to immediately process these PIVWs and submit them to San Antonio upon completion.

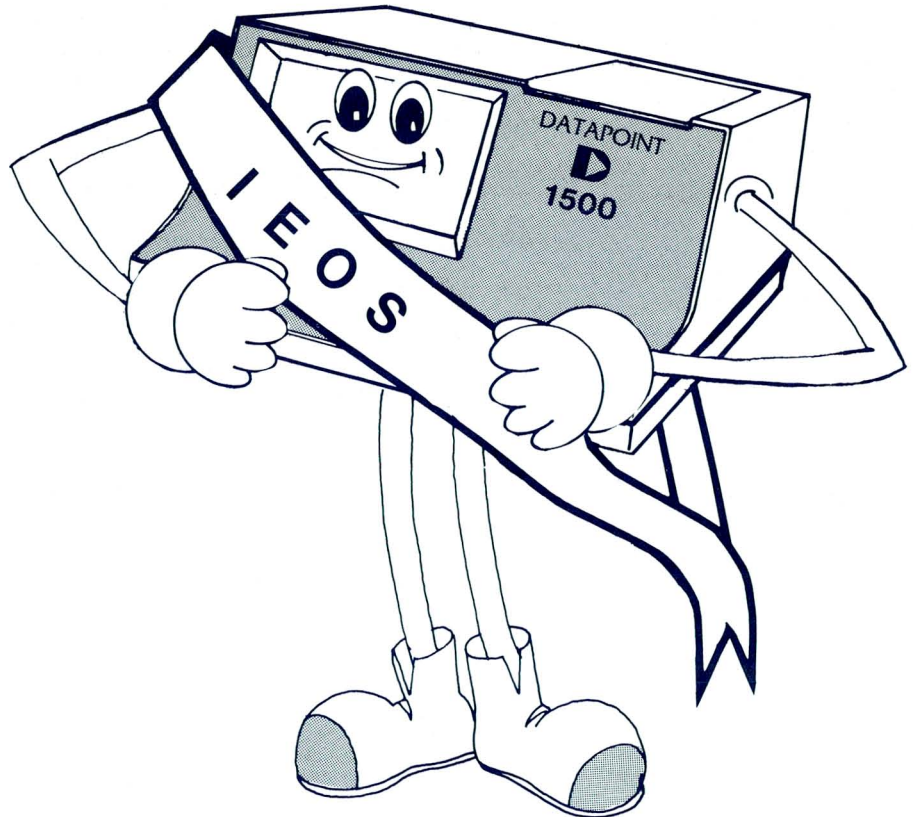
2. All efforts must be directed towards resolving order holds or any other item that might restrict the order from shipping.

Again, let's put forth maximum effort to make this a smooth beginning to a banner year for Datapoint.

*Joe Russo*

## Ad Schedule

Publication	August
<i>Business Week</i>	IEO-25th
<i>Computerworld</i>	IEO-4th DATASHARE-18th
<i>Modern Office Procedures</i>	IEO



## IEOS on the 1500

It's here. We now have IEOS 1.1 released on the 1500. IEOS 1.1 contains all of the features relating to WP. EMS is not yet available on the 1500. This is a significant enhancement to the 1500, making it a full-fledged member of the IEOS family of processors.

The 1500 has proven itself to be one of the most popular processors in our product line. With the addition of IEOS, it is an even more attractive product than ever. Existing customers will want to upgrade their systems to incorporate word processing. New accounts will view the 1500 in a different and more favorable light than before.

Versatility has always been one of the prime features of the 1500. That feature now takes on even greater dimensions. Not only can it perform the functions of Data Processing with its variety of languages and utilities as well as the communications requirements of a dispersed network of computers, but it can now also perform the office functions required by so many accounts today.

Existing customers desiring word processing need not go to another

vendor in order to gain that capability. They can achieve the same goal by upgrading their existing 1500 to 60k and adding IEOS software. That provides a much more attractive option than the addition of yet another non-integrated piece of hardware. And it helps extend the life of the 1500 in those sites as well as providing a natural upgrade path to larger Datapoint systems as their needs continue to expand.

New accounts can now look to a single vendor for both Data Processing and office systems needs. The 1500 serves to extend all of these functions to the smaller locations, while the 1800 and ARC provide these functions to the larger sites. No longer do they need to mix vendors now that the 1500 has been incorporated into the IEOS family.

This is one of the most significant enhancements to the 1500 to date. It should make the 1500 more desirable to your prospects, and thereby make achieving your quota even easier than ever. The 1500 and IEOS - truly a winning combination.

Another BASICPLUS feature speeds program execution by eliminating the need for syntax checks at run time. This is accomplished through creation of a Disk Operating System Command file consisting of the BASICPLUS interpreter and the program object code.

ML15TTY operates in conjunction with Datapoint's DATABUS business programming language. DATABUS is an easy to use language which offers, among other features, powerful disk access methods, indexing by random, sequential and ISAM methods and extensive string manipulation capabilities. ML15TTY supports interactive communications with a remote time-sharing mainframe using Teletype protocol. It may also be used to communicate with most other USASCII asynchronous devices meeting RS-232 interface standards.

ML15TTY also permits communication between devices using Teletype protocol and user-written programs that conduct such functions as printing, disk access, or interactive data entry and display on the 1500's 1920 character video screen.

"These additions to 1500 software," states Edward P. Gistaro, Executive Vice President of Corporate Development, "enable a wider range of applications to be supported on our economical single-user systems. Their ease-of-use and flexibility add significantly to the effectiveness of Datapoint's 1500 processors."

A 1500 business computer system with 60K user memory and two diskette drives may be purchased for \$7825.00. Discounts are available for quantity purchases. Monthly maintenance fee for the system is \$71.00. 1500 systems may also be leased.

If BASICPLUS is ordered with a 1500 processor, the license fee of \$500 is waived. When ordered separately, a license fee of \$500 is charged. A media charge applies to all software orders. The monthly maintenance fee for BASICPLUS is \$10. There is no separate license fee for ML15TTY.

## Marketing Education Class Schedule August 1980 - October 1980

Class	Date	Location
Sales IEOS	8/4-8	San Antonio
Management Dev. Unit I	8/11-15	San Antonio
Sales Orientation	8/11-22	San Antonio
Sales IEOS	8/18-22	Boston
Datapoint Representative	8/18-22	San Antonio
Management Dev. Unit II	8/25-29	San Antonio
Products and Markets	9/2-4	San Antonio
Management Dev. Unit II	9/8-12	San Antonio
Sales Orientation	9/8-19	San Antonio
ASR Group II Phase I	9/8-26	San Antonio
ASR Group I Phase II	9/15-10/3	San Antonio
Sales Orientation	9/29-10/10	San Antonio
Sales IEOS	9/29-10/3	Atlanta
Management Dev. Unit II	10/6-10	San Antonio
Sales ARC	10/13-17	Atlanta
DOS/DATASHARE	10/13-17	Atlanta
Sales IEOS	10/13-17	New York
Datapoint Representative	10/13-17	San Antonio
Management Dev. Unit II	10/20-24	San Antonio
Financial Marketing	10/21-23	New York
Financial Marketing	10/21-23	San Francisco
Sales IEOS	10/27-31	Chicago
Large Account Marketing	10/27-31	New York

This is a reminder that Marketing Education offers a 5-day Sales Orientation class for Datapoint Representatives. The class includes discussions of Datapoint's marketplace and sessions on Datapoint products, both hardware and software. The price of the class is \$500 per student, and the next one is scheduled for August 18 in San Antonio.

Marketing Education will also arrange through the Regional Marketing Managers to conduct the class in the field, resources permitting.

Call Dennis Farrell at extension 7012 for further information.

## Success Strategies for FY 1981

As we begin FY 1981, each of us should develop a strategy that will insure our individual and collective success. Let me share with you some strategies offered by our most successful salesmen and systems engineers:

1.) A fast start in July and August will provide momentum for the entire Fiscal Year. The successful salesmen and systems engineers get busy fast and are never subject to August and September "doldrums".

2.) A strong basic activity level will build the quantity and quality of prospects required to exceed all ISV and revenue goals. A disciplined activity plan that includes a high number of cold calls, proposals, and executive calls is the greatest assurance for success. All of us know the value of a high basic activity level; not all of us have the discipline to commit to this game plan.

3.) Old fashioned hard work has few substitutes. Each outstanding salesman and systems engineer that we know is a hard worker. Dedicated long hours are a guarantee to increased productivity.

4.) Use Datapoint's strengths in your sales strategies; each Fortune 1300 industrial, large bank, utility, transportation and insurance company has its penetration point. No other high technology company offers small systems large systems, ARC, LDCS™, ACD™, word processing and electronic mail. In addition, our CSD capabilities and our corporate financial posture are unparalleled.

Outlined below are a few "house rules" for FY 1981. These must be closely adhered to if we are to continue to enhance our posture as a truly professional field sales organization:

1.) Our dress code should be the best in the industry. White shirts and blue suits should be the rule and not the exception. Sport coats and "loud" shirts or ties are second class.

2.) All field offices should be open from 8 a.m. to 6 p.m. at a minimum. During these hours, a customer or prospect should be able to reach Datapoint employees.

3.) Entertainment expenses will not be reimbursed by the company in FY 1981. Datapoint wants to invest its money in additional field resources and not in non-productive lunches, dinners, or intra-company meetings.

4.) Strong account control will be strictly observed. Customer calls to San Antonio executives without prior warning from the field cannot be effectively handled and indicate lack of account control.

5.) Refused shipments, cancellations, or re-schedules are a sign of weak customer commitment or poor account control. This activity must be eliminated if we are to protect the quality of our backlog and the responsiveness of our factories.

Fiscal 1981 will be another record year for Datapoint. A fast start coupled with basic business discipline will make the difference. I look forward to working closely with each of you in making FY 1981 the best year yet for the Datapoint Corporation.

*Steve James*

## Dan Boothe Named Product Marketing Manager for IEOS

Dan Boothe, a six year veteran with Datapoint, has been promoted to Product Marketing Manager for the IEOS product group. Dan's area of responsibility covers the Electronic Message System (EMS), Word Processing (IEOS) and LightLink.

Dan and his organization are ready to help in whatever way necessary. The IEOS Product Marketing group can be reached at (512) 699-7905.

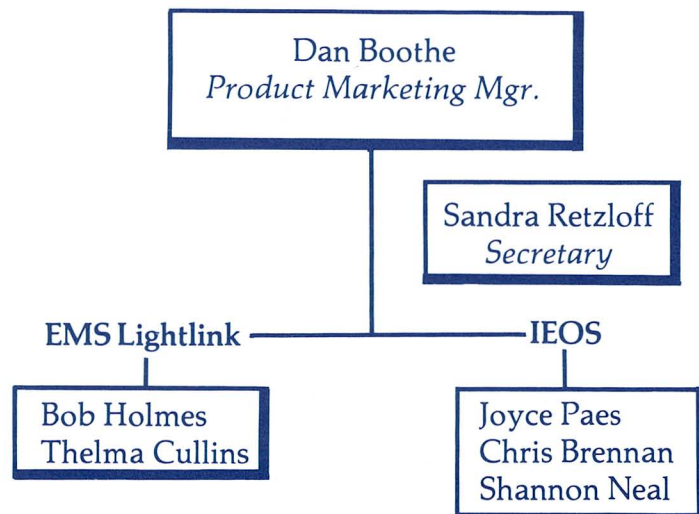
Dan's most recent job assignment

was a Senior Sales Representative in the San Antonio office. Prior to that, Dan held positions as a Systems Engineer and various positions in Product Support.

Dan reports to Earl Steman, Director, Office Systems Product Marketing, who heads up the IEOS, INFOSWITCH™ and Printers Product areas.

Please join in wishing Dan success in his new and critical position.

### IEOS Product Marketing - Ext. 7950





# Customer Education Course Schedule

To assist you in enrolling customers in future classes, the course schedule for August through October is shown below. If you have questions about enrollments, contact the San Antonio Education Center, extension 7039.

Course Subject	Date(s)	Location(s)	Course Subject	Date(s)	Location(s)
Advanced DATASHARE	Aug 11-15	San Antonio, New York	Introduction/ Datapoint Programming	Aug 4-8	San Mateo, Farmington Hills
	Sep 15-19	New York		Aug 11-15	Seattle
	Sep 22-26	San Antonio		Aug 18-22	New York, Arlington
	Oct 6-10	Farmington Hills		Aug 25-29	Des Plaines
	Oct 20-24	San Antonio, New York		Sep 15-19	San Antonio, Arlington
Oct 27-31	San Mateo	Sep 22-26		New York	
ARC	Aug 18-22	San Antonio		Oct 6-10	Des Plaines
	Sep 22-26	San Antonio		Oct 20-24	Atlanta
	Oct 13-17	San Antonio		Oct 27-31	New York, Farmington Hills Arlington
	Oct 27-31	Des Plaines			
DATASHARE	Aug 4-8	San Antonio, New York Atlanta	Word Processing Concepts and Operations	Aug 4-8	Des Plaines
	Aug 11-15	San Antonio, Des Plaines		Aug 11-15	San Antonio, New York
	Aug 18-22	Denver		Aug 18-22	San Mateo
	Aug 25-29	New York, Los Angeles		Sep 8-12	New York, Arlington
	Sep 8-12	San Antonio, New York Honolulu, Des Plaines Arlington		Sep 15-19	San Antonio, Des Plaines
	Sep 15-19	San Antonio, San Mateo Farmington Hills		Sep 22-26	San Mateo
	Sep 22-26	San Antonio, New York Seattle, Atlanta	Sep 29-Oct 3	San Antonio	
	Sep 29-Oct 3	San Antonio, Des Plaines	Oct 6-10	New York, Arlington	
	Oct 6-10	New York, Los Angeles Arlington	Oct 13-17	San Antonio	
	Oct 13-17	San Antonio, New York Denver	Oct 20-24	San Mateo	
	Oct 20-24	San Antonio, Des Plaines	Oct 27-31	San Antonio	
	Oct 27-31	San Antonio, New York			
Disk Concepts and Operations	Aug 4-8	New York	Advanced INFOSWITCH LDCS	Aug 11-15	San Antonio
	Aug 11-15	Arlington		Oct 20-24	San Antonio
	Aug 18-22	San Antonio	Basic INFOSWITCH LDCS	Sep 8-10	San Antonio
	Sep 15-19	San Antonio, New York			
	Sep 22-26	Des Plaines	INFOSWITCH ACD	Aug 18-20	San Antonio
	Sep 29-Oct 3	San Antonio		Oct 27-29	San Antonio
	Oct 13-17	San Antonio, New York			
Oct 27-31	San Antonio	Version 4 INFOSWITCH SHARE	Aug 4-6	San Antonio	
			Oct 6-8	San Antonio	
Disk Operating System	Aug 18-22	New York	EMS Concepts and Operations	Aug 4-8	San Antonio
	Sep 8-12	San Antonio		Aug 18-22	San Antonio
	Sep 29-Oct 3	New York, San Mateo		Sep 8-12	San Antonio
	Oct 6-10	San Antonio		Sep 22-26	San Antonio
	Oct 13-17	Des Plaines, Arlington		Oct 6-10	San Antonio
Oct 20-24	San Antonio, New York	Oct 20-24		San Antonio	
Snap3 Assembler	Aug 18-22	San Antonio			
	Sep 29-Oct 3	San Antonio			

# Refurb equipment

<i>Model</i>	<i>Description</i>	<i>Qty.</i>	<i>Price</i>	<i>Maint.</i>	<i>Install.</i>
4220	2226 Processor, 5MB Storage (two 2.5MB Diablo Drives, 1 fixed, 1 removable cartridge), Controller, Multiport Interface, D/S Software, Documentation		'9000	\$193	' 500
4520	5500 Processor, 5MB Storage (two 2.5MB Diablo Drives, 1 fixed, 1 removable cartridge), Controller, Multiport Interface, D/S Software, Documentation	1-3 4-10 11+	'17750 '16500 '15500	\$224 \$224 \$224	' 650 ' 650 ' 650
4523	5500 Processor, 5MB Storage (two 2.5MB Diablo Disks), Controller, DOS Software, Documentation	1-3 4-10 11+	'16500 '15250 '14250	\$207 \$207 \$207	' 620 ' 620 ' 620
4540	5500 Processor, 50MB Disk Storage, Controller, Multiport Interface, D/S Software, Documentation		'29450	\$454	'1000
4543	5500 Processor, 50MB Disk Storage, Controller, DOS Software, Documentation		'28200	\$436	' 970
4620	6600 Processor 5MB Disk and Controller, Multiport Interface D/S Software Documentation		'19950	'228	'650
4640 4644	Both: 6600 Processor, 50MB Disk Storage, Controller, Multiport Interface, D/S Software, Documentation, RIM, ARC Software, Documentation		'36500	\$567	'1000
4643	6600 Processor, 50MB Disk Storage, Controller, DOS Software, 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
2226	2200 Processor, 16K Memory		' 2400	\$103	' 80
1108	Cassette 1100 Processor, 8K Memory		' 2200	\$69	' 80
1131	Diskette 1130 Processor, 1 drive		' 2500	\$60	' 125
1132	Diskette 1130 Processor, 2 drives		' 2750	\$79	' 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		'12550	\$126	' 125
9382	Console Diskette Controller, 2 drives		' 2450	\$52	' 50
9383	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		' 2750	\$71	' 50

# currently available

<i>Model</i>	<i>Description</i>	<i>Qty.</i>	<i>Price</i>	<i>Maint.</i>	<i>Install.</i>
9351	Freestanding Front-Load 2.5MB Controller/Drive		\$ 2975	\$85	\$ 125
9354	2.5MB Extension, Removable Cartridge, (no controller)		\$ 2400	\$52	\$ 125
9356	2.5MB Extension, Fixed Cartridge		\$ 2400	\$52	\$ 125
9357	Console Front-Load 2.5MB Controller/Drive, 4K Buffer Memory		\$ 3075	\$78	\$ 125
9358	Freestanding Front-Load 2.5MB Controller/Drive, 4K Buffer Memory		\$ 3075	\$78	\$ 125
9370	Freestanding 25MB Mass Storage Drive/Controller		\$ 9950	\$162	\$ 250
9371	25MB Mass Storage Drive Extension		\$ 7750	\$119	\$ 125
9373	Console 25MB Mass Storage Drive/Controller		\$ 9950	\$162	\$ 250
9291	60 LPM Printer, Parallel Interface	}			
9292	60 LPM Printer, Serial Interface				
9294	120 LPM Printer, Parallel Interface				
		1-3	\$ 1995	\$54	\$ 125
		4-10	\$ 1850	\$54	\$ 125
		11-25	\$ 1725		
		26+	\$ 1525		
9250	Console Servo Printer	}			
9251	Freestanding Servo Printer				
			\$ 1595	\$66	\$ 125
			\$ 1595	\$66	\$ 125
9231	80 cps Freedom Printer (serial)	}			
9232	80 cps Freedom Printer (parallel)				
		1-3	\$ 1750	\$38	\$ 125
		4-10	\$ 1600	\$38	\$ 125
		11-25	\$ 1500	\$38	\$ 125
		26+	\$ 1395	\$38	\$ 125
9235	160 cps Freedom Printer (serial)	}			
9236	160 cps Freedom Printer (parallel)				
		1-3	\$ 1995	\$54	\$ 125
		4-10	\$ 1850	\$54	\$ 125
		11-25	\$ 1725	\$54	\$ 125
		26+	\$ 1525	\$54	\$ 125
3601	Datastation Terminal		\$ 995	\$20	\$ 20
3400	Com. Adaptor		\$ 225	\$16	\$ 20
9401	Com. Adaptor		\$ 450	\$18	\$ 15
9402	Com. Adaptor		\$ 450	\$18	\$ 15
9404	Com. Adaptor		\$ 450	\$14	\$ 15
9408	Com. Adaptor		\$ 450	\$14	\$ 15
9409	Com. Adaptor		\$ 450	\$14	\$ 15
9420	Com. Adaptor		\$ 450	\$14	\$ 15
9453	Com. Adaptor		\$ 450	\$14	\$ 15
9455 (001)	Com. Adaptor		\$ 450	\$24	\$ 30
9460	Com. Adaptor		\$ 450	\$18	\$ 30
9455 (004)	Com. Adaptor		\$ 450	\$24	\$ 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

## IEOS Status in a Nutshell

All of the following IEOS software model codes are currently assigned a 982X number and are now available. This series (982X) will NOT be serialized at this time. The procedure for upgrading existing customers with new versions of IEOS is the same as upgrading a customer with any other Datapoint software. The customer may send in media requesting the latest version or buy new media, through Software Distribution, with the latest version.

NOTE: New availability dates have been assigned for the cut-sheet feeder option and tractor with Mechanical VFU option on the 960X printer. The date for the cut-sheet feeder option is 10/17/80, and the date for the tractor with Mechanical VFU option is 12/05/80.

### Model Code 9820 - IEOS/WP - 3800

This model code will supply the latest released version of Word Processing software to be run in an ARC environment. This software is available on the following media:

- 10MB Model Code 20653
- 25MB Model Code 20654
- 60MB Model Code 20655

NOTE: IEOS/WP Version 1.2 scheduled release of 7/15/80 will require a 5 PROM firmware upgrade per 960X printer to execute variable page length and pitch functions. To meet this requirement, all orders, customers, Datapoint sites, etc., must have a separate line item to indicate the number of 960X printers in an IEOS environment at that site requiring an upgrade to REV F. This line item is at NO CHARGE.

When the above order is received, one kit (of 5 PROMs each) for each of the 960X's indicated will ship in the same box as the media containing the IEOS/WP Version 1.2 software. It is

important that ONLY the 960X printers being used in an IEOS environment be listed in the quantity indicated. The PROM allocation (initially limited) needs to be carefully directed to the IEOS sites first. The remaining installed 960X printers that are not running IEOS, can be upgraded at the time of the next Customer Service call. A Field Change Order, now being implemented, will cover Customer Service's requirements.

NOTE: The Servo printer is not now, nor has it ever been supported by IEOS software. If some print programs worked on earlier versions - it was purely by accident. All current IEOS sites using a Servo printer should upgrade to a 960X or other "local" Datapoint printer.

### Model Code 9821 - IEOS/WP - 1800

This model code will supply the latest version released of Word Processing software to be run on an 1800 diskette system. The ONLY media this model code may be ordered in conjunction with is double density diskettes, MODEL CODE 20651. The same procedure as indicated for 9820 will be in place for ordering IEOS/WP Version 1.2 on the 1800. The PROMs will ship with the media containing the software.

### Model Code - 9822 - IEOS/WP - 1500

This model code will provide IEOS Version 1.1 Word Processing software until Version 1.3 is released on single density diskettes, MODEL CODE 20650. With the release of Version 1.3 and subsequent releases, there will be an upgrade compatibility across the model codes and processors. When ordering 9822, please take into consideration that the 1500 designated to run this software will require 60k memory. Although not required, it is

HIGHLY RECOMMENDED to have 1MB storage to provide the user with more efficiency and flexibility in an IEOS environment.

### Model Code - 9823 - IEOS/WP/MS - 3800

This model code will include Word Processing and Message Service software compatible in an ARC environment. The media available is the same as 9820. PLEASE NOTE: IEOS Version 1.1 and Message Services are provided under this model code. Message Services is not currently compatible with IEOS Version 1.2. Watch for the release of Version 1.2.1 in the next 30 or so days. IEOS Version 1.2 and Message Services will be compatible in IEOS/WP/MS Version 1.2.1 release.

In order to receive the 9823 software, IT IS MANDATORY FOR THE CUSTOMER TO HAVE ATTENDED DATAPOINT'S EMS CLASS. Please refer to Sal Bruno/Bill Doughty memo to all Regional and Branch Managers and S. E. Managers, dated July 8, 1980, subject of EMS Education.

NOTE: In order to run this software it is necessary to order 9826 Electronic Message System software.

### Model Code - 9826 - ELECTRONIC MESSAGE SYSTEM

This model will provide the software necessary to run the Electronic Network Controller within an ELECTRONIC MESSAGE SYSTEM and should be entered as a separate line item on the Software Order Schedule. Media available is 10MB, MODEL CODE 20653.

Questions on the above should be directed to Product Marketing Extension 7950.

# System Education Expands Curriculum

In addition to the education of Datapoint's SEs, REPs, and OEMs, Systems Education now provides classes to the Communications Analysts/SEs and IEOS MSS/MSRs.

The current schedule includes classes on all INFOSWITCH products as well as EMS.

All classes currently offered by Systems Education are held in San Antonio. In addition to those on the schedule below, the following classes are offered upon request: (proper hardware and facilities co-ordinated through RSEM's)

DOS/Databus  
DOS/ARC  
COBOL  
RPG  
BASIC

FORTRAN  
ISL Conversions  
Word Processing/EMS  
Assembler I  
CMIS  
Basic LDCS  
Basic ACD  
Advanced LDCS  
Advanced ACD

(minimum remote class is 10 students)

All field technical personnel are welcome to attend these classes with no charge for the class and materials; while all REPs and OEMs, as well as home office personnel, will be charged a weekly class fee.

The following classes comprise the "New Hire" education for the field technical personnel:

DP SEs/SSAs  
DOS/DATABUS  
(if no Datapoint experience)  
Company Orientation  
Product Orientation  
SE Duties/Skills

CMP CAs/SEs  
Company Orientation  
Basic LDCS

MSSs/MSRs  
Company Orientation  
DOS/Disk Concepts  
DOS/ARC  
WP/EMS  
EMS/IEOS

For additional information, class descriptions, and student enrollment call Debbie Schilling (Training Coordinator) or Mike Burns (Manager, Systems Education) at 7368.

## Systems Education Class Schedule August '80 - December '80

Course Subject	Date(s)
DOS/DATABUS	9/08-12, 10/06-10, 10/27-31
Basic ACD	10/06-10
Advanced Systems	12/08-19
Company Orientation	8/04-05, 9/15-16, 10/13-14, 11/03-04, 12/01-02
CMP Product Update	8/04-08, 8/18-22, 9/08-12, 10/27-31
Communications 1	8/04-15, 9/08-19, 11/03-14
Product Orientation	8/06-20, 9/17-10/01, 10/15-29, 11/05-19, 12/03-17
Advanced LDCS	8/18-21, 10/20-23
Assembler 1	8/18-22, 9/29-10/03, 11/03-07
SE Duties/Skills	8/21-22, 10/02-03, 10/30-31, 11/20-21, 12/18-19
CMIS	9/08-12, 10/13-17, 12/15-19
FORTRAN Programming	9/08-12, 10/27-31
Advanced ACD	9/15-18, 12/01-04
DOS/Disk Concepts	9/17-19, 11/05-07
Basic LDCS	9/17-26, 12/03-12
Communications 2	9/22-26, 10/20-24, 12/01-05
DOS/ARC	9/22-26, 11/10-14
ISL Conversion Seminar	9/22-26, 12/15-19
Word Processing/EMS	9/29-10/03, 11/17-21
Channel Adaptor	9/29-10/03, 11/17-21
Assembler 2	10/06-10, 11/10-14
EMS/IEOS	10/06-10, 12/15-19
BASIC Programming	10/13-15
COBOL Programming	10/20-24
Assembler 3	11/17-21
RPG Programming	12/08-12

## Latest Releases of LDCS/SHARE™ Software

- INFOSWITCH/LDCS 2.4.3 is the most current release of Version 2.
- INFOSWITCH/SHARE 3.3.5 was released on March 14, 1980. This maintenance release corrected several software bugs and modified earlier releases.
- INFOSWITCH/SHARE 4.1.4 was just released in early July. This software fixes most outstanding errors encountered in 4.1.1/4.1.3

Detailed information regarding corrections and modifications can be found in the Software Release Notification.

Ordering information for Communications Management Products software was provided in detail in the June/July issue of Source Data.

# IEOS Orientation - Aid to Effective Marketing

To help sales personnel from Data Processing and Communications Management Products effectively market Datapoint's Integrated Electronic Office, Marketing Education now offers a 4½ day IEOS Sales Orientation Class. The class consists of the following modules:

## Module 1

Evolution of Typewriter to Dispersed Information Processing - history - reasons for acceptance - media considerations - generic classifications

## Module 2

Word Processing - definition - history - reasons for acceptance - WP organization structures - WP generic applications - industry applications

## Module 3

3800 Workshop - hands-on 3800 - feature, function and benefit

## Module 4

3800 Demonstration Workshop - 3800 demonstration - discussion of 3800 demonstration script

## Module 5

Handling Objections Clinic

## Module 6

Support of IEOS - MSS role - Customer Education Center - 800 number concept

## Module 7

Competitive Workshop

## Module 8

Overview of Communications Products

## Module 9

EMS Workshop - hands-on 3800 - feature, function and benefit

Note the following class schedule:

Date	Location
Aug 04-08	San Antonio
Aug 18-22	Boston
Sep 29 - Oct 3	Atlanta
Oct 13-17	New York
Oct 27-31	Chicago
Dec 08-12	San Mateo

To enroll please contact Marketing Education at extension 7012.

## Significant Sales for June

### Western Operations

Salesperson	Region	ISV
Dennis Dunan	North Central	2,830,641
Bill Bunce	Great Lakes	1,742,610
Neil Pietrengeli	North Central	458,981
John Pilkington	Great Lakes	433,957
Robert Cowen	East Central	115,831

### Eastern Region

Salesperson	Region	ISV
Don Lawrence	NY Metro	652,232
Ken Balacek	Gulf Coast	544,376
Ed Cooke	Southern	492,466
Josh Fry	South East	424,250
Glen Kauth/Frank Meskowsky	NY Metro	351,521
John Durden	South East	302,225
John Hewitt/Jim Schoonmaker	Gulf Coast	275,776
Don Lawrence	NY Metro	232,908
Ed Cooke	Southern	210,146
Ed Cooke	Southern	163,500
Steve Parrish	South East	145,225
Kevin O'Keefe	North East	133,657
Jim Schoonmaker	New Orleans	123,920
Harry Halpin	South East	105,500
Joe Keller	NY Metro	103,975

# UL Approved Datapoint Products

You might be interested in knowing that the following Datapoint products are at least as safe (electrically) as your clock radio at home. They have been approved by the Underwriters Laboratory for insurance purposes.

Model Code	Description
9022	I/O Auxiliary Power Supply
9455	Multiple Communications Adaptor Housing
947X	Rim Hub
948X	Rim Hub
9481	Multifunction Communications Adaptor
1501	1500 Processor without Diskette
1542	Diskette for 1500 Processor
1502	1500 Removable Keyboard
182X	1800 File Processor
1842	Datapoint 1800, 1 MB, two diskette drive expansion module, 115 VAC 50/60 Hz
5XXX	5000/6000/6640
6XXX	5500/6600 Processors
8200	8200 Terminal
360X	3600 Terminal
9020	1 KVA Constant Voltage Regulator, 120 VAC (OEM)
921X	GE Belt Printer (OEM)
929X	GE Belt Printer (OEM) use w/1500 Disp. Processor
926X	Data Products Printer (OEM)
928X	Data Products Printer (OEM)
9371	25 MB Mem Mass Storage Drive Extension (OEM)
9371	25 MB Tlx Mass Storage Drive Extension (OEM)
9504	CardReader, 80 column, 300 CPM, 115 VAC (OEM)
936X	Dual Disk
937X	Dual Disk
942X	Channel Adaptor
955X	Wangco Tape
958X	Wangco Tape
955X	DPPI 10-1/2 Tape
958X	DPPI 10-1/2 Tape
960X	Mercury Printer
113X	Diskette/Processor
115X	Diskette/Processor
117X	Diskette/Processor
98-All nos.	INFO/LDCS/SMDR/ACD
9394	MIDS Controller
1543	Diskette Expansion Module for 1500, .5 MB Total
94XX	Communications Boxes
947X	Modems (OEM)

## Correction

In the June issue of Out-Think, the price on the new Binder and Tabs for Guides to Operating Datapoint Equipment (Document no. 80508) was incorrect. The correct price is \$12.25.

## New Marketing Support Material Released



One new and two newly revised publications are now available from Software Services. These are the new 9478/9479 Split-Speed Modem flysheet (Document No. 60943), a revised DATASHARE 6-page brochure (Document No. 60621), and a revised 3800 flysheet incorporating its IEOS capabilities (Document No. 60536).



# DATAPOINT

OUT-THINK#K05

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San Antonio, Texas 78284

