

OUT-THINK™

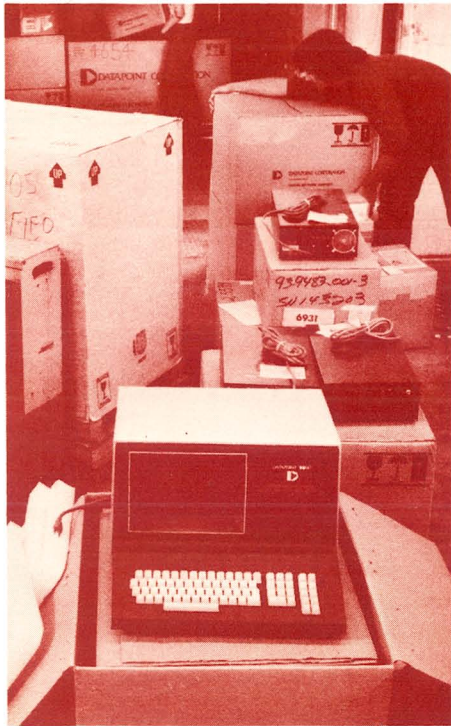
The Datapoint Marketing Newsletter

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

No. 22

June 1980

Short Lead Times on 1500 and 1800



Ready to Ship 1500s and 1800s

Would you like to get a 1500 or 1800 in less than 18-20 weeks? Have you lost a sale because the prospect was turned off by long lead times? Would you like to get those systems shipped earlier so that you can collect that commission earlier? Well, read on!

There appears to be a misconception spreading among the field sales force -- that the lead times published in the Lead Time Report are cast in bronze. Not true, my friend. Under normal circumstances the length of time required to manufacture a product translates into your customer's expected lead times. But there are exceptions to this rule.

Credit problems or other contingencies sometimes result in schedule changes. These actions result in "holes" in the shipping schedule as systems are then left without a home. Those

wonderful people in Scheduling do their best to find alternate homes for these poor orphaned 1500 and 1800 systems. But, alas, they are being foiled and frustrated in their attempts due to the misconception on lead times.

In order to re-allocate these systems, scheduling's first action is to look at all open PR's and find those that have a Customer Requested Ship Date that coincides with the date that the newly-orphaned systems will be available for shipment. Since some people misinterpret the Lead Time Schedules, they are not using the actual earliest date that the customer could accept delivery. Instead they are merely taking the order date and adding 20 weeks to come up with a Customer Requested Delivery Date. Now the problem starts to become obvious.

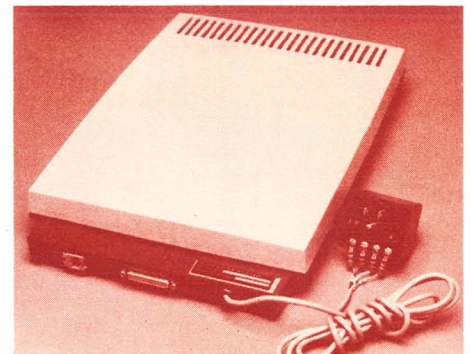
You can help solve it by making sure scheduling has the "real date" your customer can take delivery. This can often result in earlier shipments for your customers. For example, should the situation arise today where a 1500 or 1800 system was left homeless by a reschedule in the fourth quarter, most PRs would typically show requested ship dates out in the 1st and 2nd quarters as a result of the anticipated 20 week lead time. This would force the folks in scheduling to make phone calls to the Account Managers to find those that could accept delivery sooner than the date on the PR.

If you have any customers out there who could give homes to any of these systems which might become available through rescheduling, call the Expeditors to them aware of this possibility. They are Vernon Pruski at extension 5623, Mel Moczygamba at 5624, and Roquey Jobs at 5412.

Continued on page 6...

9478/9479 Modems Eliminate Separate DAA

The new Datapoint 9478 and 9479 modems have eliminated the need for the separate DAA. This allows direct connection to the switched telephone network and simplifies attaching remote 3601 or 8200 workstations to Datashare systems. It also improves the packaging of the product since both modems incorporate FCC Part 68 registered protective circuitry inside the compact housing.



9478/9479 Split Speed Modem

The 9478 modem is functionally equivalent to a 9408 modem and 9446 automatic DAA combination, and the 9479 modem is functionally equivalent to a 9409 modem and 9445 manual DAA combination.

The 9478/9479 modems should be ordered for ALL installations which use the switched telephone network, as well as installations in which no DAA's are required. The 9478/9479 have replaced the 9408/9409. The 9408 and 9409 are available from refurb only. (For more information refer to Dataflash #229.) **D**

Marketing Reorganization

Initially, I would like to commend you for the smooth, effective, and professional manner in which each of you has accomplished the transition to our new divisional structure.

As our division faces the '80s, this latest phase of reorganization will strengthen our position to meet the upcoming challenges.

Let me take this opportunity to discuss the latest developments and the benefits they will provide management and the field operation. From the headquarters and management perspective, these changes provide us with clearly defined areas of control. A major example of this control would be the sales function. With Steve James as Vice President of Sales, there is only one point of contact for any sales reporting responsibility.

Dick Hahn has been named Staff Vice President of Marketing, providing me with yet another effective means to meet special marketing needs - which will increase in scope and number as we move into this new decade.

In John Strieby's area the

redefinition of responsibilities allows John, as Vice President Controller, to concentrate more effectively in those areas where his group is vital - accounting and financial planning controls. The other areas (Systems, Refurb, Facilities) previously reporting to him now report directly to me, which gives me direct access to the myriad of information necessary to make effective management decisions for the Marketing Division.


Bufford Watson, promoted to Director, Refurb, John Thompson, Manager, Facilities, and Don Titus, Director of Systems, also report directly to me.

Glen Cavanaugh, Vice President Marketing Support, and John Ross, Personnel Director, continue their previous reporting relationships.

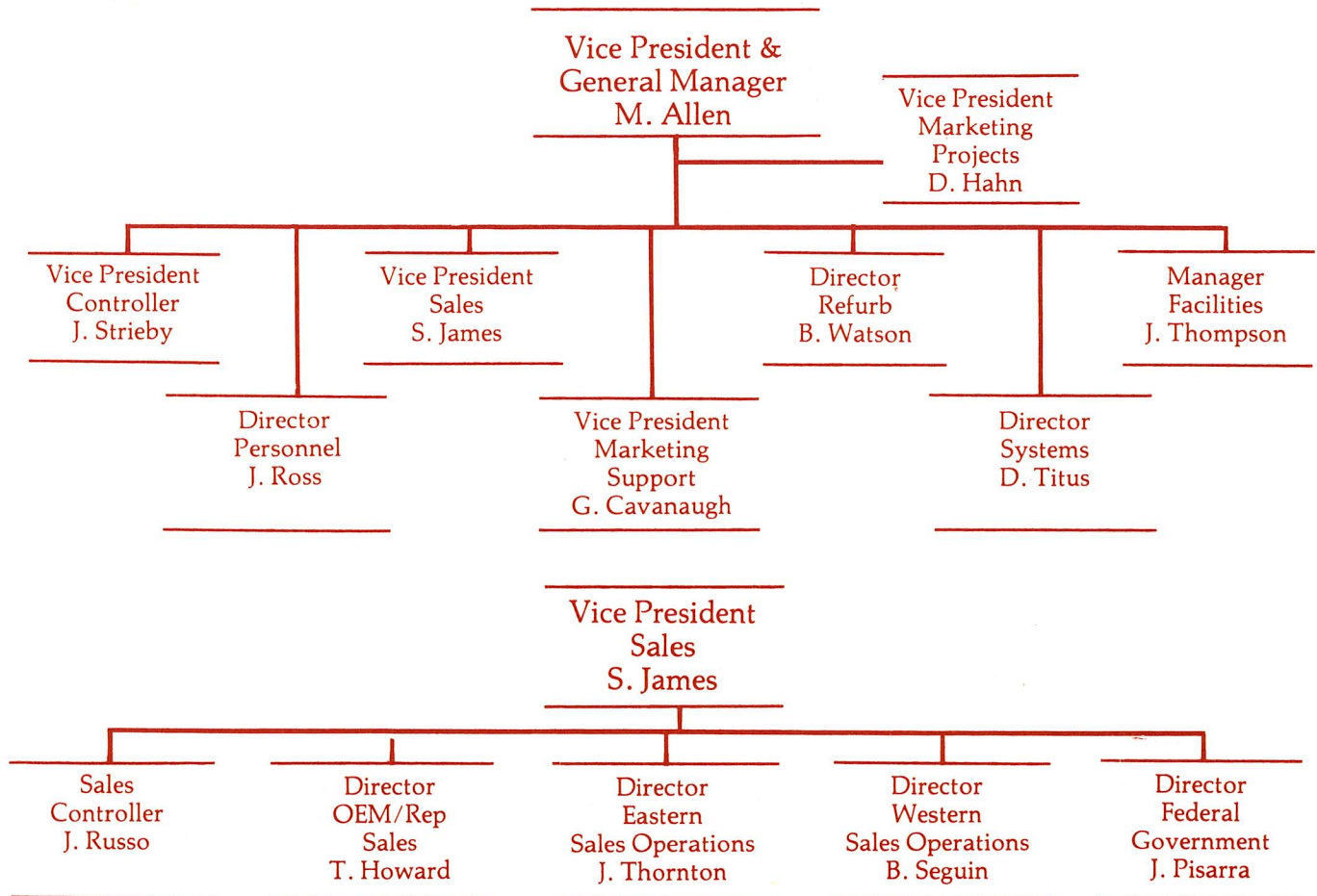
In James' organization, John Thornton and Bill Seguin were promoted to Director, Eastern Field Sales Operations and Western Field Sales Operations, respectively. Also directly reporting to James are Joe Pisarra, Director Federal Government,

Tom Howard, Director OEM and Representatives, and Joe Russo, Sales Controller.

The newly defined Eastern Field Sales Operations area includes the Northeastern, New York Metropolitan, Mid-Atlantic, Southeast, Southern and Gulf Coast Regions. The Western Field Sales Operations area includes the Great Lakes, North Central, East Central, Northwest, and Southwest Regions.

As logical extensions and enhancements of the restructuring that began in January, these changes have been necessitated by the tremendous growth that Datapoint has experienced; a growth which in many ways is due to the outstanding momentum of the Marketing Division sales efforts. In the future, these efforts will be reflected in each and every individual's positive attitude and increased opportunities, as well as in the success and growth of Datapoint Corporation. "Eagles Fly High and Win!" 

G.M. Allen



Customer Successes Featured in Industry Publications

Very often, industry publications print articles featuring Datapoint customers. Through the joint efforts of you, the customer, and a Corporate Communications writer, the particulars of a customer's story are developed into magazine form. The story is then submitted to publications

that might use it.

Most of these application stories have been individually printed as "Applied Out-Think" articles. These may be ordered from the new "Software, Documentation, Supplies and Price Schedule" (Effective Date: 6/30/80, Document No. 60231).

CUSTOMER ARTICLES

Catto & Putty
(DATASHARE®)

International Travel
Service (ARCTM)

NFL I
(1500 Network)

USLIFE Title
(DATASHARE Network)

Retail Mini
Systems (DATASHARE)

The Yacht Exchange
(DATASHARE Network)

Learning Arts - DEVCO
(DATASHARE)

TICOR Mortgage
(DATASHARE Network)

Washtenaw Ind. Schl. Dist.
(DATASHARE Network)

Crown Life Insurance II
(Growth Story)

Stratford Systems
(Disaster Recovery)

NCH Corporation
(DATASHARE Int'l Network)

Fairview Community Hospitals
(1100/DATASHARE/ARC)

CarShare-Houston (DATASHARE)

Hyatt Hotel Corporation
(DATASHARE/ARC Networks)

NFL II (1500 Network)

J.L. Rivers Company -
CETA - Boston (ARC)

City of Hope Hospital
(ARC)

Coulter Diagnostics
(DATASHARE)

St. Jude Children's Hospital
(Double ARC)

PUBLICATIONS

Small Business Computer, Outdoor Power
Equipment, Management Accounting, Com-
puter Business News, Computerworld,
MiniComputer News

Modern Office Procedures, Computerworld,
Meetings and Expositions, Administrative
Management, Communications News

The Sporting News, Datamation, Com-
puterworld, MiniComputer News

Computerworld, Data Communications,
USLIFE Title News

Communications News

Boat and Motor Dealer, The Office,
MiniComputer News, Computerworld,
Communications News

Administrative Management, MiniComputer
News, Computer Business News

Administrative Management, Computerworld
(two times), Communications News

The Office, Infosystems, Computerworld

Canadian Underwriters Magazine

Computerworld

Computerworld, Communications News, Data
Communications

The Office, Communications News

Computerworld, Government Product News

Computerworld, Modern Office Procedures -
cover story, Communications News, In-
formation Systems News

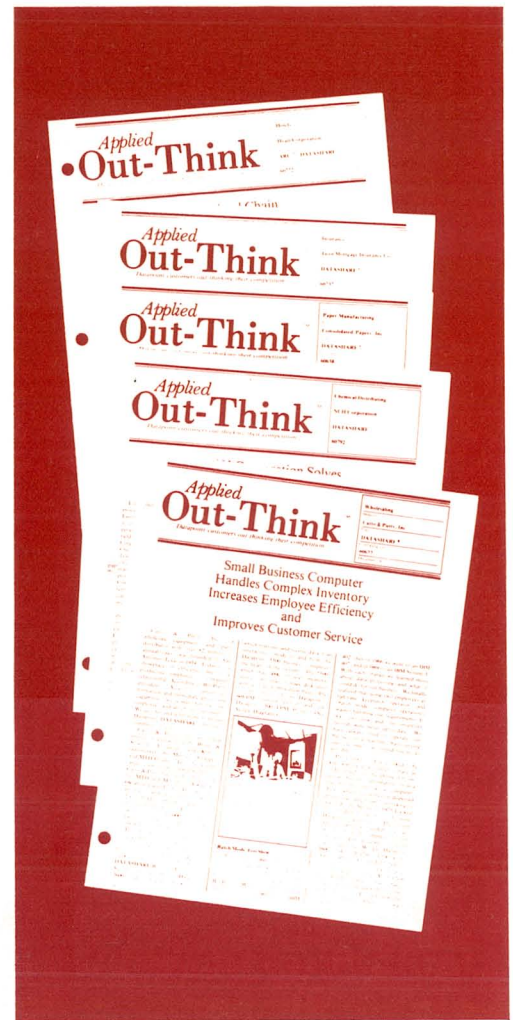
Communications News

Computerworld

Accepted by Computerworld

Accepted by Minicomputer News

Accepted by Communications News **D**

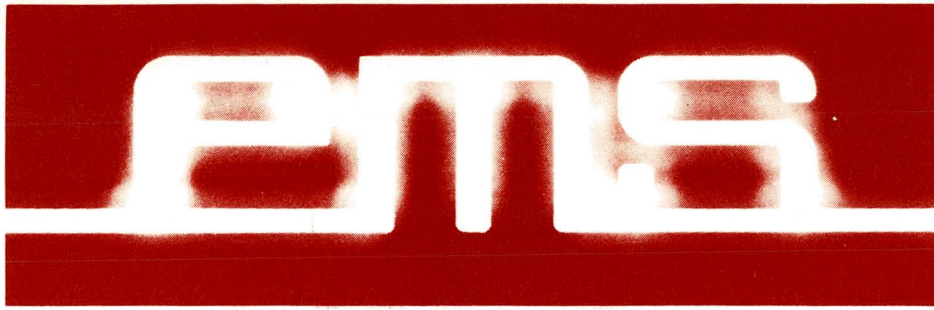


Teletype Emulation Now Available on 1500

ML15TTY, a newly released MULTILINK™ line handler, allows teletype emulation on Datapoint 1500 processors at speeds up to 1200 bps. It operates with most USASCII asynchronous peripherals using RS-232 connections -- including badge readers, card readers and printers.

1500 processors with 32K bytes of user memory or more can run ML15TTY with DBML15 Version 1.2. The ML15TTY software is not compatible with the concurrent job feature of the 1500.

ML15TTY software is available on a single diskette under Model Code 20744 at a cost of \$15.00. An ML15TTY User's Guide, Document No. 50513, is also available, and is priced at \$4.00. **D**



EMS has entered Alpha Test

Consistent with the product philosophy Datapoint has followed from its beginning -- to create a family of systems using general-purpose processors that are capable of a variety of functions -- another member of Datapoint's Integrated Electronic Office family is currently available: the Electronic Message System. EMS™ is used with an ARC system to collect, route and deliver messages which have been generated by the IEOS system. EMS requires no user programming, and the system is easily configured and expanded to meet the needs of any size business.

A Datapoint 6000 or 6600 processor in an ARC system serves as the EMS Network Controller. Messages are sent from and received by 3800 or 1800 processors operating as Integrated Electronic Office Stations in the ARC system. Up to 1000 of these stations can be accommodated as mailstops on one EMS system network.

Message Handling with EMS

A message is created using the word processing editing features and sent or received using the commands for EMS messages which appear on the IEOS master menu screen under the heading "Message Services."

After the message text is created and the address format is completed, a copy of the message is placed in the user's electronic OUTBOX, where it is held for transmission. The Network Controller regularly polls each processor on the system to pick up messages. When a message is picked up, the Network Controller queues it for transmission and then delivers it to the recipient's INBOX, where it is stored until the user activates his processor to receive messages.

When a message is received, it may be read on the screen, printed on a local or remote (spooled) printer, and

it may be TAGged by subject matter and FILEd in a word processing library. The document name may be changed if desired, and any library may be selected for filing the document.

EMS Verification

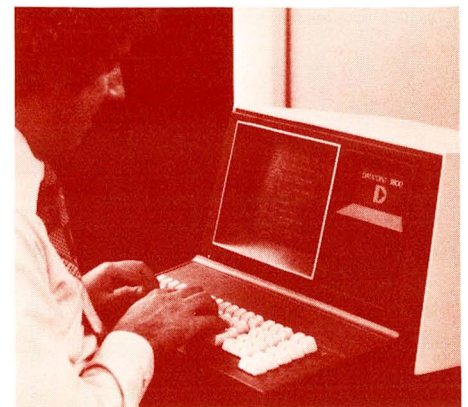
All messages within an organization are contained within the ARC system, thus assuring that messages are not delayed or lost. The EMS system offers a number of ways to guarantee timely delivery for correspondence:

****Delivery priorities.** EMS provides four user-controlled delivery priorities for sending messages:

1. Overnight--the message will be delivered and waiting in the morning. This priority is especially useful for long documents or batch transactions.
2. Regular--most messages are sent this way and same-day delivery is assured.
3. Urgent--these messages are sent ahead of those using "regular" priority.
4. Immediate--the message is sent the moment it enters the system and may be delivered as soon as a path to the destination(s) can be established.

****Confirmation.** Confirmation of delivery thus assures the sender that he will be informed that the message has been delivered. The reader is forced to acknowledge receipt before the message can be read.

The Alpha Test for the EMS (Electronic Message System) was begun in February of this year in several offices of the Office Systems Group located in the 8410 building. The purpose of the test is to put the system to use in a controlled office environment inside the company, allowing Datapoint to study the typical use of the system before releasing it for customer use.



"After the users had time to become familiar with the processor and the EMS procedures, a sample was taken to see how much the system was being used," according to Mike Dobbins, Manager of Product Program Management. "During the week of March 24-28, when we had 25 workstations, there were 90 messages sent and 211 messages received. Considering all these messages were among people in the same department and location, think what it could mean to people in different locations."

Prior to the beginning of the EMS Alpha Test in February, many of the test group users had no experience with word processing or personal interface with a computer processor. It was necessary for all of the projected users to learn word processing as well as the EMS procedures. "Now, the processors installed as a test are a very operational part of our office," explained Brad Pigeon, Director Product Program Management. "Some of the big benefits come when generating memos that go to several people, especially for meetings. A key

timesaving feature is avoiding the duplicating delays to make many copies of a document. Also, with the conventional company mail system, it was not unheard of for someone to receive the memo after the meeting had taken place. With EMS, you can be sure the message was received. We are all looking to the future, when all of Datapoint Corporation will use EMS and even more advantages will be realized."

The Alpha Test is more of a learning process than a performance test. "The EMS does exactly what it was specified to do," said Byrne Benfield, Director of Product Development. "This Alpha Test was only the first cut, a learning phase. There was no one else in the industry, that we know of, with the type system that we wanted to create.

The results of this test process show there are improvements that we can and will implement to make EMS even better."

"One observation for improved efficiency during the test was the two-step process of creating message content and then addressing the message. In the future the system will combine these steps, cutting the time necessary to create and send messages," explained Jim Carreker, Vice President of Office Communications Systems. "Our goal is to make it more convenient to send correspondence by EMS than to handwrite it and put it in an outbox."

"The skepticism about the manager and professional interacting with a personal workstation in the office of the future can be paralleled with

resistance in the 1920s to the idea that everyone would eventually be able to drive their own automobile. The future breed of managers coming through our college systems today have had extensive exposure to the use of computers, and the motivation will be there to become more productive by using simple, friendly, reliable interpersonal communications vehicles such as EMS provides to the Integrated Electronic Office," says Carreker.

"In evaluating how the system works, you have to compare apples to apples, time spent with all the steps of the conventional manner of correspondence to time spent with EMS," said Benfield. "The Alpha Test was everything we expected. The EMS proved to be the reliable system we knew it would be." **D**

Have You told Your Customers about Datapoint's Customer Supplies Program?

If not, don't be surprised when they tell you about it.

The new Customer Supplies Catalog (Document No. 80000) will be mailed from the Customer Service Division during August to all Datapoint customer sites, all Datapoint Reps, all field personnel and all in-house users. It contains three indexes to make it easy to determine which Supplies should be ordered:

Index 1 lists products numerically by Model Code with product description and the hardware models on which that product is used.

Index 2 lists products in product groups (e.g. Disk Packs) and corresponding page(s) on which those products are found.

Index 3 lists Datapoint hardware in groups (e.g. Printers) with model numbers and provides the page on which a picture of that hardware model is found, under which is listed the Supplies that are used with that model.

The new Customer Supplies Price List and Order Form (Document No. 80001) is inserted in each catalog. Supplies prices will also continue to be listed in the Software Documentation and Supplies Price Schedule (Document No. 60231).

Datapoint Customer Supplies are compatible with Datapoint hardware. By buying their Supplies from Datapoint, your customers can be sure they are receiving the quality product their Datapoint hardware requires.

Routine orders can be placed by calling 1-800-531-5770 (in Texas 1-800-292-5100). The Field Order Entry System is also still available. Normally, routine orders will be filled and shipped within 24 hours from receipt of order.

For emergency orders ONLY, call 1-512-699-7810 (Hotline to Distribution Point). These orders, for reasonable quantities, will be shipped by air or the fastest method.

If a customer receives a Datapoint Supply that is defective, it must be returned within 30 days for prompt replacement.

You can make the Customer Supplies Program a success by making sure your customers use these services. **D**



Off to Meet New Challenges

In order to meet the challenge of creating a marketing newsletter for Datapoint Ken Hatten was made editor. Since going into production, Out-Think has become a very successful vehicle of communication in the Marketing Division. And now, with the newsletter well established and numerous other tasks accomplished, Ken is moving on to new challenges in the Business Planning and Marketing Developements Group. We wish Ken well with his new responsibilities and extend a sincere "thanks" for his contribution to Out-Think. **D**

Continued Success for 34 Quarters – Here's to 35!

FY 1981 is upon us, as we approach the conclusion of FY 1980 with the 34th consecutive quarter of increased revenue and after tax profitability. Each of you should be congratulated for the outstanding contributions that you have made in making Datapoint the most successful high technology company of our times. Providing our outstanding and unparalleled financial and business success has demanded firm and dedicated hard work. The rewards for these efforts are self-evident to you, our investors, and our competitors.

As we look forward to Fiscal Year 1981, let's reflect upon our Position, our Opportunities, and our Challenges.

Datapoint's Position

1. Our company is in a truly unique product position. No other high technology company offers Data Processing capabilities, Communication Management capabilities, ARC, Word Processing, and Electronic Message Service. The marketplace's appetite to consume our products will exceed the Marketing Division's ability to meet this demand.

2. The marketplace is ready for the Integrated Electronic Office. The inflation rate is eroding the profitability of most U.S. companies. Improvement in office productivity is the most effective way to counter this trend. Datapoint's products meet this need.

3. Datapoint is in the strongest position in its history to be perceived as an excellent "delivery vehicle" by our customers and prospects. Our income statement, balance sheet, product line, marketplace penetration and acceptance, Customer Service Division performance, and basic business strategy are outstanding.

Datapoint's Opportunities

1. Our company is in a strong position to continue our established trends in Revenue, Profitability and Order Rate. The opportunity is within our reach if we continue to demonstrate the strong will to grasp it.

2. An "uncertain economy" or recession can feed a company like Datapoint that offers products which improve office productivity and save operating expenses. We must become better skilled at making these advantages more self-evident to our prospects and customers.

3. We can continue to build a most successful company that will assume a positive and exciting business environment for the future.

Challenges

1. We must improve our personal productivity. Our past success has been a result of a high basic activity level with qualified prospects and customers.

2. The Marketing Division must continue to grow our sale shipments at a 50 per cent plus rate in Fiscal 1981. Further development of our financial selling skills and a disciplined attitude will assure our success in this area.

3. Timely and accurate scheduling of shipments will insure inventory efficiency and shorter product lead times. PIVW's will be utilized throughout FY 1981 to insure accuracy in this function.

4. The field must become more directly involved in collecting our accounts receivable. The cost to carry our receivables (whether internal costs or interest costs to a bank) is an operating expense that does not give our company a return on this investment. Sales and systems personnel probably have the most leverage with a customer to insure timely invoice payments.

5. Inflation will aggravate Datapoint's field operating expenses. Each of you has a responsibility to insure that the money we spend results in additional revenues and profits. The best way to obtain our continued growth and financial success in FY 1981 will be to provide strong order and profit results in the First Quarter. Let's get busy together in July to assure our continued success for the thirty-fifth consecutive Quarter! **D**

Steve James

*Short Lead Times. . .
continued from page 1*

If you want to take advantage of this situation, here's what you should do. First, find out the earliest date that your customer can actually accept delivery. Use this as the Customer Requested Ship Date on the order. Second, tell your customer that he might receive his system on that date but that there is a good possibility that he will receive it in accordance with the published lead times. That way your customer won't be overly disappointed if he has to go full-term lead time, but will be able to receive one of our orphaned systems if it becomes available. Remember, these earlier ship dates are not guaranteed because they are the result of changes in scheduling in someone else's PR. But at least the possibility is there, so take advantage of it.

We certainly hope that this clears up a lot of misunderstanding on lead times. We also hope that this article offers you a solution to some sales situations that you may be faced with. It will certainly make a lot of orphaned 1500 and 1800 systems feel happy and wanted again. **D**

Datapoint Large Account Marketing Class Now Available

The revised Large Account Marketing class is now ready for delivery to the field marketing force. The course is independent of all equipment and can be taught wherever a classroom or conference room of sufficient size can be obtained. Regularly scheduled classes will begin this fall. Additionally, Regional and Branch Managers may request the class as desired. Minimum student count is four to six students; maximum student count is sixteen.

The class contains materials directly related to the care and handling of very large accounts. The materials include company structures, user profiles, industry profiles, national and multi-national accounts, and strategic planning techniques. Information on how to use Customer Service National Accounts and the Order Management System to support your marketing efforts is included. Resource management is an integral part of this course.

Throughout the entire week a lengthy and complex, real-world case study is used to bring to light the best methods of supporting a large account effort.

The class is available to all Marketing Division field personnel. For additional information call Marketing Education at 7012. **D**

Ad Schedule

Publication	July
<i>Computerworld</i>	IEO - 7th DATASHARE - 21st
<i>Infosystems</i>	DATASHARE
<i>Modern Office Procedures</i>	ACD™
<i>The Office</i>	ACD
<i>Communications News</i>	ACD
<i>Telephony</i>	ACD - 14th D

Marketing Education Class Schedule July 1980 - December 1980

Class	Date	Location
ASR Group I Phase I	7/14-8/1	San Antonio
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
Sales Orientation	11/3-14	San Antonio
ASR GROUP II Phase II	11/3-21	San Antonio
Financial Marketing	11/11-13	Atlanta
Management Dev. Unit II	11/17-21	San Antonio
Products and Markets	11/24-26	San Antonio
Sales IEOS	12/8-12	San Mateo
Sales Orientation	12/8-19	San Antonio
Large Account Marketing	12/8-12	Atlanta D

Controller's Corner

Joe Russo

The "Shipping Window" that we discussed in our last article, has recently been implemented. This program change is one of the steps we are taking to minimize Refused Shipments. The "Shipping Window" will prevent an order from being shipped more than 14 days prior to the Customer Requested Delivery Date. This is how it works:

OMS calculates the standard in transit time based upon the selected mode of transportation (surface or air) and the geographic location of the delivery site. This standard in transit time is subtracted from the "Customer Requested Delivery Date" to determine the "Required Ship Date."

EXAMPLE:

Requested Delivery Date: 08--1--80
Shipment Method: Surface
Ship to: Sudbury, MA 01776

The estimated surface in transit time for that order is 11 days according to a standard shipping table. Therefore, OMS edicts would prevent a Shipping Acknowledgement from being produced before July 21 ("Required Ship Date".) If authorized by the customer, the order can ship prior to that date; however, the Customer Requested Delivery Date must be moved accordingly.

In addition, we recently confirmed orders in the backlog by using the Pre-Installation Verification Worksheet (PIVW). The PIVW is a technique which CMP has successfully used to confirm that the customer site is ready to receive and install the equipment. Order Control will continue to send out PIVWs for orders which are approaching sixty days prior to the next scheduled delivery date for that order. Regional Managers are expected to ensure that these are returned to the appropriate Business Area Controller within 45 days to the scheduled delivery date.

Still the most important step must be taken by you, the salesperson. Along with these administrative actions, the best way to avoid refused shipments is to stay in touch with your customer. **D**

Trade Shows 1980

* July 7-11	National Conference of State Legislators	New York, NY
* July 17-19	Virginia Bar Association (Inovative Proff. Sys.)	Hot Springs, VA
* July 30-Aug. 10	Baron Data Systems	Atlanta, GA
* 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 15-18	Oil Industry Computer Service Inc.	Odessa, TX
c October 20-22	Communication Managers Assoc.	Port Cheston, 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

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 May 13-25	Int'l Communications Association	Washington, D.C.

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

Any National Domestic Sales Representatives or OEM may rent the demonstration equipment for sales meetings and/or trade shows pending availability. Contact Ben Hayes, Kent Nutt or Connie Barclay at (512) 699-7059. Please give three to six months advance notice. **D**

Customer Education Course Schedule

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

Course Subject	Date(s)	Location(s)
Advanced DATASHARE	08/11	San Antonio, New York
	08/18	Chicago
	09/08	Atlanta
	09/15	New York, Arlington
	09/22	San Antonio
	09/29	Farmington Hills
Basic Disk Concepts	08/04	Chicago
	08/18	San Antonio
	08/25	New York
	09/15	San Antonio, New York
	09/29	San Antonio
Introduction/ Datapoint Programming	08/04	San Antonio, San Mateo, Farmington Hills
	08/11	Chicago, Seattle
	08/18	New York, Arlington, Atlanta
	09/08	San Mateo
	09/15	San Antonio, Chicago
	09/22	New York
ARC	08/04	San Antonio, New York
	08/18	San Antonio
	09/08	San Antonio
	09/15	Chicago
	09/22	San Antonio
	09/29	Arlington
Disk Operating Systems	08/04	San Antonio, New York
	08/11	Arlington
	09/08	San Antonio
	09/22	San Antonio
	09/29	Chicago, New York, San Mateo
DATASHARE	08/04	San Antonio, Arlington, New York, Atlanta
	08/11	San Antonio, Chicago San Mateo
	08/18	New York, Denver
	08/25	New York, Chicago, San Mateo, Los Angeles
	09/08	San Antonio, New York, Arlington, Chicago, Farmington Hills, Hawaii
	09/15	San Mateo
	09/22	San Antonio, New York, Arlington, Atlanta, Chicago, Seattle
	09/29	San Antonio
Version 4 INFOSWITCH	08/04	San Antonio
	08/18	San Mateo
	09/15	New York
Basic LDCS	09/08	San Antonio
Advanced LDCS	08/11	San Antonio
	09/15	Arlington
	09/29	San Mateo
ACD	08/18	San Antonio
	09/22	San Antonio
Word Processing	08/04	Arlington
	08/11	San Antonio, New York
	08/18	Chicago, San Mateo
	09/08	New York, Arlington
	09/15	San Antonio
	09/22	Chicago, San Mateo
Snap 3 Assembler	08/11	San Antonio
	08/18	New York
	09/29	San Antonio

New Orleans Seminar – *Tres Magnifique*

For the first time since Datapoint has been providing yearly seminars for the systems engineers, six regions joined to make this year really count. Normally, there are four separate seminars, but this year all of OPs II got together to have a grand old time in New Orleans. Not only was this a first, but they went farther and included everyone who had anything to do with systems support for those regions, including CMP personnel.

Of course the icing on the cake was added when many of the home office personnel were invited to give presentations and/or take part in the programs for the seminar. Appearances were made by Steve James, who was sponsor for the seminar, G.M. Allen, Gerry Cullen, Jonathan Schmidt, Ralph Hall, Buck Buchanan, Kirby Herron, Earl Steman, Mike Maloney, Dick Ponton, Terry McDaniel, and Sal Bruno.

The purpose of these yearly seminars is two fold; part is intended to be informative and the other is aimed at just getting everyone together for a little R & R. Both serve as a lift to get through that end of the year stretch. Held from May 14 to 17, the seminar took place at the Marriot Hotel. Since the hotel is on the fringe of the French Quarter in New Orleans, it was within walking distance of Bourbon Street making it very easy to take advantage of the famous nite-life there. As an added attraction, a real taste of the New Orleans life style was provided by a chartered boat and a lazy afternoon on the river.

"It rained the whole time we were in New Orleans, but it sure didn't dampen anyones spirits," according to Hugo Klein. "Even now, the investment Datapoint made in this seminar is paying itself back in the improved outlook and attitude of those who attended." Klein, Regional SE Manager in Houston, was in charge of most of the arrangements for the seminar. However, he said "It was the enthusiasm and help of all the regional managers that made it a great success."

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>
9388	Freestanding Diskette Controller, 4 drives		\$ 3050	\$91	\$ 50
9350	Console Front-Load 2.5MB Controller/Drive		\$ 2975	\$85	\$ 125
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	}	1-3 \$ 1995 4-10 \$ 1850 11-25 \$ 1725 26+ \$ 1525	\$54	\$ 125
9292	60 LPM Printer, Serial Interface				
9294	120 LPM Printer, Parallel Interface				
9250	Console Servo Printer	}	\$ 1595	\$66	\$ 125
9251	Freestanding Servo Printer				
9231	80 cps Freedom Printer (serial)	}	1-3 \$ 1750 4-10 \$ 1600 11-25 \$ 1500 26+ \$ 1395	\$38	\$ 125
9232	80 cps Freedom Printer (parallel)				
9235	160 cps Freedom Printer (serial)	}	1-3 \$ 1995 4-10 \$ 1850 11-25 \$ 1725 26+ \$ 1525	\$54	\$ 125
9236	160 cps Freedom Printer (parallel)				
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

New Marketing Support Material Released

Your Corporate Communications Group has completed and released several new or revised pieces of Marketing Support Material this past month. With this issue of Out-Think™, we will begin a monthly column to keep you up to date on the new support material available to you through Software Services.

LDCS™/'80 Video Tape

One of the most important this month is the LDCS/'80 Video Tape, a very current and in-depth video tape on Datapoint's LDCS (Long Distance Control System). Topics covered within this video tape are extensive and present the viewer with a comprehensive look at what Datapoint is doing in the area of communications management. Initially, Datapoint's philosophy emphasizes the need for effective cost control in communications and its problem areas. These problem areas are then addressed by the various features of the LDCS which are explained in detail by the narrator.

Next, management and accounting reports are identified and the functions of each are explained. The integration of LDCS with ARC is described including the Telephone Directory Package and the Equipment Billing Package (both are optional software packages.) In conclusion, the video tape touches on three other Datapoint products, EMS, SMDR™, and SHARE™, describing how they are used with LDCS to form our family of Communication Products.

LDCS/'80 replaces and upgrades the earlier INFOSWITCH™ video tape and should prove a valuable sales tool in our growing communications area (Model Code 60399, price \$125).

Software Catalog

The Software Catalog is revised every 6 months, and though this is not a new piece of material, this revision is sporting a newly designed cover. This catalog provides the reader with a means of quickly reviewing the capabilities of Datapoint Software. Both overviews and specific details are offered, allowing extensive system planning (Document No. 60000, no charge to customer).



Marketing Support Material

Binder and Tabs for Guides to Operating Datapoint Equipment

This new binder is a very attractive means to help you and your customer organize all those necessary documents on the operation of Datapoint equipment. The binder comes with color-coded printed tab pages for sections on processors, printers, disk memory, magnetic tapes, and misc. peripherals (Document No. 80508, price \$21).

Datapoint Equipment Slides

This marketing support tool contains a slide of each piece of Datapoint equipment using the same photos as the product fly sheets (Model Code 60406, price \$53).

Press Quotes Book

The Press Quotes Books for April and May are now available. These books are collections of newspaper and magazine articles featuring Datapoint for that respective month, and may contain other articles of interest. The Press Quote Book is distributed monthly to the field and requests for additional copies should be directed to Corporate Communications (MS K05).

Product Specification on Split Speed Modem

The Product Specification for the 9478/9479 Split Speed Modem (Document No.60928, pricing to be announced) and its fly sheet (Document No. 60943, pricing to be announced) are also available. **D**

Salesperson of the Month Bob Crowley

Regional Manager John Huddock
Des Moines, Iowa

Significant Sales for May

Western Operations

Salesperson	Region	ISV
Mike Bemsoom	North Central	115,006
Thomas Austin	North Central	111,840
Nate Schorr	Great Lakes	114,038
Don Kuelhorn	Great Lakes	115,500
Bob Peggs	Northwest	153,000
George Rangitsch	Northwest	117,000

Eastern Operations

Salesperson	Region	ISV
Mark Hayes	Northwest	140,720
Bob Beck/Jim McGill (Joint Agreement)	NY Metro	193,441
Jim Clare	Mid-Atlantic	102,610
L.W. Werle	NY Metro	100,995
Don Lawrence	NY Metro	273,954 D