

NEWS

New Domestic Pricing Features Reductions

Datapoint has announced new aggressive pricing for over 80% of the domestic product line, including lease, purchase, and maintenance pricing. Prices were decreased up to 40% off of some items.

Gerry Cullen, vice president of marketing, said, "A combination of factors precipitated the pricing actions — production economics, some component reductions, but primarily a strong desire by Datapoint to increase market share by making the components of our computer and telephone systems more cost effective."

Large Systems Prices Slashed

DATASHARE® and batch systems (4XXX) prices have been slashed an average of \$7,200. The cost of 6000 series memory has been cut with an across the board price decrease of almost 44%. ARC™ file processors with RIM, disk controllers and disks have taken un-

precedented drops in price, ranging from \$7,000 to \$7,800 off list, quantity one pricing. 6000 series processor pricing has been reduced an average of \$4,500.

The 96K 3817 ARC applications processor, previously selling for \$6,600, has been repriced at \$3,500 — an almost 50% reduction in price.

8XXX systems, our best batch processor and fastest of all disk handlers, have been reduced up to \$12,000 each, with favorable quantity discount breaks.

Small Systems Offered at Savings

Small Systems also have received aggressive new list prices. But the biggest break comes in quantity discounts — such as 25% off for quantity 26 on some items.

Individual products in the Small Systems product lines have been cut in price up to 34% on quantity one.

The 1552 list price has been reduced 29% from \$8075 to \$5750,

continued on page 2

Datapoint Purchases Division of TRW Data Systems, Canada

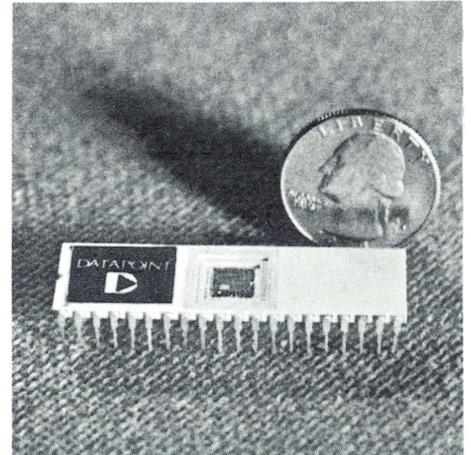
Datapoint Corporation announced May 21 that, having received approval from the Canadian Foreign Investment Review Agency, it has acquired the Datapoint division of TRW Data Systems Canada for an undisclosed amount of cash. Datapoint Canada Inc. will employ approximately 185 people.

Datapoint Canada will operate as a wholly-owned subsidiary of

Datapoint Corporation, and assume total responsibility for marketing and servicing Datapoint computer products and advanced telephone equipment throughout Canada. The company, as part of the TRW Inc. International Distributor Network, has successfully sold and serviced Datapoint products in Canada since 1971.

"We see this acquisition as a very positive move for all parties concerned," said Mike McLagen, newly appointed president of Datapoint Canada. "Datapoint has

continued on page 12



RIM Chip

ARCNET Local Network Interface Chip to be Sold on Open Market

The integrated circuits used to interface workstations to a Datapoint® ARCNET™ local network will be made available to the public through Standard Microsystems Corporation of Hauppauge, New York.

Datapoint and Standard Microsystems have signed an agreement under which Standard Microsystems was granted a non-exclusive license to market Datapoint's RIM (Resource Interface Module) chip and the associated ARCNET transceiver chip. Together, the two chips provide the electronics necessary for ARCNET interfacing.

Standard Microsystems has been a primary supplier of Datapoint's RIM chip since its introduction in September, 1981, and Standard Microsystems will now additionally offer the ARCNET transceiver chip. The two-chip set will be sold as a

continued on page 2

ARCNET CHIP continued from page 1

part of Standard Microsystems's standard product line, at prices to be determined by Standard Microsystems.

It was announced in September, 1981, that the interface chips would be used by Tandy Corporation to interface Radio Shack TRS-80 Model II computers, creating a Radio Shack implementation of the ARCNET local network.

"Many Inquiries"

"When we initially made the chip set available to Tandy, we decided to deal with any other interested vendors on a one-by-one basis," noted Victor D. Poor, Datapoint's Executive Vice President for Research and Development. "Since the announcement we have received many inquiries from vendors who want information about the chips.

"This agreement with Standard Microsystems will make the chip set publicly available and at the same time relieve Datapoint of having to deal in the semiconductor business — something we don't want to do," Poor said. □

New ISX Pricing Announced

First year maintenance prices are included in the new pricing for the ISX™ Version 1. Adopted March 29, the new pricing for all Version 1 installations has been adjusted to \$1000 per port for systems equipped with 250 to 1000 ports.

This new price includes installation and the first year maintenance charges: an industry standard that Datapoint has adopted for the Version 1 system. This new pricing structure will be in effect for Version 1 systems shipped prior to May 1983.

Included in the new price are the complete Data Management Subsystem (DMS), attendant consoles, INFOSET™ I or conventional single-line analog instruments with interface cards, and the trunk conditioning subsystems (TCS).

Below is listed all equipment that is included in the \$1000 per port price:

2-wire/4-wire Analog Trunk Interface Card
TCS Equipment
Tone Option Card
RSU/104
RSU/232
RSU/352
Dual ISL Interface Card
Combined CSU/4 and RSU/232
Standard Single Line Instrument & Interface Card
INFOSET I Station Instrument & Interface Card
Attendant Console
Modular Jack Assembly
Standard Data Management Subsystem equipment
Battery Backup
Power Failure Transfer Equipment

What Happens If I Want Something Different?

Whenever a customer requires other standard equipment not listed above, such as an additional processor or an ARC system, then the additional equipment is added to the order at standard Datapoint prices. If the customer requires equipment that is not listed in Datapoint pricing

guides, such as multi-button key telephone sets, loud extension bell, buzzers, etc., then Customer Service will determine the additional cost, which is then added to the quoted price.

What Does Standard Installation Include?

Standard installation costs are covered by the \$1000 per port price. This includes running the wire from the Remote Switching Units to the Wiring Distribution Frame (WDF) and pulling standard 3-pair station wiring up to 200 feet per station from the WDF to the Port Distribution Frame (PDF). Assuming that the CSU and the RSU cabinets are located in the same room, this price also includes the installation and pre-testing of the cabinets, as well as the testing of the total system.

Any other installation requirements would be considered special engineering. Special engineering costs are determined by Customer Service after surveying the customer's site and determining exact requirements. These costs would be in addition to the \$1000 per port charge. Special engineering typically includes items such as:

- Locating Remote Switching Units or the Data Management Subsystem in areas away from the Central Switching Unit.
- Providing and installing Teflon coated cable
- Channeling or trenching
- Pole line construction
- Floor or ceiling drilling
- Installation of feeder cables
- Outside plant work

What Happens When the Customer Upgrades to Version 2?

Upgrades to Version 2 are priced according to the then-current ISX Pricing and Configuration Guide. The \$1000 per port charge applies for the customer's initial order. Additional equipment is added in from the Pricing Guide. The maintenance charge begins after the first year and is \$2.60 per equipped port, or \$20.80 per user port interface card.

With this change in price, the ISX is now more competitive than ever. The new price gives you an effective

NEW PRICING continued from page 1

and now comes with 64K instead of 32K.

The 1554 disk system has taken a dive in price from \$18,250 to \$12,100, a 34% cut. The 1802 went from list price \$11,770 to \$7,450 (37% off) while the 1818 went from list price \$21,400 to \$16,300 (24% off). 1800 systems boast a 25% discount for quantity 26.

The 8620 system was reduced to \$23,950, a 16% drop from the former price of \$28,500.

Memory pricing has been reduced from \$650 for 32K to \$450, factory or field installed.

Pricing for all products was distributed to the field in late May along with OEM new pricing. This should provide emphasis for a strong fourth quarter and kick off FY83. □

Product Marketing
Ext. 7151

ACD, Mini-ACD Enhanced in New Releases

Datapoint's Automatic Call Distributor has been enhanced with the release of ACD 4.1. Mini-ACD 1.2, which will be released this summer, has also undergone a few changes. An examination of ACD 4.1 will show the following:

FORMAT REPORT: The format report command will provide the ability to format and print the contents of any DOS compatible text file to the local printer. This capability will be identical to the format report command now available in SHARE™.

GROUP UTILIZATION REPORT: The report group command will provide information relative to the reporting group assignments and will include the period being reported, the average number of positions staffed during that period, the number of calls offered to the reporting group, the number of calls handled, abandoned and delayed by announcement, the wrap up time, and the number of calls originated or transferred by agents from this group.

LINE UTILIZATION REPORT MODIFICATION: The line utilization report will be modified to include several additional fields of information: the length of time each line was in use, the total number of calls abandoned by line, and the all-

trunks-busy time for each split.

SPOOL: A capability will be provided to spool any or all system reports to a disk file. This file could be accessed by another processor in an ARC environment for output to the system printer. This capability will be identical to the print spooling in SHARE.

LOCAL PRINTER SUPPORT: All report oriented commands will support local printing from a Datapoint 8200 terminal if/when a printer is present.

AGENT "AVAILABLE" STATUS COUNT: The system will no longer reflect supervisors in the display counts at either the host or supervisor consoles.

CONSOLIDATED LINE STATUS: A console capability will be developed to display line status activity for all lines in the system to all consoles in the system. The current method of assigning lines to specific consoles for reporting will continue to be supported.

AUTOMATIC RETURN TO "AVAILABLE": An additional agent attribute will direct the system to place the agent's instrument into the available state after the termination of an incoming call.

DISPLAY WAITING: This command will display the line numbers

that are waiting for an agent and the length of time waiting for a specified split.

SUPERVISOR TONE TO MONITORED AGENT: While a supervisor is monitoring a call, the supervisor can request to be called by the agent controlling the call.

OUTGOING TRUNK SELECTION: The selection technique used to mark trunks for outgoing calls will be enhanced by adding the option to specify a top-down method of call connection. This connection will be made available on a line type basis.

EMULATE CONSOLE: A console capability will be developed to allow multiple supervisor consoles the ability to view any screen on any console in the system.

Mini-ACD Version 1.2

Mini-ACD 1.2 will feature the following:

User's Guide documentation will be enhanced with Mini-ACD 1.2, outlining report package output and description of the supervisor's console display.

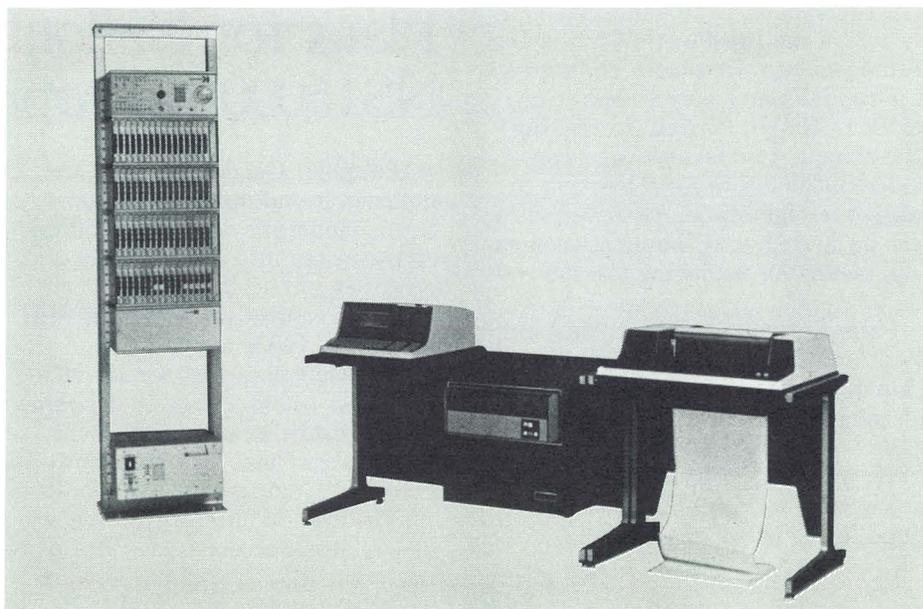
Version 1.2 will perform a database verification check at system initialization time and help identify hardware and database configuration compatibilities before they cause problems.

*Tom Wallace
Ext. 5365*

ISX PRICING continued from page 2

sales tool to sell more ISX's. Think of the advantages of the ISX dispersed architecture, the ability to grow modularly to over 20,000 ports, the capability of adding data switching and sell the ISX at prices that are competitive with voice only PBX's. There are still slots available in FY'83 for Version 1 ISX's. When you find a good home for an ISX, contact the National Office Communications Marketing Manager to discuss time frames and availability. □

*Bill Godfrey
Ext. 5219*



1550 Powerful with RJE, DASP, RUP

Wouldn't it be nice for a mainframe user to implement a Remote Job Entry network without having to go through all the headaches of operating system conversions, system programming, and training of personnel?

Likewise, couldn't RJE software and hardware be used to handle all teleprocessing tasks without inflicting overhead on the mainframe, thus postponing or eliminating costly mainframe upgrades caused by expanded data processing operations?

And wouldn't it be nice for the RJE stations to be configured to meet the needs of the remote site rather than having to adapt to the restrictions of the equipment? And for the RJE stations to be used for other applications such as local data and word processing?

President's Club to be Held in Palm Springs

For the first time in Datapoint's history the President's Club will be hosted as a separate event, not concurrent with Achievement Club. Scheduled for October 4 through 6, the President's Club will be held at the Canyon Hotel Racquet and Golf Resort in Palm Springs, California.

Achievement Club will immediately follow the President's Club at the same location, October 6 through 10.

Original plans were to hold the clubs in Kauai, Hawaii. In making the change, two factors were considered: the desire for a location to meet the high standards required for the gathering, and the most economical means for achieving the first factor.

Palm Springs is a highly desirable location offering the finest in recreation and leisure - a most appropriate location for our first President's Club.

We are looking forward to an exciting time in Palm Springs. We hope to see many of you there. □

*Bill Finkel
Ext. 7376*

Wouldn't it be nice if the mainframe hardware and software could cost less than \$40,000 and the remote site hardware and software could cost less than \$6,000?

DASP™ and RUP in conjunction with the Datapoint 1550 can do this and much more.

DASP is a Channel Adapter product that allows a 6600 to attach directly to an IBM byte multiplexer channel. DASP provides a totally automatic data collection and distribution system without operator intervention. RUP is the communications software that allows any of Datapoint's processors to talk to the DASP processor.

The 1550 with its extensive software offering makes a very good data collection processor and RUP makes it a very powerful RJE station. With pricing starting at less than \$6,000 (for the 1552), the 1550 is a great buy.

These are only some of the features that the combination of DASP and RUP provide:

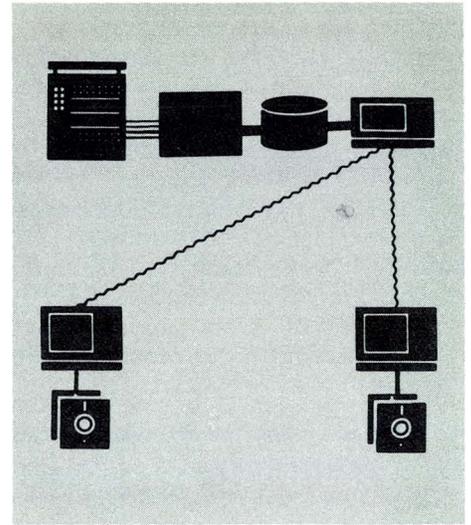
- *No communication overhead on mainframe.
- *No operating system changes on mainframe.

Datapoint Announces Design-In Plans for National Semiconductor's NS16000 Microprocessor

Datapoint Corporation has announced it will design National Semiconductor's new NS16000 microprocessor into a series of data processing and office automation products scheduled for release near the end of 1983.

"We view National Semiconductor's new 16000 as highly desirable for our future product design-ins," says Harry Pyle, Vice President-Principal Engineer for Datapoint.

"The architecture of National's new microprocessor family fits hand-in-glove with Datapoint's forward direction between now and 1985.



- *No software revisions.
- *Complete job flow control.
- *Flexible telephone connections to a remote user.
- *Complete system log for billing and system analysis.

Because DASP attaches to the IBM multiplexer channel, any IBM system that has this channel (360, 370, 4300, 3300) is a potential candidate. □

*Rafael Maymi
Ext. 7151*

"We like the fact that the memory management unit (MMU) is integrated into the architecture of the 16000, rather than being just an after-thought," Pyle added. "Furthermore, we like the large uniform address space as opposed to other segmented schemes because of the ease of programming it affords. And the operand encoding seems ideally suited to high-level language code generation, allowing very efficient code generation without the need for highly complex optimizing compilers," Pyle observed. □

IEOS 3.2: The Benefits and the Features

The IEOS 3.2 software combines the features of Datapoint's word processing with the power and flexibility of the Resource Management System™(RMS™) operating system.

Customers will benefit significantly in four major areas:

1. Low Cost Workstations

Since 82XX terminals can participate as full-fledged IEOS workstations under RMS, the resulting cost per workstation can decrease significantly. In addition, use of low cost workstations offers increased flexibility in configuration design. Clustered systems become a more viable solution now, with the capability to attach multiple terminals to an 8600 with 20MB on-line disk storage. Thus, three 8200's (or the ergonomic amber-screened 8220's) could participate as full-fledged IEOS workstations, with IEOS also running at the 8600 console. The 8600 might also be simultaneously functioning as a data resource processor (performing disk management functions of a file processor for the attached 8200 workstations).

When similar configurations were compared, it was found that the cost-per-workstation for RMS-based systems was consistently 20% less than the cost-per-workstation for DOS-based systems.

2. Improved Performance and Throughput

Given the superior overlay loading techniques of IEOS/RMS, and an enhanced I/O support package, throughput and performance are significantly improved. Benchmarks done in San Antonio, show that IEOS on 82XX's runs 2 to 3 times faster than IEOS 1.4 on a 3800.

In addition to the support of more operators and even if IEOS/DOS is upgraded to 1.5 with the memory manager, IEOS/RMS on 82XX's is still one and a half times faster.

3. Shared Printers and Concurrent Print

Because of the resource sharing capabilities of RMS, workstations may direct print tasks to any printer

on the network for which they have appropriate security access. Furthermore, print formatting of the documents is performed as a separate task, so that the workstation is free to perform other functions once the print command has been issued and accepted, whether the job has been designated to print directly or to be spooled. For example, an operator may finish editing a 50-page report, issue the print command, and then immediately proceed to modify the next document. Even the same document can be modified while it is printing.

This also means that workstations can directly access any printer on the network, or queue jobs to any printer, without the additional expense of a dedicated processor serving as an unspooler.

4. Future Growth

Because Datapoint is committed to moving forward with RMS, future IEOS software enhancements will be concentrated on the RMS Operating System.

Enhancements to IEOS/RMS

Several of the enhancements listed below are unique to version 3.2, while others are additions relative to versions 3.1 (RMS) and 1.3/1.4/1.5 (DOS).

1. Page Access without Scrolling

In IEOS/RMS, pages do not scroll to the screen when the Editor PAGE command is used. For example, if you are on page 1 and ask for page 10, the next screen displayed is the text of page 10. Also, when an edit session is terminated, the system now performs the END processing without displaying the pages to the screen. This effectively simulates direct page access, a highly desirable feature in the WP marketplace.

2. Associative Index Method™

IEOS/RMS 3.2 now includes AIM™, allowing lookup of text strings within documents via the SEARCH and LOCATE commands. This marks the first appearance of AIM in RMS.

3. Help Screens

Simplified help screens provide the most relevant information to the user, in a direct and efficient manner. Shortest acceptable abbreviations are now highlighted on the

screen for quick reference. Also, help screens are menu independent, allowing references to commands on other menus.

And because the 'Help' library (COMMON/LIB) is now a standard IEOS library, users may add help explanations which can be accessed with the IEOS HELP command. This allows the easy addition of site-dependent information and notes about frequently-used editing commands for quick reference by the users.

4. Error Messages

Error messages and prompts have been modified to be more understandable and more user-oriented.

5. Display of Boldfacing and Underlining

Using a properly-equipped 8600, boldfacing and underlining are displayed on the screen when the DISPLAY and HELP commands are used. On 8200's and 3800's, these attributes are displayed in inverse video.

6. Enhanced Naming Conventions

Library names can be as long as 12 characters, and both library and document names can contain special characters. Also, four character filename extensions are allowed.

7. More Efficient Packup

Packup now releases unused space at the end of a library, regardless of whether inactive documents are present, facilitating supervision and management of available storage space on a system.

8. Workstation Support

IEOS/RMS is available on all large screen processors (including the 3800) and terminals supported by RMS.

9. Simplified User Sign-Ons

The user-tailorable Startup capabilities of RMS allow secure yet easily-automated and simple sign-ons for IEOS users. A supervisor, for example, can set up the system such that an operator gives only a user ID and password, and all of the user's environments are inserted automatically. This allows simplified IEOS access to the casual user, while maintaining stringent security requirements.

10. Enhanced Security Capabilities

Using RMS's extensive security conventions, file access (read, write,

continued on page 6

Corporate EMS Expands to Serve More

The corporate EMS™ network has been greatly expanded since it was featured in the August 1981 *Datapoint Marketing News*.

At the heart of the network is a 6600 network controller with a 3800 processor functioning as a master station. This network connects to 13 other ARCs dispersed throughout Datapoint via double-RIMed file processors connected by nearly seven miles of coaxial cable.

Joining the buildings housing the ARC systems is a combination of underground coaxial cable and LightLink™. Although the original configuration used microwave to connect some of the buildings, LightLink has been substituted for the microwave units previously in use.

The EMS network has grown from 110 local stations and six remote locations in August to 250 mailstops servicing a total of 729 users. This includes the following 27 remote locations (as of April 15) serviced via telephone lines.

Traffic and Usage Tallies

The amount of traffic over the network has increased substantially. In August, 1,457 messages were sent and 3,188 received. In February, 3,027 messages were sent and 7,732 received. Although many mailstops were added during the past six

months, the network controller was able to handle the more than 100% increase in traffic without significantly impacting the network.

TWX and TELEX Interfaces

One of the ports on the network controller has been configured for a 110 baud TWX line. Customer Support Logistics in San Antonio is currently using this facility to place orders with a paper vendor. The vendor is listed as a mailstop on the network controller; when sending messages to it, the network controller seizes the TWX line and places the call to the vendor's TWX system. The procedure used in sending messages/information is identical to sending messages to any other mailstop on the network.

Currently, this TWX line is used for one vendor, although other vendors are expected to be added to the line in the future. This would allow

us to automate our ordering procedures, cut costs, paperwork and turnaround time, and remain current with vendors.

EMS also facilitates communication with the people in Europe. Defined in the network controller is a mailstop for a telex room in San Antonio. All messages sent to this room are routed overseas as necessary.

The corporate EMS network has been a success as demonstrated by the number of messages passed through the system and the increased dependency by clerical and management staff. No longer are people content to contend with the mail service. EMS has made it possible for everyone participating in the network to be current with the latest information. □

Rick McClelland
Ext. 5124

Remote Mailstops

San Antonio Remotes

Customer Service-Koger
CSD Logistics
Woodcock Bldg.
Customer Service-Borden Bldg.
Certification-Console Dr.
Sales Education
Systems Education
Education Planning

Other Non-San Antonio Remotes

Sunnyvale
Dallas-ISX Development
Waco Plant
Government Relations-Arlington Va.
Austin Development
Inforex
Stamford Branch
London (testing)

Marketing Regions

Gulf Coast
North Central
Northeast
Northwest
Federal & Mid-Atlantic
New York
East Central
Southern
Southeast
Great Lakes
Southwest

Sites Under Consideration

Sacramento
Oakland
Portland
Seattle
San Francisco

IEOS 3.2 continued from page 5

copy, etc.) can be made as flexible or as rigidly secure as the customer requires.

11. Simplified System Management

Using RMS utilities and the uniform IEOS-related file-naming conventions, management of IEOS work files and libraries is greatly simplified. For example, a supervisor may use DELETE CUT?/IEOS:W to delete all extraneous operator cut files, in one simple command.

With IEOS now added to the list of Datapoint products available

under RMS, more of your DOS accounts should now be prime to convert to RMS. The word processing capabilities under RMS are clearly superior to those of DOS. The cost per workstation is much more beneficial and performance in some cases is three times what it was under DOS. In other words, the price/performance of RMS word processing over DOS should make the decision to convert to RMS an easy one for word processing customers. □

Rick McClelland
Ext. 5124

Slide Shows Updated

In May's *Datapoint Marketing News*, we listed changes to two slide shows, but inadvertently got the changes backwards.

This should clear up the confusion:

For the ISX-Information Switching Exchange™ slide presentation (M/C 61124), three new slides are available from Ed Rivera, Corporate Communications, Ext. 7059.

To correct the Color Business Graphics presentation (M/C 61266), remove slide 55-"Script Phase". □

ACU: A Glowing Report on ARC

During one very cold week in Boulder, Colorado, Sal Bruno and I spent time with the folks from the Association of Computer Users running benchmark tests. These are the people that bring you the systems comparisons found in *Computerworld*. (Remember the 1170 comparison that hung around for 2 years?)

We ran a program that all of the other vendors ran, a simple order entry program that produced a picking slip and invoice while updating various master files. Other programs tested the processor and I/O capabilities. We chose the 8600, actually the 8630 and an 8601, because it

was new in the product line and fit the criteria of the test as follows:

Multi-user system
\$25,000 to 50,000 cost
excluding data stations

So what actually happened? First the bad news. I had a little trouble connecting the terminal emulator that they were using to the multi-port on the 8630. A case of D.A., Dumb Analyst. So while I was tinkering with the cables, Sal was busy with the "This Is Datapoint/This Is ARC" story. They taped the dissertation but were furiously taking notes at the same time. We came out with what I would call a "glowing" report. Their primary area of interest was ARC itself and then the RMS operating system. They commented on DATABUS® and DATASHARE as well as IEOS. They also surveyed some of our

users and included their comments in the report.

We will be sending copies of the report to the field within a few weeks. Be looking for it! We are also running the same benchmark programs here in San Antonio with a terminal emulator that was developed in-house by Kris Linebaugh to match the capabilities of the one used by ACU. Next month we will have comparisons featuring all of the product line from the 1550 to the 8800.

Additional copies of the ACU benchmark report can be obtained from Claudia McNutt, ext. 7059, at the cost of \$1.00 each. Because of the limited quantity available, maximum order per person is five copies. □

*Ted Rohling
Ext. 7151*

Software Ordering Procedures

In recent months, a number of sales people have attempted to use the incorrect procedures to place orders for software. Please follow the proper method of ordering software, as listed in the Software Ordering Handbook (M/C 61170).

Notice that software orders from customers must be listed on a Software Order Schedule (SOS) (M/C 60600) and sent to Order Control; emergency orders can be phoned in to 512/699-7810. Do not order software on an EOS.

In-house orders must be submitted on an In House Order Form (M/C 60601) to Software Services.

OEM's and Reps order software for their own use following the same procedures as Datapoint customers; however, the standard 20% OEM/Rep discount applies to all charges for media and documentation. □

*Software Services
Ext. 7323*

The Information Processors with the Most Features

Just look what you can get with a 1550 System compared to what the competition offers. You can do stand-alone or distributed data processing, word processing and electronic message service, all from the same multi-function workstation.

New Pricing For 155X

The 155X product family has new prices. A 64K 1MB 1552 system is now priced at \$5750 (not including maintenance and installation). The 1979 price of \$5950 for a 1500 with 32K and .5MB of diskette storage

(which ran much slower) was \$200 more than today's price. The quantity 26 discount price of \$4315 (excluding maintenance and installation) reflects a 25% discount.

Well, you wanted more performance, more features, and a lower price. We listened to you and now you have it all. If Product Marketing can assist with sales strategies, please call at 7151 and ask for Rafael Maymi or Jim Whitehouse. □

*Jim Whitehouse
Ext. 7151*

| Feature | DPT 1552 | WANG 2000 | IBM 5285 | MDS 21/10 | XEROX 860 |
|---|----------|-----------|----------|-----------|-----------|
| Storage basic system | 1MB | 2.5MB | 246K | 243K | 184K |
| Basic price under \$6,500 | x | | x | | x |
| Space savings desktop design | x | x | x | | |
| Basic language | x | x | | | x |
| Unattended network controller (DATAPOLL® like protocol) | x | | | x | |
| Word processing | x | x | | x | x |
| Concurrent operation | x | | x | x | |
| 3270 emulation | x | | x | x | |
| Dual printer capability | x | | x | | x |

Profile: The Wang Alliance System

(The following was prepared by Software Products Division Strategic Marketing.)

This analysis was done to help prepare you to sell against Wang's office automation products, particularly their recently announced Alliance System.

Wang has been a leading WP supplier for many years. The OIS systems which are the bread and butter of Wang's clustered WP offerings range from 5MB of disk and 4 workstations to a 275MB system that supports up to 24 workstations.

Wang's most significant DP entry is the VS system, a 32 bit minicomputer. Although Wang's WP runs on the VS system, most VS appear to be placed in DP-oriented applications, particularly those involving front-end work for mainframes.

Alliance is a set of software products which was initially announced for the OIS systems and appears to be Wang's primary product entry into the office

automation field. However, Alliance is primarily a set of enhancements for WP oriented users; it does nothing for the user who wishes to integrate WP and DP at the workstation. For example, an OIS user who has existing OIS Office BASIC will have to convert his code to CP/M BASIC when he upgrades his OIS system for Alliance. Furthermore, no languages except, again, BASIC are supported under CP/M with Alliance.

Alliance software still does not give Wang users the ability to share resources outside of the local cluster. The user is, therefore, left with a "brick wall", which he hits in the form of having to buy another system once the 24th (or the last feasible, from a performance standpoint) workstation is added.

Wang claims that Wangnet will allow resource sharing for users of various Alliance systems, but the DP side of the question is not at all resolved. Wang is now supporting three types of BASIC, OIS Office BASIC, Alliance CP/M BASIC, and

VS BASIC. All of these are basically source code incompatible with each other. Additionally, once Wangnet is implemented on Alliance, Wang is going to be left with the interesting problem of having these source code incompatible programs access each other's files. Furthermore, Wangnet and Alliance do nothing for the user who wants to run VS COBOL and Alliance WP from the same workstation. Total, Wang's DBMS, runs only on the VS operating system.

Alliance does not address the office of the future in an integrated fashion. Users are still left with a decision of whether to go with a "DP" product (the VS), or a "WP" product, the Alliance. Only Datapoint offers the level of integration which is available at our workstations.

Elements of the Automated Office

Both Datapoint and Wang have professed the IEO to be their target markets. The race is on to see who is going to get the pieces in place first, but right now Datapoint is leading. Alliance has been announced, but it will not be available until 10/82 on OIS systems, and early 1983 on VS systems.

What is Alliance?

The Wang Alliance System is basically a set of new software products which run on an enhanced version of the OIS shared logic WP system that Wang has been marketing for several years. The basic Alliance software is \$19,000. Major features of the Alliance software are:

*Improved file management. This means that in addition to having file names for each document there are both "short form" and "long form" descriptions for each document. In WP the user scrolls through the directory and places the cursor on the document which he wants to modify, print, etc. This feature amounts to nothing more than the "cat longform" option which IEOS has had for a long time.

*Visual memory. This feature is analogous to the search and locate commands. The user can search for key words in the short and long document descriptions, or search for

| Attribute | Datapoint | Wang |
|--|-----------------------|--------------------------------|
| Local Network Shipment | YES (4000+ installed) | First OIS shipment 10/82 |
| Resource Sharing | YES | VS 1*/83 At Local Node Only |
| DDP | YES | NO (BASIC Only) |
| Digital PABX (Voice & Data) | YES | NO |
| Intelligent Printing (Laser) | YES | YES |
| Clustered WP | YES | YES |
| FAX | YES | YES |
| Color Graphics | YES | NO |
| Calendar Management | NO | YES |
| File Mgmt. System | YES (AIM) | YES |
| Financial Modeling | YES | NO |
| Electronic Mail | YES | YES |
| Communications (2780,3780,3270,SDLC,etc) | YES | YES (NO SDLC) |
| Remote Networking | YES | NO |
| DBMS | NO | YES |

keywords in the document text. This is the same capability that AIM provides except that Wang scrolls through the document sequentially on the screen until it finds the keyword. These AIM-like features will cost the Wang customer \$6,000.

*The Audio Workstation. The Audio Workstation has a telephone interface that allows users to dictate messages into the phone, which appear as highlighted squares on the workstation screen for every second of speech. These messages can then be stored on disk, and routed to various recipients. This product is a substitute for a pocket dictation device at the data entry point, and may be too cumbersome for many executives.

*Alliance also offers a calendar management package. Wang charges \$2000 for this software.

What Does It Cost?

One of Datapoint's strongest selling points is the ease with which software can be upgraded to incorporate new features into a customer system, without the customer incurring substantial investment in new hardware or obsolescence of his existing hardware.

Existing Wang users of OIS systems will not have this luxury when they upgrade to an Alliance system. The OIS Master Processor will have to be upgraded to 128K at a cost of \$83/K. Minimum disk storage for an Alliance system will be 80.4MB. Furthermore, the Alliance system software will set users back \$19,000. Additional workstations cost \$4,900 each, and the audio option adds another \$1,000 per workstation.

Conclusion

On a cost per workstation basis, Wang and Datapoint are essentially equal. The key differences remain in the ease with which we integrate DP with WP at the workstation, and the low cost of expansion afforded in ARCNET. An Alliance system will not allow a smooth upgrade with resource sharing past the 32 port maximum on the master processor.

Wang's Weakness

Wang has a reputation as one of the better word processor vendors in *Datapoint Marketing News*

Sample Configuration*

| | |
|---|------------------|
| Alliance 250 Master Processor | \$ 19,000 |
| 128K, 32 Ports, 80.4 MB Disk Drive | |
| Alliance Operating System | \$ 19,000 |
| Workstations | |
| Standard* \$4,900 x 10 | \$ 49,000 |
| 64 K RAM | |
| Printers | |
| 20 CPS Matrix \$2,695 X 4 | \$ 10,780 |
| Software (Visual Memory, CP/M, BASIC, 2780, 3780, 3270) | \$ 18,000 |
| | <u>\$115,780</u> |

*This configuration does not include the audio option (\$1,000/ws).

US vs THEM

| | Datapoint* | Wang Alliance |
|-----------------------|------------|---------------|
| Total Purchase | \$113,700 | \$115,780 |
| Workstation Alone | \$1,895 | \$4,900 |
| Printer Alone | \$3,495 | \$2,695 |
| Price Per Workstation | \$11,370 | \$12,178 |

*8630 with 20MB extension and 256KB of memory

Three 8602's driving six 8220's, four 9611 printers, and an active HUB.

Note: Both Datapoint and Wang quantity one prices were used in the above comparison.

the marketplace. However, our product has many features and strengths that even their best (Alliance) product does not.

Following is a list of how we compare in some of those important areas:

AIM: Can't be touched by Wang's Alliance; Wang doesn't have the flexibility in manipulating output that AIM has with its ON option. Ours is free when ordered with a processor.

Archiving/Electronic Filing: Our AIM technique along with extensive Library and Document Services solves this problem. The library structure itself allows documents of common content to be logically grouped. Wang uses a multiple entry point access technique, or an AIM like method which scrolls through the entire document to find the keyword.

Help: Wang has no on-line 'help' facility; we have both shortform (<command>?) and longform (HELP library) versions. Furthermore, the Datapoint user can add items to the help library which are germane to his application.

Autotyping: Wang's version of this requires very structured control

information that identifies variables; each time a variable is used in a letter, it must be re-defined in the control list. Our technique of identifying variables within the form letter, and of allowing variables to be in any order in the control file, provides much more flexibility.

Print "Stop" Override: Wang operators cannot override imbedded STOP commands while printing. RMS overrides them automatically unless the interactive option is chosen.

Page printing: EOS allows any combination of pages to be printed by a single PRINT command. Wang permits only one page or one contiguous string of pages at a time.

Printer selection: Not only does IEOS/RMS provide concurrent printing, but it also allows complete freedom in the selection of any printer on the network for use. Wang limits the user to the use of locally attached printers.

Copying: IEOS allows copies of entire documents to be made either inside libraries or as stand alone files; Wang must create a new

document, then "macro" in the document being copied.

Creating "Like" Documents: We have the LIKE option when creating or modifying documents for duplicating document formats; Wang must go into the source document and copy out the format lines.

What you see is what you get: Wang's justification happens at output (print) time, not within the editor. Headers and footers aren't merged until output time either.

Pagination and scrolling: Wang's system does not provide continuous scrolling, either vertically or horizontally; the next page is displayed with a small portion of the previous page at the top of the screen, and horizontal scrolling beyond column 80 swaps the whole screen out with a few characters showing at the left. The latter case is an irritation, especially when keying in text beyond column 80. Also, pagination does not occur automatically during text keyin; a separate pagination pass must be performed, or the operator must manually insert page breaks during keyin.

Function keys: Better than Wang's Glossary in some ways because of the ability to store commands and cursor movements in addition to text, and because each document can have its own unique function key definitions.

Tabs: Wang has left justified and decimal tabs only, and different keys must be used; we have a single key that activates left, right, center, and decimal aligned tabs, any of which may be dot-filled.

Justification: Center justification can be done in our system by selecting as many lines as desired with one command; Wang must center each line separately.

Cuts: To duplicate our approach to Cuts, Wang users must create a separate Glossary document, which is very time consuming and difficult. Up to ten IEOS cuts can be accessed from within any document. Wang only allows one cut without the use of the Glossary document.

Replacing text: Since Wang's editor doesn't automatically repaginate, replacing text (with global Search and Replace) may necessitate additional editing if the new text is significantly larger or smaller than the original.

Alternating headers and footers: Wang can't put different headers or footers on odd and even pages.

The bottom line when competing with Wang: Stress our strengths. Don't forget to mention that our Local Area Network is mature and it works!

Wang's Strengths

*Wang's WP shows the user what the document will look like when it is printed. This means that all underlining and boldfacing shows on the screen. An exception to this rule with Wang is that headers and footers do not appear on the screen.

*The Wang keyboard has separate Execute, Cancel, Insert and Delete function keys. Furthermore, any key on the keyboard can be defined as a function key.

*Wang's keyboard looks and feels like an IBM Selectric keyboard.

*The operator interface is very friendly. Error messages tell the user

how to correct the error instead of informing him that he has made one and leaving him sitting there wondering what to do next.

Conclusions

When selling against a Wang Alliance system, stress the following:

*The minimum configuration for an Alliance is \$38,000 for the master processor and 80MB of disk. That may be too much for some installations. Furthermore, no smooth upgrade with resource sharing exists once the first master processor is used up.

*Cost of expansion is high with Wang. Once the first master processor is saturated, the customer has to buy a second one. Only RMS/IEOS and ARCNET allow the kind of file sharing that avoids data redundancy.

*BASIC is the only language available with Alliance, and it is available only under CP/M. Wang has not made it clear how CP/M software is going to be able to share resources in a Wangnet environment.

*Wangnet is not going to be a cheap upgrade for existing Wang installations. The interface unit for VS and OIS systems will cost the customer \$3800 per connection. Tandy is selling the ARCNET interface for \$400, and it comes for no charge on all 8600 and most 8800 systems.

*Remember to stress the quality of both our hardware and software service organizations. □

Bernd Harzog
Ext. 7841

Band Printer Gets Serial Interface

The band printers (M/C 9257 and 9258) are now available in serial as well as parallel versions. (The parallel version is orderable as before. The serial version is ordered as 9257/0140 [300LPM] and 9258/0140 [600LPM].) The serial interface feature is denoted as model code 0140 and offered as a no-cost factory installed option only.

This option provides compatibility

with the serial printer port on the 8600 and, under RMS, it allows interface to an MPCA on an 8600 or 8800 processor.

The serial interface offers the same degree of IEOS compatibility as the current parallel band printers.

First customer deliveries are June, 1982.

Maintenance charges remain as listed in the price sheets.

All cable hardware is included with the band printer. □

Jim Moore
Ext. 5191



Color Business Graphics Fully Featured in Version 1.3

The Color Business Graphics system is now fully defined as to the committed features. This is the best business graphics system on the market. Initial response has been excellent and several systems are now being used for actual business management.

To re-acquaint you with the full features of the Datapoint Color Business Graphics system, a detailed list of capabilities is provided.

Also please realize that although CBG was initially offered as an adjunct to existing ARC systems, it is operational in a stand-alone environment. (Simply configure with a 4634-10/10 MB disk with processor, and the 9680 CBG with 9850 software). All capabilities are available on the stand-alone or ARC system.

The following list of features includes DOS version 1.3 which will be released July 1, 1982. Requests for additional features under DOS will be considered on a Request for Special Product (RSP) only. We intend to proceed with the RMS implementation in FY83 and your input for desired standard features will be considered for that product.

If you have generated some unusual or extraordinary pictures on your CBG, we would be interested in obtaining copies. Call or send comments to Product Marketing (K10).

Draw Features

The Draw phase lets you:

- Create a new picture.
- Modify an existing picture.
- Create a color palette. CBG can display any color visible on a color TV screen. You can use up to 16 colors in one picture, chosen from over 16 million possible colors. Your 16 choices make up the color "palette" for the current picture. To modify the "recipe" for any of the colors, change the mix of red, green and blue; hue, saturation, and brightness. You can copy the color palette from one picture into



another, and copy an individual color from the same (or another) picture.

- Draw each of the "elements" (lines or colored areas) of a picture. To draw an element you can select a pen color and pen width. Draw with straight lines by marking the line's end points. Draw a rectangle by marking two of its diagonal corners. You can also fill an outline with a solid color, giving an object a chosen "style", either solid color or hollow outline. To draw with curved lines, draw a circle by marking its center and its radius; draw an arc of a circle by either marking its center and two endpoints, or marking its center, start point, and angle.

- Look through a "magnifying glass". As you draw, you can see the whole picture and a magnified image of the area around the cursor. This helps you draw with precision.

- Place text in a picture. Select a type font and color, and enter the line of text to appear, then select the position in the picture for the text. While you are doing this, the cursor will be a box outlining the space your text will require.

- Collect elements of a picture into a group. Then you can do something to a whole group of elements at once.

- Make changes to a picture. Move an element or a group of elements; copy an element or a group; erase an element or a group. Change the attributes of an element or group, such as color.

- Store and retrieve images composed of one or more pictures. Select

a picture to modify. Copy a picture (or part of one) into another. Put one or more pictures in the "background" of the picture you are drawing. This is like using tracing paper; the "background" pictures are protected while you are working on the "top" picture, and they help you draw the top picture.

- Control the display screen. Redraw the display in the correct sequence (from the background up to the top layer).

Chart Features

The Chart phase lets you do the following things:

- Create a new chart.
- Modify an existing chart. Select a chart format, such as word, pie, bar or graph.
- Enter the data to be charted or tell CBG where to find an existing file with the data. The data for a single chart may come from many files, each file supplying a line on a graph or a set of bars on a chart.
- Specify the chart features, such as title, subtitle, and page number.
- Fill in a "form" on the screen to tell CBG how to create the chart you have selected. The form has "multiple choice" fields. One area of the screen always shows a "menu" of choices to pick from, depending on the field being filled in.

For PIE CHARTS, you can:

- Label some or all of the segments with a caption on the segment itself

Guest Visits Lead to Big Business

How successful were guest visits during FY82? Response to a recent survey shows that home-office guest visits can be a key ingredient in a successful sale.

Guest Services is a valuable sales tool which, like all resources, must be used wisely. Follow these simple guidelines:

1. Qualify the customer before attempting to schedule a visit. Do all that can be done locally to close a sale.

2. Call Guest Services far in advance to ascertain that a date is available before setting an exact date with the customer.

3. Make certain that all approvals for the visit (branch, regional,

futures discussions, use of executive personnel, etc.) are obtained in advance.

4. Provide thorough background information several weeks before the visit. Use EMS — the ideal vehicle for reliable delivery.

5. Contact the presenters when you get a copy of the agenda. Keep them aware of changes and information that will aid them in giving their presentations.

6. Maintain contact with your guest services coordinator, who can assist in all aspects of your visit. □

*Bill Finkel
Ext. 7376*

*DATAPOINT PURCHASES continued
from page 1*

made commitments that I believe will be of significant benefit to Canada, our customers, and our employees."

Datapoint's commitments involve employment, research and development, and investment in capital equipment.

At the end of May, the Datapoint Canada Inc. head office and Toronto sales operation relocated to the Sheppard Centre, 4881 Yonge Street, North York, Ontario. The customer service organization for Datapoint Canada will relocate to a new facility at the end of June.

Datapoint Canada Inc. has six sales and software support offices and 29 service centers throughout Canada. □

CBG continued from page 11

or off the segment with or without a pointer to it.

-Label some or all of the segments with the values they represent.

-Label some or all of the segments with the percentages of the total which they represent.

-Have the information for each segment printed in the same color as the segment in a standard fixed color, such as black.

-Position each segment within the pie, or "exploded" (moved out from the center).

For BAR CHARTS, you can:

-Label the vertical and horizontal axes of the chart.

-Set minimum and maximum values for each axis.

(CBG can do this automatically. It will choose zero as the minimum value unless it finds negative values in the data. It will choose a maximum value at least as large as the greatest of the data values.)

-Have axis lines drawn to the left or right of the bars on the chart.

-Have numbers and tick marks drawn with or without axis lines.

-Have rulings (lines) drawn across the chart.

-Put a thin outline around each bar.

-Label some or all of the bars with the values they represent.

-Put a caption on each group of bars in a chart.

-Put a legend on a chart for each color bar.

For GRAPHS, you can:

-Label the vertical and horizontal axes of the chart.

-Set minimum and maximum values, just as for bar charts.

-Have axis lines, numbers, and tick marks drawn, just as for bar charts.

-Have rulings (lines) drawn across the chart horizontally, vertically or both ways, to produce a grid pattern.

-Choose a line width for each graph in the chart.

-Put a legend on any graph in the chart, in a colored rectangle matching the color of the graph.

-Print a value at some or all of the data points.

Playback Features

The Playback phase lets you:

-Select a script to play.

-Reverse to a previous image.

-Play an entire script.

-Play a single picture chosen at random.

Library Features

You can have any number of "libraries" where you keep pictures. During the other phases of CBG (draw, create pictures or fetch them)

the pictures are moving to and from libraries.

Every item in each of your libraries has a sort of a "Catalog Card" that shows its name and creation date and time.

In the Library phase, you can:

-Open or close various libraries.

Nothing can be fetched accidentally from a library that is "closed".

-Look at "catalogs" of the items in the libraries that are currently open. If you have many items, you can look at abbreviated catalogs by restricting them — only one library, or a short list of libraries; only items with a particular name, or names which begin the same way; only the short catalog entry, not the full detail; or combinations of these restrictions.

-Make copies of items.

-Rename items.

-Delete items.

Hard Copy Features

To create "hard copy" output from CBG, you can:

-Print paper copies of your images on a color printer.

-Make film images on 35mm film (slides or negatives, B&W or color); instant color prints (8" x 10"); or color overhead projector transparencies (8" x 10"). □

*Al Malinger
Ext. 5191*

Software Release Summary

| SYMBOL | RELEASE DATE | DESCRIPTION | DOS | UG/PRICE | OBJ | MEDIA |
|------------------------------|--------------|--|----------------|--|---|---|
| ARC 1.7.1 | 3/2/82 | Attached Resource Computer System | D | '50299/6.00 | 20464 9801 20650 20651 20829 | SSSD(1) ALL C(1) SSDD(1) DSDD(1) |
| EMS/Network Controller 1.3.2 | 2/26/82 | Electronic Message System Network Controller | D | 50520/5.50 61046/1.60 | 9826 20653 20654 20655 | ALL 10MB 25MB 60MB |
| IEOS/MS (1500) 1.5.1 | 2/22/82 | Integrated Electronic Office Station | H | '50502/20.00 '50547/10.00 '50523/10.00 | 9825 20697 20809 20793 | ALL SSSD(6) SSDD(5) DSDD(2) |
| IEOS/WP (1500) 1.5.1 | 2/22/82 | Integrated Electronic Office Station | H | '50502/5.50 '50547/10.00 | 20697 20809 20793 | SSSD(5) SSDD(4) DSDD(2) |
| MLSNA 1.1 | 3/15/82 | Multilink SNA Remote Batch Line Handler | D,G | 50681 | 20851 40487 40488 | C(1) SSDD(1) DSDD(2) |
| Multiplan D 1.1 | 3/9/82 | Multiplan | D | '50683/25.00 '61338/.50 | 9854 20653 20654 20655 20651 20829 | ALL 10MB 25MB 60MB SSDD(1) DSDD(1) |
| S1500 3.2 | 3/25/82 | 1500 Software System | D | 40491 | SSSD(5) 40464 40456 | SSDD(2) DSDD(2) |
| T301DG86 1.1 | 2/25/82 | Diagnostic Program for 9301 Storage Subsystem | D | '50687 | 20854 20855 | 20MB(1) C(1) |
| T481DG55 1.1 | 3/22/82 | Multifunction Communications Adaptor Test | C,G | '50690 | 20856 20857 40492 40493 | C(1) SSSD(1) SSDD(1) DSDD(1) |
| CHAREEDIT 3.1 | 3/5/82 | Character Font & Keyboard Translate Table Editor | A,B,C D,E,G | '50604/1.00 20789 | 20788 SSSD(1) 40447 40491 | C(1) SSDD(1) DSDD(1) |

¹ User's Guide

² Supervisors User's Guide

³ Installation Guide

⁴ User's Guide Addendum



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Customer Education

Atlanta, Georgia

June 21 Introduction to Datapoint Programming

Boston, Massachusetts

June 14 Basic Word Processing Concepts and Operations

June 21 Advanced DATASHARE

June 28 Resource Management System

July 12 Basic Word Processing Concepts and Operations

July 26 DATASHARE

Chicago, Illinois

June 14 Resource Management System

June 21 Advanced Word Processing Concepts and Operations

Advanced DATASHARE

June 28 DATASHARE

Basic Word Processing Concepts and Operations

July 12 Introduction to Datapoint Programming Disk Concepts and Operations

July 19 Disk Concepts and Operations

DATASHARE

July 26 Advanced Word Processing Concepts and Operations

New York, New York

June 14 Basic Word Processing Concepts and Operations

June 21 Introduction to Datapoint Programming

June 28 DATASHARE

Advanced LDCS

July 12 Disk Concepts and Operations

July 19 DATASHARE

Basic Word Processing Concepts and Operations

July 26 Introduction to Datapoint Programming

Resource Management System

Philadelphia, Pennsylvania

June 28 Advanced DATASHARE

July 26 DATASHARE

San Antonio, Texas

June 14 Attached Resource Computer

Electronic Messages System

Advanced LDCS

June 21 Introduction to Datapoint Programming

Basic Word Processing Concepts and Operations

Advanced Word Processing Concepts and Operations

Automatic Call Distributor

June 28 Disk Operating System

Resource Management System

DATASHARE

San Antonio, Texas cont.

July 12 Introduction to Datapoint Programming

Disk Concepts and Operations

Resource Management System

Advanced DATASHARE

Basic Word Processing Concepts and Operations

July 19 Resource Management System

Attached Resource Computer

July 26 Disk Concepts and Operations

Disk Operating System

Resource Management System

DATASHARE

Basic Word Processing Concepts and Operations

Basic LDCS

Automatic Call Distributor

San Mateo, California

June 14 Introduction to Datapoint Programming

Attached Resource Computer

June 21 DATASHARE

June 28 Basic Word Processing Concepts and Operations

July 12 Disk Concepts and Operations

Resource Management System

July 19 Advanced LDCS

July 26 Introduction to Datapoint Programming

Basic Word Processing Concepts and Operations

Seattle, Washington

June 14 Disk Operating System

July 19 DATASHARE

Washington, D.C.

June 14 Resource Management System

June 21 Basic Word Processing Concepts and Operations

June 28 DATASHARE

July 19 Introduction to Datapoint Programming

Classes are subject to cancellation if minimum enrollment, 6 students, is not met. Notification of cancellation will be no later than 10 calendar days prior to class start date.

If you have a need for a class beyond this schedule please call, state your need, and we will attempt to place it on our next quarter's schedule.

Note: Effective immediately, registrations for all Customer Education classes will be taken by Customer Education in San Antonio at 512-341-3268. Please call San Antonio for information regarding classes or to register.

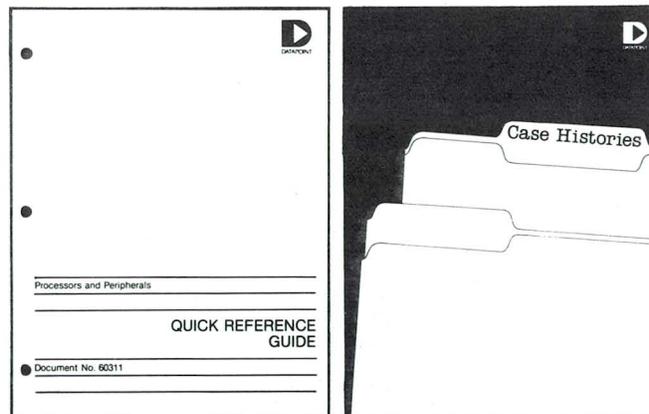
Marketing Support Materials

Case Histories Document No. 61371.

Multiplan Simplified User's Guide. Document No. 50697.

Quick Reference Guide for Processors and Peripherals. Document No. 60311.

A Capsule Look at Datapoint. Document No. 60313.



Sales Education

| Class Title | Dates |
|---|----------------|
| Advanced Sales School | June 12-16 |
| Representative Product Class-DP (Pittsburgh) | June 15-17 |
| Sales Orientation-DP | June 21-July 2 |
| Sales Orientation-CMP | July 12-23 |
| Presentation Skills | July 22-23 |
| Advanced Sales School | August 2-6 |

The following are classes for CMP representatives or for DP salespeople needing CMP cross training:

| | |
|---|------------|
| Representative Product Class-CMP (Chicago) | June 15-16 |
| Representative Product Class-CMP (Minneapolis) | June 21-22 |
| Representative Product Class-CMP (San Mateo) | July 29-30 |
| Representative Product Class-CMP (Los Angeles) | August 2-3 |
| Representative Product Class-CMP (Dallas) | August 5-6 |

Ad Schedule

| Publication | Date | Ad |
|---------------------------|------------|---|
| <i>Business Week</i> | June 14 | ISX-Talk Is Not Cheap |
| <i>Fortune</i> | June 14 | ISX-Talk Is Not Cheap |
| <i>Computerworld</i> | June 14,23 | DATASHARE |
| <i>Datamation</i> | June | DATASHARE |
| <i>Communications</i> | | |
| <i>News</i> | June | ISX-Talk Is Not Cheap |
| <i>The Office</i> | June | ISX-Talk Is Not Cheap |
| <i>Telecommunications</i> | June | ISX-Talk Is Not Cheap |
| <i>Modern Office</i> | | |
| <i>Procedures</i> | June | ISX-Talk Is Not Cheap |
| <i>Datasources</i> | June | 2150 Systems That Work Together Now |

Systems Education

| Name of Class | Dates |
|--------------------------------|----------------|
| RMS2-DB/DS/COBOL/Comm (5 days) | June 21-25 |
| DOS Assembler 1 (5 days) | June 21-25 |
| DOS Assembler 2 (5 days) | June 28-July 2 |
| CMIS (5 days) | June 28-July 2 |
| ISX Systems | June 14-18 |
| CBG (5 days) | June 28 |

Refurb Equipment

Refurb pricing has been updated. A new schedule of prices will be printed in the July issue of *Datapoint Marketing News*. In the meantime, the new refurb prices may be found in the just-released pink sheets. □

Trade Shows

| | | |
|-------------|--|-------------------|
| June 14-17 | National Computer Graphics Association | Anaheim, Calif. |
| June 22-24 | IWPA/Syntopian X | Kansas City |
| Sept. 21-24 | Telecommunications Association (TCA) | San Diego, Calif. |
| Oct. 27-29 | Federal Office Automation Conf. | Washington, D.C. |

Upcoming Teleconference

| Date | Topic |
|---------|--|
| June 18 | Small Business Computers 1550 update with related product announcements. |

For more information call Ed. Planning & Development ext. 5103

Article Reprints Available

"Datapoint's Strategy: Consolidate and Conquer" from *Electronic Business* March 1982 is available for 35 cents each.

"Local Network Evolvement" by Gerry Cullen, from *Telecommunications* is available for \$1.00 each.

Minimum order for each article is 10 copies, charged to your cost center, from Lamont Wood, Ext. 7059. □

Index to Articles

Features

| | |
|--|---|
| <i>ARCNET Local Network Interface Chip to be Sold on Open Market</i> | 1 |
| <i>Datapoint Announces Design-In Plans for NS16000</i> | 4 |
| <i>Datapoint Purchases Division of TRW Data Systems, Canada</i> | 1 |
| <i>New Domestic Pricing Features Reductions</i> | 1 |
| <i>Profile: The Wang Alliance System</i> | 8 |

Software

| | |
|--|---|
| <i>Corporate EMS Expands to Serve More</i> | 6 |
| <i>1550 Powerful with RJE, DASP, RUP</i> | 4 |
| <i>IEOS 3.2: The Benefits and the Features</i> | 5 |
| <i>Software Ordering Procedures</i> | 7 |

Hardware

| | |
|--|----|
| <i>ACD, Mini-ACD Enhanced in New Releases</i> | 3 |
| <i>Color Business Graphics Fully Featured in Version 1.3</i> | 11 |
| <i>The Information Processors with the Most Features</i> | 7 |
| <i>New ISX Pricing Announced</i> | 2 |

Peripherals

| | |
|---|----|
| <i>Band Printer Gets Serial Interface</i> | 10 |
|---|----|

News Briefs

| | |
|--|----|
| <i>ACU: A Glowing Report on ARC</i> | 7 |
| <i>Guests Visits Lead to Big Business</i> | 12 |
| <i>President's Club to be Held in Palm Springs</i> | 4 |

Departments

| | |
|---------------------------------------|----|
| <i>Ad Schedule</i> | 15 |
| <i>Customer Education</i> | 14 |
| <i>Support Materials</i> | 15 |
| <i>Refurb Equipment</i> | 14 |
| <i>Sales Education</i> | 15 |
| <i>Software Release Summary</i> | 13 |
| <i>Systems Education</i> | 14 |
| <i>Teleconference</i> | 15 |
| <i>Trade Shows</i> | 15 |



DATAPPOINT

Datapoint Marketing News
Mail Station T41
9725 Datapoint Drive
San Antonio, Texas 78284

Datapoint Marketing News is the monthly newsletter for Datapoint employees in the fields of marketing, sales, and support. Our goal is to convey vital marketing and product information throughout the organization.

Editor: Claudia McNutt