

# The Response

Volume 6 Number 3

Published By Responsive Computer Systems

May 1989

## AMS/5000: New High-End System

Resellers attending the May Altos Road Show will be making lists of accounts they can call on to start selling Altos' latest entry into power computer systems — the Altos Multiuser AMS/5000.

First on the list will be governmental agencies, particularly federal government or agencies using GSA catalogs and GSA buying guidelines. The AMS/5000 is well under the \$50,000 GSA sign-off limit. Yet it packs the power, speed, depth and graphic capabilities of systems in the \$100,000 price range.

AMS/5000 prices start at less than \$25,000. Connectivity for up to 200 active users allows resellers to meet connectivity requirements demanded by larger installations. And the new X terminal graphics capabilities means resellers can address not only traditional MIS applications such as accounting, database functions and inventory control — but can now offer graphics oriented applications such as desktop publishing and CAD.

The AMS/5000 is priced to compete even with stand-alone workstations from IBM, DEC and Sun. Yet the 5000 is itself a complete system.

Resellers should have an immediate and positive reception from U.S. government offices according to Jack Warner, president of *Responsive*. "Altos resellers have had a difficult time getting into larger government accounts because the Series 1000 and 2000 were not powerful enough to meet their requirements. This will change drastically with the AMS/5000," Jack says.



Altos AMS/5000

He feels the major selling point will be a combination of power and price. "Often government agencies want and need more power than they have budget for. They've been traditionally hampered with the \$50,000 sign-off. The AMS/5000 stays well below this limit, but comes with an abundance of flexibility and power."

The AMS/5000 is recommended for up to 200 simultaneous, active users in char-

acter-based business environments, or up to 30 users for graphic-intensive environments. The AMS/5000 can be connected to more than 512 devices.

Jack says this opens two major markets for resellers: Government agencies and CAD applications. Computer Aided Design is already a major application with hundreds of thousands of CAD systems already installed. Yet it is also one of the fastest growing segments of the computer field. Desktop publishing is also growing rapidly, particularly in larger corporate environments. The new AMS/5000 can handle either CAD or desktop with ease.

Jack says, "Resellers can look back on calls and inquiries they have had over the last year or two and pick out dozens of accounts they were previously unable to penetrate. Now they can not only penetrate the account, they can possibly sell the AMS/5000 system immediately."

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Price Reduction of Nearly  
50 Percent On Altos 1000  
Models  
600 Series Discontinued  
See Page 3

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## Marketing For Success

With  
Peter  
Evans



### Your Phone As A Damocles Sword

**T**elephones have split personalities. They can do so much good so quickly that we forget they can also do just as much harm, or more so, just as quickly.

Have you ever called someone, some business, some agency and gotten such poor reaction you wanted to hang up? Possibly did hang up? We all have — to the extent it's a wonder half the phones in the country aren't broken from slamming them down in the cradle.

With every slam of the phone it usually means one less current customer or future customer for the company that promoted the reaction.

The first and most important aspect of phone answering is answering the phone when it rings. I've conducted an unofficial, unscientific study by talking with "just people" and these are a few of their complaints:

- "The phone rings seven or eight times before someone finally answers."
- "When they answer they leave no doubt that the phone interrupted them. They are coarse, short, patronizing."
- "If I have a question, they either don't know the answer, don't want to take the time to explain, or shuffle me off to someone else who also doesn't know the answer. Or worse yet, they take my number and say someone will 'get back' to me. They never do."

A goal should be set to answer the phone by at least the second ring. In actuality, rings are about four seconds apart. But to someone calling in they seem more like 20 seconds apart. One of the major problems with a phone is how time is perceived. To the person calling in, seconds seem like hours in the mind.

The best policy is to have some training on answering the phone. And help is at hand. Most local telephone companies can arrange seminars and training sessions for your company on telephone etiquette. Just call your local phone company and get some information. And observe how they handle your incoming calls, too. They are very good.

No matter how exasperated you are at an incoming phone call, you have to put on a phone personality when you answer. You may think you can make faces, gestures and pantomimes on the phone without the other person seeing you — but in truth the phone virtually paints a picture of you in the other caller's eye.

Several phone experts suggest all people who use the phone have a mirror in front of them. The experts say if you are smiling into the telephone, this transmits itself over the wires through your voice. Conversely, if you are frowning or clowning — that gets transmitted also.

You must have solutions when answer-



ing a call. If the person on the phone cannot solve the question immediately, then an alternative must be produced immediately and followed through.

The "leave a message" problem is America's largest contribution to diametrical design. I have seen people rail about some person not returning their phone call — and 30-seconds later, as they go through

their phone messages, throw a phone message from someone else in the wastebasket saying, "I don't want to talk to him." Why not simply have someone else in the organization call the person back and see if they can answer the question or handle the problem? Why ignore the phone message? The only solution here is business sense and general ethics.

We all need to watch our incoming phone calls. Make sure the basics are being covered at least: Answer promptly, answer courteously and with some degree of positiveness, answer the question or make certain someone in the organization answers it, and return phone calls or delegate someone else to return the call and make the decision.

What phone experts have never figured out is why some businesses spend thousands of dollars to have their phone number prominently displayed in the Yellow Pages, have nice, expensive business cards and letterheads with their phone number prominently in place, do direct mail, trade shows and advertising with their phone number prominently in place — then answer the phone like a pay phone in a boxing gymnasium in Brooklyn.

It needn't be like this. A little fact-finding, policy making, training and monitoring can turn the situation around.

### Steve Allegretti Back In Chicago Regional Office

**S**teve Allegretti helped set up the *Responsive* regional office in Chicago five years ago and after a one-year leave from *Responsive*, has returned to the Chicago office as the regional manager.

Steve says his first goal is to re-contact all his old clients. "Even in a short one-year time span, you can lose track of some people," he says, "but I'm enjoying calling the old customers again." Steve's immediate plans are to add additional sales personnel to the Chicago office.

He says service will continue to be a "number one priority" in Chicago. He envisions a two to three-person sales staff, a three-person technical staff and regular office staff within the next few weeks.

Steve is also building up the regional inventory again. With Steve back in Chicago, an independent regional inventory will be maintained.

## 50 Percent Reduction On Series

### Altos Maintains Low-end Price Advantage

Although Altos just entered the high-end microcomputer market with two new 5000 systems, they also served notice they will be a force to reckon with for low-end and entry level systems.

Prices on several 386-based System 1000 lines have been significantly reduced, some nearly 50 per cent. An example:

Dealer price on a 1409-T before April 30, 1990 was \$8,405. Dealer price on the same unit after April 30 is \$4,345.

Altos is reducing their total number of 1000 systems to eight basic models. And all of these are reduced in cost significantly.

Altos will no longer make the Series 600 systems. However, their price reductions renders the 600 Series mute. For instance, the 1000 Series 1409-T at \$4,345 is \$1000 less than the old pricing on a 600 Series 6409-T.

The drastic price reductions are being interpreted in the industry as a dramatic notice that Altos will not be abandoning the entry level market. In fact, the prices drive home the message that low-end Altos multiuser systems are more price competitive than PC-based multiuser units.

*Responsive* is preparing new price lists to send to resellers. In the meantime, call your sales representative for the latest pricing on the Altos line. The price reductions will get your attention and may be just what you need to close a sale.

## Responsive Offers Resellers Cash Co-op On Trade Shows

**R**esponsive Computer Systems, Inc. is helping resellers with cash payments for participating in Trade Shows with Altos or *Responsive* lines.

Peter Evans, vice president of *Responsive*, says several resellers in the last few months have received direct monetary help from *Responsive* toward their booth costs for Trade Shows.

Some who have participated in the co-op program are: *Micro Computer Accounting Software* (1990 Computer Conference, Dallas Chapter of Texas CPAs); *Wisetech*, (International Mobile Communication Expo Show in Dallas); *Pro-Data Corp.*, (American Occupational Health Conference Show in Houston).

Peter says each trade show and reseller participation is evaluated on a case-by-case basis.

Contact your regular *Responsive* sales representative for more information.

## 'Growing' The AMS/5000 System

At less than \$25,000, the AMS/5000 is quite powerful in its own right. But the system can be expanded and configured to an extremely large, almost-mainframe platform. Expansion and configuration features include:

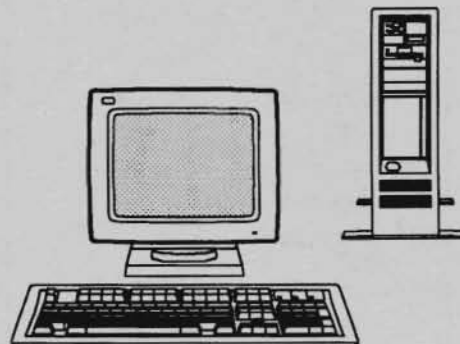
- > Fully Integrated (System comes from factory ready to run with operating system, disk drives and communications capabilities installed and tested before system leaves factory. Resellers merely add their own vertical market applications.
- > Up to 64MB of main memory — true multiuser performance.
- > Up to 8 expansion cabinets to hold 29 GB of hard disk storage and tape drives. Supports simultaneous tape backups.
- > 8 EISA industry-standard I/O slots. Resellers can chose from thousands of add-on cards already developed for the EISA and ISA bus.
- > A total of up to 5 SCSI channels.

- > Automatic EISA configuration utility for UNIX. EISA add-in cards can be automatically configured.
- > Disk striping that improves I/O performance up to 35 percent by splitting files across multiple physical disk drives, allowing for simultaneous reads and writes — a major improvement in performance.
- > A high-performance SCSI controller
- > An optional High Performance File Processor (HPFP) card that operates in EISA bus master mode and uses a dedicated Motorola 68000. The HPFP is capable of bursting data at 33MB/sec, thus utilizing the full capacity of the EISA bus.

- > Up to 5 total SCSI channels including one on the base I/O.
- > A standard 440MB (formatted capacity) hard disk with an average access time of 16msec.
- > A standard 525MB streaming tape backup system.

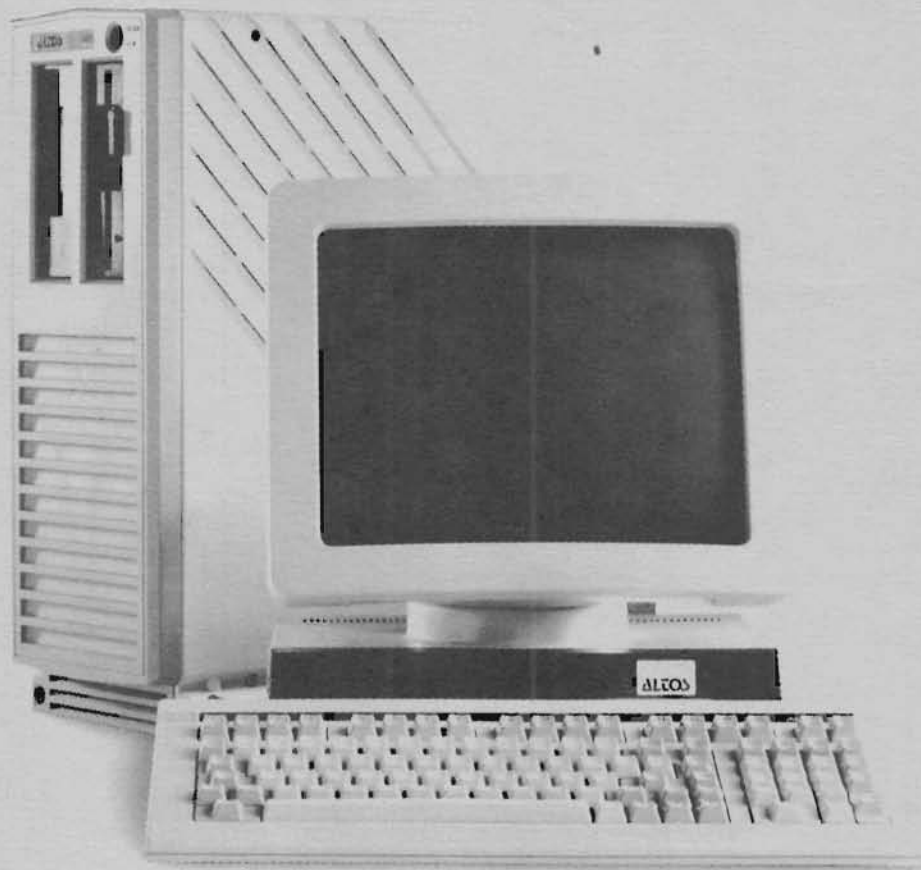
*The AMS/5000 supports the following hardware and software standards:*

- > EISA and ISA add-in cards to allow to allow connections to a broad range of peripheral devices on a plug-and-play basis
- > AT&T UNIX V/3.2 and SCO UNIX System V/386 3.2 operating systems and all compliant applications.
- > MOTIF user interfaces and all compliant applications.
- > SVID.
- > Ethernet, TCP/IP, ISO/OSI and IPX/SPX protocols; NFS and RFS distributed file systems; and Novell NetWare™ and Microsoft MS-NET™ PC servers. X.25, SNA 3270/3770, LU6.2 and Pu2.1 communications protocols are also supported.





If you want big system power without the big system price, try this out for size.



## The Economical Altos 386 Series 1000 Multi-User System.

Why be forced to choose between power and price?

The Altos 386 Series 1000 offers you both: the latest in multi-user computer technology, and an affordable price.

Designed with Intel's 80386 microprocessor, the Series 1000 delivers maximum efficiency, speed, and power at your command. And it's flexible. The design allows

lower entry-level cost, or the ability to expand the system up to 24 users.

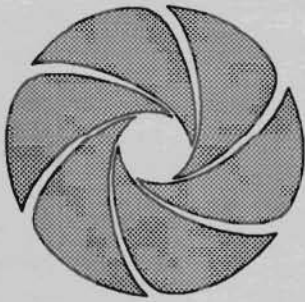
The Series 1000 is the first multi-user computer system built to run a merged UNIX\* and XENIX\* operating system, so your choice of software is greatly increased.

If you manage a growing department or small business with big system demands, consider the

Altos 386 Series 1000. It's the computer system with the speed and power you need, at a price you can afford.



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## Snapshot Of New AMS/5000

The Altos Multiuser System 5000 supports up to 200 concurrent UNIX users with connectivity to more than 512 devices. It also supports, in addition to traditional character-based environments, graphic applications such as CAD/CAM, CASE and desktop publishing with its X terminal connectivity capabilities. It uses the high-performance EISA standard I/O bus, an Intel 80486 central processor plus other dedicated I/O processors.

Using the SCO-compatible UNIX standard operating system, the AMS/5000 is the first minicomputer fully based on industry-standards open architecture. End-user pricing starts at below \$25,000.

The AMS/5000 provides minicomputer-class performance for up to 200 users. An Intel 486 CPU runs at 25MHz, rated by Intel at 15MIPS, is the main processor used for the numeric and computation-intensive portions of the workload. Additional Intel 186 and 286 processors are dedicated to manage terminal and disk I/O.

## Snapshot of New APS/5000

The Altos Power Server 5000 is optimized as a file server. It offers a high-performance balance of CPU, disk and LAN power along with the ability to support extensive on-line disk storage. The APS/5000 is a fully integrated file server, able to simultaneously support PC LANs and UNIX workstations, as well as multiuser UNIX applications. The APS/5000 is available immediately with end-user prices starting at about \$40,000.

## Other New Products Will Help Resellers

In all the frenetic activity involving the new Series 5000 announcements from Altos, some other new products were unveiled which will make some sales and profit for resellers. They are:

- > A high-speed EISA-based multidrop board called the MDC/2 that offers an aggregate throughput of up to 60,000 character per second. Powered by an Intel 80286 running at 14.7MHz, the MDC/2 supports up to 128 ports when connected to the new terminal cluster units.
- > An enhanced external Uninterruptible Power Supply (UPS/2) that can power the Altos System 5000 and any expansion cabinets for up to 15 minutes. It offers features which assure a smooth system shutdown in the event of a prolonged power failure.
- > A new Terminal Server Unit (TSU/2) that supports up to 10 terminals or printers via serial I/O

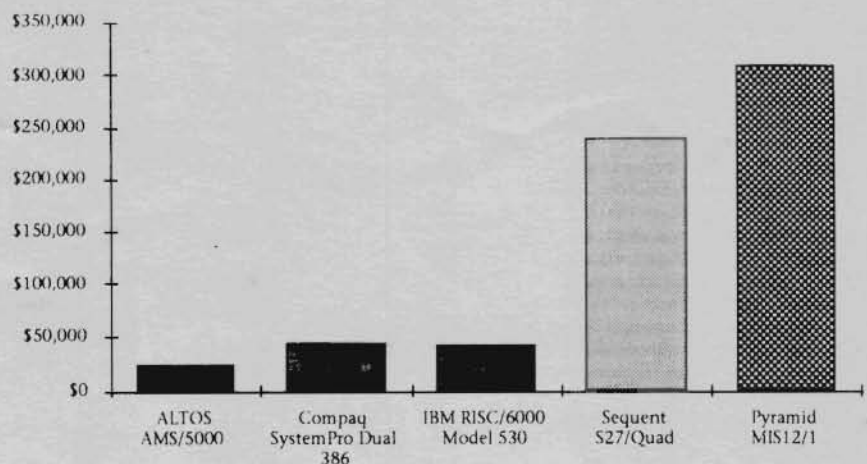
ports, and is connected to the system via Ethernet.

- > A new EISA-based series I/O card (SIO/2) powered by an Intel 80186 that allows up to 8 serial ports to be connected directly to the System 5000 family.
- > A new Wide Area Network (WAN) card that utilizes an iAPX286 chip to provide connectivity to mainframes via X.25 or SNA.
- > A new Terminal Cluster Unit (TCU/2) that supports 8 serial (or 6 serial and 2 parallel) ports to connect multiple terminals to the multidrop line.
- > A new Altos Graphics Controller (AGC) card that supports resolutions of up to 1024 x 768 non-interlaced mode.
- > A new Altos Graphics Monitor (AGM) with a 14" flat screen monochrome monitor with a resolution of 640 x 480.

## Competitive Comparisons

AMS/5000  
Multiuser Minicomputer

TYPICAL SYSTEM COST COMPARISON





## Quote/Unquote



From Altos' — Ron Conway

- “With end-user prices for a standard AMS/5000 starting below \$25,000, Altos is returning to its roots as the price-performance and technology leader in multiuser computers. . .”
- “With end-user prices starting at about \$40,000, the APS/5000 file server is an ideal solution for value-added resellers who want to expand their business into the PC LAN and UNIX workstation markets. . .”

From Reseller Joel McConaughy — Torrance, CA

- “Our company is beginning to work with larger customers and the System 5000 will allow us to expand our opportunities and break into the Fortune 1000 markets. Everyone at DMR is impressed with the machine's lightning-quick performance and is excited about adding it to our product offering. . .” (*The Altos VAR was a beta site for the AMS/5000*)

From Paula Larson — Responsive Senior Sales Rep

- “With the AMS/5000 supporting X terminals and windowing like MOTIF, this means new opportunities for VARs. Now VARs have a single system to address a broad spectrum of users' needs. Graphics will also allow them to differentiate their current vertical market solutions. . .”

From Steve Allegretti —  
Responsive Regional Manager, Chicago

- “The new systems run the leading software packages such as FrameMaker, Wingz, AutoCAD and Informix databases, as well as vertical market applications developed over the years by more than 2000 VARs and ISVs in fields like manufacturing, health care, wholesale distribution and general accounting. Compatibility with SCO UNIX means, additionally, the 5000 series can run any of several thousand SCO UNIX applications. Other established minicomputer companies and the new RISC-based systems do not offer nearly this range of applications. . .”

## Questionnaire Gets 25 Percent Response

In a response that surprised *Responsive*, 25 percent of a special target group receiving a questionnaire about Texas Instruments' new printer replied.

Peter Evans says *Responsive* sent “only 160 questionnaires out” and got a total of 40 replies. Those replying received a TI-1104 hand-held calculator.

The questionnaire was about TI's latest printers, the 8900 Series and the micro-Laser printer. “It was mainly to see what kind of interest Altos resellers had in TI's printers,” Peter says. “What it showed us was that there is a great deal of interest in the printers. The hand-held calculator was not that great an incentive, particularly to a group of computer resellers. The underlying strength was information about TI's printer,” he says.

Both printers were highlighted in the last issue of *The Response*. The TI 8900 Series of dot matrix, high-speed, heavy-duty printers run at a draft speed of 600 characters per second. Two TI 8920s, for instance, can do the work of one \$9000 ban printer. The TI 8920 sells retail for only \$2345 yet prints up to six-part forms in standard mode.

The new TI *microLaser* printer has already received excellent press coverage and reviews in the desktop trade publications. Equipped with Adobe PostScript, the small-footprint *microLaser* sells for under \$3000.

With Altos' release of the AMS/5000 system and its graphic capabilities, the entire line of TI laser printers can take on great significance to Altos resellers.



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