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Datashare
for total
data processing
in the
business
environment.



DATAPPOINT CORPORATION



The leader in dispersed data processing™

DATAPPOINT CORPORATION

What the new
expanded Datashare
provides
the business user.



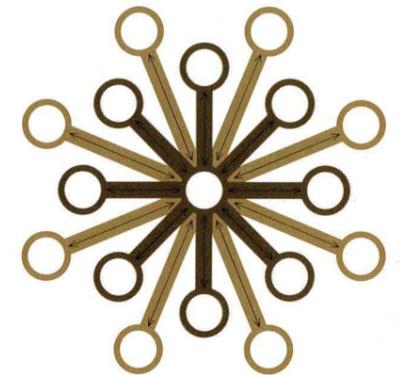
- A highly flexible, economical, computer-assisted data entry and conversion capability.
- A comprehensive data processing capacity for local office processing requirements including payroll, inventory control, accounts payable and receivable, and many others.
- The ability to distribute this data entry and data processing capability among up to 16 remote work stations connected either by standard telephone service or by hard wires to the central Datashare processor.
- The ability to create, alter and otherwise generate programs to handle specific local work assignments without resorting to a large home office computer.
- A multi-programming capability allowing users at remote work stations to utilize any application program independently and/or simultaneously.
- A data communications capability to send data under control of the central Datashare processor to another central computer, or another company facility, if that is desired.
- The ability to store data files on local and remote disk units associated with the Datashare processor and make this data available to any/all of up to 16 remote work stations as required.
- Hard copy printer capability for use with video display screen terminals at each remote work station.
- All of the above, and much, much more (you'll find the full capability detailed in the following pages) available for a monthly lease cost well below competitive systems. (see tables on page 5)

The
Datashare
concept.

The Datashare concept is a progressive answer to the problem of providing data processing power to the outlying offices, departments and field facilities of an organization in a convenient, easy to use form and at a price that is well within today's stringent operating budgets. With Datashare, small and medium sized companies can provide administrative personnel, at the home office as well as in field facilities, with a capability for total business data processing at a cost well below any competitive system.

For larger organizations which utilize massive computer systems in a home office setting, Datashare can serve effectively for field data entry and for subsequent editing and pre-processing of this source data before sending it on to the central computer (via Datashare's high speed data communications capability.) Used in this fashion Datashare lifts from the central computer the burden of much routine processing work, allowing it to focus more fully on the complex assignments it can handle most efficiently, and bypasses multiple, error-inducing, data-handling steps.

With Datashare and the dispersed data processing power it provides throughout a company's facilities, business has a proven tool with which to handle day-in, day-out requirements of data conversion and entry, field data processing, local data storage, file management, and data communications.



How does Datashare work? Here's a typical office application.

Let's take a typical field office of a typical business. Such an office might, as part of its responsibilities, process and send sales orders on to a central office. Under many current systems such duties are often handled manually, with the Postal Service carrying the source order document to the central office where it is sorted and coded. The data it carries is keypunched into cards and entered into the home office computer. (Or sometimes cards are punched at the field office site and then sent on to the home office.)

The home office data processing equipment takes the data off these cards, prepares the invoice for the customer, and sends off the necessary instructions to production and/or shipping to get the ordered goods moving. Because of the several steps involved and the different hands working the data, this procedure is relatively slow, unwieldy, and prone to error. Because of these factors it frequently results in unhappy or dissatisfied customers.

On-Site Data Entry and Storage

With Datashare, the need for these separate work stages is circumvented. Data is converted and entered into computer media from the source document right at the office where the transaction originates. This data is immediately stored in the auxiliary memory, either disk or tape, of the central Datashare processor, which is an integral part of the system. Accuracy of the data entered is assured

because of the display of entered data on the video screen of the work station terminal, the special formats, or "masks," that are prepared and available to each work station operator for each data entry application, and especially the programmed error checks.

Flexible local Data Processing

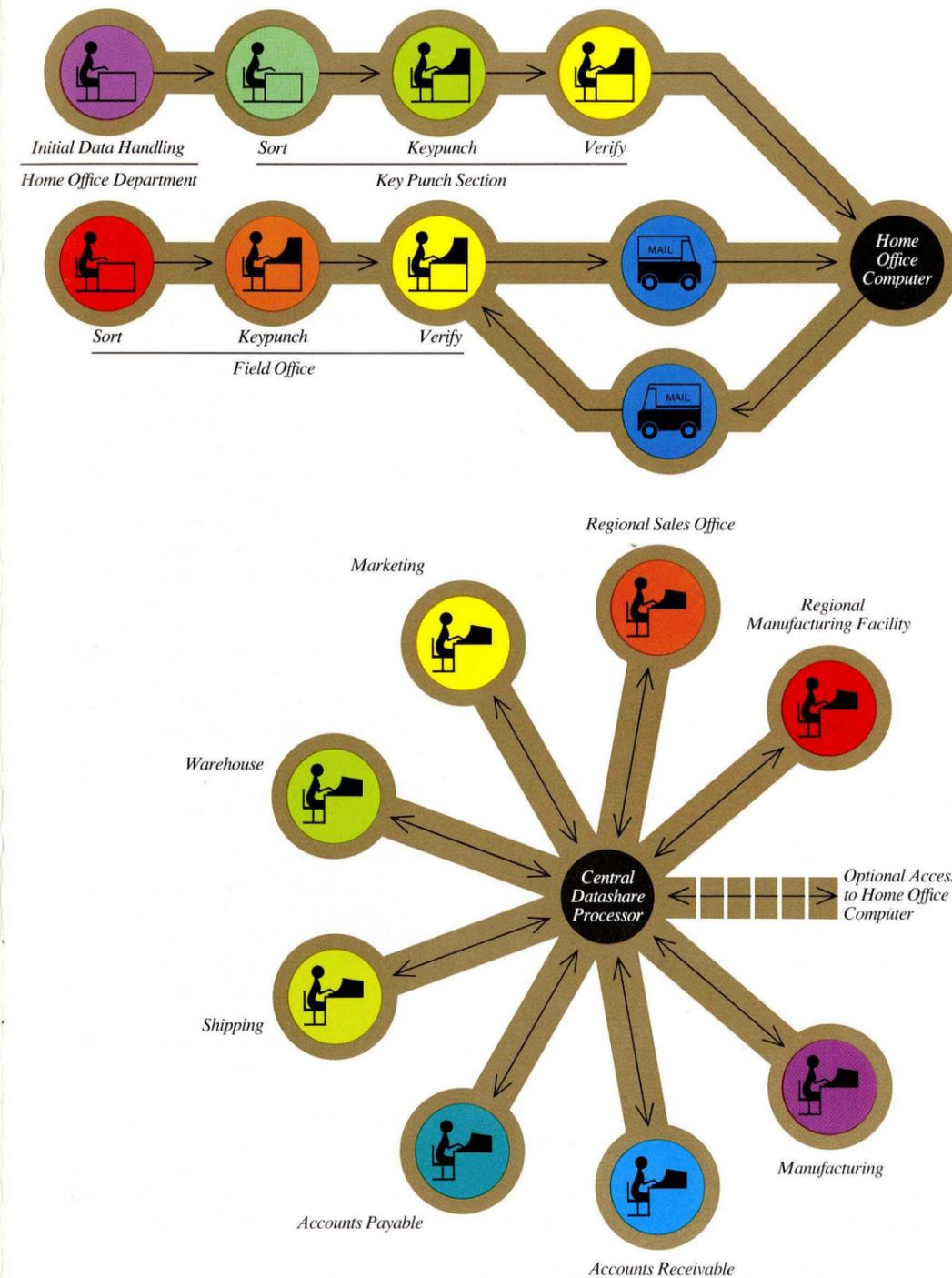
When data has been entered from a remote work station and stored in a central memory unit, the data processing capability of Datashare can then come into play. For example, the central Datashare processor can be readily programmed to produce customer invoices on the associated printer, based on source data transmitted from the remote work stations. (A full roster of programs for various business applications can be maintained in local storage and utilized as needed by operators at any of the work stations. The programs may be accessed independently by each remote station or all work stations may utilize the same program simultaneously.) All the processing and document generation—in this case that which is necessary to produce a customer's invoice—is done locally, without resort to a more expensive and less convenient central computer (Necessary records for the company's master file are kept automatically as a byproduct by Datashare and can be transmitted as needed to a central master file.) The result: swifter, more accurate processing, faster delivery of goods the way the customer wants and orders them, reduced communications costs, lower-out-of-pocket equipment costs and ultimately greater

bottom line profits for the user company.

The same procedures used for accounts receivable can also be employed for other common—and many not so common—business data processing applications. Because the user enjoys great flexibility in assigning work load, all the entry, processing and document preparation can take place locally. Only for exceptional or out-of-the-ordinary processing requirements need a central computer be involved (and for those cases, of course, the Datashare central processor has the requisite data communications facility.) Summary accounting information resulting from these locally handled applications can be prepared and stored in local files and made available to the home office, if that is necessary, on an overnight basis through automatic "polling" techniques.

A Choice in Computer Usage

The hierarchy of computer capabilities made available to the user through Datashare means that he can select and utilize that computing system which is most economic and effective for his particular requirements. It represents a cost breakthrough that allows many chores now handled manually at many companies to be effectively computerized. It means a comprehensive computer power is here now for the business user in a practical form, for applications ranging from the mundane to the exotic, to help his people do their work better, faster, more accurately.



Standard Approach

In conventional systems field sales offices might sort, convert and verify data off source documents via punched cards and mail these cards to a home office for processing, with management reports being returned the same way. Often the various departments in the company's home office will also utilize a separate key punch department for data entry needs. The procedure is relatively slow, cumbersome and prone to error.

Datashare Approach

With Datashare these separate work steps in various company departments and field sales offices can be integrated into a single work station utilizing a low-cost terminal unit linked to the central Datashare processor. Data is checked for error, pre-edited and processed and sent in to a central processor via data communications facilities, with management information being returned to the field sales offices in the same manner.

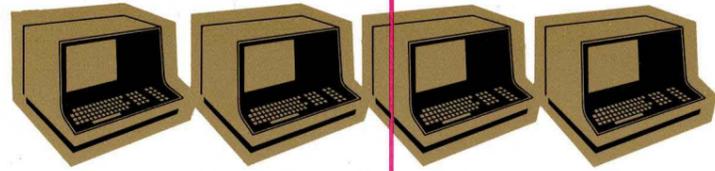
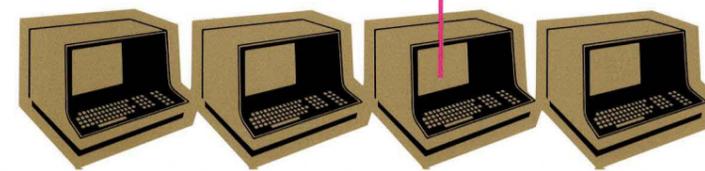
Datashare in action.

Users have a wide variety of low-cost terminals to choose from for their work stations. One of the most popular of these is the new Datapoint 3600, which features an upper and lower case display capability. Where hard copy is desired at the field facility, the terminal unit can be outfitted with a low-cost printer unit. Other satellite units are the Datapoint 1100, 2200 and 3300, standard Teletype units or Teletype-compatible terminal units.

Central Processor in a Datashare System configuration can be either a Datapoint 2200 or Datapoint 5500. The 2200 can serve up to 8 remote work stations, while the 5500 can serve up to 16 work stations simultaneously. Any 2200 System program can be utilized without reprogramming on the 5500.

Either the 2200 or 5500 processor in a Datashare System can be utilized with an assortment of peripherals including high-speed printers, 7- and 19-channel magnetic tape unit, a cartridge disk system (replaceable low-cost 2.5 megabyte disk packs) or a mass storage disk unit (replaceable 25 million characters). Files stored in disk media are available on-line to any user at any field work station.

Programmed error checks may be created for each input application so that entered numbers which fall beyond certain guide lines or ranges will trigger a signal from the machine such as an audible beep.



Data communications between the central processor and the field work stations can be accomplished either through "hard wires" — as when the stations are located near the central processor — or through telephone lines — as when the stations are located cross-country many miles away.

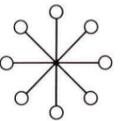
The central processor can provide local work stations all the processing power and the programs necessary for many business data processing chores — including payroll, accounts receivable, accounts payable, inventory control and labor distribution. Programs for these applications are stored on disk units and are available upon request to any field station operator. In a full Datashare system as many as 16 different programs may be utilized simultaneously, or 16 operators may utilize the same program simultaneously, or any combination in between.

By a simple keyboard selection, field operators can call up on the screen of their video units any of the data entry formats, or masks, that have been placed in disk storage. By simplifying the operator's visual scan these formats aid operators greatly in entering error-free data.

Datashare 4000 Series configurations

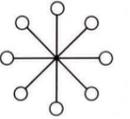
standard datashare systems
are available in the following
configurations

Datashare 4220 System



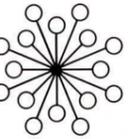
- Central Processor Datapoint 2200
- Central Memory Size 16K
- Virtual Memory Size 128K
- Minimum Disk Storage 5 Megabytes
- Maximum Disk Storage 10 Megabytes
- Maximum No. of User Terminals 8

Datashare 4240 System



- Central Processor Datapoint 2200
- Central Memory Size 16K
- Virtual Memory Size 128K
- Disk Storage 40 Megabytes
- Maximum No. of User Terminals 8

Datashare 4520 System



- Central Processor Datapoint 5500
- Central Memory Size 40K
- Virtual Memory Size 512K
- Minimum Disk Storage 5 Megabytes
- Maximum Disk Storage 10 Megabytes
- Maximum No. of User Terminals 16

Datashare 4540 System



- Central Processor Datapoint 5500
- Central Memory Size 48K
- Virtual Memory Size 512K
- Minimum Disk Storage 50 Megabytes
- Maximum Disk Storage 200 Megabytes
- Maximum No. of User Terminals 16

Programming with Datashare.

The term, Datashare, refers to the Datashare control program which directs the activities of the processor, its associated peripherals and all field terminal and printer units.

Under Datashare, the user, both at the central processor and at the field terminal, enjoys the operating features of easy-to-use high level programming languages.

As a result, users can readily create as needed programs for both data entry and data processing applications.

While program development will often be centralized by a Datashare user — that is, a home office group will develop a standard program for a common application and make it available to users at all field stations — each field station user can also engage in program development for special applications, to whatever extent he needs to or has the capability for.

For a common usage program, for example, sales order entry, the necessary format for data entry from the

original source document could be created in a special Datashare idiom using special language features not only for heading layout but for generation of programmed error checks. This program, stored in the disk memory associated with the central Datashare processor, could be called upon as needed by any field user by a simple keyboard selection on her low-cost video terminal.

Should that same field user wish to generate a customer invoice based on the order, he could likewise access the "accounts receivable" application program also stored on disk memory. This program, which might have been created in any one of several Datapoint programming languages, would then process the data entered through the initial "Data Entry" routine and produce the required invoice on the printer associated with the field office terminal.

Other field offices might be making use of these same programs simultaneously or they may be accessing the same source data. It makes no difference to the Datashare control program. The field user enjoys the benefits of a common application program library, along with the flexibility of being able to create any special routines he needs — all at a cost far below standard systems.



Input accuracy... how Datashare helps relieve a key problem for business.

"Hassling" with customers (and vendors) over mistakes on computer-generated statements, checks and invoices is one of the unpleasant aspects of business today.

Everyone's read the horror stories in newspapers and magazines about the problems some people have with some organizations in receiving accurate bills, or in getting their names and addresses corrected on mailings, or in some happier cases, in receiving checks for grossly inflated sums in place of the

correct and trivial amount. Behind these stories that appear in the press are many, many thousands more such incidents where important business relations have been ruptured because computers have turned out documents containing errors — errors which often are extremely difficult to trace back and correct.

The fault, 99% of the time, is not the computer's; it only does what it's told. The problem is human error at the input phase, when the initial business document is transcribed into a form the computer can read. Not the least of the many advantages of Datashare is its strong, proven capability for effecting a sharp reduction in input errors at the time of data conversion. The programmed error checks available with Datashare, the visual scan of data on the video display screen of the remote work station terminal, the ability of the operator at this same work station to select the data entry format, or "mask" she needs for the source document she's working on — all these contribute to the virtual elimination of input error.

Which means to the businessmen not just accurate records and balanced books as an end product — though these are of course critical — but also the avoidance of dissatisfied and even outraged customers which is often the product of an inaccurate bill, a garbled name and address, or a mistake in the goods ordered but not delivered.



Some examples
of how
businesses
are employing
Datashare
systems.

For data entry, preprocessing of this data and communications to a large central computer

A major commercial bank with a large number of branches has unplugged a substantial bottleneck in its data entry activity by utilization of four Datashare systems at centrally located District offices. These offices receive data by mail and courier from nearby branches, convert this data swiftly and accurately to computer media via Datashare, transmit the data to master files maintained by a large central computer for statistical use and for general ledger processing.

For regional data processing with local output document generation and transmittal of summary data to a central computing facility

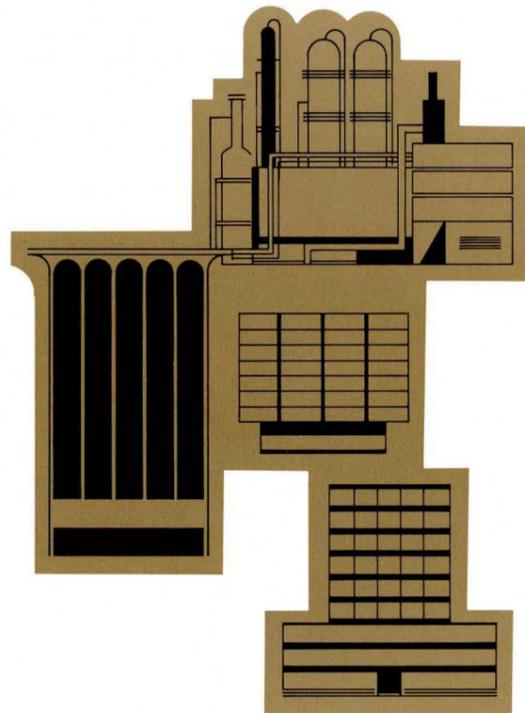
A diversified petro chemicals company is consolidating its business data processing on the West Coast through a Datashare system located in the Bay Area. Other company offices in California, Oregon and Washington equipped with remote terminals transmit data on-line to Datashare central storage, make extensive use out of available business programs to process this data, produce necessary on-site customer invoices, vendor checks, pay checks and other business documents. The local office maintains control over time and sequence on release of these documents while the home office has access to and control over all the business information it needs for summary and evaluation purposes.

For total data entry and business data processing in a medical organization

A major West Coast hospital is utilizing Datashare for administrative processing requirements including income accounting, accounts payable, general ledger and mailing list maintenance. The hospital plans to expand the scope of Datashare operations soon to include patient accounting and personnel administration.

For error-free on-site data input for sensitive billing application

A major department store in a large Southwestern city has dramatically reduced its out-of-pocket costs for data processing equipment, virtually ended input error and eliminated a substantial amount of "hassles" with charge customers over faulty bills by converting to Datashare. Strong error checking aspects of Datashare results in much cleaner input data from sales source documents; operators at remote work stations can switch easily to different video screen formats, or "masks" depending on the nature of sales invoice being processed.



Datashare
central
processors
and peripherals.

Datapoint
dispersed
processor
systems.

Processors

Datapoint 2200 with 16K memory
Datapoint 5500 with up to 48K
user memory

Data Storage

Cartridge disk (2.5 million character
storage on replaceable disks), 4
maximum 2.5-10 million charac-
ter storage on 2200 or 5500
Mass storage disk (replaceable 25
million character) This disk unit
provides mass storage capability
for high volume applications

System Printers

600 LPM Drum Printer
300 LPM Drum Printer
120 LPM Matrix Printer
60-120 LPM Belt Printer
30-60 CPS high quality print servo
printer

Terminal Communications

Direct wire, 1200 baud
Leased line, 1200 baud
Dial up, 300 baud

Card Reader

300 cpm

Magnetic Tape Drives

556, 800 and 1600 bpi
7- and 9-track

Cassette Tapes

Integral to 2200 and 5500 processors

User Terminals

Datastation 3600 terminal
Datapoint 1100 intelligent terminal
Any TTY-compatible terminal

Terminal Printers

120 cps Belt Printer
Any Datapoint System printer used
with Datapoint 1100 or 2200

In some instances the effectiveness of Datashare can be enhanced by the use of Datapoint Dispersed Processing Systems which provide essentially the same capability as a Datashare System but at a single location only. These Dispersed Processors may be integrated in any number of ways into an overall Datashare installation. For further information on these capabilities, write for our booklet on the Datapoint Diskette 1100 and Cassette 1100 Intelligent Terminals to Datapoint Corporation, attention: Marketing Communications, 9725 Datapoint Drive, San Antonio, Texas 78284.