

OUT-THINK™

The Datapoint Marketing Newsletter

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

No. 2

December 22, 1978

Price Reductions

4520 System Pricing Cut

Business is good--we're shipping disk-based systems at a very respectable rate and we'd like to keep seeding the market with the maximum number of systems possible (think of them as future ARCs).

How to do that? Cut prices. Take advantage of low manufacturing costs. The following price changes for the 4520 DATASHARE system are effective immediately:

- * Quantity purchase prices initiated
- * Lower maintenance prices
- * Lower lease prices
- * Quantity lease pricing initiated

4540, 4640 Lease-to-Purchase Conversion Program

In addition to the price reductions on the 4520 system, there is a major lease-to-purchase conversion program effective for 90 days (beginning December 18, 1978 and ending March 16, 1979) for the following products:

454X 5500 Advanced Business Processor, 50 MB disk system

464X 6600 Advanced Business Processor, 50 MB disk system

9371 25 MB Extension disk drive

The following price schedule is based on product installation dates to simplify estimating a customer's lease conversion to purchase price. It is thus a "guideline" with final pricing to be determined by the program coordinators in San Antonio.

Sal Gerardo, East and West Regions, extension #7143

Dave Swope, Central and Southern Regions, extension #7247

These coordinators will also determine lease to purchase conversion pricing for peripheral equipment pricing.



The Datapoint 4520 includes a 48K processor, 2.5/2.5 MB disk storage, multiport adapter, and system software. Optional belt printer shown.

4520 Systems

	1-10	11-25	26+	Maint.	Inst.
Sale	----	----	----	----	----
	\$22,500	\$20,715	\$18,933	\$207	\$650
Lease	----	----	----	----	----
1yr	690	N/A	N/A	207	650
2yr	640	590	560	207	650
3yr	600	575	540	207	650

The Editor's Corner

Thanks for your favorable comments on our initial issue of the OUT-THINK Marketing Newsletter. Subsequent issues will contain a variety of topics of interest to all Datapoint marketing personnel. Special issues devoted to major topics may supplement regular issues.

Best wishes for a happy, healthy and prosperous New Year.

Kenneth J. Hatten

Typical Pricing Examples

	454X	464X
Current List	\$53,607	\$60,000
Purchase Order Credit	\$12,360 (15 months)	\$5,601 (6 months)
Regular Purchase Option Price	\$41,247	\$54,399
Limited Time Conversion Price	\$22,300 (Over 12 months)	\$35,500 (6 months)
Discount	\$18,947	\$18,899
% Discount (Off regular conversion price)	46%	35%

Conversion Pricing

Installation Date (Before date shown)

	3/1/79	12/1/78	9/1/78	6/1/78	3/1/78
454X	\$50,000	\$44,150	\$35,500	\$29,600	\$22,300
464X	\$45,000	\$39,000	\$33,450	\$27,850	—
9371	\$9,500	\$7,900	\$6,700	\$5,500	\$4,500

Commissions

Standard lease-to-purchase conversion commissions will be paid PLUS a bonus of \$200 for each 4540 or 4640 system converted from lease to purchase; and a \$100 bonus for each additional 9371 disk drive extension converted.

Participation

All Sales Representatives, Senior Sales Representatives, Senior Marketing Representatives, and Account Managers are eligible for this bonus.

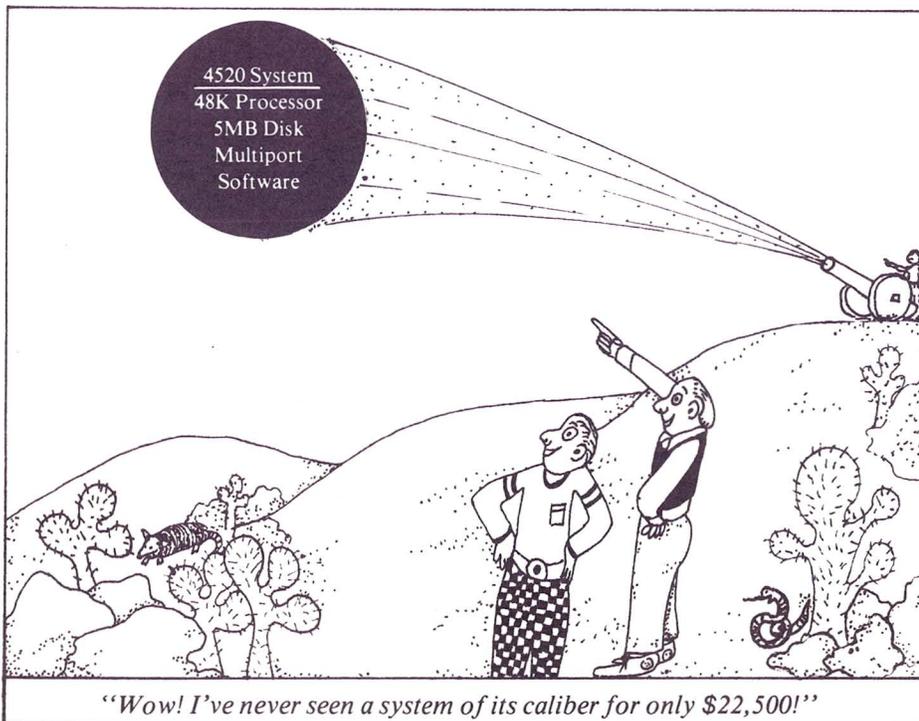
Time and Tide Wait for no Conversion

In order to qualify for this bonus, the conversion EOS must be signed by the customer on or before the program termination date (March 16, 1979). In addition, orders must have completed processing in San Antonio within 30 days of that program termination date.

The if-sold value credit given for management will be 100% of the lease-to-purchase EOS, irrespective of the installation date.

For More Details

Contact the Program Coordinators Sal Gerardo or Dave Swope.



What the 4520 Price Reductions Mean

This action rounds out the Datapoint product line by having an aggressively priced entry level hard disk system offering a superior price/performance ratio than that previously offered on the 4220 system.

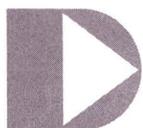
Datapoint Entry Level Systems* (Purchase)

1500 (32K, .5MB)	\$ 5,950
1800 (60K, 1MB)	\$10,550
5500 (48K, 2.5/2.5)	\$22,500

*Of course, each system comes complete with all hardware and system software ready to go to work for your customer.

Sorry...

In the rush to get the last Out-Think to you some pricing errors were made on the back page. The good news is that the correct prices are even lower! The purchase price for the 1802 in 11-25 quantity should have read \$9,400. The 3-year lease price for the 1802 in the 26-50 quantity should have read \$260.



DATAPOINT CORPORATION

The leader in dispersed data processing™