

OUT-THINK™

The Datapoint Marketing Newsletter

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

No. 4

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SPECIAL EDITION

★EXTRA! EXTRA! EXTRA! EXTRA!★ DATAPOINT WAIVES SOFTWARE CHARGES!

Special Offer

Datapoint continues its leadership in dispersed data processing by announcing another idea whose time has come. Effective immediately, lease and onetime software charges on ARC™, DATASHARE® 5, RPGPLUS, BASICPLUS, DASP™, MLCI, and DCIO are waived!

This is a special program, applicable to all processor and upgrade orders signed by the customer on or after January 22, 1979 and date-stamped by Order Entry by July 31, 1979.

There's more, too!

Charges for the second, third, and any additional COBOL compilers are waived! (Charges for the first COBOL compiler remain in effect.) In ad-

dition, there is now a 90-day free trial period for the first COBOL compiler.

Maintenance charges for ARC, DATASHARE, DCIO, DASP, and MLCI have been waived! (Maintenance charges for COBOL, BASICPLUS, and RPGPLUS remain in force.)

And as if that weren't enough, usage charges for COBOL, RPGPLUS, and BASICPLUS used within an ARC system have been waived!

Check out the box on this page for all of the details!

Typical Examples:

ARC Systems with COBOL

A large account with three separate ARC systems wants to start running

COBOL on four applications processors. Ordinarily, the customer would have to pay \$7,500 or \$234 per month (plus maintenance and media charges). Under the special program, the tab is only \$2,500 or \$65 per month (plus maintenance and media charges): a savings to the customer of \$5,000!

DATASHARE Upgrade

Suppose a 4630 DATASHARE customer wants to upgrade to a 4634 ARC system and also wants to add RPGPLUS to his system. Software charges would normally be \$5,760 or \$125 per month (plus media charges and the monthly maintenance fee). Under the special program, the customer pays only the media charges and the monthly maintenance fee: he saves almost six grand!

Special Program Rules

- All orders signed by the customer on or after Jan. 22, 1979 and date-stamped by Order Entry by July 31, 1979 are eligible.
- Orders must be accompanied by an upgrade or processor (not 1500) order. (Channel Adapter software orders must be accompanied by Channel Adapter orders; details to follow.)
- Only purchase and one-, two- and three-year lease orders are eligible.
- Licensing requirements remain in effect.
- Call Product Marketing at extension 7151 for more information.

PRICING: ARC SYSTEMS

Model Code	Title	One-Time License Fee	Monthly Lease	Monthly Maint*	Each App. Monthly Usage Fee**	Processor Paid-Up Usage Fee
9801	ARC FP	\$3,760	\$75	\$25	N/A	N/A
9802	ANS COBOL	\$2,000	\$65		\$13	\$500
	2nd System	\$1,500	\$65		\$13	\$500
	3rd System	\$1,000	\$65		\$13	\$500
	4th System	\$ 50	\$65			
	5th and Up					
9803	RPGPLUS	\$2,000	\$50		\$11	\$400
	1st System	\$1,500	\$50		\$11	\$400
	2nd System	\$1,000	\$50		\$11	\$400
	3rd System	\$ 500	\$50		\$11	\$400
	4th System	\$ 50	\$50		\$11	\$400
	5th and Up					
9804	BASICPLUS	\$ 500	\$20		\$ 6	\$100
	1st System	\$ 400	\$20		\$ 6	\$100
	2nd System	\$ 300	\$20		\$ 6	\$100
	3rd System	\$ 200	\$20		\$ 6	\$100
	4th System	\$ 25	\$20		\$ 6	\$100
	5th and Up					
9805	DATASHARE 5 (5500 Proc.)	\$3,760	\$75	\$25	N/A	N/A
9806	DCIO	\$ 500	\$20	\$ 5	N/A	N/A
9807	ARC AP	\$ 902	\$40	\$10	N/A	N/A
	DATASHARE 5 (6600 Proc.)	\$3,760	\$75	\$25	N/A	N/A
9810	MLCI	\$ 500	\$20	\$ 5	N/A	N/A

* Monthly maintenance always required
 ** Applies to Application Processor(s) executing the software in an ARC environment. Usage fee on AP's is in addition to monthly lease/one-time fees on FP.

DATAPOINT CORPORATION



The leader in dispersed data processing™