

OUT-THINK™

The Datapoint Marketing Newsletter

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

No. 10

May 23, 1979

3275 communications added to 1500!

Here's a product that adds significant value to the 1500 Dispersed Processor. A product that will allow your customers and prospects to make the transition to dispersed data processing painlessly, while retaining their present investments in centralized processing hardware and software. Here's EM3275!

EM3275 enables the Datapoint 1500 Dispersed Processor to emulate the IBM 3275 Model 2 Information Display System. Requiring no modifications to either the hardware or software of the host mainframe, EM3275 may be executed on any model 1532 or above and requires only the addition of an RS-232 synchronous modem (see the configuration diagram on page 2).

Add to this new capability the features that have already made the 1500 Datapoint's most popular system, and you have a package that's going to be almost irresistible! Now your customers and prospects can maintain their existing mainframe hardware and software configuration while adding powerful dispersed processing capabilities at a low cost.

With EM3275, centralized mainframe features such as powerful batch data processing, extensive data storage, sophisticated access methods, and large network support may be retained. At the same time, dispersed processing advantages such as remote processing and storage, offloading of work from the mainframe, user controlled applications, shorter development cycles, and the capacity for easy, economical system growth are added.

(continued on page 2)



EM3275 competitive overview

The 3270 market can be viewed as two separate arenas: first, the plug-to-plug replacement for 3270; and second, the product which includes 3270 emulation as an added value feature. Although Datapoint has no intention of competing in the first of these two markets, some background information on it may prove of interest.

3270 attracts its share of plug-compatible manufacturers' attention, just like nearly every other IBM peripheral, and for many of the same reasons. The market is large and well-defined; the IBM equipment is relatively high priced with long delivery lead times. 3270 sales in general require little support or innovation on the part of the vendor. There are no languages or operating systems to develop or support, and comparisons between competing systems are relatively simple. Thus, the 3270

market has attracted a large number of vendors whose prices continually undercut one another and whose salespeople do little but take orders.

Clearly, Datapoint has chosen not to directly compete in the straight 3270 plug-compatible replacement price-cutting market. But if 3270 emulation is a feature added to Datapoint's many other capabilities, our price/performance ratio is certain to improve in the eyes of prospects. In the many *(continued on page 2)*

Watch for 3270 coming soon!

Keep a watchful eye on future issues of the OUT-THINK newsletter for the complete story on EM3270, a cluster configuration that supports small or large multistation 3270 operations.

(continued from front page)

EM3275 emulates the following IBM 3275 features:

- Keyboard entry blocking
- Repeat action keys
- Automatic cursor positioning
- Cursor positioning keys
- Field positioning keys
- Input control keys
- Clear input control keys
- Program attention capability
- Program access keys
- Program function keys
- Selector pen capability
- Status lamp simulation

The following features are not emulated:

- Key lock
- Operator ID card reader
- SDLC operation
- ASCII transmission (line) code

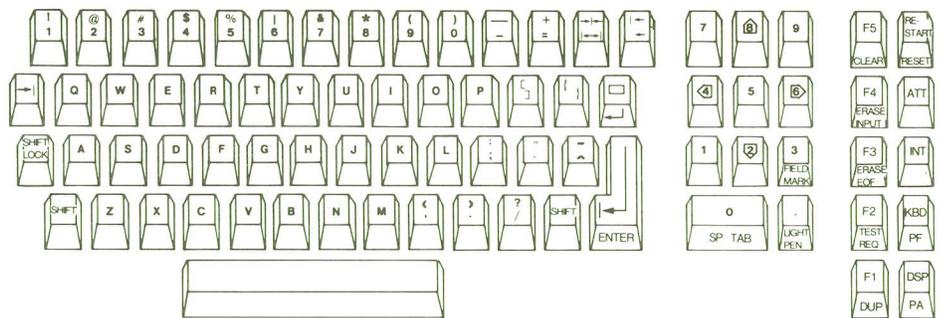
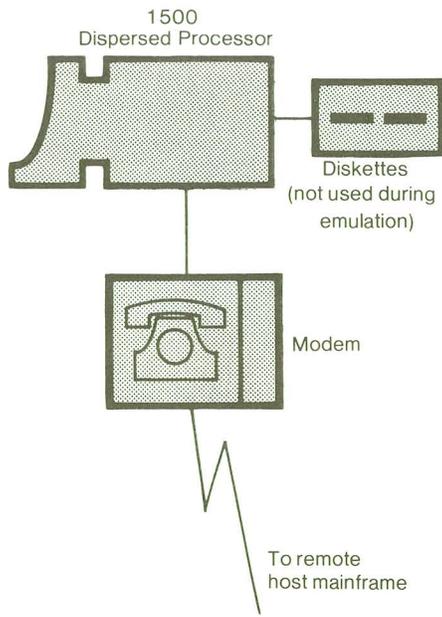
EM3275 supports the 1500's keyboard, display screen, and optional printer (from 80 cps to 340 LPM), but does not use the system's diskettes during emulation. EM3275 transmission speeds may be as high as 4800 baud.

EM3275, model code 9811, will be

available on June 1, 1979. There is a one-time fee of \$500 for the software and documentation, with an additional \$10 per month maintenance fee. The customer is supplied one copy of the software, which he may copy, pursuant to the license agreement, to fill his own needs.

A set of special 3275 keycaps, along with a new keyboard ROM, is available for 3275 operations (model code 9033, price \$50, installation \$125). There is no charge for the 3275 keycaps and keyboard ROM when specified on the initial 1500 order. (See keyboard diagram on this page.) ■

3275 configuration



1500 3275 keyboard layout

Mass Storage price reductions

Mass Storage Disk-based systems are now offered from Refurb on an as available basis at the following prices, effective immediately:

<u>Model Code</u>	<u>Description</u>	<u>Price</u>	<u>Maint.</u>	<u>Inst.</u>
4540	DATASHARE [®] , 5500, 50 MB	\$45,000	\$420	\$1000
4640	DATASHARE, 6600, 50 MB	\$50,000	\$525	\$1000
4644	ARC FP, 6600, 50 MB	\$50,000	\$515	\$970
9370*	Freestanding Controller with 25 MB			
9371	25 MB Disk Extension	\$9,500	\$105	\$125
9373*	Console Controller with 25 MB			

* Controller and disk offered on quote-only basis

(continued from front page)

instances where interactive access to an IBM host mainframe is required in addition to dispersed data processing capabilities, Datapoint has a ready, cost-effective answer.

The intent of Datapoint's current product offering is to allow the 3270 user to move into dispersed data processing without requiring modifications to existing 3270 applications software. Systems which compete in this arena must be able to provide full business processing capabilities as well as providing 3270 functions.

The 3270 emulation market has been around almost as long as 3270 itself has, with such experienced participants as Four-Phase and Raytheon. More recently, Texas Instruments, CMC-

Pertec, Entrex-Nixdorf, Computer Automation, Mohawk Data, and Sycor have announced 3270 emulators. Even IBM has gotten into the act with its 8100 and Series 1!

All of these vendors have one thing in common: they have concentrated their 3270 emulation capability at the high end of their respective product lines. Their products normally operate only on the larger, clustered systems, those with price tags in excess of \$40,000. Datapoint, on the other hand, has chosen to make its initial

3270 offering at the low end of its product line. The 1500 system, configured for 3275 operation and including a printer, sells for less than \$9,000.

Datapoint has consciously chosen this approach and will be expanding its 3270 emulation capabilities to its larger systems in the near future. Although pricing, as always, is a very important factor, a local processing capability, product line depth, and nationwide maintenance will play a significant role in Datapoint's success in this market. ■

O'Kelley keynote address



Datapoint President and Chief Executive Officer Harold E. O'Kelley delivered the keynote address at the May Mini-computer Conference sponsored by Dataquest, Inc. Speaking on "Advanced Distributed Processing for the Integrated Electronic Office," Mr. O'Kelley defined dispersed data processing and briefly outlined its history before commenting on necessary future considerations.

"The hottest spot in computer operations today is in the business office. With the transfer, or dispersal, of computer power from the computer room directly into the offices of businessmen, clerical workers, and accountants, onto loading docks and into warehouses, the designers of these high-technology products must recognize the practical needs of the actual end-users in their on-the-job environment. The designers must be conversant in a variety of disciplines

in order to produce an efficient, marketable product."

Mr. O'Kelley noted Datapoint's contributions to the advancement of dispersed data processing, including the first solid state teletypewriter replacement, the application of the microprocessor, and the introduction of the 8080 architecture. O'Kelley next described the attached processing architecture employed by Datapoint's Attached Resource Computer™ systems as "shaping the future of our entire industry. The ARC™ system provides a powerful framework for the implementation of the fully integrated electronic office concept, including the integration of voice communications, from a complete system standpoint. The system can grow, contract, be redefined, and have on-site protection against system failure...all while operating in real-time and on-line."

The conference, held May 2-4 at The Pointe in Phoenix, Arizona, is an annual event sponsored by Dataquest, Inc. ■

Product Marketing hits the road

Members of Product Marketing are preparing to depart on their famed road show. Topics discussed on this circuit include an IBM 3270 overview, Datapoint 3270 product directions, ARCPAC, 3800 DATASHARE®, Freedom Printer conversion, and 160 cps Matrix Printer pricing. Here's what the schedule looks like:

<u>City:</u>	<u>Date:</u>
New York	5/22
St. Louis	5/22
Boston	5/23
Chicago	5/23
Washington, D.C.	5/24
Detroit	5/24
Atlanta	5/30
Los Angeles	5/30
Dallas	5/31
San Francisco	5/31
Houston	6/1

Don't handicap yourself (or your commissions) by missing the meeting in your area. ■

A DATAPOLL® success story

Has it been some time since DATAPOLL was a part of your presentations? It shouldn't be, because DATAPOLL is not a product to let just fade away, as evidenced by this report from Mike Bazany in the Rochester, New York office:

"In converting a user's operation from 2400 baud 2780 communications to asynchronous DATAPOLL, the value of the DATAPOLL package has really shown itself. The user employed IBM modems running 2780 at 2400 baud. With the RPG programs being run in the System/3 along with 2780, they were getting no space or record compression. By converting to 1200 baud communications with Datapoint 9402s, the user has saved almost half of his communications costs. For example, they were transmitting an inventory file from Buffalo to Kansas, a task

that took almost an hour. With DATAPOLL, the time to complete the same job is around 20 minutes.

"In their first full month's use of DATAPOLL, their line charges were reduced from an average of \$575 per month down to \$280. Their data processing manager said that he has 'never seen a communications package as easy to use as asynchronous DATAPOLL.' He estimates that it took one hour, total, to convert their three remote systems.

The conversion was accomplished by sending a diskette loaded with CHAIN files -- including DATAPOLL and commands to KILL 2780 -- and instructing the operators to insert the diskette, boot the system, and run CHAIN.

"They now use DATAPOLL to test all system modifications by transmitting the object code preceded by a CHAIN command that renames

all of their files, implements the new system, and tests the new system without the need for direct supervision. The data for the tests is created in the home office and is also transmitted via DATAPOLL.

"The account uses a System/3 15D; three 1174s and one 4220 serve as the remote systems."

If you need more information on this application or have some questions, contact Mike Bazany, Senior Marketing Representative, Datapoint Corporation, 640 Kreag Road, Pittsford, New York 14534 (716) 248-2616 (speed number 525). ■

Corrections

A couple of errors snuck into the Freedom Printer price chart on the last page of last month's issue. The second column should have been headed up with the date 12/1/78; in the same column, that third price down should have read \$2310, not \$23120. Our apologies for any inconvenience these errors may have caused.

Be on the lookout

Keep your eyes peeled for Datapoint ads in the May and June issues of these publications:

1800 Ads

May:
Infosystems
Modern Office Procedures
June:
The Office

ARC Ads

May:
Computer Decisions
Datamation
June:
Computerworld (6/4)

Datamation
Data Communications

ARCPAC Ads

May:
Computerworld (5/28)
June:
Computerworld (6/11)

1500/Printer Ads

May:
Computerworld (5/28)
June:
Computerworld (6/4, 6/25)
Mini-Micro Systems

Customer Service Ads

June:
Infosystems

Watch also for the following new Datapoint marketing literature:
ARCPAC brochure (document number 60767, \$.71)
Field-Developed Applications Software Catalog (document number 60306, \$1.68)

DATAPOINT CORPORATION



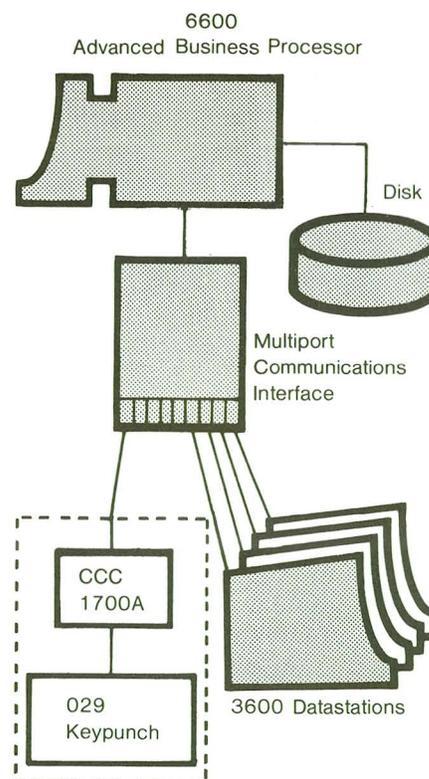
The leader in dispersed data processing™

Keypunch on DATASHARE

In a unique application, a Datapoint customer in the Houston area has attached an IBM model 029 keypunch and reader to his DATASHARE system. A Community Computer Corporation 1700A Keypunch Interface provides the link between the DATASHARE Multiport Communications Interface and the 029 punch (see diagram), which is configured as a 3600. A program running on the 029's port continually checks a queue file for a filename to be punched; punching takes place at 150 baud.

A special cable is required between the 1700A Interface and the Multiport since the interface uses a 25 pin connector (pin connections are the same as those used by a 3600). The installation was implemented very quickly and provides the user with an easy, cheap way to punch employee time cards and produce other punched data. ■

DATASHARE with keypunch



Significant order closings (fantastic work column)

<u>Salesperson</u>	<u>Account</u>	<u>Equipment</u>	<u>Value</u>
Bill Bunce	Lawson Products	ARC	\$440,000
Bob Beck	L.F. Rothschild	LDCS/27, SMDR, ARC	\$153,000
Roger Schauf	Payne Webber	LDCS/26	\$261,832

1800 software update

The model codes for ordering the new 1800 Software or Documentation packages described on page 6 of OUT-THINK number 8 (April 30) are as follows:

<u>Description</u>	<u>Model Code</u>	<u>Price</u>
S1800A	40395	\$25.00
D1800A	50428	\$48.70
S1800B	40396	\$25.00
D1800B	50429	\$13.75
S1800C	40397	\$25.00
D1800C	50430	\$ 4.80
S1800D	40398	\$25.00
D1800D	50431	\$ 4.70

In a correction to that same article, please note that COPYFILE is **not** included in the S1800A and D1800A packages as previously reported.