

OUT-THINK™

The Datapoint Marketing Newsletter

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

No. 12

June 28, 1979

Datapoint Enters Fortune 1000 at Position



Datapoint Corporation appears in the Fortune 1000 for the first time this year - making an impressive entrance at position 821.

Fiscal 1978, Datapoint's tenth year of existence, was our most successful year ever.

- Sales revenues were up a whopping 155% over Fiscal 1977

- Lease and service revenues were up 50% over Fiscal 1977

- Net earnings were up 82% over Fiscal 1977

- Datapoint stock earned 60% more than in Fiscal 1977

Fiscal 1979 marks the beginning of our second decade, promising even more excitement as the momentum continues to build. ■

Channel Adapter Reference Account List now available!

Many of you are aware of the growing popularity of Channel Adapter products. Here, for the first time, we are publishing a Reference Account List of Channel Adapter Users as an aid to you in closing channel adapter business.

You're encouraged to contact the salespeople listed at the Datapoint offices indicated for further information on applications which are of interest to you. If you'd like to talk to one of the customers or plan a demonstration/visitation, contact the appropriate salesperson to make arrangements.

Lee Beddingfield
Des Plaines, Ill.

CHIOUR
DASP™

Here, a warehouse is using a central DATASHARE® system for inventory, order entry, and purchase order processing. D/S application was developed by a software house. DASP, installed 5 months, performs automatic distribution of files to/from mainframe from/to remote DATASHARE systems. This is a good DASP reference.

Jim Spicer
Indianapolis, Ind.

MLCI

This system combines daytime order entry via a DATASHARE system with nightly batch transfer to a 370/125.

(continued on next page)

Have you met SCDUG?

Did you know...

- SCDUG stands for Southern California Datapoint Users Group.
- SCDUG is the largest and the oldest Datapoint Users Group.
- SCDUG began in 1974 with a membership of three users.
- SCDUG now numbers 130 paid members.
- SCDUG draws about 50 members to each of its meetings. ■

Watch for more data on refurbished gear in the next issue of OUT-THINK.

(continued from page 1)

Dean Dubbs Des Plaines, Ill.	MLCI	This manufacturing company has just installed a 370/125. Now they have replaced mag tape and have plans for on-line inquiry. Good reference for mag tape replacement.
Mike Trudelle Des Plaines, Ill.	MLCI	A channel adapter replaces tape in this sytem with a 370/138 and remote 1100s using DATAPOLL® to a central 4520. Future plans call for on-line inquiry.
Jim Schoomaker New Orleans, La.	DCIO	This is a small ARC™ system. Direct payroll data is input to DATASHARE through time and attendance recorders. Payroll information is transferred to a mainframe via DCIO batch transfer.
Bob Daher Creve Coeur, Mo.	DCIO MLCI	This eight processor ARC system uses DCIO for file transfer. MLCI was implemented in June for on-line inquiry (370/148 mainframe). This customer has consistently been referenced by other districts as a good account.
Stewart McDougall Farmington Hills, Mich.	MLCI MLCI	This application uses an ARC system. Two channel adapters have been installed four months and are performing real-time inquiry to a 360/65 database. Good reference for MLCI - and for Datapoint in general.
Steve Bostwick Farmington Hills, Mich.	DCIO MLCI	4530 DATASHARE in a large hospital provides outside DP service through 3601 terminals for a smaller hospital. DCIO is used for batch update; MLCI allows on-line inquiry. 370 was at maximum capacity and Datapoint was able to alleviate the problem with Channel Adapter implementation. The Channel Adapter will be in full use after July 1, 1979. The customer is very happy with Datapoint.
Rovan Stanley Oklahoma City, Ok.	DCIO MLCI	This is an ARC system with 4640 DATASHARE. The user is an insurance company using on-line policy number inquiry and batch transfer of files to a 360/50. Software rep is writing monitor programs for the IBM side of the interface with plans to market these programs for future installations. Customer is being used as a demo site - very good reference.
Harold Lipman Memphis, Tenn.	DCIO MLCI	Here, an ARC system uses a Channel Adapter for on-line inquiry and updating of very large files at a 360/30.
Rich Mitchell Fort Worth, Tex.	CHIOUR DCIO	This is an ARC system using a 360/40 as an applications processor. The system is running CHIOUR and batch file transfer via DCIO. ■

Clarification on Freedom Printer print head maintenance

In the April 30 edition of OUT-THINK, a new maintenance policy for Freedom Printer print heads was announced. A summary of this policy is being reprinted here. Please note:

Effective immediately, the print head on *all new* Freedom Printer orders (Models 9231/32/35/36) and those which are *converted or lease renewed* will be covered under the terms of the service agreement at *no* increase in maintenance prices.

There are no exceptions to this program. ■

Watch for this in future issues!

It is Datapoint's intent to offer SDLC capability sometime in the future. We feel that it will become increasingly useful and necessary to have. More information will be published in subsequent issues. ■

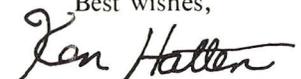
Editor's corner

We have been very pleased with your support and favorable responses to OUT-THINK. To continue this informative and interesting publication we need contributions of material.

What kind? Anything that seems relevant to you will be considered. This could be helpful hints, unique applications, success stories - almost any type of article.

Remember, OUT-THINK is your publication. How about contributing something!

Best wishes,



Ken Hatten

Send contributions to:

Ken Hatten
Datapoint Corporation
9725 Datapoint Drive (M71)
San Antonio, Texas 78284

Customer service areas added

To provide that important after-the-sale service, Datapoint's Customer Service Division now has a total of 157 service areas. A list of all 157 local service areas, grouped by region and district, follows.

Northeastern Region

New York District
New York City, NY

New Jersey District
Edison, NJ

North New Jersey District
Maywood, NJ

Boston District
Boston, MA
Portland, ME
Providence, RI
Worcester, MA

Washington, DC District
Washington, DC
Richmond, VA
Norfolk, VA
Baltimore, MD
Roanoke, VA

Philadelphia District
Philadelphia, PA
Harrisburg, PA
Scranton, PA
Allentown, PA
Wilmington, DE

Rochester District
Rochester, NY
Schenectady, NY
Buffalo, NY
Syracuse, NY
Pittsfield, MA

Hartford District
Hartford, CT
Springfield, MA
New Haven, CT

Stamford District
Stamford, CT
White Plains, NY
Westchester, NY
Long Island, NY
Brooklyn, NY

Central Region

Chicago District
Chicago, IL
Peoria, IL
Rockford, IL
Danville, IL
Springfield, IL

Milwaukee, WI
Madison, WI
Green Bay, WI

South Chicago District
South Chicago, IL
South Bend, IN

Cincinnati District
Cincinnati, OH
Columbus, OH
Evansville, IN
Ft. Wayne, IN
Charleston, IN
Indianapolis, IN
Louisville, KY
Ashland, KY
Dayton, OH

Cleveland District
Cleveland, OH
Pittsburgh, PA
Erie, PA
Akron, OH
Youngstown, OH

Detroit District
Detroit, MI
Toledo, OH
Grand Rapids, MI
Flint, MI
Findlay, OH
Lansing, MI

Minneapolis District
Minneapolis, MN
Austin, MN
Fargo, ND
Sioux Falls, SD
Cedar Rapids, IA
Davenport, IA
Des Moines, IA

St. Louis District
St. Louis, MO
Kansas City, MO
Kearney, NE
Omaha, NE
Lincoln, NE
Wichita, KS
Springfield, MO

Southern Region

San Antonio District
San Antonio, TX
Corpus Christi, TX
Austin, TX

Atlanta District
Atlanta, GA
Albany, GA
Athens, GA
Gadsden, AL
Birmingham, AL

Charlotte District
Charlotte, NC
Raleigh, NC
Florence, SC
Columbia, SC
Kingston, NC
Nashville, TN
Chattanooga, TN
Knoxville, TN
Greensboro, NC
Greenville, SC

Dallas District
Dallas, TX
Longview, TX
Sherman/Denison, TX

Ft. Worth District
Ft. Worth, TX
Wichita Falls, TX
Midland, TX
Lubbock, TX
Amarillo, TX
El Paso, TX

Houston District
Houston, TX
Beaumont, TX

Tulsa District
Tulsa, OK
Memphis, TN
Jackson, TN
Oklahoma City, OK
Fort Smith, AR
Little Rock, AR

New Orleans District
New Orleans, LA
Eldorado, AR
Baton Rouge, LA
Mobile, AL
Lafayette, LA
Jackson, MS
Shreveport, LA

Tampa District
Tampa, FL
Orlando, FL
Miami, FL
Puerto Rico

Jacksonville, FL
W. Palm Beach, FL

Western Region

Los Angeles District
Los Angeles, CA
Santa Barbara, CA
Bakersfield, CA
Santa Maria, CA

Oakland District
Oakland, CA
Honolulu, HI
Modesto, CA
Sacramento, CA
Fresno, CA
Reno, NV

Orange County District
Irvine, CA
San Bernadino, CA
San Diego, CA

Phoenix District
Phoenix, AZ
Tucson, AZ
Las Vegas, NV

Denver District
Denver, CO
Salt Lake City, UT
Ogden, UT
Casper, WY
Fort Collins, CO
Pueblo, CO
Albuquerque, NM

San Francisco District
San Francisco, CA
Salinas, CA

Seattle District
Seattle, WA
Spokane, WA
Olympia, WA
Bozeman, MT
Anchorage, AK

Portland District
Portland, OR
Eugene, OR
Pasco, WA
Boise, ID
Pocatello, ID

Be on the lookout!

For Datapoint ads in July issues of the following publications:

ARCPAC™ Ads

Computerworld
Datamation

DATASHARE Ads

Computerworld
Infosystems

1800 Ads

Modern Office Procedures

1500 Ads

Mini-Micro Systems
The Office

Customer Service Ads

Computer Decisions

Also be on the lookout for the following Datapoint marketing literature.

New literature

ARCSTAT 6-page Brochure
(60742, customer price \$.50)

BASICPLUS 6-page Brochure
(60743, customer price \$.50)

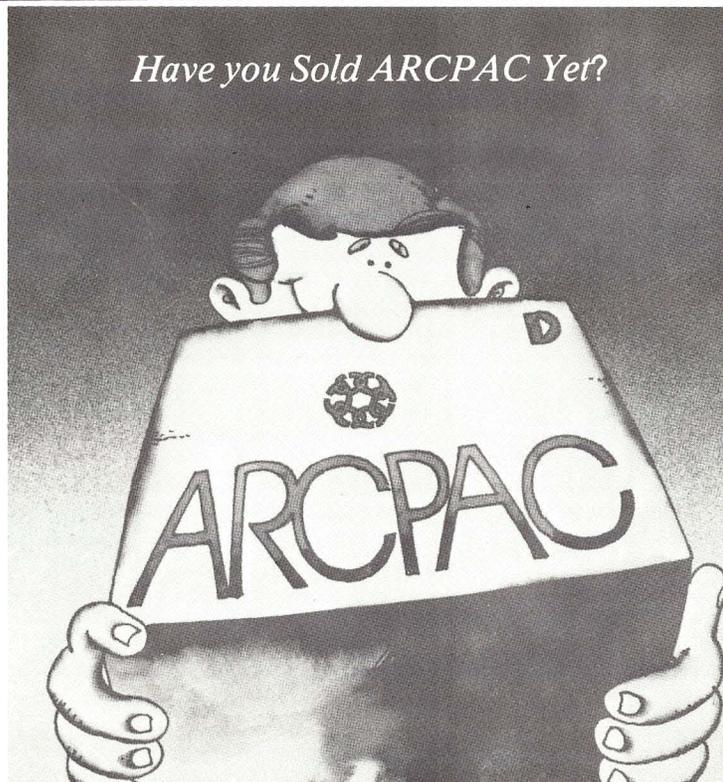
6600 Product Specification and
Hardware Reference Manual (60430,
customer price \$1.75)

160 cps Matrix Printer Product
Specification (60793, customer price
\$.35) ■

Significant order closings (fantastic work column)

<i>Salesperson</i>	<i>Customer</i>	<i>Total Value</i>
J. Gillece	QYX (Exxon Enterprises) and ESB Ray-O-Vac	\$650,000 \$447,000
T. Hooker	Dayco	\$200,000
T. Feuerbacher	Gulf Oil	\$191,000
R. Briggs	Texaco Refineries	\$153,000
M. Wood (CMP)	Holiday Inns, Inc.	\$150,000
R. Cowan	Mueller Brass	\$120,000
W. Terrill (CMP)	Diamond Shamrock Corp.	\$104,000
E. Hiller (CMP)	Howard Johnson	\$ 80,000

Have you Sold ARCPAC Yet?



New DAAs must be registered after July 1

As many of you already know, all new DAAs must be registered to be directly connected to the phone network after July 1, 1979.

Western Electric does not plan to register their DAAs, and will cease manufacture of them prior to July 1st. Consequently, these DAAs will not be available from the Bell System after July 1, 1979.

The registration program permits DAAs actually connected to the phone network prior to July 1st to remain connected and to be moved and reconnected. These grandfathered DAAs will continue to be

offered by the Bell System, but only on an equipment available basis.

After July 1st, customers must provide an FCC registered DAA for interconnect of Datapoint communications facilities and the phone network. Generally, registered DAAs can be obtained from the vendors supplying the modems (Bell is an exception to this).

If your customer can't find registered DAAs through a vendor, the Datapoint Telecommunications Department in San Antonio may be contacted for assistance. ■

DATAPOINT CORPORATION



The leader in dispersed data processing™