

OUT-THINK™

The Datapoint Marketing Newsletter

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

No. 14

August 27, 1979

Coming this fall

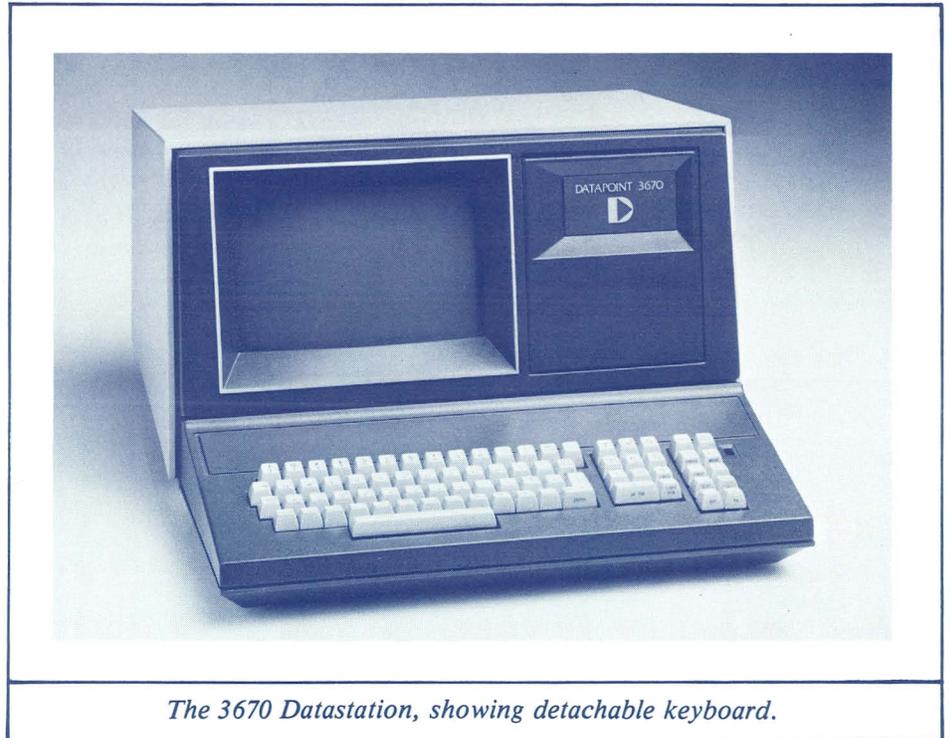
EM3270 links mainframes, DATASHARE®

Datapoint's EM3270 is more than just a 3270 Series replacement terminal; it is an interface between the user's mainframe and a DATASHARE system. Customers who were previously committed to their large mainframe systems now have a bridge for growth into the world of dispersed data processing, without sacrificing any of their present hardware or software investments.

The EM3270 package consists of a Datapoint 1500 processor with diskettes, a number of 3670 Datastations, a DATASHARE system of any configuration, and the necessary EIA Hub communications interface devices. With the 1500 processor acting as a 3271 controller, clusters of 3670s can be down-line loaded to function as IBM 3277 Model 2 Display Stations. The 3670 in this mode is completely compatible with the user's existing 3277 applications.

With a press of its MODE key, the 3670 becomes a part of a DATASHARE system which can take on any number of editing or processing chores to off-load the mainframe. To the DATASHARE processor, the 3670 appears to be a standard 3601 Datastation.

A key feature of the 3670 terminal is that separate screen buffers are maintained for DATASHARE and 3277 modes. However, the DATASHARE system can manipulate the data in the 3277 screen buffer, so that screens may be edited in DATASHARE, rather than in the mainframe. This makes the system as versatile as the imagination of the programmer, and provides a path for



The 3670 Datastation, showing detachable keyboard.

orderly migration to dispersed data processing.

The DATASHARE system configuration is completely flexible; it can range from an 1800 DATASHARE to an ARC™ system. The DATASHARE system may be comprised of any number of terminals other than 3670s, but only the 3670s in the system can switch to 3277 mode and communicate with the mainframe.

While this relationship between DATASHARE and the mainframe is very close, neither system is dependent on the other. If DATASHARE is taken off-line, the mainframe is not affected, and the 3670's may still function in 3277 mode, as long as the

1500 controller is in operation. Conversely, the DATASHARE system will continue to function, regardless of any mainframe problems.

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The purpose of combining 3277 emulation with dispersed data processing is to free the mainframe from time-consuming chores, such as editing, to perform the tasks it does best: batch processing and large-storage applications. Plus, the installation will gain the benefits of distributed processing:

- Remote processing and storage resources
- Mainframe independence
- Shorter development and implementation cycles
- System changes with minimum disruption
- Potential for easy, economical system expansion.

While the EM3270 package is completely compatible with your customers' existing 3277 video applications, 3280 series printers are not supported. However, hard copy can be obtained via the DATASHARE system printer or terminal printers.

The 3670 Datastation

The following are some of the standard features of the 3670 Datastation:

- Repeat-action keys
- Support of 12 program function keys and 3 attention keys
- Light pen simulation
- Cursor positioning
- Protected fields
- Inverse video
- Numeric pad
- Removable keyboard
- Audible alarm

The 3670 Datastation has a display area of 24 lines of 80 characters, with two separate screen buffer areas. The dual-buffer arrangement allows the 3670 to receive and store information from the DATASHARE system while functioning in the 3277 mode, or to store 3277 data while in the DATASHARE mode.

Only two local connections are required for installation of the 3670. One cable attaches to the DATASHARE or ARC processor, via the 9462 Multiport Communications Interface; the other cable connects to an EIA Hub interface, which leads to

the 1500 control unit. The 3670 requires either 115 or 230 VAC, and 50 or 60 Hz (within tolerances).

The 3670 Datastation can communicate at 9600 baud, at up to 500 feet from the communications interfaces (the 9462 Multiport or the EIA Hub), depending on the gauge of cable used.

The 1500 controller

The 3670 Datastations must be loaded with the EM3270 software before they can emulate 3277 applications. The 1500 controller performs this duty by retrieving the emulation program from its diskettes and down-line loading all of the 3670s.

Once the loading is accomplished, the 1500 functions as a 3271 communications controller between the mainframe and the 3670s. Signals between the mainframe and the 1500 controller are bisynchronous, in EBCDIC, in accordance with requirements for IBM-compatible devices.

A special feature of the 1500 controller is a system monitor display (see illustration) which is continuously resident on the 1500's screen. Normally the 1500 controller will be positioned

near the DATASHARE processor, so that the status of communications and processing activity can be readily observed.

The EIA Hub

The EIA Hub is a passive communications device, which is transparent to the devices connected. Each EIA Hub in the system has four or eight ports, with one of these being committed to incoming signals. If the system includes more than one Hub, another of the ports must be committed to chain the first Hub to the second. The maximum load for one 1500 controller is three eight-port EIA Hubs, supporting sixteen 3670 terminals.



The 8-port EIA Hub, used to connect the 1500 controller to the 3670s.

EM3270 V1 24AUG79							
CONFIGURATION FILE: EM3270/CFG				ELASPED TIME SINCE LAST			
CONTROL UNIT POLL ADDRESS: X'4F'				POLL/SELECT: 00:26			
HOST CONNECTION: FULL DUPLEX				CLUSTER DATA COUNT: 01735			
DATA RATE: 9600				CLUSTER ERROR COUNT: 00006			
3670 ADDR	STATUS FIELD	DATA COUNT	ERROR COUNT	3670 ADDR	STATUS FIELD	DATA COUNT	ERROR COUNT
40	IDLE	0	0	*C8	PEND	25	2
C1	PEND	12	0	C9	PEND	17	0
*C2	PEND	22	1	D1	OFFL	0	0
C3	IDLE	0	0	D2	OFFL	0	0
C4	IDLE	0	0	D3	OFFL	0	0
C5	IDLE	0	0	D4	OFFL	0	0
*C6	PEND	10	0	D5	OFFL	0	0
C7	PEND	18	1	D6	OFFL	0	0

Typical 1500/3271 Controller cluster status display, showing status of cluster with ten 3670s.

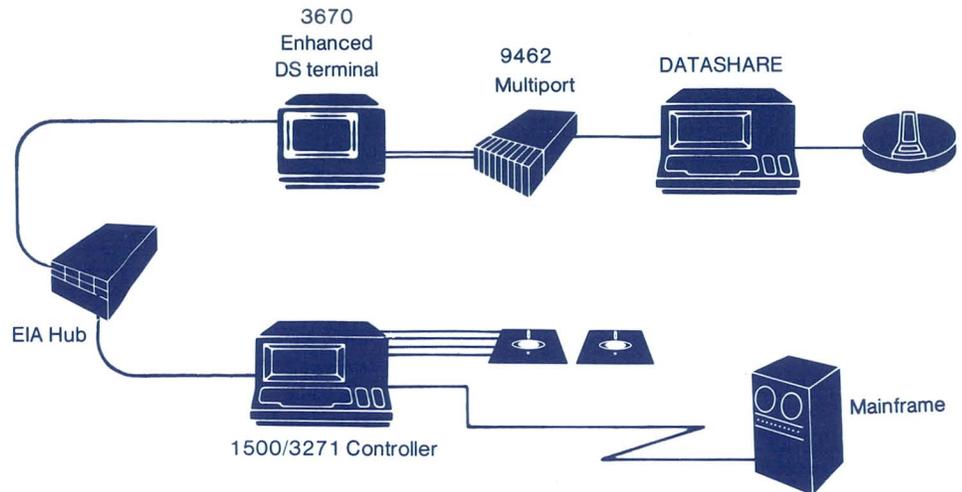
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The DATASHARE system

The configuration of the DATASHARE (or ARC) system is completely independent of the 3277 emulation. While the DATASHARE system may incorporate the 3670 Datastations, the number and type of other terminals, processors and peripherals can be determined according to the needs of the user.

Watch for additional information coming soon about model codes and prices for the 3670 Datastation, EIA Hubs, EM3270 software and DATASHARE. ■



Basic configuration of the EM3270/DATASHARE system.

New temp. guidelines no problem

Announcement of federal guidelines regarding office environment has prompted questions concerning the effect of increased temperatures on Datapoint equipment.

THE FEDERAL REGISTER, Vol. 44, No. 130, entitled "Emergency Building Temperature Restrictions," places temporary limits on heating, cooling and hot water in commercial, industrial and other nonresidential buildings in order to reduce energy consumption. These regulations prescribe heating and cooling limits of 65 deg. F and 78 deg. F, respectively, for simple and complex heating, ventilating and air conditioning systems.

Datapoint equipment is designed to operate reliably in a normal office environment. Specifications defining this environment are detailed in the Datapoint "Site Preparation Guide," document #60177. The guide states: "Continuous operating temperature should be between 15 deg. C to 27 deg. C (60 deg. F to 80 deg. F). Temperature changes must never exceed 8 deg. C (15 deg. F) per hour."

Datapoint equipment will operate in an environment which conforms to the specifications above, issued by the Department of Energy.

Datapoint Corporation recognizes the need of its customers to comply with the new regulations and will

answer questions and offer services to assist our customers in obtaining continuing satisfactory performance of Datapoint equipment as the customers comply with the federal requirements.

To minimize down-time and maximize equipment performance in some special cases, Datapoint Customer Service will, upon request from a customer, schedule a preventative maintenance call to check the cooling apparatus on the Datapoint equipment, including fans and filters, to insure top operating efficiency. ■



SPOOL/UNSPPOOL ready soon

Print spooling and unspooling for DATASHARE systems under ARC will be released soon.

The UNSPOOL software will drive three printers from a 3800 ARC processor at a maximum rate of 1800 lines per minute (LPM). From a 6000-series ARC processor, the maximum rate is 2700 LPM, also for a maximum of three printers. The printers may be any assortment of models, but UNSPOOL is not yet available for other processors.

SPOOL software can be run from either DATASHARE or ARC, but UNSPOOL is supported only on ARC processors.

Software for SPOOL/UNSPPOOL includes:

- SPOOL/CMD file for queueing jobs

- A DATASHARE element which can spool from any DATASHARE user program

- A fully programmed version of a DATASHARE MASTER program with SPOOL

- A skeleton queue file to post jobs throughout the system

- The UNSPOOL program which executes in the 3800 or 6000 ARC processor

User's Guides and model codes for the each piece of software will be available upon official release of the product. ■

New DAA situation clarified

With the advent of Datapoint DAAs, many questions have been raised concerning the the fate of installations already using Bell System devices. The following information concerning DAAs was supplied by A.T.&T.

- DAAs provided by the Bell System operating companies will be maintained for the life of the product.

- Installations which were using Bell DAAs prior to July 1, 1979 may be moved and reconnected. These "grandfathered" DAAs will continue to be offered on an availability basis for installations which were previously connected.

Copies of the letter from A.T.&T., stating the official policy on DAAs, can be obtained on request from Bill Dow, ext. 5148, MS#M71.

More on DAAs

The article on Data Access Arrangement (DAA) devices in last month's issue (OUT-THINK #13) requires some amendments.

First, both models (#9445 and #9446) carry an installation charge of \$60 rather than \$125.

Second, last month's article stated that an RJ47S telephone jack with telephone was available for the Model 9446 DAA. This has been amended to make both DAA models compatible with the RJ45S telephone jack, without telephone.

Complete information for the DAAs, pricing and accessories, can be found in Techflash #102 and in Dataflash #213. ■

Software fees restructured

Effective Aug. 1, the replacement software fees will be divided into three distinct categories:

Software orders accompanying processor orders:

This software is an integral part of Datapoint processors and the license fees are included in the charges associated with a processor, provided the software is ordered with a processor. Customers may make additional copies of the software as needed, subject to the license provisions of their Master Agreement with Datapoint. Media charges are still required.

Software orders under Master Agreement, but not accompanying processor orders:

For a one-time license fee of \$500 for each item, a customer who has executed a Master Agreement with Datapoint may order items from the following list of software products. Media charges are not included in the listed price.

Other Software orders:

9802 ANSI COBOL

For a one-time license fee of \$1,500 a customer who has executed a Software Order Form may order as many COBOL compilers (Model 9802) as needed. Customers may make additional copies of the software as needed, subject to the terms of the License Agreement. Media charges and \$20 per month maintenance fees must be paid for each COBOL compiler ordered.

9811 EM3275

For a one-time license fee of \$500 a customer who has executed a Software Order Form may order the EM3275 software product. Customers may make as many additional copies of the EM3275 software product as needed, subject to the terms of the License Agreement. Media charges and monthly maintenance fee of \$10 must be paid for each EM3275 ordered.

The maintenance prices below apply to software orders either with or without accompanying processor orders.

<i>Model</i>	<i>Description</i>	<i>Maint./Mo.</i>
9801	ARC for FP	\$10.00
9803	RPGPLUS	15.00
9804	BASICPLUS	10.00
9806	DCIO	10.00
9807	ARC for AP	10.00
9809	DASF™	10.00
9810	MLCI	10.00
9812*	DATASHARE V vers. 2	10.00

*9812 cancels and replaces both 9805 (5500) and 9808 (6600) DATASHARE Interpreters.

MULTILINK now available for 1500!

Now the benefits of MULTILINK are available to customers in an entry-level system - the 1500.

DBML15

A new DATABUS® interpreter for the 1500 processor - DBML15 - will be released this month which supports the MULTILINK extensions of the DATABUS language. The local processing power and storage capabilities of the 1500 combine with MULTILINK to allow off-loading of mainframe overhead and reduction of communications line loading. Now many applications can be processed locally, without burdening the customers' mainframe. Only applications requiring the database or raw processing power of the mainframe need the communications link, giving the user a degree of independence during mainframe downtime. MULTILINK allows your customers to tailor the mainframe communications to meet their application requirements.

DBML15 provides the same advanced capabilities as DB15, except concurrent job execution is NOT supported. A single DATABUS program may be executed at any one time (i.e., no "phantom" program support). ACALL verb support is provided for those customers authorized to use the 1500 assembler. Only MULTILINK drivers written expressly for the 1500 will be supported. Your inputs on your customers' requirements for MULTILINK line drivers are welcomed.

ML15TC35

No - that's not a complex chemical formula, that's the first of a series of MULTILINK line drivers for DBML15! ML15 will prefix the names of 1500 MULTILINK line drivers. ML15TC35 supports the same communications protocol as our existing MLTC3500 - Burroughs multidrop standard poll/select with fast select. Whew! Suffice it to say that ML15TC35 gives your customers a

flexible means to communicate with their Burroughs mainframe for interactive and batch transfer applications. ML15TC35 will also provide a means for transferring batches of information. Both synchronous (maximum of 4800 BPS) and asynchronous communications are supported. ML15TC35 will be released this month.

DBCMP15

To allow compilation of 1500 DATABUS programs which use MULTILINK extensions, the new, fast DBCMP15 is required. This compiler is available now.

DBML15	User's Guide--Document No. 50460 1 Diskette Model No. 20633	Price to be announced \$20.
ML15TC35	User's Guide--Document No. 50461 1 Diskette Model No. 20634	Price to be announced \$20.
DBCMP15	User's Guide--Document No. 50302 1 Diskette Model No. 40273	Price to be announced \$20.

Significant order closings (fantastic work column)

<i>Salesperson</i>	<i>Branch</i>	<i>Total Value</i>
<i>OPS I</i>		
Duane Engelhardt	New Jersey	\$255,469
Andrew Mongarella	New York (commercial)	137,500
Jim "Doc" Proctor	Orange County	132,047
<i>OPS II</i>		
Bob Cowen	Detroit	\$777,831
Gary Voight	Detroit	660,744
Ray Zilka	Cleveland	381,512
Rod Patterson	Atlanta	320,804
Dick Durham	Birmingham	317,305
Michael Fitzgerald	Orlando	247,350
Murl Talbott	Kansas City	217,290
John Hewitt	New Orleans	150,500
Michael Bemboom	St. Louis	138,681
Gary Gist	Tampa	138,428
Dennis Doonan	Minneapolis	133,950
Tom Hooker	Cincinnati	109,366

Datapoint refurb means quality

Even though our new Refurb Program is enjoying great success, we have learned that some people have negative feelings about refurb equipment. They seem to think that refurbished means substandard, rejected or lower quality.

Actually, just the opposite is true. Every piece of refurb equipment supplied by Datapoint meets or exceeds the specifications of the original. Refurb equipment comes not from damaged, rejected or unwanted components, but from working components which have come back from leases or from internal Datapoint use.

In its previous "incarnation" the equipment has been on a strict maintenance schedule. Memory burn-in and quality assurance have been monitored. Performance of the equipment has been proved in a real-world environment.

When the equipment comes to us from scheduling, the remanufacturing process begins. The unit is completely disassembled; subassemblies are upgraded and tested; strapping and harnesses are thoroughly checked out; CRTs are checked, tested and replaced if necessary; keyboards are press-tested; chassis are checked and cleaned; and all revisions are noted.

New parts and components are installed during reassembly. At this stage, the equipment also receives any additions or improvements that may have been added to the product line since the component was originally released. New skin and paint are the last things added before the equipment goes through a rigorous testing and acceptance procedure.

The result of all this is improvement. Refurb means a quality product that offers a very intelligent alternative to the concerned, discriminating buyer in today's economy.

Refurb equipment currently available

<i>Model</i>	<i>Description</i>	<i>Qty.</i>	<i>Price</i>	<i>Maint.</i>	<i>Install.</i>
4220	2226 Processor, 5 MB Storage (two 2.5MB Diablo Drives, 1 fixed, 1 removable cartridge), Controller, Multiport Interface, D/S Software, Documentation	1-3 4-10 11+	\$11500 \$10500 \$ 9950	\$175 \$175 \$175	\$500 \$500 \$500
4520	5500 Processor, 5MB Storage (two 2.5MB Diablo Drives, 1 fixed, 1 removable cartridge), Controller, Multiport Interface, D/S Software, Documentation	1-3 4-10 11+	\$17750 \$16500 \$15500	\$207 \$207 \$207	\$650 \$650 \$650
4523	5500 Processor, 5MB Storage (two 2.5MB Diablo Disks), Controller, DOS Software, Documentation	1-3 4-10 11+	\$16500 \$15250 \$14250	\$190 \$190 \$190	\$620 \$620 \$620
4540	5500 Processor, 50MB Disk Storage, Controller, Multiport Interface, D/S Software, Documentation		\$29450	\$420	\$1000
4543	5500 Processor, 50MB Disk Storage, Controller, DOS Software, Documentation		\$28200	\$404	\$970
4640 4644	Both: 6600 Processor, 50MB Disk Storage, Controller, Multiport Interface, D/S Software, Documentation, RIM, ARC Software, Documentation		\$36500	\$525	\$1000
4643	6600 Processor, 50MB Disk Storage, Controller, DOS Software, Documentation		\$35250	\$510	\$970
2226	2200 Processor, 16K Memory		\$4975	\$95	\$80
1108	Cassette 1100 Processor, 18K Memory		\$3275	\$63	\$80
1131	Diskette 1130 Processor, 1 drive		\$4775	\$55	\$125
1132	Diskette 1130 Processor, 2 drives		\$5075	\$72	\$125
1133	Diskette 1130 Processor, 3 drives		\$5375	\$89	\$125
1134	Diskette 1130 Processor, 4 drives		\$5675	\$108	\$125

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<i>Model</i>	<i>Description</i>	<i>Qty.</i>	<i>Price</i>	<i>Maint.</i>	<i>Install.</i>
1152	Diskette 1150 Processor, 2 drives		\$10950	\$76	\$125
1153	Diskette 1150 Processor, 3 drives		\$11250	\$92	\$125
1154	Diskette 1150 Processor, 4 drives		\$11550	\$110	\$125
1172	Diskette 1170 Processor, 2 drives		\$11950	\$78	\$125
1173	Diskette 1170 Processor, 3 drives		\$12250	\$95	\$125
1174	Diskette 1170 Processor, 4 drives		\$12550	\$116	\$125
9382	Console Diskette Controller, 2 drives		\$2450	\$48	\$50
9383	Console Diskette Controller, 3 drives		\$2750	\$66	\$50
9384	Console Diskette Controller, 4 drives		\$3050	\$84	\$50
9385	Freestanding Diskette Controller, 1 drive		\$2150	\$30	\$50
9386	Freestanding Diskette Controller, 2 drives		\$2450	\$48	\$50
9387	Freestanding Diskette Controller, 3 drives		\$2750	\$66	\$50
9388	Freestanding Diskette Controller, 4 drives		\$3050	\$84	\$50
9350	Console Front-Load 2.5MB Controller/Drive		\$2975	\$79	\$125
9351	Freestanding Front-Load 2.5MB Controller/Drive		\$2975	\$79	\$125
9354	2.5MB Extension, Removable Cartridge, (no controller)		\$2400	\$48	\$125
			\$2400	\$48	\$125
9356	2.5MB Extension, Fixed Cartridge				
9357	Console Front-Load 2.5MB Controller/Drive, 4K Buffer Memory		\$3075	\$72	\$125
9358	Freestanding Front-Load 2.5MB Controller/Drive, 4K Buffer Memory		\$3075	\$72	\$125
9370	Freestanding 2.5MB Mass Storage Drive/Controller		\$9950	\$150	\$250
9371	2.5MB Mass Storage Drive Extension		\$7750	\$110	\$125
9373	Console 2.5MB Mass Storage Drive/Controller		\$9950	\$150	\$250
9291	60 LPM Printer, Parallel Interface		\$2500	\$50	\$125
9292	60 LPM Printer, Serial Interface		\$2500	\$50	\$125
9294	120 LPM Printer, Parallel Interface		\$2875	\$71	\$125
9250	Console Servo Printer		\$1595	\$61	\$125
9251	Freestanding Servo Printer		\$1595	\$61	\$125
9231	80 cps Freedom Printer (serial)	1-3	\$1750	\$35	\$125
9232	80 cps Freedom Printer (parallel)	4-10	\$1600	\$35	\$125
		11-25	\$1500	\$35	\$125
		26+	\$1395	\$35	\$125
9235	160 cps Freedom Printer (serial)	1-3	\$1995	\$50	\$125
9236	150 cps Freedom Printer (parallel)	1-10	\$1850	\$50	\$125
		11-25	\$1725	\$50	\$125
		26+	\$1525	\$50	\$125
3601	Datastation Terminal		\$1250	\$18	\$20
3400	Com. Adaptor		\$225	\$15	\$20
9401	Com. Adaptor		\$450	\$17	\$15
9402	Com. Adaptor		\$450	\$17	\$15
9404	Com. Adaptor		\$450	\$13	\$15
9420	Com. Adaptor		\$450	\$13	\$15
9453	Com. Adaptor		\$450	\$13	\$15
9455 (001)	Com. Adaptor		\$450	\$22	\$30
9460	Com. Adaptor		\$450	\$17	\$30
9455 (004)	Com. Adaptor		\$450	\$22	\$30

ARC user survey brings favorable response

With sales and use of the ARC system increasing, we decided to find out how our customers really felt about their ARCs now that they have been in service for a while.

An independent research firm recently surveyed some of our ARC customers at random. They chose 11 current ARC users from the list of approximately 300 ARC users worldwide. While this sample is not large enough to draw absolute statistical conclusions, it does provide some interesting insight into the level of customer satisfaction with ARC, and with Datapoint's service.

Of the 11 users surveyed, eight had acquired their systems during 1977 or 1978. Three were new users, having had their ARCs installed only this year. The size of installations ranged from one applications processor and eight Datastations to a system with 64 applications processors, 18 file processors and 330 Datastations.

Eight of the 11 companies had upgraded to ARC from Datapoint equipment previously in use. DATASHARE and DATABUS were the most commonly used languages, with COBOL running third.

Now for the results. Eight of the users characterized ARC performance as good to excellent. Ten of the 11 praised the reliability of the system, with the eleventh respondent abstaining, since his system had only been in operation for two months. Nine of the customers praised ease of service, saying components of their systems had been successfully serviced without bringing the whole system down.

Strong points mentioned by four of the users were versatility, improved throughput and the dispersed data processing approach. Software got three mentions, and modular growth received two compliments.

Overall, ten of the 11 users felt that ARC had satisfied their original objectives for the system. The eleventh respondent declined to answer, since his ARC system had been in operation for only a short time.

Beyond ARC, the respondents also answered questions concerning their impressions of Datapoint. Eight customers said that Datapoint's major strengths were service and support. Other qualities mentioned were the range of hardware and software products, as well as good user training.

Obviously, we can't conclude that these exact proportions of opinion are the rule throughout our customer base. But from this survey, plus our other sources of user feedback, it's safe to say that ARC is a major success.

So sell an ARC and make a customer happy! ■



Counting ARCPAC sales - 23 so far!

Want Ad

This month we received our first want ad submission. Since this might be the perfect forum for equipment swapping, we'd like to make this a regular feature. If you have any want-ad items, send them in!

Willing to trade 25MB Mass Storage Packs for 10MB Mass Storage Packs. If interested, call Indianapolis Branch SEs at Speed #254. You get 15MB free! Quantities are limited.

Their 1500 is "human"

The following letter to the editor appeared in the July issue of *INFOSYSTEMS* magazine, in the "reader feedback" section. The letter has been reprinted by permission of *INFOSYSTEMS*.

More "humanizing"

This isn't a late entry in your contest for the most clever computer name (Publisher's Memo, November, 1978), but I thought you might be interested in how far computer humanizing has gone in our organization. Early last year, we took delivery of a Datapoint 1500. The equipment hadn't been uncrated before I overheard one of our accounting clerks remark that the box contained "Gladys," our department's newest employee. Why "Gladys" I don't know, but since the 1500 had been dubbed "Guppy" in Datapoint's R&D Department, I had a plate made for the computer room door with the name "Gladys Guppy."

Just how well the name stuck became apparent several months later, when two of our long-time employees were having lunch with a recently hired secretary from the marketing department. During a conversation about office procedures, the new employee turned to the other two and said, "By the way, has Gladys been on vacation? I've been here almost a month, and I still haven't met her."

Gladys is raising a family now, consisting of programs with girls' names and files with boys' names. We find that the names are easy to remember, but can cause some consternation among the uninitiated. Imagine the look on the face of one of our outside auditors when someone dashed out of the computer room hollering, "Frances aborted!" The reply, "Irving must be full," made plenty of sense to those of us who knew that Frances is a program that writes to a file named Irving, but it apparently didn't offer much consolation to the auditor. He hasn't been seen since.

Gladys would win an office popularity contest hands down. Rumor has it that she's even become a

confidant of our president, who was heard to inquire solicitously, "Is Gladys ill?" apparently after encountering the Datapoint repairman in the hallway.

Where all of this will lead, I don't know. It does seem appropriate, however, that a society which has given its people numbers should now elect to give its computers names. ■

Price Update

Prices quoted in last month's issue have been updated for the following new literature:

ARCSTAT 6-page Brochure (60742, in-house price \$.25, customer price \$1.00)

BASICPLUS 6-page Brochure (60743, in-house price \$.22, customer price \$1.00)

6600 Product Specification and Hardware Reference Manual (60430, in-house price \$.87, customer price \$2.50)

160 cps Matrix Printer Product Specification (60793, in-house price \$.18, customer price \$1.50)

Field orders computerized for documentation, consumables

Fifteen-minute order turnaround from the Dallas or Atlanta offices on documentation and consumables? It's already happening with Software Services' new Field Order Entry System, available nationwide starting Sept. 4.

Testing just completed in Dallas and Atlanta shows that field sales offices can expect same-day processing in most cases, and in emergencies a 15-minute turnaround.

The system was developed by Jim Hunter, Supervisor of Software Services, along with Rick Palermo, Jr. and Gary Miyakawa, Atlanta-area S.E. The system uses a Datapoint computer, connected to telephone lines to provide information and expedite incoming orders. This gives the field offices instant access to current prices, quantities and relevant comments. And it gives the regional offices the power to place orders instantly for certain items.

Software Services handles the inquiries and orders over three phone lines, connected to a DATASHARE phone port and two 3600 terminals with acoustic couplers. The processing is done by a 4640 system with three disk drives and a line printer.

Hunter said that access to the order placement line is restricted to authorized personnel by security locks. However, the inventory inquiry system

will be open to all field offices which have the equipment necessary for access. This inquiry system can also provide field offices with the status and schedule of any particular order. "They can rest assured that we probably have it in stock if it shows up on the [computer] list," Hunter said.

Each field office will need a 3600 with an acoustic coupler to tie into the system. Because of the simplicity of the equipment needed, expansion can be easily absorbed.

Hunter is enthusiastic about the future of the system. He hopes that heavy use of the system will lead to expansion and increased capabilities.

The User's Guide for the Field Order Entry System should be available by Sept. 4., at which time the system may be accessed by dial-up on these lines:

Inquiry -- (512) 699-5042

Input -- (512) 699-5072

The system is available for inspection at Software Services, 4319 Medical Drive, in the right wing. ■

ACBR bye-bye!

The Automated Customer Business Report system has been disbanded.

Be on the lookout

Watch for Datapoint advertising in the following periodicals in August and September.

Sailboat Ads

August:

Wall Street Journal (8/28)

September:

Business Week (9/3)

Wall Street Journal (9/10)

Wall Street Journal (9/24)

DATASHARE Ads

August:

Computerworld (8/6, 8/20)

September:

Datamation

1500 Ads

August:

Mini-Micro

The Office

September:

Modern Office Procedures

1800 Ads

August:

Datamation

September:

Computer Decisions

Customer Service Ads

August:

Data Communications

September:

Computerworld (9/17)

Computerworld

ARCPAC Ads

September:

Computerworld (9/3)

Infosystems

"It's not just the size of the craft, it's the craftiness of the builder."



Guest Services ready

The new, interim, Guest Services facility is now open for business in the Fairways Executive Tower, Suite 310, on Gardendale Drive.

Guest Services is now completely staffed by Harry Spillers, Manager; Sandra Gearhart, Visit Coordinator; and Brenda Moeller, Secretary. The interim home for Guest Services consists of two conference rooms, an executive office, and a reception area.

The primary purpose of Guest Services is to assist the field sales force in arranging and conducting successful home-office visits for potential, as well as existing, customers of Datapoint. Guest Services will be the salesman's first point of contact when requesting a visit.

Lead Time

Normally, three to four weeks are needed to plan and coordinate a successful visit. With only two conference rooms and a limited number of key people to give presentations, it is vital to your interests to give as much advance notice as possible. Any visits requested with less than two weeks lead time will require approval from the Vice-President of Sales Operations.

Request Procedure

Submit requests in accordance with Data Processing Division Policy and Procedure, No. V-10. One amendment to these instructions: all requests must be sent to the Manager of Guest Services, rather than National Accounts.

When you determine that a home-office visit is timely and will be approved by the appropriate manager(s), contact the Guest Services staff. They will advise you of the availability of conference rooms and, in most cases, of speakers. A visit date will be set and a conference room booked -- both tentative, pending receipt of a copy of the required paperwork within one week. Send a copy of the visit request packet directly to Guest Services, since the approval process can consume much time.

On several occasions, the approved visit-request paperwork has not arrived until just a day or two before, or even after, the requested visit date.

Finally, the more thorough you are in providing detailed information about your customer and his requirements, the more successful his visit will be. Extensive background information is needed to custom-design an agenda to meet a customer's needs and to assist the requested speakers in preparing their presentations.

Reservations

In addition to booking facilities and speakers, the Guest Services staff will make hotel reservations and any other special entertainment arrangements you may want for your customers. Again, sufficient lead time is most important.

Guest Services also has a support van, which is now available on a first-come first-serve basis, to meet any special transportation needs. With the van, also, as much advance notice as possible is desirable.

Your Guest Services staff is happy to give you assistance or answer any questions. Just call (512) 699-7376, 7377 or 7378. Or write them at Mail Station F-87. ■

Use care in reporting your key situations

The following is a list of facts and warnings concerning the Key Situation Reporting System.

Fact: The Key Situation Report is read by Home Office management.

Caution: Don't use the report to play games or throw darts at individuals.



Fact: Entries from the field designated Action Items will produce action.

Caution: Be sure to specify the action desired and expected, or the results may not be to your liking.



Fact: Home Office wants to know of specific problems and will investigate.

Caution: Don't use vague generalities or innuendoes. Specify details and provide reference numbers.



Fact: Home Office will respond to Action Items.

Caution: Be sure to check the report system for a response before making a redundant entry -- it will be obvious that you didn't read their response.



Fact: Account history is retained for later reference.

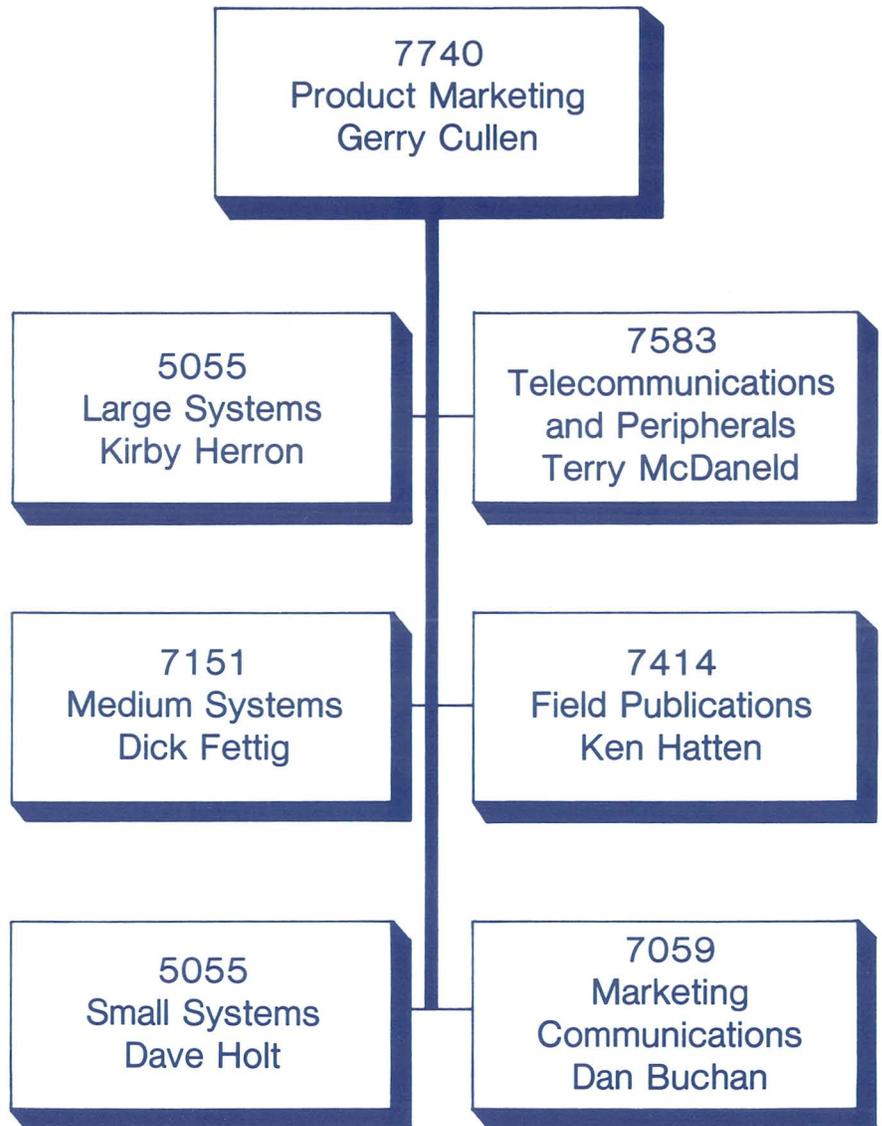
Caution: Don't put something on the report that you later may wish to go away -- it won't.



Fact: Status items are considered to be just that.

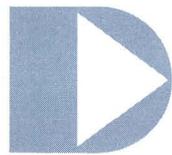
Caution: Don't expect a response on an entry you have designated as a Status Item. It will be read, but it will be assumed that the author has control of the situation. ■

Datapoint Product Marketing



The chart above illustrates the organization of Datapoint's Product Marketing group; telephone numbers of principle field contact personnel are listed.

DATAPOINT CORPORATION



The leader in dispersed data processing™