

SPECIAL ISSUE

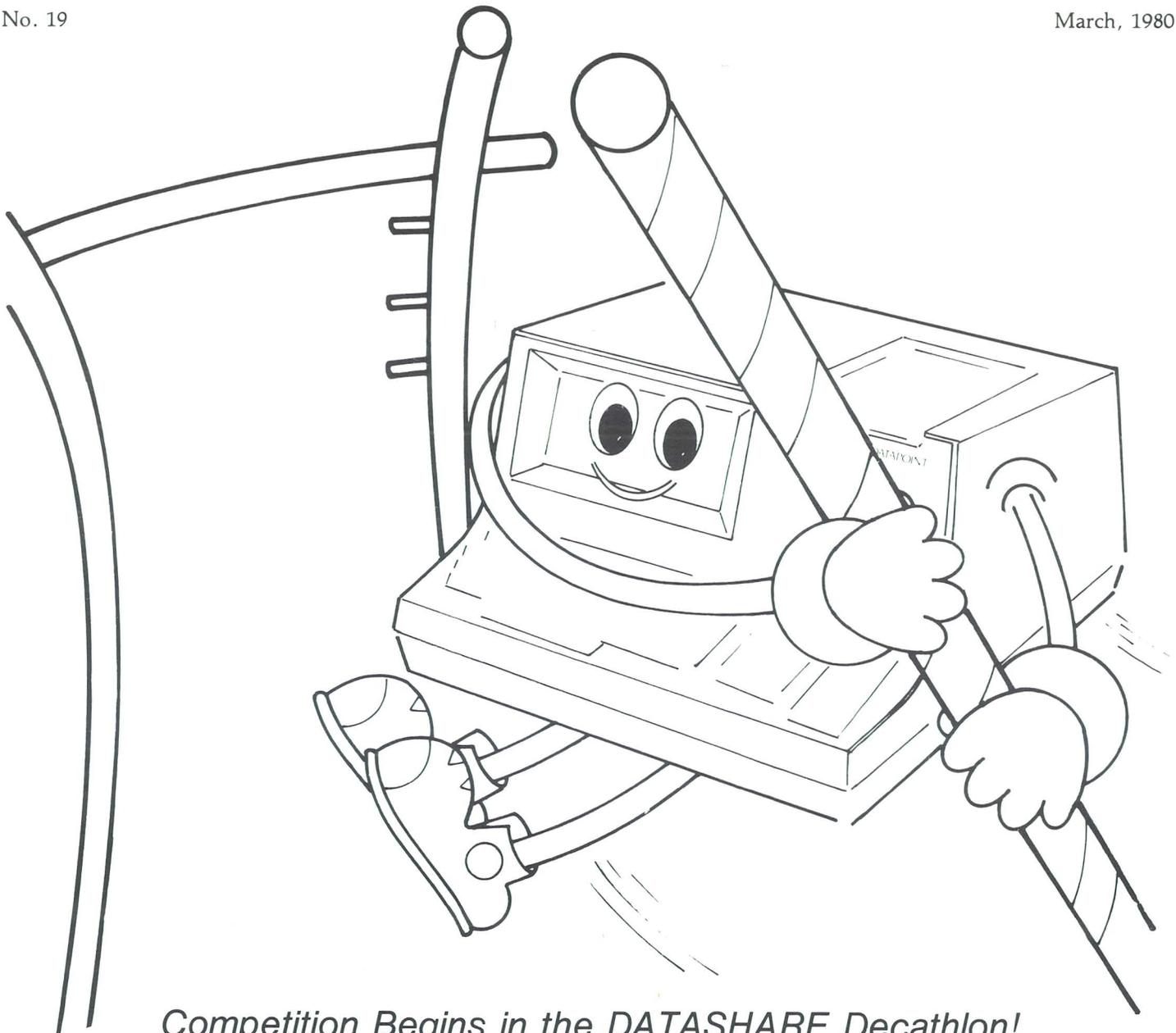
OUT-THINK™

The Datapoint Marketing Newsletter

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

No. 19

March, 1980



Competition Begins in the DATASHARE Decathlon!

You've never heard of the DATASHARE DECATHLON? Well, it has been around for a long time, but lately it has been overshadowed by such events as the Roadshow Cross-Country Marathon and the ARC Olympics.

So the Eagle is asking all of our patriotic sales athletes to participate in the alternative games -- the

DATASHARE DECATHLON.

Record times are expected in this event, due to optimum conditions in the plant for expedited delivery (see lead time chart). And Datapoint, as an official sponsor of the 1980 DATASHARE DECATHLON, is offering cash bonuses for every DATASHARE purchase order (see bonus chart).

And that's not all! To make it even easier for everyone to compete, purchase prices have been lowered on almost all DATASHARE components an average of 5 1/2 - 7 1/2 %! (see pricing chart)

Short lead times, reduced prices and cash bonuses -- everyone's a winner in the DATASHARE DECATHLON!

From Dick Hahn, Vice President of Sales:

"We have the products, the customers and the incentives. We now need the salesmanship and the professionalism we know we have in the field to

make this program successful. I'm convinced that the REAL salesmen we have in the field will take advantage of this program and make it happen."

DATASHARE featured in New Ad Campaign

"Out of the box, up and running fast." That's the message we're delivering to DATASHARE prospects in a new ad campaign rolling out this month. Look for it in the following publications:

Computerworld	March 31
	April 14, 28
	May 5, 19
Datamation	May
Infosystems	May
Computer Decisions	May
Modern Office Procedures	May



From Kirby Herron, Director of Product Marketing

What is Happening and Why?

"The emphasis you see in this plan is directed toward the current mainstay of our product lines, DATASHARE and ARC. Over the last few months, we seem to have lost sight of these products as being available, mature components of our overall systems capability.

These products, both hardware and software, are available NOW. I think the maturity, the availability and the growth potential of these products should be immensely valuable to existing and prospective customers.

You are probably wondering how these magic dates and bonuses were arrived at. Easy! We went to the factory and checked (physically) for the pieces that are available NOW. We went to administration and looked for a mechanism to expedite orders. We looked for incentives that would show YOU the commitment the Marketing Division is willing to make to get your commitment to get Datapoint and your customers working together."

1980 DATASHARE Decathlon Official Rules

Equipment with Bonus Sales Incentives

Dates:

- Contest has already begun.
- Orders must be received in Order Entry by 3/28/80 for the Q3 bonus, 5/31/80 for the Q4 bonus.
- Orders must be shipped to customer on or before 4/25/80 for Q3 bonus, 7/31/80 for Q4.

Ordering:

- Only purchase orders are eligible for **bonus or price reductions** (no leases or refurb orders).
- Color-coded cover sheet (red) must be on every eligible EOS.
- Shipping must be able to partial ship eligible orders (must be okayed on EOS).
- Orders are not eligible if an existing DATASHARE order to the same customer was cancelled to obtain shipments under this program.
- Special project number -- 08 -- has been assigned to this sales plan. It alerts the incentive compensation group that a bonus is to be paid on an order. Enter this number in the *Special Project Number* space on the second page of *Ordering Form #60716*.

Guidelines:

- The 4-week shipment schedule is for purchase only -- lead times are normal for leases.
- Sales made through Reps are eligible for special lead times and prices, but not additional bonuses. Development systems sold to Reps can earn a bonus for the salesman.
- Systems software and disk packs are still included with discounted and expedited-delivery systems.

NOTE: This bonus schedule supercedes all previous Schedule A bonuses for purchase of DATASHARE equipment. Conversions are not affected.

System	Description	Q3 Bonus	Q4 Bonus
4620	DATASHARE System	\$ 800	\$ 500
4623	Batch System	800	500
4625	DATASHARE System (60K)	800	500
4630	DATASHARE System	800	500
4633	Batch System	800	500
4634	ARC File Processor	800	500
4635	DATASHARE System (60K)	800	500
4650	DATASHARE System	800	500
4654	ARC File Processor	800	500
4730	DATASHARE System (256K)	800	500
4735	ARC File Processor (256K)	800	500
4750	DATASHARE System (256K)	800	500
4755	ARC File Processor (256K)	800	500

Processor	Description	Q3 Bonus	Q4 Bonus
6010	Application Processor (60K)	\$ 250	\$ 100
6020	Application Processor (120K)	250	100
6040	Application Processor (256K)	250	100

Special Incentive System Prices

Standard Pricing in effect for all orders not qualifying for the contest.

Product	Qty	Standard Price	Contest Price
4620	1-3	\$ 25,300	\$ 23,925
	4-10	24,300	22,925
	11-25	22,800	21,425
	26+	21,800	20,425
4623	1-3	23,800	22,425
	4-10	22,800	21,425
	11-25	21,300	19,925
	26+	20,300	18,925
4625	1-3	24,000	22,625
	4-10	23,000	21,625
	11-25	21,500	20,125
	26+	20,500	19,125
4630	1-3	33,300	30,900
	4-10	31,800	29,400
	11-25	30,300	27,900
	26+	28,550	26,150

Special Incentive System Prices continued...

Product	Qty	Standard Price	Contest Price
4633	1-3	31,800	29,400
	4-10	30,300	27,900
	11-25	28,800	26,400
	26+	27,050	24,650
4634	1-3	33,300	30,900
	4-10	31,800	29,400
	11-25	29,300	27,900
	26+	28,500	26,150
4635	1-3	32,000	29,600
	4-10	30,500	28,100
	11-25	29,000	26,600
	26+	27,250	24,850
4650	1-3	56,000	52,600
	4-10		50,025
	11-25		48,525
	26+		45,680
4654	1-3	56,000	52,600
	4-10		50,025
	11-25		48,525
	26+		45,680
4730	1-3	35,900	33,700
	4-10		32,000
	11-25		30,500
	26+		28,750
4735	1-3	35,900	33,700
	4-10		32,000
	11-25		30,500
	26+		28,750
4750	1-3	58,600	55,200
	4-10		52,625
	11-25		51,125
	26+		48,280
4755	1-3	58,600	55,200
	4-10		52,625
	11-25		51,125
	26+		48,280
6010	1-3	11,616	10,970
	4-10		10,355
	11-25		9,745
	26+		9,130
6020	1-3	12,916	12,270
	4-10		11,655
	11-25		11,045
	26+		10,430
6040	1-3	15,516	14,870
	4-10		14,255
	11-25		13,645
	26+		13,030

Equipment with 4-Week Shipment Schedule

(After acceptance of order and approval to build)

Systems

4620	DATASHARE System
4623	Batch System
4625	DATASHARE System (60K)
4630	DATASHARE System
4633	Batch System
4634	ARC File Processor
4635	DATASHARE System (60K)
4650	DATASHARE System
4654	ARC File Processor
4730	DATASHARE System (256K)*
4735	ARC File Processor (256K)*
4750	DATASHARE System (256K)*
4755	ARC File Processor (256K)*

Processors

6010	Application Processor (60K)
6020	Application Processor (120K)
6040	Application Processor (256K)*

Peripherals

9214	Belt Printer
8200	DATASHARE Terminal
9462	MPCA
9484	Active Hub
9485	Passive Hub

* Currently DS5 3.1, COBOL 3.2, and ARC 1.3 (or later) are three software packages that have been modified to take advantage of the 256K processors. **D**

