

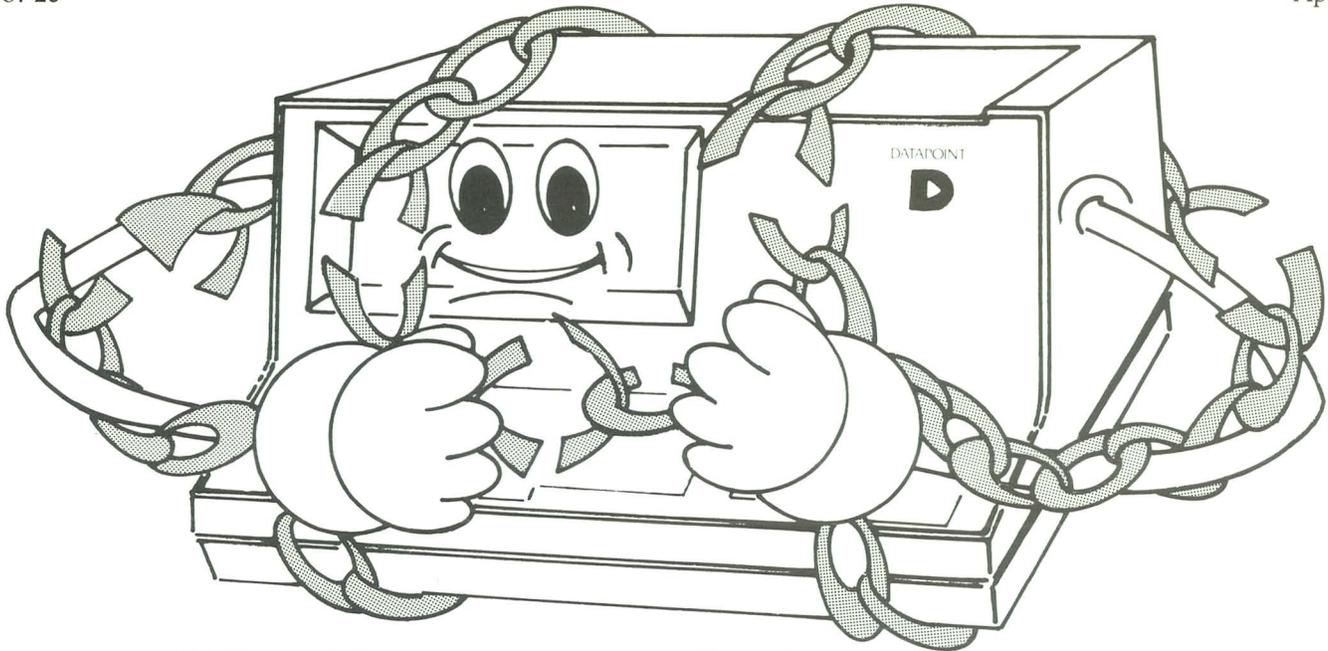
# OUT-THINK™

## The Datapoint Marketing Newsletter

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

No. 20

April 1980



## Word Processing Software Released

Datapoint's word processing software has now been released as IEOS Version 1.1. This version is compatible with ARC 1.4 only (also now released) and must run under DOS.D 2.5.1. The model code for IEOS Version 1.1 is 9820. The license fee is included in the media cost and there is no maintenance charge. A license agreement must accompany the SOS if one is not already on file for that customer. 9801 ARC 1.4 FP and 9807 ARC 1.4 AP will be included with the 9820 SOS on the media shipped. All three model numbers should be listed as separate line items on the SOS. The Word Processing Simplified User's Guide, Document No. 50502 (retail price \$10.00) may also be ordered. IEOS Version 1.1 is only available on the following media and must be ordered with the corresponding Model Code:

- 10MB - Model Code 20653
- 25MB - Model Code 20654
- 60MB - Model Code 20655
- Customer Supplied - Media setup charge - 20656

The customer will be charged for media cost and shipping of media. The SOS must be signed by the customer and processed through OMS.

It will be the responsibility of the sales force to ensure the SOS is processed through the normal channels to facilitate software shipment in a timely manner. Also, hardware shipments to meet the customer's requirements should be reviewed. The hardware should be installed prior to shipment of the software.

### See Word Processing In Action!

The class A Word Processing Videotape is available now. Order it from Software Distribution by specifying Model Code 60927. The in-house price is \$30.

It's a super sales tape!

### No IEOS Without WP Class

The SOS will be held in Software Distribution until the customer attendee arrives in Customer Education class and the \$750 education fee has been committed. At that time, Customer Education will notify Software Distribution to ship the customer's software during the week of training. It is mandatory for the customer to attend a Datapoint WP class in order to receive IEOS software.

Customers can also qualify for software shipment if a Customer Education class is held on site at a cost of \$5,000 or an MSS class is held on site at a cost of \$3,000.

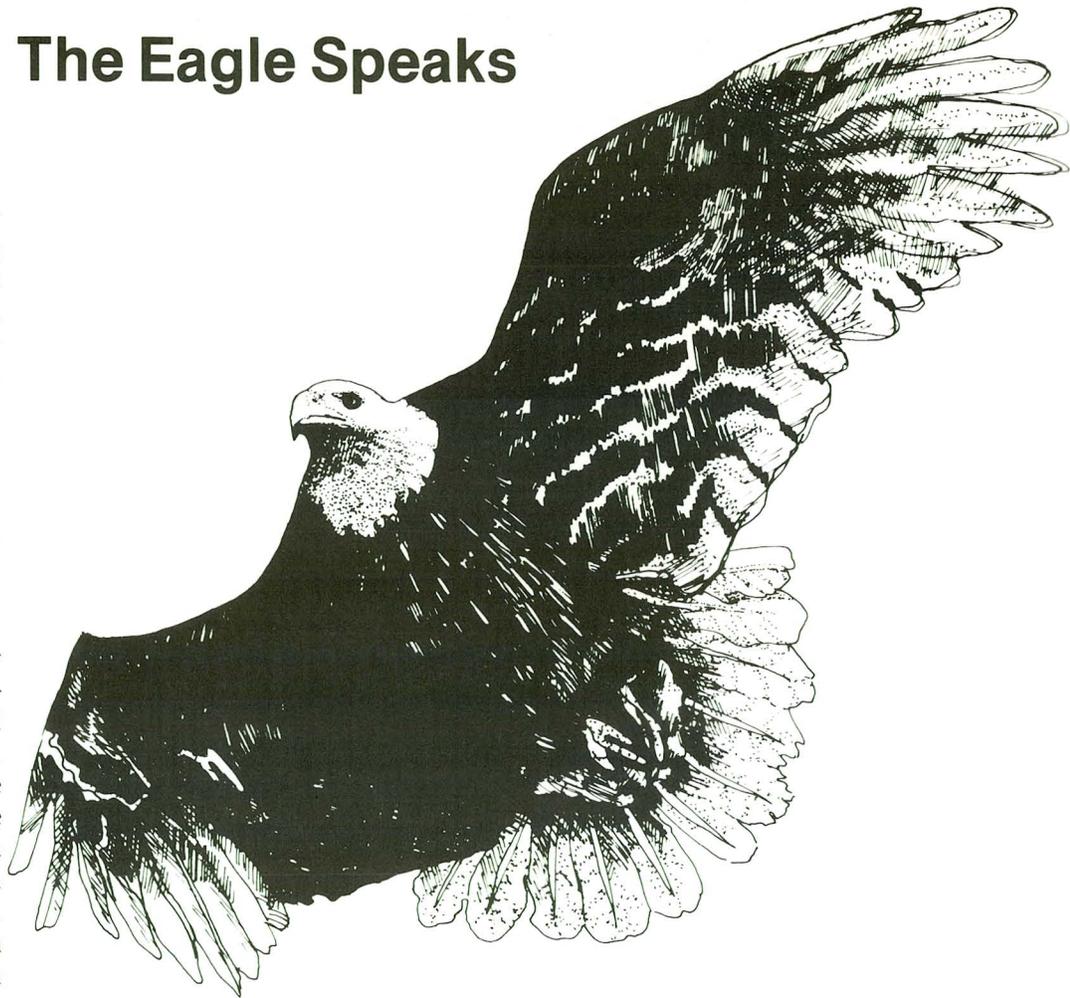
Customer Education and Product Marketing are the only two departments authorized to release Domestic IEOS software from Software Distribution. NO EXCEPTIONS!

# The Eagle Speaks

It is pleasing to me as the new General Manager of the Marketing Division to see that the momentum and direction of the Division has been maintained. January and February were both good booking months and due to the efforts of many people, shipments and revenue have been obtained to a satisfactory level. Congratulations to each and all of you who have made these significant events happen.

I think it is very important to know as we move forward with the Integrated Electronic Office and the total integration of the Marketing Division, that changes both in the field and home office will take place. It is my desire that these be orchestrated in a professional and meaningful fashion and as the various changes are needed, implementation will take effect in a satisfactory manner. I encourage each of you not to be concerned about the organization changes, when and if they happen, but to continue on as you have the past two months gaining momentum for Datapoint in the marketplace. I am asking each individual to continue to do his job in a most professional and exemplary manner. This is not a difficult task for professionals. I view each person in the organization as a true professional.

You have already seen some changes as they relate to the administrative organization with the appointment of a Field Controller and with the establishment of the Master Order Scheduling Group in Marketing Support to focus more directly on the pressing administrative needs of the Division. In addition, Carl Jack has been named Corporate Vice President of Administration. His responsibilities will be not only to assist the Marketing Division but to assist the Corporation in its total administrative endeavors. I know each of you will give Carl your maximum cooperation in all areas of administration.



As many of you know, a positive mental attitude is one of the strongest assets that any organization can have. I think, coupled with the expertise that we have and the fact that a positive mental attitude is developing, this organization can do anything it is required to do at any time. Therefore, my challenge to each of you is dare to be great, dare to be professional, dare to go the extra mile, dare to fly on the wings of eagles. I dare each of you to do the best that you can do every day.

I am, indeed, glad to welcome all of you into the Eagle Squadron, for where "Eagles Fly, Victory Lies." Good Luck Eagles; let's keep the opportunities growing and the momentum of the Division moving in the fashion that you have already exhibited. Continue to win, win, win in your respective endeavors! I'm pleased to be a member of our team!

*G. M. Allen, Jr.*

## *Editor's Note*

In order to keep you better informed, the following monthly due dates will be scheduled for the regular OUT-THINK editions:

- 12th - Deadline for material received
- 14th - 15th - Editing, review, and approval
- 16th - 22nd - Production, typesetting, graphics
- 23rd - 29th - Printing
- 30th - Mailing

Note: If any of these dates fall on a weekend or holiday, the date will move forward to the next workday.

*Ken Hatten*

# Glen Cavanaugh Announces Restructuring of Marketing Support

## New Master Schedule Group

It is my pleasure to announce the formation of the Master Order Schedule (MOS) Group. The MOS Group brings together individuals with those skills required to synchronize the build plans of all Manufacturing Divisions and the order requirements of all Marketing Divisions. The personnel to staff this organization have been transferred from the Master Schedule Group of the Materials Division, the Order Control Group of Communication Management Products and the Equipment Expediting Group in the Marketing Division. The organization has retained the individual interfaces that have worked successfully with the Field in the past.

The MOS Group will report directly to me and be led by Larry E. Thompson. Larry's previous assignment was in the Materials Division as the Director of Purchasing. Reporting to Larry will be Bill Cracken, Mel Moczygemba, Vernon Pruski and Carl Hansen. Bill brings most of the Master Scheduling Group to the MOS Group from the Materials Division. Mel, Vernon, and Carl bring their current responsibilities to the MOS Group, along with their supporting personnel. The purpose of forming the MOS Group is to provide an organization that can, in a structured manner,

- Resolve the problems related to early shipments and mis-shipments,
- Co-ordinate order revision and build plans, and
- Ensure Customer Satisfaction.

Further, Marketing, through MOS, will have a more direct voice in the scheduling and build plans of the Manufacturing Divisions. Inquiries from the Field pertaining to schedule dates which are not satisfied by the data available from OMS are to be directed to the MOS Group. Vernon, Mel, and Carl will still be the persons to call for inquiries pertaining to OPS

I, OPS II, and Voice Communication Products, respectively. All other inquiries will continue to be directed to the Order Entry Group.

The responsibilities of the MOS Group are the following:

- Input original schedule date to OMS and maintain the current schedule ship dates.
- Provide to Product Marketing the manufacturing lead times for all equipment.
- Document and measure the performance of the Manufacturing and Marketing organizations relative to cancellations, reschedules, and delinquencies.
- Negotiate build plan changes with each Manufacturing Division.
- Provide delivery information to OMS so that current data is available to the Field.
- Provide priority shipment information to Order Shipment Coordination (OSC).
- Prepare the Key Issue Report for action by the Senior Management Committee.

The MOS Group will meet with the division General Managers and the Senior Management Committee, on a bi-weekly basis to review the scheduled build plans and order shipment plans. These meetings will greatly improve the communication lines between the Manufacturing and Marketing groups and provide appropriate visibility to identified priorities.

This is a major step forward in establishing an organization which will greatly enhance the administrative flow of the growing day-to-day business.

Please join me in welcoming this group into our organization. Your continued support will ensure the success of this organization in improving the scheduling, information flow, and adjustments required to meet Datapoint's goals.

## Product Marketing Reorganized

Product Marketing has been reorganized to better fulfill its mission of providing the support necessary to achieve the strategic and financial goals of the corporation. The new organization will allow individual accountability for both hardware and software products while streamlining the interaction necessary among the various development groups.

Earl Steman, Director of Product Marketing-Office Systems, has divided his responsibility into three areas. Voice Communication Products includes all of the former CMP product line, both hardware and software. Integrated Electronic Office Systems has the responsibility for both EMS and WP. The Word Processing Center (the 800 phone contact number) is part of this department. The Office Systems area also has complete responsibility for all printers in the product line. The assignment of these areas aligns Product Marketing with the development groups for these products in the Office Systems Division.

Dick Ponton has also divided the Data Processing Product Marketing responsibility into these areas: Large Systems, Small Systems, and Software. Software is further segmented into languages, operating systems, and data communications. Terry McDanel is Software Manager. Small Systems is headed by Dave Holt, and Buck Buchanan is responsible for Large Systems.

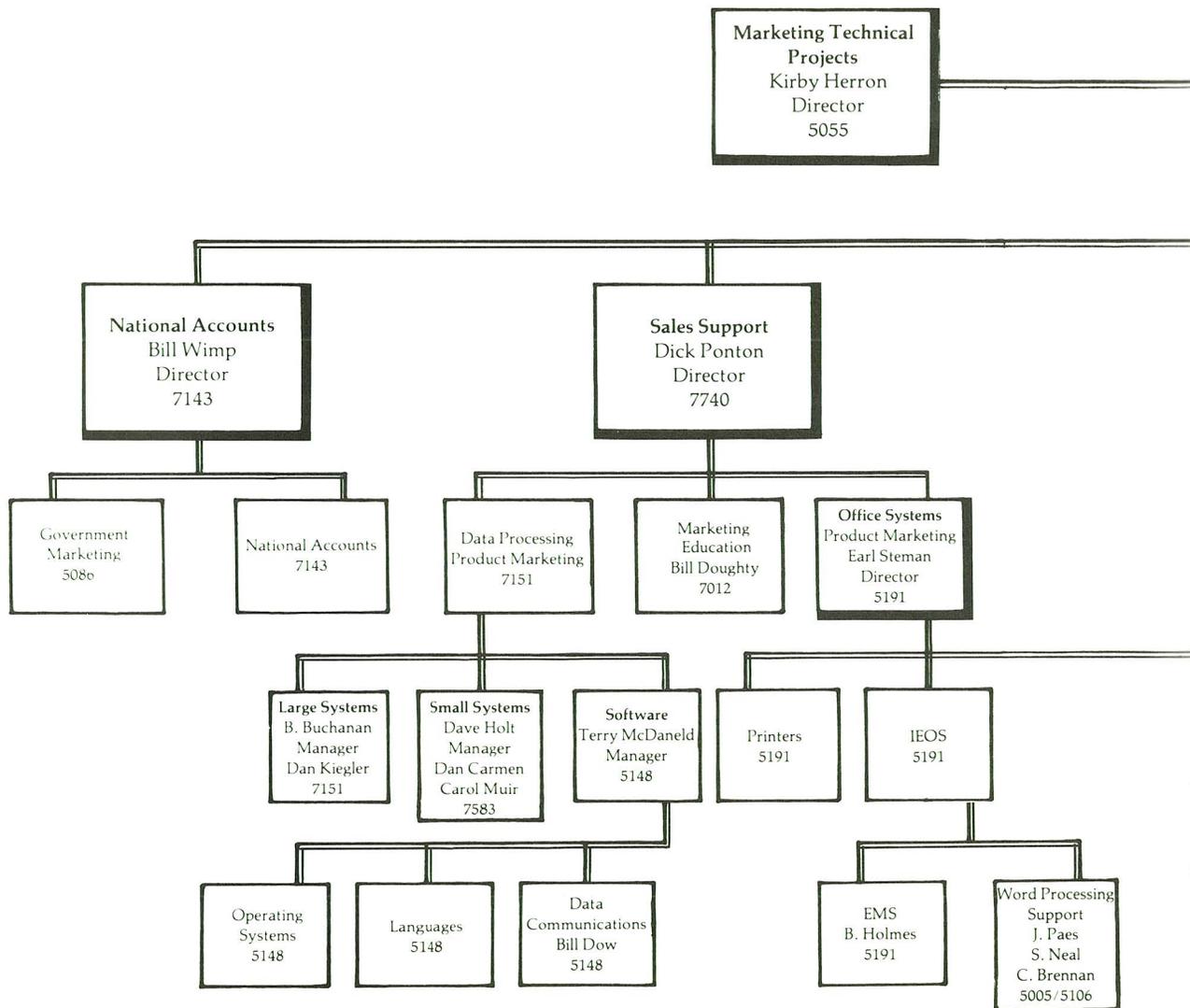
The accompanying organization chart shows system responsibility by individual. While some time may pass before all the positions can be staffed, the reorganization is effective immediately.

Product Marketing's emphasis will be to support the field sales organization in achieving its goals.

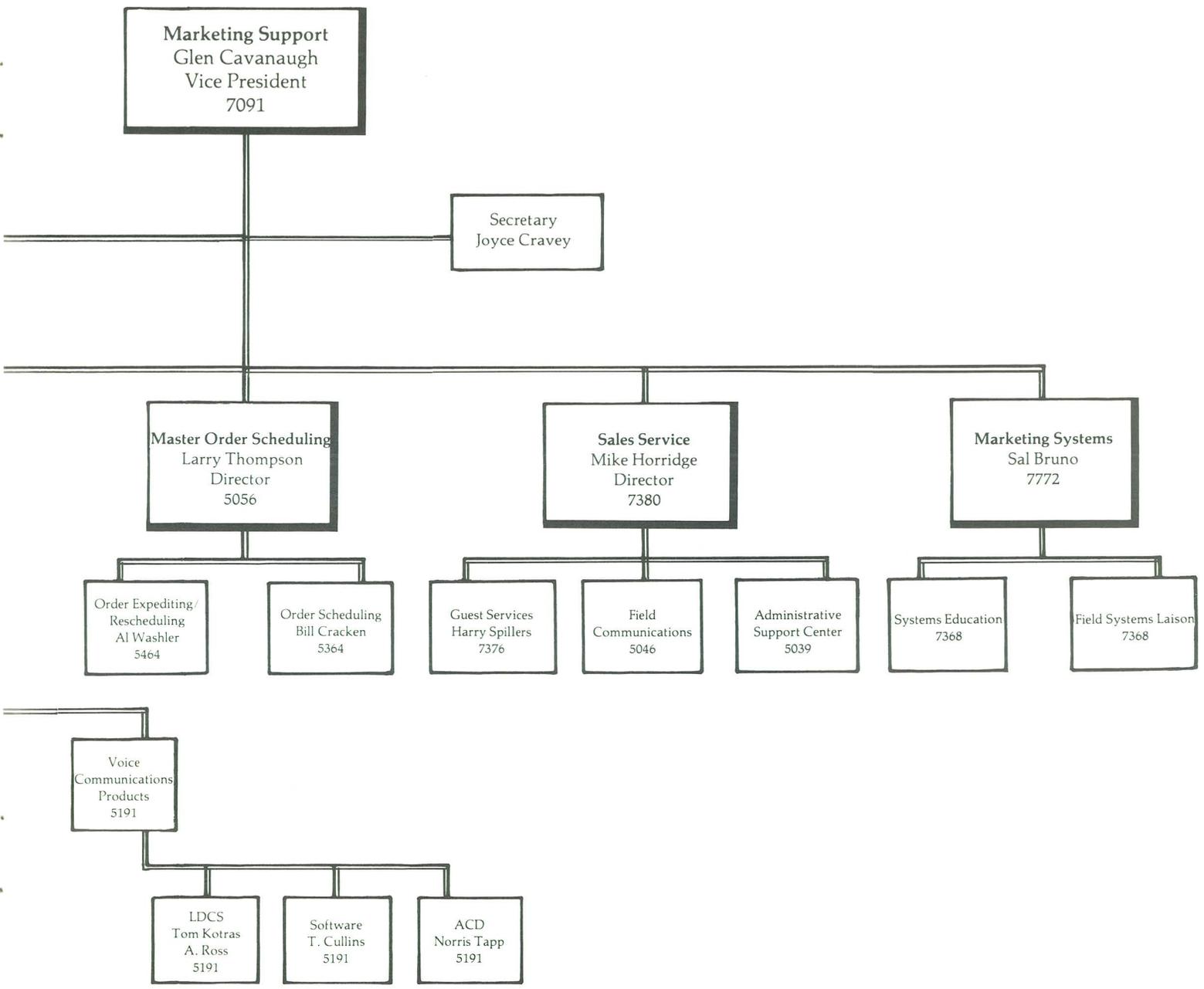
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This support will take various forms: a) home office visit support, b) technical product information, and c) response to proposal assistance to name just a few. Product Marketing will also work closely with the Development groups to ensure that present products meet the requirements of the marketplace. All of this will require working closely with the field to effectively market all our products and to continue the history of product innovation we have achieved.

Also, effective immediately, Kirby Herron will report directly to me as Director, Marketing Technical Projects. His duties will include maintaining a high level of technical knowledge of the product line, both hardware and software. In this capacity, Kirby will continue to be available for Customer/Prospect presentations in Guest Services, and will represent the Division in general, where his technical expertise is necessary.



# Marketing Support



# Controller's Corner

-by Joe Russo

The Home Office Staff and I conducted the Administrative Blitz between March 3 and March 14, 1980. Based upon comments from all involved, the Blitz was a huge success. Many basic administrative and communication problems were identified. Some have already been solved. Every Region and Branch was well prepared and presented the problems and solutions in a positive and professional manner.

We have listened and now we intend to respond. Three major areas have already been addressed:

## 1. TRANSMISSIONS

In order to ensure that all daily, weekly, and monthly OMS Reports are transmitted and received on a timely basis, OMS Reports will now be transmitted to the field nightly between 9:00 PM and Midnight (CST).

We are still planning to develop programs that will allow direct "dial-up" capability for field reports. However, until that time, I am confident that by **consistently** transmitting at night, we will eliminate the problems associated with previous sporadic 8 AM - 5 PM transmissions.

## 2. FIELD INQUIRY

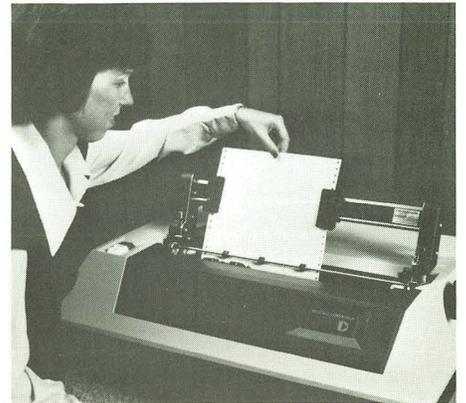
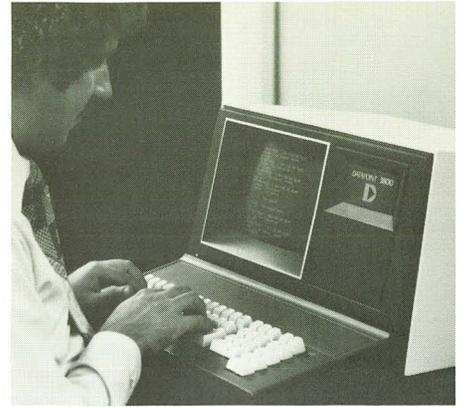
Field OMS Inquiry has been upgraded to three 1200 band lines on a single rotor. Each potential inquirer now has only one number to remember and can thus contend for any open line. The result should be significantly better service to the field.

## 3. SPECIAL HANDLING

A Supplemental Checklist has been designed and implemented to identify orders that require special handling. Orders which will receive special handling are:

- EOS #1
- Team Marketing
- "Cynthia" Orders
- Non-Standard Lead Times
- Special Shipping Instructions (i.e., "Ship with Order Numbers ....")
- Volume Pricing, where a "master" EOS is broken down into component orders
- Other orders which require special handling for some specific reason.

By adopting this new processing routine, we should dramatically reduce customer/marketing complaints about mishandling of orders.



## Customer Education In Demand

Through the first half of FY1980 Customer Education, managed by Manuel Sierra, has taught 1563 customers. A new word processing class has been initiated and demand is running high. In addition, many of the existing classes are being re-written to reflect the changing needs of the business, and two new data communications classes are being added to the curriculum. These changes and additions are scheduled to be implemented beginning Q1 FY1981.

# Customer Satisfaction of Prime Importance

Customer satisfaction is a key factor to our success today and in the future. The importance of this subject can never be over emphasized. A few of the self evident reasons that strong customer relations are essential to our success are listed below:

1. Our customer has purchased or leased a system from Datapoint on good faith that our company would support him properly; in short, our customer deserves the good support he has paid for.

2. A well supported, satisfied customer is the most powerful sales tool that we possess. Reference selling is by far the most effective means of selling our product.

3. Our future marketing strategy will include selling 75% of our business to our customer base. A well supported, satisfied customer will be eager to buy additional products from Datapoint.

The primary responsibility to ensure customer satisfaction belongs to the field organization. Lately, too many customer problems have ended up in San Antonio for our resolution. It certainly is our job and responsibility to help resolve unusual customer problems but recently we have been involved in far too many problems that should have been resolved at the field level. I would like to offer some suggestions on this subject:

1. No matter what the problems and the solutions are, account control is the salesman's responsibility.

2. A responsive and sensitive attitude will often buy us the time and patience that we need from a customer for problem resolution.

3. Buck passing throws gasoline on the fire. Hold yourself accountable to respond to a customer's problems in a timely and professional manner.

4. Don't take our customer base for granted. We worked hard to make the original sale - let's not blow that effort because we are not attentive. Try calling each customer every week just to check "how things are going."

5. Only call for help in San Antonio when the field resource is unable to resolve a customer's problem.

As a matter of policy, I give my telephone number out freely to all customers for contact when the field is unable to solve problems in a timely and professional manner. Lately, far too many customers have felt the requirement to call directly. This is a

danger signal from two viewpoints:

1. Our customer base is not being supported properly.

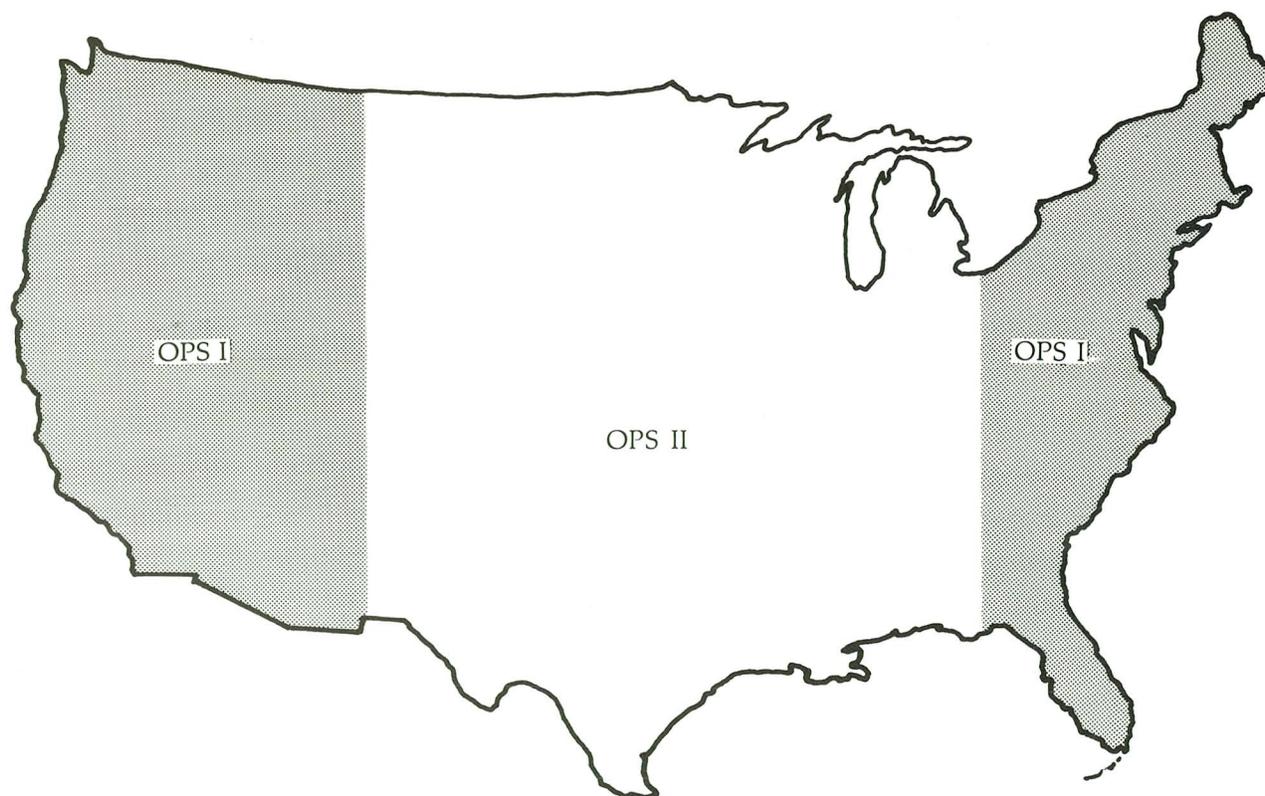
2. The field's ability to identify with and control an account is weakened after San Antonio contact.

Let's all make a special effort to ensure that we reverse this recent problem. A satisfied customer is absolutely vital to our future success.

*Stephen O. James*



# OPS I Reports



There have been several exciting things happening in OPS I - The "Roadshow" went through San Francisco and Los Angeles and was very well attended. Los Angeles attendance was second only to New York City.

We have two new Regional Marketing Managers for Reps and OEMs on the West Coast. Nev Griffin is in the Northwest and Anita Kramer is in the Southwest. Both have hit the ground running and are doing a great job in this area of our business.

Recent significant orders have closed in the West. The users are various - government, an oil corporation, a communications company and a finance corporation. On the East Coast, we have a new MRF&A in our New York Metro Region, Marie Grottola. Fran Moynihan has been promoted to our Regional Manager and Clint Newby has been promoted to a Branch Manager in our Federal Region.

Most recently, New York's Denis Hynes closed a \$1.1 million order through TRW. The application is a financial reporting network that uses 1800s -- 69 of them. Congratulations Denis!

Also, the New York Metro Region had the first branch in OPS I to surpass their annual goal in the Telephone System Branch under the capable leadership of Jerry Stanig. In addition to the branch being an over-achiever, a key part of this outstanding performance is the contribution of Ed Lee, who not only brought in the key orders to push the branch over the top but, in the process, surpassed his annual goal, also.

You may not know that as recently as last year this branch did not exist. It has grown from an Account Manager dedicated to a large telephone company's systems into an elite group of marketeers. A well deserved congratulations to all of the people associated with the Telephone System Branch.

The Northeast, Federal and Mid-Atlantic Regions are rolling along very well, and significant orders on the East Coast include an engineering firm, government agencies, and a firm manufacturing and marketing alarm systems.

Other personal notes are that Travis Hallford has been promoted to OPS I Controller. Frank Livini is the leading SSR in the country. Frank is doing an excellent job in Sacramento, a remote sales office. Congratulations, Frank!

Overall, OPS I has had a very good first half; we are right on target in all of our goals (thanks to everyone) and look forward to an even better second half. However, to accomplish our division's aggressive goals, we need everyone's full support and commitment. Based upon past performance, I know we can count on you.

*R. A Hahn*

# Trade Shows

March 22-26	General Info. Systems	Chicago, IL
March 30 - April 1	General Info. Systems	Dallas, TX
April 9 - 10	DPMA	Denver, CO
April 13 - 15	TIMS (ATA)	Phoenix, AZ
April 28 - 30	Federal DP Expo	Washington, DC
May 5 - 8	General Info. Systems	Atlantic City, NJ
May 14 - 18	OICS	Charleston, WV
June 7 - 12	Whalen Computer	Atlanta, GA
June 22 - 28	ACA	Minneapolis, MN
September 7 - 10	General Info. Systems	Hershey, PA
September 27 - October 1	General Info. Systems	St. Louis, MO
October 15 - 18	OICS	Odessa, TX
October 26 - 29	DPMA '80	Philadelphia, PA
November 9 - 12	Matrix	Las Vegas, NV
November 15 - 21	Radix Corporation	San Francisco, CA

Any National Domestic Sales Representative or OEM may rent the demonstration equipment for sales meetings and/or trade shows pending availability. Contact Ben Hayes or Connie Barclay at (512) 699-7059. Please give three to six months advance notice.

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## Ad Schedule

Publication	April	May
Wall Street Journal	IEO - 1st IEO - 29th	IEO - 27th IEO - 26th
Business Week	IEO - 28th	IEO - 26th
Computer World	IEO - 7th DATASHARE - 14th IEO - 21st DATASHARE - 28th	DATASHARE - 5th DATASHARE - 19th
Datamation	IEO	DATASHARE
Infosystems	IEO	DATASHARE
Computer Decisions	IEO	DATASHARE
The Office	IEO	IEO
Modern Office Procedures	IEO	ACD testimonial
Communications News	IEO	ACD testimonial

# Customer Service Now Marketing Customer Supplies

The Customer Service Division has assumed the responsibility for marketing Customer Supplies (all products whose five-digit model code begin with "8" - disks, diskettes, cassettes, ribbons, etc.)

In order to substantially increase the sales of Customer Supplies to Datapoint users, we're taking an aggressive approach. We will provide premium quality supplies and service to ensure customer satisfaction, specifically:

- Quality products will be provided.
- Turn-around from receipt of routine orders will be 24-hours; emergency requirements will be handled immediately.
- A liberal policy for exchanges and adjustments will be initiated.

The Customer Supplies policy is intended to provide Datapoint customers with the products they need as quickly as possible.

**Quality Products** - Datapoint's Customer Supplies meet all Datapoint hardware specifications. Customers can be sure they are using the quality product required for consistent optimum performance of their Datapoint hardware.

**Fast Turnaround** - Within 24 hours of the receipt of an order, supplies will be on their way to the customer. If the customer indicates that his is an emergency situation, the supplies will be sent immediately.

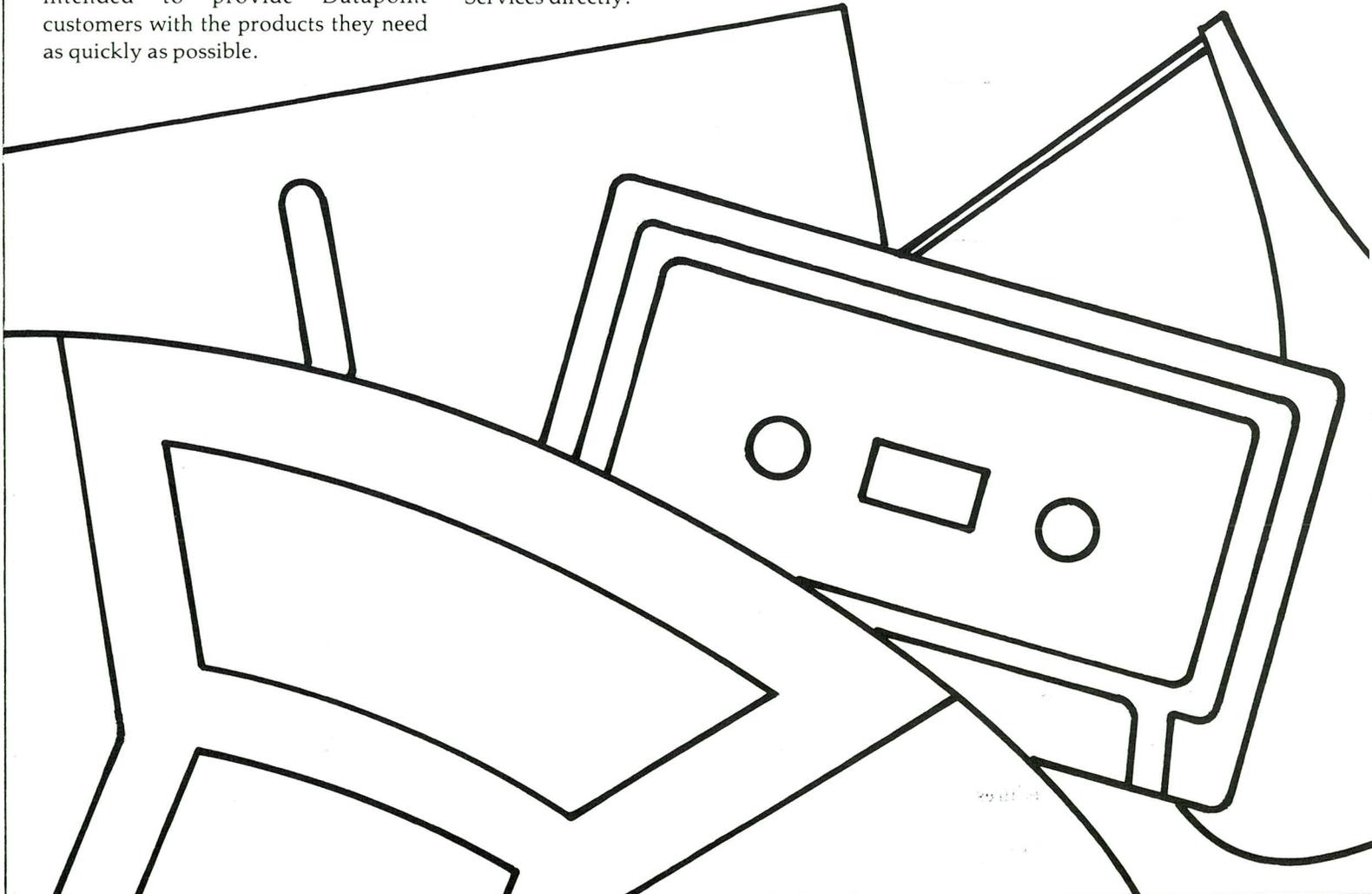
**Returns** - If a customer receives a Datapoint Customer Supply that is defective, it may be returned for replacement. Supplies may be ordered two ways: By calling the local Datapoint Sales Office who will convey the order via the Field Order Entry System or by writing Software Services directly.

This program is intended to reinforce Datapoint's image as a quality, full-service organization. Our field personnel should use it as a selling tool and emphasize it as another Datapoint service.

It's designed to meet the needs of Datapoint customers more completely.

So let them know that we want their supply business -- and that we're geared to handle it efficiently.

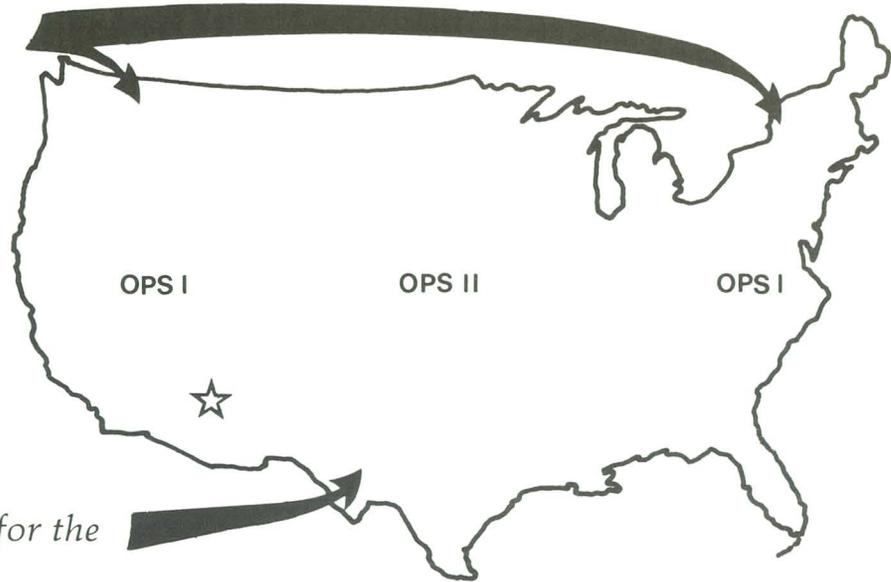
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# Marketing Program News

*There has been a recent reassignment of duties in Marketing Programs.*

*Harry Bonds is responsible for the Rep and the OEM in Sales OPS I, and*



*Dave Swope is responsible for the Rep and OEM Programs in Sales OPS II.*

*Any questions or requests for assistance by the field areas should be directed towards the appropriate organization in the OPS person.*

★ A Western Region Representatives Conference will be in Scottsdale, Arizona on April 20 through April 23. This should be a good conference and we look forward to a heavy turnout by the Reps. If any of you have Reps who might be interested, please get in touch with your Regional Marketing Manager so that he can make the appropriate arrangements. Keep in mind that the conference is available to Reps only and not to OEMS.

By now you are all aware of the special incentive compensation for the second half of FY1980 performance in the OEM Program. This additional incentive has been well received and we expect good results from it. If you need any assistance in identifying, qualifying or closing potential OEM customers, be sure and contact your Regional Marketing Manager or the Marketing Programs Manager for your OPS area. Good luck and good selling.

*T. J. Howard*

# Printer Pointers

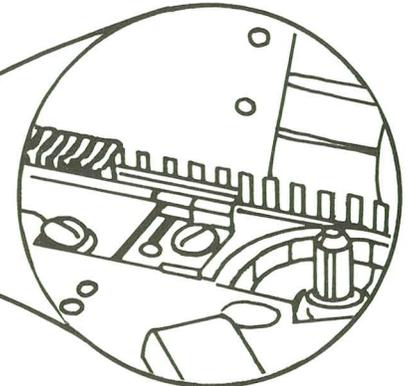
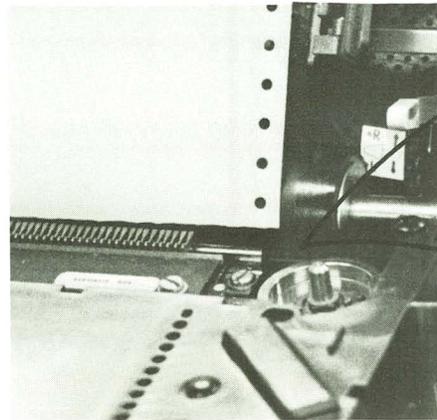
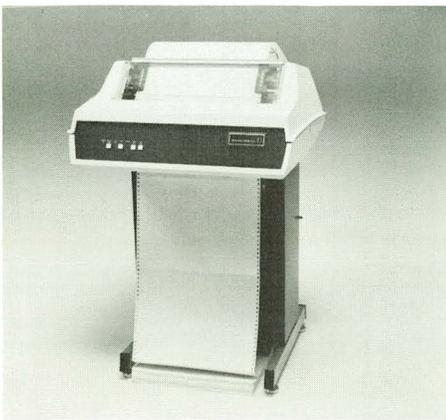
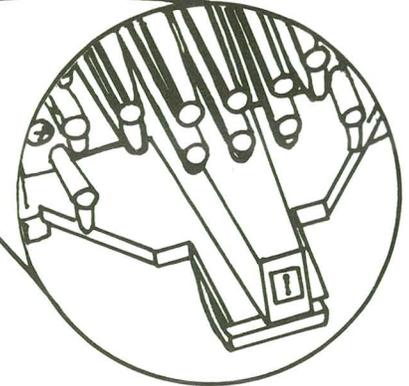
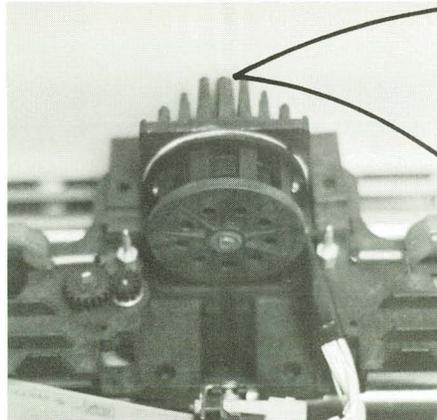
When is a printer not a line printer? In the true sense of the words, a line printer prints a line at a time whereas a character or matrix printer prints a character at a time. However, there are some other subtle differences when using the generic term "line printer." A major point, here, is duty-cycle. Duty-cycle is the ratio of on time to off time. A line printer normally is associated with a high duty-cycle (75-95% on time) while low and medium duty character and matrix printers are designed to operate in the range of 25 -

38% (two to three hours in an eight-hour shift).

The reason for this can be illustrated by looking at the basic design differences between a matrix and line printer. The print mechanism on a matrix printer is subjected to considerably more stress than that of a line printer. A single wire on a matrix printer is actuated an average of 198 times more than a line printer hammer when both print the same text. The start/stop stresses of the matrix printer print carriage are higher, and heat is

concentrated in the print head. Such factors decrease the life of any mechanical component.

In most cases a matrix printer is considered to be a medium duty printer. This does not eliminate using the printer for heavy duty cycles, but it is definitely not recommended. MTBF figures generally are based on a 25 - 38% duty cycle and, therefore, running such a printer at 90 - 100% will shorten the MTBF by about 75%. This causes increased maintenance and aggravation for the customer.



## Marketing Education Offers Wide Range of Training

Under the management of Dennis Farrell, the Marketing Education Center now has four full-time training specialists and teaches courses ranging from WP Sales Training to Financial Selling. Marketing Education also offers Datapoint orientation classes for home office personnel, as well as management development courses for Branch and Regional Managers.

Future projects include a restructuring of the sales training roadmap to more closely match the requirements of the different sales positions. There are also plans to conduct a customer Executive Seminar in conjunction with Guest Services.

***If There's No Order,  
We Can't Fill It!***

To receive Forms Insertion Guides (Model Code 0505) for the 45 CPS Printer (Model Codes 9601/9602) you must order them!

If you have customers who expect to receive Forms Insertion Guides, please verify that there is an outstanding PR in the order entry system for them.

If you have a critical situation involving the delivery of Forms Insertion Guides, contact Terry McDanel at 512-699-5148.

# infoswitch Sales Activity

The Infoswitch Sales Strategy Conference, February 27 through March 2 in Park City, Utah, was a success for Datapoint and those who attended. I am confident that the twelve salesmen who attended learned a great deal about enthusiasm, commitment, and how better to sell our products.

The twelve salesmen attending the meeting committed to a total booking of \$24,000,000 for fiscal 1980. Their revenue commitment totaled \$15,000,000.

If February is an indication of a hot third quarter, then we are in good shape. The Infoswitch business group went over 2 million in February, the best first month of a quarter by 1 million dollars.

Following are some of the details:

Mike Abel's New York district did \$450,000 which included an ACD, some large upgrades (that's all Beck sells now) and an LDCS 13. Congratulations to Joyce Hutton for the LDCS 13.

Ed Crowley put another \$150,000 on the books in February with an ACD sale. He has started March off with his fourth order, another ACD.

Greg Kegan in Minneapolis sold an LDCS 20 to his first new account. He then went on to sell his second new account, another LDCS 20. Great month, Greg!

Ken King went over the \$1,000,000 mark in bookings. The new super-star in the Central region did it with an LDCS 20 sale.

Bill Durr is leaving the Central Region in style. Bill has until March 28th to close some reserved business before assuming the full-time responsibilities of his new position in San Antonio. He quietly brought in an order for \$312,000 - an ACD.

February saw Rowse and Barzilla close some upgrade business in the Southern Region, but the big hitter was Rich Pape. Rich sold an LDCS 48 (\$214,000) to an organization which is buying common carrier lines from numerous vendors and will share the lines with the LDCS acting as the switch. They have hired salesmen to sell the service in the Miami area. Because of recent FCC rulings regarding sharing and resale, this could be big business for us. Rich's order qualifies him for the **Infoswitch Salesman of the Month Award**. Good work, Rich.

Harry Snider in Atlanta sold an LDCS 27 and Mike Perry sold an LDCS 13. The LDCS business is booming!

Tom Grimes got his first! He sold an LDCS to an architectural firm in Atlanta.

Our Los Angeles superstar, Andrew Waite, is rapidly approaching \$3,000,000 in bookings. Andrew sold a substantial upgrade to one user, and five additional LDCS micros to another.

Hugh Taylor closed a beauty, a \$200,000 ACD for an airline. We continue to do well with our products at the airlines.

Hustling Ed Lavine sold an LDCS 13 this month.

In a team marketing effort including Bob McKay and Herman Vandenberg, we received the first installment of what will be a huge order from a bank - \$150,000 for WP and EMS, with much more to follow.

Infoswitch business has never been better. Our bookings have shown a dramatic upward trend and the balance between the LDCS and ACD has remained favorable. Sell the entire product line!

Remember that revenue is paramount this quarter. Tie up your purchase shipments, get the PIVW's in, get the EOS's in early. Read the commission plan -- you will notice that revenue is the key.

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*Bill Seguin*

# Refurb equipment

<i>Model</i>	<i>Description</i>	<i>Qty.</i>	<i>Price</i>	<i>Maint.</i>	<i>Install.</i>
4220	2226 Processor, 5MB Storage (two 2.5MB Diablo Drives, 1 fixed, 1 removable cartridge), Controller, Multiport Interface, D/S Software, Documentation		\$9000	\$193	\$ 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	\$224 \$224 \$224	\$ 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	\$207 \$207 \$207	\$ 620 \$ 620 \$ 620
4540	5500 Processor, 50MB Disk Storage, Controller, Multiport Interface, D/S Software, Documentation		\$29450	\$454	\$1000
4543	5500 Processor, 50MB Disk Storage, Controller, DOS Software, Documentation		\$28200	\$436	\$ 970
4640 4644	Both: 6600 Processor, 50MB Disk Storage, Controller, Multiport Interface, D/S Software, Documentation, RIM, ARC Software, Documentation		\$36500	\$567	\$1000
4643	6600 Processor, 50MB Disk Storage, Controller, DOS Software, Documentation		\$35250	\$551	\$ 970
4740	256K Processor, Dual Disks and Controller, 50MB Multiport D/S Software and Documentation		\$39100	\$583	\$1000
4745	ARC File Processor 256K, Dual Disk and Controller, 50MB, RIM Adaptor, ARC Software and Documentation		\$39100	\$583	\$1000
2226	2200 Processor, 16K Memory		\$ 2400	\$103	\$ 80
1108	Cassette 1100 Processor, 8K Memory		\$ 2200	\$69	\$ 80
1131	Diskette 1130 Processor, 1 drive		\$ 2500	\$60	\$ 125
1132	Diskette 1130 Processor, 2 drives		\$ 2750	\$79	\$ 125
1152	Diskette 1150 Processor, 2 drives		\$10950	\$83	\$ 125
1153	Diskette 1150 Processor, 3 drives		\$11250	\$100	\$ 125
1154	Diskette 1150 Processor, 4 drives		\$11550	\$120	\$ 125
1172	Diskette 1170 Processor, 2 drives		\$11950	\$85	\$ 125
1173	Diskette 1170 Processor, 3 drives		\$12250	\$104	\$ 125
1174	Diskette 1170 Processor, 4 drives		\$12550	\$126	\$ 125
9382	Console Diskette Controller, 2 drives		\$ 2450	\$52	\$ 50
9383	Console Diskette Controller, 3 drives		\$ 2750	\$71	\$ 50
9384	Console Diskette Controller, 4 drives		\$ 3050	\$91	\$ 50
9385	Freestanding Diskette Controller, 1 drive		\$ 2150	\$32	\$ 50
9386	Freestanding Diskette Controller, 2 drives		\$ 2450	\$52	\$ 50
9387	Freestanding Diskette Controller, 3 drives		\$ 2750	\$71	\$ 50

# currently available

<i>Model</i>	<i>Description</i>	<i>Qty.</i>	<i>Price</i>	<i>Maint.</i>	<i>Install.</i>
9388	Freestanding Diskette Controller, 4 drives		\$ 3050	\$91	\$ 50
9350	Console Front-Load 2.5MB Controller/Drive		\$ 2975	\$85	\$ 125
9351	Freestanding Front-Load 2.5MB Controller/Drive		\$ 2975	\$85	\$ 125
9354	2.5MB Extension, Removable Cartridge, (no controller)		\$ 2400	\$52	\$ 125
9356	2.5MB Extension, Fixed Cartridge		\$ 2400	\$52	\$ 125
9357	Console Front-Load 2.5MB Controller/Drive, 4K Buffer Memory		\$ 3075	\$78	\$ 125
9358	Freestanding Front-Load 2.5MB Controller/Drive, 4K Buffer Memory		\$ 3075	\$78	\$ 125
9370	Freestanding 25MB Mass Storage Drive/Controller		\$ 9950	\$162	\$ 250
9371	25MB Mass Storage Drive Extension		\$ 7750	\$119	\$ 125
9373	Console 25MB Mass Storage Drive/Controller		\$ 9950	\$162	\$ 250
9291	60 LPM Printer, Parallel Interface	1-3	\$ 1995	\$54	\$ 125
9292	60 LPM Printer, Serial Interface	1-3	\$ 1995	\$54	\$ 125
9294	120 LPM Printer, Parallel Interface	4-10 11-25 26+	\$ 1850 \$ 1725 \$ 1525	\$54	\$ 125
9250	Console Servo Printer		\$ 1595	\$66	\$ 125
9251	Freestanding Servo Printer		\$ 1595	\$66	\$ 125
9231	80 cps Freedom Printer (serial)	1-3	\$ 1750	\$38	\$ 125
9232	80 cps Freedom Printer (parallel)	4-10 11-25 26+	\$ 1600 \$ 1500 \$ 1395	\$38 \$38 \$38	\$ 125 \$ 125 \$ 125
9235	160 cps Freedom Printer (serial)	1-3	\$ 1995	\$54	\$ 125
9236	160 cps Freedom Printer (parallel)	4-10 11-25 26+	\$ 1850 \$ 1725 \$ 1525	\$54 \$54 \$54	\$ 125 \$ 125 \$ 125
3601	Datastation Terminal		\$ 995	\$20	\$ 20
3400	Com. Adaptor		\$ 225	\$16	\$ 20
9401	Com. Adaptor		\$ 450	\$18	\$ 15
9402	Com. Adaptor		\$ 450	\$18	\$ 15
9404	Com. Adaptor		\$ 450	\$14	\$ 15
9420	Com. Adaptor		\$ 450	\$14	\$ 15
9453	Com. Adaptor		\$ 450	\$14	\$ 15
9455 (001)	Com. Adaptor		\$ 450	\$24	\$ 30
9460	Com. Adaptor		\$ 450	\$18	\$ 30
9455 (004)	Com. Adaptor		\$ 450	\$24	\$ 30
9551	9 Track 800 BPI 8.5 in. Reel		\$ 4500	\$70	\$ 125
9581	9 Track 1600 BPI 8.5 in. Reel		\$ 7500	\$90	\$ 150

Shaded area indicates equipment temporarily out of stock.





# Out of the box, up and running fast.

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**B**ring up interactive applications in weeks, not months, with Datashare. Here are 10 more reasons you'll benefit from choosing the transaction processing system users depend on in 15,000 installations worldwide.

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**3. Ready-to-Run Applications.** If you don't want to write your own, select from a wide variety written by Datashare users and software houses, all listed in our Applications Software Catalog—yours free for the asking.

**4. Transaction Processing Power.** Datashare handles big jobs easily because it was designed from the ground up specifically for interactive business applications. A choice of compatible processors lets you match system capacity exactly to the job. The compiler is fast. The language is fast. And operators are fast in getting the job done.

**5. Proven Performance.** Datashare's reputation for reliable performance is known worldwide. It's been helping organi-

zations do business since 1972 and has grown in capability every year.

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**8. Grow and Expand.** As you grow, so will Datashare. With our ARC™ system architecture, you can add on displays, increase processing power, expand peripherals, and extend your database virtually without limit. And whenever you're ready, you can add word processing, electronic message service, and data and voice communications management to the same system. With Datapoint, anything goes.

**9. Low-Cost Lease or Purchase.** You can put Datashare to work for only \$54,550 complete or \$261 per station per month on

a 3-year lease, including maintenance. That buys a 6600 processor with 20 MB of disk storage, 8 workstations, and one 240/340 LPM printer.

**10. Prompt Delivery.** Lead times are now averaging 4 to 6 weeks.

**11. Nationwide Service and Systems Support.** Our systems engineers and service professionals grew up with this system. If there's a problem, they know how to fix it quickly. And we back them up round the clock.

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