

# OUT-THINK™

## The Datapoint Marketing Newsletter

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

No. 21

May 1980



### Mr. O'Kelley: Top CEO in Industry

Harold E. O'Kelley, president, chief executive officer and chairman of the board of Datapoint Corporation was named a recipient of the "Chief Executive Officer of the Year" award for the office equipment and computer industry at black tie ceremonies recently held at the Waldorf Astoria in New York.

Sponsored by Financial World magazine, a panel of well-known security analysts picked the top CEO's in 59 separate industry groups to be honored. Mr. O'Kelley received his bronze award among winners from other industries such as:

1. T. A. Watson, chairman of Boeing Co.
2. David Rockefeller, chairman, Chase Manhattan Corp.
3. C. C. Garvin, Jr., chairman, Exxon Corp.

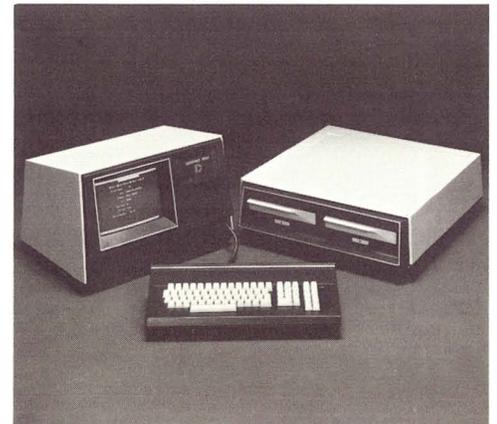
### WP Available on Stand-Alone 1800's

Word processing is now available for operation on stand-alone 1800 systems, in addition, of course, to full data processing. The release is aimed at the small and entry-level user market. Fortune magazine predicts solid growth for this market over the next several years. Be sure you get your share!

Word processing is released for the 1800 as IEOS/1800 1.1. The media is one double density diskette model code 20651. The model code for IEOS is 9820. Both 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.

There is a special Installation Guide, Document no. 50515 (pricing to be released soon), with technical information regarding installing WP on an 1800. This should be used by the customer in conjunction with assistance from the WP Support Specialist and the SE.

Remember this from the last OUT-THINK - no IEOS without WP class.



# 9390/9391 Storage Modules Revisited

## Introduction

Need quick deliveries? Low cost storage for the dollar? New customer who needs space for WP/DP/EMS? Existing customer who is expanding? Reliable easy operation? The 465X and 475X disk based systems provide the solution.

## Efficient Design

The SMD cabinets are 36.2" tall by 22" wide by 36" deep - that's about half the size of an office filing cabinet! You can pack 180MB into a very small space. By the way, these disks fit very neatly into the typical office environment. They use 110 volt, 20 amp dedicated lines and are designed to operate optimally at 60-90 degrees F and 20-80% relative humidity.

## Easy Operation

The Datapoint Storage Module Drive is both fast and easy to operate. The drive is typically on-line about 15 seconds after a pack is loaded. Dynamic braking brings a drive to a stop in around 25 seconds, making for fast pack changes. The SMD controls are easy to use and consist of Start and

Protect switches/indicators, and Ready and Fault indicators mounted on each drive.

Physical drive assignment numbers may be easily changed through usage of the drive plug pins. This facility allows a user to reassign physical drive numbers while the disks are running but not being accessed.

The Storage Module Drive uses industry-standard 3336 disk storage modules (Model 80469, price \$495). A hydraulically assisted cover, which raises automatically once the operator has released a single latch, permits top loading of the storage modules.

## Reliability and Accuracy

The Storage Module Drive makes use of programmable head offset and variable strobe timing to maintain high data integrity and also to maximize the chances of recovering any marginal data. In addition, it's easy to maintain.

The P.C. Boards are functionally organized within the system, allowing easy board swapping, reducing the amount of time a drive is down for repair.

## New Engineering

Since their announcement a year ago the 9390/ 9391 storage module drives have proven to be reliable storage devices. As you are all aware, these drives did have some initial problems. However, with recent engineering and software changes, the problems have been resolved. Those customers who have installed the new software (DOS.D 2.5.1 or later) and minor engineering changes are extremely pleased with the performance and reliability of these storage module drives.

## Marketplace

These drives should be proposed where storage space for the dollar is a requirement. If response time is the most crucial area the 20MB based 4630 system with extension drives should be considered. Remember there is one access arm per 5 logical drives on the 9390 vs. one access arm per 2 logical drives on the 9374 disk. The chart below gives a comparison of the cost on a 4650 system vs. a 4630 system.

9390 SMD vs. 9374 Disk

System Type	Purchase	1 Yr. Lease	2 Yr. Lease	3 Yr. Lease	Maint.	Purchase Price-MB
4630 System w/120MB Storage (Basic System w/Drive Extensions)	\$80,850	\$ 2,580	\$ 2,410	\$ 2,270	\$ 846	\$ 675-Per MB
4650 System w/120MB SMD	\$58,000	\$ 2,100	\$ 1,865	\$ 1,685	\$ 499	\$ 483-Per MB

## Lead Times

Lead times on the 9390, 120MB w/Controller, are currently 4-6 weeks from the date an order has been approved to ship. The 9391 extension 60MB drive also has a lead time of 4-6

weeks. In situations where 120MB could now be ordered with the 60MB extension to follow, it would be wise to place two orders. This would result in a better overall lead time than if combined on the same order.

## IEOS Considerations

Users of the Integrated Electronic Office System will need to store a large number of documents. To fulfill this need the Storage Module Drives provide the WP/EMS user with our lowest cost per byte storage. **D**

## Datapoint Markets Customer Supplies



Last year, Datapoint's top management realized the vast revenues that could be generated by aggressively marketing Customer Supplies to Datapoint's customer base. Beyond increasing revenues to the Corporation, it was realized that such a program would further support and enhance Datapoint's image as a full-service organization (one-stop shopping) as well as providing Datapoint salesmen with an additional selling tool. Datapoint customers come to Datapoint for the proper hardware, proper software, and proper service. For the same reasons, they should come to Datapoint for the proper supplies.

Customer Supplies are those products that are used on or with Datapoint hardware, are sold repeatedly after the initial hardware sale, and begin their five-digit model code with '8'; i.e., disks diskettes, cassettes, ribbons, etc.

June 1, 1980. That's the date Datapoint's Customer Supplies Program begins with a bang. Beginning that day:

1. Customers and Datapoint field personnel will be able to place routine orders for Customer Supplies by calling 1-800-531-5770. In Texas, call 1-800-292-5100. This system has been implemented to provide the fastest service possible. The Field Order Entry System will still be available for placing routine orders.

2. Emergency orders may be placed by calling 1-512-699-7810, and the order will be acted upon immediately. The phone lines at this number exist only to receive emergency orders. It is a direct line to Software Services, the distribution point.

3. The new Customer Supplies Catalog (Model Code 80000) will be mailed to all Datapoint Customer Sites, all Datapoint Reps, all Datapoint Field Personnel, and in-house users.

In addition to the above innovations, Datapoint will be stressing three services which provide a **QUALITY PRODUCT, FAST SERVICE, and a good RETURN POLICY.**

Until now, many of our customers have off-handedly been advised to go elsewhere to order supplies. From now on, they should be advised to come to Datapoint to buy their supplies. We know what they need. The customer can eliminate any doubt concerning compatibility and avoid unnecessary down time.

Datapoint's Customer Supplies meet all Datapoint hardware specifications for consistent optimum performance. The customer can be sure that he is receiving the proper **QUALITY PRODUCT** that his hardware needs.

Less than 24 hours after Datapoint receives the order, the Supplies are on their way, assuring the customer **FAST SERVICE.** And this is for a **ROUTINE** order.

If the customer informs Datapoint that he is in an emergency situation, the order will be processed and shipped **IMMEDIATELY.** All emergency orders will be shipped by air.

If the customer receives a Supply from Datapoint that is defective, he should return it. With our good **RETURN POLICY,** we will gladly replace it.

The new Customer Supplies Catalog will have three indexes which will make it easier to determine what should be ordered. Index 1 lists all the products in numerical order by Model

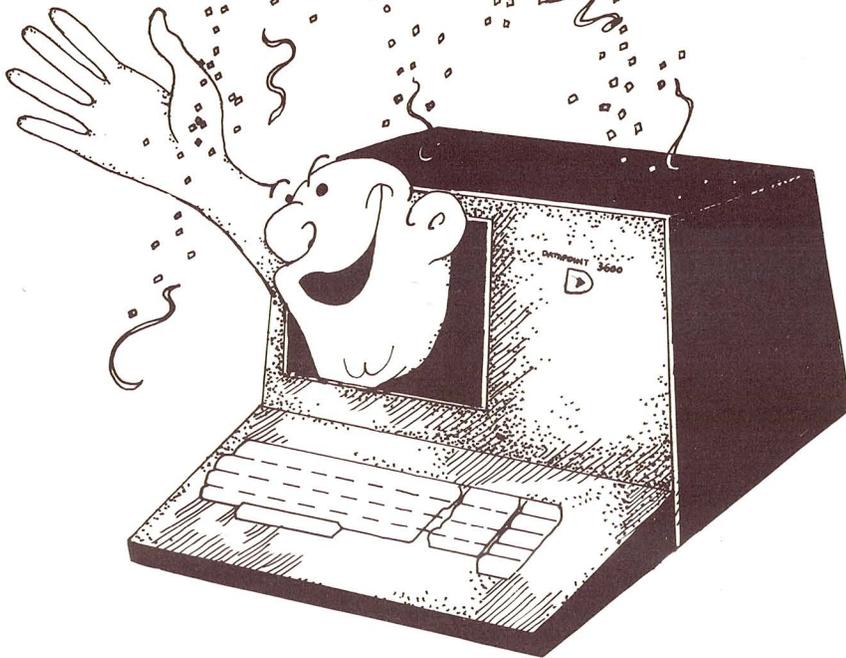
Code, and provides the product description as well as the name and model of the hardware on which it is used. Index 2 lists the products in Product Groups (e.g. Disk Packs) and states on which pages they are found. Index 3 lists Datapoint hardware in groups (e.g. Printers). Under each heading will be listed all the different models in that group and a corresponding page, and under the model number will be listed the appropriate Supplies used on that model.

Prices will not be published in the new catalog. Inserted into each catalog will be the new Customer Supplies Price List and Order Form (Model Code 80001). Attached to the Price List will be a detachable Order Form and a detachable pre-addressed post-paid Datapoint envelope. If the customer decides to mail in his order, he will have the means to do so. Customer Supplies prices will continue to be listed in the Software, Documentation and Supplies Price Schedule (Model Code 60231).

For continued support of the Customer Supplies Program, a cover letter, new catalog, and price list/order form will be included with each new hardware shipment. A price list/order form will be included in each Supplies order shipped.

Customer Service Division has been able to reduce its costs concerning these products. As a result, effective Q4 '80, in-house prices are reduced approximately 20%. Customer Prices will remain the same. Effective June 1. Datapoint Reps will be charged the full Domestic Retail Prices. They will be entitled to the quantity discounts that domestic customers receive. **D**

## Farewell Trusty Tube!



**3600 Family now available only from Refurb.**

Effective immediately all 3600 products (3601, 3610 and 3611) will be available as refurb sales only, no leases. These Datastations have served us faithfully and reliably over the years. The cost effective and versatile 8200 will of course remain the premier Datastation in our line. **D**

## Keyboards - Order the Right One!

All domestic large screen processors (3800, 1800, 1500) are shipped with the multipurpose keyboard required for word processing.

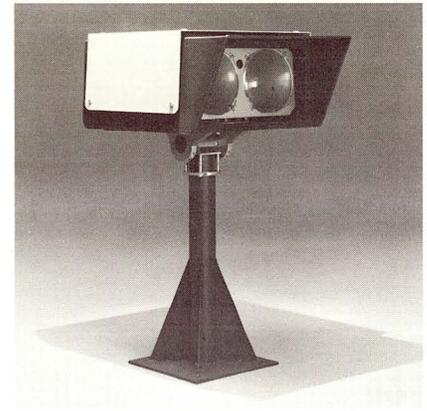
The following additional keyboard information is presented for reference:

Model Code	Kit Description	Price	Factory ** Install.	Field * Install.
0512	Universal to Multipurpose	\$25	N/A	\$125
0514	Multipurpose to Universal	\$25	Yes	\$125
0550	Multipurpose to Multipurpose w/327X	\$25	Yes	\$125
9033	Universal to Multipurpose w/327X	\$25	N/A	\$125

\*Field installation charge per site.

\*\*While there is NO charge for indicated factory-installable keycap sets, factory installation can only be accomplished if the optional keycap set is indicated on the original order. **D**

## LightLink Update



You already know some of the particulars of this Datapoint product:

- full duplex transmission capable of sending and receiving information using modulated, noncoherent infrared light at 2.5 million bits per second
- range of up to 2 miles
- highly reliable and can operate under all but severe weather conditions
- easy rooftop installation or may be installed indoors facing out a window

How will LightLink be used by customers?

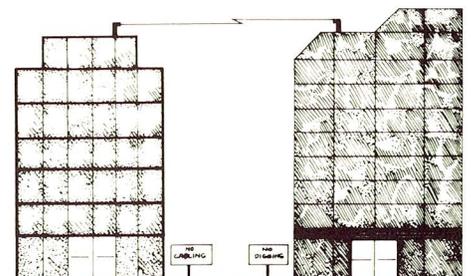
- extend an existing ARC system to a new facility
- interconnect two functionally independent ARC networks for sharing of common data bases

Other features

- eliminate the cost and problems often associated with "right of way" (and also trenching and cabling). That can be expensive!
- preclude the need for active hubs at 2,000 foot intervals

Beta Test

-Beta Testing will begin in June with production deliveries in September. **D**



## Use Caution in DAA Selection

Selection of the proper type DAA for your customer is critical. Since DAA's cannot be field converted, it is important to a timely installation that the DAA in your customer's order is the correct type for his system.

Datapoint has two types of DAA's available:

Model	Application
9445	Typically used on remote Datashare workstations with a 9409 modem. Cannot be used when auto-answer or auto-dial is required.
9446	Typically used on Datashare systems with a 9408 modem (auto-answer), or on stand-alone Datapoll systems with a 9402 modem (auto-answer, auto-dial). Required whenever auto-answer or auto-dial is needed.

Please order the right one! Detailed information on DAAs can be found in Dataflash no. 213, and Techflash no. 102. **D**

## March Press Recap Available

Reprints of articles included in the March Press Recap will be available for field distribution on June 20. Included will be the "Office of the Future" article which appeared in the March issue of Electronic Business and the "American Beauties for the '80s" article appearing in the March issue of Dun's Review. Copies can be obtained from Corporate Communications, MS-K05, (512) 699-7059. **D**

## Guest Services



Datapoint's new Guest Services Department, under the leadership of Harry Spillers, Manager, has just celebrated its first birthday. Although the requirement for such an activity was recognized for several years, it was only in March of 1979 that approved personnel and financial resources were provided for an organization dedicated to providing professional support to the field sales force for customer/prospect home-office visits.

In September of 1979, after a very modest beginning in Building 8400, and two moves, Guest Services was finally located in its own dedicated facility. For FY 1980 to date, there have been over 158 visits involving more than 540 customers or prospects. Reports from the field indicate such visits have made a very positive contribution toward closing the sale.

In addition, Guest Services also supports in-house conferences/meetings as well as customer and in-house benchmarks/demonstrations. The latter is accomplished using the demo facility. This facility is equipped with almost all Datapoint equipment currently being marketed and can easily be configured to meet special requirements.

Guest Services is here to help you close that difficult sale and prides itself on providing professional support services to accommodate your requirements. Detailed instructions on how to set up a home-office visit or benchmark are contained in Marketing Division Policy & Procedure V-10. Give Guest Services a call at (512) 699-7376 and discuss your requirements with Sandy Gearhart or Brenda Moeller, your Visit Coordinators. **D**

## Revised Financial Marketing Class

Marketing Education has revised the Financial Marketing Class to include lease conversions as an integral part of the course materials. The class is designed to provide the salesperson with the ability to communicate effectively with the customer's financial decision makers. The major areas of information presented in the class

include financial prospecting techniques, cost justification methods, depreciation, the investment tax credit, cash flow analysis, and return on investment, methods. Techniques for assisting the customer in creating financial justifications for the purchase, the lease or the lease conversion are stressed in practical, real world

exercises.

The class is regularly scheduled in the Regional Customer Education Center, and may also be made available on a request basis when a sufficient number of people wish to attend. **D**

# IEOS Cassette Training for Word Processing

Cassette training to introduce operators to Datapoint's Word Processing will be available June 30. This program has been developed to familiarize the word processing operator with Datapoint's equipment, multipurpose keyboard, and our word processing system.

Please don't confuse this with the current required Datapoint Customer IEOS class. This is not a substitute for

that class. The cassettes should only be used by already trained personnel to introduce basic-level operators to Datapoint's Word Processing.

The package includes cassettes and additional exercise material. The program consists of four lessons, each of which is 20-30 minutes long.

The Customer/Supervisor who has completed Datapoint's IEOS class can use the Word Processing User's

Guides and these cassettes to train their own entry level operators.

This program can be an excellent selling tool if it is used in conjunction with the other available Datapoint learning and training resources.

Be looking for more detailed information such as available date, model code number and the cost, in an upcoming Out-Think article. **D**

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## Word Processing Video Now Available on Fairchild Cartridge

Datapoint Corporation today announced the availability of the Word Processing video presentation in the form of an 8mm Fairchild projector cartridge.

Fairchild cartridges and the light, transportable Fairchild projector make it easy to take an audio/visual presentation to the customer's own office.

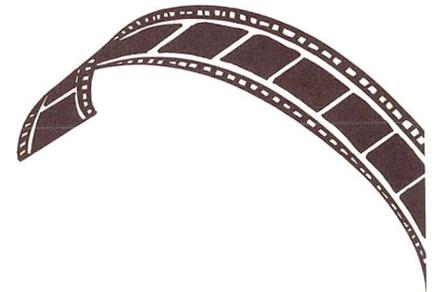
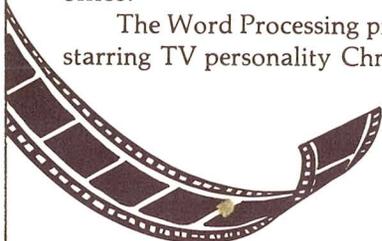
The Word Processing presentation starring TV personality Chris Marrou,

demonstrates in ten minutes all the outstanding features of the Datapoint Word Processing system, including its ease of use and the unique Datapoint AIM which lets users find documents by searching on content alone.

Marrou, a TV newsman and writer, was astonished to find, during the making of this presentation, how easy Datapoint Word Processing is to learn. Though he types mainly with two fingers, in traditional newspaper

style, he was soon able to create documents and perform basic editing functions with the system.

Order the Fairchild cartridge version through Software Distribution, Model Code 60945 (pricing to be announced). **D**



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## Controller's Corner

by Joe Russo

In last month's issue, I listed some administrative and communication problems brought to light by our Blitz in March. Also listed were proposed actions to eliminate these problems. Another area that desperately needs our attention is the continued increase in refused shipments and cancellations and reschedules within the thirty-day time period prior to scheduled shipment.

As you know these late attempts to change an order lead to customer dissatisfaction, demand more of the salesperson, and even cause significant problems in the manufacturing cycle.

We will not be able to effectively operate and plan our administrative business if this problem persists.

We are developing an order acknowledgement/confirmation letter package as well as a "shipping window" on manufacturing delivery which should help everyone, including the customer, stay on top of delivery schedules.

The most important step to eliminating this problem must come from you, the salesperson. Maintaining contact with your customer will do more to discourage late attempts to reschedule or cancel (and

head off any refused shipment) than any other action. Keep in touch and you will know the moment your customer is contemplating any change that would affect his order or its shipment.

In addition, I have instructed Equipment Management to issue an ECD transferring equipment from one customer to another only if an approved order for the transfer exists in the Home Office. This step should eliminate unauthorized movements of equipment between customers and assist in maintaining control of Marketing Division assets. **D**

# Customer Education Course Schedule

The new course schedule and catalog for Customer Education will be out in June. To assist you in enrolling customers in future classes, the course schedule for July and August is shown below. If you have questions about enrollments, contact the San Antonio Education Center, extension 7039.

Course Subject	Date(s)	Location(s)
ADVANCED DATASHARE	07/21 08/11 08/18	San Antonio San Antonio, New York Chicago
DATABUS	07/14	San Antonio
BASIC DISK CONCEPTS	07/07 07/14 07/28 08/04 08/18 08/25	San Antonio San Antonio San Antonio, New York Chicago San Antonio New York
INTRODUCTION/DATAPOINT PROGRAMMING	07/07 07/14 07/28 08/04  08/11 08/18	San Antonio New York, Des Plaines, San Mateo San Antonio, Arlington San Antonio, San Mateo, Farmington Hills  Chicago, Seattle New York, Arlington, Atlanta
ARC	07/07 07/21 08/04 08/18	San Antonio San Antonio San Antonio, New York San Antonio
DISK OPERATING SYSTEMS	08/04 08/11	San Antonio, New York Arlington
DATASHARE	07/07  07/14 07/21  07/28 08/04  08/11 08/18 08/25	San Antonio, New York, Des Plaines, Denver  San Antonio, Arlington, Atlanta San Antonio, San Mateo, Farmington Hills, New York  San Antonio, Des Plaines, Los Angeles San Antonio, Arlington, New York, Atlanta  San Antonio, Chicago, San Mateo New York, Denver New York, Chicago, San Mateo, Los Angeles

## Customer Education Course Schedule continued...

Course Subject	Date(s)	Location(s)
<b>Infoswitch Courses</b>		
Version 4	08/04 08/18	San Antonio San Mateo
ADVANCED LDCS	08/11	San Antonio
ACD	08/18	San Antonio
WORD PROCESSING	07/07 07/14 07/21 07/28 08/04 08/11 08/18	New York San Antonio, Arlington San Antonio, Des Plaines San Antonio, San Mateo Arlington San Antonio, New York Chicago, San Mateo
SNAP 3 ASSEMBLER	08/11 08/18	San Antonio New York

### Infoswitch Sales Activity

Congratulations to all of the Marketing Division Branch Managers that recently acquired Infoswitch sales people. They are an aggressive group that understand what a sense of urgency means.

My message to Infoswitch folks -- "it is business as usual." Creation of the Marketing Division was the right strategic move for Datapoint. We now have a cohesive organization with data processing experience and communication experience complementing each other.

We had lots of excuses why we should not make our goals in Q3. "Can" the excuses - we made it - congratulations to the contributors!

I will waste little time here reviewing Q3 because of the concentration necessary for Q4. Certain contributions must be highlighted.

Over in Boston, Ed Hiller's team had a spectacular month to close out his best quarter as a District Manager. Dick Alper closed a major Connecticut bank plus a large upgrade. Bill Moeller

closed his first large order, an ACD to an insurance company. Crowley got in on the bank act and sold an ACD to a large Boston bank; in addition, he had two other significant orders. Hustling Jay Daley closed a major Massachusetts university (figure that out); Jay is running hard in Q4. Bruce Cohen, Regional Manager in Boston, is a lucky man. The Boston office is the hottest in the country.

Toney Thomas, of the Atlanta office, contributed with a large LDCS sale to a university in Tennessee. The other major contribution from the South came from Anthony Herrera - **INFOSWITCH SALESMAN OF THE MONTH FOR APRIL**. Anthony helped design an application for a new San Antonio company and then solved all of their problems with an LDCS-ARC-WP package deal: \$401,000.

Now I must admit, I also told Bob Beck he was April salesman of the month. I happen to have an extra plaque for Beck, and if you know the man, you will understand why I did it.

Finishing on top for the third consecutive quarter is Bill Coleman's Western Region. Bill's big winner of the month was Hugh Taylor. Hugh sold an LDCS-SMDR and ACD to a cosmetic company: \$400,000 plus. Other contributors were Levine, Lavine, and of course, our number one salesman - Andrew Waite.

Bill Coleman must be very proud. I promised him he could keep the traveling Regional Director of the Quarter trophy if he finished tops for three consecutive quarters.

You have all experienced the end of my humor for Q4. It is down to business. Our goals are aggressive this quarter -- but so are we. We have never failed to make it before -- don't disappoint me now. **D**

BILL SEGUIN

# ASR Scoreboard High Potential Already Being Realized

by Chuck Simoncini, Personnel Manager

For some 1979 Associate Sales Representatives, (ASR's), the high potential that their managers saw in them when making the initial hire decision is already being realized. Barely six months into the program, four newly promoted SR's have each amassed six-figure sales totals, and at least one of them expects to reach the magic \$1,000,000 mark before the close of the fiscal year.

Astounding? "Not particularly surprising," says John Ross, Director of Personnel. "The ASR Program deliberately sought to bring to Datapoint the 'Best and Brightest' of the nation's recent college graduates. The fact that the ASR Program is succeeding beyond all expectations is proof of the ability of our managers to identify and attract the right college graduates."

First to crack the magic six-figure mark was former ASR, now SR, Kevin O'Keefe, from the Boston office. Kevin's \$600,000 plus sale, after some long hard negotiations, brought smiles to the faces of Branch Manager Ross Trenholm, Regional Manager Bruce Cohen, and VP Dick Hahn (yes, and mine too!). Kevin attributed the sale to the techniques he learned from the program -- Branch Training, San Antonio training, and just observing the style of the SMR/SSR's in the office.

Dick Hahn had reason to smile again as the Federal Government's ASR, Geoffrey Schelhorn, cracked a \$500,000 plus sale.

On the West Coast, San Francisco's Nina Wyatt has put together several sales totaling over \$200,000, primarily to customers in the state of Hawaii. Nina's accomplishment is especially impressive in view of the logistics involved, since her branch is thousands of miles away from her customers. Nina is a former Datapoint employee who returned after completing school to join the ASR Program, and now has been promoted to SR for her achievements.

Nashville's Joe Megna put his name on the scoreboard with an OEM deal. Joe's package included 1800's, 1500's, and Datashare Systems totaling \$180,000, with we hope, more coming.

For the rest of the ASR Class of 1979, the growth is just as impressive. As of April 30, 1980, 16 have been promoted. More importantly, their overall skill level, as measured by their managers, is rapidly approaching 4.0 on a 5 point scale, or roughly 80% that of a successful salesman. As one manager put it, "The growth that these new people have demonstrated in just six months is phenomenal. Their enthusiasm is contagious and has the whole office buzzing with excitement -- everyone is more motivated because, after all, who wants to be beaten by an ASR?"

Perhaps we'll move from Management by Objectives to a new style, "Management by Enthusiasm." At any rate, congratulations to Kevin, Jeff, Nina and Joe and all the ASR's who are providing Datapoint with all that excitement plus showing the way for the future. **D**

# National Accounts

The current list of Datapoint Marketing Division National Accounts represents many of the best known names in U.S. business circles. The National Accounts Department has, as its prime charter, the dedicated support of the Field Marketing salesperson assigned to these selected accounts.

At present, 65 customers are designated by Marketing to receive this specialized attention. A staff of National Account Managers is devoted to the task of assisting with problems and opportunities associated with these major accounts which represent a sizeable portion of the ISV goals for FY 80 and beyond.

A key ingredient (and requirement for NA status) is planning.

Several tools and techniques are available to assist the field locations in this vital process of planning for success.

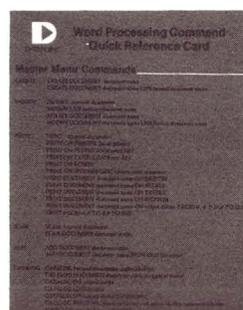
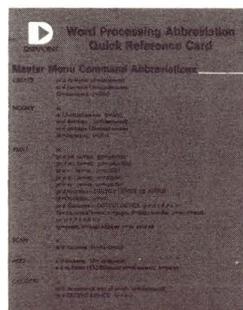
A soon to be published policy establishes the basic criteria for new National Accounts. These are summed up as:

- a. Fortune 1300 (or equivalent)
- b. \$300K annual ISV potential
- c. Account Manager and ISV quota assigned
- d. an Account Sales Plan in effect
- e. approval of Marketing Management

For more information, contact the field Branch Manager or call National Accounts, 512-699-7143. **D**

## Quick Reference Cards

They are Great!



## Salesperson of the Month

The "Salesperson of the Month" for Datapoint Products in April, 1980 with \$359,087\* in sales is:

Mr. Joe Keller

Joe works out of the New York Metropolitan Region, Retail Division under Fran Moynihan.

In order to recognize throughout the field the accomplishments in sales and to expedite interest in achieving quotas for inclusion in the Achievement Club and the trip to Puerto Rico, listed below are all those who have been Salesperson of the Month since 1979, along with their Regional Managers.

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Aug. Tom Hooker

Regional Manager William Carney  
Birmingham, MI

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Sept. Thorn Walker

Regional Manager Michael Mankin  
Arlington, VA

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Oct. Don Prifogle

Regional Manager John Koestner  
Des Plaines, IL

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Nov. Bill Dickson

Regional Manager Matt Cea  
New York, NY

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Dec. Dennis Doonan

Regional Manager John Huddock  
Minneapolis, MN

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Jan. Dick Durham

Regional Manager John Thornton  
Atlanta, GA

---

Feb. Patricia Gordon

Regional Manager John Koestner  
Des Plaines, IL

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Mar. Ray Zilka

Regional Manager William Carney  
Birmingham, MI

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\*orders are credit approved to ship

\*orders have been booked through Incentive Compensation **D**

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## Sales Leads

Have you ever wanted to know what we do with written inquiries and telephone calls from people requesting information about our product line?

We try to get that sales lead information to you!

When people call in at the home office, we give them the telephone number of their nearest local sales office. Then, we have our subscription fulfillment service send out applicable product literature.

Written inquiries and ad response cards are also sent to our subscription

fulfillment service, which sends the prospect the applicable product literature.

We wouldn't forget you! Now, every 2 or 3 weeks, each sales office will receive a summary of response activity applicable to the geographic boundaries of that office. Then it is up to you to follow up on these leads.

My staff will try to cull out the "dead wood" (requests from competitors, etc.) so that you receive only those leads worth following up.

In addition, I occasionally receive some leads directly from trade magazine surveys (e.g., Computer Solutions, etc.). These I send directly to the nearest respective sales offices.

I hope you find this service helpful. You can write me at MS# K05 with any ideas/suggestions/etc. **D**

KEN HATTEN

# Key Situation Report

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## What is it?

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Key Situation Report (KSR) was designed by the Marketing Division as a tool to help our field personnel resolve problems and communicate status situations on major accounts to Home Office personnel. An experienced branch or region manager can help decide which problems should be logged into the KSR system. Because the KSR has maximum impact, it should only be used for serious situations or status reports. It is not a substitute for other standard channels of communication. The KSR system is a Datashare on-line application which can be accessed by telephone using a Datapoint 3600 terminal and an acoustic coupler. For reference purposes all previous KSR's are also maintained within the system back to mid-1977. This on-line capability makes KSR's faster than any other method to bring your problem or opportunity to the attention of corporate staff who can help you and your account.

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## What do we do with it?

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When a KSR is received here in San Antonio, normally one of three types of events will occur based on the customer account flags and situation flags which are entered at the time a new KSR is input from the field.

1. CUSTOMER SATISFACTION/ACTION - Those KSR's which are coded "CUSTOMER SATISFACTION/ACTION" will receive the highest priority handling, and review of progress toward resolving these situations is monitored by the Customer Satisfaction Sub-committee daily. Particularly when customer satisfaction is a key issue, KSR has the power to move mountains for your account. We may not bat 1,000, but our Datapoint team never gets shut out!

2. URGENT/ACTION - A KSR which is listed as "URGENT/ACTION" will receive priority handling.

3. STATUS - A KSR which is coded as a "STATUS" item will not be acted upon or tracked by Field Communications. In the case of an account designated as a "national account" or "key account" a copy will be sent to the National Account Manager in San Antonio or other management personnel designated to review these accounts. These items become part of the permanent history of the account.

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## How does it help you?

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The Key Situation Report and the Customer Satisfaction Sub-committee provide the highest level, powerful combination to pull together the organizational resources of the whole company to assist in solving critical problems with your account. Visibility of the KSR within the organization and problem tracking by Field Communication staff assure your problems will receive serious attention. Learn to access the KSR system from a copy of the KSR User's Guide. The system is available 24 hours a day as conditions permit.

Each field employee will be receiving a personal copy of the newly revised "KSR Remote User's Guide" by June 30, 1980. Any copies needed before that time may be requested from Field Communication Systems (X5046,5047). **D**

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## Ad Schedule

Publication	June	July
Computerworld	IEO - 2nd DATASHARE - 16th	IEO - 7th DATASHARE - 21st
Datamation	DATASHARE	
Infosystems	DATASHARE	DATASHARE
Data Communications	IEO	
Computer Decision	DATASHARE	
Modern Office Procedures	IEO ACD	ACD
The Office	IEO ACD	ACD
Communications News	ACD	ACD
Telephony	ACD - 9th ACD - 23rd	ACD - 14th

# Significant Sales

OPS I (sales for March and April combined) \_\_\_\_\_

Salesperson	Branch	ISV
Tim McDermott	San Francisco	136,444
Holly Mauranges	San Francisco	1,120,380
George Rangitsch	Oakland	440,475
John Regan	Hartford	176,024
Bernard Krawski	Massachusetts	189,324
Mike Bazany	Rochester	304,653
Mike Bazany	Rochester	345,670
Kevin O*Keefe	Massachusetts	670,527
James Barthel	Massachusetts	201,504
Don Lawrence	New York	366,202
Robert Giacini	NY-Telephone System	203,108
Joe Keller	NY-Retail	125,864
Louis Werle	NY-Commercial	111,737
Jim McGill	NY-Financial	164,815
Don Lawrence	New York	504,974
Joe Keller	NY-Retail	356,937
Louis Werle	NY-Commercial	155,597
Louis Werle	NY-Commercial	100,995
Bailey Jacobs	Washington DC-Comm	123,485
Jim Keck	NY-Financial	137,250
Elvin Ambler	Stamford	253,322
Duane Englehardt	New Jersey	468,114
John Pierce	Denver	127,093
Ted Schneider	Los Angeles	128,000
Geoffrey Schelhorn	Dept. of Defense	199,329
		7,111,823

OPS II (sales for Jan.,Feb.,Mar. and Apr.) \_\_\_\_\_

January		
Tricia Gordon	Chicago	899,811
Bob Cowen	Detroit	176,930
Peter Schofield	San Antonio	169,018
Joe Metz	Nashville	160,166
Steve Parrish	Greensboro	133,256
February		
Craig Kent	Columbus	1,410,801
Bill Bunce	Chicago	704,277
Stu McDougal	Detroit	252,402
Dean Dubbs	Des Plaines	184,921
Dick Vigrass	Pittsburg	174,750
Dennis Doonan	Minneapolis	146,847
Ron Briggs	Houston-Energy	120,605
Pat Mizell	New Orleans	114,678
Gerry Patterson	Milwaukee	117,798
Tom Martinez	Des Plaines	111,900
March		
Tom Martinez	Des Plaines	1,659,568
Don Prifogle	Indianapolis	822,170
Diane Waits	Atlanta	742,199
Steve Parrish	Greensboro	689,976
Steve Bostwick	Detroit	585,993
Bill Bunce	Chicago	565,895
Harry Halpin	Charlotte	416,650
		3,338,979

Gary Voight	Detroit	220,020
Fred Hall	Pittsburgh	205,182
Stu McDougal	Detroit	183,305
Curtis Roberts	Oklahoma City	157,743
Mike Bemboom	St. Louis	154,284
Bill Curtis	Jacksonville	114,930
Dennis Doonan	Minneapolis	104,287
April		<u>662,202</u>
Fred Frye	Tulsa	942,556
Bob Crowley	Des Moines	693,000
Tom Martinez	Des Plaines	672,637
Bob Crowley	Des Moines	653,970
Tom Hooker	Dayton	426,689
Joshua Fry	Tampa	275,777
John Durden	Charlotte	244,700
Ray Zilka	Cleveland	187,266
Tom Martinez	Des Plaines	179,760
Sharon Lyons	Chicago	110,767
		<u>4,387,122</u>
Communication Management Products Division		
(bookings - cumulative thru April FY*80)		

Waite	Western	2,876,395
Beck	Eastern	2,148,972
Barzilla	Southern	1,768,396
Schauf	Eastern	1,349,383
Simmans	Eastern	1,264,556
Alper	Eastern	1,172,658
Pugh	Southern	1,085,582
Levine	Western	991,597
Wood	Southern	874,258
Pape	Southern	864,967
Garrison	Western	849,081
Vandenberg	Western	848,631
Crowley	Eastern	846,652
King	Central	844,686
Rowse	Southern	740,663
Searle	Central	672,672
Taylor	Western	645,113
Lavine	Western	641,729
Durr	Central	534,463
Thomas	Southern	430,707
Herrera	Southern	407,759
Mckay	Western	353,923
Babcock	Central	350,581
Woodside	Central	348,933
LaScola	Central	343,634
Spatz	Western	343,096
Moeller	Eastern	308,396
Daley	Eastern	301,303
Snider	Southern	285,840
Laske	Central	209,692
Kelleher	Eastern	200,298
Kagen	Central	185,384
Griffith	Southern	170,546
Perry	Southern	145,037
West	Southern	134,461
Jensen	Central	127,583
(cut off 100,000)		<u>25,667,627</u>

# 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
4620	6600 Processor 5MB Disk and Controller, Multiport Interface D/S Software Documentation		\$19950	\$228	\$650
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

Model	Description	Qty.	Price	Maint.	Install.	
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 4-10 11-25 26+	\$ 1995 \$ 1850 \$ 1725 \$ 1525	\$54 \$54	\$ 125 \$ 125
9292	60 LPM Printer, Serial Interface					
9294	120 LPM Printer, Parallel Interface					
9250	Console Servo Printer	}		\$ 1595	\$66	\$ 125
9251	Freestanding Servo Printer					
9231	80 cps Freedom Printer (serial)	}	1-3 4-10 11-25 26+	\$ 1750 \$ 1600 \$ 1500 \$ 1395	\$38 \$38 \$38 \$38	\$ 125 \$ 125 \$ 125 \$ 125
9232	80 cps Freedom Printer (parallel)					
9235	160 cps Freedom Printer (serial)	}	1-3 4-10 11-25 26+	\$ 1995 \$ 1850 \$ 1725 \$ 1525	\$54 \$54 \$54 \$54	\$ 125 \$ 125 \$ 125 \$ 125
9236	160 cps Freedom Printer (parallel)					
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.

## Trade Shows 1980

June 5-18	Association of Newspaper Classified Ad Managers Managers (ANCAM)	Boston, MA
June 7-12	Whalen Computer	Atlanta, GA
June 22-28	American Collections Assoc	Minneapolis, MN
June 23-26	Utilities Telecomm.	Pennsylvania, PA
July 30-Aug 2	Assoc. of College & University Telecomm. Administrators	Lincoln, NB
September 7-10	General Information Systems Inc.	Hershey, PA
September 17-19	Nat'l Retail Merchants Assoc.	Chicago, IL
September 23-26	Telecommunications Assoc.	San Diego, CA
Sept. 27-Oct. 1	General Info. Systems	St. Louis, MO
October 8-10	Midwestern Telecomm. Assoc.	Minneapolis, MN
October 15-18	Oil Industry Computer Service Inc.	Odessa, TX
October 20-22	Communication Managers Assoc.	Port Cheston, NY
October 26-29	Data Processing Mgrs Assoc. '80 Int'l	Philadelphia, PA
October 29-31	Computer Office Expo.	Houston, TX
November 9-12	Matrix	Las Vegas, NV
November 15-21	Radix Corporation	San Francisco, CA
November 17-19	Southeastern Telecomm. Assoc.	Hollywood, FL
December 1-4	National Telecomm. Conference	Houston, TX

Any National Domestic Sales Representatives 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.

