

NEWS

Roadshow Stresses Datapoint's Strengths

The Product Marketing roadshow recently travelled to 11 cities nationwide, where 800 salespeople, SE's and CSR's received updated information about the company.

Gerry Cullen, Vice President of Marketing, along with Bill Davis, Director of Product Marketing, and two teams of Product Marketing managers visited Boston, New York, Atlanta, Washington D.C., Houston, Los Angeles, San Francisco, and Cleveland. On the teams were Buck Buchanan, Ted Rohling, Jim Whitehouse, Terry McDanel and John Tysall.

Gerry Cullen presented the "State of the Company" message, closing with a reassuring, "It's O.K." He also

detailed the concepts of the ARC™ (Attached Resource Computer®) local network and presented the overall Datapoint product strategy and a conceptual overview.

During the afternoon sessions, Cullen met with various customers, Rep's, OEM's and prospects to discuss Datapoint products, strategy and outlook.

The afternoon sessions with Datapoint staffers included presentations on product strengths and thrust, software capabilities, future product schedules, Local Area Networking, third party software, the 1550 and the recently announced new prices.

The comments received about the

presentations were overwhelmingly positive. The newer sales and systems personnel said that they had never received the overall strategy of Datapoint as well as they had during this presentation.

Handouts included a Distributed Data Processing Sales Reference Guide which is packed with 250+ pages of DDP goodies. You can order a copy from Software Services by asking for model code 61379. A new Case History collection (M/C 61371) which contains over 25 descriptions of installations and applications was also distributed. Other handouts included a new configuration guide, the ACU Benchmark Report on the 8600 and the third party software briefs. □

*Bill Davis
Ext. 7151*

Datapoint Soars To #545 On Fortune 1000

Datapoint is the 545th largest publicly owned industrial firm in the United States, according to *Fortune Magazine's* listing of the Fortune 1000.

That's a 70-step increase from last year's ranking of 615, and a 276-position jump from our first listing in 1978. The ranking is based on our FY'81 revenues which were concluded last July 31.

Datapoint made its premiere in the Fortune 1000 at the end of FY'78, the company's tenth year in business. We were ranked at 821. In FY'79, the ranking rose to 699, followed in FY'80 at 615.

Revenue for FY'81 was \$396.2 million, up from \$318.8 million in FY'80. Revenue in FY'78 was \$162.3 million. □



Gerry Cullen addresses a Chicago audience.

Seybold Publications: Datapoint is a Contender in WP

Seybold Publications recently published a report on Datapoint's word processing system, IEOS. The 17-page report provides an in-depth look at our word processing and associated products, and tells us much about how our WP is perceived by users.

Seybold spent several days in San Antonio in order to test our word processing first-hand. They draw several conclusions: some very positive, some that indicate that we have some work to do on our IEO software products.

The principal highpoint they mention is our exceptional ability to integrate our products together into an entire system. This includes interfacing word processing files with Multiplan financial modeling files and with EMS™ (Electronic Message System™).

They mention our ability to enhance information with CBG (Color Business Graphics) pictures and

charts, and ultimately to integrate ISX™ (Information Switching Exchange™) with the RMS™ ARC™ network to connect geographically dispersed data processing systems together.

Also, Seybold praises our AIM™ (Associative Index Method™) retrieval method as a flexible way to get to the information a user needs.

The drawbacks they cite are the features that we do not currently offer: hyphenation, spelling-checker, automatic footnoting, arithmetic during editing, automatic index and table of contents generation and column manipulation.

Although Seybold saw room for improvement, they were pleased with what Datapoint has released so far; they simply feel we shouldn't stop development yet.

Though we may have a ways to go with our word processing software, we are steadily gaining ground in the WP market. More and more

companies and consultants like Seybold are recognizing us as a truly viable contender in the office marketplace.

Free copies of the Seybold report are available from Bonnie Cushman, Ext. 7059. Because of limited quantity, maximum order per salesperson is five copies. □

Scott Cannon
Ext. 7151

Sort Benchmarks for the 5 1/4 Inch Disk

Here are some timings for sorts on the 9301 disk system done by Marketing Technical Support.

We used an 8600 processor (the only one for the 9301) with 128K of memory and RMS version 1.8. We had a total of 60 megabytes of disk (one 9301 and one 9302 extension drive) in a stand-alone configuration. Our input file varied in size from 5,000 to 20,000 records. Each record was 300 bytes long (uncompressed).

Two sorts were performed using keys of differing lengths. The first key was the social security number field (nine digits) and the second key was a name field (thirty characters). Timings for the sort on social security are listed first followed by the name sort. All times shown are in seconds.

TEST 1 was performed with the input file, the output file, and the work file all on different disks. As the timings show, this is optimum for the sort.

TEST 2 used only two disks and had the input file and work file on one disk

Sort Time in Seconds					
RECORDS		TEST 1	TEST 2	TEST 3	TEST 4
5000	SS#	162	168	164	173
	Name	164	170	167	175
10000	SS#Name	341			
	Name	347			
15000	SS#	547	571	559	573
	Name	557	582	570	583
20000	SS#	751			
	Name	766			

while the output file was on the other disk.

TEST 3 was almost like TEST 2 with the input file and output files on different disks, but the work file was moved to the same disk as the output file.

Note that key length makes very little difference in the length of time required to sort the file. Also, file placement is not as critical as might

be anticipated. A good rule of thumb for file placement is to put the input and output files on the same disk!

Marketing Technical Support is running the same tests on other configurations and will publish the results as soon as they are available. □

Kris Linebaugh
Ext. 7151

Are You Suffering from the Keyboard/Keycap Syndrome?

There is widespread confusion about what keyboard comes standard with which device, and which keyboard options are applicable. The following describes the keyboards associated with all products.

UNIVERSAL KEYBOARD-data processing oriented; the standard keyboard shipped on all devices (i.e. 5500, 6600, 3600, 8200, etc.), until the advent of word processing, 3270 and electronic mail. The universal keyboard will continue to be the standard on small-screen processors (12 X 80).

GENERAL PURPOSE-(formerly known as multipurpose keyboard) not only is suitable and functional for data processing, but also facilitates word processing. This keyboard comes standard on 1500, 1550, 1800, 3800, 8600 and 8220.

3270 KEYCAPS-3270 keycaps are an option for the general purpose keyboard which offers selected keycaps with etchings on the front side of the keys, which represent functions associated with 327X model II display stations.

Please reference the matrix provided for Keyboard/Keycap specifics. □

*Steve Parrish
Ext. 7151*

Dutch Hospital Installs Datapoint ARC For Total Hospital Automation

The hospital "Diakonessenhuis Refaja" in Dordrecht, Holland will install an ARC network for medical and administrative automation. Refaja is the thirty-third Dutch hospital that has purchased Datapoint equipment, which is installed in 16% of health care facilities in Holland.

A number of reasons led to the Refaja's decision to buy Datapoint equipment.

"Because of all the administrative work the personnel have to do, there's hardly any time left for human

contact and attention, which is the most important work of hospital personnel," Dr. D. J. van Leeuwen, medical director of Refaja, explained.

Refaja Hospital has felt the urgent need to automate several disciplines because up-to-date information is essential for the hospital's operations, especially in the clinical chemical laboratory, polyclinics, registration of admissions and administrative services. A new computer was required because of the growing number of patients in the hospital and

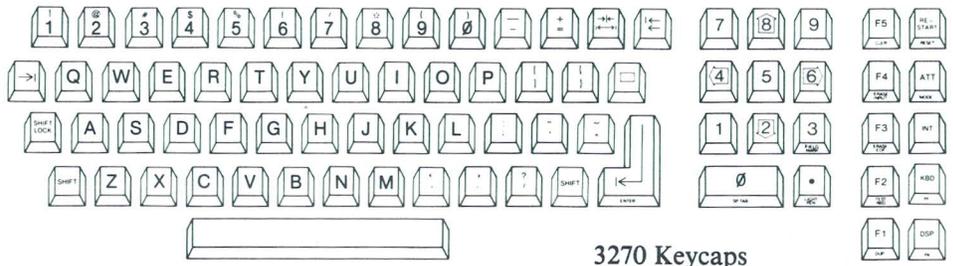
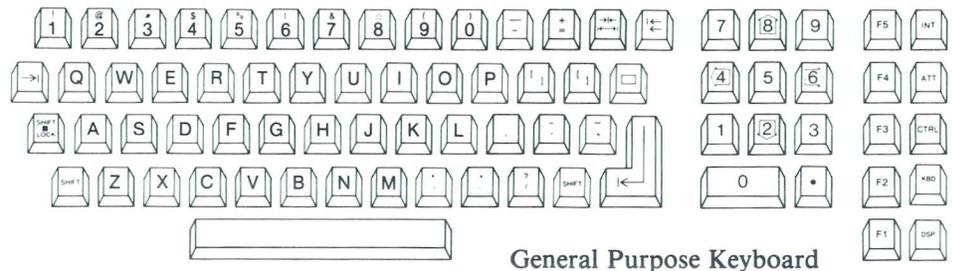
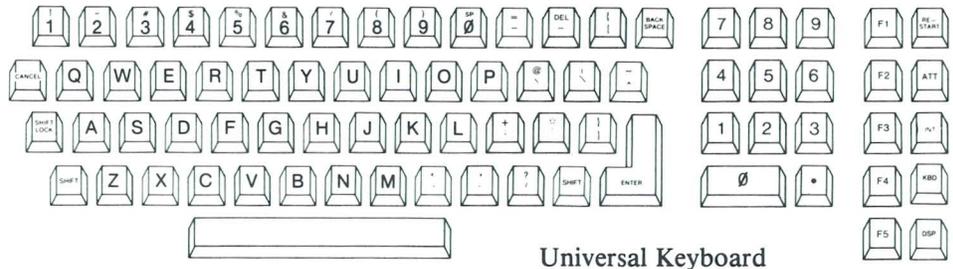
the fact that the computer in the administration department was out of date.

Datapoint's ARC was chosen because its software quality and modular, redundant architecture make it the only system available in Holland to meet all automation demands cost effectively. In addition, Datapoint Netherlands has intensive cooperation with the SIZGK (a group of hospitals who are coordinating their information processing).

The Refaja ARC will include 32 workstations, 180 million characters of storage, and 14 printers. □

*Gerda de Graaff
Datapoint Nederland BV*

Terminal/Processor (Device)	Style Keyboard Shipped As Standard Keyboard	From General Purpose to Universal	From Universal to General Purpose Without 3270	From Universal to General Purpose With 3270	From General Purpose to General Purpose With 3270	029 Keypunch Style
3600	Universal	N/A	N/A	N/A	N/A	3608
8200/8211	Universal	N/A	0592	N/A	N/A	N/A
8220	General Purpose	N/A	N/A	N/A	5273	N/A
155X	General Purpose	0514	0512	9033	0550	N/A
18XX	General Purpose	0514	0512	9033	0550	N/A
38XX	General Purpose	0514	0512	9033	0550	N/A
86XX	General Purpose	N/A	N/A	N/A	5273	N/A
66XX	Universal	N/A	N/A	N/A	N/A	N/A



Join the Foreign Legion

Yes, it's true. Now you have the opportunity to leave your troubles behind and join the foreign legion! Sunny climes, exotic surroundings. . . perhaps not, but certainly fraternal comraderie will be yours when you let others in the field know of your successes in "foreign device" interface. Legions of foreign devices are at work with Datapoint systems today.

Innovative Solutions Make the Sale

As was emphasized in the recent DDP Roadshow, specialized I/O devices can often permit significant productivity increases in your prospect's operation. By familiarizing yourself with the devices that have been successfully interfaced to Datapoint systems, you can configure innovative solutions to the prospect's problems.

Such a solution may prove difficult for your competition, but Datapoint software (e.g. DATASHARE, MTE55, UNITERM) is incredibly flexible in foreign device interface.

Although a wide variety of devices exist, most fall into three basic categories.

Facilitate Capture of Real World Data

The first category includes specialized input devices. These devices can dramatically improve the efficiency of getting information from the outside world into the Datapoint system. Devices such as OCR wands, bar code readers, magnetic stripe readers, time and attendance recorders, truck scales, coin scales, mark/sense readers, and digitizer pads fall into this category. Demonstrating improved user productivity over manual entry may make the sale.

Improve Effectiveness of Computer Output

Getting information into a computer is one thing, but just try to get it back out in a timely, useful form! Devices in the second category facilitate this process and let the Datapoint system present infor-

mation to the user in the most useful, effective form.

For example consider the use of color plotters, voice response units, card punches, microfilm retrieval units, paper tape punches, and label printer. All these device types and more have been interfaced to Datapoint systems.

Conform to Physical Constraints

Sometimes the device type needed is not unusual, but the environment or use of the device imposes physical requirements. The third category of devices accommodates such constraints as limited workspace area, portability, or low noise output. Examples include portable teleprinters, compact terminals, and specialized printers.

So What's the Problem?

Datapoint's flexibility in foreign device interface can improve your user's productivity with his system and help eliminate competition who do not enjoy our interface capabilities.

That's the good news. Now for the catch.

Information on what foreign devices have been interfaced, who is using particular devices, and how the devices are being used is very hard to

locate. Some information was gathered by Sales Training and is available from Product Marketing, but this information is nearly two years old. Even when the contact name has not changed, no details are known on customer name/application or interface techniques/problems. As a consequence, potential sales are missed, and considerable technical resources are spent reinventing interface techniques.

Be the Solution-Join the Legion

There's only one source for this information-you. That's why during the recent DDP Roadshow we asked that you join the foreign legion by filling in a simple one-page fact sheet for each foreign device you have successfully interfaced. If you need some blank fact sheets, give Product Marketing/Software a call at Ext. 7151. Customer names will be kept confidential with all referrals made via the local Datapoint contact.

A summary of the information will appear in Datapoint Marketing News on an ongoing monthly basis (see chart below) and full detail will be sent to all BSSs, BSEMs, and RSEMs in the field. Full detail will also be maintained in the Corporate Library (Ext. 7151).□

Terry McDanel
Ext. 7151

Foreign Device Interface Summary

Device	Application	Software	Used Currently	Datapoint Contact
Columbia 7.9MB Cartridge Disk	Oil wellhead data capture with subsequent data input to DPT	DATASHARE Pollink	Yes	Bob Jarrett Larry Elliott Speed 265
Cal Comp 907 Controller/1051 Plotter	Plotting of energy survey data (soil/geological) Which was produced on a mainframe	DATASHARE	Yes	Randy Ciskowski Larry Elliott Speed 265
Talos 800	Entry of energy survey data (soil/geological) for subsequent processing by a mainframe	DATASHARE	Yes	Randy Ciskowski Larry Elliott Speed 265

Datapoint Shines At ICA

New Orleans was the site for this year's ICA (International Communications Association) convention and equipment exposition. The 35-year-old ICA is the largest organization of its kind in the world with the stated charter of providing a forum for the exchange of information and ideas between major users of business communications systems.

Datapoint joined more than 180 communications products manufacturers and suppliers May 4th-7th at the Rivergate Convention Center. ICA members and guests were in-

vited to participate in demonstrations of several of Datapoint's communications management products.

Datapoint's island-type display featured a triangular design of product related graphics. Flanking the three sides of the display were ISX (Information Switching Exchange), ACD (Automatic Call Distributor), and CDR (Call Detail Recorder)/TDP (Telephone Directory Package) areas.

Datapoint's participation in this year's ICA was considered a resounding success, and we are already in the process of planning for our involvement in next year's ICA to be held in Anaheim, California. □

Kent Nutt
Ext. 5365



Datapoint at the ICA Convention.

Product Update: IEO Software

Here is a status update on each of Datapoint's Integrated Electronic Office™ products.

IEOS/DOS

Word processing users on the 3800, 1800, and 8600 should be using version 1.5.1 software. This software adds a memory manager that speeds up frequently used functions (such as CUT or DELETE) by storing the routines in memory. When they are repeated, they are not reloaded from disk. Soon to be tested is the 1.6 version which will add faster message preparation for EMS, a type-through facility for typing short memos directly to a printer, and a user-designable menu to execute programs outside of IEOS by selecting items from a list displayed on the IEOS screen.

IEOS/15XX

Version 1.5.1 has been released for 1550 users. It includes the memory manager feature mentioned above.

However, the 1.5.1 software has not been released for the 1500 on single-sided single-density diskettes, since the 1500s don't have the memory to take advantage of the manager function. (The memory manager uses the area above 60K.) All 1500 users should continue to use the 1.4.1 IEOS software. This software will temporarily be available

under a new model code, MC 9869. Therefore, if your customer has a 1500 with single-sided single-density diskettes, and needs IEOS, order MC 9869 IEOS/WP, with MC 20697 SS-SD diskettes (five diskettes).

If your customer is using a 1500 with SS-SD diskettes, and already has IEOS 1.4.1, *do nothing*. Ordering again will only get you what you already have. 1550 users who want IEOS 1.5.1 should order MC 9822 (IEOS only) or MC 9825 (IEOS with Message Services) with MC 20697 SS-SD (only to build 9310 disk versions), 20809 SS-DD, or MC 20793 DS-DD diskettes. If that is totally confusing, try the chart below to sort it out.

IEOS/RMS

Version 3.2 has been released with RMS 1.9 software. However, IEOS/RMS 3.2 will be available without additional license fee to new RMS users who order a processor and to users who already have version 3.1 IEOS/RMS. (If you have a customer

situation that needs an exception to this, call me.)

Version 3.2 brings the RMS offering of word processing essentially up to the same level as IEOS/DOS version 1.3, with the major exception of message services. Besides adding AIM (SEARCH and LOCATE), AUTOTYPE, and text file interface enhancements to IEOS/RMS 3.1, version 3.2 gives several features not found in the DOS versions.

The most exciting of all is the addition of concurrent print. This means a user can start printing a document on any printer he has access to, and then immediately work on any other document.

Also in 3.2, when accessing new pages by page number, the screen does not scroll through all the pages in between, which saves a lot of waiting time.

The user will now be able to modify the "HELP" screens to suit his own needs, and can even add new entries

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CPU	diskette	how many to order	version	Model Code	Description
1500	SS-SD	5 of 20697	1.4	9869	IEOS/WP
1550	SS-SD	5 of 20697	1.5	9822	IEOS/WP (9310)
1550	SS-DD	4 of 20809	1.5	9822	IEOS/WP
1550	DS-DD	2 of 20793	1.5	9822	IEOS/WP
1500	SS-SD	not available			IEOS/MS
1550	SS-SD	6 of 20697	1.5	9825	IEOS/MS (9310)
1550	SS-DD	5 of 20809	1.5	9825	IEOS/MS
1550	DS-DD	2 of 20793	1.5	9825	IEOS/MS

Stop the Rumors, Sell the Systems

The rumor that we are de-emphasizing the Color Business Graphics products is UNTRUE. As a matter of fact, informed aggressive salespeople have booked the entire supply of systems for Q4 FY '82.

The CBG system was a big hit at the National Computer Graphics Association show last month. The system is proving itself to be the greatest draw that we have ever had.

The salespeople who are making quota are using CBG to help sell our overall concept of integrated, dispersed data processing. ARC, the first operational local area network, is

easily explained with CBG — and additional sales are generated.

We have provided the best tool to attract new customers and reacquaint current Datapoint users with the overall capabilities of our current offerings. CBG is the vehicle you should be using to drive your sales efforts into a closed booking.

Tell us how you are using CBG to build traffic, generate interest, close orders. We will spread the word. □

*Al Malinger
Ext. 5191*



Local Area Networks: An Update

1981 was, in the information processing industry, the year of the Local Area Network.

More press was dedicated to the subject than any other; DBMS was a moderately far second. Enough consultants and experts (self-styled or otherwise) emerged with seminars, short courses, tutorials and "comprehensive analyses" to provide at least ten to each vendor with a publicly offered product or concept. All of the major annual meetings and conferences scheduled special sessions on the subject.

For all of the furor, the year evinced only five major events:

- H-P withdrew from active support of Ethernet.

- Wang announced WangNet, a broadband system with voice, video and data capability.

- The IEEE-802 sub-committee's long awaited specification on Local Area Networks began receiving public attention; final approval is still not expected until late '82.

- Datapoint announced and delivered a VLSI network controller chip and initiated a joint venture with Tandy Corporation to implement the hardware interface.

- Xerox let a contract to Intel for development of the Ethernet

controller chip; estimated availability is late '82.

1982 has already seen a shift in emphasis. And, in the first four months, there have been some major announcements or events.

IBM

IBM has announced a near-term baseband network and (within a year or two) a follow-on broadband network and, possibly, a PABX. In a series of four technical papers, IBM "informed" the IEEE-802 sub-committee of the results of their research on local area nets. Their findings:

- A baseband network offers the best utility/complexity trade-off today.

- Token passing has "performance and configuration management advantages over a random access bus architecture," and it provides the basis required in "designing a robust priority scheme and in recovering from errors."¹

- IBM chose a ring topology — not surprising given their classical approach, in the past, to networking (i.e., star clusters, packet switching, etc.).

- Coax was discarded as a media — almost. The broadband ring will be implemented with twisted pair. IBM feels that 1-4 Mbps and 1KM are "good design points", and twisted pair technology is the lowest cost solution to that problem. Fiber optics

are predicted to "play an important part in local networks." They are "well suited for high speed links — greater than 10 Mbps."¹

IBM has a prototype system operating in their research laboratory in Zurich. It is not yet totally clear what they will do with their network, but one of the authors, J. Markov, summed up by saying, "A primary goal in the design of a local area network is that compatible physical interfaces and control protocols be maintained to allow users to intermix different equipment types from multiple manufacturers over the common networks."

Xerox

We note that Xerox's advertising campaign is shifting over to holography and Ethernet is appearing far less often. In part, Xerox took a lot of unwarranted heat last year. Various experts and sages picked the system apart, dwelling overlong on minor points and overlooking major issues. Xerox now has over 100 sites (their estimate) in operation and has begun training the rest of their sales force (up until this spring only 25 Xerox salesmen had been trained on Ethernet). DEC has finally announced some Ethernet-compatible equipment, including the new 11/730. And Xerox is publishing specifications for their higher level protocols (Levels 3-7, more below).

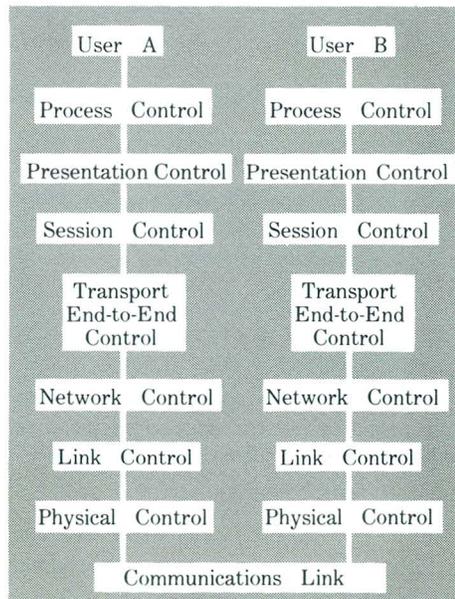
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Broadband Versus Baseband

Theoretically, a broadband system is ideal, offering a large number of channels to cover any user need. Practically, broadband is a good answer to the problem of providing video capability. However, generalized broadband of the WangNet variety (voice, data, video) is a complex and costly implementation. Before the wheel is reinvented, all alternatives need evaluation. As IBM pointed out (and as Datapoint has contended for several years), "CATV systems can be incorporated with the local network using standard amplifiers, tapes and connectors" and "consideration should be given to interfaces with CATV systems." A word of caution: the CATV folks are profit oriented. When they install a cable, they expect thousands of subscribers. Standard, in-place systems are not to be confused with publicly available broadband data networks for a handful of users.

The ISO-OSI Reference Model

The International Standards Organization has, over the years, developed a model for Open Systems Interconnection. The idea was, and is, excellent. An OSI standard would provide the layered architecture necessary for any computer user to establish (independent of hardware, operating system, network, etc.) a dialogue and full interaction with any other user who could be physically connected.



Because the idea is excellent and because user awareness of the ISO model has been elevated by networking proponents, you're likely to start getting profound questions about "Layer 5 compatibility", and the like. Let's separate fact from hypothetical nicety.

•The only widespread agreement in supplier and user segments exists at the first layer (RS232C, CCITT V.24, etc.).

•Some of the more prevalent nets like SNA, DECNET and X.25 don't even comply to the layering of the ISO model.

•The IEEE 802 Local Area Network standard will only cover the first two layers; no common standard covers any more than the lower four.

In fact, the ISO model will only be the excellent idea theory makes it, when it establishes one common standard at each layer and each layer interface. And when all of the suppliers (including AT&T and IBM) accept and implement that standard. At that time, and only then, will network users have true "plug and play" capability.

Gateways

On a related (to the ISO model) subject is the fairly new term, gateway. Simply put, a gateway is a protocol-transparent interconnect between two different entities (networks or sub-networks). A universal gateway would interconnect anything — not so simple. A few myths here also deserve deflating.

•Some of the PABX suppliers are talking gateway. They generally mean things like least cost routing. They are not talking protocol transparency.

•Any gateway, to be called a gateway, must accommodate at least the first four layers of the ISO model (the transport subsystem). That means bi-sync or SDLC, SNA or X.25 — or even ACS, plus some form of end-to-end control. We know of *no one* doing that.

•In theory, at least, a gateway should facilitate user interaction. That implies session control, over and above transport control. Which

brings us back to the search for perfection vis-a-vis the ISO model.

Datapoint's ARCGATE™ product (old ARCCOM) has been structured to provide a transport subsystem gateway. Because the layered world of communications isn't standard in its layering, different versions would be required for universal interconnection. But the structure is there and expansion beyond 3270/3770 support is a future possibility.

Internets

At a local network session of the Interface '82 conference Robert Shatzer of Systek, Inc. made the statement, "Interneting can make or break a network." Specifically what Mr. Shatzer was talking about was the ability to take a

Small Local Area Network and link it to a

Large Local Area Network which in turn could be linked to a

Metropolitan Network which finally could be linked to

Long Haul Networks

He further characterized his networks as follows:

•Small-Intraoffice subnet based on a PBX, baseband or broadband system.

•Large-Interoffice subnet (building or campus) also based on a PBX, baseband or broadband system (or combination thereof).

•Metropolitan-Telephone line or CATV system based.

•Long Haul-Satellite, telephone line based.

We are, as always, pleased to see an industry spokesperson making our case so nicely. Consider the Datapoint solutions to Mr. Shatzer's linking problem (which he declared had not been addressed by anybody).

•Small to Large-LightLink®, microwave, ARCNET™, ISX, ARCLINK™, ARCGATE

•Large to Metropolitan-ISX, ARCGATE, ARCNET, ARCLINK

•Long Haul-ISX, ARCGATE, ARCNET, ARCLINK, ITMS, SNA, X.25

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The internet issue of course goes beyond Shatzer's discussion and Datapoint's current solution. Any network, of full value to the user, is transparent to the user. If that network is a group of compatible systems, utilizing a consistent backbone, the problem isn't easy. If it is non-compatible systems, using multiple pathways and interconnects, we return to the dilemma of a "system for all systems" and all the ramifications of gateways and ISO models. It won't be easy. But someone did it, or part of it, for ARPANET and it can be done. Users will see to it.

ARCNET and "Industry Standards"

Xerox would like to see Ethernet as an industry standard. Wang is treating WangNet as a Wang system

RMS Orders Withheld Pending Class Attendance

Datapoint policy states that first-time RMS users must attend a Datapoint-sanctioned training class before software will be released. This is due to the complexity of the RMS software. Because of this policy there have been several orders for RMS that have been placed on hold pending the customer's attendance at RMS class. These orders must be cleared up, as held orders can cause customer satisfaction problems and the

attribute and is not terribly worried about anybody else. IBM, we're sure, expects "IBM Net" to augment SNA, with the rest of the world falling nicely in place. For all of that, Datapoint remains the undisputed local area network and internet leader

- In quantity-4000+ domestic and 800+ international systems installed, and

- In quality-Third generation networking, local and remote

Datapoint is the only vendor with a compatible network interface being actively used. The RIM chip is now licensed and publicly available. With the chip and the transceiver array, any vendor can implement an ARCNET interconnect that is low in cost and complexity. Going back to our discussion about the ISO model, that's Layer 1 compatibility (for

increased possibility of being incorrectly processed or shipped.

What If They've Already Attended Class?

If your customer has already fulfilled Datapoint's educational requirements, please notify either Product Marketing or Software Services with a written notification giving the customer's company name, the attendee's name and the date and location of the class.

Very often, attendees are from a branch or subsidiary of the company purchasing the hardware; when Customer Education verifies class attendance, they use the attendee's subsidiary company name or branch

anyone and everyone with a few dollars for the chips and the wherewithal to implement some software). It's too early to tell what will happen, but, at a minimum, Datapoint has added a new dimension to the question of network standards.

Epilogue

Datapoint is a networking company. With the public offering of the RIM chip, we have taken a major step toward the role of industry integrator. Understanding all of the aspects of the above issues is important if we are to take that role. Some excellent reading on the general subject can be found in James Martin's "Computer Networks and Distributed Processing". □

Bob Harris
Ext. 5212

¹Data Communications, May 1982.

into the HELP list (through COMMON/LIB).

On properly-equipped 8600s (with the KDS option), boldfacing and underlining are displayed on the screen for the DISPLAY and HELP commands. IEOS/RMS 3.2 supports the 3800 processor.

EMS/DOS

The current network controller software is version 1.3.2, which has been running well on corporate EMS for some time. It is also being used by a number of companies around the

country. This version allows message traffic exchange with ARC IEOS workstations, remote IEOS workstations, remote teletype terminals, and domestic Telex and TWX terminals. It interfaces to IEOS through message services. In the near future, EMS 1.4 will add the ability to communicate among several ARC networks, through the use of multiple EMS network controllers.

MP/DOS

Multiplan* D 1.1 has been a smashing success. We are getting some very good feedback from you and your customers about the

name for company identification. This makes the matching process between attendee and order difficult and thus causes some orders to be held even after the customer has fulfilled the educational requirements.

Buy Now, Train Later

Another situation that can cause orders to be held is if the customer has ordered RMS software in conjunction with a hardware order but does not plan to attend class for several months. If this order is to be left on hold, a written notification must be submitted to Product Marketing or to Software Services expressing this. Orders for RMS that are left on hold

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features you want to see. By the way, did you know that MP interfaces to CBG and WP very nicely? Ask your MSS/MSR about it, or give me a call.

Compared to the offerings made by other companies, we are still the most complete vendor when it comes to office systems. We're working closely with the development folks to bring you the kinds of things you want to see in these products. Keep telling us what you want us to give you. We're here to help you sell. □

Scott Cannon
Ext. 7151

*Multiplan is a trademark of Microsoft, Inc.

How to Use Linked Worksheets

One of the most important features of Multiplan is the ability to pass information from sheet to sheet. This process, called "linking," can be kind of tricky. The purpose of this article is to give a real example showing the steps you take to link and unlink sheets.

Linking Sheets

Let us suppose you have two worksheets called WORK1982 and WORK1983. In WORK1982 you have a total cell calculated at row 9 column 3. Let's call that cell TOTAL, and say it has a value of \$1234.50. We want to use TOTAL in our WORK1983 worksheet. The steps we take are these:

1)NAME TOTAL <tab> R9C3
<enter>

This sets up the name TOTAL for cell row 9 column 3.

2)XTERNAL NAME TOTAL
<tab> VALUES <enter>

This flags the cell named TOTAL to export its value. You use the SHAPE

RMS Orders continued from page 8

for an extreme amount of time without just cause or notification run the risk of being cancelled by Software Services. If the customer has no intention of using RMS at all, please consider cancelling the RMS portion of the order.

Also, any order that is no longer valid for whatever reason should be cancelled by written notification to Software Services or Product Marketing.

What You Can Do

You can help us smooth over these rough spots by identifying your customers that may have fallen into these categories. We have orders that have been held for almost a whole year due to the reasons mentioned above. Let's clear them up and get them shipped now.

You or your branch manager will be notified periodically of orders that have been placed on hold. Please make every effort to clear these up. □

*Lee Hollow
Ext. 7151*

option only when you are referencing area intersections rather than single cells (such as YEARTODATE COL4).

3) If you had more cells to export, you would repeat steps 1 and 2 as many times as needed.

4) TRANSFER SAVE WORK1982
<enter>

You would be amazed how many people forget to save the export changes they have just made. If you don't save the sheet, the cells you have named and exported will not be available to other sheets.

5) TRANSFER LOAD WORK1983
<enter>

This brings in the dependent (as opposed to supporting) worksheet, WORK 1983.

6) XTERNAL OPEN WORK1982
<tab> WORK1982 >enter>

While it is true that the logical name and the file name may be different, I wouldn't recommend it, because it is generally confusing. Just make the names the same and don't worry about it.

7) Place the cursor where you want the TOTAL figure to appear. Let's say it's at row 4 column 2.

8)VALUE WORK1982 TOTAL
<enter>

The number 1234.5 should appear. Notice that it did not save the format of the cell TOTAL (which was \$ format), but took the format of the cell it was placed into. You may change this format if you want.

9) TRANSFER SAVE WORK1983
<enter>

As in 4 above, don't forget to save your work.

By the way, the cell you bring the value into may contain a formula. For example, our WORK1983 cell could

have been (WORK1982 TOTAL + SALES)×110%, or any other formula.

Okay, now how about unlinking worksheets? Suppose I no longer have a need for the information from WORK1982. I can't seem to get rid of the reference, as there is not an EXTERNAL CLOSE command. Since Multiplan checks WORK1982 each time I open WORK1983, things slow down.

To Unlink Worksheets

1) TRANSFER LOAD WORK1982
2) TRANSFER SAVE

WORKXXXX
3) TRANSFER DELETE
WORK1982

What we need to do is make WORK1982 unavailable when WORK1983 is loaded. This will break the link.

3) TRANSFER LOAD WORK1983
Answer "N" to the access retry question.

4) Make any changes in the formulas, since any reference to WORK1982 will give an error.

5) TRANSFER STORE
WORK1983

6) TRANSFER LOAD
WORKXXXX

7) TRANSFER RENAME
WORK1982

This may seem a little awkward, and you're right. It is not documented anywhere, and is a little difficult to work with. But then, so is linking in general.

Some people have successfully exported entire matrices using one name for the whole matrix. This is okay to do, but it imposes some restrictions on the use of the matrix. To export a matrix properly, you must place the matrix in the same location in the dependent worksheet as in the supporting worksheet. That is, if matrix BOXONE is in R1C1:R9C9, and is then exported, it must be placed in R1C1:R9C9 in the new worksheet as well. Aside from this restriction, the steps you follow are just the same as described above. □

*Scott Cannon
Ext. 7151*

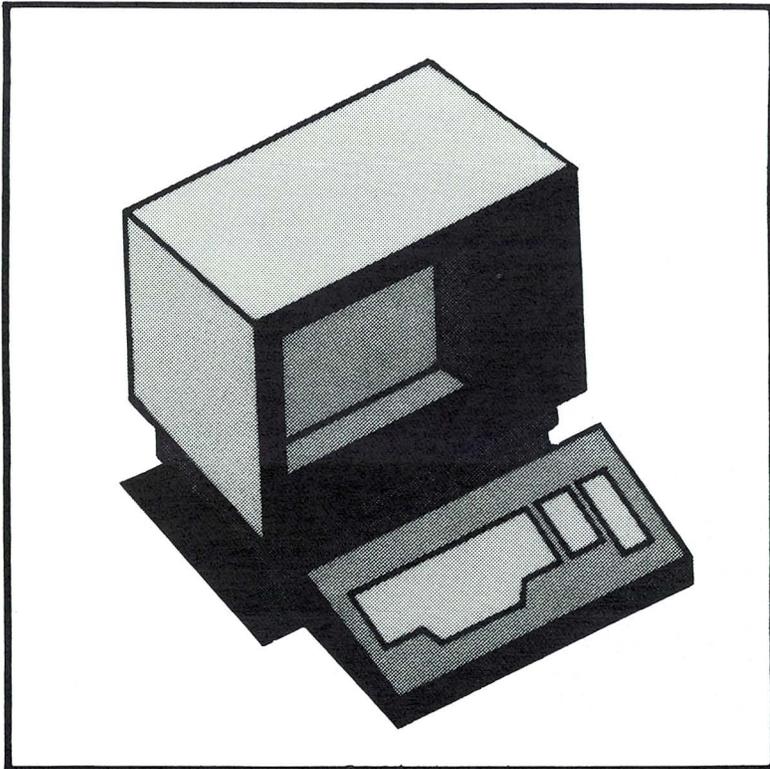
	1	2	3	4	5
	1st Quarter	2nd Quarter	3rd Quarter	4th Quarter	5th Quarter
1					
2					
3					
4	General	1000.00	1347.23	1476.31	2214.23
5	Rice	557.00	695.14	775.00	2453.56
6					1000.00
7	Sales	12310.75	16221.6	19198.85	24134.25
8	Costs				
9	Materials	3395.97	4736.6	3858.34	5897.69
10	Labor	885.0	885.0	9100	9800
11	Overhead				
12	Total Costs	11895.97	12286.6	13558.34	15697.69
13	Gross Profit	1022.78	3935	5647.71	8436.56
14					
15					
16					
17					
18					
19					

Linking worksheets with Multiplan

Configurations Go Graphic With New Design Kit



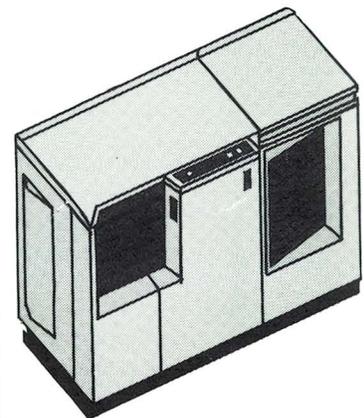
The peel-back, stick-on symbols are actual representations of Datapoint equipment. Accurate in color and roughly to scale, they're easy to manipulate and can be lifted and restuck numerous times.



Finally, you can stop drawing configurations on the backs of napkins at restaurants. Or spending hours trying to make those configurations look good for a presentation. Or fumbling for the best way to convey the Datapoint concept of networking to a skeptical prospect. Now you've got a powerful new sales tool that practically sells the Integrated Electronic Office by itself...The Design Kit.

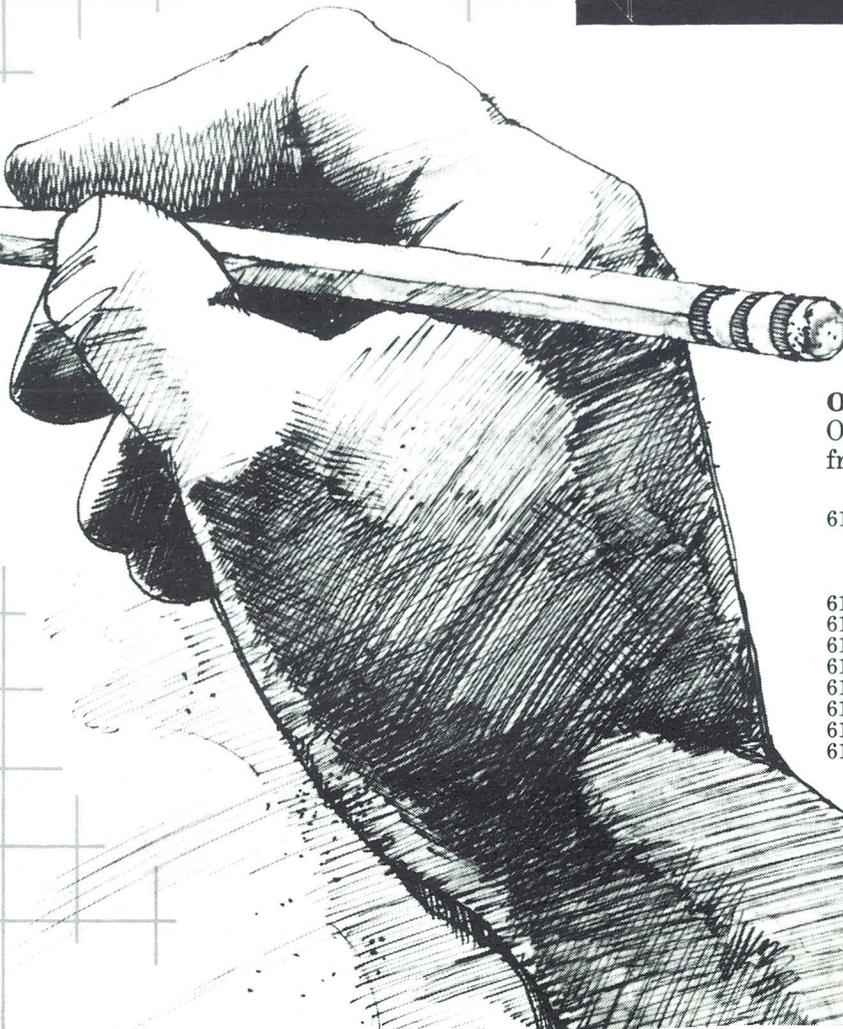
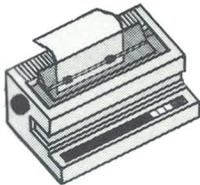
The Design Kit is a positive way to get your prospect involved, excited about "building" his own network. You can suggest configurations based on your knowledge of the prospect's needs. Use it to quickly build a full-color presentation tailored exactly to the situation. Leave it behind for the prospect and his staff to build their own configurations. Then you can go back for the sell.

It makes a complex idea easy to "see." Together, you and the prospect use the big grid sheet and sheets of peel and stick symbols to match a Datapoint system with their specific needs.



The 5 simple steps you follow clarify and drive home the Datapoint networking concept. The legend gives you a fast reference for every piece of equipment in the kit. And when you show the prospect how to connect all those pieces, it's a real show-stopper.

This piece of marketing literature won't be thrown in the trash a few days after you've come and gone. It's short, a fast read and attractively illustrated. Designed and packaged to help you inform, sell, cross-sell and re-sell, The Design Kit is one of the most exciting sales aids to come along.



	<p>120MB Storage Module System Dual Disk Drive — Extension to 180MB. Provides data storage for 6600 Processors.</p>		<p>45 CPS Character Printer — Letter-quality printer available as desktop or mounted pedestal model. Excellent for shared word processing needs. Multiple character fonts and sizes available. Method: rotating print wheel.</p>
	<p>20MB Cartridge Dual Disk Drive — 10MB fixed, 10MB removable. Extensions to 80MB. Provides storage for 6600 Processors.</p>		<p>160 CPS Matrix Printer — Data processing printer available as desktop or mounted pedestal model. 42 different print sizes available. Method: 9x9 dot matrix.</p>
	<p>20MB Disk/20MB Cartridge tape — Expandable to 100MB. Fast, easy backup on cartridge tape. Provides storage for 8600 Processors.</p>		<p>340 LPM Belt Printer — For draft copy and medium volume data processing printing. Method: rotating belt.</p>
	<p>10MB Cartridge Disk Drive — Extensions to 40MB. Provides storage for 1800 and 8600 Processors.</p>		<p>300/600 LPM Band Printer — Produces high quality output in large volumes on both single and multipart forms. Also available with acoustic cabinet that fully encloses the printer. Method: rotating steel band.</p>
	<p>1MB/2MB Diskette — Expandable to 4MB/8MB. Available in both single/double sided and single/double density. For individual processor storage and backup.</p>		<p>900 LPM Drum Printer — Excellent for high volume data processing printing on single and multipart forms up to 136 columns wide. Method: rotating drum.</p>
	<p>800 or 1600 BPI Magnetic Tape Drive — 9 track. Stores over 5MB for sequential handling. Excellent for archiving.</p>		

The 2-page legend contains brief descriptions of all the components found on the symbol sheets to help match equipment to requirements for capabilities and capacity.

Ordering Information

Order full kits or additional components from Software Services, x7912 or x7320.

- 61327 **Complete Design Kit** (includes 8-page folder, 1 page each of all symbol sheets, and 1 22"x33 1/2" folded grid sheet).....\$6.00 ea.
- Symbol Sheets**, each 10 sheets/pkg. .\$.2.03/pkg.
- 61328 Processors & Workstations
- 61329 Storage Media
- 61330 Impact Printers
- 61331 Communication Links
- 61332 Telecommunication Management Products
- 61333 Telephone Instruments
- 61334 Printing & Graphics Systems
- 61335 **Grid Sheets**, 22"x33 1/2", folded (pkg of 10 grid sheets).....\$.31/pkg.

ISX: Sales Strategy

As the first deliveries and installations of Datapoint's Information Switching Exchange (ISX) occur, both customers and employees are becoming increasingly interested in the system. The product has recently been getting good coverage in trade journals.

The demonstration of Version 1 at the recent ICA (International Communications Association) show (see related story page 5) was very well received. Many firms are excited by the concept of the switch and want to know more about it. They are literally flooding sales offices with requests for proposals, often asking very detailed questions on ISX's design, operation, and performance.

Sales people, seeing a significant revenue opportunity, are frantically chasing after these requests. But many have been overwhelmed, ending up pursuing accounts that we have no hope of ever actually selling or installing. Some have even given up trying to sell the ISX altogether.

Although other established products can provide immediate sales, you need to start the flow of ISX orders. This will give you and your region a start on the learning curve as well as providing a base of reference accounts for future sales. This article is intended to help you to separate the potentially winnable sales situations from those that will be unproductive, and waste your time and regional resources.

A Third Generation PBX

The ISX was designed to be an integral voice/data PBX, the supercontroller of the Integrated Electronic Office. Just like Datapoint pioneered the concept of dispersed data processing, the architecture of the ISX is one of dispersed switching.

The "mainframe" PBX has been broken up into modular switching units (RSUs) that can be placed remotely from the central site and still function as a single system. The modularity also allows easy, cost effective incremental growth from 100 ports (telephones, trunks, and business machines) to over 20,000 in a

single system. No other single switch has that growth potential.

This flexibility is mandatory as data switching becomes increasingly important. The voice switch must be cost-justified today, yet also be able to expand over the next few years to accommodate the universal application of automated office functions.

Because this information traffic cop is vital to the customer's business operation, it must be reliable. The hot standby redundant spares, sophisticated self-diagnostics and unique two-way remote maintenance capabilities ensure that the ISX will continue to function with a minimum of down time.

All of these capabilities describe a third generation PBX, a significant advance in design over today's less sophisticated switches.

Potential Customers

The most successful ISX sales targets include:

- Datapoint Users
- Fortune 1,300 Pilot Projects
- Financial Institutions and Other Common Carriers
- Version 1 Applications
- Voice Now / Data Later
- Solution Oriented / Financial Sales

DATAPPOINT USERS. Even though Datapoint has been in the telecommunications market since 1976 (with Infoswitch/LDCS) and has installed over 1,200 systems, the ISX is a new product. It is a more sophisticated technology with complex installation, support, and maintenance requirements. We have the resources and experience to develop and install it since our CMP product line has evolved step-by-step to prepare us for the ISX.

There will always be skeptics until we have an installed customer base. Therefore, the easiest sale will be to existing Datapoint users who are familiar with our products.

Pay particular attention to following up the Test Marketing contacts made prior to the announcement in April 1981. Let these people know that the system we

talked about is now a reality and installed at the first customer.

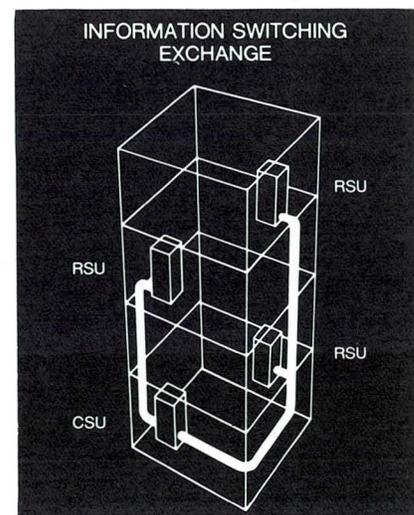
If the customer really wants an ISX but needs to submit RFPs for competitive bidding, help him write them so that our unique features are stressed. If you receive an RFP that you did not help write, be assured that some other vendor did, and getting the order for Datapoint will be much more difficult. Be careful not to waste your time; consider sending a polite no bid response to the prospect.

However, you may want to respond anyway as an investment in future sales. The particular bid may not be winnable, but the customer or consultant may have other future locations perfect for the ISX. Your response will help lay a foundation for future bids tailored for us. Consult with your manager and use your resources wisely.

FORTUNE 1,300 PILOT PROJECTS. Seek the major industrial and financial corporations in your territory, preferably in the major cities where we can get good exposure and easily bring prospects to reference customers who can demo the switch.

Find a location that will fit Version 1 size and feature availability as a pilot project for the company. Upon the successful evaluation of that installation, we can then expand to other, more complex locations.

FINANCIAL INSTITUTIONS AND OTHER COMMON CARRIERS. These particular



The "mainframe" PBX has been broken up into modular switching units (RSU's) that still function as a single system.

industries have been the most successful for early ISX sales. The first four installations were, in order: an insurance firm, a mortgage company, another insurance firm and a bank.

These institutions see deregulation bringing increased competition in their once-exclusive market areas and product lines. They realize that fast, efficient, reliable communications of all types of information will be the key to providing better service — the key to survival.

OTHER COMMON CARRIERS (OCCs) utilize the LDCS for its integral data processing capabilities with ARC and low entry price. The ISX provides an upward expansion path with the most sophisticated least cost routing package of any PBX on the market today.

VERSION 1 APPLICATIONS. Sell what we can deliver: a voice switch from 250 to 1,000 ports.

The \$1,000 cost per equipped port (including installation), first year warranty, and Infonet I station equipment, as well as the availability of supplemental key telephone equipment, makes the system price very attractive.

Don't get into a contest over who has the most features. There is nothing to be ashamed about with Version 1. The Inroute feature is a very powerful, pre-programmed, multi-step call forwarding table that no one else has. And although large, multi-location PBXs with heavy data requirements may look attractive, chances are you will be wasting your time pursuing those leads.

It's true that the ISX was ultimately designed for that type of application, but a shrewd businessman will stick with a proven system. Get an installed base of smaller switches; the larger ones will eventually fall into place. As with our other communications management products, systems can be easily upgraded to Version 2 features and size.

VOICE NOW / DATA LATER. If your prospect wants a voice only switch, he will not buy an ISX. Other switches have been doing that job with more features than Version 1 for a long time.

If he doesn't already know it, convince your prospect that he can't

ignore the need for integral voice/data switching much longer. He's got to plan for the future; ISX is the way to go. He can order the voice switch today, get the installation settled down, and become comfortable with the operation of the system. Then it can be upgraded to Version 2 and in easy, cost effective incremental steps, data switching can be implemented.

No one else has the data processing and telecommunications products and experience that Datapoint has. As a single source vendor, we can provide a telephone system, local network, word processing, electronic message capabilities, color business graphics and more.

SOLUTION ORIENTED / FINANCIAL SALES. As with our other CMP products, the ISX is a solution oriented, financial sale. The problem we solve is the need to switch both voice and data with a system that's cost effective — not only to purchase, but also to maintain.

Don't forget to include the cost of ownership. The ongoing moves, changes, and additions charges soon become the major expense associated with a PBX. Most businesses change 10-20% of their telephones every month. The addition of data terminals only compounds that problem. Our universal three twisted pair house wiring, the ability to respond to corporate changes quickly, and the ease of that change with the DMS mean that the cost of ownership of an ISX can be as much as 75% less than conventional PBXs.

The way to prove that to your prospect is with cash flow analysis. That's your financial sale. In a future article we will provide you with a more detailed example of such an analysis. And even though many of our competitors are scared and cutting prices below that level, the integral control features of the ISX consisting of the DMS, accounting and traffic reports, and sophisticated least cost routing means that Datapoint delivers a price/performance ratio that no other vendor can match, even with optional call detail recording equipment.

ISX and the Future of Datapoint

In the next few years, ISX sales will contribute a significant portion of Datapoint's revenue.

Now is the time to position yourself for a share of those sales. The

product and industry is complex and overwhelming at first. Have the self-confidence to go out, give your own sales presentations, and answer customer's questions. You may not know all the answers at first, but there's no better way to learn.

Sales aides such as a Generic ISX proposal, Sales Reference Guide, and Feature Application Guide are in production for release soon. But no one will spoon feed you all the information necessary; you will have to work to lay your own foundation. Start now with your first Version 1 ISX and you will be assured your share in Datapoint's future. □

*Thomas Kotras
Ext. 5285*

New CMP Pricing and Configuration Guide Available

These are the highlights of the latest version of the CMP Pricing and Configuration Guide (M/C 70301):

- * Prices effective 6/1/82.
- * Purchase price reductions on LDCS systems approximately 15-25%.
- * Purchase price reductions on ACD systems approximately 10%.
- * Purchase price reductions on Mini-ACD systems approximately 40%.
- * Installation rates for LDCS and ACD systems have increased.
- * Maintenance rates for LDCS and ACD systems have decreased by approximately 50%.
- * Lease rates for LDCS and ACD systems have generally been reduced.
- * Model codes for Mini-ACD have been corrected.
- * Software for ACD version 4.1 has been unbundled from the system and should be ordered on a separate software order schedule.

* Previously announced price increases for SMDR's are included. □

*Tom Wallace
Ext. 5365*

1550: A Personal or Professional Computer?

With the new prices for 1550 systems, have we changed our market strategy? The answer is yes and no.

As before, the 1550 is a store and forward device used in remote locations to do data entry and to transmit data to a host. Also, we market it as a very powerful small business computer in the stand-alone mode.

The new prices have really enhanced the existing market strategy, and these price changes have expanded the sales opportunities into the "professional" computer market. This market is defined as professional corporate personnel desiring their own computer for business use.

What are the specific differences between "professional" and "personal" systems? The following table explains.

Personal	Professional
Unstructured*	Structured*
Cash and Carry	Vendor Installed
Depot Service	On-site Service
Purchase Only	Purchase or Lease
Limited Software	Two Operating Systems
Single User	Multi-Terminal
	Networking
	Data Communications
	Expandable

*Unstructured vs. structured means the "personal" system is not shared by others. Since it can not communicate on-line to another system, software which is enhanced can not easily be shared by others with the same equipment. Structured implies that one account can control software enhancements to the betterment of all. This is accomplished by networking. The other elements are self-explanatory.

How do we stack up in the "Professional Marketplace"? The following lists the primary competition, and you can see that we offer more features and very competitive prices.

With all this good news, how do we rate with the "Personal" Computer? The answer is, "not too badly." As you will see, our quantity one price puts us out of the game, not just out of the ball park. However, with the 25%

discount on quantity 26 plus, we are right back in it. Try to sell in quantity. At \$4315 quantity 26 we can definitely compete with what other vendors have to offer.

When comparing the 1550 to these personal computers, keep in mind

that the diskette storage is not comparable to the 1550's diskette storage. If diskette storage were equal, we would be even more competitive.□

*Jim Whitehouse
Ext. 7151*

Professional Computer				
SYSTEM	WANG-WRITER	DISPLAY WRITER	IBM DECIMATE	DATAPPOINT
BASIC:				
MEMORY	96K	160K	64K	64K
STORAGE	0.2MB 1 Drive	0.25MB 1 Drive	1 MB 2 Drive	1 MB 2 Drive
OP/SYS	CP/M		OS/78,\$1600 COS-310,\$4,600	DOS CP/M
BASIC PRICE	\$6,400	\$5,095	\$6,595	\$5,750
MEMORY	96K-128K	160K-265	64K	64K-96K
DISKETTE	.2MB-.5MB	.25MB-2MB	1MB-2MB	1MB-8MB
EXT.PRICE	None	\$1,100	\$4,150	\$3,000
DISK	None	None	None	10MB-40MB (Removable)
COMM	TTY,3780	TTY,3780	TTY	Too many to list
PRICE				FREE
CONCURRENT	Yes	Yes	No	Yes
WP	Yes	Yes	Yes	Yes
SERVICE	Wang	IBM	DEC	Datapoint
LANGUAGES	BASIC	None	BASIC FORTRAN	FORTRAN BASIC DATABUS

Personal Computer					
SYSTEM	APPLE III	TRS80 II	IBM PERSONAL	XEROX 820	DATAPPOINT 1552
BASIC:					
MEMORY	96K	64K	64K	64K	64K
STORAGE	.1MB 1 DRIVE	.5MB 1 DRIVE	.2MB 1 DRIVE	.5MB 2 DRIVE	1MB 2 DRIVE
OP/SYS	SOS CP/M	TRDOS CP/M-86	DOS \$200	CP/M CP/M	DOS
BASIC PRICE	4,240	\$3,899	\$3,005	\$3,795	\$5,750 QTY 26 + \$4,315
MEMORY	96K-128K	32K-64K	16K-256K	64K	64K-96K
DISKETTE	.1MB-.6MB	.5MB-2MB	.2MB-.3MB	.2MB-.5MB	1MB-8MB
EXT.PRICE	\$575	\$1,150	\$575	NONE	\$3,000
DISK	5 MB	8MB	NONE	NONE	10MB-40MB (REMOVABLE)
COMM	NONE	3270,3780	NONE	TTY	Too many to list
PRICE		\$995 EA		\$200	FREE
CONCURRENT	YES	NO	NO	NO	YES
WP	YES	YES	YES	YES	YES
SERVICE	DEALER	DEALER	DEALER,IBM	XEROX	DATAPPOINT
LANGUAGES	BASIC STD	BASIC \$199 COBOL \$299 ASSEMBLER \$249 FORTRAN \$299	BASIC	BASIC \$125 COBOL \$700	FORTRAN BASIC DATABUS

RMS Success: Custom Computing

Custom Computing of Kilgore, Texas is a software development house specializing in business application products and custom programming. The company has used Datapoint equipment since 1976 and is a very active Datapoint representative. Prior to forming the company the owners, Bob and Glenda Cochran, began their association with Datapoint products with a 2200 in 1973.

RMS first entered Custom Computing's world when the firm was hired by a client to move DATASHARE applications software from DOS to RMS. Custom Computing approached the task aggressively, and by February 1981 they had attended Datapoint's RMS training and were in the thick of the task.

Custom Computing was so impressed with RMS's features that they began using RMS for program development. According to Glenda Cochran, "Program development under RMS has been very productive."

There are a number of features of RMS that they especially like:

- Reduced disk space requirements. Source code under RMS requires

about 1/2 the disk space as it did under DOS, according to Custom Computing's newsletter *CC Update*. They attribute this primarily to the difference in the number of sectors in the minimum file size. Their programs use extensive includes for file I/O. Each include is a small text file. In DOS, each file would take 24 sectors; in RMS only 3. One application had over 60 includes, and RMS saved over 1260 sectors.

- Access to the printer from anywhere in the ARC.

- The ease with which RMS allows complete separation of development, production, and testing tasks.

- Elimination of the DOS restriction on the number of file names on a volume.

One result they had not expected was increased productivity from their development programmers. RMS as an operating system is very popular with the staff. It runs many tasks that they do frequently more quickly than DOS. The reduced disk space requirements mean they don't have to interrupt their work to change disk packs often. Also print functions can be initiated at the system printer from

any workstation without having to get up and go to the printer.

Glenda Cochran commented that their local Datapoint office has been responsive to their comments, questions, and problems. They also like the timely notification they receive when a new RMS release is available.

Custom Computing is now converting all of their application software packages to RMS. Their current RMS offerings include accounts receivable, accounts payable, general ledger, payroll, inventory, administrative educational package, and computer aided programming.

They also offer a custom programming service in RMS DATABUS/DATASHARE, RPG, and COBOL. All current development is done in RMS. They talk in terms of how easy it is to migrate from RMS to DOS, and are fully committed to a future with Datapoint and RMS.

Custom Computing makes this commitment as they fully guarantee all their software and do not charge software maintenance fees. Their policy is, "We provide a warranty on all our software products. If you should encounter a programming error or bug, we will correct it without charge." □

*Product Marketing
Ext. 7151*

Value-Added Software Adds A Competitive Edge

Any software which provides needed management and processing options adds value to proposed hardware. Datapoint opens the door to those software vendors with software products that can add value to our hardware and help sell our products.

Datapoint sells and supports three basic types of software: Category I is software written and supported by Datapoint (IEOS, DATASHARE); Category II has been licensed from another company but is supported solely by Datapoint (Multiplan). Category III is software sold and supported by companies other than Datapoint for use on Datapoint systems.

Category III software provides the

customer additional, powerful software and adds that "competitive edge" to our products which will often sway the customer to Datapoint.

Data Management Systems and Inforex have this type of Category III software.

Data Management Systems' DATASCAN

DATASCAN is a powerful English-like information retrieval and report generation system designed for the non-professional user. As a management tool, it puts information on existing data processing files in the hands of the manager for quick and easy query and reporting without modification to the existing files.

Information may be stored for later use in text files or on hardcopy.

DATASCAN uses complete processing capabilities in 1) selection, 2) arithmetic, 3) sorting, 4) output, 5) security, and 6) control. Data files are defined to DATASCAN through a data dictionary which contains a name for each data element used. Generally, dictionary creation is a one-time procedure, but dictionaries can be revised at any time. Up to four files can be accessed by one dictionary. System operation is user friendly and totally interactive. All user requests are made in a simple free-form English-like language.

DATASCAN runs on all Datapoint systems except 11XX and 22XX series. DATASCAN is distributed and supported by Data Management Systems. License fees vary from

continued on page 16

\$1850 to \$6850, and maintenance fees from \$20 to \$40 per month, depending on the system. Discounts are given to multi-user sites according to number of systems in use. More information about DATASCAN may be obtained by contacting Datapoint Product Marketing or by contacting Data Management Systems, David Couchman (404) 455-1348, at 4630 Georgetown Square, Suite 809, Atlanta, Georgia 30338.

Demo software and presentation aids have been provided to most regions. Reps and OEM's may also acquire DATASCAN from Data Management Systems.

Inforex Is Also Category III

Although Inforex is wholly owned by Datapoint, it is still a separate company, and as a separate company, sells and supports its own software. Inforex can offer three very useful software tools to Datapoint 6000 series and ARC users.

Information Management

The first is a high level information management system that permits the user to create, format and manipulate data in an interactive,

Cables and Connector Kits Included with Printers

All shipping lists for current printer products now include the necessary cable and connectors kit.

Serial printers will be shipped with the 0555 Universal Serial Cable/Connectors Kit. The 0555 consists of ten feet of three twisted pair cable and assorted connector pairs to accommodate all serial printer connections (i.e. ICA's, MPCA's, Serial Interface Printer Ports, etc.) The instructions for assembling the cable are included in the kit.

The parallel printers are shipped with eight feet of I/O cable.

Additional cables may be ordered separately for applications requiring longer lengths. □

Debbie Pena
Ext. 5191

easy to use application. Data entry and report programs are easily generated by the system in a high-level programming language.

INFOBASE* is a dictionary based system in which data elements such as keys, fields and data base documentation are defined. Multiple files and screens may be accessed through the dictionary for inquiry, data entry or report generation. INFOBASE supports a screen generator, similar to DSGEN (Datapoint's data entry and report generator program) and can support up to nine screens per one application. Completely interactive, INFOBASE permits data modification and user security.

INFOBASE allows complete field editing, interactive prompts and a series of internal systems reports. Data query and reporting can be selective using a versatile AIM-like inquiry aid known as CONFIRM.

Interactive COBOL

Also available through Inforex is a complete language processing system incorporating ANSI COBOL standards with some extended features. Multi-user COBOL will run pre-packaged software programs compatible with COBOL used on other systems with minor modification. Multi-user COBOL applications can be executed in either an interactive or batch mode, while any combination of jobs run simultaneously. Multi-user COBOL lets the user execute and write COBOL programs concurrently.

Data Entry

Inforex provides a third piece of software designed for fast and easy

Serial Option for 9257/9258 Printers

The serial option on the 9257/9258 is available even though it was not included in the latest edition of the U.S. Price Schedule.

The serial option, model code 0140, is ordered as 9257/0140 (300 LPM) and 9258/0140 (600 LPM) and is a no cost factory installed option only. □

Debbie Pena
Ext. 5191

data entry without high programming overhead. UDE (Universal Data Entry) provides powerful functions such as menu access, screen formatting, table lookup and generation and standard editing capabilities. UDE is complete with user security and operator statistic reports for supervisory records.

UDE is menu-driven to provide easy and friendly operation. Comprehensive prompts guide the user through initial screen generation. No user programming is required as the system does the rest. UDE permits complete data modification to any file and all screens contain easy to follow user prompts.

These Inforex software products require a minimum of 256K and UDE requires Inforex workstations. The associated license fee of \$10,000 per software product is decreased as the number of systems increase.

More information can be obtained from Datapoint Product Marketing or from your local Inforex sales office. All prospective customers must be registered as both Datapoint and Inforex salespeople can have ISV associated with each sale. □

Lee Hollow
Ext. 7151

*INFOBASE is a trademark of Infopro Services Inc.

Marketing Support Materials

Design Kit, Document No. 61327.

8600 Product Specification and Hardware Reference Manual, Document No. 61115.

Color Business Graphics User's Guide, Document No. 50651.

Customer Service Brochure, Document No. 60779.

Multiplan Mailer, Document No. 61326.

Software Release Summary

SYMBOL	RELEASE DATE	DESCRIPTION	DOS	UG	OBJ	MEDIA
ACMLU 2.1	3/31/82	ARC SDLC 3274 EMULATOR/SNA BATCH UNIT EMULATOR	D	50686	20853	CASS (1)
ARCSYS 1.3	4/19/82	ARC SYSTEM SOFTWARE	D	*	9833 20653 20654 20655	ALL 10MB 25MB 60MB
CBG 1.2	3/25/82	COLOR BUSINESS GRAPHICS SYSTEM	D	50651	9850 20653	ALL 10MB
EM3276S 1.2	3/9/82	SDLC 3276 EMULATOR	D,G	50639	9851	ALL CASS (1) SSDD (1)
IEOS 3.2	4/15/82	RMS INTEGRATED ELECTRONIC OFFICE SYSTEM	RMS	50502 50652 AD	9853 20653 20654 20655	ALL 10MB 25MB 67MB
INFOSWITCH/CASH 1.3.1	4/19/82	CALL ACCOUNTING SYSTEM FOR HOTELS	D,G	50631	9840 20652 20653 20654 20655 20651	ALL 2.5MB 10 MB 25MB 60MB SSDD (7)
INFOSWITCH/SHARE 4.2.2	4/1/82	INFOSWITCH / SHARE (HOST) MAINTENANCE RELEASE	D	50476 60899 QRG	20675	CASS (2)
KEY1800 2.1	3/31/82	1800 KEYBOARD DIAGNOSTIC	D,G	50387-01	20533 40353 40494	CASS (1) SSDD (1) DSDD (1)
MINI-ACD I 1.1.2	4/1/82	MINI AUTOMATIC CALL DISTRIBUTOR MAINTENANCE RELEASE	D	50632 *	20823 80487	CT (3) DATA CT
RMS 1.9	4/20/82	RESOURCE MANAGEMENT SYSTEM	RMS	*	9829 9830 9831 9832 9835 9836 9837 20828 40468 20834 20653 20654 20655	ALL ALL ALL ALL ALL ALL ALL 20MBCT DSDD 10MBCD 10MB 25MB 67MB
S1500 3.2	5/3/82	1500 SOFTWARE SYSTEM	H	*	40291 40464 40456	SSSD (5) SSDD (2) DSDD (2)
T301DG86 1.1	4/30/82	DIAGNOSTIC PROGRAM FOR 9301 STORAGE SUBSYSTEM	RMS	50687	20854 20855	20MBCT CASS (1)
T310DG86 1.1	4/30/82	9310 DISK DIAGNOSTIC FOR USE ON AN 8600	D	50684	20852	CASS (1)
T481DG55 1.1	3/22/82	MULTIFUNCTION COMMUNICATIONS ADAPTER TEST	C,G	50690	20856 20857 40492 40493	LGO (1) SSSD (1) SSDD (1) DSDD (1)

*Please see the Release Form for more Model Code information on documentation and software.

AD = Addendum
QRG = Quick Reference Guide

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Traditional Equipment

Model Code	Description	Maint.	Install	Price
Disk Systems				
4520	5500 Proc, 5MB Storage (two 2.5MB Wanco Drives, 1 fixed, 1 removable cartridge), controller, multiport interface	272	700	12225
4530	5500 Proc, 48K, Dual Disk and Controller, 20MB, Multiport Comm Adaptor	361	800	16000
4540	5500 Proc, 50MB Disk Storage, Controller, Multiport Interface	558	1000	18500
4620	6600 Proc, 5MB Disk Storage, Controller, Multiport Interface	267	700	14500
4640	6600 Proc, 50MB Disk Storage, Controller, Multiport Interface	628	1000	19950
4644	6600 Proc, 50MB Disk Storage Controller, RIM	623	1000	19950
4740	256K Proc, Dual Disks and Controller, 50MB, Multiport	644	1000	23500
4745	ARC File Proc, 256K, Dual Disk and Controller, 50MB, RIM Adaptor	639	1000	23500
Diskette Systems				
1131	Diskette 1130 Proc, 1 Drive	78	195	1600
1132	Diskette 1130 Proc, 2 Drives	102	195	1800
1133	Diskette 1130 Proc, 3 Drives	124	195	1900
1134	Diskette 1130 Proc, 4 Drives	150	195	2000
1174	Diskette 1170 Proc, 4 Drives	158	195	4300
9389	Diskette Extension	195	300	
1500 Systems				
1514	1500, 64K, .25MB Single Diskette Drive, 9310 Cartridge Disk Drive	147	250	7500
1515	1500, 64K, .25MB Single Diskette Drive, 9320 Cartridge Disk Drive	155	250	8200
1536	1500, 64K Memory, Two Diskette Drives (.5MB Total)	78	200	4000
1596	1500, 64K Memory, 2 Diskette Drives, 160 CPS Printer	120	200	5200
1536/9231	1500, 64K Memory, 2 Diskette Drives, 80 CPS Printer	129	200	5000
1543	Diskette Expansion Module	33	195	1500
1800 Systems				
1802	1800, 64K Memory, Removable Keyboard, 2 Diskette Drives (1MB)(1412), ICA	125	200	5000
1842	Diskette Expansion Module	39	195	1500
Processors				
1108	Cassette 1100 Proc, 8K Memory	90	195	1500
2226	2200 Proc, 16K Memory	121	195	1500
5548	5500 Proc, 48K Memory	184	200	8000
Cartridge Disks				
9310	10MB Cartridge Disk Without 4-Port MPCA	80	195	6500
9320	10MB Cartridge Disk With 4-Port MPCA	88	195	7000
9367	Dual Disk and Controller, 5MB Console	99	195	4200
9368	Dual Disk and Controller, 5MB Freestanding	99	195	4200
9369	5MB Dual Disk Extension	79	195	3500
Disk Controllers and Drives				
9370	Freestanding 25MB Mass Storage Drive/Controller	205	250	6500
9371	25MB Mass Storage Drive Extension	155	195	6000
9373	Console 25MB Mass Storage Drive/Controller	205	250	6500

Model Code	Description	Maint.	Install	Price
Belt Printers				
9212	115-240 LPM Printer, 132 Columns	103	195	3900
9214	132 Col Printer, 230-340 LPM	120	195	4300
Freedom Printers				
9231/9232	80 CPS Freedom Printer, Serial or Parallel	51	195	1050
1090	Option, Serial Interface Upgrade		195	150
1091	Option, Parallel Interface Upgrade		195	450
300 LPM Drum Printers				
9280	Printer-64 Char/Single Channel Vertical Form Control	140	195	6000
9281	Printer-96 Char/Single Channel Vertical Form Control	155	195	6000
600 LPM Drum Printers				
9260	Printer-64 Char	200	195	9500
9261	Printer-96 Char	200	195	9500
Matrix Printers				
9621	160 CPS Printer, Serial	42	195	1875
9622	160 CPS Printer, Parallel	42	195	2100
45 CPS Printers				
9601	45 CPS Char Printer Serial	45	195	3300
9602	45 CPS Char Printer Parallel	45	195	3700
Datastation Terminals				
3601	Datastation terminal	25	35	995
8200	Datastation terminal	18	20	1100
Comm Adaptors				
3400	Acoustic coupler	18	25	200
9401	Comm Adaptor	20	25	200
9402	Comm Adaptor	20	25	200
9404	Comm Adaptor	16	25	200
9408	Datashare Modem, 1200 Baud Transmit, 150 Baud Receive, Full Duplex	18	25	200
9409	Datashare Modem, 1200 Baud Receive, 150 Baud Transmit, Full Duplex	18	25	200
9420	Comm Adaptor	16	25	200
9453	Comm Adaptor	16	25	200
9455	Comm Adaptor	24	50	200
9460	Comm Adaptor	18	50	300
9462	Multiport Comm Adaptor	18	50	375
9450	Comm Adaptor	14	50	200
Tapes				
9581	9 Track Tape 1600 BPI 8.5 Inch Reel	110	195	4000
9583	9 Track Tape 1600 BPI 10.5 Inch Reel (Replaced by 9584)			
9584	9 Track Tape 1600 BPI 10.5 Inch Reel	134	195	9000
Options				
5508	8K Memory Upgrade for 5500		195	250
Card Readers				
9504	80 Col, 300 CPM, 115 VAC	65	195	2500
9505	Power Option for 9504, 230 VAC			0
NOTE: No charge when ordered with 9504				
Multistation Adaptors				
9470	4 Port Multistation Adaptor	10	75	500
9471	8 Port Multistation Adaptor	15	100	800

Trade Shows

Date	Event	Location
Sept. 21-23	Telecommunications Association (TCA)	San Diego
Oct. 11-14	Information Management Expo (Info '82)	New York City
Oct. 17-20	Data Processing Management Assoc. (DPMA)	Chicago
Oct. 27-29	Federal Office Automation Conf. (FOAC)	Washington D.C.

Ad Schedule

Publication	Date	Ad
Wall Street Journal	July 14	Systems That Work Together Now
Computerworld	July 26	ARC/ISX
Communications News	July	ISX-Talk Is Not Cheap
Telecommunications	July	ISX-Talk Is Not Cheap
Modern Office Procedures	July	ISX-Talk Is Not Cheap
The Office	July	ISX-Talk Is Not Cheap

Customer Education

Boston, Massachusetts

July 12	Basic Word Processing Concepts and Operations
July 26	DATASHARE
August 16	Introduction to Datapoint Programming
August 23	Basic Word Processing
August 30	DATASHARE
September 12	Advanced Word Processing (DOS)
September 20	Disk Concepts and Operations
September 27	Resource Management System

Chicago, Illinois

July 12	Introduction to Datapoint Programming
	Disk Concepts and Operations
July 19	Disk Concepts and Operations
	DATASHARE
July 26	Advanced Word Processing Concepts and Operations
August 2	Disk Operating System
August 9	Basic Word Processing
August 16	Resource Management System
August 23	Disk Concepts and Operations
August 30	Advanced Word Processing (RMS)
	DATASHARE
September 13	Introduction to Datapoint Programming
September 27	Disk Concepts and Operations

New York, New York

July 12	Disk Concepts and Operations
July 19	DATASHARE
	Basic Word Processing Concepts and Operations
July 26	Introduction to Datapoint Programming
	Resource Management System
August 2	Disk Concepts and Operations
August 9	DATASHARE
	Disk Operating System
August 16	Basic Word Processing
August 23	Introduction to Datapoint Programming
	Attached Resource Computer
August 30	Advanced DATASHARE
	Resource Management System
September 13	DATASHARE
	Basic Word Processing
September 20	Introduction to Datapoint Programming
	Advanced Word Processing (RMS)
September 27	Disk Operating System

Philadelphia, Pennsylvania

July 26	DATASHARE
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San Antonio, Texas

July 12	Introduction to Datapoint Programming
	Disk Concepts and Operations
	Resource Management System
	Advanced DATASHARE
	Basic Word Processing Concepts and Operations
July 19	Resource Management System
	Attached Resource Computer
July 26	Disk Concepts and Operations
	Disk Operating System
	Resource Management System
	DATASHARE
	Basic Word Processing Concepts and Operations
	Basic LDCS
	Automatic Call Distributor
August 2	Automatic Call Distributor
	Disk Concepts and Operations
August 9	Basic Word Processing
	DATASHARE

San Antonio, Texas cont.

August 16	Introduction to Datapoint Programming
	Attached Resource Computer
	Disk Operating System
August 23	Advanced Word Processing (DOS)
	Advanced DATASHARE
	Resource Management System
	DOS SNAP
August 30	Basic Word Processing
	Long Distance Control System
	DATASHARE
September 13	Automatic Call Distributor
	Resource Management System
	Disk Concepts and Operations
September 20	Basic Word Processing
	Introduction to Datapoint Programming
	Disk Operating System
September 27	Advanced LDCS
	Attached Resource Computer
	Electronic Message System

San Mateo, California

July 12	Disk Concepts and Operations
	Resource Management System
July 19	Advanced LDCS
July 26	Introduction to Datapoint Programming
	Basic Word Processing Concepts and Operations
	DATASHARE
August 2	Disk Concepts and Operations
August 16	Introduction to Datapoint Programming
August 23	Basic Word Processing
	DATASHARE
September 13	Disk Operating System
	Resource Management System
September 20	Resource Management System
September 27	Disk Concepts and Operations

Seattle, Washington

July 19	DATASHARE
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Washington, D.C.

July 19	Introduction to Datapoint Programming
August 2	Introduction to Datapoint Programming
August 23	Basic Word Processing
August 30	Disk Concepts and Operations
September 13	Resource Management System

Classes are subject to cancellation if minimum enrollment, 6 students, is not met. Notification of cancellation will be no later than 10 calendar days prior to class start date.

If you have a need for a class beyond this schedule please call, state your need, and we will attempt to place it on our next quarter's schedule.

Note: Effective immediately, registrations for all Customer Education classes will be taken by Customer Education in San Antonio at 512-341-3268. Please call San Antonio for information regarding classes or to register.

Sales Education

Class Title	Dates
Presentation Skills	August 5-6
Advanced Sales School	August 2-6

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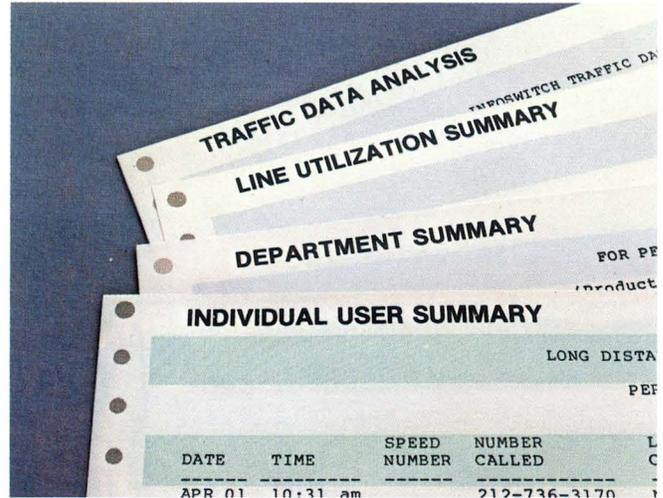
Datapoint Marketing News is the monthly newsletter for Datapoint employees in the fields of marketing, sales, and support. Our goal is to convey vital marketing and product information throughout the organization.

Editor: Claudia McNutt



Talk is not cheap.

Telephones make business work. They're fast. They're easy. They're right at everyone's fingertips. And they're usually efficient. But like everything else these days, they're not cheap. Telecommunication costs have become one of business's fastest growing expenses.



Datapoint's ISX™ gives you the information you need to make it more efficient.

Now you have a way to control the system and its costs.

Datapoint's Information Switching Exchange™ (ISX) gives you a usable, understandable picture of your phone system at work, *and* the tools to make it more efficient.

Who uses your phones and how

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