

March 15, 1973

SIGMA 9

- \* PAST SUCCESSES
- \* SIGMA 9 MARKETS
- \* SIGMA 9 SPECIFIC ACCOUNTS
- \* SIGMA 9 PROSPECTING
- \* CORPORATE RESOURCES

SIGMA 9 BUSINESS

1971 - 1973

UPGRADES	12
ADDITIONS TO CURRENT CUSTOMER	5
OEM	5
OTHERS	<u>5</u>
TOTAL	27

year #  
70 1  
71 6  
72 15  
73 5 (mon 13)

SIGMA 9

UPGRADES AND EXPANSIONS

NEWPORT NEWS

UTS

CARLETON UNIVERSITY (2)

UTS

MIAMI HEART (2)

MEMPHIS STATE (2)

UTS

McDONNELL - AUTOMATION (2)

UTS

COMSHARE U.S. (3)

Commedent II

COMSHARE CANADA (2)

UTS

WESTERN ELECTRIC

BTM - RT → CP-V

Autex

(2)

UTS?

SIGMA 9

OTHERS

Shipped Mar 8, 73

PATUXENT RIVER NAVAL AIR STATION

RBMX

To be installed  
excess

NASA GODDARD  
32 megabucks

UTS

320K

DUN AND BRADSTREET (i)

5-292 → 10 megabucks

100 Remote Gate  
11774 DISK BS  
→ 256

CRV dev +  
informatics

UNIVERSITY OF SOUTHERN MISSISSIPPI

UTS

MOTOROLA

UTS

SIGMA 9 MARKETS

opportunities  
report  
total  
90 IORS

UPGRADES

EDUCATION

IN - HOUSE TIME SHARING

SERVICE BUREAUS

REAL TIME (RBMX)

OEM

DOD

CIVIL AGENCIES

AEROSPACE

## SIGMA 9

### UPGRADE MARKET

#### DESCRIPTION

- SIGMA 5/6/7 USERS

#### SELLING POINTS

- CP-V
- CORE CAPACITY
- PRICE/PERFORMANCE

#### STRATEGY

- SELL NEW APPLICATIONS
- DO NOT FORGET THEM

14,000 students  
5,000 undergrads

ACCOUNT: CARLETON UNIVERSITY - OTTAWA, CANADA

CONFIGURATION: (2) SIGMA 9, 128K, 56 LINES 3 remote Batch  
192K

APPLICATION: JOINT UNIVERSITY COMPUTER CENTER

- WHY UPGRADE:
1. MORE CPU POWER
  2. MORE CORE
  3. MORE SIMULTANEOUS USERS

*MACAUTO*

ACCOUNT:

McDONNELL DOUGLAS - ST. LOUIS

*to Long Beach  
Washington B*

CONFIGURATION:

SIGMA 9, 192K 356MB DISK, (7) RADS, 128 LINES

SIGMA 9, 128K, 356MB DISK, (7) RADS, 128 LINES

*now at  
full 26  
rates*

*will be in some  
room with 195s*

APPLICATION:

INSIDE / OUTSIDE TIMESHARING

*all entry to  
IBM via  
195  
Sigma*

WHY UPGRADE:

1. MORE CPU POWER
2. MORE CORE
3. NEW DISK
4. RELIABILITY
5. MORE SIMULTANEOUS USER - 80/SYSTEM

NEW INTERFACE

*195*

*now  
299 more reliable than*

*LTRC 4800 bond  
Mac's handler CC32*

SIGMA 9

EDUCATION MARKET

DESCRIPTION

- ACADEMIC CENTER
- ADMINISTRATIVE CENTER
- JOINT CENTER
- DEDICATED COMPUTER

SELLING POINTS

- EXCELLENT REFERENCES  
CARLETON, BUCKNELL, VANDERBILT
- CP-V MULTI-USE
- PRICE/PERFORMANCE
- VERY COMPETITIVE

ACCOUNT:

UNIVERSITY OF SOUTHERN MISSISSIPPI

*10K students*

CONFIGURATION:

SIGMA 9, 128K, 364MB, 16 LINES

APPLICATION:

MULTI-PURPOSE

*Commercial D.O.P.*

SELECTION CRITERIA:

1. MULTIPROGRAMMING
2. GROWTH
3. \$21K/MONTH

COMPETITION:

EVERYONE

*DEC 10/70  
 Univ 107  
 145 - 571K - bench mark  
 B - 6700 - small T.S.  
 M 6040 - limited intro  
 Cyber 73  
 BSM 7/70  
 1415  
 -> 11:75*

WHY WON:

1. REFERENCES - MEMPHIS AND VANDERBILT
2. DEMOS/BENCHMARKS
3. GUARANTEED CONVERSION

SIGMA 9

IN - HOUSE TIME SHARING

MANUFACTURING

ENGINEERING/CONSULTANTS

TELEPHONE COMPANIES

FINANCIAL

OTHERS

SIGMA 9

T/S - MANUFACTURING

DESCRIPTION

- MFG. FIRMS WITH OUTSIDE TIMESHARING EXPENDITURES
- REPLACE CURRENT T/S SYSTEMS

SELLING POINTS

- LOWER COST
- BETTER CONTROL
- PROPRIETARY INFORMATION
- GOOD REFERENCES - COMMINS ENGINE, WESTERN ELECTRIC
- MUCH BETTER THAN TSO

*MACAUTO*

STRATEGY

- CALL HIGH / TOTAL T/S COSTS
- MAYBE COMBINE WITH M/S
- T/S COSTS COULD BE ANYWHERE

*message switching* ] General Foods  
*in White Plains*  
IBM  
Informatics 105500  
*also Fairchild*

ACCOUNT:

MOTOROLA

*order-entry*

CONFIGURATION:

SIGMA 9, 128K, 24 LINES

APPLICATION:

TIMESHARING

SELECTION CRITERIA:

1. PRICE
2. CONVERSION OF EXISTING USERS

COMPETITION:

COMSHARE, IBM TSO

WHY WON:

1. LOWER COST - CP-V SYSTEM
2. COMPATIBILITY
3. COMMERCIAL SYSTEMS

SIGMA 9

T/S - ENGINEERING / CONSULTANTS

DESCRIPTION

- ENGINEERING AND ARCHITECTURAL FIRMS
- MULTIPURPOSE

SELLING POINTS

- MULTI-USE - T/S, BATCH, REM. BATCH
- TEXT
- STRONG FORTRAN & BASIC

STRATEGY

- CONSOLIDATE COSTS INTO ONE COMPUTER
- BEWARE OF PACKAGES, ICES/STRUDL/LOGO/

*[Handwritten signature]*  
MIT  
C.E.  
Civil Engineering

## SIGMA 9

### T/S - TELEPHONE COMPANIES

#### DESCRIPTION

- BELL COMPANIES WITH OUTSIDE T/S EXPENDITURES
- INDEPENDENTS

#### SELLING POINTS

- LOWER COSTS
- BETTER CONTROL
- PROPRIETARY INFORMATION
- BISCOM REPORTS

#### STRATEGY

- COORDINATE WITH ED CARLSON

SIGMA 9

T/S - FINANCIAL

DESCRIPTION

- INSURANCE, BANKING, ETC. CORPORATIONS WITH LARGE TIMESHARING NEEDS  
I.E., CNA INSURANCE

SELLING POINTS

- LOWER COSTS
- BETTER CONTROL
- PROPRIETARY INFORMATION

STRATEGY

- CALL HIGH / TOTAL COSTS

SIGMA 9

PROSPECTING

1. LARGE COMMERCIAL TIMESHARING USERS
2. ANY LARGE CORPORATION - CORPORATE D.P. STAFF
3. IN HOUSE T/S UPGRADE
4. LARGE IBM USERS - TSO DISAPPOINTMENT
5. UNIVERSITIES
6. AEROSPACE
7. POWER UTILITY

DEVELOPING / CLOSING AND CORPORATE RESOURCES

1. HOME OFFICE
  - A. BENCHMARKS / DEMOS
  - B. VISITS - CORPORATE JETS
  - C. PEOPLE - MARKETING
  - D. FIELD REQUESTS
  
2. REFERENCES - OTHER SALESMEN
  
3. COMMERCIAL SYSTEMS  
*Applications*
  
4. CUSTOM SYSTEMS - COMM. LINKS.