OUT-THINK™

The Datapoint Marketing Newsletter
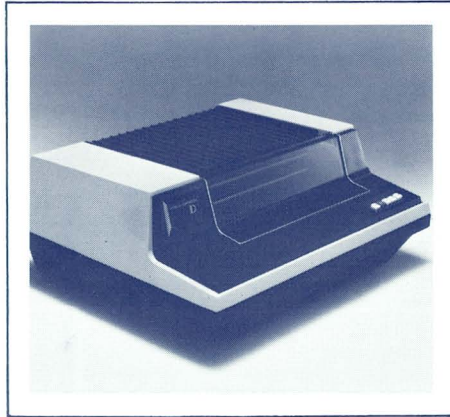
"Out-thinking our competition to help your customers out-think theirs"

NEW! Datapoint 160 cps Matrix Printer!

Low cost, high quality

Been waiting for a high performance printer to offer your 1500 and 1800 prospects? One priced to beat the "printer buy-around" problem? A reliable machine that produces high quality hard copy? One with unique features designed to meet a wide range of business printing needs? Well, wait no more -- the Datapoint 160 cps Matrix Printer is here!

The Datapoint 160 cps Matrix Printer is available in two models designed to meet the printing needs of nearly any business location. The model 9621, which includes a serial interface, may be used as a system printer with the 1500 Dispersed Processor (see article on combo) or as a DATASHARE® terminal printer when used with the 3600 Datastation. The parallel interface version, model 9622, attaches directly to the I/O bus of any other Datapoint processor as a system printer.

The 160 cps Matrix Printer delivers high quality printing at impressive rates of throughput. Using the upper or lower seven dots of its 9x9 dot matrix, the printer can produce lower case descenders and true underlining. The use of a dedicated microprocessor and buffer memory permits print speeds to reach from 60 to as high as 500 lines per minute, as well as

heightening reliability through the elimination of failure-prone mechanical components.

The best part of all of this is the prices: $2495 for the 9621 serial version and $2745 for the 9622 parallel interface model. The 9622 parallel version may be leased as well, going for $88 per month on a three-year lease (the 9621 serial version may be leased only in combination with the 1500 Dispersed Processor - see story, this page). And in quantities greater than 50, prices go down to $1795 (serial) and $1850 (parallel).

The 160 cps Matrix Printer is available with several options to further increase its power and versatility. The dual tractor option permits the concurrent printing of two different tasks, such as letters and their address labels. The optional mechanical VFU control provides more flexible format control. A full 96 character ASCII character set is standard; international character sets are also available.

The 160 cps Matrix Printer can conform to the space requirements of nearly any office, too -- it can be placed on any desk or table top, or, with the optional stand, on the floor.

The 160 cps Matrix Printer is
(continued on page 2)

1500 packaged with new 160 cps printer, 1500 leasable!

1500 price changes, too

Like to be able to offer your prospects a complete dispersed data processing system, including processor, diskettes, and printer, for under $8500? For as low as $270 per month if they decide to lease? Well, now you can, because the ever-popular 1500 Dispersed Processor is now being offered together with the new 160 cps Matrix Printer at a special low price.

The package includes the 1500 Dispersed Processor, complete with 32K bytes of memory and two diskette drives, along with the 160 cps Matrix Printer and the cable necessary to connect the two. With a purchase price of $8495 and a lease rate of $270 per month on a three-year plan, those past successes of the 1500 will seem a mere bagatelle!

1500 now leasable!

For those locations where a printer is not required, the 1500 Dispersed Processor may be leased for as low as $195 per month on a three-year contract (see the chart for complete pricing information). Have any prospects who are totally and irrevocably opposed to buying their machines? The new lease plan should have them believing in the gospel of dispersed data processing -- and in the 1500 in particular -- before you can even quote them the lease rates.

(continued on page 4)

designed for ease of use. Controls have been kept to a minimum and are plainly marked. Changing the ribbon or the print head is fast, easy, and requires no tools (print head replacement is covered under the maintenance contract). Paper loading is fast and straightforward, with paper or forms of up to six parts (one original and five copies) being loaded into the front or bottom of the printer directly out of the box.

The 9622 parallel interface version includes all cables necessary for immediate operation; the cable for attachment of the 9621 serial version to a 1500 Dispersed Processor, 3600 Datastation, or Multiport Communications Adapter is sold separately (cable kit model codes and prices are unchanged from present Freedom Printer listings). Deliveries of the 9621 and 9622 will commence on June 1, 1979.

Widening the lead

Designed, manufactured, and serviced by Datapoint, the new 160 cps Matrix Printer widens Datapoint's lead in the field of dispersed data processing -- a fact we think your customers will agree with!□

160cps printer pricing

Purchase

Model Code	Description	1-3	4-10	11-25	26-50	51+	Maint.	Inst.
9621	160cps Serial Printer	2495	2295	1995	1895	1795	30	125
9622	160cps Parallel Printer	2745	2550	2150	1995	1850	30	125
9603	Stand (legs)	150	N/A	N/A	N/A	N/A	N/A	125*
0501	Mechanical VFU	100	N/A	N/A	N/A	N/A	1	125*
0050	Dual Tractor	300	N/A	N/A	N/A	N/A	3	125*
9443	Serial Cable (15 ft.)	56	N/A	N/A	N/A	N/A	N/A	N/A

*Installation charge applicable to field installation of option only. No charge if included on initial order.

Lease

Model Code	Description	1YR	2YR	3YR	Rent	Maint.	Inst.
9621	160cps Serial Printer	No Lease Available					
9622	160cps Parallel Printer	120	100	88	150	30	125
9603	Stands (legs)	6	4	3	8	N/A	N/A*
0501	Mechanical VFU	4	3	3	6	1	N/A*
0050	Dual Tractor	12	10	8	15	3	N/A*
9443	Serial Cable (15 ft.)	No Lease Available					

*Option is purchase only if ordered after unit is installed. Lease terms only on initial order.

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What you're reading right now was printed
on the new Datapoint 160cps Matrix Printer.
Note the high quality of the print - sharp,
clear letters, lower case descenders (g, j,
p, q, and y), and true underlining.
Not at all bad for $2,495!

SLIDING DECK TEST
 !"#$%&'()*+,-./0123456789:;<=>?@ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]↑_`abcdefghijk
!"#$%&'()*+,-./0123456789:;<=>?@ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]↑_`abcdefghijkl
"#$%&'()*+,-./0123456789:;<=>?@ABCDEFGHIJKLMNOPQRSTUVWXYZ[\]↑_`abcdefghijklm
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New wholesale program launched!

The OUT-THINK editorial staff was recently able to interview Mike Horridge, Director, Marketing Programs, concerning Datapoint's future wholesale program. Selections from that interview follow.

OUT-THINK: Mike, what's the purpose of this wholesale program, and when does it go into effect?

Horridge: The program will be a new marketing vehicle that's set up for volume sales of Datapoint equipment to corporations that will add value to the equipment and then resell it -- with little or no direct Datapoint support. The program will probably go into effect in the next couple of months.

OUT-THINK: Who will be eligible to participate in the program?

Horridge: The program will be open to financially strong prospects and customers who are willing to make a commitment of at least 15 months to market Datapoint products, who'll provide sales and systems support to the end user, and who have a vertical or unique market target. We see two different types of wholesalers: the distributor type, who adds specialized software to the products; and the OEM type, who will add hardware or software or both to the products before reselling them.

OUT-THINK: Where will the main driving force for the program come from -- the home office or the field?

Horridge: The program will be driven by the field and augmented by home office involvement when necessary. A new commission plan for wholesale business will be adopted to encourage Datapoint sales personnel to seek out new business.

OUT-THINK: Are there any special policies or procedures or administrative involvement?

Horridge: Yes, there will be a new contract, a change in warranty procedures, and a change in the commission structure. There will also be the requirement that the salesperson become attuned to the philosophy of the wholesaler as it relates to the specific business the wholesaler is seeking to penetrate.

OUT-THINK: What does Datapoint hope to gain from the program?

Horridge: Perhaps we might first discuss the benefits of the program to the wholesalers, since their acceptance of the program is crucial to its success. These benefits include quantity discounts exceeding those normally offered, price protection for 15 months, barring any general price increases, and flexible product commitments to meet the wholesalers' changing market requirements. Other benefits to the wholesalers will be identification with the proven product acceptance that Datapoint enjoys in the market today and contractual terms and conditions which address the needs of the resale market. Now that we've addressed those, the primary benefits to Datapoint will be increased profitability through the reduction of marketing expenses and from Datapoint's addressing a market it has never entered before, and quick revenue generation through the purchase only business. In addition, the program will provide a vehicle to seed products in the market, improve forecasting, planning, and production through marketing annual orders and ship schedules, and stimulate new field activity. It will also expand career opportunities by creating a number of special field support positions.

OUT-THINK: What about maintenance?

Horridge: Yes, Customer Service maintenance will be available. In fact, we will encourage end user maintenance. End user maintenance contracts are to be executed by the end user; all other maintenance will be administered between Datapoint and the wholesaler. Datapoint's maintenance will provide an excellent marketing tool to the wholesaler. Few of the manufacturers selling to this segment of the market offer the maintenance coverage we do, so it's a big plus.

OUT-THINK: Are any other end user contracts to be executed by Datapoint?

Horridge: Yes, the wholesaler must have the end user execute a License Agreement. These License Agreements will be pre-executed by Datapoint and supplied to the wholesaler.

OUT-THINK: How about training?

Horridge: Software training will be available to the wholesalers at the regular in-house price. End users, of course, may attend training classes as well. They would pay the standard end user fee for each course, just as they do now.

OUT-THINK: Are there any limits to what products the wholesalers may buy?

Horridge: No, the entire product line should be available to the wholesaler; however, most wholesalers will have their own specific requirements for equipment.

OUT-THINK: Do you have any estimates for the size of the total U.S. market potential?

Horridge: Yes, our estimate for 1979 is that this market will total around $1.5 billion worth of shipments, representing over 75,000 processors. We expect to see a growth rate of about 30% per year.

OUT-THINK: Do you see any products being more popular than others within the program?

Horridge: Well, I would think that the 1500 and 1800 processors, with their superior price/performance ratios and flexibility, would offer the wholesaler the best chance at meeting their customers' needs. Of course, each wholesaler will have to decide which of Datapoint's products are right for him and his market, since the whole product line is available.

For Datapoint ads in the April and May issues of the following publications:

ARC™Ads
April:
   Data Communications
   Datamation
   Infosystems
May:
   Computer Decisions
   Computer World
   Datamation

1800 Ads
April:
   Modern Office Procedures
   Small Systems World
May:
   Infosystems
   Modern Office Procedures

Customer Service Ad
May:
   Computer World

Keep an eye open for a cover feature, starring Datapoint equipment, in the March/April issue of Information Manager magazine.

New literature

Also be on the lookout for the following Datapoint marketing literature:

160 cps Matrix Printer flysheet (60758, 18 cents, available 5/10)
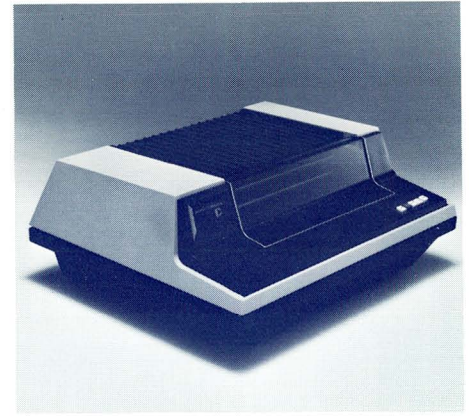
Supplies Catalog (60712, 47 cents)

A correction

The telephone number for Tom Carlson, Telecommunications and Peripherals, was incorrectly reported in the OUT-THINK special edition last month. The number should have read 5149.

1500 packaged with new 160 cps printer, 1500 leasable!

1500 price changes

In order to encourage volume purchases the 1500 discount structure has been changed. The first quantity break is now after 3 systems, and the slope of the curve is steeper. While the quantity one price is higher, the quantity 50+ is lower. Take a look at the new quantity discount schedule and the drastically reduced price of the memory expansion kit (see chart next page for complete details).

Price protection for outstanding proposals will be extended for 90 days with receipt of the order in San Antonio no later than July 31, 1979, so you still have some time left for your customers to grab hold of some great gear at bargain prices.

New wholesale program launched!
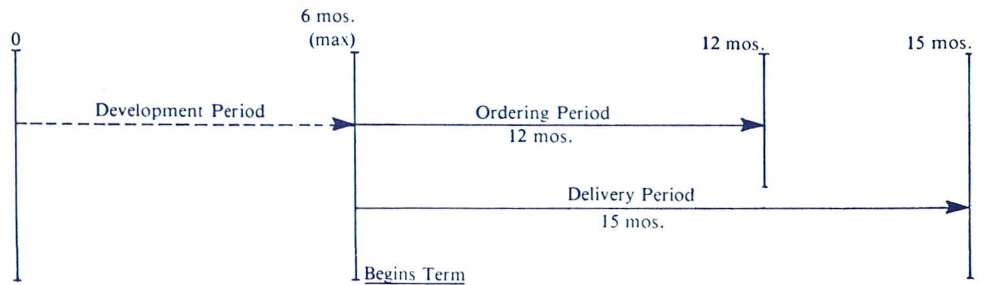
Agreement Date	Ordering Period	Delivery Period
1. Commitment	Balance of commitment(s) ordered	1. All commitment(s) must be delivered.
2. 10% Order		2. Move Out Provision.
3. Development Sys.		

A word on the wholesale program from Ed Gistaro, Senior Vice President and General Manager of the Data Processing Division:

"The new wholesale program is an important means for Datapoint to enter new markets, gain important exposure, and increase orders and revenues. All of us have high hopes for this program -- with an aggressive and concerted effort, we can make it a success and strenghten Datapoint's position as the leader in the dispersed data processing."

Significant order closings (fantastic work column)

Salesperson	Customer	Equipment	Total Value
Bill Bunce	W.W. Grainger	4520s	$3.5 million
Ed Wood	Olympia Data	1800s	$1.1 million
Bob Crowley	S & L Computer Trust	4530, 4630	$ .67 million

1500 + 160cps printer package pricing

Purchase

Model Code	Description	1-3	4-10	11-25	26-50	51+	Maint.	Inst.
1592	1532, 9621, Cable	8495	7995	7495	7145	6650	78	175
1593	1533, 9621, Cable	8745	8245	7745	7395	6900	78	175
1594	1534, 9621, Cable	11495	10845	10145	9645	9050	106	175
1595	1535, 9621, Cable	11745	11095	10395	9895	9300	106	175
1596	1536, 9621, Cable	9145	8620	8070	7695	7175	92	175
1597	1537, 9621, Cable	9395	8870	8320	7945	7425	92	175
1598	1538, 9621, Cable	12145	11470	10720	10195	9575	120	175
1599	1539, 9621, Cable	12395	11720	10970	10445	9825	120	175

Note: See separate 1500 or printer price list for options.

Lease

Model Code	Description	1YR	2YR	3YR	Rent	Maint.	Inst.
1592	1532, 9621, Cable	370	305	270	N/A	78	175
1593	1533, 9621, Cable	382	316	280	N/A	78	175
1594	1534, 9621, Cable	490	410	360	N/A	106	106
1595	1535, 9621, Cable	502	421	370	N/A	106	175
1596	1536, 9621, Cable	398	327	288	N/A	92	175
1597	1537, 9621, Cable	410	338	298	N/A	92	175
1598	1538, 9621, Cable	518	432	378	N/A	120	175
1599	1539, 9621, Cable	530	443	388	N/A	120	175

Note: See separate 1500 or printer price list for options. See last page for competitive comparisons.

1500 system pricing

Purchase

Model Code	Description	1-3	4-10	11-25	26-50	51+	Maint.	Inst.
1532	1500, 32K, Two Diskettes	6550	6250	5550	5250	4850	48	125
1533	1532, Removable Keyboard	6800	6500	5800	5500	5100	48	125
1534	1500, 32K, Four Diskettes	9550	9100	8200	7750	7250	76	125
1535	1534, Removable Keyboard	9800	9350	8450	8000	7500	76	125
1536	1500, 60K, Two Diskettes	7200	6875	6125	5800	5375	62	125
1537	1536, Removable Keyboard	7450	7125	6375	6050	5625	62	125
1538	1500, 60K, Four Diskettes	10200	9725	8775	8300	7775	90	125
1539	1538, Removable Keyboard	10450	9975	9025	8550	8025	90	125
1543	Diskette Expansion Module	3500	3325	3100	2925	2800	28	125
6674	Memory Expansion Kit	650	625	575	550	525	14	125

Lease

Model Code	Description	1YR	2YR	3YR	Rent	Maint.	Inst.
1532	1500, 32K, Two Diskettes	280	225	195	N/A	48	125
1533	1532, Removable Keyboard	292	236	205	N/A	48	125
1534	1500, 32K, Four Diskettes	400	330	285	N/A	76	125
1535	1534, Removable Keyboard	412	341	295	N/A	76	125
1536	1500, 60K, Two Diskettes	308	247	213	N/A	62	125
1537	1536, Removable Keyboard	320	258	223	N/A	62	125
1538	1500, 60K, Four Diskettes	428	352	303	N/A	90	125
1539	1538, Removable Keyboard	440	363	313	N/A	90	125

New 1800 software combos!

Are you weary from writing software orders for the 1800? Do you get writer's cramp from listing all of the various model code numbers? Do your customers sometimes become irate upon learning they must purchase each program separately? Well, have we got some good news for you!

Effective May 1, 1979, you will be able to obtain most of the basic software and User's Guides for the 1800 with a minimum amount of effort. Two types of packages will be available - a Software package and a corresponding Documentation package. Each Software package is released on a double density diskette, with the corresponding documentation package containing the appropriate User's Guides.

Your customers will be happy with the faster, cheaper, and easier method of ordering. They can order several copies of the software and only one set of documentation or several sets of documentation with only one or two copies of the software -- whatever fits their needs.

Each package has a unique model code. The first character designates the type of package (S for Software and D for Documentation). The code's four numbers represent the system with which the packages are used (in this case, the 1800). The final letter indicates the particular package (stand-alone, DATASHARE®, or other). For example, "D1800A" is the "A" Documentation package for the 1800.

The price of each software package is $25 (cost of media); the documentation packages are individually priced. Initially, there are four different selections for a total of 8 packages (4 software and 4 documentation).

The model code, price, and contents of each package are given below.

Stand-alone 1800

S1800A - $25.00
D1800A - $49.95

COPYFILE - utility to copy from DOS.A, .B, .C, .D, or .E to DOS.G double density diskette

DBCMPLUS - DATABUS® compiler

DBML18 - DATABUS MULTILINK™ interpreter

DCCONV18 - file conversion utility

DCDFMT18 - IBM diskette conversion utility

DOS.G - Disk Operating System

FASTSORT - improved SORT utility

LIBSYS - system library maintenance utility

LINK - relocatable link editor

DATASHARE 1800

S1800B - $25.00
D1800B - $13.75

DS51800 - 1800 DATASHARE Interpreter

DSGEN - DATASHARE program generator

DSTEXT - DATASHARE utilities

Synchronous DATAPOLL®

S1800C - $25.00
D1800C - $4.80

DPSDMP18 - Synchronous DATAPOLL disk master

DPSMTM18 - Synchronous DATAPOLL magnetic tape master

DPSDSP18 - Synchronous DATAPOLL disk slave

Asynchronous DATAPOLL

S1800D - $25.00
D1800D - $4.70

DPDMP18 - Asynchronous DATAPOLL disk master

DPMTM18 - Asynchronous DATAPOLL magnetic tape master

DPDSP18 - Asynchronous DATAPOLL disk slave

Note: No substitutions!

These packages should be most helpful. It will be easier to order the software and documentation initially; the software will also be considerably less expensive than when ordered separately.□

New catalog on the way
Field-developed software

A completely new edition of the Field Developed Applications Software Catalog is currently in the works. Part of a total revamping of Datapoint's third party software policies, the new Catalog, due May 15, will list and describe hundreds of software programs to give you an even wider choice to offer your customers and prospects.

The software in the new Catalog has been submitted by Datapoint's Domestic Sales Representatives. Subsequent editions of the Catalog, due out every ninety days after the first printing, will include listings of applications software developed by Datapoint customers and other experienced software firms in addition to those of the Domestic Sales Representatives.

The new Field Developed Applications Software Catalog is due to be available from Software Distribution on May 15.□

ARCs for Telephone Co. in New York

A total of eight ARC systems, valued at slightly under $2 million, has been sold to a telephone company for use in its offices throughout New York state. The sale includes 43 processors and 380 terminals in addition to numerous peripherals, and was culminated through the efforts of the Bell System Marketing and Support Team, headed by Account Manager Jerry Stanig of the Maywood, New Jersey office with the assistance of Systems Engineer Jack Miranda.

The telephone company will use the ARC systems at eight different locations as the data entry, processing, and communications base for their Service Order Data Entry (SODE) system. The sale was made against the more traditional key to disk approach, which involves keypunch operators and the need for keypunch verification. The dispersed data processing approach put the data entry function in the hands of clerks using format screens virtually identical to the forms previously used in the manual system. Competition for the sale included DEC, IBM Univac, and Delta Resources, a local OEM group.

"This is an extremely large market, a market that Datapoint has really yet to fully explore," notes Stanig. "It's also a market in which Datapoint can compete very effectively, as shown by the fact that the customer expects to save $1.5 to $3 million with the ARC systems over a three year period."□

1800 MTE status

You've been waiting patiently and now it's just about ready. Software Development has been working toward improving the performance of MTE 1800, and their efforts are almost ready to see the light of day. Improvements are being made in four areas, with better overall line utilization at 4800 bps the final goal.

Performance of the IBM package is approaching that of the 5500, while enhancements for HASP and CDC are in progress. GRTS and RUP will see enhancement associated with the Command Module, but the emulators themselves are not being enhanced as part of this effort. Certification data will be made available, upon release, to prospects who require detailed in-formation. Performance levels will be published for each package as available.

Because of the interdependence of each area of enhancement, the final release for all of the packages will be at the same time (on July 2, 1979). However, with the proper approval, information on these packages can be obtained prior to this date. Ralph Hall (Director, Software Support, extension 7064) may authorize a pre-release of a specific package to a particular customer based on the urgency of the need.

The following chart illustrates the level of performance improvement achieved on MTE's IBM 3780 at 4800 bps:

	Transmit From disk	Receive To disk	To printer
Theoretical limit	100%	100%	100%
5500 Performance	94%	92%	98%
2200 Performance:	70%	57%	97%
1800 Performance:			
Prior to enhancement	47%	43%	63%
After enchancement	91%	81%	95% □

New 1800 demo package

A demo package can now be ordered for Datapoint offices that have an 1800. Now you can actually demonstrate to your prospects all of the wonderful things you've been telling them about: stand-alone MULTILINK (DBML18), DATASHARE (DS51800), Interactive COBOL, and BASICPLUS.

You will be able to see such nifty things as SuperDemo (in both the stand-alone and DATASHARE modes), DSGEN, and an amortization program in BASIC. There is also a self-explanatory demo on Interactive COBOL written in Interactive COBOL.

The demo package consists of two double-density diskettes and may be ordered starting May 15, 1979. The model code is 40393 and the in-house price is $10 ($50 retail).□

Immediate availability, conversion program for the Freedom Printer

Effective immediately, serial and parallel 80cps Freedom Printers (9231 and 9232) will be available for $1,995 and $2,245, respectively, as long as supplies last. Freedom Printer production is scheduled to continue through August, 1979. So hurry and get your orders in now to take advantage of this tremendous special.

Do you have 1500 system prospects that require quick delivery? Team them up with a 1500 and a 9231 Freedom Printer for fast (6 to 8 week) delivery. With the anticipated long lead times for the new 160cps Matrix Printer, this price and delivery special may be just what it takes to close some immediate business.

Don't forget your present Freedom Printer users either. Take a look at the conversion sale prices being offered. Your customers will certainly appreciate knowing about this attractive financial offering immediately.

Installed before

	Present		9/1/78	6/1/78	3/1/78
9231 80cps Serial	1995	1930	1630	1330	1030
9232 80cps Parallel	2245	1930	1630	1330	1030
9235 160cps Serial	2495	23120	1950	1590	1230
9236 160cps Parallel	2745	2310	1950	1590	1230

Full ISV credit will be given for the above conversions.

Renewal term

	1YR	2YR	3YR
9231 80cps Serial	80	70	65
9232 80cps Parallel	100	80	70
9235 160cps Serial	80	70	65
9235 160cps Parallel	100	80	70

In addition, the lease renewal prices will be available for present Freedom Printer customers whose lease terms are expiring.

Reliability increased

All of the reliability enhancements have not been focused on the new printer, either. Effective with this announcement, the print head on all new Freedom Printers (9231/32/35/36) and those converted or renewed under this program will be covered under the terms of the service agreement at no increase in maintenance prices. In addition, Customer Service will, over the next few months, be field installing kits into the Freedom Printers that will substantially improve their reliability. All of these factors will contribute to an even more satisfied base of Datapoint Freedom Printer customers.☐

1500/160cps Matrix Printer competition

Here's how the 1500 and new 160cps Matrix Printer combo stacks up against the competition. All prices are from published sources.

	DATAPOINT 1500 +160cps	DEC PDT-11 +180cps	MOHAWK 21/20 +100cps	SYCOR 404 +120cps	TI771 +150cps
List	$ 8,495	$ 9,700	$14,352	$10,221	$10,595
1 yr lease	$ 370	N/A	$ 354	N/A	$ 352
3 yr lease	$ 270	N/A	$ 287	N/A	$ 313
Maint.	$ 78	$ 87	$ 122	$ 110	$ 104
5 yr cost of ownership (purchase)*	$13,175	$14,920	$21,672	$16,821	$16,835
3 yr cost of ownership (lease)*	$12,528	N/A	$14,724	N/A	$15,012
Configuration notes	32K, .5MB Comm	32K, .5MB Comm	32K, .5MB Comm	48K, .5MB Comm	64K, .5MB Comm
Software notes	DATABUS, DATAFORM	BASIC,FORTRAN DIBOL	MOBOL, FDE	COBOL,BASIC, TAL 2000	TPL

*Based on current estimated maintenance charges which are subject to change; may involve different coverages or be subject to surcharges such as remote charges or transportation fees.☐

◨ DATAPOINT CORPORATION
The leader in dispersed data processing ™