OUT-THINK ™

The Datapoint Marketing Newsletter

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

IEO Roadshow a Huge Success

Over 5000 Guests Attend

Overflow crowds across the country were treated to an impressive showing of working equipment and a dazzling multi-media extravaganza as Datapoint's IEO Roadshow toured coast to coast.

Typical of the many compliments which came our way were:

"Completely professional, polished presentation"

special displays, creating brochures, moving mountains of paper and procuring equipment (often by any means at their disposal). Meanwhile, the field was selectively locating the proper local showplaces, booking all the arrangements and inviting their customers and prospects to view the event.

As the roadshowmobile lumbered into each city, it was greeted by eager, blue-jean-clad Datapointers who, regardless of title, income or gender, provided the

IEO Videotapes Available

A condensed version of the Integrated Electronic Office Roadshow presentation is now available on videocassette. This 30-minute version contains much of the audiovisual impact which made the road-show such a success.

This impressive sales tool can be ordered from Software Services for $125.00. The Model Code is 60920.

Executive Vice President E.P. Gistaro is dwarfed by a panoramic Word Processing Keyboard in part of the I.E.O. multimedia show.

"They demonstrate what they say they have"

"Someone finally put it all together"

Articles on Datapoint appeared in over 2 dozen major publications including "Business Week" and "Forbes". Requests for IEO literature came in quantity further attesting to the excitement generated by the Datapoint announcements.

The key to the successful execution of this travelling extravaganza was Datapoint teamwork. During the months before the New York announcement, corporate staff were busy designing

muscle to assemble the boggling array of machinery and audiovisual equipment.

The shows themselves captivated the customers and employees, and proved that Datapoint is unquestionably at the forefront of the development of the Integrated Electronic Office. After 11,000 miles and the successful completion of more than 60 shows without a serious foul-up, there is little else to say but THANK YOU! Thank you all for the teamwork, dedication and enthusiastic extra effort that made the IEO Road-show a runaway success.

For a photo essay on the New York show, see pages 4 and 5.

45 CPS Ready To Ship

The 45 CPS Character Printer is now available for shipment, just in time for Word Processing! The approximate delivery lead time is 14-16 weeks A.R.O. While demo units are still scarce, comprehensive print samples are available from Product Marketing. For more information, call (512) 699-5149.

Universal or Multipurpose Keyboard?

Universal Keyboard for Data Processing

What is the difference between the Universal and Multipurpose Keyboards, and which is which?

The Universal Keyboard is data processing oriented, and was standard on most processors until the advent of Word Processing. This keyboard design will continue to be the standard for small-screen processors.

Multipurpose Keyboard for Word Processing and 3270

The Multipurpose Keyboard not only performs data processing, but has the proper configuration for Word Processing and 3270 emulation. There are some small differences between the characters printed on the keycaps for the Multipurpose WP keyboard Model Code 0512 and the Multipurpose 3270 keyboard Model Code 9033, although the two versions of the Multipurpose Keyboard are functionally identical.

The photo above shows the Multipurpose keyboard with Word Processing/3270 option. Note the etchings on the front of the key caps.

Until now, the Multipurpose Keyboard was available only through a conversion kit on the 3800, 1800 and 1500 processors.

Beginning February 15, 1980 all domestic 3800, 1800 and 1500 series processors will be shipped with the Multipurpose Keyboard, required for Word Processing and 3270 applications. Effective immediately, sales personnel should refrain from specifying the universal-to-multipurpose keyboard conversion kits as part of these processor orders.

Now that the Multipurpose Keyboard will be the standard on these processors, a new conversion kit will be available to customers who still have need of the Uni-

versal Keyboard. The Universal Keyboard will also be available as a field-installed option on orders for new 3800s, 1800s and 1500s.

The original Universal-to-Multipurpose conversion kit (Model 0512) will remain available to customers with 3800s, 1800s and 1500s already installed.

Model codes, pricing and more detailed information on these kits will be distributed as soon as possible in a DATAFLASH article.

160 CPS Tractor Correction

The dual tractor option (Model 0050) for the 160 CPS Matrix Printer (Model 9621/9622) is currently scheduled for availability in June. The availability date given in OUT-THINK #17 was in error. This option is not field-installable.

We've Misplaced His Phone Number!

Do you know Jerry Powers, a software programmer who lived in the New York metropolitan area? If you do, please ask him to call Jack Menache at (512) 699-7398.

Significant Sales

OPS I (sales for Nov. and Dec. combined)

Salesperson	Branch	ISV
Ed Lee	Northeast	$ 670,692
Tim McDermott	Northwest	446,800
Frank Meskowsky	Northeast	406,535
Dan Morris	Mid-Atlantic	345,800
Charles Small	Northeast	326,295
Ed McNamara	Northwest	233,525
Jerry Stanig	Northeast	158,606
D. Greenup	Northwest	158,245
Jim Keck	Northeast	156,555
John Geraghty	Southwest	139,583
George Rangitsch	Northwest	131,234
Dan Steffen	Northeast	123,000
Jim Barthel	New England	121,250
Louis Ettedgui	Southwest	105,233
Duane Engelhardt	Northeast	94,541
Don Lawrence	Northeast	91,740
B.J. Woodfield	Mid-Atlantic	82,805

OPS II (for Nov. and Dec.)

Dennis Doonan	Minneapolis	$8,900,000
Don Prifogle	Indianapolis	1,300,000
Dick Durham	Atlanta	1,282,000
Don Conner	Nashville	729,500
John Novak	Cleveland	652,800
Stu McDougall	Detroit	374,088
Ken Volgman	Milwaukee	284,505
Dean Dubbs	Des Plaines	241,150
Fred Hall	Pittsburgh	201,720
Dick Waddell	Miami	191,008
Don Prifogle	Indianapolis	157,627
Mike Bartlett	Louisville	132,997
Jack Engleman	Houston—Commercial	127,770
Ron Briggs	Houston—Energy	125,900
Ron Goldsmith	Atlanta	124,500
Harry Halpin	Charlotte	112,800
Bill Bunce	Chicago	112,094

CMPD (for Nov.)

Andrew Waite	Western Region	$ 450,000

Policy Changes for Home Office Visits

A change in the Policies and Procedures (V-10) has just been published and distributed to the field offices. This document provides guidance to the salesperson in making requests for customer visits to the home office.

The new publication provides a new visit request form, which should be used henceforth in place of the old form. This form, in conjunction with the new instructions, will help both the salesperson and Guest Services personnel to assure a successful visit.

GSA Listing Changes

The Federal Government's General Services Administration has changed two listings in its schedule relative to Datapoint's 45 CPS Printer. The old listing on Page 83 read:
- 9605 Cut Forms Insertion Guide
- 9607 Tractor with Mechanical VFU

Both of these listings have been replaced in the Master Price Schedule by the following:
- 0515 Tractor for 45 CPS Printer
- 0505 Forms Insertion Guide for 45 CPS

Customer Education Takes the Byte Out of Sales Hassles

The next time you need that extra something to help finalize a sale, think of the Datapoint Customer Education Center.

When you enroll your prospective customer in one of our many courses, you get lots of help in making that sale. We provide individual attention for one full week to our customer/students. We are able to provide them with valuable hands-on experience on a variety of Datapoint equipment, in addition to answering almost any question they might have concerning hardware or software.

The only COBOL course scheduled for this year will be offered for March 17-21. Capacity is sixteen students.

The Word Processing classes will kick off in March, also. Available dates for enrollment are March 3-7, March 17-21 and March 31-April 4.

March will also mark the arrival of the new course schedule. This publication will provide an entire course overview for all the Education Centers in the U.S. for the months of March through July. The document number for this schedule is 60795. The accompanying course description listing is 60269.

These documents are intended to be distributed freely to customers and prospects. For additional information and enrollment procedures, call the Customer Education Center at (512) 699-7039 (Speed #262).

Printer Cables Extra

The following serial interface printers are not shipped with connecting cables:
Model 9621 160 CPS Matrix Printer
Model 9601 45 CPS Character Printer
Model 9297 230-340 LPM Belt Printer
Customers ordering these printers should also order the appropriate cable or bulk cable with connector kits.
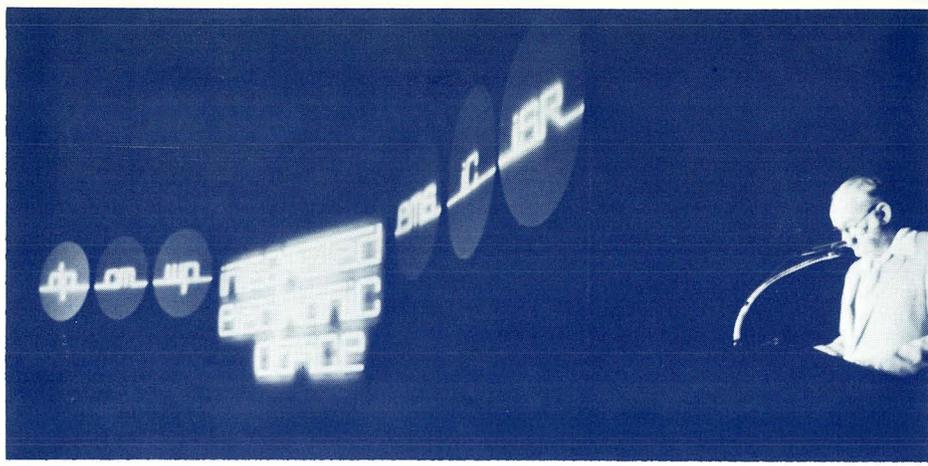
Mr. O'Kelley delivers "The Big Picture."
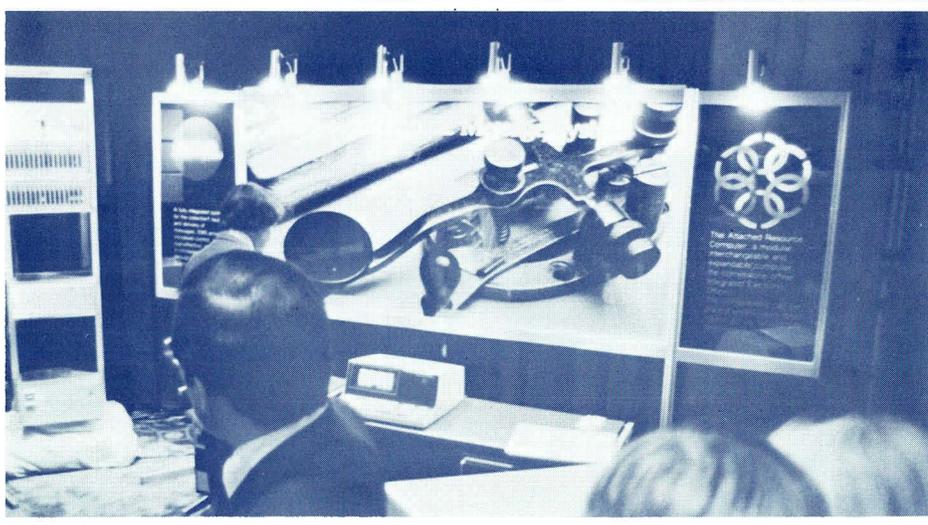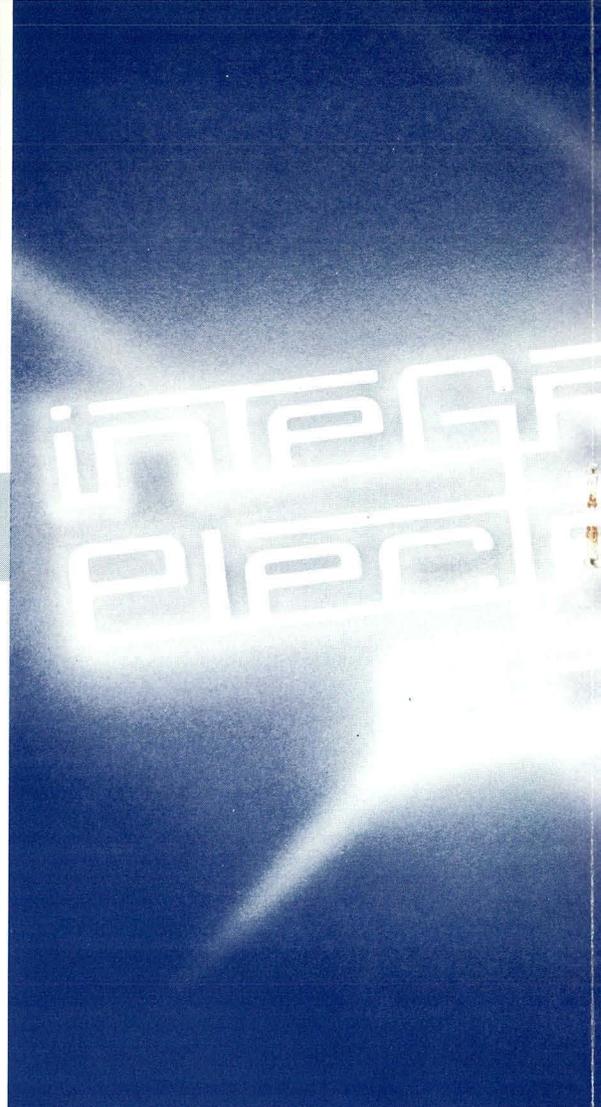
"So that's an ISAM key!"

New York Announce
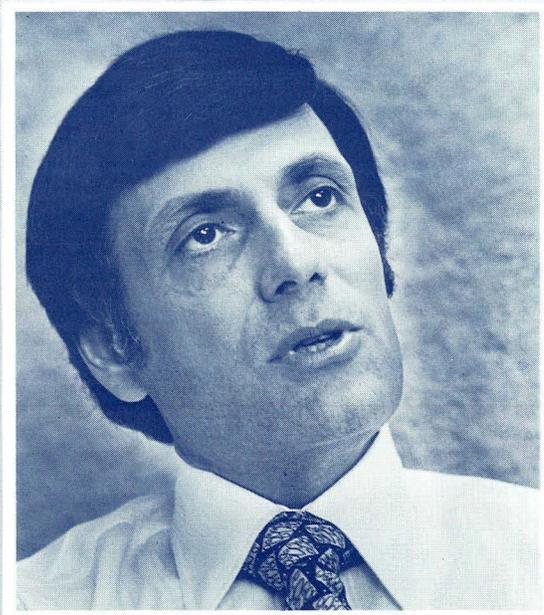
"Yes I will learn how to type — Vic insists."
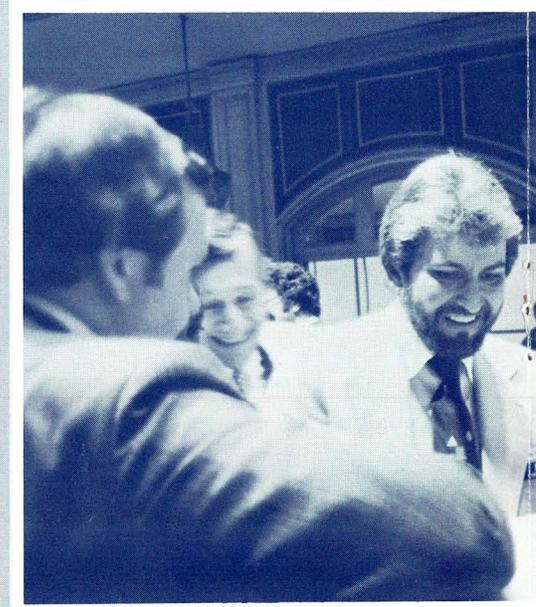
"So then the 3800 say
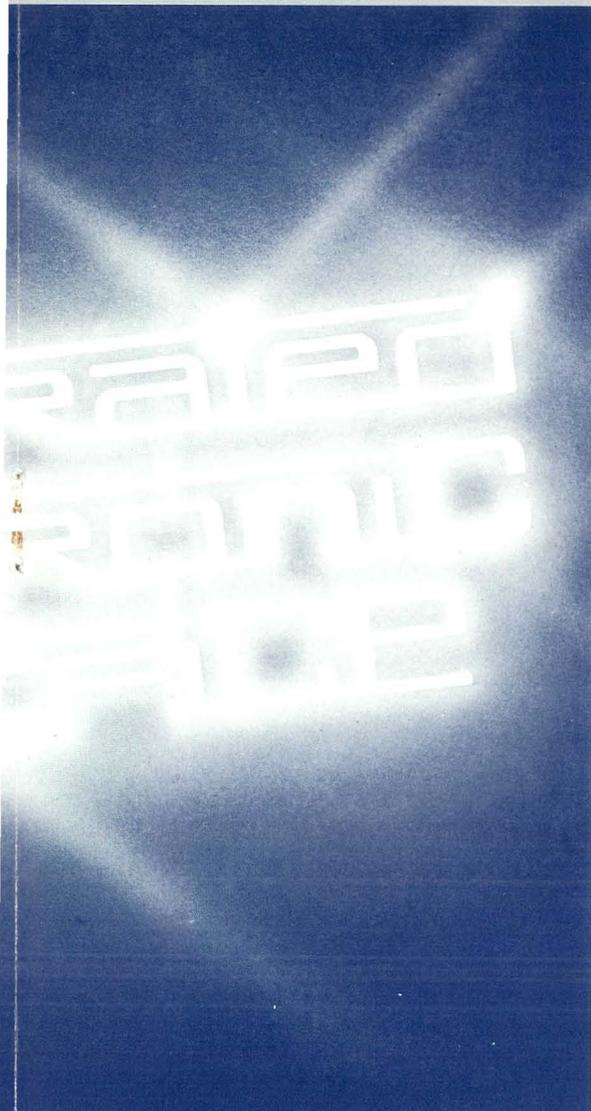
cement Photo Essay

"OK, I'll run through it again. This time keep your eyes on the screen!"

"Really, it's magic! Just type 'Bippity, Boppity, Boo!'"
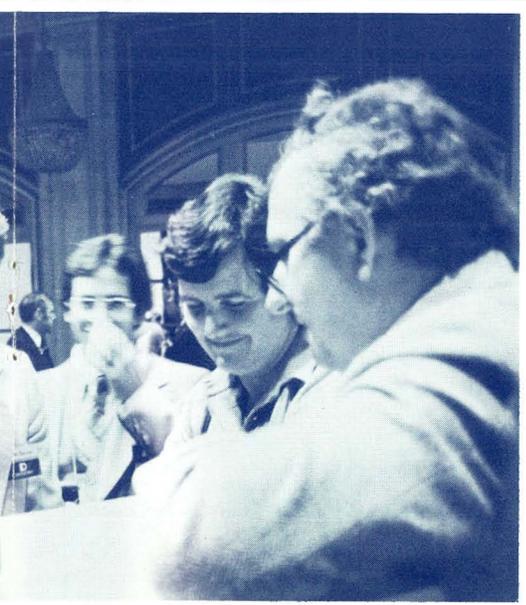
ays to the 6600..."

Vic Poor reveals the secrets of the Cosmos.

| Model	Description	Qty.	Price	Maint.	Install.
4220	2226 Processor, 5MB Storage (two 2.5MB Diablo Drives, 1 fixed, 1 removable cartridge), Controller, Multiport Interface, D/S Software, Documentation		$9000	$175 $175 $175	$ 500 $ 500 $ 500
4520	5500 Processor, 5MB Storage (two 2.5MB Diablo Drives, 1 fixed, 1 removable cartridge), Controller, Multiport Interface, D/S Software, Documentation	1-3 4-10 11+ 50+	$17750 $16500 $15500 $11500	$207 $207 $207	$ 650 $ 650 $ 650
4523	5500 Processor, 5MB Storage (two 2.5MB Diablo Disks), Controller, DOS Software, Documentation	1-3 4-10 11+ 50+	$16500 $15250 $14250 $11500	$190 $190 $190	$ 620 $ 620 $ 620
4540	5500 Processor, 50MB Disk Storage, Controller, Multiport Interface, D/S Software, Documentation		$29450	$420	$1000
4543	5500 Processor, 50MB Disk Storage, Controller, DOS Software, Documentation		$28200	$404	$ 970
4640 4644	Both: 6600 Processor, 50MB Disk Storage, Controller, Multiport Interface, D/S Software, Documentation, RIM, ARC Software, Documentation		$36500	$525	$1000
4643	6600 Processor, 50MB Disk Storage, Controller, DOS Software, Documentation		$35250	$510	$ 970
4740	256K Processor, Dual Disks and Controller, 50MB Multiport D/S Software and Documentation		$39100	$541	$1000
4745	ARC File Processor 256K, Dual Disk and Controller, 50MB, RIM Adaptor, ARC Software and Documentation		$39100	$541	$1000
2226	2200 Processor, 16K Memory		$ 2400	$ 95	$ 80
1108	Cassette 1100 Processor, 8K Memory		$ 2200	$ 63	$ 80
1131	Diskette 1130 Processor, 1 drive		$ 2500	$ 55	$ 125
1132	Diskette 1130 Processor, 2 drives		$ 2750	$ 72	$ 125
1152	Diskette 1150 Processor, 2 drives		$10950	$ 76	$ 125
1153	Diskette 1150 Processor, 3 drives		$11250	$ 92	$ 125
1154	Diskette 1150 Processor, 4 drives		$11550	$110	$ 125
1172	Diskette 1170 Processor, 2 drives		$11950	$ 78	$ 125
1173	Diskette 1170 Processor, 3 drives		$12250	$ 95	$ 125
1174	Diskette 1170 Processor, 4 drives		$12550	$116	$ 125
9382	Console Diskette Controller, 2 drives		$ 2450	$ 48	$ 50
9383	Console Diskette Controller, 3 drives		$ 2750	$ 66	$ 50
9384	Console Diskette Controller, 4 drives		$ 3050	$ 84	$ 50
9385	Freestanding Diskette Controller, 1 drive		$ 2150	$ 30	$ 50
9386	Freestanding Diskette Controller, 2 drives		$ 2450	$ 48	$ 50
9387	Freestanding Diskette Controller, 3 drives		$ 2750	$ 66	$ 50

currently available

Model	Description	Qty.	Price	Maint.	Install.
9388	Freestanding Diskette Controller, 4 drives		$ 3050	$ 84	$ 50
9350	Console Front-Load 2.5MB Controller/Drive		$ 2975	$ 79	$ 125
9351	Freestanding Front-Load 2.5MB Controller/Drive		$ 2975	$ 79	$ 125
9354	2.5MB Extension, Removable Cartridge, (no controller)		$ 2400	$ 48	$ 125
9356	2.5MB Extension, Fixed Cartridge		$ 2400	$ 48	$ 125
9357	Console Front-Load 2.5MB Controller/Drive, 4K Buffer Memory		$ 3075	$ 72	$ 125
9358	Freestanding Front-Load 2.5MB Controller/Drive, 4K Buffer Memory		$ 3075	$ 72	$ 125
9370	Freestanding 25MB Mass Storage Drive/Controller		$ 9950	$150	$ 250
9371	25MB Mass Storage Drive Extension		$ 7750	$110	$ 125
9373	Console 25MB Mass Storage Drive/Controller		$ 9950	$150	$ 250
9291	60 LPM Printer, Parallel Interface	1-3	$ 1995	$ 50	$ 125
9292	60 LPM Printer, Serial Interface	1-3	$ 1995	$ 50	$ 125
9294	120 LPM Printer, Parallel Interface	4-10 11-25 26+	$ 1850 $ 1725 $ 1525	$ 71	$ 125
9250	Console Servo Printer		$ 1595	$ 61	$ 125
9251	Freestanding Servo Printer		$ 1595	$ 61	$ 125
9231	80 cps Freedom Printer (serial)	1-3	$ 1750	$ 35	$ 125
9232	80 cps Freedom Printer (parallel)	4-10 11-25 26+	$ 1600 $ 1500 $ 1395	$ 35 $ 35 $ 35	$ 125 $ 125 $ 125
9235	160 cps Freedom Printer (serial)	1-3	$ 1995	$ 50	$ 125
9236	160 cps Freedom Printer (parallel)	1-10 11-25 26+	$ 1850 $ 1725 $ 1525	$ 50 $ 50 $ 50	$ 125 $ 125 $ 125
3601	Datastation Terminal		$ 995	$ 18	$ 20
3400	Com. Adaptor		$ 225	$ 15	$ 20
9401	Com. Adaptor		$ 450	$ 17	$ 15
9402	Com. Adaptor		$ 450	$ 17	$ 15
9404	Com. Adaptor		$ 450	$ 13	$ 15
9420	Com. Adaptor		$ 450	$ 13	$ 15
9453	Com. Adaptor		$ 450	$ 13	$ 15
9455 (001)	Com. Adaptor		$ 450	$ 22	$ 30
9460	Com. Adaptor		$ 450	$ 17	$ 30
9455 (004)	Com. Adaptor		$ 450	$ 22	$ 30
9551	9 Track 800 BPI 8.5 in. Reel		$ 4500	$ 75	$ 125
9581	9 Track 1600 BPI 8.5 in. Reel		$ 7500	$ 75	$ 150

Shaded area indicates equipment temporarily out ot stock.

Product Marketing Organizational Chart

Glen Cavanaugh
Director
Marketing Support

Dick Ponton
Director
Sales Support

Kaye Roberts
Coordinator

Marketing Education

M. Sierra
Customer
Education

D. Farrell
Sales
Education

Kirby Herron
Director
Product Marketing
Data Processing

Earl Stemen
Director
Product Marketing
Office Products

Cheri Copello
Secretary

Nancy Seidman
Secretary

Robert Buchanan
Manager
Large Systems

Dave Holt
Manager
Small Systems

Terry McDaneld
Manager
Telecommunication
& Peripherals

John Tysall
Manager
Refurb Marketing

ARC
4000
6000
3800
Disk
Terminals

1500
1800
10MB Disk

Printers
Card Reader
Mag Tape
Communications

Tom Kotras
Product Specialist

Frank Nicholson
Product Specialist

Norris Tapp
Product Specialist

Thelma Cullins
Product Specialist

Debbie Payne
Training Specialist

Susan Baker
Training Specialist

Infoswitch/
LDCS
SMDR
SHARE
PLM
Trunk Conditions
Subsystem
Network Optimizer

Infoswitch/
ARC
EMS
Lightlink

Infoswitch/
ACD
Voice Storage
Subsystem

Telephone
Directory Package
Equipment Billing
Package
WP Coordination

Customer
Training
Field Training

Customer
Training

DATAPOINT

Sales Administration Launches New Program

We hear you! And we're doing something about it!

The new Sales Controller organization is committed to providing professional services with proper controls that are "transparent" to the marketing organization.

To inaugurate this new program, Sales Administration will conduct a two-day "Admin Blitz" in each sales region during the period of March 3-14. The field sales personnel will have a chance to present ideas and suggestions to their Regional Managers, who will participate in the Blitz.

Admin Blitz teams will be in the following cities on these dates:

March 4 and 5 Dallas, New York, Detroit   March 10 and 11 Los Angeles, Washington, Minneapolis

March 6 and 7 Houston, Boston, Chicago   March 12 and 13 San Francisco, Atlanta

The Blitz is only the beginning.   The Sales Controller and Sales Administration have several other programs planned to keep the marketing force informed:

Extensive adminstrative reviews to eliminate cumbersome processing of orders.

A new routing to quickly identify orders requiring special handling to facilitate their disposition.

A formal education and training program to ensure that everyone is kept up-to-date on how to conduct business most effectively.

Incorporation of field input into the operating routines.

Establishment of guidelines to avoid equipment scheduling problems.

Instructions on how to best use the Order Management System, including the best way to read and use Field Reports and Inquiry.

Development of a stand-alone incentive compensation system to speed up payments of commissions.

Starting in the next OUT-THINK Joe Russo, the new Sales Controller, will author a column called "Controller's Corner." This regular feature will chronicle the latest developments in Sales Administration.

Suggestions, comments and topics for this column are solicited from the field. Please send all material to Joe Russo, Mail Station M03, San Antonio.