OUT-THINK™
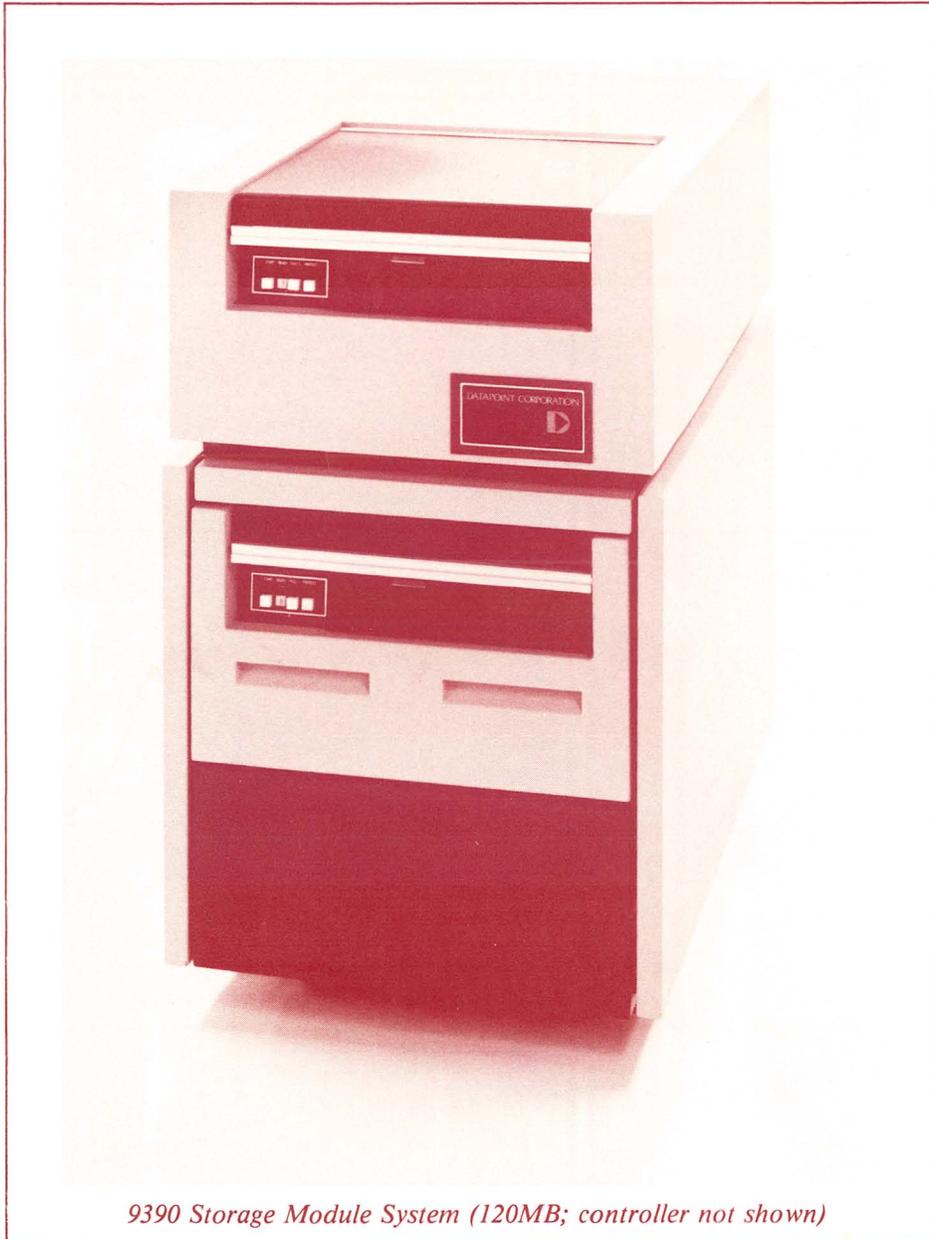
The Datapoint Marketing Newsletter

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

9390 Storage Module System (120MB; controller not shown)

NEW! Datapoint 9390/91 Storage Module System!

Large Capacity, Small Space

Have a customer or prospect who needs lots of on-line data storage in a small space? An easy to use storage system that's fast and easy to operate?

A storage system that's completely compatible with any existing Datapoint software? Keep reading!

The Datapoint 9390/9391 Storage Module System -- up to 180 megabytes of on-line data storage in two cabinets: the 9390, with two drives (120 MB) in a single cabinet; and the 60 MB model 9391 extension drive (the controller for all drives is housed in the standard Datapoint processor console). A minimum configuration, comprised of the two-drive 9390 alone, stores up to 120 MB of data.

Now you can offer fast, compact, high capacity data storage to your customers and to prospects you might not have been able to approach before.

New Systems

Several new Datapoint system configurations feature the Storage Module System. Combined with the 6600 Advanced Business Processor, Multiport Communications Interface, and system software, the Storage Module System forms the 4650 DATASHARE® system. In ARC™ system configurations, the Storage Module System is offered as part of the 4654 File Processor. In addition, the two stand-alone drives and controller (model code 9390) are available as an upgrade to existing Datapoint systems.

The new Storage Module Systems have a set of pretty compact prices, too. Both the 4650 and 4654 systems have a purchase price of $56,000 and a three-year lease rate of $1,560 per month. The two stand-alone drives and controller (model code 9390), for upgrades to present systems, has a purchase price of $42,950 and a three-year lease rate of $1,195 per month. Check out the table for more detailed pricing and the good news on the competitive front.

Software

In its two system configurations, the 9390/91 Storage Module System is shipped complete with DOS.D and all of the standard utility programs. When ordered as an upgrade to existing
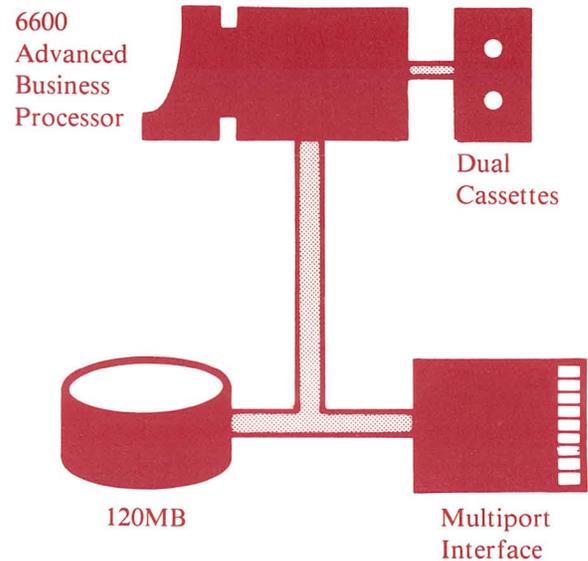
Configurations

4654 ARC System File Processor
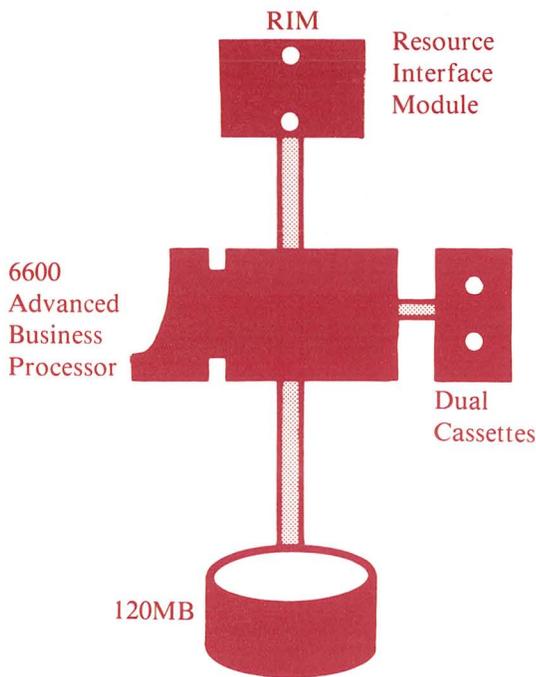
The 4654 ARC File Processor system includes 6600 processor, dual cassettes, 9483 Resource Interface Module, 120MB of disk storage with controller, and system software.

4650 DATASHARE System

The 4650 DATASHARE system includes 6600 processor, 120MB of disk storage with controller, 9462 Multiport Interface, dual cassettes, and system software.

9390/91 Storage Module System continued from page one...

systems, the Storage Module System requires the S4650 (DATASHARE) or the S4654 (ARC file processor) disk pack (available for the cost of the media; $450).

Under DOS.D, each 60 MB disk drive is organized as five 12 MB logical drives. That's a total of 180 MB and 15 logical drives per system in the maximum configuration. And, of course, no changes to any Datapoint software need be made to take advantage of the Storage Module System's capabilities.

Reliability and Accuracy

The new Storage Module System makes use of programmable head offset and variable strobe timing to maintain high data integrity and also to maximize the chances of recovering any marginal data. In addition, maintenance is facilitated by the functional organization of the printed circuit boards within the system, reducing the amount of time a drive is down for repair.

Efficient Size

The new Storage Module System is an efficient user of valuable office space. The maximum configuration system (180 MB) provides more storage in its two cabinets than the conventional Mass Storage system can in seven. And the SMS cabinets are much smaller, too -- only 36. 2'' tall by 22'' wide by 36'' deep -- about half the size of an office filing cabinet.

Fast, Easy Operation

The Datapoint Storage Module System is both fast and easy to operate. The drive is typically on-line about 15 seconds after a pack is loaded. Dynamic braking brings a drive to a stop in around 25 seconds, making for fast pack changes. The SMS controls are easy to use and consist of Start and Protect switches/indicators, and Ready and Fault indicators mounted on each drive.

The Storage Module System uses industry-standard 3336 disk storage modules. The removable, lightweight storage module consists of three rotating disks with five surfaces for data and one for servo information (the Datapoint model code for the SMS disk pack is 80469; the price is $450). A hydraulically assisted cover, which rises automatically once the operator has released a single latch, permits top loading of the storage modules.

What You've Been Waiting For

The new Storage Module System is what you've been waiting for: high capacity, fast, reliable operation, small size, and more than competitive prices. Questions? Contact Dick Fettig (4650 DATASHARE) or Kirby Herron (4654 ARC FP) of Product Marketing at extension 7151.□

Storage Module System pricing

Model Code	Purchase	Lease			Monthly Maintenance	Installation
		1 yr.	2 yr.	3 yr.		
4650 DS	$56,000	$1,945	$1,725	$1,560	$475	$1,000
4654 FP	$56,000	$1,945	$1,725	$1,560	$475	$1,000
9390 2 drives & controller	$42,950	$1,490	$1,320	$1,195	$275	$ 250
9391 extension drive	$16,500	$ 572	$ 508	$ 460	$125	$ 125
80469 disk pack	$ 450	N/A	N/A	N/A	N/A	N/A

Price comparisons

Here's an example of the competitive price comparisons being developed by Product Marketing. Stand by for comparisons of larger systems in future issues of OUT-THINK.

Medium Systems

	Datapoint 4650	Data Gen. CS/60	DEC 11/34A	IBM 8130	SYCOR 445
Base system	128K processor (2) 60MB disks & controller	128K processor (2) 50MB disks & controller	128K processor (2) 67MB disks & controller	262K processor (2) 64MB disks & controller & Mag Tape	128K processor (2) 74.5MB disks & controller
Purchase - base system	$56,000	$68,850	$68,300	$52,290	$77,500
Purchase - with 8 CRT's	$71,600	$87,170	$83,500	$74,970	$105,900
2 yr. lease - base system	$1,725	N/L	N/L	$1,891*	N/L
2 yr. lease - with 8 CRT's	$2,285	N/L	N/L	$2,395*	N/L
5 yr. cost: Includes maintenance & CRT's 2 yr. lease (per megabyte)	$174,240 ($1,452)	N/L	N/L	$167,340* ($1,350)	--------
Purchase (per megabyte)	$108,740 ($906)	$128,030 ($1280)	$122,560 ($915)	$129,510* ($1012)	$144,120 ($967)
				*Includes $515 per month software fee.	

A correction

Due to forces beyond our control, the last issue of OUT-THINK contained an error in the maintenance price chart on the last page. We are now informed that these maintenance price reductions do not apply to items in the backlog shipped after January 1, 1979.□

Be on the lookout!

Advertising

Watch for these Datapoint ads appearing in the March and April issues of these magazines:

ARC Ads

March:
Computer Decisions
Computerworld
Data Management
Datamation
Dun's Review

April:
Data Communications
Datamation
Infosystems

1800 Ads

March:
Computerworld

April:
Modern Office Procedures
Small Systems World

And Publicity

Take a look at pages 90 and 91 of the February issue of The Office magazine for a very complimentary description of the use of a DATASHARE system by a yacht brokerage firm. Also, an extremely good ARC application, termed "the electronic retail store of the future," is featured on pages 24 and 25 of the March issue of Communications News.

Datapoint Product Specifications have a new, slicker format sure to impress. The Product Specifications are now typeset and arranged following a clean, simple layout complete with photographs. As a further advantage, the new Product Specifications are three hole punched for collection in a standard binder. All Product Specifications are being revised to the new format; model codes and ordering procedures remain the same.

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

Guide to Operating Datapoint Equipment (several new installments; more on that later)

Storage Module System flysheet (document number 60727; 18 cents) ☐

OUT-THINK Posters

Posters from the OUT-THINK series of ARC ads are now available. Each full-color poster measures 18 by 24 inches and is suitable for framing. The posters (illustrated below) cost $5 each or $20 for the set of four. Order from Jo Nichols of Marketing Communications at MS# M62 or call extension 7208. If ordering single posters, be sure to specify your choice. ☐

¡Channel Adapter speaks Spanish!

A Datapoint Channel Adapter has been installed in Madrid, Spain! The customer was already an experienced DATASHARE user, with on-line applications processing a personnel database built and maintained by his 4540 system. A mechanism was needed for periodically transferring this database to an IBM 370/145 for batch processing. The Channel Adapter is used to accomplish this transfer without manual handling of magnetic tape or the relative slow speed of telecommunications.

Future use of the Channel Adapter and MLCI software is being considered to provide users of the DATASHARE system with on-line access to the mainframe database as well. The customer was quite impressed by the ease of installation, as well as by the simplicity of operation. ¡Ole! ☐

RPG and ARC

For those ARC users who employ RPG or for those prospects considering it, be sure to specify RPGPLUS. Ralph Hall in Software Support reports that the standard RPG II does not operate under ARC. ☐

Coming your way soon...

Finally, for your customers, a Datapoint Software Newsletter. Details to follow. ☐
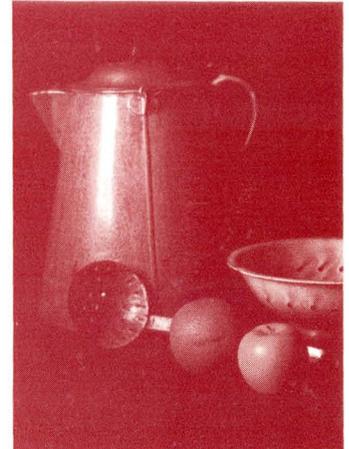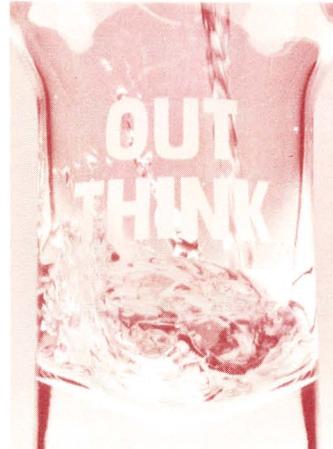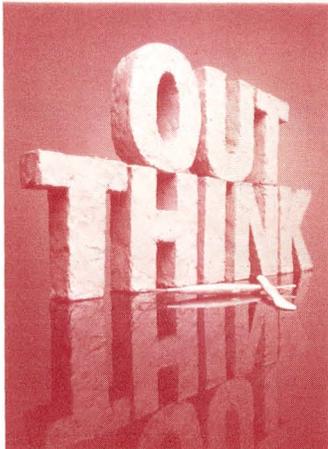
NEW lower, separate Channel Adapter pricing

The Datapoint Channel Adapter can now be ordered as a separate item! And with even lower prices that take effect immediately! Take a look at the chart for the complete listing of prices.

The Channel Adapter is available in one of two versions: the 9426, housed in a freestanding cabinet; and the 9427, mounted in the standard Datapoint processor console. Both add powerful capabilities to existing Datapoint and mainframe systems at a low cost and with minimal disruption of current operations.

As a result of the decision to market the Channel Adapter separately, the following model codes for bundled systems have been dropped:

4645, 4626, 4636, 4307, 4407, 4527, 4537, 4547, 4627, 4637, and 4647

Software

All Channel Adapter software can now be ordered separately! (Use standard SOS procedures.) During the special software program announced on January 19 of this year, any EOS containing an order for a 9426 or 9427 may be accompanied by an SOS for any and all Channel Adapter software packages at media charges only. The special software program also includes the dropping of maintenance charges for all Channel Adapter software packages. (Note: the special software program is in effect on all orders date stamped by Order Entry on or before July 31, 1979, so go to it!)

For orders that contain no Channel Adapter hardware or are received after July 31, 1979, Channel Adapter software prices are listed in the following chart.

The following system disk pack model codes for bundled systems have been eliminated:

S4626, S4636, S4527, S4537, S4547, S4627, S4637, and S4647

Note that the Channel Adapter may be attached only to those processors supported by the desired software packages. DCIO, MLCI, and CHIOUR require a 48K 5500-type processor (or above) for execution; DASP™ requires a 120K 6600-type processor for execution. DCIO, MLCI, DASP, and CHIOUR software may also be executed on ARC system applications processors. Note also that no Channel Adapter software is available for execution on the 1800 or 3800 processors or for execution under Partition Supervisors.□

Channel Adapter pricing

Model	Purchase	1yr.	2yr.	3yr.	Rent	Maint.	Inst.
9426	$7500	$260	$230	$209	$325	$65	$125
9427	$7500	$260	$230	$209	$325	$65	$125

Model	Description	Paid-up Fee	Lease	Maint.
9806	DCIO	$500	$20	$5
9809	DASP	$500	$20	$5
9810	MLCI	$500	$20	$5
20503	CHIOUR	$15 (media)	N/A	N/A

National Channel Adapter month

During the month of February, members of Product Marketing toured the country (with a sidetrip to Madrid, Spain) to honor one of the unsung heroes of Datapoint's product line, thus kicking off the first annual Channel Adapter month.

This young product is being honored for its contributions in the effort to bring peace and unification to the major world powers of centralized and dispersed data processing. Viva detente!

The tour was a success and has already resulted in some firm orders and many requests for customer demonstrations and additional information on the products.

Datapoint expects this product to have a long and productive life and to play a significant role in realizing the future directions and goals of the company.

Note that copies of the training and presentation materials used on the tour may be obtained from Product Marketing, Medium Systems (extension 7151, MS# M71).□

New life into old bones!

Have you thought about what IBM's latest product and price announcements have done to those poor souls who've been busily collecting used 360s and 370s for the resale market? These announcements must have them sweating a little bit. What kind of market is there for a horse on its last lap?

But there's a way for you to help them, yourselves, and Datapoint!

The Channel Adapter products can breathe new life into those tired old 360 and 370 bones! Easily and economically adding networking, RJE, inquiry, batch collection facilities through the Channel Adapter products makes it a whole new horse race!

Present the benefits Datapoint Channel Adapter products can provide to the used computer dealers in your area, and watch their interest grow into orders! And remember, the Channel Adapter products sell a lot more than Channel Adapters!

Scan this list for likely dealers in your area:

Accord Computer Corp.
(201) 227-6401
ACS Equipment Corp.
(713) 666-2122
Alanthus Corp.
(203) 226-7501
Allstate Computer Sales Inc.
(312) 640-8660
American Commercial Financing, Inc.
(312) 382-2100
American Computer & Financial Corp.
(216) 247-3232
American Used Computer Corp.
(617) 261-1100
Atlantic Computer Sales, Inc.
(404) 294-0515
Barrett Capital & Leasing Corp.
(914) 761-0070
Berlent Industries, Inc.
(516) 794-9722
Brixton Computer Leasing Corp.
(516) 248-0250
Budget Computer Leasing Corp.
(914) 591-6877
Centron Computer Corp.
(612) 884-3366
Chancellor Equipment Co., Inc.
(617) 482-8726
CMI Corp.
(313) 362-1000
Comdisco, Inc.
(312) 698-3000
Commonwealth Computer Advisers, Inc.
(804) 643-4200
Compuduct, Inc.
(616) 949-0281
Computer Acquisition Consultants
(901) 761-2766
Computer Affiliates Co.
(212) 273-6094
Computer Brokerage
(703) 768-6251

Computer Brokers, Inc.
(901) 372-2622
Computer Equipment Investors, Inc.
(201) 265-9281
Computer Finders, Inc.
(201) 489-2600
Computer Marketing, Inc.
(215) 635-1700
Computer Merchants, Inc.
(914) 238-9631
The Computer Place
(216) 351-7444
Computer Properties, Inc.
(612) 831-6088
Computer Resale Exchange, Inc.
(202) 737-1401
Computer Systems/Graphics, Inc.
(913) 649-2190
Computer Systems of America, Inc.
(617) 482-4671
Computer Trading Corp.
(516) 586-3500
Connecticut Financial Computer, Inc.
(203) 227-5151
Continental Computer Leasing Corp.
(215) 968-6000
Continental Information Systems Corp.
(315) 425-1900
Corporate Computers, Inc.
(203) 661-1500
Data Automation Company, Inc.
(214) 637-6570
Data Options Corp.
(914) 723-3800
Data Sales Company, Inc.
(612) 890-8838
Dataserv Equipment, Inc.
(612) 544-0335
Data 3 Computer Corp.
(612) 682-4884
Dataware, Inc.
(305) 561-5207

Dawn Computer Services, Inc.
(201) 263-1221
Daycom Industries, Ltd.
(416) 431-3171
Dearborn Computer Company, Inc.
(312) 827-9200
Diebold Computer Leasing, Inc.
(201) 569-3838
D.P. Enterprises, Inc.
(206) 622-7564
D.P. Equipment Marketing Corp.
(516) 667-0200
DSI, Inc.
(303) 922-8331
Dunlap Data Services, Inc.
(312) 530-4606
East West Computers, Inc.
(415) 941-9164
Economic Computer Sales, Inc.
(901) 767-9130
Economic Data Corp.
(303) 399-4666
Electronic Business Machines Co.
(201) 727-1960
Federal Data Corp.
(301) 652-5766
Finalco, Inc.
(703) 790-0970
Forsythe/McArthur Assocs., Inc.
(312) 943-3770
General Leasing Corp.
(301) 770-4900
Greyhound Computer Corp.
(602) 248-6037
10A Data Corp.
(212) 673-9300
IPS Computer Marketing Corp.
(201) 947-4200
JBI Associates, Inc.
(303) 988-0820
J.M. Randolph & Associates, Inc.
(203) 661-4200
Kennsco, Inc.
(612) 533-5800
Kent Computer Corp.
(713) 467-0077
L&A Computer Industries, Inc.
(913) 381-7272
LXX Computers, Inc.
(404) 922-6900
Leasing Dynamics, Inc.
(216) 687-0100
Longhorn Computer Leasing Corp.
(214) 522-3170
Major Computer, Inc.
(612) 888-4035
William Marion Company, Inc.
(201) 343-4554
McLaughlin Computer Corp.
(201) 273-5700

Metroplex Computer Company, Inc.
(214) 634-2750
National Computer Equipment Corp.
(313) 774-7400
Neptune Computer Group, Inc.
(212) 961-4700
Newman Computer Exchange, Inc.
(313) 994-3200
NF Computer Sales & Leasing Corp.
(312) 920-8181
Northwest Computer Financial, Inc.
(206) 455-1418
NVC Computer Sales, Inc.
(215) 886-8440
Oliver-Allen Corp.
(415) 332-6262
Pioneer Computer Marketing Corp.
(214) 630-6700

Princeton Computer Associates, Inc.
(201) 297-9541
R.K. Equipment
(203) 438-9567
Rockwood Computer Corp.
(914) 592-3100
ROI Computer Corp.
(206) 232-6060
Saddleback Marketing Corp.
(714) 833-9800
San Francisco Computer Group, Inc.
(415) 956-3414
Savon Systems, Inc.
(516) 271-0429
Suba Leasing
(312) 382-2800
Systems Enterprises, Inc.
(404) 321-3307

Systems Marketing, Inc.
(602) 264-5600
Thomas Nationwide Computer Corp.
(312) 944-1401
Time Brokers of California, Inc.
(213) 887-1040
Transdata Corp.
(214) 631-5647
Unimark, Inc.
(913) 649-2424
United Computer & Financial Corp.
(415) 254-7700
Duane Whitlow & Associates
(214) 254-0109
Willow Associates, Inc.
(215) 886-1520 □

New DATASHARE sales update school

A five day class specifically designed to make field personnel more effective in selling the wide range of DATASHARE systems will be conducted on April 23, 1979. The first class will be held in the San Antonio Training Center, with subsequent classes to be conducted at Datapoint field offices.

Strongly oriented toward the operation and high performance of DATASHARE, the class's technical level has been set so as to offer the student the high degree of technical expertise necessary for effective sales presentations.

Subjects covered in the course include the programming and use of the DOS utility programs, MULTILINK™, and DSNET™, as well as "hands on" experience with their actual operation. An analysis of all DATASHARE features and their benefits is made, along with a comprehensive overview of competing systems.

The class is considered essential for all sales personnel.

Reservations for the first DATASHARE Sales Update class may be made now through Teri Jarke or Anita Haber at extension 7012. The class is expected to fill early. □

FCS

What is an FCS? It's the Field Communications System. And what is that, you may ask? Dial in and see!

Many of you are familiar with the telephone extensions 7029 and 7801 as means of reaching the Key Situation Reports (KSR). And the KSR is still reached in exactly the same way.

But now, you will find other things on the menu as well. Like the ACBR, for example. That's the automated version of the Customer Business Report forms -- remember those? Now they provide the same valuable information as before but are much faster and more easy to get to than the old paper forms.

For those offices with the faster 9409 modems, there's even a separate line for you. Dial up extension 7252 to get that information four times as fast!

And there's a program to get a peek at the Customer master file by matching SIC codes. And even more is being planned for addition in the future -- any requests?

So now everyone knows what the FCS is, right? See you on-line! □

SIC

It may not sound too healthy, but it's getting used more and more. What good is it? Glad you asked, because with a four digit Standard Industry Classification (SIC) code, you can find out what line of business a company is in. And not only that, you can find Datapoint customers in the same line of work as a prospect you're now trying to sell. Interested? Read on.

You have access to this information in a variety of ways. One way is through the ACBR, the Automated Customer Business Report system. Dial in and have displayed for you recent proposals to companies in a certain line of business. Find out if the Datapoint proposal was accepted or rejected, and what strong (or weak) points of Datapoint's led to the customer's decision. Then call the salesperson who made the presentation for more details.

Couldn't find any records with a matching SIC code on the system? Sorry, but we don't create the data, you know. We can only show you what other salespersons have entered into the system. Maybe later the information will be more complete, but the only way to insure that is to do some contributing yourself!

If you can't wait, don't despair. Try the Customer Master File Review program. It's reached on the Field Communications System in the same way as the Automated Customer Business Reports. The Master File Review doesn't contain nearly as much information, but it does have access to nearly 30,000 records! Give it a one, two, three, or four digit SIC code, and it shows the active Datapoint customers with SIC codes that match. The catch is that the customer's name isn't directly shown -- you'll have to go through the appropriate marketing group. The marketing group responsible is named in the report, so you'll know where to go when you need more information (doing it this way protects all of Datapoint's customers from unnecessary contacts, so it isn't really much of a catch). □

New Channel Adapter demonstration facility

Customer demonstrations of all of the Channel Adapter products are now available in San Antonio on a request basis. The demonstration facility, located in the very presentable quarters of a service bureau near the San Antonio airport, can give customers and prospects exposure to the Channel Adapter products.

The demonstration system consists of a 4620 system (10 MB), 9212 belt printer, 9481 Multifunction Communications Interface, 9462 Multiport Communications Adapter, and a 9426 Channel Adapter connected to the service bureau's IBM 360/40 mainframe.

The 9481 is connected to a Bell 201C (2400 bps) synchronous dataset with a Bell 801C auto-call unit for DASP demonstrations. Demonstration DASP jobs include the compilation of a COBOL program and a data deck "echo" job. Customer jobs can be run by prior arrangement. Demonstrations normally include both remote system and central site exposure.

An Inquiry demonstration is available for MLCI prospects. This program allows account status inquiries by customer number against a mainframe ISAM database. The customer's master record is retrieved and displayed in a form on the Datapoint workstation's screen. This demonstration is extremely impressive, with the worst case response time (simultaneous inquiries by four workstations) being less than one second. The actual inquiry processing is performed by a 24 line mainframe RPG II program!

In addition to DASP, job submission and output reception can be illustrated using either MLCI or CHIOUR.

A DCIO demonstration program is available to show the reading and writing of sequential Datapoint files by the mainframe.

Arrangements for Channel Adapter demonstrations can be made through normal customer visit procedures (National Accounts). Simply specify which products are to be demonstrated. The demonstrations are most effective as a wrapup to Channel Adapter product presentations.

Watch for the announcement of field access to the demo system for remote DASP and MLCI demonstrations -- coming soon! □

Customer Service National Accounts gets into full swing!

Customer Service National Accounts is now in operation and available to assist our large accounts in numerous ways. Do you have accounts which you feel are qualified?? If so, look at these requirements:

1) Sites in two or more Customer Service Regions.
3) Maintenance Revenue of at least $3,500 a month.
3) A central contact person within the customer's organization.
4) A need for assistance.

Still Interested?? If so, look at some examples of how Customer Service National Accounts can assist:

1) Installation scheduling
2) Upgrade scheduling
3) Monitoring of special problem sites
4) Central communications link to Customer Service Field Management.
5) Special problem solving assistance
6) Pre-sales pitch to large customers
7) Central contract in Customer Service Division.
8) Active member of Customer Satisfaction Committee

Customer Service National Accounts will be dividing their accounts by industry type. In this way they hope to develop a special expertise in their respective fields. This will be extremely beneficial in meeting their goal of **Improved Customer Satisfaction.**

If you have accounts that are qualified, and you want them to be considered, get in touch with Marketing National Accounts. They will review your customer's situation and see what services can be offered. □
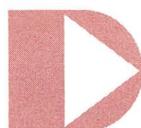
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The leader in dispersed data processing ™