

MEETING OR CONTACT REPORT

Date of Report: November 12, 1958

Organization & Location: Product Planning - Poughkeepsie	Date: November 6, 1958
	Reported By: H. G. Kolsky
Project: 7000-X Committee, Discussion of Goals and Problems.	Department: 749
	Follow-up Date:

PERSONNEL PARTICIPATING:
(Place asterisk next to those on distribution list. Other distribution show at end of report)

- D. W. Pendery*
- H. G. Kolsky* ←

Mr. Pendery discussed the organization of the Committee and commented on its responsibilities and problems.

From the Marketing point of view the Committee's task is to aid in making an intelligent decision as to how IBM should commit its resources in the area between the 700 series and STRETCH to get additional return from the STRETCH investment.

Some points which should be considered are:

1. The Committee should keep an open mind initially and not discard any configurations without consideration. As the picture begins to develop, it should close down on a very few possibilities.
2. The transition from the 700 series to larger machines should not be abrupt and difficult for our customers.
3. Program compatibility is important, but must be weighed along with other considerations not taken as an axiom.
4. Scientific applications will provide the major support for such a machine initially, but possible future commercial uses must be evaluated also. Price is more important in the latter area.

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5. It would be very desirable to have "yardsticks" for measuring the effects and costs of various possible changes in STRETCH.
6. The Committee should use technical insight to take its direction, but should follow the structure of marketing procedure. It should try to guide and influence the marketing structure not fight it.

Harold H. Kolsky

H. G. Kolsky
Product Planning Representative
Project 7000

HGK/jcv

cc: Dr. G. A. Blaauw
Dr. W. Buchholz
Mr. D. W. Sweeney
Mr. S. W. Dunwell