



DIGITAL RESEARCH NEWS

FOR DIGITAL RESEARCH USERS EVERYWHERE

THIRD QUARTER VOLUME 2, NO. 3



CP/M 3.0, the latest version of CP/M, will be introduced this fall by Digital Research following final preparations by 3.0 team (left to right) Dave Brown, Doug Huskey and Kathy Strutyński.

INSIDE DIGITAL RESEARCH

Distributor and dealer programs strengthened 2

New field offices, an internal sales support team, a dealer support and training program, the building of a strong distributor network, and new thrusts in merchandising and packaging fortify DRI's marketing and support services for everyone who distributes, sells or uses DRI products.

New managers join Digital Research team 2

Recently appointed managers in the Pacific Grove office are Chief Financial Officer Stan McKee, Manufacturing Operations Director Greg Walberg, Customer Support Manager Juli Harvey, Data Processing Manager Ralph Seifert and OS Product Marketing Manager Kevin Wandryk.

Dual processors mean upward compatibility 3

By allowing 8- and 16-bit processors to run side-by-side, dual processors are helping solve the software shortage problem faced by some 16-bit users.

What does compatibility mean? 4

An overview of CP/M explains what compatibility means in terms of operating systems, languages and productivity tools, and how it helps users and software writers take advantage of a wide range of hardware.

Digital Research announces CP/M '83 5

An international conference and exposition Jan. 21-23 in San Francisco will present applications, development aids, peripherals, accessories, publications and services available, as well as workshops, for micro-computer software end-users, developers, distributors and retailers.

CP/M® 3.0 receives last touches as 2.2 is at peak

At the same time that CP/M 3.0 receives final touches before introduction this fall, CP/M 2.2 sales have reached an all-time high. According to Digital Research Chief Operating Officer John Rowley, "Just when our 2.2 orders have reached a peak, we are approaching the introduction of our latest version of CP/M — CP/M 3.0. We expect immediate acceptance of the new 3.0 version by OEMs when it is released."

With 8-bit hardware sales running strong, Digital Research's industry-standard CP/M 2.2 operating system continues its sweep of the 8-bit field. More than 700 OEMs are using CP/M 2.2 and more than 3000 application programs have been written for the operating system. Industry experts estimate that some 700,000 micro-computer users are taking advantage of CP/M 2.2 capabilities at the present time.

The appearance of National Semiconductor CMOS Z-80 equivalent devices, the Zilog Z800, and the 10 MHz Intel 8085, plus the trend toward larger memory in 8-bit hardware, indicate that the 8-bit microprocessor will remain strong through the 1980s, Rowley commented.

More memory

Explaining Digital Research's commitment to 3.0 during a period of continuing 2.2 success, Kathy Strutyński of DRI's Operating Systems Strategic Business Center said, "We recognize that there is hardware out there now that can do more. Lots of companies are offering more than 64K, and we wanted to give them the performance that is possible with more memory."

CP/M 3.0 will be fully upward-compatible with CP/M 2.2 at the functional level. Application software will

See CP/M 3.0, page 6

Field operations gear up for sales and service

The pieces of the Digital Research field organization are falling into place with the establishment of a field operations headquarters office in Palo Alto, Calif.; an eastern regional office in Boston, Mass.; a southwest regional office in Los Angeles, supported by a Sierra Madre, Calif. group; and new developments in European sales support.

Stephen Maysonave, director of field operations, gives an overview of the new efforts: "We are putting in place a field organization that can respond quickly to OEM sales opportunities, provide technical support and educational services, and also provide services to our distributors."

U.S. sales offices

The U.S. sales headquarters are located at 1860 Embarcadero Road, Suite 215, Palo Alto, CA 94303; phone (415)856-4343. The office will include a demonstration center and will provide

vide full sales and support services

At this time, most Northern California regional sales are handled by Bill Haufe, with Northwest regional sales efforts headed by Mike Smith, who are both working out of the Palo Alto office. Jim Tillinghast, in charge of North American distributor support, and Dan Simchuk, DRI national technical support manager, also are at the Palo Alto location. (For more on DRI's distributor network, see the related story in this issue.)

On the East Coast, Bruce Cohen heads up the field sales and support group, now located at 6 New England Executive Park, Burlington, Mass. 01803. The office will move next door to 8 New England Executive Park by Oct. 15. The eastern regional office phone number is (617)229-6222.

The new eastern office will serve

See Field operations, page 6

Packaging and documentation are redesigned

"In line with our recent moves to expand our marketing efforts, we have redesigned our product packaging and documentation," Rick Magnuson says. Magnuson, Digital Research's retail marketing manager, emphasizes that the new merchandising effort is not merely cosmetic, but is part of a total effort to better serve Digital Research customers.

Setting up the retail marketing effort — which is closely coordinated with new distributor networks — begins with making sure that the most appropriate Digital Research products are placed on the shelves of the retail stores. Support programs for retailers are important, including training retail salespeople about Digital Research products and how they work. But packaging and documentation are the first examples of Digital Research's orientation toward the vertical market.

Packaging designed for presence

"Packaging must be designed to have 'presence' in the store; it has to

be seen and recognized," Magnuson commented. "At the same time, we want to reflect the quality and professionalism of Digital Research — we want to look like the industry leader we are." Furthermore, the packaging has to be attractive and appropriate for placement in professional and end-user settings as well. "It should look good on the job as well as in the store," he added.

A California-based design group has been involved in the packaging redesign. Documentation, too, has been upgraded, with typeset manuals and other product information to become standard. Documentation also will make use of the visual impact of two-color printing, with second colors used to highlight important information.

Products are interrelated

"The entire redesign effort is driven by the concept of the CP/M Library," Magnuson said. "The CP/M Library idea conveys the message that our

See Packaging, page 6



Digital Research products, as part of the CP/M Library, will have a new look, explains DRI Retail Marketing Manager Rick Magnuson.

Digital Research broadens distributor network

"We're developing a set of strategies to improve access to dealers, open channels to end-users and help ISVs by creating a draw at the retail level for CP/M applications," Jim Tillinghast explains. "To do all that we need a strong distributor network across the United States and abroad, and a complementary retail marketing effort."

Tillinghast, Digital Research's North American distribution manager, recently took time out to explain the move toward broadened distribution of Digital Research products. "Right now we're selecting distributors for our products very carefully, making judgments on the basis of a distributor's proven stability, its geographical area, the number of retail outlets it can serve, its commitment to Digital Research products and other factors. We want to make sure that retailers will receive the kind of support from distributors that reflects our quality image in the software industry."

The Digital Research products that will be carried by distributors, who in turn place them in retail computer stores, will include Concurrent CP/M-86™ for the IBM PC and CP/M-86™ for the Displaywriter; languages such as CBASIC®, the CIS and Level II COBOLs™, and Pascal/MT+; development tools, such as Access Manager™ and Display Manager™; and the new graphics packages, GSS-KERNEL, GSS-PLOT and GSS-4010 which also have end-user and programmer appeal.

"End-users want our operating systems because there's an application or set of applications out there they want to take advantage of," Tillinghast said. "They want our language and programming tools to write applications, and they'll want our graphics software to help make applications easier to use and more interesting."

Distributor and dealer programs

Digital Research plans to institute a large-scale educational effort to train distributors and their staffs on the hows and whys of CP/M-related products. In addition, sales and technical support will be strengthened, and new efforts to help retailers directly also will be started.

Dealer support services are now being planned, according to Retail Marketing Manager Rick Magnuson. "We're coordinating our efforts with the distributor-related effort," Magnuson explained. "We are choosing the products we think are best for the retail shelves; we're making sure they are packaged and documented appropriately for the end-user; and we're establishing programs that support the dealer either directly or through distributors — such as presenting dealer training courses and providing display cases for our products and other point-of-purchase materials." One major part of the retail marketing efforts is the redesign of all Digital Research packaging and documentation.

The new distributor and dealer programs are part of the overall Digital Research reorganization plan that includes the establishment of a field operations organization directed by Stephen Maysonave. A series of regional field offices are being set up, with the U.S. field operations headquarters in Palo Alto, Calif., a southwest regional office in Los Angeles headed by Mark Plinneke and an Eastern regional office in the Boston area already in operation with Bruce Cohen in charge. Four other field offices will be set up by the end of 1982. A European office also is planned that will work closely with Vector International.

The field offices will support distributor and dealer programs with on-the-spot support and service, including educational and training programs as well as pre- and post-sales support to large end-users. Field offices will have on board distributor specialists to handle these responsibilities. Currently, Van Crandall in the Palo Alto office and Mike McCarthy in the Boston office are providing specific distributor services.

Support for distributors

Dan Simchuk, national technical support manager who is based in the Palo Alto U.S. headquarters, is responsible for selecting and placing technical support specialists in all the field offices. "We are establishing a team selling approach," Simchuk said, "by matching every sales person with a

technical person. They will make joint sales calls to OEMs and distributors, and discuss the implementation of our software on user systems."

Currently, Andy Glick is the technical support specialist in the Los Angeles office; Bill Schwegler is based in Palo Alto and Bruce Arwine, Mike Segroves, and Dan DeVitt are based in the Boston field office.

Distributors, retail stores join team

According to Bill Smale, distributor support coordinator, a number of large distributors as well as the largest chain of retail stores have already joined the Digital Research team. Distributors which have signed agreements with Digital Research include Hamilton-Avnet, Torrance, Calif.; FMG Distribution, Fort Worth, Texas; Veritas Technology, San Jose, Calif.; Kurka Corporation, Walpole, Mass.; Processing Enterprises, Houston, Texas; and Blue Chip Software, Victoria, B.C., Canada. Veritas, Kurka, and Processing Enterprises are heavily engaged in distributing IBM PC and Displaywriter-related products, for which Blue Chip Software offers a variety of DEC-related software.

ComputerLand agreement

In a recent development, Digital Research and ComputerLand also have reached an agreement under which this large chain of computer stores will carry Digital Research products.

In Pacific Grove office

Five new DRI managers are named

Digital Research Inc. has welcomed several new managers recently in the Pacific Grove office.

As chief financial officer for Digital Research **Stan McKee** will bring a financial perspective to the company's management team. He is responsible for all internal and external financial matters as well as data processing, personnel and facilities.

Before accepting the newly created position at Digital Research, McKee was president and chief financial officer of Food Horizons, Inc., a venture backed company he founded in 1977 and sold recently. From 1970 to 1977 he was a manager in the management information consulting division of



Stan McKee
Chief Financial Officer

Arthur Andersen and Company. McKee holds an M.B.A. from Stanford University and is a C.P.A. in the state of California.

Greg Walberg has been appointed director of Manufacturing Operations. He comes to DRI with five years experience as manager of manufacturing and quality assurance at Memorex Corporation and two years as manager of production and quality control at Finnigan Corporation.

Walberg attended the University of Santa Clara and has B.S. degrees in mathematics and chemistry.

Greg Walberg
Director of Manufacturing Operations

Explaining the two divisions within the Digital Research Manufacturing Operations, Walberg said, "The materials group procures all the materials needed to make our products, and coordinates and schedules production and inventory control. The production group does the actual production, including software duplication onto disks, the packaging and shipping."

Walberg said he plans to consolidate the manufacturing stages into one facility and he expects the manufacturing group to double in size rapidly.

Customer Support Manager **Juli Harvey** says, "In view of Digital Research's stated commitment toward tightening, strengthening and professionalizing its management team, I find it exciting to be a contributing part of that initial growth and framework." At DRI she is coordinating and managing four departments: Legal Services, Sales Support, Customer Services and Order Processing.

Harvey lived and worked in Europe for eight years. She was a senior corporate sales representative and regional sales manager for TWA, regional sales manager and director of

sales and marketing for Odyssey Enterprises, and worked in public relations and advertising for Rockford Marketing.

She has a B.A. in business administration in international marketing and sales management, has done graduate work at Wharton School of Business and USC, and is working toward a masters in business administration in international marketing. Her professional background also includes finance, marketing research, econom-



Juli Harvey
Customer Support Manager

ics and law. She leads a number of seminars on topics such as women in business, market research and management training.

Named manager of Data Processing at Digital Research Inc. is **Ralph Seifert**. Previous to this appointment he was principal programmer analyst at Icot Corporation. He also has been software manager for Digital Equipment Corporation, systems analyst at Daconics/Xerox Corporation, and development software engineer at Measurex. Seifert, who received a B.S. degree at the University of Notre Dame, also worked at Rockwell International for four years.

Seifert is responsible for running the computer center at Digital Research. "As the company grows, Data Pro-



Ralph Seifert
Data Processing Manager

cessing's functions will increase," Seifert predicts. He expects rapid growth in the Data Processing department.

"Microcomputers are the most exciting part of this industry," stated **Kevin Wandryk**, Digital Research's newly appointed product marketing manager for operating systems, "and Digital Research has the leading edge in the market."

Wandryk, DRI manager of the 8086 operating systems and for the packaged operating systems, will serve as a liaison between the MARCOM department and the Operating Systems SBC systems will look for long-

See Managers, Page 6



Kevin Wandryk
OS Product Marketing Manager

