POINT 4

DATA CORPORATION

DISTRIBUTOR REFERENCE HANDBOOK

October, 1983

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DISTRIBUTOR REFERENCE HANKBOOK

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SECTION TWO (dealer to supply)

    1.   **DISTRIBUTOR**

Preface

The Distributor Reference Handbook has been prepared to give you a vehicle that will enhance your marketing and support efforts. It holds as much information as would be needed by your sales representative in one reference book.

Topics covered range from Product Information, Pricing/Configuration and Support to pre-sales tools and information designed to give you the competitive edge.

As an added benefit, the Distributor Reference Handbook can be be used as an educational document for new-hire sales representatives. This can be a great time saver that quickly brings sales personnel up to date on the products they are selling.

The Distributor Reference Handbook can be an important element in your marketing efforts. We suggest you add your own items to it. Section Two of the table of contents refers to some recommended material you may wish to include. We encourage you to use it and we solicit your comments regarding this manual, our services, our products and anything else we might do to help you with your success.

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BACKGROUND

POINT 4 Data Corporation is a manufacturer of low cost, multi-user computer systems for the small business market place. POINT 4 systems and products are sold through the systems builder, distributor and value-added reseller worldwide. POINT 4 has become a very significant force in the market:

o   Among suppliers of systems in the $10,000 - $80,000 + price range, POINT 4 ranks sixth in percentage of total annual units shipped into this **$1.6 billion market**.

o   The POINT 4 operating system, IRIS, is an industry standard with more than 19,000 installations worldwide.

o   POINT 4 systems are offered at a cost-per-user which is substantially lower than most competitive computer systems. In fact, POINT 4 systems compare favorably in per-user price with microcomputers, which have far lower performance capabilities.

o   POINT 4 systems are among the industry's fastest in response time due to their highly effective architecture.

o   The expansion of POINT 4 from software development to systems manufacture has made the company a leader in the concept of versatile, upward expandable computer systems which offer the flexibility of a wide variation for reseller configuration.

COMPANY HISTORY

The unique evolution of POINT 4 is largely responsible for the position of the company today as a highly respected provider of multi-user support capability.

POINT 4 was founded in 1969 as Educational Data Systems Inc., which developed minicomputer software systems for NOVA-type computers for schools. From the beginning, the software was designed to service a large number of potential users in this environment.

In 1973, the company introduced a new operating system for support of Business BASIC. The operating system, called IRIS, allowed a large number of users to access large volumes of data. Related processors and utilities complementing IRIS were aimed at business and data management applications. This product was enthusiastically received by a market which had been lacking true multi-user support for NOVA-type computers. IRIS, which has been continuously upgraded since 1973 to meet user requirements, is today an industry standard with more than 19,000 installations worldwide.

Early developments of hardware products expanded the capability of IRIS by expanding the multi-terminal support of NOVA-type computers and by providing greater computer power. Among these products was the Mighty MUX, a general purpose DMA communications

front end which provides up to 128 ports. POINT 4 also introduced a microprogrammable floating point arithmetic processor, a herald of later performance enhancers.

By 1978, POINT 4 had developed all of the major components of a full computer system. In 1979, POINT 4 delivered its first general purpose computer, the POINT 4, so called because its cycle time was an unprecedented 0.4 microseconds. One year later, on March 1, 1980, the company changed its name to POINT 4 Data Corporation. The new name reflected the wide acceptance of the computer as well as the firm's transition to full systems manufacture. The computer was rechristened the POINT 4 MARK 5.

Through the years, POINT 4 became a tool builder for the minicomputer industry worldwide. POINT 4 analyzed the requirements of OEMs and system builders and designed software and hardware products around them. As a result, the company began development of a series of software productivity tools. Among these were two advanced Word Processing systems -- STYLUS, which produced high quality documentation and TYPIST for general business use. Both systems are currently used widely in Business BASIC environments. To enhance the ability of POINT 4 customers to develop vertical market software, POINT 4 introduced FORCE, an automated programming system which permits rapid development of structured, bug-free, automatically documented applications.

POINT 4 has responded to industry demand in development of more fully integrated computer systems for sales through the value-added reseller. In addition to the MARK 5, these include the entry-level MARK 2T, a growth oriented, multi-user, 16-bit minicomputer system with a micro price; the MARK 3, a multi-user business computer; the MARK 8, for larger business installations requiring high speed and support of many terminals; and the ultra fast top-of-the-line MARK 9. All computers are supported by a full range of high performance peripherals including disc drives, and the MARK 5, 8 and 9 are supported by a unique disk cache memory called LOTUS which extends the already high performance of the computers. All POINT 4 products are notable for their reliability, software compatibility and "user friendly" characteristics.

THE POINT 4 ADVANTAGE

Multi-User: POINT 4 is an industry leader in multi-user computers developed to serve a large number of work stations for a low per-user cost. Unlike even the largest competitors whose systems in this market segment typically support an average of only eight stations, a sampling of POINT 4 users demonstrates these kind of statistics:

- An insurance company supporting 45 terminals and 3 printers with 900 megabytes of disk capacity on a MARK 8 and receiving 2-3 second response time.

- An accounting application in the petroleum industry employs a MARK 5 system with 40 terminals, 4 printers, 696 megabytes of disk storage and receives 1-2 second response time. (See Table 1 for additional examples.)

This high performance, multi-terminal support plus the low original cost of POINT 4 systems place them among the industry's best buys on a per-user basis. In a medium size, multi-user system the cost per station, including terminal, printer and 5 megabytes of personal disk capacity, may be as low as $2,500 -- half the price of a comparable personal computer. At the same time, unlike a personal computer, the POINT 4 systems provide access to a central data bank, assuring shared, and controlled, use of the database. And the POINT 4 computer is both expandable and upward compatible as requirements increase -- a claim that cannot be made for most personal computers and many minis.

Business BASIC: POINT 4 systems, which generally fall into the $10,000 to $80,000 + price range (fully configured with disk(s), streamer, terminal(s), printer(s), etc.) are compatible in the Business BASIC environment. Business BASIC is the language of choice in about one third of the small to medium size businesses with $1-25 million annual revenue. In this market, which requires ease of operation in a system, Business BASIC is ideal.

As an interpreter, it will allow the system builder to write, test and debug applications far faster and with greater flexiblity than with a compiler. The language also supports remote installations via modems which is highly desirable for both the reseller and user.

User's Choice: Among POINT 4's customers, there is a high level of satisfaction, which results from the systems' exceptional reliability and trouble-free operation as well as from the ease and low cost with which they can be expanded as user requirements increase.

System Flexibility: To the value added reseller, a major advantage of POINT 4 computers is the exceptional system flexibility in both hardware and software. POINT 4 systems will support a wide range of peripherals, thereby allowing the reseller to configure each system to meet his exact requirements.

POINT 4 PRODUCTS

POINT 4 systems are expandable, allowing growth from one to multiple terminals, and upward compatible to larger, more powerful systems as requirements dictate. All systems are fully compatible at the operating system level and employ common application software. The POINT 4 family of systems shares a base of advanced technology -- high speed instruction processing, integrated architecture, standard or high speed data channel, DMA multiplexer, and full IRIS Business BASIC utilization.

POINT 4 MULTI-USER INSTALLATIONS
(Examples)

TERMINALS	PRINTERS	DISK	CPU	TYPICAL RESPONSE	INDUSTRY	APPLICATION
45	3	900 MB	MK 8	2-3 SEC	INSURANCE	CLAIMS PROCESSING
26	4	192 MB	MK 8	1-2 SEC	AUTOMOTIVE	AUTO PARTS
26	1	300 MB	MK 8	2-3 SEC	AUTOMOTIVE	AUTO PARTS
40	4	696 MB	MK 5	1-2 SEC	PETROLEUM	OIL & GAS ACCOUNTING
40	1	100 MB	MK 5	1-2 SEC	PROTECTION	ALARM SUPPLY DIST.
33	3	96 MB	MK 5	2-3 SEC	TIME SHARING	ACCOUNTING
30	2	632 MB	MK 5	2-3 SEC	INVESTMENT	COMMODITY TRADING
30	2	160 MB	MK 5	1-2 SEC	MILITARY	ACCOUNTING
29	2	600 MB	MK 5	1-2 SEC	TRAVEL	TOUR MANAGEMENT

Table 1

Hardware-Representative Products:

MARK 2T: Entry-level multi-user integrated system; 16-bit
600 nanosecond central processing unit, with 128KB;
attractive, desktop enclosure; packaged with a
5 1/2-inch Winchester disk with a capacity of up
to 46M bytes; back-up and program load capabilities
are provided by a 1/4-inch "floppy tape" cartridge
subsystem with 20M byte capacity; four or seven
asynchronous ports.

MARK 3: Table top or rack mount versions; integrated 16-
bit 600 nanosecond minicomputer available in
configurations from a 64K byte RAM/dual floppy
entry level system to 128K byte on board RAM,
Winchester disk(s), plus streaming tape backup;
four or seven asynchronous ports; the minicomputer
at a micro price.

MARK 5: High speed, general purpose computer with typical
support for up to 32 terminals; 16-bit 400
nanosecond processor and up to 128K bytes of
directly addressable memory on one board; seven
slot chassis; industry compatible instruction
set and I/O structure for maximum system integration
flexibility; 400 nanosecond memory cycle time;
Lotus Cache Memory option, available with
Winchester/Streamer mass storage in 30-inch or
42-inch cabinet.

MARK 8: High performance, high capacity multi-user business system; powerful support for up to 64 terminals; IRIS compatibility plus an expanded firmware set for enhanced instruction execution performance; 128K byte memory; wide range of options including high speed interprocessor bus and the Lotus Cache Memory; Winchester/Streamer mass storage.

MARK 9: Top-of-the-line capacity and performance for complex business needs; high-speed, 16-bit central processor with 300 nanosecond cycle time; up to 512K bytes of on-board EDAC memory; selectable operational modes, including a NOVA 3, mode making it a powerful and economical direct upgrade to a broad range of industry-standard computer systems; supports over 64 users with a minimum 25% performance improvement over other models.

MARK 1A: A stand alone CP/M workstation which is also an IRIS terminal; virtually any RS232 CRT can be connected to a MARK 1A. The combination of MARK 1A and terminal functions as a CP/M microcomputer. The product also connects to a POINT 4 host to function as an IRIS-supported workstation for business applications.

POINT 4 TERMINALS

POINT 4 terminals feature ergonomic design with tilt and swivel console and detached DIN-standard Selectric-type keyboards. Their contemporary design combines with an attractive low-cost/high-functionality ratio to justify deployment wherever needed in a modern business application.

VDT-11: A low cost, highly functional conversational terminal for general purpose business use.

VDT-12: A block mode terminal with full editing capabilities for more specialized applications such as financial spread sheets and flow charts.

LOTUS CACHE MEMORY: A unique, high performance solid state disk memory which is employed between RAM and disk to reduce the seek and latency delays commonly occurring in the access of data stored on the disk; available as a performance expansion option to MARK 5, MARK 8, and MARK 9 and is compatible with NOVA-type computers; POINT 4's exclusive use of combined fixed and static resource allocation offers optimum performance.

Mighty MUX: A general purpose high-speed DMA Communications front end for POINT 4 and NOVA-type computers; from 4 to 128 port capability.

<u>Packaged Systems</u>: The full line of the MARK series

of small business, multi-user computers are available

in complete system packages; the MARK 3, 5, 8 and 9

can be packaged in either a low-boy cabinet that

is 30-inches high or a high-boy cabinet, 42-inches

high. The MARK 2 and MARK 3 are available in small,

attractive enclosures suitable for placement on a

desk or table top.

Software Products:

<u>IRIS</u>: Interactive Real-time Information System which

supports up to 64 + users; multiple timesharing and

background tasks; over four million records

per file; memory partitioning allows multiple jobs

to share memory; effective security; flexible, easy

to use file structures; full memory utilization

<u>FORCE</u>: Automatic Programming System; source code

generator which reduces application development

time by as much as 80%; generates independent and

totally transportable IRIS Business BASIC programs;

code is labeled, fully commented, standardized and

error free.

<u>STYLUS</u>: Shared logic Business BASIC text processing

system for use with IRIS Operating System; designed

for creation of sophisticated high quality documentation.

TYPIST: Business BASIC word processing package optimized for general business applications; designed with the user in mind, its typewriter-like qualities and menu-driven simple operation make TYPIST easy to learn and use.

PC CONNECTION: A software connection enabling an IBM or similar personal computer employing MS-DOS to operate with any POINT 4 or other multi-user computer employing the IRIS Operating System; software allows the device to operate as a stand-alone PC, but utilize the centralized mass storage subsystem of the IRIS computer for programs and data files; also allows the device to operate as an interactive workstation performing IRIS business applications.

ELECTRONIC OFFICE: High productivity business tools for Electronic Calendar, Electronic Graphics, Electronic Files, and Electronic Note Pad - all without the addition of special hardware.

POINT 4 PEOPLE

<u>William F. Rigby</u> -- President and CEO; Bill Rigby is one of the industry's leading professionals in the small business computer marketplace. Before joining POINT 4 in December 1982, Mr. Rigby was group Vice President of Marketing for MAI/Basic Four Information Systems Division and, prior to that, received extensive international experience as Vice President of Marketing for MAI International Corporation. Mr. Rigby is also a 19 year veteran of Honeywell Information Systems where his assignments included planning, marketing, sales, engineering and manufacturing. He held such key positions as Director of Small and Medium Systems Marketing and Director of International Marketing.

<u>Geza E. Gorgenyi</u> -- Executive Vice President and COO;
Mr. Gorgenyi joined POINT 4 in 1976 as Vice President of Operations. He was appointed Executive Vice President in 1978 and Chief Operating Officer in 1982. During his years with the company, he has established minicomputer manufacturing, service and support and has increased manufacturing output from $30,000 per month to over $1.5 million per month. Prior to 1976, Mr. Gorgenyi was Vice President of Operations for Keronix and from 1956-1971 held middle and senior management positions with Hughes Aircraft Co.

Robin Ollivier -- Vice President, Sales and Marketing;
Mr. Ollivier has more than 20 years of experience in the computer
industry in both marketing and engineering capacities. He joined
POINT 4 in 1976 as Vice President of Sales. At that time, he had
a sales staff of two and volume of $0.3 million. Today he
directs a staff of 20 and has helped guide the company to more
than $12 million in annual sales. In 1970, Mr. Ollivier was
founder of Sierra Data Systems, a manufacturer of
minicomputer-based file oriented systems for transportation and
construction industries. In 1974, this company was acquired by
Science Applications, Inc. where Mr. Ollivier became Director of
Development.

Gerald N. Soma -- Vice President, Engineering; Mr. Soma has an
exceptional breadth of experience in both hardware and software
development, engineering and marketing. He assumed
responsibility for total product development and support
activities at POINT 4 in 1981 when he joined the company from
EECO. At EECO, Mr. Soma was Marketing Manager in charge of
worldwide sales and marketing of hotel office automation systems.
From 1977-1980, he was General Manager of Industrial Micro
Systems and directed development of CP/M and S-100 bus based
microcomputers. Prior to that time, he was the General Manager
of the Systems Software Division of General Automation and, in
1968, founded his own software company which was acquired by
Datum.

<u>Ted Cooper</u> -- Director of Sales; Mr. Cooper assumed his current title in 1983 after two years with POINT 4 as Director of Field Operations. He joined POINT 4 in 1981 from duties as General Sales Manager for Pertec Computer Corporation. Previously, he held a similar position with the Computer Division of Royal Business Machines.

<u>Daniel Campbell</u> -- Vice President, Finance; Mr. Campbell has 17 years of experience as a major financial officer in the computer industry. He joined POINT 4 in 1982 as Controller. Subsequently, he assumed additional responsibilities of Secretary/Treasurer and was promoted to Vice President in January 1983. From 1969 through 1982, Mr. Campbell was Chief Financial Officer of the AM Documenter Division of AM International, a manufacturer of point-of-sale computer systems.

<u>Larry Baboid</u> -- Manager of Product Marketing; Mr. Baboid joined POINT 4 in 1983 from Honeywell. During 17 years with that company, he held such key marketing positions as Merchandising Manager for Distribution Sales Operation and National Product Manager for General Systems Operation.

<u>Gerry Petri</u>   -- Director of New Market Development; Mr. Petri joined POINT 4 in 1978 as Western Sales Manager and was promoted to his current position in 1983.   Mr. Petri has 20 years of experience in computer sales management for such companies as Data General Corporation and McDonnell Douglas Automation Company.

<u>Luann Dawson</u> -- Marketing Communications Specialist; Ms. Dawson joined POINT 4 in 1983 after 14 years in the advertising agency business.   She owned and operated her own agency for five years in Hawaii before deciding to return to California and joining POINT 4.   She has directed communications programs for a diverse range of clients and offers an expertise in advertising, promotion, direct mail and overall corporate communications.