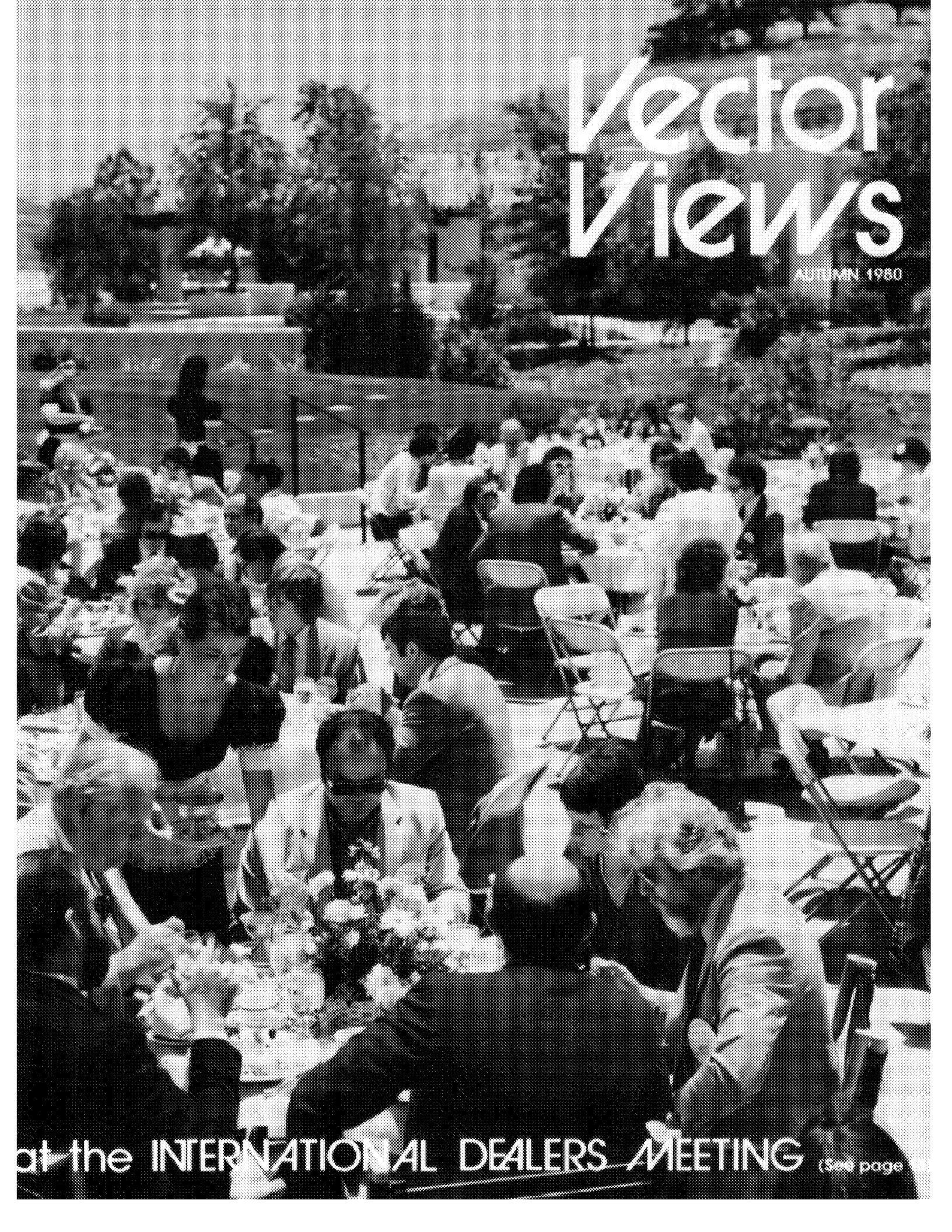




Vector Views

AUTUMN 1980

at the INTERNATIONAL DEALERS MEETING (See page 5)

the Editor's Desk

Recently, a new Vector dealer taking a tour of Vector's facilities commented, "I have visited other companies before, but there is rarely so much emphasis on meeting the individual staff members rather than just seeing the buildings." This emphasis on people occurs because Vector's staff feel a contagious team pride and want to draw dealers into it. The same emphasis on Vector's team characterizes the expanded Vector Views, Vector's magazine for its dealers.

A business team consists of the ideas and personal energy that team-members pour into their particular assignments, motivated by a sense of accomplishment and a desire to grow with the company. For this reason, staff members are introduced to you through their own presentations of the areas for which they are responsible. This is intended not only to explain the specific programs, but to convey the fact that they are backed by dedicated people who will maintain and improve them over the years ahead.

This first issue of the new Vector Views centers on dealer marketing support programs. A future issue will continue in this vein by featuring dealer technical support. In both areas, Vector's dealer support is driven by an awareness that Vector's success depends on the success of its dealers. That is why the support programs are so extensive. They are not characterized only by a passive "The customer is always right" attitude but by active efforts to help each dealer succeed. This is very typical of the team approach prevailing in this dynamic company.

Thanks go to the many contributors to this edition of Vector Views, who made it work.

Rob Kramarz
Rob Kramarz, Editor

EDITORIAL STAFF

Rob Kramarz, Editor
Ted Tysell, Art Director
Mark Musial, Photography Director
Charles Vaughn, Publisher

DEALERS:

To use the product section in the center of this issue as a separate mailer, simply cover up the Media and Show Schedules with an addressing space, and reprint the section.



from the President's Desk

by Lore Harp, President

Dear Dealer:

Vector is entering it's fifth fiscal year, and it is amazing to see how quickly time has gone by since we started the company. This is the opportunity to thank you, our dealers, for having given us support during this period. The economic scene is changing and we are starting to notice a trend of order increase and better payment. Having buyers who are ready to make a purchase of a computer system is a good sign for all of us.

Furthermore, I hope that it means a decrease in discounting of our product to the end-user! To illustrate a case in point, I happened to talk to an end-consumer the other day, who purchased a System B. He obviously was trying to find the best price and being in Southern California, he had ample opportunity to call different dealers. To his amazement he got eight different quotations from eight different dealers. There is something wrong, isn't there?

This kind of situation and problem is as old as selling itself. We, at

Vector, cannot control discounting as exercised by some of you. However, you know the Vector philosophy which states, "No discounting. Support the sale, and No mail ordering." By the same token we don't sell to end-consumers directly, but leave the business to you. I urge you to sell equipment at the suggested retail price, which means that the whole dealer network will be strengthened since all of you will be following the same philosophy.

The major reason for our high discounts to you is that you can grow even more than you had anticipated. You will be able to attract talent in both marketing and technical support which will support the sales. Discounting the product has the opposite effect! It leaves you with meager margins, and with meager margins you cannot attract people that are experienced enough to sell this kind of complicated and sophisticated technology. The quality of people is usually in direct proportion to the kind of salary these

people command. However, if you don't have the margin because you are looking at a short term goal you cannot attract the person that needs to be paid well to do a job well. In order to make money, you have to spend money and we are trying to help you make it.

If the discounting of the product will continue we will have to take measures that may not be satisfactory to you. We want to stay in business, we want you to stay in business and most of all we want Vector to keep its reputation as a quality company selling quality equipment. In the buyer's eye, equipment that has been discounted too heavily usually becomes less appreciated and loses its value. We don't want that to happen.

So I implore you, as our dealer, to sell the equipment at what we recommend it to be sold for, because that way we both will grow — and we need you for the next five years. *

QA
Company

How large is Vector now?

Projected growth for Fiscal 1981 is to \$30 million, 8000 systems/year, 175 employees, and 40,000 square feet of space.

What is the status of the Michael Shrayer suit?

The court's decision was in favor of Vector Graphic, including all costs incurred.

In what kind of financial condition is Vector Graphic, Inc.?

Vector has shown a remarkable consistency in its financial stability due to wise cash flow management and inventory control.

Does Vector plan to go public?

Yes.



The Image Maker

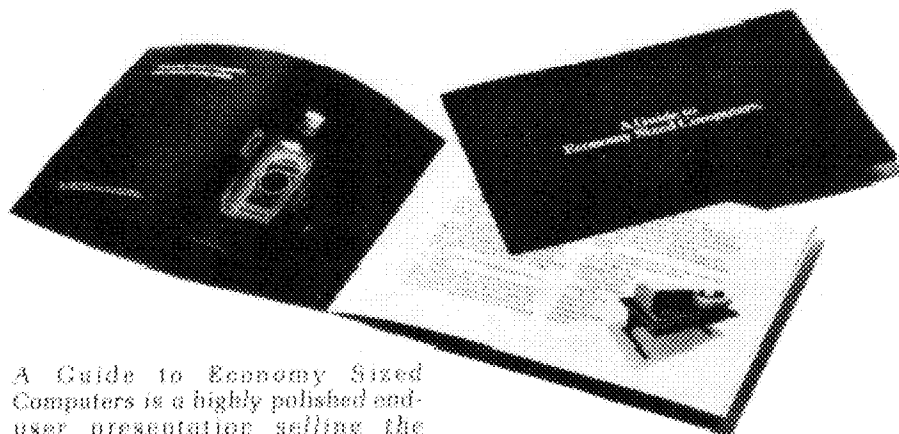
by Carole Ely, Vice President, Marketing

Dealer support has been and will continue to be a major priority for Vector in terms of money and creative effort expended this year.

In the past 6 months Vector has implemented an aggressive national advertising program to develop public awareness of the Vector name and Vector Economy Sized Computers as the word and data processing system that gives you a lot for your money. Our full page four color ads have appeared nationally in Inc., The Office, Datamation, Interface Age, and Computer Retailing and regionally in the Wall Street Journal and California Business. These ads have won awards in reader recall surveys while carrying our message that Vector Economy Sized Computers Don't Carry Inflated Price Tags, Don't Need Their Own Offices, and Don't Stunt Your Growth.

This campaign will be continued and expanded in the coming months with additional placements in magazines such as Business Week and Byte.

Our efforts can be multiplied by Vector dealers pursuing more aggressive, compatible campaigns in local newspapers, magazines and journals through the coop program. (As you know, the COOP program can pay for a significant portion of your advertising, in proportion to your sales.) These local campaigns



A Guide to Economy Sized Computers is a highly polished end-user presentation selling the professionalism of Vector products.

reinforce the broad Vector message and tell local potential buyers where to buy Vector products. You, the Vector dealers, then benefit with sales closed from the leads generated by our national ads and the people who respond to your local effort.

In addition, we are currently developing ads to further market recognition of Vector products as the outstanding choice for flexible, modular hardware with maximum transportable software capability. These ads executed in our economy sized format will talk about "Hard Sell" and "Soft Sell" and will be placed in such media as Mini Micro and Computer System News and Electronic News. Many of the leads

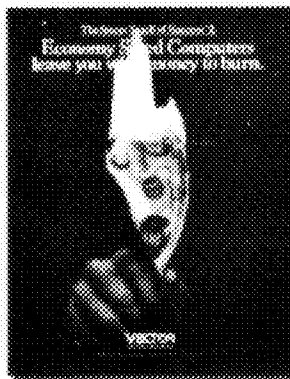
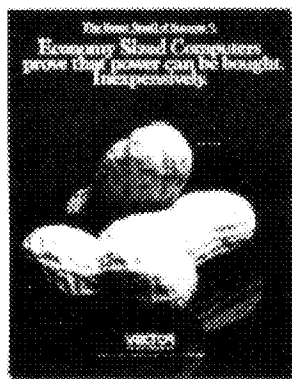
generated from small systems houses and software development groups will be referred to our dealer network.

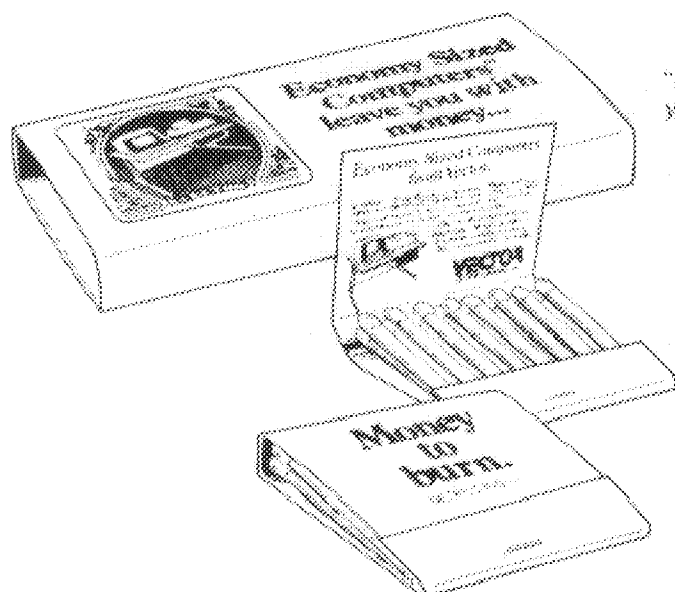
The recently announced Solution's program is a suggested framework for a profitable business relationship that should in the long term generate more good application programs running on Vector systems — more sales for dealers and for Vector. The Solutions program provides you with a system at 40% discount for resale to a software development group. You must register the development group on the form we have provided. Vector, in turn, will respect the written contract between you and the development group, a copy of which you should supply us.

Our public relations program has in the past 6 months centered on weekly news releases on new products, people, and programs sent to a selected list of some 200 editors across the country. Results — Vector has gotten a lot of "INK".

Now we are expanding our efforts, and, in the coming year, we want to further enhance our credibility and extend our reference base by writing and publishing 12 application stories from your installation information. Please send your Installation Reports to Sandee Lyman. Our objective is to place each article in the appropriate vertical market national publication, and have the story published in your local media.

Attention grabbing scratch-and-sniff posters can now be purchased for promotional use or for resale.





"Matches" make an excellent mailing piece to keep your many leads on fire.



Sue Peterson is Administrative Assistant for Sales and Marketing, applying remarkable efficiency, communication skills, and dedication — our assurance that Vector's Dealer Support Programs succeed.

Then we will reprint for distribution to all dealers.

We will also develop a minimum of 4 technical articles authored by Dr. Robert Harg. Placement in appropriate technical journals and reprints will also help dealers close sales by reaffirming Vector as a dynamic company with strong technical foundations and ongoing R & D efforts to support customers now and in the future.

Television has now been added to our support program. We have just completed a dynamite series of three 10 second commercials and we plan to incorporate them into our media schedule in the Fall, as well as offer them for local use through the COOP program.

Trade show support has been expanded recently as well. While

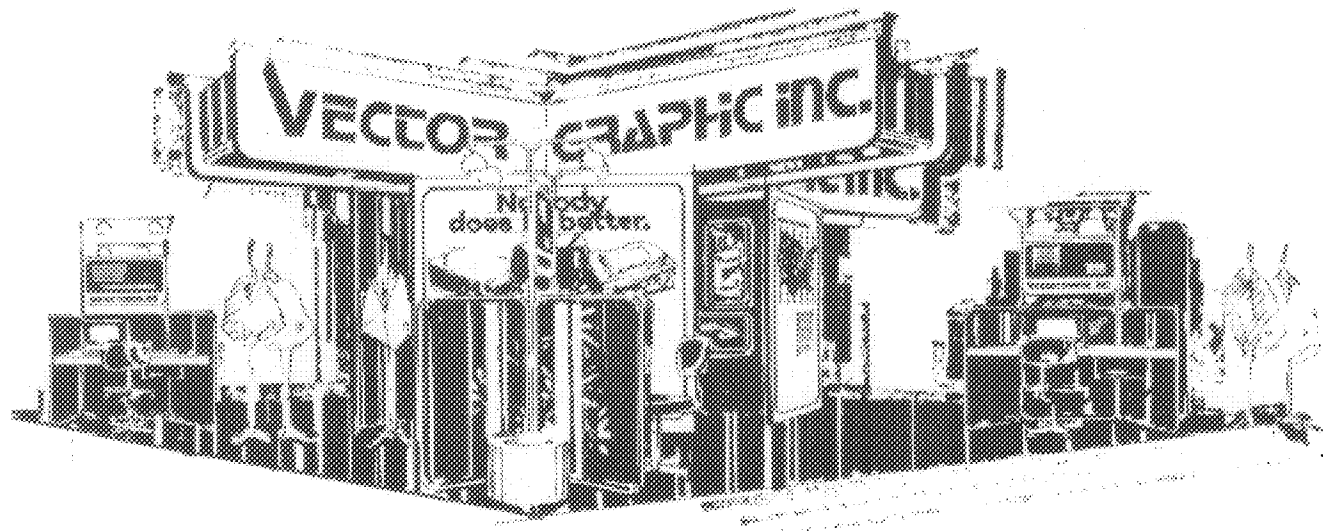
Vector continues to attend major national shows, we want to encourage you to take advantage of regional shows. Vector will help to defray your costs by reimbursing you for up to 50% of the cost of your booth, up to \$450.00 for each of four regional shows a year.

Other projects in the works that will help you are production of the direct mail materials — peanuts, matches and unisex cologne. You have already received the peanuts. Make use of these unique direct mail items. Use them as in-store handouts and at trade shows too! Look for our new corporate brochure, presentation notebooks, and in-store/trade show banners in the forthcoming months as well.

Besides advertising and public relations we will be expanding our

education program, too. More information to dealers about products and markets; how to sell and to whom; in-store sales aids to help close sales faster; training and installation tips and techniques. Our objective: to help you reduce your cost of sale; and to increase your number of sales by making your sales presentation and installation more effective. ■

Vector's new exhibition booth is a dramatic display of Vector's central position in the small computer market.





March, 1980, saw the initiation of Vector's Sales Training Seminar, a three day course held once a month at Vector's home office in Westlake Village, California.

This Seminar was conceived in response to dealers' request for more product information at both the sales and technical levels. It has been received with overwhelming praise and we plan to continue and improve upon it. The most common response that we hear can be paraphrased as, "I have been to other industry seminars, and this is the best one I have seen." The organizers and instructors are justifiably proud of their efforts. A companion technical training program is also offered, to be discussed in a subsequent edition of Vector Views.

In anticipation of these programs, a modern training facility was included in Vector's plant expansion completed in February, 1980. This facility includes sufficient space for a class of 12, each participant having a large desk and complete computer system. It is a well lighted and comfortable setting, now in almost continuous use.

The Sales Training Seminar is devoted to the issue of selling Vector products, and is of interest both to dealer management and sales personnel. It is divided into three broad areas — product information, sales technique, and dealer support from Vector Graphic. Taken together, this material covers the essentials of operating a small business computer dealership as an effective marketing force. The seminar has been found equally useful by both new and long-time dealers, giving inexperienced participants more than enough to absorb in a three day period.

The first day begins with an introduction to Vector Graphic as a company, by Carole Ely, Vice President of Marketing. Gary Bennett, from the Sales Support Group, follows with an overview of Vector's products, emphasizing the selling points of the primary products and the product family as a whole.

Sales Training: A Growing Success Story

With this introduction as a background, Sales Vice President Jim Alexander presents the "Master" method of selling, the unifying theme of the Sales Seminar. The Master method is a systematic way of approaching the selling process, with the aim of "reducing selling to a discernable pattern of event and reaction to event." Its unifying concept is the conscious stimulation of the desire to buy, by concentrating on the buyer's needs rather than concentration only on product features. Jim focuses specifically on the selling of small business computers, giving the subject immediate relevance. Additional time is devoted to the steps in the computer sales cycle, including prospecting, demonstrating, customizing, contract designing, and installation.

After lunch on the second day, the seminar turns to practical issues of installing hardware and software. Jamie Zartman, Director of Product Support covers the issues of site preparation and installation of equipment, followed by Gary Bennett who explains the various procedures for installing Vector's primary software products and handling diskettes. Participants get hands-on experience at this point, using the systems on their desks. He also reviews the software development tools needed by dealers to create new applications or to sell systems to software development groups. Later that evening, Sandee Lyman from the Sales Support group offers a well attended class covering operation of the Memorite word processing software.

The third day begins with a session on selling Vector's application software, taught by Rob Kramarz, Director of Communications. Memorite word processing, Peachtree accounting, communications, and small business systems generally are reviewed in terms of what they can do for the customer and how they can be sold by focusing on their real benefits. Participants are led through sample demonstra-

tions designed for effective selling. Marketing Analyst, Becky Bowles, follows with a useful discussion of competitive products, presenting the data needed to sell in a competitive situation. She calls upon the experience gained from her extensive field work, concentrating heavily on the systems which dealers indicate are most often encountered.

Participants are then given a tour of Vector's 40,000 square-foot plant including introduction to the sales and support personnel with whom they may have spoken but never before met. This is followed by a session with Dr. Robert Harp, Director of R&D, and Eric Dilks, Manager of Software, covering future products and enhancements, a session which usually generates a great deal of interest. The seminar then closes on a high note, with Carole Ely energetically presenting Vector's dealer support and advertising programs. She communicates Vector's dedication to backing up its dealers with a no-nonsense business systems image, and with imaginative marketing support programs.

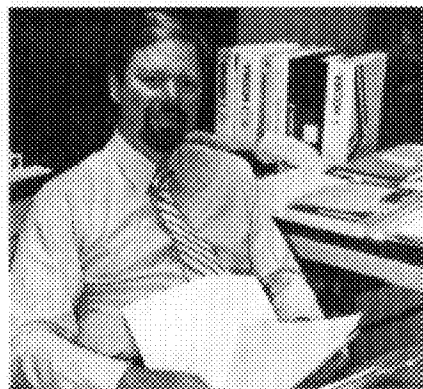
Although a great deal of material is covered, the program is indeed a seminar rather than a lecture. Considerable discussion takes place, allowing participants to gain from each other's experience and giving Vector staff a chance to hear new points of view. Discussion is opened frequently during the sessions, and

(continued on back page)



the Doctor's Orders

by Dr. Robert Harp, Director of R & D



By now all of the dealers should have received literature and announcements on the new systems that we are introducing — The Vector 2800 with the dual 8" full size floppies, and the Vector 3030 which represents a tremendous advance in storage.

These are the initial introductions of an entire product line that will extend from a very small computer all the way up through very sophisticated multi-terminal systems for larger businesses. The entire new product line is based on the Vector 3 computer which includes all of the computer boards. The differences between the systems are basically what type of disk drive is attached or how the units are interconnected.

We are trying to stress the modularity of this new line of products which will minimize the number of units that a particular dealer has to stock either for demonstration purposes or for maintenance purposes. There is a great deal of commonality between the different units. All of the units use the same CPU board, the single board computer, the same video board and the same memory boards. The differences between them are in terms of the input/output adapters and the disk controller boards.

As production builds up on these initial offerings, we will be providing other configurations with 5" floppies (the VIP) and possibly other type

drives, and we will be pricing the disk drives by themselves, so that the systems can be expanded or Winchester drives can be added to existing systems in the field.

We feel that the next step in the evolution of systems will be the cluster approach, whereby intelligent work stations having a dedicated processor and full complement of memory can be networked together with a central unit, which has the large capacity disk and expensive printers attached to it. Communication between these units can be done at a sufficiently high rate of speed, that files can be loaded in a second or two — about the same time required now with floppy drives. With the much higher performance of the Winchester disk in the central unit, up to 32 terminals can be attached to the central unit without any interference in accessing the files. The modular approach to the systems that we intend to follow greatly simplifies the number of different boards that the dealer has to have in stock. It simplifies the amount of technical knowledge he requires in understanding the functioning of the boards, and how they are set up. It minimizes the effort involved in servicing the equipment in the field.

Another aspect that is very important is that it allows the dealer to start a customer out with a low priced system with modest disk capacity, and then, without obsolet-

ing the entire system, it allows the customer to upgrade it to a much larger capacity by adding a larger disk drive to it.

The ability to upgrade the customer has multiple advantages. It is a good selling point which may convince a customer to purchase our system compared to any of the others on the market. Most customers will tend to purchase a system that is less than they realistically need to do the job. Experienced dealers usually realize this and try to convince them to buy a larger system. However, with the modular approach this is less of a danger, and can result in considerable repeat business. In every case the software that the customer has developed on a particular system can be relatively easily transferred mechanically to an upgraded system, so that there is no problem of obsoleting the software. For example, in going from 5" disk system to a 3030, one really loads the software into the 5" disks on the megastore and does a PIP onto the Winchester drive. No other modifications are necessary. This is assuming that the software was developed under the CP/M operating system to begin with.

The existence of a completely modular product line allows you to make more sales per sales call, simply because you have a system for virtually every need. ■

Does the Vector 3 line of products replace the System B?

Not at all. The system B was Vector's first complete system, and remains a popular product. It's longer motherboard and larger power supply are necessary for special applications and Time-Share Multi-User.

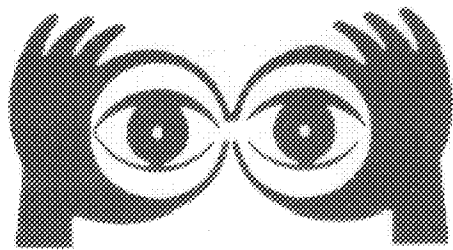
How many terminals does the Time-Share Multi-User System B support?

Memorite, not including heavy use of the mailing list program, works well with FOUR. Other applications or mixes of applications may not allow as many.

How does the VIP handle diskette backup?

One of the Vector's utilities running under CP/M provides a single-drive backup that involves swapping the original and backup diskettes several times. Under Memorite 2, which does not use CP/M, document backup is accomplished by updating a document on the backup diskette immediately after updating the original diskette. Short mailing lists can be backed up by using MZOS Read File and Save File commands, but long mailing lists require a 2-drive system for backup.





Viewing New Prc

VIP: the Vector Intelligent Partner

Vector Graphic is now announcing a new highly intelligent, low cost entry level computer system — the VIP (Vector Intelligent Partner).

The VIP is based upon the Vector 3, an integrated video console with built-in S-100 computer electronics. A single 315K mini-disk drive is housed separately to allow modular upgrading of the system when required.

VIPs are being welcomed widely for use with Memortite word processing software, providing an extremely cost-effective word-processing system.

They are also being enthusiastically purchased as an intelligent partner for management use, applying the various management productivity software available on the open market for the CP/M operating system.

Further, the VIP is excellent for software development, many kinds of specialized applications, communication with data-based time-share services, remote data entry and distributed processing.

VIP's suggested retail price is only \$3,695.00 (\$4,065.00 foreign), yet even at this level it offers greater disk capacity than any other entry-level computer system currently available. Product availability is off the shelf.

Imagine a complete word processing system for under \$7,500.00 (including letter-quality printer), or a business aid for under \$5,000.00 (including printer) offering Vector's no-nonsense business-oriented design features. No need to imagine. The VIP is here today.

There is nothing in the small business computer market today that compares with the VIP as a cost-effective entry-level business system.

In addition to the previously mentioned applications, a VIP is an excellent choice in an environment having more than one Vector system.

But even when a VIP is used alone, Vector's CP/M and Memortite software allow for backup with one disk drive.

Addition of a second mini-disk drive allows use of the full Peachtree business accounting package, allows longer lists using the CCA Data Management System and in fact allows use of all applications software currently in use on the System B.

The VIP's standard software includes CP/M 2, SCOPE editor, RAID debugger and Microsoft BASIC-80.

Standard hardware includes:

1) the Vector 3, offering 6-slot industry standard S-100 bus, 4 MHz Z80A processor, 56K of dynamic RAM, 1 serial RS-232 port, 3 8-bit parallel ports, 80 x 24 character video display with 8 x 10 character matrix, memory mapped video and a typewriter style keyboard with a

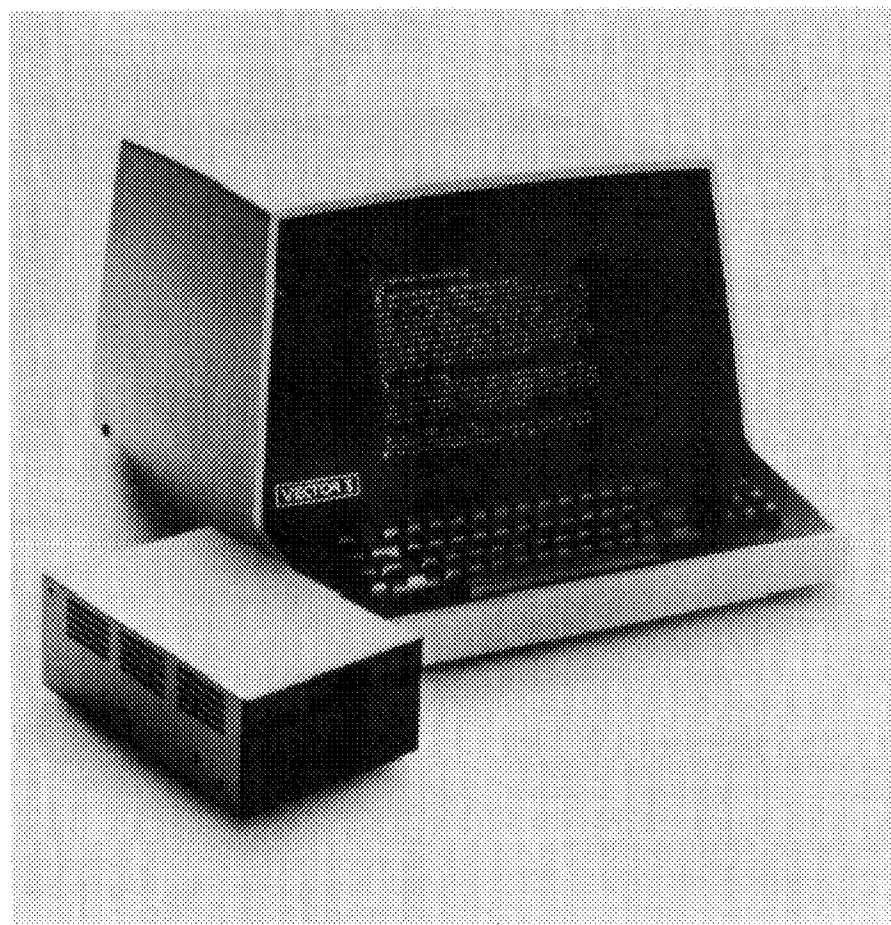
separate numeric key pad and capacitance keys; and
2) the Unistor disk drive module.

Vector's letter quality Sprint 3 printer, MP-132 matrix printer and most printers available on the open market can be attached.

The VIP is specifically designed to allow the user to grow into the full range of Vector products as individual demands warrant because the Vector 3 is the same core unit used in Vector's 2800 and 3030. The 5 1/4-inch drive can be replaced by the 2800's 2-Megabyte "Dualstor" diskette unit or by the 3030's 32-Megabyte "Megastor" Winchester drive.

All Vector systems use exactly the same state-of-the-art software. Upgrading is a simple task for the user and the dealer's cost of support is spread over the full range of Vector's systems.

The VIP is truly an entry level investment opportunity. ■



ducts

the 2800

The 2800 is the mid-range unit in the Vector 3 family of products, but it is by no means just another product. We believe that the 2800 is the most powerful single-user diskette-based business systems available today. It meets the most demanding expectations for reliability, performance and storage capacity. Yet its suggested retail price is a low \$7,295.00 (\$7,995.00 foreign).

At this level, the price of the 2800 is considerably lower than other systems which come close to its speed and capacity:

- 1) It offers a full 2 million characters of storage on-line, 4 times the capacity of standard 8-inch diskettes.
- 2) The Dualstor drives are remarkably fast, offering average access time of 91 milliseconds.
- 3) The 2800 is both upward and downward compatible because the 2800 uses exactly the same software and exactly the same electronics (differing only in the disk drives) as all Vector systems. The buyer's

investment in application programs and operator experience is protected as his needs for increased storage capacity increase.

4) The 2800 can access EITHER single-sided single-density 8-inch diskettes or double-sided double-density 8-inch diskettes and can copy information directly from one type of diskette to the other when necessary. This opens to the user the wide-range of CP/M software distributed by third-parties on single-density diskettes, giving the user the full benefit of the CP/M security blanket.

The 2800 is an attractive and compact system, consisting of the Vector 3, containing both the

computer electronics and video display console, and the Dualstor disk drive module having 2 8-inch floppy diskette drives.

The Vector 3 unit offers in itself a number of features that add to the 2800's value: a 6-slot industry standard S-100 bus, 4 MHz 280A processor, 56K of user dynamic RAM, 2 serial RS-232 ports, 3 8-bit parallel ports, 80 x 24 character memory-mapped video display with 8 x 10 character matrix and a typewriter style keyboard layout with a separate numeric key pad and capacitance keys.

In short, the 2800 is consistent with Vector's reputation for offering a great deal of value for the price. *

the 3030

Vector is now offering the 3030.

The Winchester drive is inherently superior to cartridge hard disk, as it offers extremely high speed, has no need for periodic cleaning and is much more reliable because it is completely sealed off from the outside environment.

Moreover, the 3030 system features the ultimate in Winchester hard disk performance:

- 1) A servo-mechanism controls the write head, which switches off if the write head moves off the track for any reason. In other Winchester

drives, if the mechanism is jarred while it is writing on the disk, the write head can swing across the surface destroying data, much like a record needle swinging across a record and scratching it.

2) Error correction circuitry built into the drive electronics automatically detects and corrects up to 5 errors in every 256 bits.

3) It includes a unique version of CP/M operating system which automatically reallocates disk sectors and tracks if any become unusable during the life of the system, without the user knowing anything is happening.

4) It offers a single step command

for copying one entire surface of the disk to another (there are 5 altogether) for back up purposes, as a precaution against head crashes.

5) It features 34 millisecond average access time, extremely fast in this price category.

The 3030 is compatible with other Vector systems. It uses exactly the same software and exactly the same electronics (differing only in the disk drives) as all Vector systems, making all software and data transportable from any of Vector's other systems. This allows the user to grow from Vector's lower capacity when disk capacity is expanded.

The 3030 consists of two modules — the Vector 3, containing both the computer electronics and the video display console, and the Megastor disk drive module having an 8-inch 32 Megabyte Winchester drive and 2 5 1/4-inch diskette drives for backup and program transfer.

At \$11,945.00 (\$13,139.50 foreign) including console and operating system, the 3030 is priced lower than any other business system offering Winchester disk, and far lower than most.

It even costs less than many floppy-based systems and yet far outperforms them.

Even if the storage capacity is not essential, users can now afford a system on which all data and documents are instantly available. *



TRADE SHOWS IN WHICH VECTOR WILL PARTICIPATE

WOMDA	10/24-25, 1980	Multnomah County Expo Center Portland, OR
COMDEX	11/19-21, 1980	L. V. Convention Ctr. Las Vegas, NV
OFFICE AUTOMATION	3/23-25, 1981	Houston Civic Center Houston, TX
NCC	5/4-7, 1981	McCormick Place, Chicago, IL
NOMDA	7/23-24, 1981	MGM Grand Hotel Las Vegas, NV

MEDIA SCHEDULE

Computer Retailing	Sept.	Oct.	Nov.	Dec.
Computer Dealer		Oct.	Nov.	Dec.
The NOMDA		Oct.	Nov.	Dec.
Spokesman				
Electronic News		Oct.**	Nov.**	Dec.**
Byte		Oct.	Nov.	Dec.
Interface Age	Sept.		Nov.	
The Office	Sept.			Dec.
Business Week		Oct.	Nov.	
Inc.	Sept.		Nov.	
Mini Micro		Oct.	Nov.	Dec.
Computer World		Oct.*	Nov.*	Dec.*
Electronics		Oct.		Dec.
Computer Systems		Oct.***	Nov.***	Dec.***
News				

* 1st Issue. ** 2nd Issue. *** 3rd Issue.

Micro-Computer Helps Real Estate Firm Manage Appraisal Data

Appraisal and valuation is a critical element of financial transactions in the fast moving real estate business. Data on similar properties, known as "comparables", is used by appraisers to develop current values, and use of computers to manage these data bases is well established with firms serving major urban markets. Typically employing a large computer with multiuser capability, and resident on a time-sharing system, the cost of such service is justifiable when shared by many users. Thousands of real estate appraisers serving smaller, localized markets, have not been able to make use of this powerful tool because of the high cost of entry.

A software package offered by Delta Microcomputer, a Vector Graphic computer dealer in Alexandria, Louisiana, has changed all that. Owner Tony DiNicola, a former bank EDP officer turned entrepreneur, has developed a low cost Real Estate Appraisal package to run on Vector Graphic microcomputers. The package was initially developed to meet the needs of Mike Haynes Real Estate Company, in Alexandria. Haynes specializes in appraising residential properties in this central Louisiana area of some 100,000 population. According to Haynes, a thorough review of comparables is an all important element of a professional appraisal, and a complete and up-to-date file on properties and comparables is a highly prized asset of an appraisal firm.

Haynes initially built a data base of some 1500 entries on index cards.

Access to this data entailed reading and pulling cards from the file manually to review data. This was time consuming, and more critical, the probability of overlooking an important entry, was high. Haynes knew that computers held the key to more efficient data base manipulation, and asked Vector dealer DiNicola to suggest some solutions. A series of "what if" discussions helped define how data should be formatted, and what search keys were most efficient. DiNicola was able to translate this into a practical computer program that met Haynes needs.

The resulting system contains some 2400 entries on a single diskette with 47 data elements per entry. These are accessed under computer control by reference to any data element as a search key. For example, all three bedroom houses sold since 1978, or all homes sold in a specified subdivision for more than \$75K. Using the system, Haynes may compile statistical summaries by data element, such as size, sales date, price and location.

Haynes also operates the Multiple Listing Service in the area, and adding this to his data base has allowed him to expand his services to include data on both listed properties and properties that have sold. In addition, by using his computer, Haynes has been able to prepare such specialized reports as real estate broker sales performance, listing expiration date, and even specialized summaries for the parish planning commission.

An important advantage of the

Vector Graphic computer system selected by Haynes is the upward migration path. The basic system with a Z-80 cpu, 56K RAM, printer, floppy disks and CRT terminal allows Haynes to add capabilities to his computer as needed, and not risk "running out of computer" in the future. Haynes also uses his computer for accounting and billing. Additional office procedures such as word processing to automate the preparation of forms for loan administration, and formal appraisal records, may be added for a small incremental cost. The file capability may be expanded virtually without limit by adding disk storage modules.

Haynes reports that with his new computer controlled data base, an average search takes place literally in minutes, including printout. The search is totally accurate, and of equal importance, totally inclusive. Both Haynes and DiNicola are pleased with the performance of the Vector System and the Appraisal package. Says Haynes: "I'm 100% sold on the use of computers in the real estate business. Because of my new computer capability, I'm in a good position to aid in the boom we forecast for our area, as light industry moves in to take advantage of our sun belt environment, our projected port facilities, and our southern hospitality."

The Appraisal package is available, at \$395, from Delta Microcomputers, 104 Constitution Blvd., Alexandria, Louisiana 71301. Phone: (518) 442-0217. ■

the Comparison Shopper

Becky Bowles, Market Analyst



The main goal in the new Market Analysis Office at Vector Graphic is to produce a comprehensive, cohesive information network. In action, this network will gather information of current and future products in the market. Then the knowledge of these various systems, software applications and peripherals may be used to enhance and stimulate growth of the Vector Graphic product line. The information gathered may then be used by dealers when closing a sale against another competitor or preparing a bid. Acquiring knowledge through evaluating the small business systems also extends the awareness of the analyst, a satisfying process!

A fine goal perhaps, but how does one go about gathering such tidbits of wisdom? Through active research, the utilization of resources is readily available using telephones, current literature, demos, charts and graphs, surveys, and analysts' projections of the competitive market. The major

factor in evaluation is the Personal Contact. Discussions with manufacturers, dealers, distributors, analysts, consultants and end-users give strong input on the actual workings of the market. These people, and the actual research, provide direction in channeling and molding information into a concrete, useful tool.

The specific services of the Market Analysis Office are monthly in-depth reports on various competitors. These monthly reports look at the various strengths and weaknesses of these other systems. Another competitive service is Individual Specification Sheets of systems actively sold in the market. These sheets cite basic data on hardware, and the types of software applications and languages of each system. Telephone service to dealers is another aspect of this office. It is already being utilized by some of the Vector Graphic dealers as a decisive

sales tool.

In support of these services has been the development of an extensive marketing library and competitive files. In developing a library and file system, a constant source of current information is available for competitive use for reports, research, and aid for dealers who need immediate answers. All you have to do if you are in need of competitive data or if you have information to contribute, is to contact me, Becky Bowles.

All these services and projects are examples of Vector Graphic's desire to actively contribute to our dealers' success both present and future. ■



the Kiss of Support

Sandee Lyman, Sales Support Representative

having developed or having knowledge of software that has been developed that will run on Vector Graphic systems is invited to send detailed description of their software. Fill out a Software Information Sheet, send it along with documentation and any sales flyers you have developed; I will include it in the next Commercial Software Directory. The Software Development department may want to review the software for evaluation for possible distributorship by Vector — this is why documentation is requested.

Also provided is a telephone referral service (Extension #16) if what you need is not listed in the Directory (something new may have come in more recently than the last update). If the package you require is not found in my files, I then make a note of your requirements and contact you when an application package comes in that may help you.

A reference service is another telephone support service provided for you. The Installation Reports you return to us are filed here at Vector. Each report is a description of one

type of installation which your dealership has sold. If another Dealer needs references of particular kinds of customers who have purchased Vector systems, they can call me to get a list of Dealers who have reported such sales. Your customer's name is never revealed.

These Installation Reports are also forwarded to our advertising agency to be used in various publications, thus promoting the Vector products where they are already applied. You can see what a valuable source of reference information this service can be as well as a great opportunity to get your name as the Dealer involved mentioned in print.

As a member of Vector's Sales Support Group, I get the opportunity to meet and work with many people. A rewarding personal experience is teaching the Memote Word Processing system — the people have all been great! Again, I share my knowledge by giving telephone support to those who need help with Memote or OCA Data Management System. ■

To sell or use Vector Graphic computer hardware, good software is needed — this need we all recognize. The problem is to locate available software for a specific vertical market application without having to spend unnecessary development time. That's where I may be of help. I search out available software that will run on Vector Graphic systems; compile the collected information into a binder; and periodically send this information to all of Vector's authorized dealers (a great sales tool for your dealership!). Thanks to all of you for making the Commercial Software Directory happen! The first publication was sent to all of our dealers in July.

For those not familiar with the "Commercial Software Directory" project, I'll explain further. Anyone

on the Bottom Line

Holly Sacks, Manager,
Sales & Marketing Administration

As a customer or ours, you want to know that we are reliable and consistent, and that each of your fellow customers plays by the same rules. So long as this is the case, we can provide the excellent service and short lead times Vector is well known for.

Sales and Marketing Administration has a central role in guaranteeing Vector's consistency. Responsibilities include contracts administration, marketing statistics, order entry, sales data entry, sales support, shipment expediting, as well as designing our computerized order entry system.

I feel confident about the staff involved and I'm sure that Vector's growth will also be reflected in the development and growth of our people. Debbie Bustamante, a recent transfer to Marketing Administration, is being trained in processing new dealer applications and contracts administration. Cynthia Petersen is our data entry specialist and is an essential part of our new order entry system. Nadene Bodnar, who has been with us quite some time, processes work orders, expedites shipments, schedules orders in conjunction with manufacturing, and administers evaluation and loan equipment. I have been involved personally in setting up departmental procedures, designing new contracts, and creating the framework for our management reporting requirement.

One of my main short-term goals at Vector is to implement an automated order entry system using Vector equipment and in-house development software. Our hope is to process orders more efficiently.

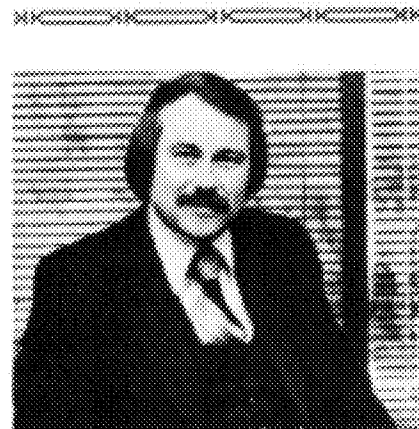
From left to right: Debbie Bustamante, Cynthia Petersen, Holly Sacks, and Nadene Bodnar.



provide better scheduling information to manufacturing, and provide management with accurate statistical information.

Through the contracts administration activity we hope to accurately monitor dealer and Vector performance against contractual commitment. This kind of function is most useful in correcting specific problems with the continuing goal of keeping our business relationships strong. This is the only way that we can remain solid and responsive as you require.

Vector has enjoyed a well deserved reputation as a responsible organization and we feel the Marketing Administration group makes an important contribution to this pattern. I guess that's why I am personally glad I was asked to join Vector. It's a unique opportunity to grow with a terrific company made up of innovative energetic people who really do work as a team. ■



when the Master Speaks

Jim Alexander, Vice President, Sales

It is certainly a pleasure being associated with a progressive Dealer Network and Vector Graphic, who together, are on the move. The most important objective at Vector is the design of both product and marketing/sales strategy that will maximize the earnings potential of our dealers.

It remains no secret that the growth rate in utilization of small business computers is increasing at the rate of 46% per year. To capitalize on this rapid growth, Vector feels it must support our Authorized Dealers in a geographically closer proximity to their business locations. For this reason we have selected six District locations in the United States for on-going Dealer support. These offices will be located in Boston, New Jersey, Atlanta, Chicago, Dallas, and Los Angeles. To date we have opened the Boston

Office under the direction of Bob Kolla who joined us from Data General, the New Jersey office under the direction of Dan Harkins, previously with Digital Equipment Corporation, and Atlanta under the direction of Jack Brannon who has had past experience with WANG. In the months ahead you will see Vector dispersing its sales and technical education programs to the District offices. You will also be able to rely on our District offices for assistance in dealing with the Fortune 1000 marketplace, Federal Government opportunities, trade shows, advertising and many other opportunities that our Dealer Network deems necessary to enhance their percent of marketshare in their respective locations.

In our Corporate Headquarters at Westlake Village we are likewise expanding to meet the needs of our Dealers. Our inside sales organization under the direction of Yvonne Beck has been organized into three geographical regions (Eastern, Central and Western). This organization is additionally supported by a new Sales Support team, also located in Westlake Village.

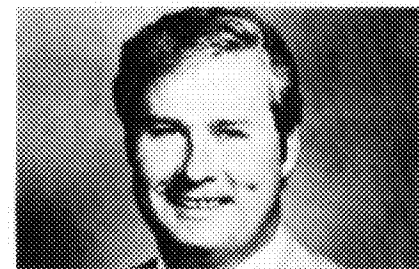
It is our sincere opinion that the Vector dealers will be those that "Make it Happen" in the months ahead. ■



Jack Brannon, Atlanta office



Bob Kolla, Boston office



Dan Harkins, New Jersey office



Vector's First International Dealer's Meeting

On May 23rd, President Lora Harp convened Vector Graphic's First International Dealers Meeting at the North Ranch Country Club in Westlake Village, California. The meeting came as a result of a desire on the part of Vector dealers to meet and interact with other dealers and with the various Vector personnel first-hand. Over 100 dealers were in attendance.

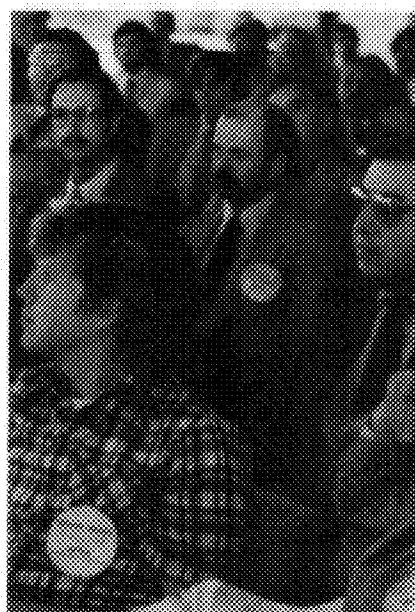
Dr. Robert Harp, Director of R&D and Board Chairman, reviewed the future status of the Vector Graphic product family, noting that modular systems would prevail. Dr. Harp stated that the "Vector 3 computer will allow any of Vector's 5", 8", or Winchester drives to be used as the storage unit," and that "Vector 3's will be 'clusterable' into large systems sharing a common data base." Dr. Harp then revealed the news of work on a 28000 processor board, back-up for the Winchester drive, an intelligent 5" disk drive controller, a combination color/high-

resolution graphics board, and improvements to the current time-share system.

Dr. Harp also announced that the Peachtree accounting software would be improved with a better video interface, and possible special modules for vertical markets, and that Memorite would be converted to CP/M and dramatically enhanced. Also in the works are IBM bisynch, system diagnostic software for use by non-technical people, new data management software, and Memorite-to-Memorite communications. Dr. Harp then fielded questions and comments from the floor, the most significant being, "Is Vector considering vertical market packages?", e.g. Material Requirements Planning, Property Management, Legal Accounting, Statistics, Tax Packages, User-oriented Data Entry, etc. The answer was "Yes" — staff has been assigned the job of evaluating existing software to be converted.

Jim Alexander, the Vice President of Sales, then introduced a panel of staff to moderate discussion on the three new dealer support programs. Sandee Lyman (Commercial Software Coordinator) explained this program which makes available, by telephone and in notebook form, a file of major software running on Vector's system. Becky Bowles (Market Research Analyst) reviewed the Competitive Analysis program, which makes data on other systems available to dealers by phone, in reports, and in a notebook. Rob Kramarz (Director of Corporate Communications) presented the Solutions program, which offers a 40%-discount system to dealers selling to doing software development groups.

After lunch, Carole Ely presented the new advertising program. Shown were beautiful display stands for exhibition use (to be available soon), three scratch-and-sniff posters, and it was noted that three direct mail pieces would soon be distributed. Also, several television commercials were in the development stage, and would be produced in the near future.



Carole also noted that action had been taken on banners for the back of showbooths. The program was then turned over to Rob Kramarz who briefly explained the Literature Program. Items such as "Vector Views," policy memos, and product memos are designed to update the dealers at the marketing level. "Technical bulletins," Rob continued, "update the dealer at the technical level."

As the last item of business, Jim Alexander explained the rules for Vector's first Sales Contest. He announced that a \$10,000 system was to be awarded as the grand prize for the dealer who won, and that the contest would end August 31st.

The International Dealers Meeting was then adjourned, and the participants embarked on guided tours of Vector Graphic's lovely growing facilities.

(Editor's note: The letters that have been received regarding the First Annual International Dealers Meeting have all be warm and quite favorable. The dealers found the experience "meaningful," "impressive" and "rewarding." You thanked us; now it's our opportunity to thank YOU for Making It Happen! ■





inside Inside Sales

Yvonne Beck, Sales Supervisor

If one believes what many recent magazine publications are telling us, women are becoming increasingly sought after as additions to professional sales forces. This has been more pronounced in the electronics industries, and, from personal experience and observation, I would say that many of these women will find their niche in the microcomputer marketplace.

I have the good fortune to work with four such ladies who have given much substance to this opinion. Although they began as novices as part of the Vector Graphic's Inside Sales force, lacking "traditional" sales backgrounds, all of these people more than abound in the qualities that will ultimately, if not immediately, offer them much success in this profession. A good deal of the "fan mail" that we receive would have me believe that our dealer network is very satisfied with the efforts that these respective representatives extend to them. So, let me take this opportunity to introduce them to you:

Pat Burghard has graced this team for two years. In that time, she has developed her territory to 60 active dealers, and her mid-west roots give her an appreciative view of how she can best support that network.

Marion Dee joined us over a year ago, coming from a business administration background. Her enthusiasm knows no bounds, and she has been instrumental in the growth and development of Vector's market in the Eastern United States.

Lauren Schiro is the next one to complement our team. Her education and experience in marketing helped to develop the Western Region to such a point of activity that we recently had to split her area in order to lighten the exhaustive work load. The result was the more effective coverage of both areas.

To take up this new area of the Western Region, we were lucky to bring Colleen Kirkpatrick from Contracts Administration. And, after having her work with our group

for the past several weeks, I can see that the new region will be well served by her efforts.

Another welcome addition, in the support capacity, is Denise Stratton, our departmental secretary. Besides handling all of our correspondence and recording work orders, she also operates our Telex center and answers all incoming calls when the sales rep is not present. A graduate of the Sawyer Business College, Denise brings the experience we need in this position.

As I said, I feel very lucky to be surrounded by the talents that comprise our Sales Department! I hope you feel that way, too! ■

From left to right: Pat Burghard, Colleen Kirkpatrick, Denise Stratton, Lauren Schiro and Marion Dee.



More Money to Dealers in COOP

Effective advertising comes in two forms:

- National — tells what to buy
- Local — tells where to buy

Our national ad campaign is attracting attention, creating interest and motivating the customer.

But Vector Graphic can't close the sale . . . that's where your local advertising takes over.

- Identify the product
- Tell where to buy it
- Convince the customer to buy it now

The Vector Graphic Co-op Program

Vector Graphic has developed a cooperative advertising program and is making it available to all eligible dealers. The basic elements of the plan are:

- 3% of dealer purchases from Vector Graphic may be accrued as a co-operative advertising fund.
- The fund is available for use by the dealer up to 6 months from date of accrual (the date of purchase of equipment by the dealer). Unused balances are not available after the 6-month period.
- Vector Graphic will pay up to 100% of the cost of approved space/time, up to the limit of the accrued funds in the dealer's account.

Example:

dealer fund accrual	=	\$2,000
dealer advertising bill	=	1,000
dealer pays invoice	=	1,000
Vector pays dealer	=	1,000
100% of paid invoice		
Dealer fund balance	=	\$1,000

- Cooperative funds are available only for Vector Graphic — approved media and materials.
- Payment will be made in the form of credit, issued monthly.

NOTE:

This program will remain in effect until further notice. Vector retains the right to cancel this program at such time as they feel it is no longer achieving the desired results.

How to Use Your Co-op Funds

Recommended Media

Newspapers — This is the key media for local dealer co-op.

Radio — Key times for radio advertising are drive time, special event broadcasts and prime time news.

Magazines — Local magazines (i.e., Phoenix, Los Angeles, Denver, etc.) are excellent for reaching prospects. Local issues of national magazines (i.e., Time, Sports Illustrated, U.S. News, Business Week, etc.) can be used effectively and economically. Use Vector Graphic prepared ads. See your dealer ad kit.

It's Easy to Advertise

Vector Graphic provides the materials. Just take these materials to your local media, they will help you to get your ad out. Use ad copy and photos from your dealer ad kit.

Media sales people — Get to know your media advertising sales people. They can be a great help to you. You don't have to be the expert, depend upon them for advice. Also, they are valuable sources of information on community events, tie-in promotions, special programming or sections and preferred times and positions.

Tie-in with Vector Graphic — Tie-in your local advertising with Vector Graphic's special promotions, new model introductions and especially the national advertising that is pre-selling so many small business buyers.

Follow-through — Follow through at the point of sale. Be sure you are set up to take advantage of your advertising with sufficient product "on the shelf", with product knowledge, displays and sales aides. Close the potential buyers when the come in.

Advertising copy — Vector Graphic provides everything you should need. Use these materials for the best results. They have been professionally created with you, the dealer in mind. Dealer generated advertising must have prior Vector Graphic approval to qualify for co-op funds.

How to Get Your Payment

Vector Graphic makes it easy for you. All you do is fill in the claim form (a supply is provided) and send it to Vector Graphic along with a tear sheet (newspaper or magazine), affidavit of performance (radio or TV) and a copy of your paid invoice. Your account will be credited monthly.

Remember! You must use Vector Graphic prepared or approved materials to qualify for the co-op program. ■



Communing with Communications

by Rob Kramarz, Director of Communications

Working at Vector Graphic at this time is both exciting and rewarding. Every project seems to make a contribution, because the company as a whole is succeeding. Efforts are not lost in a sea of indifference.

The efforts of Corporate Communications, a new office at Vector, are devoted to the company's published materials. This includes, for example, the monthly "dealer mailings" that contain most written materials sent to dealers. These go out with the considerable help of Marian Bradford, Communications Assistant who sorts the bingo responses and maintains the mailing list, as well as members of the Publishing Department — Katherine Reed, and Janice Gustafson. By reducing the mailings to once a month, we can now give more attention to their quality. For example, we want to provide you with an updated price list each month, reflecting the new products and revisions announced in the same mailing. Most important, it is our firmest intention to avoid confusing announcements, by taking the time to think each out thoroughly before release. Feel free to call my office with any areas you feel need clarification.

We have now organized management and sales materials into several binders, similar to the technical documentation. Your Vector Graphic bookshelves should therefore consist of all the items pictured here, though

some may not yet have been mailed to you. At the listed price, we will supply duplicate copies of any binder. In support of this, we will continue the practice of specifying where each item in a dealer mailing goes within the binders. It will not be a major task for you once a month to insert a few items in the binders.

In the area of publications, of great satisfaction is the chance to practice professional publishing arts. Ted Tytell, our talented company Art Director, Charles Vaughn our Manager of Publishing, and Mark Musial, our freely circulating In-House Photographer, are a pleasure to work with because of their professional pride. Together, we are one-by-one bringing out a new series of brochures, each carefully designed for specific audiences and for ease of reading. "Software Development" was the first. As a group, they are our catalogue, but they can be used and modified as modular units. They will present product features in order of importance and in terms of customer benefits, for your use in sales.

Also, the use of graphics will be heavy, obeying the maxim that "a picture is worth a thousand words." In the computer business, one could say "ten thousand." Training, demonstration, and P/R materials (beginning with Vector Views as you can see) are receiving the same increased attention. It is our belief that computer products presented in

an easy-to-understand way are much more appealing to the average buyer.

Because of the expense of our new brochures and promotional materials, we are now charging for re-orders, and require a minimum order of \$50.00. You should already have a copy of the literature price list.

What part do you, our dealer, play in this effort?

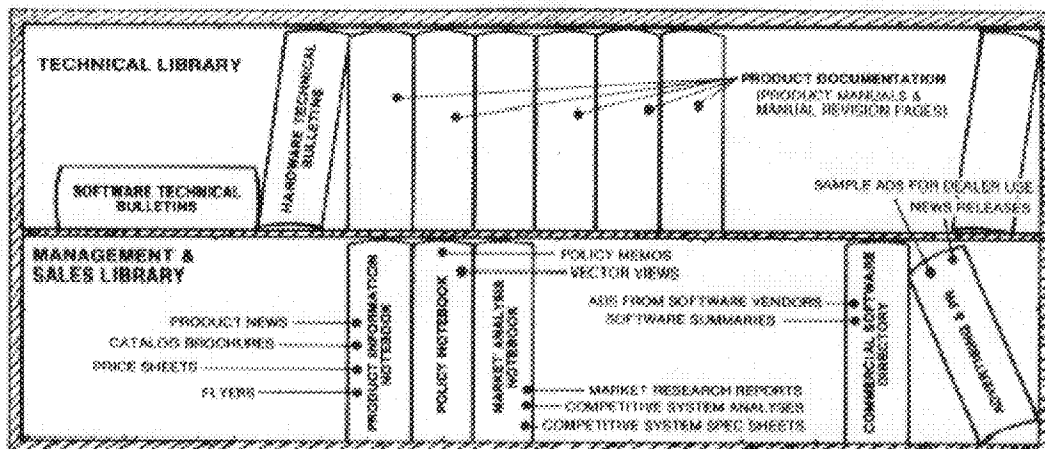
Make the effort to read the new materials as they arrive. If something is not clear, make sure you get it clarified.

We also request that if there is a question you cannot answer, instead of asking your customer to call us, call us yourself. The majority of dealers who make this effort benefit by the direct contact. We now have several additional technical people in the marketing and software departments who are available to answer questions.

There is another aspect to communications besides sending out information, and that is, responding to what our dealers are telling us. We have reached an ideal stage now, neither too large nor too small to respond to the good suggestions you often make. So take the opportunity to write or call. Keep up the good work and thanks for your encouragement. ■

PHOTO ABOVE: Rob Kramarz and Marian Bradford, hard at work!

Your Vector Library



(continued from page 6)

both a lunch and a cocktail party at a nearby country-club are joined by a large group of senior Vector staff. Sign-up sheets are provided to make appointments with particular support staff members during seminar break times. There typically develops a feeling of teamwork between participants and Vector staff, an outcome at least as important as the course content.

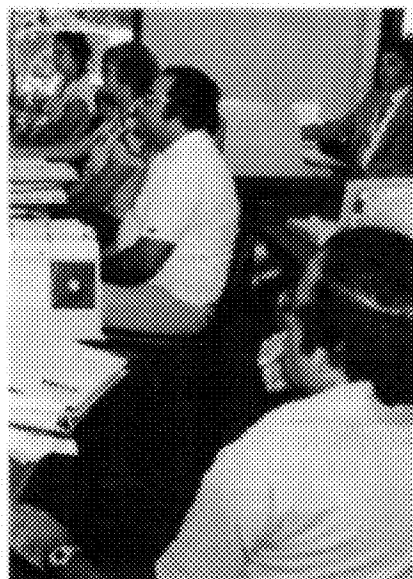
In fact the seminar itself is an effort in teamwork. It is coordinated jointly by Erma Holmes, Administrator, Vector Training Centers, who handles logistics, and Pete Bickerdike, Manager of Sales Support, who handles technical aspects. Erma devotes tremendous amounts of creative energy to this program, and considerable thanks go to her for its success. Pete is responsible for coordinating the continuing evolution of the course, stimulated by the

evaluations submitted by participants. We are grateful that participants have provided us with thoughtful comments rather than praise alone. As students of the first new seminars have probably noticed, the above course outline differs from the one they experienced, in response directly to their comments.

If you haven't had a chance to attend Vector's Sales Training Seminar, why not give Erma a call. It is clearly more than just a "seminar." Sessions are usually filled months in advance. Cost for the sales course is \$175 for each participant, which includes breakfast and lunch each day, the cocktail party, and a seminar notebook including demonstration diskettes. Erma will give you every assistance in making hotel and transportation arrangements. The Technical Training Seminar begins the Monday following the Sales course, allowing participants to stay for both if desired.

Two notes from participants exemplify the responses we are getting to Vector's Sales Training Seminar: "I appreciate the incredible amount of time and energy that goes into running a workshop. I have been to many corporate training sessions and never have I felt so taken care of and welcomed as at Vector Graphic." And, "I wanted to personally express my thanks and my most positive reaction to the experience. In this day of mediocrity in the business world, it is certainly refreshing and assuring to be associated with a group as competent, interested, and enthusiastic as your people at Vector."

The association with you, our dealers, has been equally rewarding for us. ■



Erma Holmes

