

NOV 19 1973

RSX-11D

Q1 FY 1974 REVIEW

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I. Shipments and Bookings

The FY74 Q1 RSX-11D shipments are given in the following table:

	FY73	Q1 FY74	Total
Forecast	30	40	70
Actual	64	39	103

The actual shipments are right on forecast for the quarter and are running 47%, or thirty-three systems, ahead of cumulative forecast. This has yielded the following income for the quarter:

License Income	166.5
Source Income	64.0
Total Software Income	230.5
Total Hardware Income	3477.5
Total Income	3708.0

The breakdown of these shipments and incomes by market is given in Table A. Table A shows the product lines which shipped the greatest numbers of this product in Q1 were 34 (11/45-LDP) with 29% of the shipments, 45 (11/45-OEM) with 26%, 37 (11/45-COMP) with 10% and 25 (11/45-Typeset) with 9%. Thus, these four product lines were responsible for 74% of the RSX-11D shipments in Q1.

RSX-11D was also a significant part of these product lines business. It represented 45% of the 34 (11/45-LDP) shipments, 34% of the 45 (11/45-OEM) shipments and 25% of the 37 (11/44-Comp) shipments.

The average price of an RSX-11D system went from \$92K in FY73 to \$114 in Q1 of FY74. This represents a growth of 24% in average system value.

Increased memory size and more systems with RP03's are largely responsible for this growth. Since the RSX-11D support of RP03's did not begin until Q1, RP03's may have been backlogged until support could be provided. This would have artificially raised the average system price in Q1. The average size system in Q2 should clarify this.

TABLE A

Q1 FY74 RSX-11D SHIPMENTS

PRODUCT LINE		NUMBER OF SHIPMENTS			SHIPMENTS IN K\$			
		Systems	Add-ons	Total	Systems	Add-ons	Total	Avg Sys
79	11/40 LDP	4	1	5	255.9	4.8	260.7	64.0
34	11/45 LDP	8	3	11	1064.7	10.0	1074.7	133.1
	TOTAL LDP	12	4	16	1320.4	14.8	1335.4	110.0
47	11/40 IND	3		3	263.1		263.1	87.7
36	11/45 IND	2	1	3	178.3	61.5	239.8	89.2
	TOTAL IND	5	1	6	441.4	61.5	502.9	88.3
19	11/40 OEM		3	3		86.6	86.6	
45	11/45 OEM	7		7	934.5		934.5	133.5
	TOTAL OEM	7	3	10	934.5	86.6	1021.1	133.5
37	11 COMP	3	1	4	418.1	0.0	418.1	139.4
25	11/45 TYPESET	2		2	324.1		324.1	162.1
69	11/45 DCM	1		1	106.4		106.4	106.4
CORPORATE TOTAL		30	9	39	3545.1	162.9	3708.0	114.4

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II. Summary of Q1 Accomplishments

The name(s) in the parenthesis indicates the responsible individuals.

A. Project Plan (Hank Krejci and Mel Woolsey)

RSX-11D project plan was completed and approved early in the quarter.

B. RK05 Distribution (Russ Kruger - 11/45 OEM)

RK05 distribution of RSX-11D will be available beginning in January 1974. This allows us to offer start-up systems which are more attractive both in performance and price.

C. RP03 Pre-release (Bill Meserve 11/45 LDP)

While the RP03 will not be officially released until Phase II (March), a pre-release was made available early in the quarter. This enabled us to ship 20 RP03's during Q1.

D. Source/Listing Pricing (Mel Woolsey)

New RSX-11D listing prices on both microfiche and paper were established to allow us to be more responsive to our customers needs.

E. Sales Training (Bob Lamkin, Sales Training and Jim Bailey 11/45 Marketing)

Extensive sales training was completed in Q1 to expand the sales force's capability to sell the product.

TABLE B

Growth of RSX-11D Business

Number of Units

PRODUCT LINE	BACKLOG		SHIPMENTS	"BOOKINGS"
	06/30	09/28		
19 11/40 OEM	3	4	3	4
23 TYPESET-11		1		1
24 TYPESET SOFT.		1		1
25 11/45 TYPESET	1		2	1
34 11/45 LDP	25	27	11	13
36 11/45 IND	7	13	3	9
37 11 COMP	3	9	4	10
45 11/45 OEM	11	15	7	11
47 11/40 IND	8	7	3	2
69 11/45 DCM		1	1	2
79 11/40 LDP	1	1	5	5
93 11/45 MED		2		2
TOTAL	59	81	39	61

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Table B shows the growth of the RSX-11D business. It gives the Q1 RSX-11D beginning and ending backlogs, shipments and "Bookings". "Bookings" is placed in quotes because, at the very best, it's a rough approximation. The shipments are the result of a real-time measurement. The Backlog was acquired from a sales administration report (26-10), which probably reflects a minimum delay of a month from the real-time information. "Bookings" was acquired by arithmetically combining these very different pieces of information. The 61 "Booked" systems compares favorably with the original sales forecast of 60 booked in Q1.

III. Summary of Q2 Goals

- A. Announce RSX-11D 2780 Support (Paul Massiglia, DECCOM)

There is a very large demand for this product. Its announcement should create immediate sales.

- B. Announce RSX-11D Subscription Services (Bert Singer, Software Services and Mel Woolsey)

This represents the largest weakness in our present software policies. Hopefully, we can resolve this issue by the end of Q2.

- C. Distribute RSX-11D "Technical Summary" (Jim Bailey 11/45 Marketing)

This is a new brochure which will be one of the major selling documents.

- D. Training Cassette (Bill Walker, Sales Training)

This sales training aid will be distributed to every branch, district and regional office during Q2.

- E. On-line Error Logging and Diagnostics (John Holtz 11 Central Engineering and Scott Johnson, Field Service)

A prototype error logging program will be designed and written in Q2 for installation in Westminster in Q3. The goal of this project is to increase the reliability and maintainability of large PDP-11 systems.

- F. Begin Performance Evaluation (John Holtz)

The goals of this project are to collect performance information which can be used to (1) help direct further development efforts, (2) assist in limiting our sales liabilities by defining some of the product limitations and (3) provide information on where solid state memory could be used to improve performance.

- G. Distribute New RSX-11D Party Line (Steve Mikulski 11/45 Industrial)

The new party-line includes a definition of RSX-11D Phase II and a much more extensive total product definition.

H. Distribute "How to Write a Privileged Task"

The above technical document should be completed during Q2. Since 71% of our RSX-11D customers have purchased a DR11 of some type, distribution of this document should help relieve customer demands for this information from software support.

IV. Software and Hardware Engineering

The Phase II RSX-11D Project Plan was approved in early September. The Phase II developments include:

- Checkpointing
- Batch with CR & LP Spooling
- RP03 Disk Pack Support
- DH11 support
- Paper Tape I/O Support
- Magtape File (ANSI) Support
- Memory Parity Support

Software development is to be completed in November with system integration taking place in December and field test beginning in January. The Phase II release is expected to be available from the library in March.

In addition to the development efforts described above, the RSX-11D development team is also involved with consulting on BTS and RSX-11M compatibility issues, and participating in various corporate standards committees.

Central 11-Engineering, RSX-11D Software Engineering, and Field Service have been designing on-line diagnostics and error logging techniques for RSX-11D. A prototype on-line RP03 diagnostic has already found errors in a test system. A prototype error logging program will be used in Westminster beginning in January.

The experience gained in Westminster will be used to determine the final design of the error logger to be released to the field.

V. Software Services and Support

The initial surge of Software Support Specialist training has reached its crest and is now on the downward trend.

So far, the amount of remedial support being given on RSX-11D is low. This may be due to the fact that documentation errors are generally known by support specialists and can be conveyed to the customers during the 5 days of consulting services the customer receives. It may also be due to the fact that many RSX-11D customers are still passing through the learning/system familiarization stage and are just now beginning to make "demands" upon the system.

The RSX-11D Software Performance Report (SPR) activity is given in the following chart. This is one indication of the level of RSX-11D remedial problems.

RSX-11D SPR ACTIVITY REPORT

	<u>June</u>	<u>July</u>	<u>August</u>	<u>September</u>
Rate of Arrival	3	3	13	9
Rate of Response	1	7	11	5

Of the 34 SPR's, 15 were reported FORTRAN problems. Turn-around time for the closed SPR's was an average of 18.6 days.

Original documentation pertaining to target system generation and file control services is currently being replaced so that specialists and customers will be able to utilize these capabilities better.

Listings of RSX-11D have been made available to all trained RSX-11D software specialists. These listings will also be available for customer purchase within two months.

Software Communications is now publishing weekly software newsletters containing RSX-11D information.

Subscription Services for RSX-11D are in the finalization stage.

Procedures for distribution of patches are currently being determined. This is a critical item.

VI. Customer Training

Tuition courses, besides being profitable, have contributed significantly to reducing our support costs. Much of the information being provided in these courses is not available in standard documentation and customers would normally seek this information from Software Support if these courses were not available.

While we offer free training credit courses in Maynard and Sunnyvale, when travel expenses and per diem are taken into account it may be less expensive for a customer to pay for a tuition course given at a local field site. This is reflected in Table C which shows the number of customers taking training credit courses and tuition courses in Q1 was approximately the same. However, in Q2 it is expected that there will be almost three times as many customers taking tuition courses as customers taking training credit courses.

TABLE C

Number of RSX-11D Student Services

	<u>Q1</u>	<u>Q2</u> <u>Forecast</u>
Training Credit Courses (Maynard and Sunnyvale)		
Customers	70	78
DEC Personnel	43	38
Total	113	106
Tuition Courses (Various Field Sites)		
Customers	76	200
DEC Personnel	18	26
Total	94	226
On-site Courses (Customer's Facility)		
Customers	60	60
Total Customer	206	338
Total DEC Personnel	61	64
Total	267	402

Jack McCann is serving as the RSX-11D course coordinator for the Educational Services Department, and in this capacity is working towards the upgrading and standardization of all RSX-11D courses.

Beginning in Q3, Educational Services plans to offer three levels of RSX-11D training:

RSX-11D USER (5 days)

At Educational Service Centers only
(Substantial laboratory time)

RSX-11D ADVANCED USER (3 days)

At Educational Service Centers and field sites
(Limited laboratory time)

RSX-11D SYSTEM PROGRAMMERS (3 days)

At field sites only; conducted by regional "giants"
(No laboratory time)

VII. Sales Training

There were four sales training courses on 11-family software (including RSX-11D) which were given in Maynard during Q1. These courses had a total of 55 participants.

This was the first time we actively tried to teach not only the technical content of the software but also how to sell software and software policies. The participant reaction to the course indicates that the early classes weren't good enough but that the later sessions were effective.

The success of the RSX-11D training is largely due to approaching course development as a cooperative effort between the 11/45 product line and the Sales Training department. The level of effort necessary to develop a course which involves both product line personnel and Sales Training personnel is somewhat greater than doing it in a single organization due to the amount of coordination required. However, using the combined talent of both organizations, the quality of the resulting course, and therefore its effectiveness, is superior to what either organization could develop alone. Product line involvement in developing sales training courses and providing the initial training sessions to help refine the courses is certainly recommended.

Four courses have already been taught in Europe in Q2 through the cooperative effort of the Product Line and Sales Training (and a large helping hand from Nate Teichholtz).

Sales Training is now assuming the unassisted role of further 11-Software sales training. Gary Frederickson in Sales Training will provide the major effort for this course. (The demand for this course will probably lead to the course being taught every 8 to 12 weeks for, at least, the next year.)

VIII. Promotion

The following RSX-11D promotion material was completed and distributed to the field during Q1.

- A. Salesman's Kit including:
 - 1. Configuration and Market Guide
 - 2. Competitive Guide
 - 3. Preliminary Flip Charts
- B. Final RSX-11D Flip Charts
- C. Slides of RSX-11D Flip Charts

Second Quarter promotion includes the following:

- A. "RSX-11D Technical Summary"
This is the companion piece of the "RSX-11D Real-Time Brochure" created earlier. It is expected that these two brochures will be the principle selling tools for RSX-11D. The RSX-11D Technical Summary will be distributed to the field in early November.
- B. Sales Training Cassette
A sales training cassette and the script it is based upon will be distributed to the field in early November.
- C. RSX-11D Party-Line
A new RSX-11D party-line will be distributed to the field in Q2. This will include the definition of the Phase II product and any new RSX-11D pricing and policies.
- D. Industrial Real Time Ad
An RSX-11D Industrial Real Time Ad is scheduled to run in the following publications during Q2:

	NOV	DEC
Automation		x
Control Engineering	x	
E.E. System Engineering Today	x	
Chemical Engineering	x	
Datamation		x

- E. Educational Services Brochure
An "Are You Ready For RSX-11D?"
brochure will be direct mailed
to PDP-11 Customers in Q2 to promote
Educational Services RSX-11D
Tuition Courses.

Promotional items needed which are presently not scheduled
include:

- A. Configuration Guide
The present Configuration Guide is based
on the RSX-11D Phase I product and needs
to be expanded to reflect the Phase II
product.
- B. Sample RSX-11D Flip Chart Presentation
The preliminary Flip Chart sets included
a sample presentation. This presenta-
tion needs to be reprinted for distri-
bution with the final Flip Charts.
- C. Documented Console Session
The RSX-11D Flip Chart Set tells what
the product is but not how to use it.
The set needs to be expanded to include
this information.
- C. RSX-11D Services Brochure
A brochure which outlines the Field
Services, Software Services and
Educational Services available on
RSX-11D systems.