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This Field Sales Manual has been written by Context Management Systems and has been reviewed by your HP PLUS factory team at DCD.

It describes Context MBA, a fully integrated business software program for the HP Series 200 (9816S, 9836S) personal computers.

As HP PLUS Distributed Software, Context MBA remains the property of Context Management Systems.

HP provides direct sales support for the Context MBA software package on the HP Series 200 computers. HP will provide computer support details in a separate memo.

Context MBATM is a trademark of Context Management Systems.

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Selling the Context MBA

1:: Introduction

The Context MBA is the first fully integrated software package for managers and professionals who use personal computers. MBA and HP computers present an unbeatable combination in the market.

Your customers are provided with a set of "core" functions; electronic spreadsheet, word processing, graphics, data management and telecommunications (in the forthcoming Version 2). Each of these functions by itself has been responsible for the sale of personal computers to managers and professionals. Why? These are functions common to all business people and from which they can benefit immediately.

The MBA is the first program which provides all these functions in one integrated package. It has no competition on the Series 200 or other HP personal computers, and has little competition in the industry.

Estimates vary, but industry experts agree that there are -- right now -- almost 30 million business people who could benefit from the use of a personal computer and are not now doing so. Market growth over the next five years is expected to be nothing short of explosive. Many major corporations are actively engaged in bringing computers into the office. None are ignoring the potential advantages of personal computers.

The key to unlocking this vast market is powerful managerial software which performs those tasks managers and professionals need to accomplish. That software is the Context MBA.

You can take your "unfair share" of this huge market, increase your sales of the Context MBA and turn those sales into sales of complete computer systems. This brief manual will help.

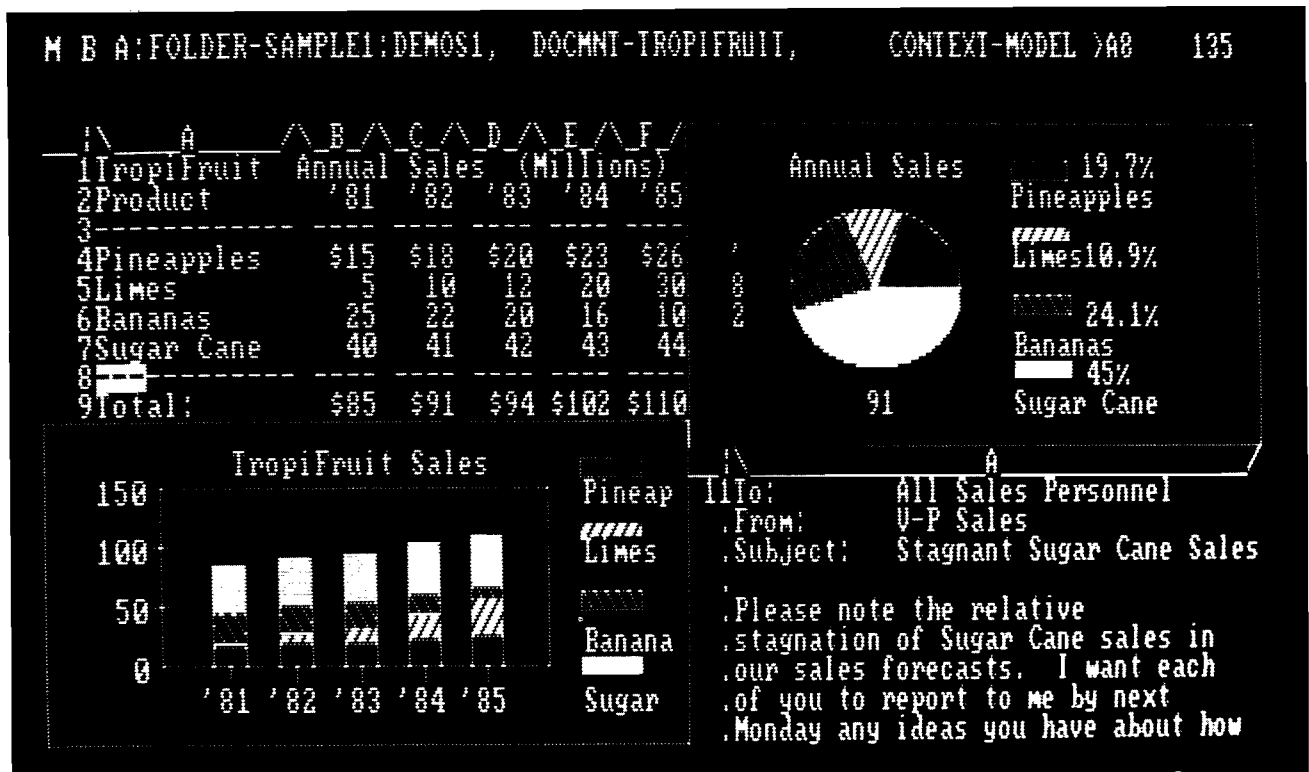
Selling the Context MBA

2.: What is the Context MBA?

The Context MBA is a business software program for the HP Series 200 (Models 9816, 9836) personal computers. With it, the manager or professional can simultaneously handle five critical functions.

- * Financial and numerical analysis
- * Executive writing tasks
- * Both analytic and presentation graphics
- * Obtaining information and telecommunications
- * Searching, sorting, organizing and using information

These are the core functions for which business people buy and use personal computers. Up to four of these functions -- or up to four of the same function -- may be on-screen at any one time.



But the MBA goes far beyond being simply a matched set of electronic spreadsheet, word processor, graphics program, terminal emulator and data manager. Because the MBA is a single, functionally integrated program, the five MBA functions perform like the fingers of one hand. All work with exactly the same information -- without the user first having to save, reload or reformat that information.

Synergy, Simplicity and Similarity

Once information is keyed in or loaded into the program from a data disk, all parts of the program have access to it. If spreadsheet and graph are displayed together on screen, for

Selling the Context MBA

example, a change to the spreadsheet immediately causes a change in the displayed graph. Whether or not simultaneous displays are used, all portions of the program are immediately updated when a change occurs in any one portion.

This "synergy" (Webster defines that as "working together" for greater effect) makes the MBA extremely effective in helping your customer better manage his business, department or organization. He speeds single operations -- planning and forecasting, memo writing, preparing graphs -- and combines them in new, more efficient ways.

Because of synergy, no set of "standalone" programs can be as efficient in getting work done as the MBA.

How a Typical Manager Uses the MBA

A division manager wishes to create an MBA model to compare planned production and inventory with actual performance, thus allowing him to more completely track and control costs.

With Version 2, he may create a terminal window on the screen which allows him to log onto the company's computer. After giving his password, he calls up the historical performance of his division's production. The MBA loads that into a cell location. Using the expand command, the information he just downloaded is automatically read by the program and placed in a block of rows and columns where he specifies.

The downloaded information can then be sorted by product line, costs of production, stock turns per year and profitability. Costs, stock turns and retail price show the relative profitability of the lines. These are then graphed. (Aha! Lemon peelers are less profitable than projected -- and it's due to the number of inventory turns!)

The spreadsheet showing profitability is compressed (/K) into a single cell, where it appears as a table. This table cell can be copied into our manager's divisional report, written in word processing mode.

The divisional report can then be transferred to the company computer's electronic mail system, or printed out (with graphs) for distribution.

During the entire operation, the manager never needs to swap disks or load and reload information other than for sensible data backup.

Easy to Understand

Not even the most efficient program can be sold if your customer has difficulty understanding it. For this reason, Context has

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adopted the familiar row-and-column format of the electronic spreadsheet as a "metaphor," a way of helping your customer understand visually how he is handling the information. "Windowing" allows more than one MBA function to appear onscreen at a time. The MBA works the way a manager's mind works -- with different ways of visualizing the same information simultaneously.

The forthcoming Version 2 will have an extra aid to understanding with Forms, a feature which allows your customer to create a fill-in-the-blanks form for data input, scanning a database, or printing particular information out in a given format.

Selling the Context MBA

M B A: FOLDER-MEAS: DEMOS1, DOCMNT-MODELS, CONTEXT-MODEL.R3 555
M B A BETA TEST 1.0

| | A | B | C | D | E | F | G | H | I | J | K | L | M |
|----|----------------------------------|-------|-------|-------|-------|--------|-------|-------|-------|-------|--------|---|---|
| 1 | Tropifruit Cash Flow (Thousands) | | | | | | | | | | | | |
| 2 | 1981 | | | | | | 1982 | | | | | | |
| 3 | Q-1 | Q-2 | Q-3 | Q-4 | Total | Q-1 | Q-2 | Q-3 | Q-4 | Total | | | |
| 4 | ----- | | | | | | | | | | | | |
| 5 | Prod. Sales | \$790 | \$785 | \$843 | \$850 | \$3268 | \$890 | \$780 | \$650 | \$750 | \$3070 | | |
| 6 | Revenues | 700 | 690 | 776 | 767 | 2933 | 745 | 790 | 676 | 667 | 2878 | | |
| 7 | Operations | -478 | -507 | -522 | -587 | -2094 | -578 | -507 | -422 | -487 | -1994 | | |
| 8 | Other Exp. | -150 | -143 | -120 | -152 | -565 | -178 | -156 | -130 | -150 | -614 | | |
| 9 | ----- | | | | | | | | | | | | |
| 10 | Cash Flow: | \$72 | \$40 | \$134 | \$28 | \$274 | \$-11 | \$127 | \$124 | \$30 | \$270 | | |
| 11 | ----- | | | | | | | | | | | | |
| 12 | 1983 | | | | | | 1984 | | | | | | |
| 13 | Item | Q-1 | Q-2 | Q-3 | Q-4 | Total | Q-1 | Q-2 | Q-3 | Q-4 | Total | | |
| 14 | ----- | | | | | | | | | | | | |
| 15 | Prod. Sales | \$900 | \$910 | \$930 | \$915 | \$3655 | \$910 | \$940 | \$930 | \$925 | \$3705 | | |
| 16 | Revenues | 690 | 750 | 770 | 760 | 2970 | 700 | 790 | 700 | 770 | 3160 | | |
| 17 | Operations | -460 | -480 | -470 | -470 | -1880 | -510 | -510 | -500 | -490 | -2010 | | |
| 18 | Other Exp. | -140 | -160 | -130 | -140 | -570 | -160 | -150 | -140 | -140 | -590 | | |
| 19 | ----- | | | | | | | | | | | | |
| 20 | Cash Flow: | \$90 | \$110 | \$170 | \$150 | \$520 | \$110 | \$130 | \$140 | \$140 | \$520 | | |

Each row-and-column intersection is a cell. Cells can be expanded to fill the entire screen or a portion of it, or be shrunk down to display a single label or number as in the rows and columns of an accountant's spreadsheet.

One cell can hold a complex mathematical formula, or a graph formula which draws the graph automatically when the cell is expanded, or over 8,000 characters of text for word processing. The simplicity of this concept is attested by the rapidity with which business people take to the program.

This simplicity is reinforced by the command structure of the program. All commands to the program are entered from the keyboard with single keystrokes. Commands in all portions of the program are virtually identical -- "S" for storage, for example. If the user should forget a particular command, an onscreen HELP facility can be called up by typing "?" to explain. A quick reference guide, command-by-command reference manual and complete program tutorial can take the user from plugging in his computer through all the features. A demonstration diskette with pre-recorded practice models is also supplied with the program.

Summary:

- * Your managerial and professional customers need to perform five critical functions which the MBA integrates into one program.

Selling the Context MBA

- * Your customers will easily understand the metaphor -- the row and column presentation -- of the Context MBA.
- * Your customer works more efficiently with the MBA because the various functions of the MBA work "synergistically" -- the way people naturally work.
- * When your customer makes a change in one portion of the program, the change is felt in other portions, automatically.

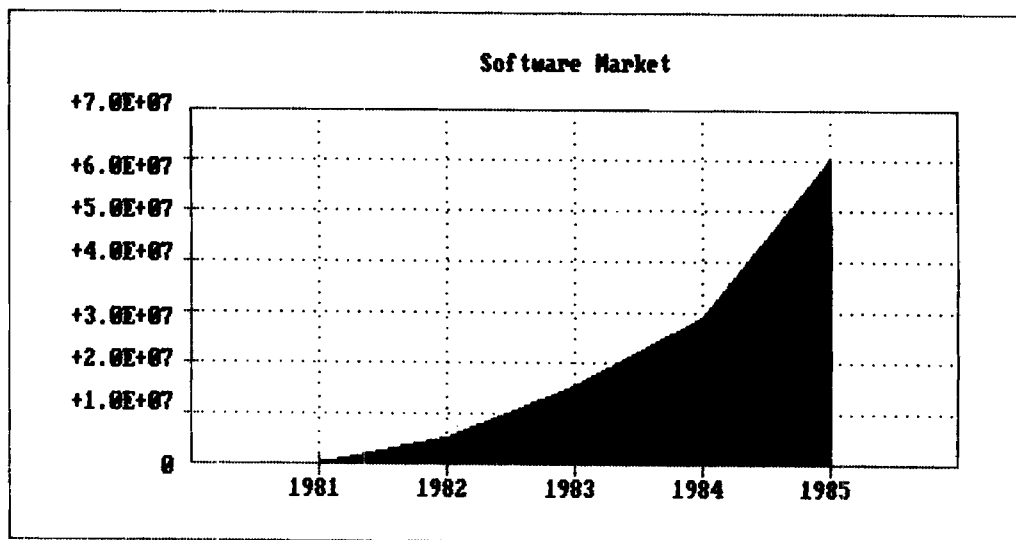


3:: The Market

The market for the Context MBA is growing explosively.

A recent study by International Resource Development, a research and consulting firm, estimates that the market for management software like MBA will grow from a 200-300 million dollar level in 1981 (a realistic number although verified figures are hard to come by) to over six BILLION dollars by 1985. A study by another company in the microcomputer industry more "conservatively" estimated the market at 400 million dollars in 1982, with growth to 4.2 billion dollars by 1986.

To give you another perspective on the size and growth of the market, Future Computing estimates that the market for 7-10 thousand dollar personal workstations is currently 1.6 billion dollars, growing to 2.4 billion dollars by 1983. This translates into about 250,000 HP computers and peripherals.



Prepared with the Context MBA

It's hard to overestimate the value of a high quality software program both in closing the systems sale and as a major component of aftermarket and continuing support sales. The studies above found that a good sales person could close an entire system sale with one software package -- only one. At least two more business management software packages were sold per machine during the ensuing six months. With major corporations actively engaged in bringing personal computer systems in house, knowing one software package well can easily translate into multi-system sales.

Selling the Context MBA

Thirty Million Buyers Can't Be Wrong

Your best market for the Context MBA is a horizontal one; that is, it extends across many types of industries and businesses without much concentration in any one. Studies of the installed base for spreadsheet programs, alone, indicate concentrations of users in such disparate fields as corporate financial planning and agriculture.

Prospect Profile:

He -- or she -- is a manager or professional who deals on a daily basis with numerical projections and reports. He often must incorporate information from his company's computer or from a information utility into his analyses.

Generally, he needs more information -- reports, graphs, numerical analyses -- from his own or his company's data than can currently be generated. Perhaps this lack stems from a backlog in corporate data processing, perhaps from the level of priority assigned to his information, or possibly there currently is no facility to perform the analyses at all. Both financial planning and agriculture can be seen to fit these situations, but they are by far not the only markets.

You can assume three basic divisions within the Context MBA market. There is often "cross pollination," where sales to an individual multiply into sales to an entire business or corporation.

1 Corporate Market

Large, national corporations are currently investigating bringing personal computers into the office. This is a distinct change which has occurred only in recent months. Usually, the MIS department is involved, a committee of interested employees gathers to recommend a course of action, or an "information resource center" is set up to allow management personnel to become familiar with and interested in personal computers.

2 Professional Market

The professional market is made up of financial analysts, consultants -- in any industry -- medical and legal professionals, personal financial planners and anyone who performs on a professional basis the kind of problem solving which can benefit from a personal computer and the Context MBA.

3 Individuals/Small Businesses

When selling the Context MBA to small businesses, it is important to note for your customer that it is not an accounting program, but a management program. The same is true of individuals who may ask for it by name.

The Context MBA can help your customer get a better grasp of the factors which affect his business. This is a qualifier which works with all three markets.

The Context MBA and the Productive Manager

Many business software programs are sold on the idea that they will "increase the manager's productivity." While it's easy to show that accounting software increases the number of customers serviced, or that automation software can speed up an assembly line, it's not so easy to measure a manager's productivity.

In fact, a study by Booz, Allen & Hamilton showed that when managers save time on one task, they simply invest the extra time in another. This means that when personal computers and the MBA are introduced into an office, your customer should not expect to be able to "do without" 20% of the executive staff, nor should the customer expect the same staff necessarily to handle 20% more projects.

Good managers are "exception handlers." They are called upon daily to step out of the routine and creatively solve business problems which are exceptions to the routine.

Because managers are exception handlers, your customers can indeed expect to become more productive -- productive at what managers do. They will be able to examine more alternatives in more detail, and be more creative while doing it; for being able to examine more alternatives means that a manager may hit on the best alternative rather than having the pressures of time force a decision.

Possibly your customers may perform these management tasks faster. However, the real productivity gain is in the flexibility to be more creative in deciding among alternatives. This is part of every manager's job.

Selling the Context MBA

4:: Aids to Selling the Context MBA

Context Management Systems is working in conjunction with Hewlett-Packard personnel in developing sales, demonstration and training aids for the Context MBA. These include:

Sales Aids

- * This manual
- * Literature
- * Point of purchase materials
- * Posters
- * National advertising program
- * Ad slicks for dealer use

Demonstration Aids

- * Self running demonstration program
- * User-paced demonstration program
- * Introductory Videotape
- * Demonstration MBA models (supplied with program)

Training Aids

- * Video training tapes
- * Slide presentations

These materials and others also under development will be announced to all dealers as soon as they are available.

OBF: Objectives/Benefits/Features

Most of your customers for the Context MBA will be first-time personal computer users. While the HP-9816 target market -- the technical manager -- may be computer-familiar, he may have an unclear idea of precisely what his objective is in selecting a personal computer -- and have little or no idea of how the Context MBA can help with his management tasks.

Here is a brief list of generally-phrased "objectives", accompanied by some benefits your customers may experience through using the MBA and the features which promote those benefits.

Remember: BENEFITS are those qualities which satisfy your customer's OBJECTIVE. FEATURES cause the BENEFITS. Features themselves rarely satisfy an objective; delving into them too fast can confuse your novice customer.

Selling the Context MBA

Objective:

Get the most immediate managerial benefit from a personal computer in the least amount of time by...

- * Reducing time spent planning and forecasting
 - Easy set up
 - Integrated
 - Easy to learn
 - Fast
- * Combining tables and graphs in memos and reports
- * Easy to learn and use
 - Help
 - Forms (Version 2)
 - Full documentation
 - Designed for speed
- * Self contained
 - Five functions
 - No wasted learning

Objective:

To become a more informed decision maker by:

- * Gaining a clearer understanding of factors affecting the operation of my organization
 - MBA lets you examine a problem until you're satisfied
 - Business graphics help spot trends
 - Data management features
- * Incorporating information from my company's large computer (or information service) into my own reports and analyses
 - Telecommunications (Version 2)
 - Emulates wide range of terminals and protocols
 - Automatically places information in rows and columns
- * Examining business information many different ways
 - Choose most effective way to present information

Objective:

To develop sophisticated, computerized financial models for better management, by...

- * Using a sophisticated system
 - Net Present Value, IRR, MIRR
 - Math functions
 - Logical operators
 - Telecommunications
 - Graphics, data management

Objective:

To select a software system which will grow in capability and usefulness as personal computers are introduced into my organization, by...

- * Selecting a system designed for use by managers and professionals
 - Result of 16 years experience in data processing
 - Core functions are most desired
 - Ongoing process of product improvement

Selling the Context MBA

5:: Facing the Competition with Context MBA

There are three sources of potential competition for the Context MBA:

- * Other integrated software packages
- * "Sets" of standalone software programs
- * Computer hardware with bundled software systems

Other Integrated Packages

At the time of writing, no other fully integrated software packages have reached the market, and only one other has been announced. While the Context MBA has no current competition in this field, the MBA has set a definite software trend. Most major new software offerings for the managerial market will probably be integrated packages.

1-2-3 Lotus

This recently announced and as yet undelivered (as of 11/15/82) product for the IBM Personal Computer would seem to have the edge in interaction speed over the Context MBA running on the same computer. MBA on the Hewlett-Packard HP-9816 may be as fast or fast enough for a perceptible difference to be negligible.

The Lotus 1-2-3 is said to incorporate spreadsheet, graphics, data management and an elementary word processor, called a "note taker" by the manufacturer. Only one function at a time may be displayed on screen by the Lotus product.

In real-world situations, managers and professionals use information found in stock quotations, company records and other financial reports. Most of this information is available from company computers and data services. The Lotus product, without a telecommunications capability, forces the user to enter all such information by hand.

The Lotus program may also suffer from being written exclusively in machine language. This affects its portability to new machines in the future. The Context MBA is already on two machines with additional versions in development. This variety allows your customer a future growth path without the necessity of relearning MBA or switching to another software system.

Lotus 1-2-3 Strengths

- Lower price than MBA
- High interactive speed
- Commands designed exclusively for novice user
- Large spreadsheet size

Context MBA Strengths

- Currently available
- Telecommunications feature for accessing remote databases and incorporating company data in an MBA model

Selling the Context MBA

- Able to display up to four functions (windows) simultaneously
- Fully functional word processor able to incorporate tables and graphs
- Easy to understand "metaphor"
- Commands designed for speed and efficiency
- Highly detailed HELP feature
- Graphics "replicable"
- Demonstration models supplied with program package

Program "Sets"

One of the most-asked questions you will receive as the software trend to multifaceted personal computer programs continues is: "Why can't I duplicate the capabilities of the Context MBA by purchasing four -- or more -- standalone products?"

While it is possible to assemble a set of programs which can perform spreadsheeting, data management, graphics, word processing, and telecommunications...

- * Costs are likely to be far greater for the standalone programs -- \$1000 to \$1500 or more -- than for the \$795 MBA.
- * Data transfer between programs is clumsy and complex.
- * No facility exists for downloading general information into models from a larger computer or database.
- * Program commands and human interface are all different -- even in such a uniform offering as the VisiSeries, dramatically increasing learning time and decreasing retention.

The VisiSeries VisiCorp

The VisiSeries is probably the most noteworthy of standalone computer program sets which can exchange data in a limited way. The series consist of:

| | |
|----------------|-------------------------|
| VisiCalc | spreadsheeting |
| VisiFile | data management |
| VisiTrend/Plot | statistics and graphics |
| VisiDex | data management |
| VisiSchedule | critical path charting |
| VisiTerm | terminal emulation |
| Desktop/Plan | financial modeling |

The complete VisiSeries does not run on the HP-9816 or 9836 computers. (VisiCalc does.) It should be noted that of the seven products, only the first three can exchange data on any meaningful level; VisiSchedule is limited to outputting data which can be read by the first three.

Selling the Context MBA

Desktop/Plan to receiving data only from VisiCalc, VisiTerm transmits text files over the phone and VisiDex cannot share any information because of a non-standard storage format.

Information is exchanged between those programs which have the facility in a format called DIF (formerly Data Interchange Format). DIF has severe drawbacks in that it is complex, virtually incomprehensible to the user, and cannot transfer formulas from program to program.

While VisiCorp currently produces only standalone software, we must assume they are too strong a competitor to allow the integrated software trend to continue without an entry.

VisiSeries/VisiCorp Strengths

- Performs many tasks
- Available on Apple and IBM
- Can exchange data between some programs
- Offers critical path and rudimentary statistics
- Reasonably powerful data management software

Context MBA Strengths

- Performs many tasks
- Available on IBM and HP
- One program; no need to exchange data
- Easily incorporates graphs and tables into memos and reports
- Highly detailed HELP feature
- Telecommunications feature brings information into MBA automatically
- Able to display up to four functions (windows) simultaneously

-Star Series MicroPro

The -Star series is essentially a smaller VisiSeries built around the popular WordStar program rather than a spreadsheet. The series offers a spreadsheet program (CalcStar), word processing (WordStar), and rudimentary data management (MailMerge).

Development of the user interfaces of the programs appears to have been initially limited by the wildly varied terminal capabilities in the CP/M market (limited use of highlight/low-light/inverse and special characters) and a programmer-oriented control-code command sequence for WordStar that has secretaries screaming in frustration.

Selling the Context MBA

-Star Series MicroPro Strengths

- Offers spreadsheet, word processing and mail list
- Available on CP/M machines and IBM PC

Context MBA Strengths

- Easy to use
- All functions integrated
- Offers spreadsheet, word processing, graphics, data management, and telecommunications
- Well documented
- Incorporation of remote data into model through telecommunications

MultiPlan/Multi Programs Microsoft

MultiPlan is a spreadsheet program. Microsoft has announced (or implied) the forthcoming MultiFile and MultiChart. We must assume they will also develop a MultiWord.

Microsoft is best known for language development work and, more recently, operating systems (MS-DOS is one of the three operating systems announced by IBM along with the IBM Personal Computer).

While there is no software system here in direct competition with the Context MBA, Microsoft has had longstanding development relationships with the Japanese manufacturers. We assume that their series, when finally available, will be widely available on Japanese computers.

Integrated Hardware/Bundled Software systems

There are no current direct competitors in the category, although this may turn out to be a branch of the general trend to integrated software systems.

Typified by the \$20,000 Xerox STAR (currently available, but not considered a competitor for a \$795 software system), other entrants may soon include Corvus Concept (its programs cannot share information, despite running off the same hard disk subsystem), the Epson QX-10 (announced but unshipped, the Epson invokes various functions via hard-wired keys), and Apple (credited by rumor with a Xerox STAR-like machine of its own). Other players will likely include the Japanese.

Selling the Context MBA

6:: Appendices

Specifications for the Context MBA

Capacities

Total Number of Rows available 999
Total Number of Columns available 95
Total size of workspace available 94,905 cells

Workspace memory available is expressed in blocks. A block is 512 bytes. The indicator at the upper right hand side of the display indicates the number of blocks currently available to your workspace. The number of kilobytes of RAM left available can be approximated by dividing this number in half.

There are two types of cells, each with a different capacity:

1. Modeling, Database, and Graph cells can contain text, numbers, and formulas up to 502 characters (approx. six lines) in length.
2. Word Processing cells can contain up to 8000 characters (about three typed pages) of text.

Figuring Approximate Size of Models

The formula for predicting whether a particular model will fit in memory is:

$$(\text{Horizontal \# Cells}) \times (\text{Vertical \# Cells}) \times (13.5)$$

For example, a budget model 26 cells wide by 45 cells deep would require roughly:

$$26 \times 45 \times 13.5 = 15,795 \text{ bytes or } 32 \text{ blocks (approx.)}$$

There is also a "three dimensional effect" caused by the complexity of the formulas you've included in your worksheet. Models may include few (less than 5% formulas), some (5 to 15% formulas), or many (over 15%) formulas.

Depending on the complexity and number of your formulas, increase your total by the following factors:

5% to 10% formulas.....add 5% to total
10% to 15% formulas.....add 10% to total
15% to 20% formulas.....add 14% to total

For word processing cells, add to the total:

$$(\text{Number of word processing cells}) \times (\text{Number of Pages per cell}) \times (3,000)$$

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Thus, a model that included three word processing cells of two pages each would require an additional

$$3 \times 2 \times 3,000 = 18,000 \text{ bytes or } 36 \text{ blocks of memory}$$

over and above the memory required for the text, number, and formula cells in the rest of the model.

A very small model, consisting of the information which will fit on one screen, might contain ten columns of numbers, one row, and one column of text, and one row of formula cells; it would occupy about six blocks (3,000 bytes).

A small model (for example, a budget) might contain 60 to 80 rows of text and numbers and might occupy 25 blocks (12,500 bytes).

A medium sized model, containing perhaps 1,000 number cells, up to 100 formulas and 200 to 300 text cells, would occupy from 50 to 100 blocks (25,000 to 50,000 bytes).

Large models with several thousand cells, several hundred formulas (including graph formulas) and some Word Processing cells might occupy 150 blocks (75,000) bytes or more.

Storage Limitations



MBA workspaces are stored on disks as Documents; a number of Documents make up a Folder. A Folder is equivalent to one Pascal file and can vary in size from a minimum of 50 blocks (25,000 bytes) up to a maximum capacity of the disk. Up to 28 Documents may be stored in a single Folder (a limit imposed by Pascal), or a single Document may occupy an entire Folder.

A database is simply one type of an MBA Document, in which the user has arranged the data by records (rows) and fields within the record (columns). Physically, a database is stored as an ordinary Document and is subject to the same limitations on its total size. In addition, a database has an absolute limit of 16,000 accessible records. Because a database record is created or retrieved as a workspace row, and the MBA workspace has a maximum of 995 rows, a 16,000 record database would clearly have to be updated and retrieved in 17 or more batches of different records. A single MBA database could contain up to 16,000,000 bytes (16 megabytes) of data, given sufficient disk space.

Printers

The Context MBA currently supports most parallel printers for printing text and numbers. Graphs may be printed on the following printers and plotters:

- HP-7470 - plotter
- HP-2671 - low cost thermal printer

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HP-2673A - low cost thermal printer
HP-9876A - low cost thermal printer
HP-2631G - impact printer

Plus, the 9816 supports the following interfaces:

Built-in HP-IB or HP-98624A
Built-in Serial Interface
(Model 16 only) or HP-98626A

Some of these settings may be controlled by switches and others by control or escape sequences; users must consult the manuals for their specific serial printers. In order to send text and numbers to a properly configured serial printer, use the Print to Disk command

/PD

and print from the file thus created.

Questions About the Context MBA

(1) What hardware does MBA require?

The MBA requires

* Hewlett-Packard Series 200 HP-9816S personal computer
with 512K RAM

AND

One of the following storage devices:

HP-9121D - 3½" dual drive
HP-9133A - 3½" drive with winchester disk drive
HP-9135A - 5¼" drive with winchester disk drive
HP-82901M - 5¼" dual drive

OR

* HP-9836 personal computer with 576K RAM
(no external mass storage device required.)

One of the following printers is recommended:

HP-2671G - thermal printer
HP-2673A - intelligent graphics printer
HP-9876A - Thermal graphics printer
HP-2631G - impact graphics printer
HP-82905B - low cost graphics printer

Additionally supported devices:

Plotters*
HP-7470A low cost plotter
HP-9872C/T 8-pen plotter

* Multiple color plotting
not supported until
later release.

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HP-7580A "D" Size plotter
HP-7585A "E" Size plotter

Interfaces

Built-in HP-IB or HP-98624A
Built-in Serial Interface
(Model 16 only) or HP 98626A

[2] Can I write a BASIC program that will access MBA files?

No. The Context MBA is written in HP Pascal, which is incompatible with BASIC. Even if you have a Pascal system, the nature of the data structure as stored on diskette is not accessible.

[3] What printers does the MBA support?

See Printers, above.

[4] How much memory is in a block?

512 bytes. The indicator at the upper right hand side of the display indicates the number of blocks currently available to your work space. The number of kilobytes of RAM left available can be approximated by dividing this number in half.

[5] How much memory do I need to create a certain size worksheet?

See Figuring Approximate Size of Models, above.

[6] Is the speed of the MBA comparable to VisiCalc?

The MBA is a much more complex program than VisiCalc, and is written in a "high level language" -- Pascal -- rather than directly in machine code.

Despite the fact that the MBA is written in a high level language, the user should experience very little degradation in the speed of the program even compared to VisiCalc, when running on the Hewlett-Packard HP-9816.

Speed of interaction and calculation is of paramount concern to Context Management Systems, and we have an ongoing development program in progress to increase the speed of the program dramatically.

[7] Does the MBA support a hard disk?

For storage only on the HP-9816. The MBA does not support program residence on a hard disk. Context Management Systems is examining the problem of how best hard disks can be supported.

[8] What about shared resource capability?

Today, the Context MBA loads off floppies or stiffies. Multiple

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users require multiple copies of the program. Context Management Systems is actively investigating how best to make use of shared resources for the MBA in the future.

[9] How can I expand the printed graph size?

Variable size graphs will be available with Version 2. Current users of the MBA will be upgraded without charge to Version 2 when it becomes available. Version 2 will also offer Telecommunications, Forms generation, and the ability to automatically download information into an MBA model.

[10] How complete is the word processor? Will it stack up against my secretary's dedicated unit?

The MBA word processor uses only thirteen easy to remember commands and is not intended to replace a secretary's dedicated word processor. It is designed specifically for those managers and professionals who may not need to prepare reports every day, and likely do not require fancy justification, underlining, special symbols, or boldface type.

[11] Can I make a copy of the MBA?

No. The MBA is copy protected. However, the license agreement you have signed and returned to Context will entitle you to a free backup. Context has also enjoyed the reputation of keeping its users up to date on interim improvements on the program as it progresses to Version 2.

[12] What can I do if I run out of memory while replicating or recalculating?

Compressing the workspace will allow the MBA to make maximum use of the available memory. The command sequence is /SKW (Storage Kompress Workspace). Efficient use of the workspace is maintained by replicating in small quantities and compressing the workspace often. Be sure to compress the workspace both before and after doing a recalculation. You may also recalculate a range of cells (/!) instead of the entire worksheet.

[13] What can I do if I run out of space when storing to disk?

First, compress the volume to make maximum use of the available space on your file diskette (/SKV). If you still need more space, try initializing a new folder, or diskette if necessary. You need not erase your workspace to do either of these tasks.

[14] Can I view more than one worksheet -- or document -- at a time with the MBA?

No. Only one document may be loaded into the worksheet at one time. However, you can view up to four different locations of the same worksheet by using windows.

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[15] How can I enter a multi-line formula?

Enter the first line of the formula, press <CR>. Edit the formula (/E), place your cursor one space after the end of the first line of formula and insert a carriage return (/I<CR>). This will bring the cursor to a new line in the prompt area. The second line of formula may then be entered. When you are finished, enter <CTRL-C> <CTRL-C>.

