sales engineering

At Digital we define half the job. You define the other half.

growth

A Remarkable Record…A Promising Future

Digital's meteoric growth, which has shown a 500% increase in sales in the last five years, is reflected in the rapid expansion of its Sales Group. From a handful of offices just a few years ago, our sales organization has become an extensive, international network of offices.

In the decade since the Company was founded, DEC has become the world's number one supplier of logic modules; the world's fifth-largest manufacturer of computers, measured by total computer installations; and the acknowledged leader in providing computers for science and research.

The product lines have been broadened to a full range of computers and computer systems. They range from the versatile under-$9,000 PDP-8/L computer to the sophisticated time-sharing PDP-10. Much of DEC's strength is in areas where the greatest growth is yet to come: small and medium-sized computers for research, education, medicine, industrial process control, and data acquisition.

the product

First in Design…First in Performance…First in Price

When the Company was founded, its sole product line consisted of high-speed logic modules for testing devices. It has continually broadened the module line and now makes a great variety of systems components both for our own equipment and for outside customers. Because DEC is willing to meet the needs of the market place, a module customer is seldom turned away. If none of our modules fulfill his needs, we'll design one for him.

Digital's success in the manufacture of logic modules soon led it into the design and manufacture of computers, the greatest emphasis being on the use of computers as systems components. The Company's commitment has traditionally been to produce more reliable computers at less cost. From a price/performance standpoint, our computers are the acknowledged leaders in their market areas. The Company has nurtured and acquired a reputation for simple straightforward methods in product design. It has consistently been a pioneer in design, production, and business techniques and counts among its many firsts the following distinctions:

- The first computer company to distribute a complete price list.
- The first company to market a complete (hardware and software) computer system specifically designed for time-sharing (PDP-6).
- The first company to market a computer for less than $10,000.

Our success is unquestioned. We now command 20% of the market in the under-$100,000-computer range and over 50% in the less-than-$25,000 range.
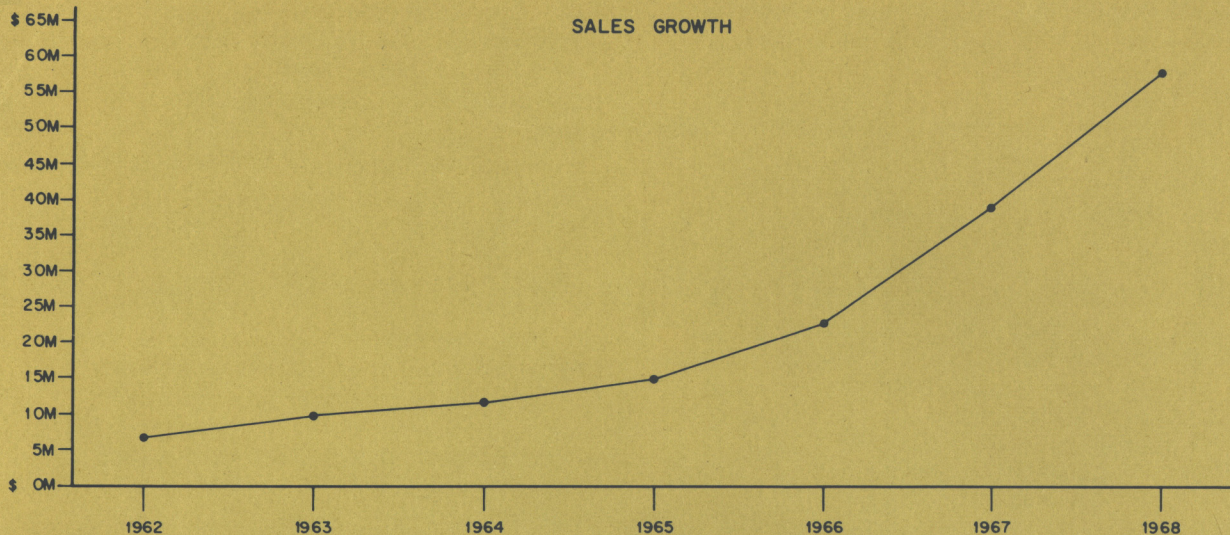
organizational philosophy

Team Effort…Superb Support…Depth

Sales have always enjoyed complete support from all divisions of the corporation…engineering, production, marketing, software, and field service. In fact, much of the credit for our success and reputation can be attributed to the superb marketing, software, and field service back-up. Many of our customers are pleasantly surprised by our ability to meet delivery schedules, our unparalleled software support, and our efficient field service organization. Emphasis throughout is on team effort and the close interrelationships between the field and the various facilities. Additionally, the Sales Group has been able to develop its own versatility in hardware, software, and application areas… making it, we believe, unique in technical depth and expertise.

A growing field service organization (500 individuals) serves as a valuable back-up to our sales efforts, freeing the sales engineer from involvement in secondary problems.

We are striving to preserve an environment in which the sales engineer remains above all an individual. He works with a minimum of supervision. The levels between him and the rest of the organization are minimized so that he can interact closely with product, marketing, and other groups.

SALES GROWTH

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   55M ┤                                                              ●
   5OM ┤
   45M ┤
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   2OM ┤                                              ●
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       1962     1963      1964      1965      1966      1967      1968
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sales engineering at digital

Technically Challenging…Varied…Engineering Oriented

The technical challenge of selling DEC equipment attracts *engineers* from many areas. They come from research and development, from design, and from production. And they find new challenges, more fulfillment, and unmatched opportunities for technical involvement.

As DEC sales engineers, they must be able to apply their technical knowledge toward solving customers' problems. They must comprehend the problem from an engineering standpoint and then be able to demonstrate how it can be solved by DEC equipment. This requires not only knowledge of advanced computer techniques, but also substantial engineering know-how and ingenuity.

One of their greatest sources of satisfaction is the professional and engineer-oriented environment in which they work. Our customers are usually knowledgeable and sophisticated from a technical standpoint. Frequently, they'll be using the equipment themselves to control experiments, to operate machines, or to be integrated into a system they have designed. The DEC sales engineer's role is to work hand in hand with them, demon-

strating how DEC equipment can be used or adapted to solving their problem. Typically, he will work with such a variety of professionals as newspaper publishers, industrial engineers, oceanographers, educators, physicists, chemical and petroleum industry engineers, and so forth. They depend heavily on his technical competence and knowledge.

Another source of satisfaction is the variety and wide acceptance of our products. The broad range of uses to which they are put brings a day-to-day change of pace which most engineers seek, but many fail to find in other jobs. The PDP-8 family alone counts over 2,000 installations. These popular little computers can be found on board ships and airplanes, in factories, labs, hospitals, and universities. The DEC sales engineer works with a wider variety of advanced technologies in a week than many engineers do in an entire career.

Because of the variety and versatility of DEC's products, there is no typical job pattern for the sales engineer. A continuous attempt is made to match an individual's qualifications and interests to his job responsibilities. Some, whose background is in logic and circuit design, prefer to concentrate on the industrial uses of modules. Others, because of their experience, may lean toward bio-medical

applications; or, because of their personal interests, may wish to specialize in educational markets.

In a typical day, if there is one, the DEC sales engineer could find himself explaining to a plant engineer how to use DEC modules to interface a computer with another device. Then he might drive to a school to lecture teachers on how they can use computers to teach math and science more effectively. During the same day, he may spend time with a bio-physicist explaining how a PDP-8/I could be used to process data from a variety of input devices. Then he might visit a factory to explain the advantages of a digital computer versus an analog controller for a process control application. Another day could be spent assisting a customer in the development of ballistics testing equipment, discussing the possible use of a computer for brain wave studies at a world-renowned biomedical research center, and assisting on the design of a rocket fuel control system.

No two days are alike. The only generalizations that can be made about the job are that it is extremely varied and that it demands a high level of technical competence.

The emphasis...for the sales engineer...is on hardware. As far as programs are concerned, he can count on the back-up and support of software specialists. He can also rely on strong technical support from members of the marketing, engineering, and product line groups whenever he needs them.

the men
Technically Competent...Committed to Developing Customer Relationships

Our salesmen must be able to help the customer, so we stress competence in knowledge of the product and its uses. We believe our men make up the industry's *leading* sales force in knowledge of computer uses and their knowledge of computer components as systems components. They are indeed computer *systems* sales engineers.

Through the salesman we are striving to develop strong customer relationships. So we place heavy emphasis on service and follow-up long after the product is installed. The effectiveness of the DEC sales engineer is measured not only in terms of orders, but in continuing customer loyalty, team effectiveness, and individual technical growth. They can generate their own goals and quotas. Their rewards: wider and more challenging responsibilities with recognition for proven accomplishment.

advancement
Choice of Avenues...Wide Open Future

The avenues for growth of the DEC sales engineer are wide open. There will be a constant need for promotion from within as DEC continues to expand. New domestic and international offices are being opened at a growing pace.

Working as a DEC sales engineer means continual growth and development. The day-by-day exposure to new products and fields increases your knowledge and broadens your background. With this continual professional enlargement also comes the growth offered by one of the computer industry's fastest-expanding companies. Advancement and growth opportunities will continuously be opening up in application specialization, sales management, and marketing.

digital
COMPUTERS • MODULES