

Jacquard Systems Starts Small But Thinks Big

By Esther Surden

CW Staff

SANTA MONICA, Calif. — For a small company, Jacquard Systems has some big ideas about where it would like to be in the small business marketplace.

The firm offers a multiuser, interactive system that can do both word processing and data processing as well as handle communications, according to Dick Williams, vice-president of marketing. Jacquard is a little over eight years old and was founded by President Edgar Bolton and others who came from several high technology industries.

The founders had been designing hardware and software for critical applications such as those in the space

industry, Williams noted.

For the first six years, Jacquard was a systems house dedicated to customized work. It designed such systems as an airport parking lot system that kept track of time and payments of drivers using the lot.

The customized systems led to the development of a system with a time-shared operating system that could drive multiple remote devices in a communications networking environment, Williams said.

First Standard Product

The first standard DP product that came from the group was Jacquard's J100 system with communications capability. It was billed as a "distributed processing system" for re-

mote data base applications.

To sell such a system, however Jacquard had to market to the largest Fortune 1,000 firms, which were difficult for the small company to reach. The company decided to broaden its approach with the addition of software for generalized accounting. The J100 then became a general-purpose computer system.

In the middle of 1976, Jacquard took the J100 one step further with the introduction of a word processing software package. The package was developed in-house in response to requests from Jacquard's own staff, Williams said.

In this marketplace, the system competes with shared-logic word processing systems as well as the combination

word processing and data processing systems introduced by Digital Equipment Corp. and IBM, he noted.

The combination of word processing and data processing in the office is inevitable, Williams said. "I believe there is no way to stop these two worlds coming together," he stated, adding Jacquard plans to be in the forefront of this marketplace.

Jacquard sells its combination system through distributors. Presently there are 28 in the U.S. and several in foreign countries.

The company, which is privately held, did about half of its business overseas. Quoting the Dunn and Bradstreet report on his firm, Williams said the company made about \$2 million in sales last year and is looking forward to substantial growth next year. The firm has several hundred systems installed.

"We are really a final assembly and test plant," Williams noted. The company buys all PC boards from outside vendors and integrates them into a system.

The CPU, however, is the firm's own and is designed around a Texas Instruments IMP-16 microcomputer, which is a component of the system like other components, he stated.

Large markets for the system can be found in four professions, he stated. Lawyers, doctors, dentists and accountants are prime targets because they have large word processing and data processing requirements.

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- An overview of DP media — what to look for, how to get it
- Pooling resources — how four companies share quantity discounts

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Calcomp Files For New Trial, Cites Greyhound

SAN FRANCISCO — Citing the Ninth Circuit Court of Appeals' ruling in the Greyhound Computer Corp. vs. IBM case, California Computer Products, Inc. said in its second filing with the court that it, too, should be granted a new trial.

The filings by Calcomp are appealing the directed verdict Judge Ray McNichols granted IBM last February, thus removing the three-month-old trial from the jury.

In the Greyhound case, the appeals court remanded the case for a new trial after years of deliberation over a directed verdict.

The Calcomp reply brief claimed Calcomp is "entitled to prove the whole of IBM's scheme to monopolize and to develop fully IBM's anticompetitive intent."

Calcomp refuted IBM's argument that because the Fixed Term Plan (FTP) was held lawful in the Greyhound and Telex cases, it cannot be an issue in the Calcomp case. Calcomp said the evidence it presented is "substantially different and far stronger than that presented by Greyhound."

In the Greyhound case, the court said Greyhound failed to show the FTP was "anything more than a reasonable response to competition."

IBM has petitioned the court to reply to the latest Calcomp filing, which normally would be the last filing before a decision by the court, sources indicated.