

# CHASE I.T.

Information Technology News from Chase Research PLC

Issue 1

## Chase IOLAN 'Launched'

The recent introduction of the Chase IOLAN Terminal Concentrator has caused a real stir within the OEM, manufacturer and distributor community.

Since the Chase IOLAN was shipped as an evaluation product in April of this year, feedback from major manufacturers and leading distributors world-wide has been exceptionally encouraging.

Based on the concept of terminal concentrators for the minicomputer market, Chase Research has totally redesigned and repackaged the

technology and has produced an elegant terminal connectivity product for the personal computer marketplace. Commenting on the IOLAN launch, Alan Wright, Chase Research's Sales and Marketing Director said, "The IOLAN is certainly going to make its mark within the PC arena. The concept of terminal concentrators for PCs is relatively new and has emerged as a result of the ever increasing power of the personal computer which has enabled them to form the core of very efficient multi-user systems. This in turn,

has led to the need for an equally efficient and cost-effective means of terminal connectivity. In the IOLAN, we believe we have the answer".

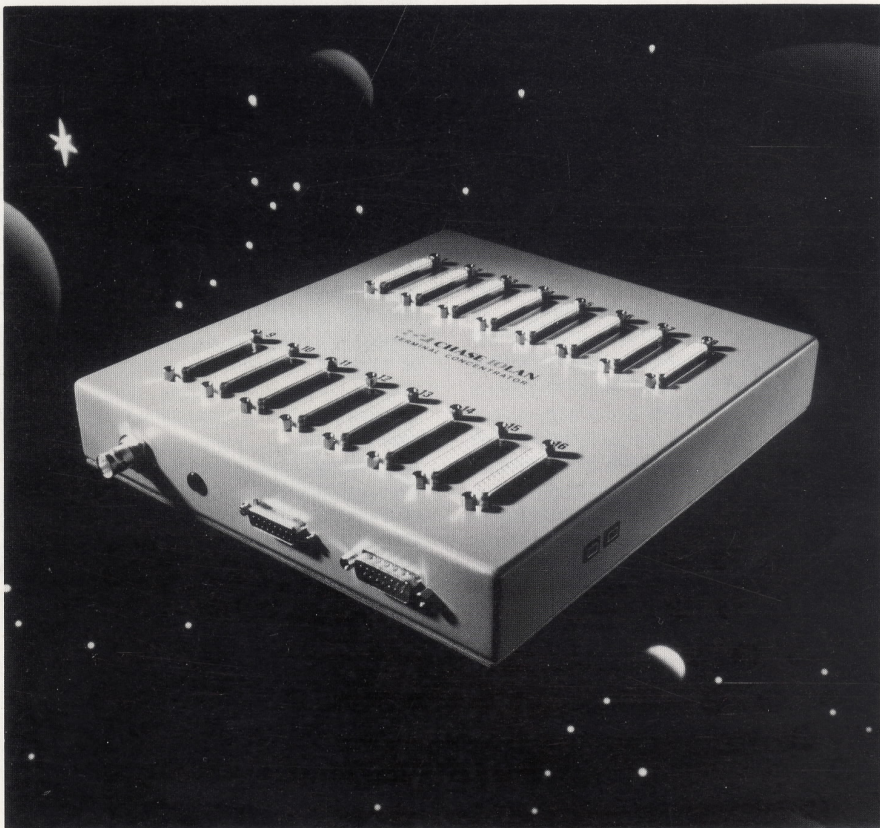
The Chase IOLAN Terminal Concentrator is an elegant Ethernet - TCP/IP connectivity solution providing 16 RS232C asynchronous serial ports for the connection of terminals, printers, modems or other serial devices over an Ethernet network. IOLAN can be implemented on either thick or thin Ethernet backbones so it provides total flexibility for integration and system design and provides workgroup productivity where it is needed most.

And, because IOLAN operates over an Ethernet LAN, the siting of terminals is not restricted to the 15m limit imposed by the RS232 specification, but allows remote terminals to be located up to 1500m from the host(s) and all via a single Ethernet connection. The only limit on the number of IOLAN subsystems that can be connected onto the backbone is determined by the network configuration and capability, so a future growth path is assured.

IOLAN is designed around established industry and de-facto standards and is fully compatible with other Ethernet products. Designed directly for the PC marketplace as a plug-and-go product, IOLAN has been designed to be easy to install, use and maintain. The installation and set up routines (which are user selectable between five European languages) are effected through IOLAN's user friendly MMI (Man Machine Interface) which provides a command line interface for dumb terminals and a menu driven program for intelligent terminals. Once a terminal connection is set-up, user are able to open sessions with up to four hosts, from a pre-selected list of up to 10 hosts on the network. A 'hot-key' facility then allows users to switch between applications or hosts at the touch of a button.

Priced at just £1545 pounds sterling (under £100 per port), IOLAN offers unrivalled price/performance and provides the most cost effective and flexible means to 'true' distributed processing power.

For details of Chase Research UK or International distributors, please call the UK sales department in Basingstoke on +44 (0)256 52260, or alternatively, contact your nearest Chase office. These are listed on the back cover.



*Chase IOLAN – the elegant Ethernet-TCP/IP solution.*

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## Lurking in the dark recesses of Chase House....

The Research in Chase Research is not merely corporate posturing but is in fact, a firm statement of intent. Under the leadership of Bob Dunlop, Chase Research's Technical Director, the team is hard at work on a number of leading edge products. Their recent successes have been in the launch of the EISA 16 intelligent serial I/O card which provides full EISA bus capability allowing the high performance connection of terminals to EISA systems, and the Chase IOLAN, an elegant Ethernet and TCP/IP based terminal concentrator. The movement away from the bus based products that has started with Chase IOLAN signals the diversification of Chase Research into a broader communications products company.

On this subject Bob Dunlop said, "The launch of the Chase IOLAN means that the Chase product line is now capable of supporting terminal connections from four users to many hundreds. The development of this standards based product went remarkably smoothly and culminated in the shipping of final product on time".

The Research and Development department has been increasing in strength over the past year with the formation of teams specialising in each of the product groups. The IOLAN team was recruited during 1989 and is staffed by some of the industries leading hardware and software engineers. One of the team at the recent roll out party commented, "This is the most successful TCP/IP project that I have been involved with to-date. IOLAN certainly looks and performs like a winner". Currently, the IOLAN team are busy implementing SNMP and LAT as future upgrades for the product as well as investigating other product opportunities in related markets. So, Watch this space !!

## We Won't Keep You Waiting !

One of the key ingredients for any successful company is to ensure that customer service is an efficient and well run part of the organisation. Within Chase, the customer service ethic starts with the initial phone call to us. Our newly installed switchboard allows a number of nominated people to answer calls if the switchboard is busy. Should it still not be possible for the call to be answered within forty seconds then every telephone in the building rings, from the production department through to the managing director. Once your call is answered, you will be directed to the part of the company that can best deal with your enquiry.

Of course, customer service goes a lot further than just answering the phone efficiently. Caroline Keoghan, our Customer Services Co-ordinator is responsible for receiving and acknowledging orders. Caroline aims to tell our customers by return, the availability of the product and the anticipated despatch date. The internal systems then track each order until it is despatched. If for any reason the anticipated date looks as though it may slip, a flag is raised and the appropriate resources can be brought into action. Caroline also provides the interface to customers who are processing orders or have any queries on shipping etc.

## How to choose an I/O board.

To purchasers of I/O cards for UNIX or XENIX based Personal Computers there are a bewildering array of choices from manufacturers around the world. The purpose of this article, is to try and outline the criteria that a prospective purchaser might consider in selecting a product.

Market overview:

The market for I/O cards divides into two major classifications; dumb and intelligent. Dumb cards are characterised by their lack of on-board processing and are generally not used in Unix or Xenix based systems due to the increased system overhead that they impose. For the occasional user who makes no demand on system performance they can offer a low cost method of connection. However, all users will feel the impact of anything other than the lightest of use.

Intelligent cards are recognised by the addition of a processor and memory. These components are required to off-load the overhead imposed by the I/O and allow the system to perform at its peak performance. There are a number of key factors that should be considered in this evaluation some of which are technical and others purely commercial. The commercial aspects that a purchaser should consider include:

Is the vendor's primary business in I/O or connectivity products ? If not, he is unlikely to offer the levels of support that are required. Is the vendor an established supplier of this type of product ? Establish how many years he has been shipping his own design product. Look for major OEM endorsements. Most major OEMs have the facilities to do very

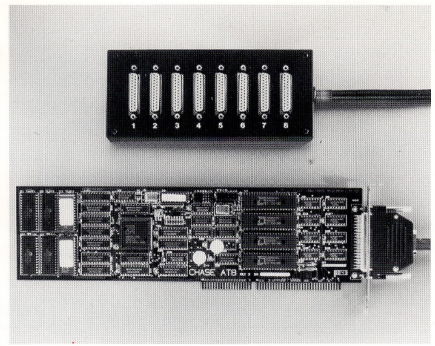
## Chase Report: Comdex '90

It was typical Atlanta weather for June; hot and muggy. But that was probably a blessing for the more than 900 exhibitors at Spring Comdex. The hot weather kept the 60,000 plus Comdex attendees inside the exhibition hall all day long.

This show's excitement was centred around the introduction of Microsoft's Windows graphical user interface and supported products. And there were plenty of new 486 machines and portables to be seen. Chase Research products were shown on several U.S distributor booths and there was a lot of attention for the new Chase IOLAN terminal concentrator. The IOLAN was definitely a 'hot' product, even without the Atlanta weather.

Shipping what you have requested on your order may appear to be a fundamental requirement for any company but is surprising how many others overlook this. Alan Price, our Production Manager, cross checks each order placed against a specification for both the product and the customer and then ensures that fully tested product is shipped in the shortest possible time. In a majority of cases, this will be the same day.

So, if you are a distributor or an OEM contact any of our offices today and put us to the test.



The best-selling Chase at 8.

thorough performance and quality testing. And importantly, do these OEMs allow the product to be sold with their name on it ?

Does the vendor have the necessary safety and electrical emission standards for the products ? The vendor should offer a range of products for all of the available bus architectures (AT, MCA and EISA).

The vendor must be capable of showing his future plans for I/O, as without them, the vendors long term future may be suspect. Technical support is an important consideration and the vendor should have a reputation for supplying high quality support and be able to offer long warranties on the products.

The technical considerations that require assessment should as a minimum include: What type of transfer mechanism is used between the card and the host system ? Bus mastership and DMA are preferred to dual port memory due to the increased speed and the ability for the card to work in parallel with the host processor.

How much of the address map is used by the card ? The smaller this number the better, as it will avoid conflict with other cards or software that is present in the system. ( DMA based cards typically offer a much smaller window than Dual Port Memory).

Interrupts should be switch or software selectable ( All EISA and MCA cards should be software ) and the widest possible range of settings should be available.

A minimum of four cards must be supported in each system.

The connector block should be robust and use the standard DB25 connectors and a minimum of five connections per port should be supported.

All of the hardware and software should be designed written and maintained by full time employees and should not be contracted out to third party developers as this impacts on the production of updates.

Installation should be a simple process using any automated installation facilities that are available from the operating system manufacturer.

Documentation must be well presented, accurate and easy to use.

All common baud rates between 50 and 38,400 must be supported.

Having considered all of these factors it is important that you balance these considerations with what your specification requires and choose the vendor who most closely matches.

Needless to say, at Chase Research the above criteria have always been part of our commercial and design philosophy.

## CHASE Partners Must Have Unix Expertise

Chase Research is currently working towards establishing a list of distributors across Europe which will allow the company to take full advantage of its technological lead. The spirit of these "partnerships" is an important factor for the long-term future of our relationships with distributors. Rather than selling I/O subsystems to whoever will buy them, Chase will only work with one or two distributors in each country and help them in any way possible to increase their sales. Chase needs its distributors to be successful and wants to work for their success as well as ours. Part of this spirit of partnership is embodied in our approach to customer support.

The choice of a distributor in each of country in Europe is a complicated one with many factors coming into consideration. But above all Chase Research looks for Unix expertise. A distributor must be able to demonstrate that his company has the relevant resources, skills and commitment to provide his customers with the level of qualified UNIX support that they may need to help with complicated installations on a variety of 386 and 486 platforms.

The introduction of the IOLAN, while presenting distributors with new opportunities, at the same time creates new challenges for their support teams. Distributors' customers will now need support in networking and TCP/IP as well as UNIX. The applications of the IOLAN are many and distributors will have to be ready for this.

It is the job of the European customer support manager, Mr Peter Mollnar and his team, to ensure that distributors are ready. Based in Stuttgart, he travels extensively conducting training courses on Chase Research products and their installation.

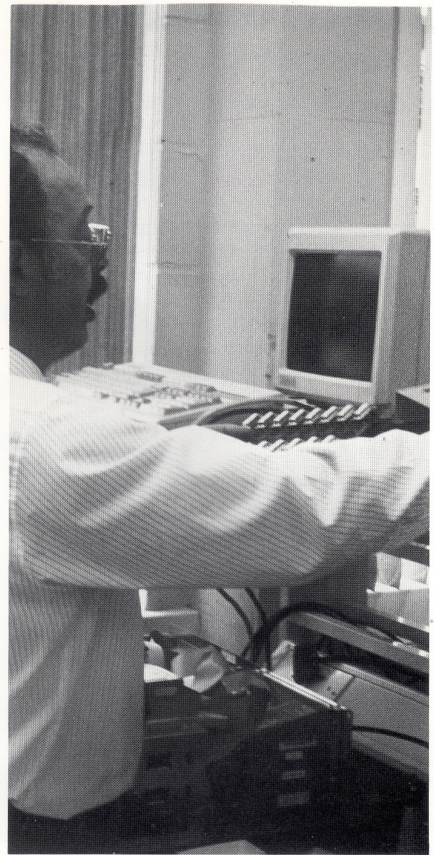
For day to day problem solving, someone is always available to answer questions on any technical matter. And back in the UK, the Research and Development team is on hand to solve any problem which is unusual and cannot be looked after by customer support. This is a major benefit that Chase Research can provide to qualified European distributors in return for their expertise - full support, in Europe, with no time differences. The philosophy is simple. The quicker a problem is solved, the less it costs and the happier the customer is. And as a result they will come back to the Chase Distributor for more!

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## Sustained Quality Makes a Lifetime Warranty Possible.

In today's marketplace, customers will not accept products unless they are built to the highest possible standards. Chase Research, in common with other major suppliers in the computer market has been moving to formalise its quality control procedures, and is anticipating applying for BS5750 quality certification during 1990. The necessary work is being controlled by Stuart Nutbeam, Chase Research's Quality Manager. Stuart who is a direct report to the board of directors, is responsible for ensuring that all departments meet specified quality standards and also that our suppliers have a similar commitment. All of these efforts have enabled Chase Research to be the first European supplier to offer a lifetime warranty on its products. Stuart comments "The selection of high quality components, superior build techniques and a progressive design methodology has allowed Chase to make this dramatic statement of its product quality".



Stuart Nutbeam, seen putting IOLAN through its paces.

## Chase Wins Presentation Award.

At a recent sales conference in the Grand Hotel, Brighton, the sales force of Frontline Distribution were given extensive product training on UNIX and related products. The atmosphere at the event was superb with the whole sales force in good spirits. A number of vendors had been invited down to present their wares to the assembled masses at this delightful setting. From the very first presentation it was obvious that an enjoyable and worthwhile weekend lay ahead. Each vendor involved gave a lively and informative overview of the market, their products and position within it. During the first break the delegates to the conference who took copious notes throughout gave comments such as 'I didnt realise work could be so much fun' and 'I am getting a lot from this event'.

As the event continued into the evening it gave vendors and distributor the opportunity to mix socially in the Grand's beautifully appointed dining room over a superb meal. On the Sunday the sales force were invited to present back the information that they had learnt from the conference and a very high standard was achieved.

The final wrap up session included a prize given for the best vendors presentation which Pat Harvey one of the Frontline Directors presented to Alan Wright the Sales and Marketing Director for Chase Research. Pat commented that all of the presentations had been excellent but that Chase narrowly won the vote.

## Chase Boosts Product Presence in W. Germany

Chase Research International Operations based in Stuttgart, West Germany has announced the signing of a new West German distributor, Garmhausen, which is based in Bonn. Chase Research has a world-wide distribution network and is extremely pleased to welcome Garmhausen to this community. Commenting on the appointment, Terence Milbourn said, "Garmhausen is the distribution partner that we have been seeking. As a major UNIX distributor in the German market, I have been very impressed with the level of both sales and technical expertise demonstrated by the company". Garmhausen are represented by regional offices throughout Germany, including locations in Bonn, Munich, Hamburg, Wiesbaden, Essen, Bielefeld and Wilhelmshaven.



Terence Milbourn, Chase Research European Sales Manager.

## Input and Output from Chase Support

With so much happening on the Chase support front, this is a good opportunity to bring you up-to-date with the Chase international support network. To begin with I would like to introduce you to all my colleagues in technical support, who between them, can offer a vast wealth of expertise and many man years of experience in the Unix and Xenix environment. The regional international support specialists are listed below, together with support line contact telephone numbers.

HEAD OFFICE Basingstoke England  
Tel: 0256 52260  
Simon Keates - Tech Support Manager  
Joseph Mashi - Tech Support UK  
Kate Williams - Tech Support Administration  
GERMAN OFFICE  
Stuttgart West Germany  
Tel: 0711 7287 155  
Peter Mollnar - Tech Support Europe  
AMERICAN OFFICE  
Nashville Tennessee USA  
Tel: 615 758 2195  
Terry Neu - Tech Support USA and Canada

Anyone requiring technical support outside of these areas should contact the UK office in Basingstoke, England.

As you can see, we have a wide range of support cover for all your questions whether you require general information about a product or you have come across an operational difficulty that with a call to us can be cleared up in a matter of minutes. In any case, we at Chase Research are committed to offer a level of "CUSTOMER SATISFACTION" that is as excellent as the product we make!



### Introducing some new names to the I/O world.

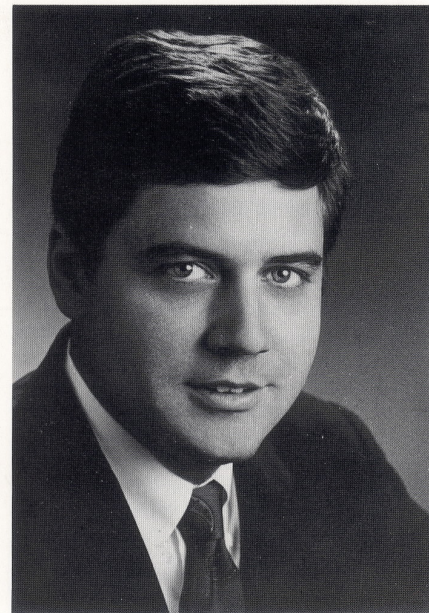
Chase Research realising that to be an effective player in today's communications market a world presence is required. So to meet the challenge Chase Research Limited has been restructured into three new companies Chase Research PLC with offices in Basingstoke, Chase Research GmbH with an office in Stuttgart and finally Chase Research Inc based in Nashville Tennessee.

### Chase - The World Tour

As part of the company's on-going planned expansion programme, Chase Research has announced the opening of its new sales and support operation in Nashville, Tennessee. With the importance of the United States market for Unix related products a key part of the Chase strategy is to supply local expertise. When an opportunity to employ two well known and highly respected members of the United States Unix community presented itself, it was too good to pass by.

These two key signings are Jeff Pack and Terry Neu formerly president and vice president of Research for Arnet. Jeff and Terry bring eight years of combined experience in I/O products in the United States. Jeff commenting on his appointment stated, "I am very excited about being given the opportunity to sell a world class range of products into OEMs and distribution over here. Each of the products is eminently suited to the local market conditions and the success already enjoyed by them makes a solid base to work from". Terry was equally excited about his appointment and said on the matter, "I am looking forward to being involved with a company that has the reputation of coming to market with technically innovative product". Chase IOLAN is the latest of these products and opens up a number of opportunities here for the more powerful PCs that are emerging today. Chase will be building on its product strength and its wide acceptance by European OEMs such as Olivetti, Nixdorf, Apricot, Norsk Data and many others. It is also anticipated that the product differentiation offered by IOLAN will ramp up its product sales.

To get the message across Chase has launched a co-ordinated advertising, marketing and PR campaign.



Jeff Pack; President of Chase Research Inc.

### UK Distributor Goes for IOLAN

After receiving an early version of the Chase IOLAN for evaluation, UK distributor Sphinx were so impressed with the product that they have decided to replace their own internal communications system.

Sphinx, who are a member of the Pegasus group, received a prototype IOLAN back in April for technical evaluation. It became apparent during the technical evaluation that they had a world beating product at a competitive price.

Martin Ruda the managing director of Sphinx stated, "The Chase IOLAN found an immediate application within our in-house system. Our MIS manager is a very demanding customer and this was his selection". Sphinx will be running all of their internal systems using Unix based systems running TCP/IP and up to 64 terminals connected by four Chase IOLANs.

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