



Unix workstations and servers for a mobile world
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Tadpole-RDI, Inc. is the global leader in portable workstations and systems for Sun and Hewlett-Packard professionals.

Customers include: Applied Signal, AT&T, Bay Networks, Bellcore, BMC, Boeing/McDonnell Douglas, British Telecom, Cisco, Computer Sciences Corporation, Dassault, Dow Jones, E-Systems, EDS, Ericsson, FBI, Ferranti Naval Systems, Fujitsu, GTE Government Systems, Hewlett-Packard, Harris Corporation, Lawson Software, Lockheed, MCI Mercury Interactive, Mitre Corporation, Mitsubishi Semiconductors, Motorola, Nokia, Nortel, Oracle, Platinum Technology, Powergen, Rank Xerox, Rational Software, Raytheon, SGS-Thomson, Siemens, Sun Microsystems, Sybase, US Air Force, US Army, US Central Intelligence Agency, US National Security Agency, US Navy, Veritas.



UltraBook™



VoyagerII®

UNIX Jocks, Is Logic Only For Programmers?

UNIX is certainly the logical choice for enterprise-wide software and mission-critical computing. But when it comes to the economics of machines to demonstrate UNIX programs, logic seems to have flown out of the window.

The most valued support system today for UNIX sales engineers is probably the overnight carrier ... FedEx, DHL and the like. In addition to the cost of getting bulky demonstration equipment to and from customer sites, multiplied by the number of times UNIX jocks will make full specification on-site demonstrations in any one year, the wear and tear on static desktop workstations moving around the country could seriously shorten the hardware's lifespan.

It's a legacy problem stemming from the time when portable workstations didn't pack the power and performance of statics. Those days have now gone thanks to UNIX portable vendor Tadpole-RDI. But far too few business managers today understand the real economics of portables.

Assume that a UNIX jock makes seven on-site customer demonstrations within a 1000 mile radius each month with a static. The demo equipment will be shipped overnight to the buyer's site. The turnaround time for each demo is three days.

Comparing like with like, the Ultra 10S static and a 1GB memory/20GB capacity portable VoyagerII, system, upfront costs are \$13,000 and \$20,000 respectively. No contest so far, but add shipping costs of the static and the cost comparison changes dramatically.

At \$134 per shipment, the added annual cost of a typical UNIX seller's customer demonstrations with an Ultra 10S is \$11,256 bringing total cost of ownership, without any allowance for maintenance and repair, to \$24,256. That's a cost per demo of around \$300 with a static compared to the portable's \$238.

Over three years, shipping costs of the static rise to \$33,768 bringing total cost of ownership to a whopping \$46,768. That's \$26,768 more than the designed-to-travel, portable VoyagerII. The cost per demo comparison with a static is now \$185 against \$79 for a portable ... a 134% advantage. In other words, business managers could buy two portable VoyagerII systems instead of one Ultra 10S and still have \$6,768 in change.

But what about increasing a Jock's demo rate and expanding your business thanks to that FedEx-free, portable VoyagerII? Let's assume that the portable demo rate rises to fourteen a month ... the cost per demo is now about \$40 over three years. That's a 460% cost per demo advantage in favor of the portable VoyagerII compared with the fixed demo rate of the Ultra 10S.

As you'll see on the attached sheet, the same advantages hold for every portable workstation in the Tadpole-RDI range when compared with traditional Sun and Hewlett-Packard statics.

Now, at 460%, is logic still only for programmers?