data entry
KEYING FOR PROFITS

A REPORT FROM
Quantum Science Corporation
Dear Sir:

How can you reduce data entry errors and data capture duplication, control labor and equipments costs, and still adopt some of the new data entry methods presently available? The answers to these and many other questions are to be found in Quantum Science’s recently completed study, “Data Entry — Keying for Profits.”

This study presents the results of six months of intensive study in such areas as source data entry, data transcription, and on-line data entry. Product areas covered in the report include optical character recognition, keydisk, keytape, point-of-sale, and on-line data entry methods.

The report details the best methods for selecting equipment most suited to your present and future needs. It can be an invaluable tool in controlling your data preparation costs, as it provides extensive insight into what manufacturers are planning for the next five years and how their equipment can fit into your operation.

For only $450, your firm can obtain this complete evaluation of and guide to the data entry market. Order now on the attached order card — this report will give you the answers you’ve been seeking for your data processing operation.

Very truly yours,

Quantum Science Corporation

Michael P. Burwen
Director of Marketing

data entry

MANAGEMENT ACTION SUMMARY
Economics Is The Key 1
Multi-Media Data Entry Is Major Opportunity 1
Fastest Peripheral Equipment Growth Sector 4
Equipment Life Is Longer Than Expected 4
A Role for Both On-Line and Off-Line Data Entry 4

DATA ENTRY IN PERSPECTIVE
Data Entry Vs. Data Input--Some Definitions 6
Data Entry: Product Opportunity In Peripherals 8
Other Alternatives To Standard 80-Column Keypunch 21
Keycassette Units Benefit Small, Remote Locations 31
On-Line Key Entry: Major Revenue Growth 32
Character Recognition--OCR Often A Bridesmaid . . . . . . . 34

SOURCE DATA ENTRY
Point-of-Sale Systems Key to Retail ED 39
Automated Factories Present Growing Data 47
Entry Market

OPTIMIZING THE DATA ENTRY FUNCTION
Mode of Entry Determines Equipment Types 54
Defining the Need 54
Cost Justification 58
Evaluating Data Entry Alternatives 60
Selection Process 61
Interfacing To ED 64

DATA ENTRY IMPLEMENTATION
Optimum Implementation Demands Perceptive Planning 66
User Experience: The Most Valuable Input 66
Source Data Entry: Hard to Control 67
Automatic Source Data Entry 69
Automatic Data Transcription 71
Keyboard Data Entry 77

INDUSTRY STRUCTURE AND COMPETITION
Anti Keydsc Market High 90
Entering OCR, POS Markets 96
Industry Background Helps Make Sales 96
Full Product Line Vital For Growth 97
Growing Computer Services Industry Boosts Data 97
Entry Market
Product Life Longer Than Peripheral Equipment 98
IBM--Late Entry With Superior Architecture 99
Keyboard Entry System Characteristics 99

PROFILES OF MAJOR SUPPLIERS
Computer Machinery Corporation 103
Four-Phase Systems, Incorporated 106
General Computer Systems, Incorporated 107
Inforex, Incorporated 107
Mohawk Data Sciences Corporation 110
Pertec Corporation 111
Recognition Equipment, Incorporated 112
Sycor, Incorporated 113
Tab Products Company 116

QUANTUM SCIENCE CORPORATION
245 Park Avenue
New York, N.Y. 10017

Gentlemen:

Please send me your Samson Report "Data Entry -- Keying for Profits" for $450.
I would like extra copies at $10 each.

☐ Check enclosed ☐ Bill me ☐ Bill my company

Name

Company

Address
City State Zip

Telephone

Signature

I would also like information about these other Samson Reports:

☐ Microfilm ☐ Video Cassette ☐ Microelectronics
☐ Facilities Management ☐ Factory Automation