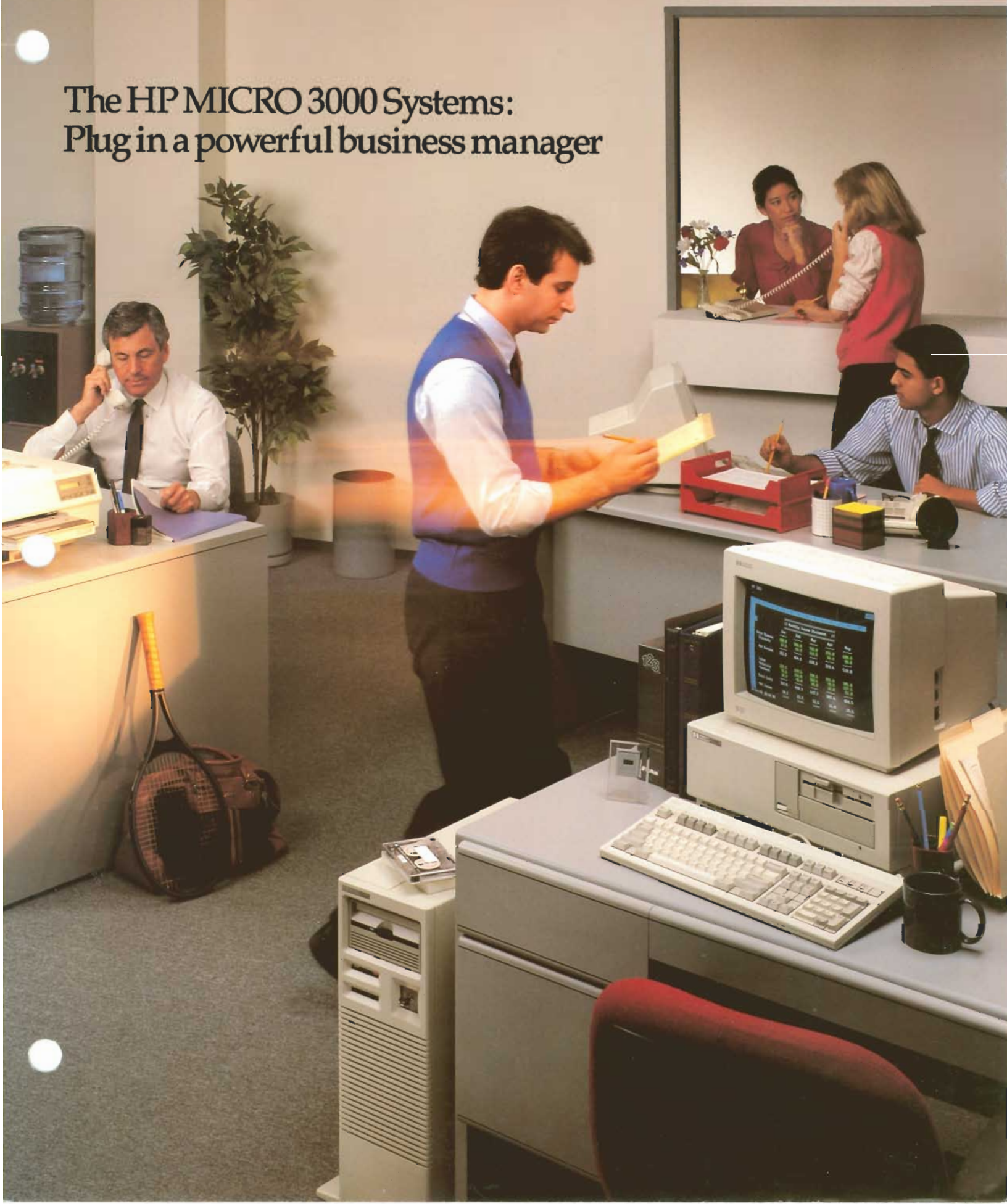


HEWLETT-PACKARD

The HP MICRO 3000 Systems:
Plug in a powerful business manager



Effective information management

You operate a successful business. And the more successful it becomes, the more information your business generates. Information on orders, pricing, inventory, shipments, production schedules and financials. You need a way to manage all that data—a way to organize it, locate it and use it—quickly and effectively.

Paper forms and reports stored in a filing cabinet won't give you quick and effective data management. Personal computers can often provide a good short-term answer. But your information management demands will expand beyond the capabilities of your PCs. In fact, your current "system" may already be at its maximum capacity and ready for expansion.

Increase the potential of your business day

When your method of processing information slows down your business, what you really need is one of the HP MICRO 3000 computers. These systems are integrated computer solutions designed for cost-effective, efficient performance that suits your current and long-term needs.

Whether your business operates from one site or many, the HP MICRO 3000 systems can manage your business tasks more productively. They reduce the time you spend performing routine tasks by doing many of those tasks for you. And because they're designed with the flexibility to grow as your business grows, they will handle future demands just as productively. With one of the HP MICRO 3000

systems, you can get even more from your personal computers. They'll work smarter and more cost effectively than ever before. PC users can better communicate and share information. And a large number of PCs can share high quality HP printers, plotters and hard discs for a greater return on your peripheral investment.

Systems scaled for today's business

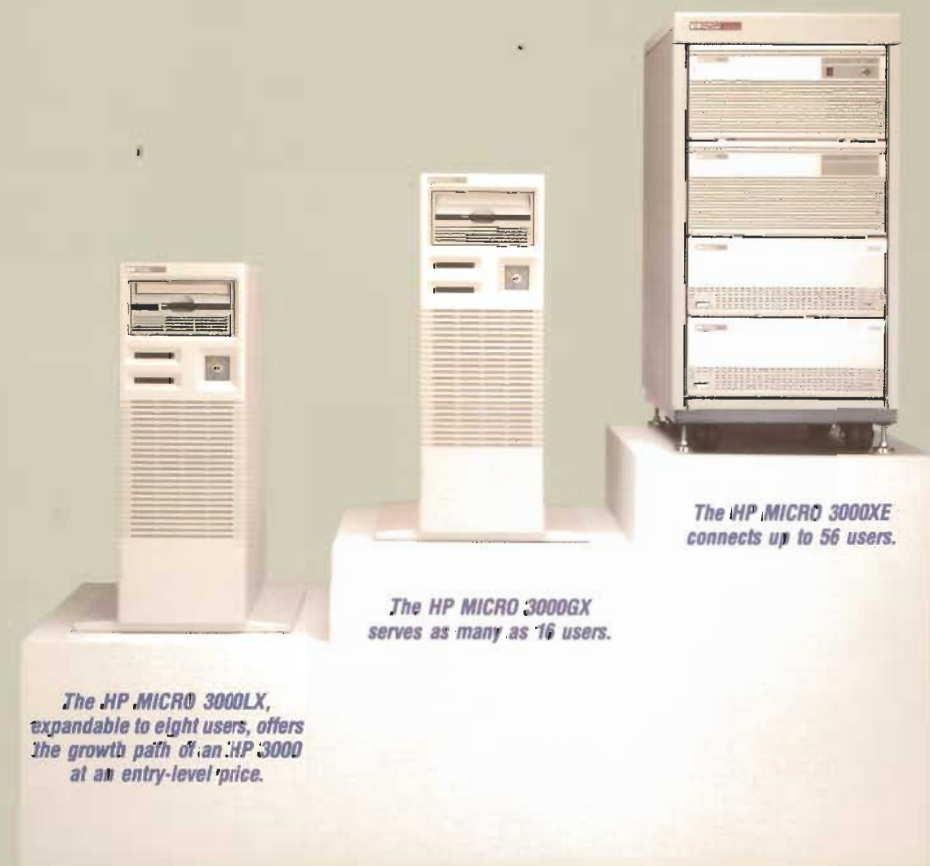
The HP MICRO 3000 systems offer the performance, software availability and reliability that our HP 3000 business computers are known for. All in a compact, affordable and simple-to-operate package.

And since the HP MICRO 3000 systems come in three models of varying price and configurability, you choose the one that best suits your immediate requirements. As your organization grows and those requirements change, you can upgrade to another member of the HP 3000 family and expand your system without losing your investment in software. And you'll retain most of your hardware investment as well—including printers, disc drives and personal computers.

HP and our Value-Added Resellers offer you a complete solution

The superior performance of HP MICRO 3000 systems is just part of Hewlett-Packard's solution to your business management needs.

Software is the other critical part. Hewlett-Packard works with today's



leading Value-Added Resellers (VARs) and software suppliers to provide software designed for your specific business needs. Our VARs and software suppliers understand your industry. After pinpointing the specific challenges you face, they've developed a broad range of software solutions that will give you a competitive advantage.

These professionals meet our high standards for product quality, and we meet theirs. In fact, our VAR program outscored other major computer vendors in the VARBUSINESS* 1987 Annual Report Card Review. Hewlett-Packard received the most first place ratings, including overall impression of vendor, quality of products, VAR support services and provision for hardware maintenance. Working together, we ensure that the system you get is the system your business needs.

Match our systems with your business

Whatever your business management needs, there's an HP MICRO 3000 model to fit your organization and the size of your budget. These compact units fit right into your office with no special power requirements. They're perfect for locations where full-time data processing personnel aren't available.

*VARBUSINESS is a business publication that serves the value-added reseller market.



The HP MICRO 3000 systems fit right into any office environment. There are no special power requirements. Just plug one into any ordinary wall outlet.



Back-up is as simple as inserting a tape. A high level of technical expertise isn't required.



As a "turnkey" solution, your HP MICRO 3000s are up and running—and making a contribution—from the very first day.



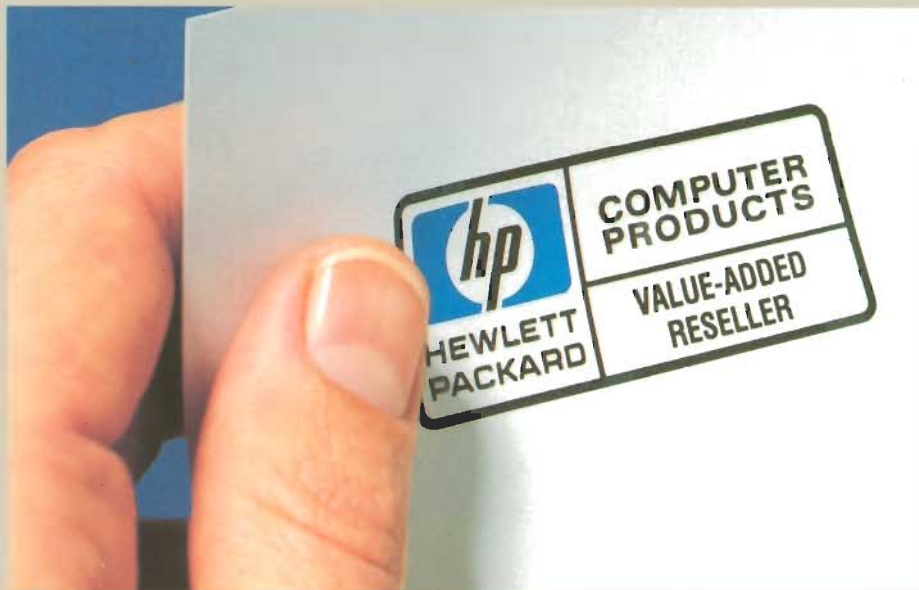
Even if the power in your office fails, HP MICRO 3000 systems won't. You're never in danger of losing hours of hard work or critical information with the HP MICRO 3000's fail-ure recovery system.

The company behind the products

Now that you know what Hewlett-Packard products can do for your business, we thought you might like to know more about our business. We're a U.S. \$8 billion company and a leader in the Fortune 500. Nearly 82,000 Hewlett-Packard people serve a broad range of customer organizations around the world.

Each Hewlett-Packard employee is committed to maintaining the reputation we've earned over the years for quality, reliability and service. That's why we've earned top ratings in five consecutive customer support satisfaction surveys conducted by Datapro International, a leading market research organization.

Hewlett-Packard has the right solution for your business management needs. And it's as close as your HP Value-Added Reseller or software supplier.



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