

Guide for Selling Support

**Computer Systems
and Workstations**



**Together we'll get
the job done better**

**For Internal Use Only
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Support and the System Solution

The Solution Approach

It's a changing world. Once it was enough to sell "boxes," individual pieces of hardware, chunks of software, a service here, a service there. But no longer. The companies that succeed in the 1990s and beyond will be those that can sell complete, one-stop system solutions to problems, as well as establish long-term, consultative relationships with their customers. These approaches are clear advantages for Hewlett-Packard. With a first-class combination of hardware, software, and support, HP can offer the complete system solution your customers need.

Whether you're an applications engineer (AE) or a customer engineer (CE), you're in a unique position to recommend the best solution to your installed base customers. Chances are, you are already playing one or more of these consultative roles as you observe a customer's day-to-day operations:

- Expert
- Teacher
- Change agent
- Sales team member
- Orchestrator
- Problem manager
- Project leader
- Professional partner
- Business developer
- Administrator

You better than anyone else can identify support opportunities within your customer base. Moreover, you've earned the trust and respect of your customers, and they turn to you for guidance.

Why Sell?

In a competitive marketplace, your skill and resourcefulness in discovering new business directly affect HP's success. HP needs you to actively look for ways your customers can use our hardware, software, and services. Your benefits include:

- Increased business in the customer installed base site
- Beating the competition
- Maintaining account control, ensuring that HP is there instead of another vendor
- Increased customer satisfaction

Why Sell Support?

It's a Large Market

First, there's a large and increasing market for support as these services become more and more important throughout industry. Multiple vendors and the increasing complexity of systems make it more difficult for in-house staff to handle their own support. Customers look to outside sources such as HP for expertise and advice.

There's a Lot at Stake

Second, support services have become especially important to HP, because support spells the difference between us and the competition. The industry in general is moving away from single-vendor platforms to multivendor, applications-oriented work environments. The number of networked connections and client-server configurations are increasing, too. Moreover, today's customers are migrating from proprietary solutions to industry-standard solutions. These trends position support as the added value that gives HP the competitive advantage in many sales situations.

It's a Great Product

Most important, HP's support services make up a tremendous product; in fact, HP ranked first in the industry in a number of surveys.

Hewlett-Packard Top-rated for Support

- Datapro Minicomputer Users Survey, 1989—U.S., UK, France
- Ledgeway 1989 Scientific/Engineering Workstation Services Survey—U.S.
- *UNIX Today*, 1989—U.S.
- INPUT Software Support Satisfaction, 1989—U.S.
- IDC Support Satisfaction, 1989—Malaysia/Singapore
- *VAR Business* Annual Report Card, 1989—U.S.
- Compass Survey, 1989—Australia
- Datapro LAN Survey, 1989—U.S.
- Minicomputer User Satisfaction, 1989—Latin America
- Ledgeway Network Communications Support Services, 1988—U.S.
- INPUT Survey in 10 European Countries, 1989
- *Fortune* Quality of Products/Services, 1989—U.S.

See Appendix A of this sales guide for a complete list of surveys and their results.

Thanks to HP's worldwide presence, we can offer superior support all over the globe.

How to Sell Support

To sell support, use the seven well-defined steps of the consultative approach:

1. Recognize opportunities.
2. Conduct a needs analysis.
3. Create a solution.
4. Present the solution.
5. Reach agreement and close.
6. Implement the solution.
7. Manage the relationship.

Recognize Opportunities

Begin with your customer installed base. As an AE or CE, you serve as a professional partner to your customer and you have a chance to see opportunities as part of your regular account activities. You also function as an expert, providing technical advice and support.

Expand Your Horizons

Expand the scope of your activities to become a problem manager, uncovering information to understand and address business issues and resolve customer problems. Also, try to think of yourself as a sales team member and business developer, uncovering opportunities and new business applications. Here are some guidelines:

- **Stop**—think about service and support opportunities. Remember, support is not just for HP equipment only; it's also for other vendors' products in many cases.
- **Look**—see what the customer has at the installation. See whether changes are planned or occurring. Ask about business issues, and look at the big picture from the customer's point of view.
- **Listen**—does the customer have problems or unfulfilled opportunities?

A Few Hints

- **Be energetic**—look for opportunities beyond HP's equipment. Remember, in support, HP is a qualified multivendor supplier!
- **Ask questions**—"Where are you getting support? Are you happy with it? What else do you need? What are your long-range goals? How can HP help?"
- **Look for a system solution**—it may be multiple service offerings. Or it may mean a synthesis of hardware, software, and support.
- **Keep looking**—opportunities can open up that weren't there a month ago.
- **Focus on targeted customers**—go after existing HP customers and profitable opportunities. Don't concentrate all your efforts on small accounts unless they offer a strategic benefit, such as a foot in the door of a major customer.

Conduct a Needs Analysis

In your roles as change agent and sales team member, you work with customers to determine precise needs and requirements.

The customer should be qualified at this time to ensure that the company can use HP's support services and that the deal will be profitable for HP. (For more details on qualifying customers for specific services, refer to the sales strategy in each chapter.)

Take a good look at all of your customer's requirements:

- **Look wide**—if the customer has a need, try to visualize all the facets of that need. Is there a possibility for education? Additional consulting? Support or maintenance services to prevent a problem from happening again?
- **Look long**—what will change in 3 months? In 3 years? Look for solutions that fill the customer's long-term needs, as well as those that solve an immediate problem. Often this means presenting services that may seem expensive initially: your challenge is to show the long-term benefits.

Be sure your customers understand the value of your needs analysis, and help them to appreciate the professionalism that it represents.

Create a Solution

Once you have identified and qualified a prospective customer, begin determining the pieces of the solution that will help, then draw up a proposal. At this time, you are still the expert and professional partner your customer is depending on. You also function as a sales team member, and perhaps a project leader.

Use Other HP Resources

At this stage, there are many other HP resources you can orchestrate for help:

- Get others involved early—work with your district manager.
- Work with your sales representative.
- Work as a team!

For more information concerning support in the U.S., contact the U.S. Customer Support Sales Center at (408) 447-4444. For information about support in Europe and Intercon, contact the country support marketing manager listed below:

Australia	Chris Gibbons
Austria	Werner Hascher
Belgium	Fernand Ducheyne
Brazil	Jose Sergio
Canada	Ted Slater
Denmark	Henrik Oegaard
EMR	Bruce Richardson
Finland	Par Andler
France	Daniel Minella
Germany	Klaus Hieronymi
Israel	Herzl Arviv
Italy	Carlo Magistrelli
Japan	Akihiko Veda
Korea	Kwang Bae Lee
Middle East/Africa	Paul Schwalm
Mexico/LAR	Miguel Prieto
Netherlands	Annika Schultz
Norway	Rolf Frydenberg
Singapore	Wee Boon Chia
Spain	Antonio Rodriguez
Sweden	Roland Rohden
Switzerland	Erwin Hladik
Taiwan	Tony Huang
United Kingdom	Brian Rolfe

Find Support Offerings

HP has many types of support offerings:

- Hardware support
- Software support
- Network services
- Consulting services
- Education services
- Performance management
- Disaster recovery
- Apollo support
- Systems support
- Support for dealers and value-added businesses (VABs)

Configure the Order

If you are involved in configuring the order:

- Use standard products—start by trying to match a standard product to your customer's needs.
- Tailor the solution—the customer may want to purchase services on a time and materials basis, but you should recommend a system solution from one or several of the standard product offerings. We have already modified and revised the standard offerings to make them more flexible and easy to tailor to a particular customer's needs.

Try to present a system support solution, one that goes beyond immediate needs to provide for related and future requirements as well.

Here are some hints for presenting the complete support solution:

- Present benefits—justify the recommended solution by showing how it can make the customer's life easier, make business more profitable, and make clients and staff more productive.
- Talk about the customer's complete environment—not just HP equipment. Stress the fact that HP offers multivendor support.

Keep It Simple

Every additional quote is a potential sales barrier. Summarize multiple-line items to make the price quotation easy to understand.

Sell High—Or Help Your Contact to Sell High

Try to broaden and elevate your contacts—in fact, sell as high in the organization as you can. Identify and sell to decision-makers if possible. This allows you to present broad, wide-ranging system solutions.

If you can't reach high-level decision-makers in the organization yourself, equip your contacts to sell upward more effectively.

Try to Increase Visibility

Good support doesn't show up—it's carefully planned in advance. Use scheduled account reviews to show how you're keeping the customer up and running, then use that information as an argument for additional support services.



Sell against the Competition

In selling against the competition, there are some general areas of HP superiority you can present in almost any situation:

- Added value of a single supplier of hardware, software, and service
- Experienced, professional staff with formal university education and ongoing training in the latest products and support technology
- More than 50 years in business
- Consistent service and support worldwide
- Multivendor capabilities and expertise
- Superior reputation built on commitment to customer satisfaction

Reach Agreement and Close

In this phase, you and the customer agree upon the recommendations and a commitment to action. Your role may be a combination of sales team member, change agent, and professional partner as you help obtain the customer's agreement to implement the solution.

Implement the Solution

As you, your colleagues, and the customer implement the solution, you may function as an expert and teacher, providing technical advice and support. Often needed at this stage is orchestration, coordinating all needed internal, external, and third-party resources. You'll probably also be involved in administration, making sure that the internal and contractual paperwork is complete.

Manage the Relationship

Once again, you're a professional partner to your customer as you become involved in the day-to-day functioning of the solution. In this capacity, you can help smooth over rough spots and maintain good communications. This, in turn, helps maintain the long-term relationship between HP and the customer that leads to future sales.

Selling Scenarios

Following are some specific symptoms and opportunities that are common among installed base customers. You can use these as springboards to present broader system solutions.

Education

Symptom: Lack of Customer Training

Look for customers who are not using HP products to their full potential, and therefore are not receiving the full suite of benefits from them. Especially look for a large number of calls to the HP Response Center, or situations where problem resolution is currently delayed or business productivity is low because of lack of training.

Opportunity: HP Educational Services Program

Encourage the customer's staff to enroll in HP classes. Learn what HP has to offer at HP Customer Education Centers and emphasize their value to the customer. As a guide, use the training requirements for HP Response Center access.

This may also be an opportunity for the SE to provide more first-hand training through HP's consulting services.

Networks

Symptom: Expanding Network

Look for any customer with an expanding network or who is planning for a network. These customers are likely to experience frustration and delay, and this is especially true for larger and multivendor networks.

Opportunity: HP's Network Services

This is an opportunity to give the customer a quality network right from the start. Emphasize that:

- HP has a full range of network solutions, from consulting services and design to implementation, startup, operation, and education.
- HP is classified as having the best network support in the industry.

Performance

Symptom: Sluggish Performance

Look for a customer with many service calls or complaints about poor computer response times.

Opportunity: HP's Performance Tools and Services

Emphasize that:

- HP's performance tools and services help the customer maintain peak system performance and maximum productivity.
- Managing system performance allows users to address potential problems before they occur.

Structured Consulting

Symptom: Many Free Services

Look for situations where the AE now performs numerous small duties for the customer at no charge. These “little jobs” usually turn out to be quite time-consuming.

Solution: HP's Consulting Services

These small services are actually chargeable. And when grouped into a consulting package, they generate major income for HP.

By purchasing one or more support services, the customer:

- Benefits by receiving a regular or clearly defined service
- Receives a specified list of deliverables
- Can budget for consulting expenses
- Can address the cause (rather than just the symptoms) of certain problems

Software Support

Symptom: No Formal Software Support

Look for customers with HP SuccessLine hardware support, but no software support contract.

Opportunity: HP's Software Support Services

Software support can help improve customers' productivity and increase satisfaction. Some rationales for selling software support include:

- Software support with updates ensures that customers' software is current, so they derive the greatest benefits from their systems.
- Software support helps customers solve problems early, preventing small problems from becoming large ones.
- The customer has access to more information, including new products, introductions, application notes, and questions and answers.

Hardware Support

Opportunities

Hewlett-Packard provides hardware support for HP systems, office products, workstations, and PCs. HP's hardware support services also cover selected PCs and peripherals from other vendors.

The Market

Currently, companies are purchasing a great deal of low-end hardware with no support at all. But more and more, businesses using this equipment cannot afford downtime, making hardware support an excellent and growing market.

What HP Offers

HP SuccessLine service is the vehicle by which HP provides hardware support. HP SuccessLine has four levels of support, which define coverage hours, days, and response times:

- Priority Plus support—24 hours a day, 7 days a week; on-site within 4 hours
- Priority support—13 hours a day, 5 days a week; on-site within 4 hours
- Next Day support—9 hours a day, 5 days a week; on-site next business day
- Scheduled support—9 hours a day, 5 days a week; on-site, once per week

Exact coverage hours may vary by country.

HP SuccessLine service combines system, workstation, and HP and multivendor PC support so that one group of support services is available for all types of computer hardware.

What's New

Recent changes in HP SuccessLine service include the following:

- Guaranteed Uptime Service (GUS), available as a special
- HP Predictive/XL Support software
- Preliminary Profit Improvement Proposal (PIP)
- Multiyear contracts, available as specials
- Support for third-party boards in the HP Vectra
- HP RemoteWatch

GUS Special

With GUS, HP guarantees hardware uptime of up to 99 percent, depending on the contract. This is always a special, and is used primarily for government contracts.

HP Predictive/XL Support

HP Predictive/XL Support software is now available to enhance the hardware support of HP 3000 MPE XL systems.

Preliminary PIP

The PIP is a sales tool to show customers the financial benefits of HP SuccessLine service. A preliminary PIP will be available in the January, 1991 update of the Partnership through Support binder.

Multiyear Contracts

Your customers can now purchase multiple years of support even for multivendor hardware.



Sales Strategy

Hardware support is a business decision—one that can affect the very life of a company. Yet all too many HP systems and workstations lack a formal support program, relying instead on repair services provided on a time and materials basis. By being alert, you can easily spot opportunities to present HP's hardware support services.

Recognizing Opportunities

Situations that point to opportunities to sell HP SuccessLine or to upgrade a customer's level of support include:

- Changing support needs
- Contract renewals
- Product sales
- Time and materials service calls
- Complex multivendor PC environments

Conducting a Needs Analysis

Look at all of these areas to get a picture of what hardware service is best for your customers:

- Current service calls
- The number of time and materials calls
- The PIP
- Changes in staffing, organization, applications, and responsibilities

Your goal should be to ensure that the customer purchases only the level of service necessary—no more and no less.

Creating a Solution

You can create the right support solution using the level of HP SuccessLine service appropriate to your customer's application. Critical systems in three-shift production environments, for example, should probably have Priority Plus support; multiple clients on a workstation network may need only Scheduled support or Next Day support.

Presenting the Solution

HP SuccessLine service offers customers specific deliverables as well as value-added benefits. To successfully sell HP SuccessLine service, follow this simple two-step process:

1. Sell the core value that HP provides to each support customer.
2. Match the appropriate service level to the customer's needs.

Use the table "Value-added Benefits of HP SuccessLine Service" to explain each of the core value benefits in terms of specific service deliverables. Once you have sold the core benefits of HP's hardware support, you can then recommend the specific level of service that can meet your customers' needs.

Value-added Benefits of HP SuccessLine Service

Benefit	Deliverable
Partnership	<p>Account-assigned representative Every contractual support customer receives an HP representative to help plan support coverage, ensure access to appropriate HP resources, and answer questions.</p>
Support leadership	<p>Network and multivendor support Extensive network and multivendor support products are available, providing a single point of contact for complex environments.</p>
Flexibility	<p>Four coverage choices The four coverage choices – Priority Plus support, Priority support, Next Day support, and Scheduled support – allow us to meet our customers' needs in the most cost-effective manner. See the next table in this chapter.</p> <p>Custom/extended coverage HP's custom/extended coverage alternatives accommodate customers whose needs do not fall under the standard coverage choices.</p>
Professionalism	<p>Escalation management program HP has formal escalation procedures for solving extremely complex problems. Local HP management coordinates problem escalation.</p> <p>Work-to-completion policy Once an HP engineer arrives at a customer site, the engineer continues service uninterrupted until the customer's products are operational or as long as reasonable progress is being made.</p>
Proactive service	<p>Preventive maintenance An HP engineer visits your customer's site at regularly scheduled intervals to perform diagnostics and, thus, ensure maximum uptime.</p> <p>HP Predictive Support This proprietary software helps minimize downtime through the early warning and prevention of potential problems.</p>

Product Offerings

HP's primary product offering for hardware support is HP SuccessLine service. However, other services are also available, including:

- HP Customer Return service
- Custom extended coverage
- HP Backup service
- HP PC-LAN Support service
- HP Multivendor Custom Support service
- Customer education

HP SuccessLine Service

HP SuccessLine service encompasses all of HP's on-site hardware support services. The availability of four standard service levels for all products simplifies ordering and configuring. (See the table "HP SuccessLine Service Coverage Choices.")

HP SuccessLine service for HP Vectra PCs, other vendors' PCs, and HP 9000 Series 815 and Series 808 systems is priced at the box, or system, level. This eliminates the need for complex and lengthy component-level configurations.

HP SuccessLine Service Coverage Choices

Coverage Choice	Coverage*	Response Time	Target Markets
Priority Plus support	24 hours a day 7 days a week	Fastest response; within 4 hours	Customers with highly critical applications or operations running multiple shifts
Priority support	13 hours a day 5 days a week	Fastest response; within 4 hours	Customers whose application needs can be met during standard business hours and evenings
Next Day support	9 hours a day 5 days a week	Next working day	Customers with multiple systems or with less critical applications
Scheduled support	9 hours a day 5 days a week	Scheduled weekly visits	Customers with redundant equipment or noncritical applications

*Local country business practices determine coverage hours and days.

HP Customer Return Service

HP Customer Return service provides low-cost maintenance for workstations, PCs, and associated peripheral products. Your customer ships equipment to an HP Customer Service Center. HP repairs, tests, and returns the equipment within 3 working days.

Custom Extended Coverage

HP's custom extended coverage is available for customers with individual on-site hardware support needs that do not fall under one of the standard HP SuccessLine service levels.

Backup Services

Available for certain products, backup services such as HP Backup, HP Mobile, and HP Express Exchange provide a substitute computing facility in the event of a disaster such as a fire, flood, or major power outage. Refer to the chapter on “Disaster Recovery” for details.

HP PC-LAN Support

This service provides support for Novell and 3Com PC LANs. See the chapter on “Network Support” for a full description of HP PC-LAN Support service.

HP Multivendor Custom Service

HP’s Multivendor Custom service is for vendors with 300 or more multivendor PCs at one site. It can also provide a customized combination of services.

Customer Education

Customer education is available to help your customers understand and make better use of selected products, reducing the amount of required support. See the “Customer Education” chapter for details.

Beating the Competition

To sell hardware support against specific competitive firms, stress the HP advantages outlined below.

In selling HP's multivendor PC support and HP PC-LAN Support service, you will be competing with:

- Third-party maintainers
- Value-added Resellers (VARs)
- Dealers
- The customer's internal support staff

IBM

IBM provides 24-hour/7-day service (equivalent to HP SuccessLine service Priority Plus support) on all products; there are no options, nor are there specified deliverables or "not-to-exceed" response times. In selling against IBM:

- Stress that HP specifies hardware and software support deliverables in advance, and that with specified deliverables comes the assurance that all HP support customers—not just large customers or those purchasing new HP products—receive the highest quality support.
- Emphasize that HP commits to a not-to-exceed response time, and that in most cases, our response is even faster than that stated time.
- Point out that with HP, the customer pays only for the support that's needed; there are no hidden costs for unneeded services (such as 24-by-7 coverage).

DEC

DEC representatives may discount support in their bids. Moreover, customers with high-end DEC systems cannot purchase hardware and software support separately. In selling against DEC:

- Stress the value of HP's support.
- Sell the flexibility of HP product offerings.
- Emphasize the proactive nature of HP Predictive Support.

Sun

Although Sun's support is priced higher than that of HP, large discounts typically make it less expensive. Sun's support is generally lower in quality than HP support, and Sun customers have complained publicly about product quality, service staffing, and response times. Furthermore, Sun does not offer a formal remote support program. In selling against Sun:

- Emphasize HP's track record of excellence in customer satisfaction.
- Stress HP's advanced technology, such as our remote support for HP 9000 Series 800 systems.

Third-party Maintainners

Third-party maintainers such as Sorbus, General Electric, Intelogic Trace, and Xerox are very cost-competitive. The price for support is usually negotiated. In selling against third-party maintainers:

- Don't sell on price alone.
- Stress HP's fast response.
- Emphasize HP's reputation for quality and reliability.
- State HP's support for multivendor platforms.
- Sell a system solution.
- Stress HP's commitment to standards and to helping customers succeed.

Value-added Resellers

VARs often include support as part of their offerings. They may subcontract for the service. (Indeed, a VAR represents an opportunity as well as a competitor, since VARs may use HP as the subcontractor.) In selling against VARs:

- Stress Hewlett-Packard's wide geographic coverage.
- Highlight specific HP services, such as maintenance and reporting.
- Emphasize HP's 4-hour response time.
- Highlight HP's position as number in customer satisfaction.

Dealers

Dealers are strong competitors, since many customers prefer to purchase service from the same vendor who sold them the equipment. You can partner with dealers, however, to deliver HP support services.

If you must compete against a dealer, remember that dealers are price-competitive, since they can add support to the contract. Dealers are spotty in terms of quality, however, and are usually limited to local coverage. In selling against dealers:

- Do not compete on price alone.
- Emphasize the consistent high quality of HP service. (For example, the U.S. Datapro survey rated HP the number one support provider in the world for 7 years in a row. See Appendix B for a list of other surveys around the world that give high marks to HP support.)
- Spotlight the worldwide HP Response Center network.

Internal Support Staff

A customer's internal staff may be handling support. They can be very responsive, but their ability to provide high-quality support for a wide range of vendors is limited. Moreover, internal staff may be more profitably used for other tasks.

In selling to a customer whose internal staff is providing support:

- Have the customer look at the total cost of support including the additional training needed to be self-sufficient.
- Stress the training and technical expertise of HP's support staff.
- Stress HP's fast response time and variety of response options.
- Focus on employee turnover and the high cost of training replacements.

Questions and Answers

The following are the most common questions customers ask about HP's hardware support:

Q: Are custom uplifts available?

A: Yes. For instance, if your customer needs hardware support coverage 16 hours a day, 5 days a week, it can be configured as HP SuccessLine service Priority support (13 hours a day) plus an uplift for 3 additional hours of coverage. Be aware, though, that custom coverage usually is not the most cost-effective solution.

Q: Why should I choose HP, when HP's hardware support is more expensive than that of a third-party or multivendor provider?

A: When bidding on support, emphasize the value of HP's support. This includes coverage no matter when and where in the world your customers need it. Highlight HP's professionalism, and stress the customer's ability to choose appropriate service levels to match service requirements.

Stress that your customer is purchasing not just service, but access to all of HP's resources to resolve support problems.

If an HP customer's systems are part of a network, HP can also provide excellent support for the entire operation.

Q: When will HP Predictive Support service be available on HP Precision Architecture (HP-PA) systems?

A: HP Predictive Support service is now available on HP-PA/XL systems. HP Predictive Support for HP-UX systems is planned for 1991.

Q: Why does HP support non-HP disk drives, monitors, and other components in non-HP PCs, but not in HP Vectra PCs?

A: HP now supports a selected list of third-party components in HP Vectra PCs. Some components receive support at no additional charge. However, HP charges for support of specified high-end components.

Q: Can HP support all my customer's PCs, even if they are connected to a LAN?

A: With a combination of HP's multivendor PC support service and HP PC-LAN Support service, HP can support your customer's Novell or 3Com LAN and all of the connected PCs and peripherals.

Q: My PC products aren't on your list; can you provide me with support?

A: That depends on the number of PCs and peripherals involved and whether they are concentrated or dispersed. On a case-by-case basis, HP will add equipment to the list of supported products.

Q: How can I find out the coverage and response times for other countries?

A: Look in the *HP SuccessLine Operations Guide* or use WCSO's Customer Support Hotline through HPDesk.

Q: Where do I go if I need a "special" support program?

A: In the U.S., contact HP Sales Development in Cupertino. In other locations, contact your country support manager.

Ordering Information

The following is basic ordering information for HP SupportLine hardware support service.

Product Number	Description
02G	Priority Plus support
02A	Priority support
02C	Next Day support
02N	Scheduled support

The following is basic ordering information for HP's multivendor PC support service.

Multivendor Hardware Support

To prepare a price quote or an order for multivendor PC HP SuccessLine service, contact the Customer Support Hotline with the subject matching NW02, or the 1-2-3 spreadsheet containing the latest multivendor PC product list. This has the PRIME part numbers that allow you to figure the support costs. For Europe and Intercon countries contact your country support marketing manager.

Prices vary according to the level of HP SuccessLine hardware support service:

Product Number	Description
+ 02A	Priority service
+ 02C	Next Day service
+ 02L	Scheduled service

HP Multivendor Custom Service Program

Order services from the HP Multivendor Custom Service using the following support product number (SPN) on PRIME:

Product Number	Description
MSOSITE + 03B	Custom services

Additional Information

The following documents contain additional information about HP's hardware support services.

Publication Number	Description
	New
5952-2452D	HP Move exhibit
5952-2453D	HP Move data sheet
	Also Available
5952-0535*	HP SuccessLine data sheet
5952-0534	HP SuccessLine product brief
5957-3800	HP Backup Service data sheet
5953-8353D	HP Predictive Support for the HP 3000 data sheet
5954-7397	HP Predictive Support — Providing Early Warning of Potential Problems flyer
5954-8632	Introducing HP Multivendor Custom Service brochure
5954-9723	Exhibit 3B, HP Multivendor Custom Service
5954-9726	HP Multivendor Custom Service data sheet
5952-0536	Exhibit 2, HP SuccessLine Service
5952-1511	HP Predictive Support/XL at a Glance
5952-6570	HP Express Exchange Service data sheet
5954-2791*	HP Vectra Personal Computer Installation Service data sheet
5954-2833D	CSSA Major Site Service Credit Program for Computer and Instrument Products attachment
5954-9701	Warranty Guidelines

*Add the letter D to the part number for the U.S. version.

Field Communication Tools

Publication Number	Description
5952-0540*	HP SuccessLine Hardware Support/HP SuccessLine Service training materials for CEO

*Add the letter D to the part number for the U.S. version.

Software Support

Opportunities

HP's software support program provides HP computer users with help in implementing and operating HP software solutions. It delivers different levels of assistance and problem-solving, and can be customized for a particular customer or site.

Software support is an extremely powerful selling and customer satisfaction tool. Most of its strength comes from the tremendous flexibility and range built into the various support options available to your customers.

The Market

Software support is for customers with HP computer systems, such as:

- Multiuser systems—HP 3000, HP 9000, HP 1000
- Workstations—HP 9000, HP Apollo
- Personal computers—MS-DOS, OS/2, SCO UNIX operating systems
- Wide area networks—HP Private Packet Network (HP PPN)

Software support represents a significant opportunity within the installed base of customers. The workstation market is a particularly high-potential area, since penetration rates for software support for workstations are low.



Extended Hours. HP Response Center extended hours support is provided for MPE and HP-UX customers. For customers who perform system maintenance functions such as backups and software update installation outside of HP's normal business hours, extended hours provides them with telephone assistance and remote diagnostics. Operating system, system interrupts, and select data communications software support is available 24 hours a day, 7 days a week (in English-speaking countries). Extended coverage is also provided for HP Desk: 24 hours a day for 5 days a week, and 4:00 am–8:00 pm (U.S. eastern standard time) on weekends. For Europe and Intercon contact the local support management for hours and availability.

Electronic Call Submittal. HP ResponseLine service provides unlimited access to the HP Response Center and HP SupportLine on-line electronic databases. Customers can call the HP Response Center with their software problems or usage questions or submit an electronic call through HP SupportLine.

The customer may choose between guaranteed 2-hour telephone response or next-day written response to calls submitted electronically. In addition, HP ResponseLine software support service features a well-defined escalation management procedure for critical software problems.

PowerPatch. HP's PowerPatch feature proactively provides operating system and subsystem patches to customers. HP's PowerPatch:

- Patches problems before they are seen by the customer
- Can be requested at any time by the customer (usually just before updating the system)
- Is delivered within 3 days in the U.S. or 1 week outside the U.S.
- Is for the MPE V operating system and subsystems software only

Software Update Installation. This option allows customers to schedule the installation of one HP software update by an HP CE during normal business hours. It is available on all systems for operating system and subsystems only. (Off-hours installation is also available between 6:00 am and 7:00 pm local time.)

Application updates may be purchased on a time-and-materials basis or as part of an HP Custom Support Plan.

HP TeamLine

HP TeamLine software support service is the premier, top-of-the-line software support service. HP TeamLine service has all the features of HP BasicLine and HP ResponseLine (including HP SupportLine access and question submittal) plus the following additional features:

- HP account support consultant
- Personalized technical assistance to help the customer use the HP system most effectively
- Proactive future support planning
- Periodic technical and support management reviews
- Software release planning

This service offers the closest relationship between HP and the customer. The personalized software support and on-site applications assistance are delivered through an HP account support consultant who is familiar with the customer's specific system environment and all software support issues. The account support consultant is also in the best position to recommend additional support tools or services.

HP TeamLine software support service can help the customer achieve greater return on system investment. There is higher system productivity through the technical assistance and planning provided.

Account Support Consultant. The account support consultant is an integral part of the HP TeamLine software support service, and becomes a valuable part of the customer's team. This consultant:

- Understands HP systems
- Understands the customer's applications and business goals
- Helps the customer optimize system usage and gain a competitive advantage

HP Software Update Materials

HP Software Update Materials service delivers updates and support information directly to the customer, using a variety of different media options. The service provides:

- Software updates
- Manual updates
- Current support information

Software Updates. HP continually improves software products to enhance the functionality of our customers' systems. New software releases provide product enhancements, defect repairs, support for new systems and peripherals, and better performance.

As releases become available, HP Software Update Materials service provides customized updates for all software products (operating systems, subsystems, and applications) on a choice of magnetic tape or compact disc read-only memory (CD-ROM).

Manual Updates. Reference materials are also updated to reflect changes in software products. With a subscription to HP Software Update Materials service, a customer is provided with one copy of new and updated manuals, available on paper and CD-ROM. A customer who wants additional sets of updated manuals can either make one copy for each system supported by HP BasicLine service, or can purchase additional manual updates via the HP Software Update Materials service or HP LaserROM information service.

Current Support Information. HP Software Update Materials service also supplies current support information, including:

- HP Communicator (HP 3000)
- Software release notes (HP 9000)
- Software release bulletins
- Software status bulletin

Media Types. The customer has a wide choice of media options for receiving software update materials.

Software media:

- Floppy disk
- Cartridge tape
- Digital data storage (DDS)
- CD-ROM media (MPE V only)
- 1/2 inch magnetic tape (1600 and 6250 bpi)

Documentation media:

- Paper
- CD-ROM (HP LaserROM)
- Both paper and CD-ROM

Software Distribution on CD-ROM (HP LaserRelease program).

An efficient alternative to magnetic tape, the HP LaserRelease program uses CD-ROM discs to distribute operating system and subsystem software for HP 3000 MPE V systems. The HP LaserRelease program increases system availability because users can remain on the system during updates. The HP LaserRelease media option also delivers updates to customers at costs lower than for updates on tape.

HP Custom Support Plan (CSP)

Although most customers are well served by the standard software support offerings, the HP Custom Support Plan lets you tailor a solution to specialized needs.

Here are some examples of where an HP Custom Support Plan may be used:

- The customer wants to add education and consulting services to the contract.
- The customer wants simplified ordering, with a single line-item quote.
- The customer wants you to modify existing service deliverables.

For more information refer to CSP guidelines (HP publication number 5959-7862), which is available from the Software Replication Distribution Organization (SRDO).

The System Solution

Whether configuring a new system or providing services for the HP customer installed base, don't forget that combining multiple software support programs and other support will help you provide a complete system solution. Software support is often complemented by other support offerings, such as hardware support, network and performance consulting, and network support services.

What's New

The software support program recently introduced new additions and features:

- New HP Operating System Update Materials service for HP 3000 and HP 9000 systems
- Enhanced support for HP OpenMFG products HP 9000 systems
- Periodic purchases of HP LaserROM information service discs
- HP Advanced Image Management System (AIMS) software support
- PowerPatch feature with subsystem patches
- Enhanced HP SupportLine electronic database access
- HP 9000 Series 400 support
- HP SupportLine electronic support for Apollo Systems Division products
- HP Router software support service

HP Operating System Update Materials Service

In response to customer requests, HP Operating System Update Materials service now allows HP 3000 and HP 9000 customers to receive their manual updates and other support documentation on paper media, (CD-ROM) media, or both.

Enhanced Support for HP OpenMFG Products

Two new software support services were introduced to support Manufacturing Productivity Division's new HP OpenMFG products. Each service provides operating system, manufacturing and financial application, and subsystem support.

Periodic Purchase Option for HP LaserROM Discs

With the new HP LaserROM information product, customers can now purchase an individual CD-ROM disc containing information such as reference manuals and software status bulletins. This adds new economy and flexibility to HP LaserROM tools, and allows customers to receive specific information without ordering the complete service.

Software Support for HP AIMS

Recently introduced, the HP AIMS software support services provide support for both HP AIMS servers and workstations. This combination of support provides a complete solution for your customer's HP AIMS software. HP's VAB support is also available for your value-added business partner.

PowerPatch feature with Subsystem Patches

Enhanced PowerPatch feature preventive maintenance is now available for HP 3000 MPE V subsystem products as well as FOS products.

Enhanced HP SupportLine

The enhanced HP SupportLine electronic database is now available 17 hours a day, 7:00 am to midnight, in the U.S. HP SupportLine electronic support is also available through CompuServe's Value Added Network, enabling customers to access HP SupportLine via a local telephone number. This enables customers to access the system for the price of a telephone call plus CompuServe charges.

**HP 9000 Series 400
Support Services**

HP recently introduced the first merged HP/Apollo products, the new HP 9000 Series 400 systems. The new merged products will be covered by different support programs, depending upon which operating system (Domain OS or HP-UX) is running on the customer's system. A chart later in this chapter will help you determine the appropriate support program for your customer.

**HP Router Software
Support Service**

Software support services for the HP Router were introduced in July, 1990.



Sales Strategy

Since software support is for HP computer customers, it is either sold as part of the initial sale to the customer, or as an add-on or upgrade later. Remember, software support is sold on a per-system basis—your goal should be to provide some level of software support for every HP computer system.

For your customers, the entire concept of paying for a software support contract may be new. In some cases these services have been provided on an ad hoc basis, using time and materials charges; in other cases, the services may have actually been bundled or provided free of charge.

Qualifying a Prospect

HP's general goal is to have every customer on some level of software support. Here is where to look for potential customers for software support services:

- Customers with HP systems, but without a software support contract
- Customers whose service levels can be upgraded (for example, from HP ResponseLine to HP TeamLine software support service)
- Customers currently receiving software updates on cartridge tape who can be changed to HP LaserRelease (CD-ROM) service
- Customers currently receiving periodic documentation updates on paper who can be changed to HP LaserROM subscription service (This lowers the customer's support cost and is also more profitable for HP.)
- Customers who can be upgraded to an HP Custom Support Plan to receive expanded services or large customers who can benefit from a tailored support solution
- Customers wanting to cancel HP software support (As customers gain confidence in their problem-solving abilities, they may want to drop software support altogether; instead, convince them to purchase a level of service more suited to their technical abilities, such as HP ResponseLine or HP BasicLine software support service.)

HP BasicLine

The ideal customer for HP BasicLine software support service:

- Is a highly competent user
- Is self-sufficient or supported from a central location
- Wants access to the HP SupportLine database for problem solving and new product information
- Has stable system environments
- Wants software updates only

HP ResponseLine

Customers for HP ResponseLine software support service are those who:

- Have larger multiple system configurations
- Have development and/or application environment
- Have relatively stable growth
- Want telephone access for technical assistance

HP TeamLine

The ideal customer for HP TeamLine software support service has some or all of these characteristics:

- Has an application development environment
- Is a major account with centralized MIS or data processing staffs
- Is an HP value-added business doing extensive software development
- Has a dynamic system environment, with extensive growth or personnel changes
- Wants on-site technical assistance

For you, HP TeamLine service provides better account control than do other service levels.

HP Custom Support Plan

Customers for an HP Custom Support Plan should have some or all of the following characteristics:

- Is a larger customer
- Can identify requirements for other HP services in advance
- Wants to see single line-items, not details, on invoices

Sell to Decision-makers

In general, sell software support as high in an organization as possible. Because software support has advantages for all levels of a customer's organization, introduce those benefits whenever the opportunity presents itself.

Upper Management

Sell to upper management whenever you can, since this gives an opportunity to present a wide-ranging system solution. When talking about software support:

- Stress the increased productivity that results company-wide from software support.
- Emphasize the close relationship with HP.

Middle Management

Middle management includes:

- MIS managers
- Data processing managers
- System administrators
- Network managers

When selling software support to this level:

- Emphasize the quick problem resolution advantage.
- Stress the improved system uptime that results from high-quality software support.
- Point out the possible productivity improvements.

Individual Users

As an AE or CE, you're likely to work with individual system users. Don't neglect these key people, since they can help you convince their managers. To sell software support to individual system users:

- Point out that they'll get answers to problems more quickly.
- Show how they can better utilize their software.
- Emphasize that they'll have on-line access to support and marketing information not previously available.
- For HP LaserROM subscription service, underscore the ease and benefits of on-line keyword searches.

Using Internal HP Resources

Once you've identified a prospect for new or upgraded HP software support, you can:

- Bring in the AE district manager to help present benefits.
- Call on the HP U.S. Sales Response Center or your country support manager outside the U.S. for help in answering configuration questions.

Other Sales Tips

Match deliverables to customer needs by looking at the full gamut of software support products. Present the support products that meet the customer's requirements.

Contract renewal time is an excellent opportunity to present the advantages of upgrading a service, since the customer will be issuing a purchase order anyway. Use a renewal as a sales call or as an opportunity to add additional services that will better meet the customer's needs.

Software add-ons and system upgrades are another opportunity to sell or upgrade software support.

Sell Additional Services with HP Custom Support Plan

HP Custom Support Plan service is an ideal vehicle to sell additional services, such as education and consulting. A custom support plan lets you amortize the cost of these services over the life of the support contract, making it easier for your customers to budget for these services.

Enhance the Sales Proposal with Software Support

Enhance a sales proposal, leverage system sales, and generate HP business by reinforcing the differentiators and customer benefits that quality software support offers:

- Improved customer profits because of reduced cost of ownership
- Efficient, cost-effective implementation of new systems
- Maximum possible performance from HP systems
- Planning for future business needs through a long-term partnership with HP
- Support matched to the customer's organizational and financial objectives

Stress the Benefits of a Defined Program

By offering your accounts software support on a contractual rather than an ad hoc basis, you can guarantee them many benefits:

- Show how software support can lead to faster service and greater system uptime.
- Point out that the cost for HP software support is a predictable and planned expense—no ill-timed “surprises” on the balance sheet!
- Illustrate how support costs can be budgeted on an annual basis.

Selling Electronic Information Distribution

A demonstration is the key to presenting HP LaserROM information tools. Very few customers have purchased HP LaserROM without first seeing the power of full-text retrieval and the massive storage of CD-ROM media.

During demonstrations, an effective technique is to hand a potential user a manual, then ask the user to look up a topic while you perform a keyword search on the same topic. See who gets the answer first.

Point out everyday situations that users encounter, such as:

- Knowing you saw the answer somewhere but can't remember where
- Having someone borrow your manuals and not return them
- Having to insert paper updates into three-ring binders
- Running out of shelf space to store the latest version

Show the features of HP LaserROM retrieval software:

- Keyword search and Boolean operators permit fast and flexible retrieval of pertinent information.
- The disc always contains a complete set of manuals.
- Replacing the previous disc with the new one is a painless update.
- A central library can be maintained on-line and frequently used documents can be printed out.

Once you've generated interest, you can make an economic justification based on several areas of cost savings. Use the worksheet on the next page to give customers an easy way to rationalize this purchase.

Electronic Information Distribution

Electronic information distribution uses CD-ROM technology to disseminate information and software. This service lowers the cost of electronic information and permits it to be shared by many users.

Electronic distribution includes the following products and services:

- HP LaserROM/UX software for multiuser UNIX environments
- HP LaserROM/LAN software for multiuser MS-DOS environments
- HP LaserROM PC software for single-user MS-DOS environments
- HP LaserROM information service
- HP LaserRelease program for MPE V
- HP Series 6100 Model 600/A HP-IB CD-ROM drive
- HP PC CD-ROM drive (HP 50720A)

The following charts show the electronic information distribution offerings for the HP 3000 and HP 9000:

HP 3000 CD-ROM Software Support Products and Services

Products/Services	Components Required		
	Hardware	Software	Other
Information Distribution Tools MPE V or MPE XL single-user information tools	HP Vectra PC or IBM PC AT and a PC CD-ROM drive (HP 50720A)	HP LaserROM/PC (HP 50725A) and MS-DOS 3.1 +	HP LaserROM information service, HP LaserROM information product, or an HP Software Update Materials service with CD-ROM documentation
	HP Vectra PCs and/or IBM PC ATs servers and clients and a PC CD-ROM drive (HP 50720A)	HP LaserROM/LAN (HP 50743A), HP OfficeShare and MS-DOS 3.1 +	HP LaserROM information service, HP LaserROM information product, or an HP Software Update Materials service with CD-ROM documentation
Software Distribution Tools MPE V software distribution tools	HP 3000 MPE V and an HP-IB CD-ROM drive (HP C1707A)	MPE V (V Delta 7+) and HP CDINSTALL installation software (comes with CD software media)	HP Software Update Materials service with CD-ROM software media option

HP 9000 CD-ROM Software Support Products and Services

Products/Services	Components Required		
	Hardware	Software	Other
Information Distribution Tools HP-UX multiuser information tools	HP 9000 Series 300 or 800 and HP-IB CD-ROM drive (HP C1707A)	HP LaserROM/UX (HP B1671A) and HP-UX 7.0+	HP LaserROM information service, HP LaserROM information product, or an HP Software Update Materials service with CD-ROM documentation

HP LaserROM/UX Software

With HP LaserROM/UX software, a customer's entire LAN-based work group can simultaneously access MPE V, MPE XL, and/or HP-UX system information on a CD-ROM. This reduces the need for many sets of manuals and documentation.

Look at the advantages of this powerful software:

- Multiuser on-line access to HP LaserROM information on HP-UX platforms
- Fast, on-line access to more than 80,000 pages of documentation and system information
- Full-text key search and browse for locating information in seconds
- Software acceptance of Boolean search strings, so keywords such as AND, OR, and NOT can be combined
- Built-in thesaurus for synonyms, plurals, and equivalent phrases for searches
- Paper copy printing allowed

To use HP LaserROM/UX software, the customer needs the following components:

- HP 9000 Series 300 or Series 800 system
- CD-ROM drive compatible with HP 9000 system (for example, HP Series 6100 Model 600/A drive)
- HP-UX operating system version 7.0 or later
- Hard disk with a minimum of 7 Mbytes available storage

The two user interfaces for HP LaserROM/UX are:

- Graphical user interface (GUI) based on Open Software Foundation's OSF/Motif for users with bit-mapped displays running X Windows
- Terminal display interface for users with character-mode terminals

HP LaserROM/LAN Software for Multiuser MS-DOS Environment

HP LaserROM/LAN software brings the power of HP LaserROM to multiple users within an MS-DOS environment. It allows sharing the power (and cost) of a CD-ROM drive among several users—for example, a work group of software developers.

HP LaserROM/LAN software offers advantages similar to those of HP LaserROM/UX, but for DOS environments. It allows multiuser on-line access to HP LaserROM information.

HP LaserROM/LAN software for multiuser DOS environments includes a license for up to eight users.

To use HP LaserROM/LAN, the system requirements are:

- HP Vectra PC or IBM PC AT as the LAN server
- HP Vectra PCs or IBM PC ATs as client workstations
- Industry-standard PC CD-ROM drive
- MS-DOS version 3.1 or later
- HP OfficeShare LAN version B.00.02 if running MS-DOS version 4.01
- Hard disk with a minimum of 5 Mbytes available storage

For HP LaserROM/LAN, the interface is the Microsoft® Windows environment.

**HP LaserROM PC
Software for Single-user
MS-DOS Environments**

HP LaserROM PC software for single-user MS-DOS® environments includes:

- Search and browse capabilities
- A single-user software license
- HP LaserROM PC software
- A run-time version of Microsoft Windows
- A user manual

**HP LaserROM
Information Service**

HP LaserROM information service provides an interactive information tool for programmers, software developers, system administrators, and other MIS professionals. HP LaserROM is many things:

A Programmer's Tool. It provides programmers and developers on-line access to frequently used programming language manuals, such as those for C, FORTRAN, and COBOL.

A Productivity Tool. HP LaserROM information service contains information such as reference manuals and software status bulletins to help system professionals solve system problems.

A System Management Tool. It offers the customer quick access to HP and third-party product and software catalogs.

By subscribing to any of the monthly MPE V, MPE XL, or HP-UX HP LaserROM subscription services, customers get on-line access to such documentation as:

- Operating system and language manuals
- Software status bulletins
- Application notes
- HP Response Center questions and answers

**HP LaserRelease Program
for MPE V**

The HP LaserRelease program for MPE V allows the distribution of operating and subsystem software for HP 3000 business systems on CD-ROM, and:

- Uses the CDINSTALL installation tool and HP Series 6100 Model 600/A drive
- Permits creation of a coldload tape while users remain on the system
- Enables customers to recover from mistakes and continue without starting over
- Cuts the cost of operating and system updates typically by 25 percent
- Permits payments for HP-IB CD-ROM drive to be spread out over 12 months (U.S. only)

System requirements for the HP LaserRelease program are:

- HP 3000 system running MPE V Delta 1 or later updating to MPE V Delta 8 or later
- HP Series 6100 Model 600/A HP-IB CD-ROM drive

**HP Series 6100 Model
600/A HP-IB CD-ROM
Drive**

This HP-IB CD-ROM drive (HP C1707A) can be used with either HP 3000 or HP 9000 computer systems. This is a stand-alone drive that enables your customer's workstation or computer system to benefit from the cost-effective distribution of software, documentation, and large volumes of data on CD-ROM.

HP PC CD-ROM Drive

The HP PC CD-ROM drive (HP 50720A) is a 5 1/4-inch half-height, internal compact disc drive for operation with the HP Vectra PC and compatible personal computers.

Beating the Competition

Your competition for software support services consists of other commercial systems vendors who support software on their platforms. In practice, this means:

- IBM
- DEC
- Sun Microsystems

In some cases these firms bundle software support with their offerings, while in other cases customers order their software support separately.

DEC

DEC offers bundled and unbundled support services. Bundled hardware and software is available through DEC's extended warranty program, and unbundled software support is provided by DEC's software support services. Both of these programs offer multiple levels of support.

DEC's Strengths

- Broad range of support offerings
- Predictive software support
- CD-ROM technology
- Multivendor support
- Telephone coverage 24 hours a day, 7 days a week at no additional charge
- Packaged hardware and software support

DEC's Weaknesses

- Update installations must be performed by DEC representatives and are often chargeable.
- The warranty support structure is elaborate and complicated.
- The warranties are system-dependent.
- The software support services do not include committed response times.
- DEC's Bookreader CD-ROM product is browse-only.

Selling against DEC

- Emphasize HP's quality of support, referring to the Datapro and Ledgeway surveys (and other surveys shown in Appendix A) to highlight customer satisfaction.
- Explain the flexibility of HP's software support offerings.
- Demonstrate the benefits of HP LaserROM software (the only full-text keyword search and browse CD-ROM documentation available from a major vendor today).

IBM

IBM's software support offerings differ by product and by customer, and are determined by IBM in each sales situation. Standard support offerings are limited.

IBM's Strengths

- Software support cost included in the license fee.
- Discounts on maintenance agreement.
- Multivendor support.
- Telephone coverage 24 hours a day, 7 days a week at no additional charge.
- Electronic customer support (ECS), a system-resident, self-support mechanism that includes access to the IBMLink database.

IBM's Weaknesses

- Much of the support burden is placed on the customer.
- Delivery of support is inconsistent from one customer to the next, and deliverables are only vaguely defined.
- There is no partnership support program.
- The support program for most customers is decided by IBM, not by the customer.
- A customer cannot browse IBMLink on-line support.

Selling against IBM

- Emphasize HP's quality of support, referring to the Datapro and Ledgeway surveys (and other surveys shown in Appendix A) to highlight customer satisfaction.
- Stress HP's consistent delivery of support to all customers.
- Explain HP's involvement in the support process.
- Demonstrate the benefits of HP LaserROM software.

Sun

Sun offers a software update service, an AnswerLine Service that is similar to HP SupportLine, and a Personal AnswerLine Service that adds an account engineer.

Sun's Strengths

- Simple, easy-to-understand service
- Structured support offerings
- Packaged hardware and software support
- Extensive free support to original equipment manufacturers

Sun's Weaknesses

- There is no critical on-site support.
- There are no predictive tools.
- Update installations are optional items.
- Sun has a reputation for poorly trained support staff.

Selling against Sun

- Emphasize the escalation to on-site support provided by HP ResponseLine and HP TeamLine software support service.
- Stress the predictive benefits of HP TeamLine service.
- Highlight the remote support capability of HP ResponseLine and HP TeamLine software support services.
- Reiterate the fact that most updates are customer-installable.
- Emphasize HP's quality of support, referring to the Datapro and Ledgeway surveys (and other surveys shown in Appendix A) to highlight customer satisfaction.
- Spotlight the breadth of HP's software support offerings.
- Show the benefits of HP LaserROM software, especially search and browse.

Questions and Answers

Q: Some of HP's competitors do not charge for support. Why should HP customers have to pay for support?

A: Although it doesn't appear that some of our competitors charge for support, the cost is actually bundled into the price of the product in most cases. The advantages of being on an HP support contract include:

- Industry-leading support (reflected by Datapro and other surveys; see Appendix A)
- A toll-free number to call for support
- Guaranteed response times
- Problem ownership by HP until the problem is resolved

HP offers the customer maximum flexibility in choosing those services that best meet individual needs. If a single support package is required, we have the ability to build a custom support plan to address the customer's needs.

Q: Why do I need contractual updates? I am satisfied with the software I am currently using.

A: New products may be introduced in the future that are not compatible with old releases of other software products. This includes new software products as well as new peripherals. Contractual updates ensure that you are always running current software compatible with all new products. Also, the HP Response Center supports only the current software and the latest previous revision.

Q: I have in-house access to people who can answer my questions. Do I need access to the HP Response Center?

A: If your in-house resources have access to the HP Response Center, they call on your behalf (provided you have at least HP BasicLine software support service for your system).

Q: I do not run into many problems with my system. And when I have problems, I can read the manuals to figure out what is wrong. Why should I buy support?

A: If it is important to get your system up and running as fast as possible, you should consider HP ResponseLine software support service. The HP Response Center can probably diagnose your problems remotely and answer your question more quickly, and your system is soon back up and running.

If time is less critical, HP BasicLine software support service provides you with access to the HP SupportLine problem-solving database. The powerful browse and keyword search capabilities are far superior to referring to paper manuals and also more quickly locate solutions to your problems.

Network Software Support

Q: Why should customers call the HP Response Center for assistance instead of their local AE?

A: The HP Response Center is a dedicated facility for resolving customer problems related to HP software. The center can guarantee that the customer's call will be returned within 2 hours and that a knowledgeable engineer will work with the customer to resolve the problem. In contrast, the customer's AE is often out of the office at customer sites and cannot return the call very quickly.

Q: Why do I need HP TeamLine software support service?

A: HP TeamLine software support service provides an assigned account-support consultant who can help you maximize the utility of your system. As your needs change, this person is familiar with your business and the solutions available from HP that can help you efficiently tackle your business in the future. Your support consultant also can help you learn more about your system so that you can use it more productively.

Q: What's the difference between network software support and HP NetAssure service?

A: There is some overlap between the services in the network arena. Software support is a general offering and provides usage assistance and problem resolution.

Network support services such as HP NetAssure service are more focused. They feature peaked network personnel (such as the peaked network customer engineers) who can deliver specialized network problem resolution and fault isolation on complex and wide-ranging network configurations.

In general, if you have a LAN with mostly HP software, a software support offering such as HP ResponseLine is a better choice. If that network is bridged to other networks, you should consider HP NetAssure.

Q: Why should my customer buy HP NetAssure service in addition to HP TeamLine or HP ResponseLine software support coverage?

A: HP TeamLine or HP ResponseLine software support provides software problem resolution, and HP TeamLine software support service also delivers personalized assistance. HP NetAssure goes still further—it provides fault isolation and assistance with problem resolution anywhere on the network, including selected multivendor products. Moreover, HP NetAssure requires a minimum level of support for each HP CPU on the network, and this is provided by HP TeamLine or HP ResponseLine coverage.

Q: Why should my customer purchase software support for the HP OpenView DTC Manager?

A: For MPE V systems, the DTC Manager functions were located on the host system. For MPE XL with X.25 and/or terminal input/output, the HP OpenView DTC Manager resides on the HP OpenView Windows workstation, providing an independent network management platform for the DTC. If customers want support for all the functions performed by the HP OpenView DTC Manager, they must purchase HP Vectra PC software support coverage. This will enable them to call the HP Response Center (HP ResponseLine software support service) for assistance with product usage and problems with the various functions. Moreover, the HP OpenView DTC Manager software will continue to be enhanced with additional features—including the integration of DTCs, MPE XL systems, and HP-UX systems under one HP OpenView DTC Manager. For your customers to receive these enhancements, they must purchase HP Software Update Materials service for the HP Vectra PC.

**Electronic Information
Distribution**

Q: What's the difference between the PC CD-ROM drive and the HP-IB CD-ROM drive? Are they interchangeable?

A: The two drives are not interchangeable and are for different systems and applications.

The HP Series 6100 Model 600/A HP-IB CD-ROM drive is for HP 3000 and HP 9000 Series 300 and Series 800 computers. Its applications are:

- HP LaserRelease software updates (MPE V software distribution)
- HP LaserROM/UX software (HP 9000 Series 300 and Series 800 only)
- Industry-standard (HSG, ISO-9660, and other formats) compact discs, including music discs—in stereo!

The HP 50720A half-height PC CD-ROM drive is for use with the HP Vectra PC and is designed for interfacing with the IBM AT bus. The HP 50720A drive supports PC applications only:

- HP LaserROM and LaserROM/LAN software
- HP LaserRX software
- HP LaserROM information services
- Other MS-DOS CD-ROM applications, such as Microsoft's Bookshelf and Computer Library
- New CBT products

Q: Why is HP LaserROM/UX licensed for 8 users, when HP-UX is licensed for 2, 16, 32, 64, and unlimited users?

A: HP LaserROM/UX is targeted as a productivity tool for work groups needing documentation and system information quickly. Programmers, system administrators, and software developers are typically organized in groups of three to eight people.

Q: What happens when the ninth user tries to run HP LaserROM/UX?

A: Currently, customers are on the honor system. We do encourage users to evaluate HP LaserROM/UX software and add additional licensed users in groups of four.

Q: Does performance degrade with many simultaneous users?

A: Preliminary test results show no noticeable performance degradation of HP LaserROM/UX for a site with 20 users. Since most users spend the majority of time in HP LaserROM/UX reading documents and only occasionally retrieving them, simultaneous usage becomes essentially a queuing problem.

Performance of HP LaserROM/LAN software slows down when more than three or four users are accessing the drive. HP recommends a 386-based server to boost performance in this case.

Q: How does the character-mode interface work, and which terminals are supported?

A: The character-mode interface has a consistent look and functionality with the OSF/Motif interface without "cut 'n copy" and without display of figures. HP 2392A, HP 700/44, HP 700/92, HP 700/94, and VT100-compatible terminals are recommended.

Q: What network(s) are required for HP LaserROM/LAN?

A: HP LaserROM/LAN is supported under HP OfficeShare version B.00.02 if running MS-DOS version 4.01 and under versions through B.00.02 if running MS-DOS 3.X. Other networks such as 3Com, Ungermann-Bass, Banyan, and others, are not currently supported by the Microsoft extensions necessary to make the CD-ROM drive a shared peripheral.

Q: Does HP LaserROM replace hard-copy documentation such as bound manuals?

A: It is HP's intent to provide customers with the choice of documentation type they prefer. Some customers elect to use HP LaserROM instead of hard copy, and others use HP LaserROM in conjunction with their paper manuals. HP LaserROM allows customers to locate information quickly, while paper manuals provide the benefit of transportability.

Q: What prevents customers from loading all the information from the CD-ROM onto a minicomputer or mainframe and distributing the information to third parties?

A: All the information on the HP LaserROM subscription discs has been copyrighted by HP. Customers may print and copy limited amounts of the subscription disc contents.

Q: Can HP LaserRelease be used in situations with multiple sites?

A: Yes. You can use the additional system update capability of the new installation tool to create customized subsystem tapes that can be used to update secondary or additional systems. In addition, a site with several systems can employ a single HP-IB CD-ROM drive to update many systems.

Q: Will HP LaserRelease operate on MPE XL systems? If not, are there plans to give it this capability?

A: Given the enthusiastic response of customers to the CD-ROM program for distributing MPE V software, a program using CD-ROM to distribute MPE XL software is being examined closely.

Q: The HP-IB CD-ROM drive is too expensive. How can I justify this program to management?

A: The program has been designed to allow you to fully recoup the cost of this drive within 12 to 18 months. By reducing your cost of support and increasing your ease of ownership, the program saves you time and money in operating your HP 3000 system.

You save more than 30 percent on software update costs with the credits on your contract. Also, you can reduce by 50 percent the time it takes to update your HP 3000 system.

Q: Why do I need both HP SupportLine and HP LaserROM?

A: Although HP SupportLine electronic support and HP LaserROM software do overlap in certain areas (for instance, both contain software support bulletins and application notes), they meet different customer needs:

- HP SupportLine provides customers with current product and support information, enabling them to solve software problems and prevent potential problems.
- HP LaserROM is a productivity tool that allows customers to quickly search a library of documentation to answer product usage questions. HP LaserROM includes software support bulletins and application notes as a convenience to customers.

Q: Must customers buy Microsoft Windows to run HP LaserROM?

A: No. A run-time version of Microsoft Windows is included as part of HP LaserROM software at no extra charge.

Ordering Information

This section provides general and specific ordering information for software support.

General

Configuring software support is simply a series of well-defined steps:

1. Choose the appropriate software support service—HP TeamLine, HP ResponseLine, or HP BasicLine.
2. Select the processor tier for your system.
3. Add applications options and additional service options, if required.
4. Select a materials update service—operating system and/or software.

Processor Tiers

Pricing for HP's software support services is based on the processor tiers. A single tier may contain one or more processor types and, in the case of the HP 9000 system, may have an operating system level associated with it.

Applications Options

When purchasing one of the three services for a specified processor tier, most of the software that resides on this system is automatically supported. The exceptions are specified application software products that are determined more difficult for the HP Response Center or field to support. In the case of these products, an applications option is required to receive support for purchasing them.

Application options contain families of related software products. All products that reside under an application option are called "trigger products," because the presence of one or more of these products necessitates the purchase of the application option.

Application options exist only under HP TeamLine and HP ResponseLine software support services and serve to extend the features of these services to the software supported under the option. Application options typically increase the number of reviews or HP Response Center callers.

For example, under a typical HP ResponseLine contract, the customer is entitled to one HP Response Center caller and one alternate. If the customer has a product that triggers the purchase of an applications option, the customer receives an additional HP Response Center caller and alternate with the purchase of this option.

Additional Service Option

Each of the three support services has specified deliverables associated with it. Additional service options provide customers with the option to purchase multiples of these deliverables.

For instance, an HP TeamLine software support service customer can purchase an additional account review or an additional HP Response Center caller. Additional services are limited to specified support services.

Guidelines for Quoting HP Software Support

Each system must be configured separately. HP maintains a specific system handle for each and every system under software support.

Each system must have HP TeamLine, HP ResponseLine, or HP BasicLine software support service.

For each service, the customer must order one processor tier. The processor tier determines the price of the service.

If any update materials are required, HP Operating System Update materials must be ordered. This provides operating system media and documentation updates. One processor tier and one media type must be ordered with this product.

If any subsystem or application materials are required, HP Software Update Materials service must be ordered. Order this product once for each subsystem or application software product. If a software product is a bundle, it must be separated into its individual component products (refer to software support Appendix H that is available through WCSO's Customer Support Hotline). HP Operating System Update materials must be ordered as a prerequisite to this product.

For HP TeamLine or HP ResponseLine software support service only: if any applications to be supported belong to an application family, the corresponding application option must be ordered.

Materials may be copied to any system that has the original software license and is supported by HP TeamLine, HP ResponseLine, or HP BasicLine software support service.

Completing Quote Worksheets

Quote worksheets help you configure quotations for software support. (A sample worksheet follows the procedure.) To complete the worksheet:

1. Fill in the software configuration. List all software supported on the system. List the operating system software at the top. Check “yes” in the material box next to each software product if materials are required.
2. Order the service (HP TeamLine, HP ResponseLine, or HP BasicLine). The quantity is 1.
3. Order the appropriate processor tier.
4. Order any applicable application options (HP TeamLine and HP ResponseLine software support services only).
5. Order any additional service options.
6. If any materials are required, check HP Operating System Update materials.
7. Order the media type.
8. If materials are required for any subsystems or applications check HP software materials. The quantity should equal the number of subsystems or applications requiring materials (“yes” boxes checked).
9. Fill in the total quantity by multiplying the quantity by the number of months the contract is in effect.
10. Fill in other fields as required (front and back).

HP 3000 SOFTWARE SUPPORT QUOTE WORKSHEET

CUSTOMER NAME:	SYSTEM MANAGER:	QUOTE/ORDER:	SYSTEM HANDLE:	QUANTITY	TOTAL_QTY	
HP PRODUCT NUMBER Operating System: Choose One		HP 3000 SUPPORT CONFIGURATION <input type="checkbox"/> H2000A+T00 HP Teamline 3000 <input type="checkbox"/> H2001A+H00 HP ResponseLine 3000 <input type="checkbox"/> H2002A+L00 HP BasicLine 3000 <input type="checkbox"/> H2047A+H00 HP Startup ResponseLine 3000 (#0J6, #0J8, #0J9 ONLY) PROCESSOR OPTION--ORDER ONE <input type="checkbox"/> #0LE 980/100,980/200 () #0J6 9228X/922/925LX <input type="checkbox"/> #0J1 950/955/960 () #0J7 39740/42/52 <input type="checkbox"/> #0J2 930/935/949 () #0J8 37/MICRO 3000 <input type="checkbox"/> #0J3 64/68/70 () #0LS 920/922LX <input type="checkbox"/> #0J4 925/932 () #0J9 MICRO LX/GX/RX/XE <input type="checkbox"/> #0J5 44/48/58 () #0J0 11/11/11/30/33				
DESCRIPTION MPE V () () MPE XL FOS ONLY; REQUIRES OPTION: <input type="checkbox"/> #418 920 () #435 935 <input type="checkbox"/> #419 922LX () #449 949 <input type="checkbox"/> #420 925LX () #450 950 <input type="checkbox"/> #421 922RX () #455 955 <input type="checkbox"/> #422 922 () #460 960 <input type="checkbox"/> #425 925 () #480 980/100 <input type="checkbox"/> #432 932 () #482 980/200 UPDATE) () () <input type="checkbox"/> 30539B DfscCache () () <input type="checkbox"/> 32206A DEL () () <input type="checkbox"/> 32428A Migration Toolset () () <input type="checkbox"/> 35303A HP Easytime () () <input type="checkbox"/> 32243A Data Capture Intrinsics () () <input type="checkbox"/> 35077A Adager (NO S/W UPDATES) N/A N/A <input type="checkbox"/> 36591A TurboIMAGE () () Software Products: <input type="checkbox"/> 30368A SBL (900 Series) () () <input type="checkbox"/> 32256A SYSTEM DICTIONARY/XL () ()		APPLICATION SOFTWARE OPTIONS (HP Teamline, HP ResponseLine ONLY) <input type="checkbox"/> #0F5 MANUFACTURING APPLICATIONS <input type="checkbox"/> #0F7 FINANCIAL APPLICATIONS <input type="checkbox"/> #0F8 INTEGRATED PC OFFICE APPLICATIONS A <input type="checkbox"/> #0FB INTEGRATED PC OFFICE APPLICATIONS B (#0J6-#0J0 only) ADDITIONAL SERVICE OPTIONS (HP Teamline, HP ResponseLine ONLY) <input type="checkbox"/> #0FA HP ADDITIONAL MANAGEMENT REVIEW (HP Teamline ONLY) <input type="checkbox"/> #0FB HP ADDITIONAL RESPONSE CENTER CALLER <input type="checkbox"/> #0FJ HP SOFTWARE UPDATE INSTALLATION <input type="checkbox"/> #0FK HP OFF-HOURS SOFTWARE UPDATE INSTALLATION ADDITIONAL SERVICE OPTIONS (Available under ALL support levels) <input type="checkbox"/> #0FZ HP S/W DISTRIBUTION ON CD-ROM (MPE V) HP 3000 OS UPDATE MATERIALS (ORDER ABOVE PROCESSOR OPTION) <input type="checkbox"/> H2071A+S00 HP OS MTLs 3000 w/CD-ROM DOCUMENTATION <input type="checkbox"/> H2072A+S00 HP OS MTLs 3000 w/ PAPER DOCUMENTATION <input type="checkbox"/> #AA0 1/4" CART TAPE(V) () #AA2 6250 BPI MAG TAPE(XL) <input type="checkbox"/> #AA1 1600 BPI MAG TAPE(V/XL) () #AAH DOS MEDIA(XL) <input type="checkbox"/> #0LA CD-ROM (APPL S/W ON CART) <input type="checkbox"/> #0LB CD-ROM (APPL S/W ON TAPE) <input type="checkbox"/> #0LL CD-ROM DOCUMENTATION (Available only on H2072A+S00) <input type="checkbox"/> H2004A+S00 HP S/W PRODUCT MATERIALS 3000 (ORDER ABOVE PROC. OPT) <input type="checkbox"/> H2016A+S00 HP S/W PRODUCT MATERIALS COMMERCIAL PC <input type="checkbox"/> H2016A+S00-0A9 RTC S/W PRODUCT UPDATES FOR 10 PC'S MANUAL UPDATE SERVICE FOR SERIES 900 (ORDER LANG. OPTION IF APPLICABLE): <input type="checkbox"/> 36367A+900 Sys. Mgmt. Core () #ABA U.S. () #ABF Fr. () #ABD Gm. <input type="checkbox"/> 36368A+900 Sys. Mgmt. Core+ () #ABA U.S. () #ABD Gm. <input type="checkbox"/> 36369A+900 Prog. Core () 36370A+900 Prog. Core+ <input type="checkbox"/> 36371A+900 Sys. Dictionary () 36372A+900 ALLBASE Set <input type="checkbox"/> 36373A+900 General Usage Set () 30231A+900 Migration Set				
ADDITIONAL SOFTWARE PRODUCTS ON BACK PAGE						

REVISED: 10/90

CONFIGURED BY:

HP 9000 SOFTWARE SUPPORT QUOTE WORKSHEET

CUSTOMER NAME:	SYSTEM MANAGER:		QUOTE/ORDER:	SYSTEM HANDLE:
HP PRODUCT NUMBER Operating System:	DESCRIPTION MATERIALS ADDL MANUAL YES NO UPDATES	() () () () () ()	HP 9000 SOFTWARE SUPPORT CONFIGURATION () #H2010A+T00 HP TeamLine 9000 () #H2011A+H00 HP ResponseLine 9000 () #H2012A+L00 HP BasicLine 9000 PROCESSOR OPTION--ORDER ONE () #OLF 870 () #OJA 840/845 (128-U), 850/855/860 () #OJB 840/845 (32-64), 825/832/835 (128-U) () #OJC 825/832/835 (32 OR 64 USER), 645 () #OJD 825/832/835/840/845 (16) () #OJE 500/834/635 (ALL USER LEVELS) () #OKR 815/822 () #AHO 808 () #OKQ 350-375 (ALL , AXE + PE)/ 400 () #OJF 310-345 (ALL USER LEVELS, AXE + PE) () #OJG 300/400 (AXE OR DISKLESS) () #OJH 200/300 SERIES LANGUAGE WORKSTATIONS (BASIC, PASCAL, SRM) () #OJX HP RUN TIME DS () #OLN SUN WORKSTATION	QUANTITY TOTAL QTY
Software Products:	() #H2534A HP REMOTEWATCH (S300/400)	() () () () () ()	APPLICATION SOFTWARE OPTIONS (HP TeamLine, HP ResponseLine ONLY) () #OF8 INTEGRATED PC OFFICE APPLICATIONS () #OF9 MECHANICAL ENGINEERING SOFTWARE APPLICATIONS () #OFC ELECTRICAL ENGINEERING SOFTWARE APPLICATIONS (CLASS A) () #OFE ELECTRICAL ENGINEERING SOFTWARE APPLICATIONS (CLASS B) () #OFF MICROPROCESSOR DEVELOPMENT ENVIRONMENT (64000) () #OFL FACTORY/PROCESS AUTOMATION SOFTWARE APPLICATIONS () #OFH SEMICONDUCTOR PARAMETRIC TEST () #OFI SEMICONDUCTOR FUNCTIONAL TEST () #OL6 CASE TOOLS APPLICATIONS SUPPORT () #OFR DYNAMIC SIGNAL ANALYSIS SUPPORT () #OLK OPENVIEW DEVELOPER SUPPORT	
		() () () () () ()	ADDITIONAL SERVICE OPTIONS (HP TeamLine, HP ResponseLine ONLY) () #OFH HP ADDITIONAL TECHNICAL REVIEW (HP TeamLine ONLY) () #OFB HP ADDITIONAL RESPONSE CENTER CALLER () #OFJ HP SOFTWARE UPDATE INSTALLATION () #OFK HP OFF-HOURS SOFTWARE UPDATE INSTALLATION HP 9000 OS UPDATE MATERIALS (ORDER ABOVE PROCESSOR OPTION) () #H2069A+S00 HP OS HTLS 9000 W/CD-ROM DOCUMENTATION () #H2070A+S00 HP OS HTLS 9000 W/ PAPER DOCUMENTATION () #AAO 1/4" CART TAPE () #AA7 3.5" 5.25" SS DISK () #AA1 1/2" MAG TAPE-1600 BPI () #AA8 3.5" 5.25" DS DISK () #AA6 5.25" FLEX DISK () #AAH DDS (SERIES 832 ONLY) () #OLL CD-ROM DOCUMENTATION (ONLY AVAILABLE ON H2070A+S00) () #H2014A+S00 HP S/M PRODUCT MATERIALS 9000 (ORDER ABOVE PROCESSOR OPT)	
() ADDITIONAL SOFTWARE PRODUCTS ON BACK PAGE		() ()		

CONFIGURED BY:

REVISED: 11/90

Multiple Systems

Customers with more than one system may choose to support additional systems through a single central system manager, thereby assuming the support burden of these systems and saving money.

Support Service for Additional Systems. An HP 9000 system manager for HP ResponseLine or HP TeamLine service may call the HP Response Center on behalf of any of their other HP 9000 systems covered by HP BasicLine software support service. Therefore, any system that can be supported through another HP ResponseLine service need only be supported with HP BasicLine service. Note that if a problem cannot be resolved remotely, HP will escalate free of charge only to HP ResponseLine service and HP BasicLine service located at the same site as the HP ResponseLine service.

Materials may be copied to any supported system having the original software license.

Software Support Configuration Aids

These aids consist of autoanswer HP Desk nodes:

- | | <u>Subject</u> |
|--------------------|----------------|
| • Quote worksheets | SW02 |
| • Appendices | SW01 |
| • Price list | SW03 |

These three types of aids can help you in the software support configuration process.

To receive an updated set of these aids, send an HP Desk message as follows:

```
Intray> SEND

subject: (Type the subject from the list above.)

To: Customer Support Hotline/HP 5000
Text: //
Message> MAIL
```

Make sure to type only one subject per request. A package will automatically be sent to you within 48 hours.

Software Support Quote Worksheet

This is a form used when configuring and quoting software support. There is one quote worksheet for each software support program. Each worksheet lists all the components of its respective program: services offered, processor tiers, applications options, additional services, and software materials services. Quote worksheets are updated monthly to reflect current system and program information.

Software Support Appendixes

There are nine software support appendixes available on HP Desk through the Customer Support Hotline:

Appendix	Description
B Supported Commercial PC Software	Listing of all software supported under the commercial PC program
C HP Software Support Credit and Discount Program	Explanation of current program
E Applications Options and Products	Listing of all applications options and corresponding trigger products
G Nonstandard HP Response Center Coverage Hours Products	Specifies products with nonstandard HP Response Center coverage hours
H Bundled Product Reference	Listing of all known bundled software products and their corresponding components
I Supported Test and Measurement Software	Listing the Test and Measurement platform, highest level of support available, processor tier, and material update available.
J Software Support Training Requirements	Listing of required training courses for HP TeamLine and HP ResponseLine customers
K Supported HP Vectra PC Software	Listing of all software supported under the HP Vectra PC program
L Operating System Documentation Guide	Listing of HP9000 operating system documentation updated through software support services

The two most frequently used appendixes are E, "Applications Options and Products," and H, "Bundled Product Reference." Appendix H is especially important because HP's software support program does not support bundled software products. Therefore, most software products must be unbundled—that is, broken down into its components for support purposes. Appendix H provides a reference to aid you in this process. Software support appendixes are updated monthly.

Price Lists

A full set of HP's software support price lists is updated and distributed on a monthly basis over HP Desk. In addition, you can receive a package containing a complete set of price lists.

Ordering Software Support

HP Products	+ T00 HP TeamLine	+ H00 HP ResponseLine	+ L00 HP BasicLine	+ S00 OS/Paper	+ S00 OS/CD-ROM	+ S00 System Updates
HP 3000 VAB Services	H2000A	H2001A (H2047A)*	H2002A H2028A	H2072A H2074A	H2071A H2075A	H2004A H2032A
HP 1000 VAB Services	H2005A	H2006A	H2007A H2030A	H2008A H2035A	—	H2009A H2036A
HP 9000 VAB Services	H2010A	H2011A	H2012A H2029A	H2070A H2076A	H2069A H2077A	H2014A H2034A
Commercial PC	—	H2015A	—	—	—	H2016A
HP 64000	—	H2017A	H2018A	—	—	H2019A
HP Vectra VAB Services	H2024A	H2025A	H2026A H2073A	—	—	H2027A
HP 250/HP 260 VAB Services	H2037A	H2038A	H2039A H2048A	H2040A H2049A	—	H2041A H2050A
HP Private Packet Network	H2051A	H2052A	H2053A	H2054A	—	H2055A
HP Open Manufacturing	H2067A	H2068A	—	—	—	—
HP AIMS VAB Services Workstation	H2078A	H2079A	H2080A H2081A H2082A	—	—	—

* HP Startup ResponseLine software support service

Ordering Multiuser Software Support

The complete product structure and ordering information for multiuser software support are shown below.

"X" indicates existing product.

HP 3000 Services

	HP H2000A + T00	HP H2001A + H00	HP H2002A + L00	HP H2047A + H00
	HP TeamLine	HP ResponseLine	HP BasicLine	HP Startup ResponseLine
Processor/user:				
#0LE 980/100, 980/200	X	X	X	
#0J1 950/955/960	X	X	X	
#0J2 930/935/949	X	X	X	
#0J3 64/68/70	X	X	X	
#0J4 925/932	X	X	X	
#0J5 44/48/58	X	X	X	
#0J6 922RX/922/925LX	X	X	X	X
#0J7 39/40/42/52	X	X	X	
#0J8 37/Micro 3000	X	X	X	X
#0LS 920/922LX	X	X	X	
#0J9 Micro LX/GX/RX/XE, 922LX	X	X	X	X
#0J0 II/III/30/33	X	X	X	
Application software:				
#0F5 Manufacturing applications	X	X		X
#0F6 Distribution applications	X	X		X
#0F7 Financial applications	X	X		X
#0F8 Integrated PC office A	X	X		X
#0LG Integrated PC office B	X	X		X
Additional services:				
#0FA Additional management review	X			
#0FB Additional HP Response Center caller	X	X		X
#0FJ Software update installation	X	X		X
#0FK Off-hours update	X	X		X
#0FZ CD software distribution first year	X	X	X	X

HP 3000 Materials

	HP H2072A + S00 HP Operating System Update Materials with Paper Documentation	HP H2071A + S00 HP Operating System Update Materials with CD-ROM Documentation	HP H2004A + S00 HP Software Update Materials
Processor/User			
#0LE 980/100, 980/200	X	X	X
#0J1 950/955/960	X	X	X
#0J2 930/935/949	X	X	X
#0J3 64/68/70	X	X	X
#0J4 925/932	X	X	X
#0J5 44/48/58	X	X	X
#0J6 922RX/922/925LX	X	X	X
#0J7 39/40/42/52	X	X	X
#0J8 37/Micro 3000	X	X	X
#0LS 920/922LX	X	X	X
#0J9 Micro LX/GX/RX/XE, 922LX	X	X	X
#0J0 II/III/30/33	X	X	X
Software			
#AA0 1/4-inch tape cartridge	X	X	
#AA1 1/2-inch tape/1600	X	X	
#AA2 1/2-inch tape/6250	X	X	
#AA3 1/2-inch tape/800	X	X	
#AA5 8-inch data storage floppy	X	X	
#AAH Digital data storage media	X	X	
#0LA CD-ROM (application software-cartridge)	X	X	X
#0LB CD-ROM (application software-tape)	X	X	X
Documentation media			
#0LL CD-ROM	X		

HP 9000 Manufacturing Services

	HP H2067A + T00 HP TeamLine	HP H2068A + H00 HP ResponseLine
Processor/user:		
#0LF 870	X	X
#0JA 840(u)/850/855	X	X
#0JB 840(32-64)/835(u)/845	X	X
#0JC 825/832/835(32-64), 645	X	X
#0JD 825/832/835/840 (16)	X	X
#0KQ 815(all)/822	X	X
#0JF 808	X	X
Additional Services:		
#0FH Additional technical review	X	N/A
#0FB Additional HP Response Center caller	X	X
#0FJ Software update installation	X	X
#0FK Off-hours update	X	X

HP 1000 Services

	HP H2005A + T00 HP TeamLine	HP H2006A + H00 HP ResponseLine	HP H2007A + L00 HP BasicLine
Processor /user			
#0JJ 6VM/A700/A900	X	X	X
#0JK A400/A600/XL/IVB	X	X	X
Application Software			
#0FG Factory automation/1000	X	X	
Additional Service			
#0FH Additional technical review	X		
#0FB Additional HP Response Center caller	X	X	

HP 1000 Materials

	HP H2008A + S00 HP Operating System Update Materials	HP H2009A + S00 HP Software Update Materials
Processor/user		
#0JJ 6VM/A700/A900	X	X
#0JK A400/A600/XL/IVB	X	X
Media		
#AA0 1/4-inch tape cartridge	X	
#AA1 1600 BPI tape	X	
#AA3 800 BPI tape	X	
#AA5 8-inch data storage floppy	X	
#AA6 5.25-inch disk	X	
#AA7 3.5-inch single-sided disk	X	

HP 64000 Services

	HP H2017A + H00 HP ResponseLine	HP H2018A + L00 HP BasicLine
Processor /user		
#0JQ 64100 cluster	X	X
#0JV DEC VAX	X	X
#0L9 64700 series	X	X
Additional Services		
#0FB Additional HP Response Center caller	X	

HP 64000 Materials

	HP H2019A + S00 HP Software Update Materials
Processor/user	
#0JQ 64100 cluster	X
#0JV DEC VAX	X
#0L9 64700 series	X
Media options	
#AA1 1/2-inch magnetic tape – 1600 BPI	X
#AA6 5.25-inch disk	X

HP 250/260 Services

	HP H2037A + T00 HP TeamLine	HP H2038A + H00 HP ResponseLine	HP H2039A + L00 HP BasicLine
Processor			
#0JU HP 250/260	X	X	X
Additional services			
#0FA Additional management review	X		
#0FB Additional HP Response Center caller	X	X	
#0FJ Software update installation	X	X	
#0FK Off-hours update	X	X	

HP 250/260 Materials

	HP H2040A + S00 HP Operating System Update Materials	HP H2041A + S00 HP Software Update Materials
Processor		
#0JU HP 250/260	X	X
Media		
#AA0 1/4-inch cartridge tape	X	
#AA5 8-inch double-sided disk	X	
#AA8 3.5-inch double-sided disk	X	

HP Vectra PC Services

	HP H2024A + T00 HP TeamLine	HP H2025A + H00 HP ResponseLine	HP H2026A + L00 HP BasicLine
Processor			
#0JT PC MS-DOS	X	X	X
#AGA PC UNIX/386	X	X	X
#OLM PC UNIX/486	X	X	X
#AG4 PC OS/2		X	X
#OL8 LAN Manager OS/2		X	X
#OLJ LAN Manager UNIX	X	X	X
PC MS-DOS Application software			
#0F9 Mechanical Engineering support	X	X	
#0FC Electrical Engineering (A) support	X	X	
#0FD Electrical Engineering (B) support	X	X	
#0FE HP 64000 support	X	X	
#0FP Datacommunication test	X	X	
#0FR Dynamic signal analysis	X	X	
#OL7 OpenView support	X	X	
Additional services			
#0FH Additional technical review	X		
#0FB Additional HP Response Center caller	X	X	

HP Vectra PC Materials

	HP H2027A + S00 HP Software Update Materials
Processor	
#0JT PC MS-DOS	X
#AGA PC UNIX/386	X
#OLM PC UNIX/486	X
#AG4 PC OS/2	
#OL8 LAN Manager OS/2	X
#OLJ LAN Manager UNIX	X
Media	
#AA6 5.25-inch disk	X
#AA8 3.5-inch double-sided disk	X

HP's technical PC program has been renamed to HP's Vectra PC program to better describe the focus and deliverables of the program.

Processor tiers #AGA PC UNIX/386 and #OLM PC UNIX/486 were renamed and refocused based on system type rather than user level.

HP Commercial PC Services

HP H2015A + H00 HP ResponseLine

Processor		
#OJL	1 PC MS-DOS	X
#OJM	2-10 PCs	X
#OJN	11-50 PCs	X
#OJP	> 50 PCs	X
#OFB	Additional HP Response Center caller	X

HP Commercial PC Materials

HP H2016A + S00 HP Software Update Materials

HP H2016A + S00	X
HP H2016A + S00-09A right to copy 10 PCs	X

HP Network Product Services

	HP ResponseLine + H00	HP BasicLine + L00	HP Software Update Materials + S00
HP Router			
HP H2546A	X		
HP H2547A		X	
HP H2548A			X
HP X.25 Multiplexer			
HP 2335A		X	X
HP Local Server Manager			
HP 2350A		X	X

**Ordering HP 9000
Software Support**

The complete product structure and ordering information for HP 9000 workstation support are shown below.

“X” indicates existing product.

HP 9000 Services

	HP H2010A + T00 HP TeamLine	HP H2011A + H00 HP ResponseLine	HP H2012A + L00 HP BasicLine
Processor/user:			
#OLF 870	X	X	X
#OJA 840(u)/850/855	X	X	X
#OJB 840(32-64)/835(u)/845	X	X	X
#OJC 825/832/835(32-64),645	X	X	X
#OJD 825/832/835/840 (16)	X	X	X
#OJE 500/834/635,			
#OKR 815/822,	X	X	X
#AHO 808			
#OKQ 350-375(PE), 400	X	X	X
#OJF 310-345 (PE + AXE)/808	X	X	X
#OJG 300(AXE) or diskless	X	X	X
#OJH 200/300/500 language	X	X	X
#OJX HP 9000 run-only	X	X	X
#OLN Sun workstation		X	X
Applications:			
#OF8 Integrated PC support	X	X	
#OF9 Mechanical engineering support	X	X	
#OFC Electrical engineering (A) support	X	X	
#OFD Electrical engineering (B) support	X	X	
#OFE HP 64000 support	X	X	
#OFF Fac auto support	X	X	
#OFL Semiparametric test	X	X	
#OFM Semifunctional test	X	X	
#OL6 CASE tools support	X	X	
#OFR Dynamic signal analysis	X		
#OLK OpenView develop support	X	X	
Additional service:			
#OFH Additional technical review	X		
#OFB Additional HP Response Center caller	X	X	
#OFJ Software update install	X	X	
#OFK Off-hours update	X	X	

HP 9000 Materials

	HP H2069A + S00 HP Operating System Update Materials with CD-ROM Documentation	HP H2070A + S00 HP Operating System Update Materials with Paper Documentation	HP H2014A + S00 HP Software Update Materials
Processor/user			
#0LF 870	X	X	X
#0JA 840(u)/850/855	X	X	X
#0JB 840(32-64)/835(u)/845	X	X	X
#0JC 825/832/835(32-64),645	X	X	X
#0JD 825/832/835/840 (16)	X	X	X
#0JE 500/834/635,			
#0KR 815/822,	X	X	X
#AH0 808			
#0KQ 350-375(PE), 400	X	X	X
#0JF 310-345 (PE + AXE)/808	X	X	X
#0JG 300(AXE) or diskless	X	X	X
#0JH 200/300/500 language	X	X	X
#0JX HP 9000 run-only	X	X	X
#0LN Sun workstation		X	X
Media			
#AA0 1/4-inch cartridge tape	X	X	
#AA1 1/2-inch 1600 BPI tape	X	X	
#AA6 5.25-inch disk	X	X	
#AA7 3.5-inch single-sided disk	X	X	
#AA8 3.5-inch double-sided disk	X	X	
#AAH digital data storage	X	X	
#0LLCD-ROM documentation		X	

Ordering Network Software Support

The following are available software support services for HP Private Packet Networks (PPNs):

HP PPN Services

	HP H2051A + T00 HP TeamLine	HP H2052A + H00 HP ResponseLine	HP H2053A + L00 HP BasicLine
#0L8 Model 45		X	X
#0FU 1 to 5 cluster	X	X	X
#0FV 6 to 25 cluster	X	X	X
#0FW 25 cluster	X	X	X
Applications software:			
#0FX Gateway support	X	X	
Additional service options:			
#0FA Additional management review	X		
#0FB Additional HP Response Center caller	X	X	

HP PPN Materials

	HP H2054A + S00 HP Operating System Update Materials	HP H2055A + S00 HP Software Update Materials
Processor:		
#OLB Model 45	X	
#OLV 1 to 5 cluster	X	X
#OFV 6 to 25 cluster	X	X
#OFW 25+ cluster	X	X
Media:		
#AA0 Cartridge tape (NCP)	X	
#AA6 (M45)	X	

HP PPN Node Services

HP Part Number		+ S71 ROM Manual Update	+ Q00 Additional Manual Update
24460A	Model 60	X	X
24470A	Model 70 (1 PM)	X	X
24470A	#108 1 LIM	X	
24470A	#116 2 LIM	X	
24470A	#124 3 LIM	X	
24480A	Model 80 (1 PM)	X	X
24480A	#108 1 LIM	X	
24480A	#116 2 LIM	X	
24480A	#124 3 LIM	X	
24481A	Additional PM	X	X
24483A	Additional LIM	X	X
24486A	DIM	X	X
24487A	Additional DIM	X	X
24488A	Single board ASP	X	X

**Ordering Electronic
Information Distribution
Products**

HP LaserROM/UX Software

Part Number	Option	Suffix	Description
HP B1671A			HP LaserROM/UX software
	0AL		8-user license
	0GP		Additional 4-user license
	0B1		Additional user guide

HP LaserROM/LAN Software

Part Number	Option	Suffix	Description
HP 50743A			HP LaserROM/LAN multiuser software
	001		MPE V
	002		MPE XL
	003		HP-UX

HP LaserRelease

This product has two key suffix numbers, one of which must be placed on a customer's contract or the customer will not receive CD media.

Part Number	Option	Suffix	Description
H2071A or H2072A	+ S00	#0LA	CD-ROM (applications software on cartridge)
H2071A or H2072A	+ S00	#0LB	CD-ROM (applications software on tape)
The following suffix does not relate to media type:			
		#0FZ	Software distribution on CD-ROM

HP LaserROM Information Service

First-time HP LaserROM users should order either H2071A + 500 (HP/OS materials 3000 with CD-ROM documentation) or H2069A (HP/OS materials 9000 with CD-ROM documentation). They should also order the LaserROM migration kit, which includes the CD-ROM drive and the LaserROM software. The migration kit is ordered for a specific platform. Renewal customers need only order the HP LaserROM subscription service applicable to the operating system.

Part Number	Option	Suffix	Description
HP 50726A	+ R00		HP LaserROM subscription service
Single-user options:			
	001		MPE V
	002		MPE XL
	003		HP-UX
HP B1785A			Migration kit for HP-UX
HP B1786A			Migration kit for MS-DOS

There are quantity discounts for customers ordering multiple subscription services in a single order. These discounts are offered only for options 001, 002, and 003.

HP LaserROM Software for Single-user DOS Environments

Part Number	Option	Suffix	Description
HP 50720A			HP LaserROM software
	001		MPE V
	002		MPE XL
	003		HP-UX

First-time HP LaserROM users must also order a subscription service, product number HP 50726A, option 001, 002, or 003.

HP Series 6100 Model 600/A HP-IB CD-ROM Drive

The model 600/A is a stand-alone peripheral, and as such is ordered the same way any other peripheral is ordered. Even if the customer chooses to pay for the drive using the 12-month option placed on the software support contract, the drive still is ordered through the channels of the local order processing group.

Part Number	Option	Suffix	Description
HP C1707A			HP Series 6100 Model 600/A HP-IB CD-ROM drive

For MPE II only (HP Laser Release), the customer must have this drive to receive software on CD-ROM.

The HP-IB cable must be ordered separately:

Part Number	Option	Suffix	Description
HP 10833A			1-meter HP-IB cable
HP 10833B			2-meter HP-IB cable
HP 10833C			4-meter HP-IB cable
HP 10833D			0.5-meter HP-IB cable

The "system handle" must be provided with the HP C1707A HEART order, at time of order entry.

HP PC CD-ROM Drive

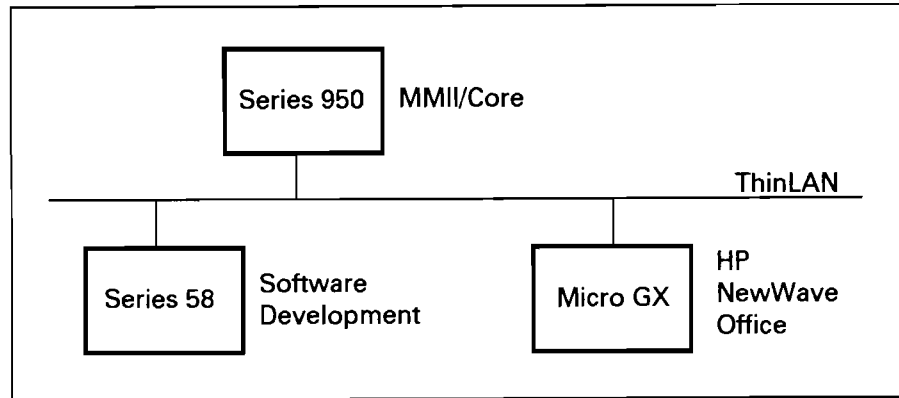
Part Number	Option	Suffix	Description
HP 50720A			PC CD-ROM drive

Examples

Example 1: Data Center

This customer has three HP systems in a data center. The largest, an HP 3000 Series 950, is running the MM II/Core application. The customer is a fast growing canned food manufacturer and would like HP to be involved in the growth and planning for future computing needs. HP TeamLine software support seems like a good fit for this customer's Series 950 support.

The second system in the data center is an older HP 3000 Series 58, used primarily for software development. The last system, a Micro GX, is supporting four HP NewWave Office PCs. These systems will be configured with HP BasicLine software support.



Manufacturing Series 950

Software Configuration	Materials	Support Configuration	Quantity	Total
Operating System:		H2000A + T00 HP TeamLine 3000		
32651A MPE XL FOS	Y	#OJ1 950/955/960	1	12
#450 Series 950		#OF5 Mfg Apps	1	12
		#OF7 Fin Apps	1	12
		#OFA Addl Mgmt Rev	2	24
No Charge Update:		H2072A + S00 HP OS Materials 3000		
36391A TurboIMAGE	Y	#OJ1 950/955/960	1	12
		#AA2 6250 BPI Tape	1	12
Software Products:		H2004A + S00 HP SW Materials 3000		
30368A SQL	Y	#OJ1 950/955/960	12	144
32256A Sys Dict/XL	Y			
36920A NS3000/XL	Y			
36923A ThinLAN/XL	Y			
32926A MM/Adv Ver	Y			
32636A Prod Ping	Y			
32270A PM	Y			
32920A PCM	Y			
32399A SCM	Y			
34006A Purch	Y			
32308A AP	Y			
36070A BRW	Y			
		36373A + Q00 MUS General Usage	1	12

Notes:

MM II/Core needs to be unbundled in the software configuration. Check software support Appendix H for complete bundled product information.

HP SQL, HP System Dictionary, and HP TurboIMAGE databases all need to be added to the software support configuration for inclusion on the update tape. HP TurboIMAGE, however, is a no-charge update.

The Series 950 updates include system management core and core + documentation. To receive manual updates for additional manual sets, be sure to order the +Q00 service.

Development Series 58					
Software Configuration	Materials		Support Configuration	Quantity	Total
Operating System:			H2002A + H00 HP RespLine 3000		
32558B Series 58	Y		#0J5 44/48/58	1	12
			#0LG PC Office - B	1	12
No Charge Updates:			H2072A + S00 HP OS Materials 3000		
30539B Disc Cache	Y		#0FZ SW Dist CD-ROM	1	12
Software Products:			H2004A + S00 HP SW Materials 3000		
30240A ThinLAN/V	Y		#0J5 44/48/58	1	12
32344A NS3000/V	Y		#0LB CD-ROM Media	1	12
32233A COBOL II/V	Y				
36570A HP DESK	Y		#0J5 44/48/58	4	48
			#0LB CD-ROM Media	4	48

Notes:

This system is configured with PC office support, even though the software is actually on the Micro.

The customer will get software updates on CD-ROM. Option #0FZ provides the actual HP-IB CD-ROM drive. (U.S. only)

Office Micro GX					
Software Configuration	Materials		Support Configuration	Quantity	Total
Operating System:			H2002A + L00 HP Baseline 3000		
32536A Micro GX	Y		#0J9 Micro LX/GX/XE	1	12
No Charge Updates:			H2072A + S00 HP OS Materials 3000		
30539B DiscCache	N		#0J9 Micro LX/GX/XE	1	12
35303A HP Easytime	Y		#0LB CD-ROM Media	1	12
Software Products:			H2004A + S00 HP SW Materials 3000		
30240A ThinLAN/V	N		#0J9 Micro LX/GX/XE	1	12
32344A NS3000/V	N		#0LB CD-ROM Media	1	12
B1720A NWave Office	Y				
50927F ThinLAN/PC	Y		H2016A + S00 HP SW Materials PC	1	12
			#0A9 RTC 10 PC's	1	12

Notes:

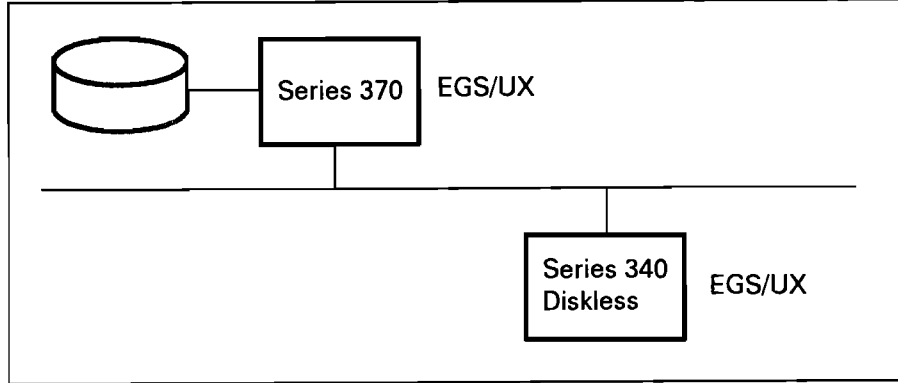
This system will also be updated from CD-ROM. The configuration provides an additional compact disc and codewords.

PC updates for the ThinLAN link are included on this configuration.

Example 2: CAD Local Area Network (LAN)

This customer has a LAN-based engineering CAD solution. The larger system, an HP 9000 Series 370, is configured as the LAN server. The Series 340 is diskless. The server has schematic, PCB layout, ME design, and the hybrid design modules running on it. The diskless node is licensed only for the hybrid design module.

A good configuration for this customer would be HP TeamLine service, which provides a local CAD consultant. But because the budget did not allow for it, the customer opted for HP ResponseLine service on the server. HP BasicLine service is configured on the diskless node.



Series 370 Server

Software Configuration	Materials
Operating System:	
98594L HP-UX Bundle	Y
Software Products:	
B1646A EGS/UX	
#0AN License	Y
#103 SC/PCB/ME	Y
#203 Hybrid Dsgn	Y

Support Configuration	Quantity	Total
Operating System:		
H2011A + H00 HP RespLine 9000		
#0KQ 350-370 (AXE + PE)	1	12
#0FC EE-A Support	1	12
Software Products:		
H2070A + S00 HP OS Materials 9000		
#0KQ 350-370 (AXE + PE)	1	12
#AA0 1/4" Cart Tape	1	12
Support:		
H2014A + S00 HP SW Materials 9000		
#0KQ 350-370 (AXE + PE)	3	36

Notes:

All EGS personalities are supported under EE-A application support option.

Series 340 Diskless Node

Software Configuration	Materials	Support Configuration	Quantity	Total
Operating System:		H2012A + L00 HP BasicLine 9000		
98594L HP-UX Bundle	N	#0JG 300AXE/Diskless	1	12
Software Products:				
B1646A EGS/UX				
#0AN Media	N			
#203 Hybrid Dsgn	N			

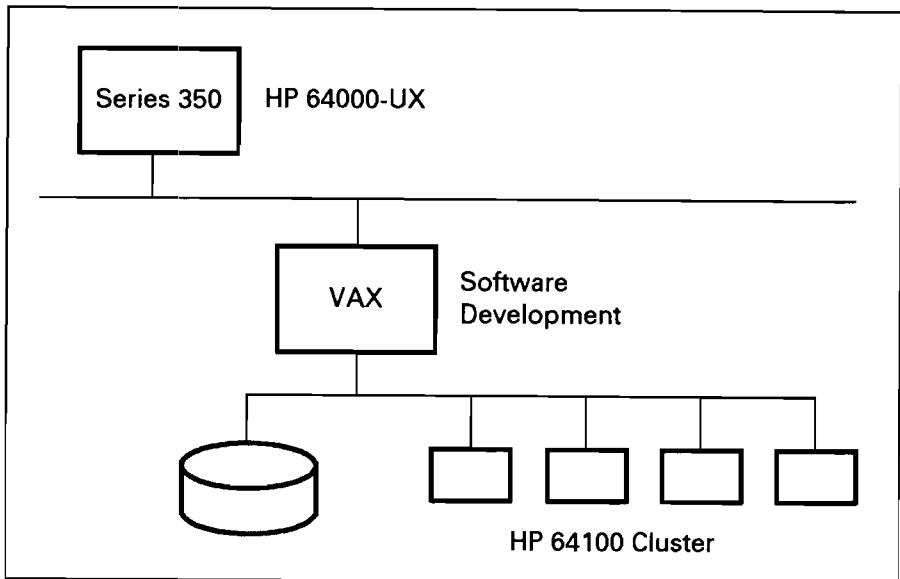
Notes:

Other diskless nodes on this network would be configured just like this one.

Example 3: HP 64000 System

This customer is using HP 64000 system tools to develop 68000 and 68020 microcode. The 68020 development is being done on a Series 350 with HP 64000-UX. The 68000 developers are using the department's VAX and a cluster of Classic 64100 mainframes in a Pisces Plus arrangement.

To configure HP ResponseLine service for this customer, we need to sell service on each host since the HP 9000, DEC VAX, and HP 64100 are all different.



Series 350

Software Configuration			Materials			Support Configuration			Quantity	Total
Operating System:						H2011A + H00 HP RespLine 9000				
98594L	HP-UX Bundle	Y				#0KQ 350-375 (PE + AXE)	1	12		
98595L	AXE 16-User	Y				#0FE HP 64000 Support	1	12		
Software Products:						H2070A + S00 HP OS Materials 9000				
64410C	68020 EM SYS					#0KQ 350-375 (PE + AXE)	1	12		
#004	S300 Host	Y				#AA0 1/4" Cart Tape	1	12		
64870L	68020 Asmb					H2014A + S00 HP SW Materials 9000				
#004	S300 Host	Y				#0KQ 350-375 (PE + AXE)	5	60		
64903L	68020 C Comp									
#004	S300 Host	Y								
64790L	SK Editor									
#004	S300 Host	Y								
64801L	64000-UX OS									
#004	S300 Host	Y								

Notes:

For the HP 64000 applications, always use the single-user license (L) product number in the software configuration.

Remember to include the 16-user AXE product if the system has been upgraded from two users.

DEC VAX

Software Configuration			Materials			Support Configuration			Quantity	Total
Operating System:						H2017A + H00 HP RespLine 64000				
						#0JV DEC VAX	1	12		
Software Products:						H2019A + S00 HP SW Materials 64000				
64819L	68000 Pascal					#0JV DEC VAX	5	60		
64790L	SK Editor	Y				#AA1 1/2" Mag Tape	5	60		
#003	VAX Host	Y				50950A + S00 SMS NS-VAX				
64808L	User Intf					#300 9-Track Tape	1	12		
#003	VAX Host	Y								
64882L	Hosted Dev									
#003	VAX Host	Y								
64886L	RS-232 XFER									
#003	VAX Host	Y								
50950A	NS-VAX									
#300	9-Track	Y								

Notes:

Most 64000 VAX-based SW was obsoleted 3/1/89. Support will be available until 3/1/94.

NS-VAX is supported using the +S00 support product numbers. Do not include in H2019A + S00.

HP 64100 Cluster		Support	
Software Configuration	Materials	Configuration	Quantity Total
Operating System:		H2017A + H00 HP RespLine 64000	
64100AF 64100 OS	Y	#0JQ 64100 Cluster	1 12
Software Products:		H2019A + S00 HP SW Materials 64000	
64242A 68000 Emul	Y	#0JQ 64100 Cluster	7 84
64301A SPA	Y	#AA6 5.25" Flex Disk	7 84
64501A PROM Prog	Y		
64601A Timing	Y		
64621A State	Y		
64674A 68000 I/F	Y		
64815AF 68000 Pascal	N		
64845AF 68000 Asmb	N		

Notes:

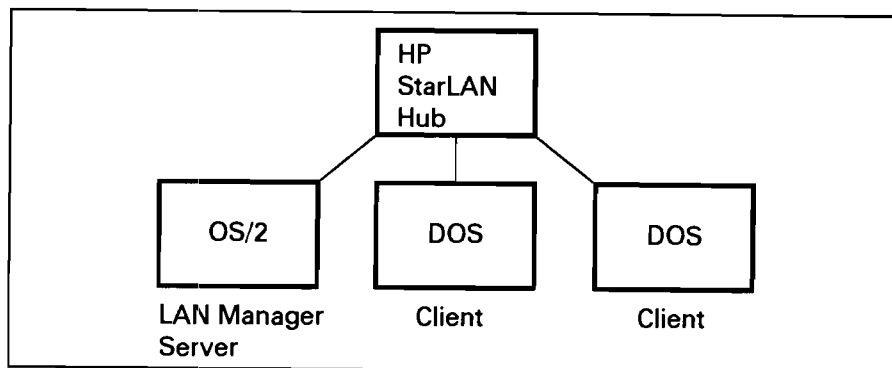
Media for the compiler and assembler are included with the language system updates on the VAX. It is not necessary to purchase them again here.

The HP 64100 Operating System software is another software product supported by H2019A + S00.

Example 4: PC LAN

This customer has a simple PC-LAN with an OS/2 LAN Manager server and two DOS clients, and is interested in purchasing support for this environment. You decide to quote HP ResponseLine software support.

In this environment, configure the highest level of support on the server and HP BasicLine service on each client. HP BasicLine support provides the license to use software updates.



LAN Manager Server

Software Configuration		Materials	Support Configuration	Quantity	Total
Operating System:			H2025A + H00 HP RespLine Vectra		
D1302B		N	#0L8 Lan Mgr OS/2	1	12
Software Products:			H2027A + S00 HP SW Materials Vectra		
D1809A LAN Manager		Y	#0L8 Lan Mgr OS/2	2	24
D1808A StarLAN 10		Y	#AA8 3.5" Disk	2	24
#100		Y			

Notes:

This contract covers the server and clients.

Support for office applications is included in the price.

DOS Clients

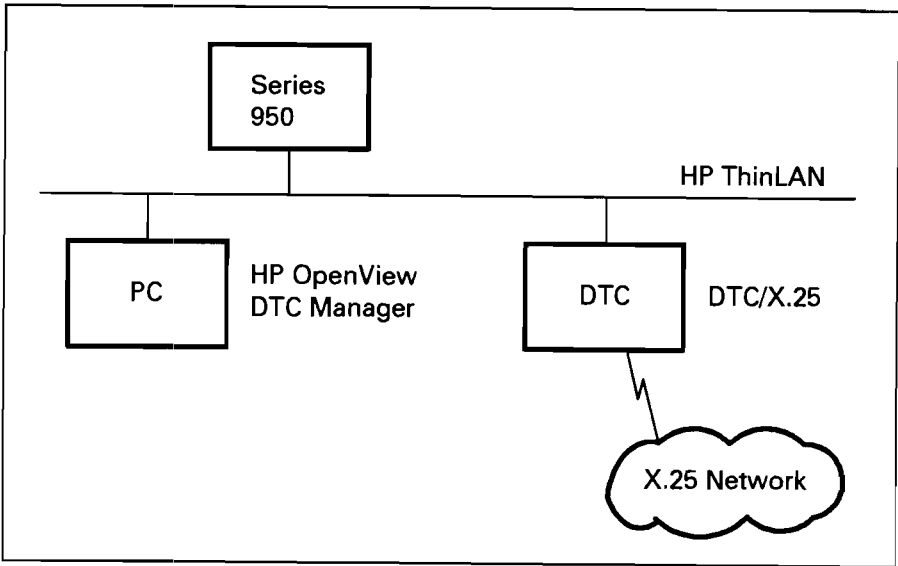
Software Configuration		Materials	Support Configuration	Quantity	Total
Operating System:			H2026A + L00 HP BascLine Vectra		
45951D/E		N	#0JT PC DOS	2	24
D1151A/B		N			
Software Products:					
D1808A StarLAN 10		N			
#100		N			

Note:

It is possible to configure multiple DOS clients on this HP BasicLine contract. This example shows two.

Example 5: Wide Area Network (WAN)

This customer has a HP 3000 Series 950 and has just added X.25 WAN. Add X.25 Access to the HP 3000 Series 950 contract and sell HP ResponseLine service on the HP OpenView DTC Manager platform.



Series 950		
Software Configuration	Materials	
Operating System:		
32651A MPE XL FOS		
#450 Series 950	Y	
No Charge Update:		
36391A TurboIMAGE	Y	
Software Products:		
30368A SQL	Y	
32256A Sys Dict/XL	Y	
6920A NS3000/XL	Y	
36923A ThinLAN/XL	Y	
36939A X.25 Access	Y	

Support Configuration	Quantity	Total
H2000A + T00 HP TeamLine 3000		
#0J1 950/955/960	1	12
H2072A + S00 HP OS Materials 3000		
#0J1 950/955/960	1	12
#AA2 6250 BPI Tape	1	12
H2004A + S00 HP SW Materials 3000		
#0J1 950/955/960	5	60

HP OpenView DTC Manager		
Software Configuration	Materials	
Operating System:		
4951D	N	
Software Products:		
50927F ThinLAN Link	Y	
50929F LAN Config	Y	
32048A OV Windows	Y	
D2355A OV DTC Mgr	Y	

Support Configuration	Quantity	Total
H2025A + H00 HP RespLine Vectra		
#0JT PC DOS	1	12
#OL7 OpenView Support	1	12
H2027A + S00 HP SW Materials Vectra		
#0JT PC DOS	4	48
#AA8 3.5" Disk	4	48

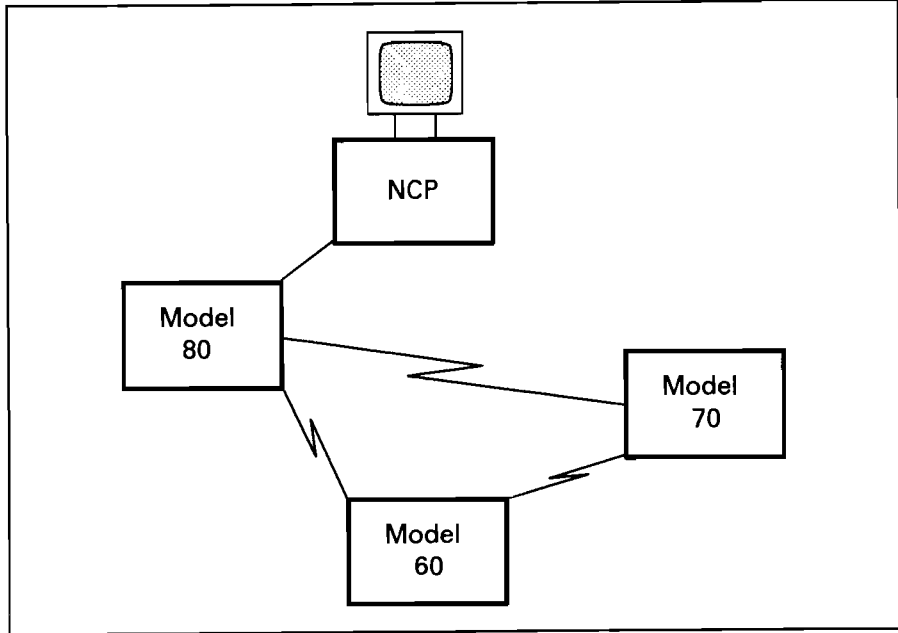
Notes:

The HP OpenView Windows workstation must be unbundled.

Example 6: HP Private Packet Network (HP PPN)

Your customer has just implemented an HP PPN solution for a network of ATMs. The business is dynamic and growing very rapidly. HP TeamLine service provides the personalized assistance and proactive planning this customer will need to be successful.

Configure HP TeamLine service at the NCP site and ROM updates for all the packet switching nodes. In this example, the Model 80 has four additional processor modules (PMs), seven additional line interface modules (LIMs), and a disk interface module (DIM).



Network Control Processor

Software Configuration	Materials
Operating System:	
24452A NCP Software #450	Y
Software Products:	
24454A Gateway SW	Y

Support Configuration

Support Configuration	Quantity	Total
H2051A + T00 HP TeamLine PPN		
#0FV 6-25 Clusters	1	12
#0FX Gateway Support	1	12
H2054A + S00 HP OS Materials PPN		
#0FV 6-25 Clusters	1	12
#AA0 1/4" Cart Tape	1	12
H2055A + S00 HP SW Materials PPN		
#0FV 6-25 Clusters	1	12

Notes:

Gateway software is the only software product, other than the operating system, available for the NCP.

To determine the tier level, count the number of clusters (PM's) in the configuration. Model 45, 60, and 70 switches each count as one cluster.

Support Configuration	Quantity	Total
24460A + S71 M60 ROM Update	1	12
24470A + S71 M70 ROM Update	1	12
#124 3 LIM's	1	12
24480A + S71 M80 ROM Update	1	12
#124 3 LIM's	1	12
24481A + S71 PM ROM Update	4	48
24483A + S71 LIM ROM Update	7	84
24486A + S71 DIM ROM Update	1	12

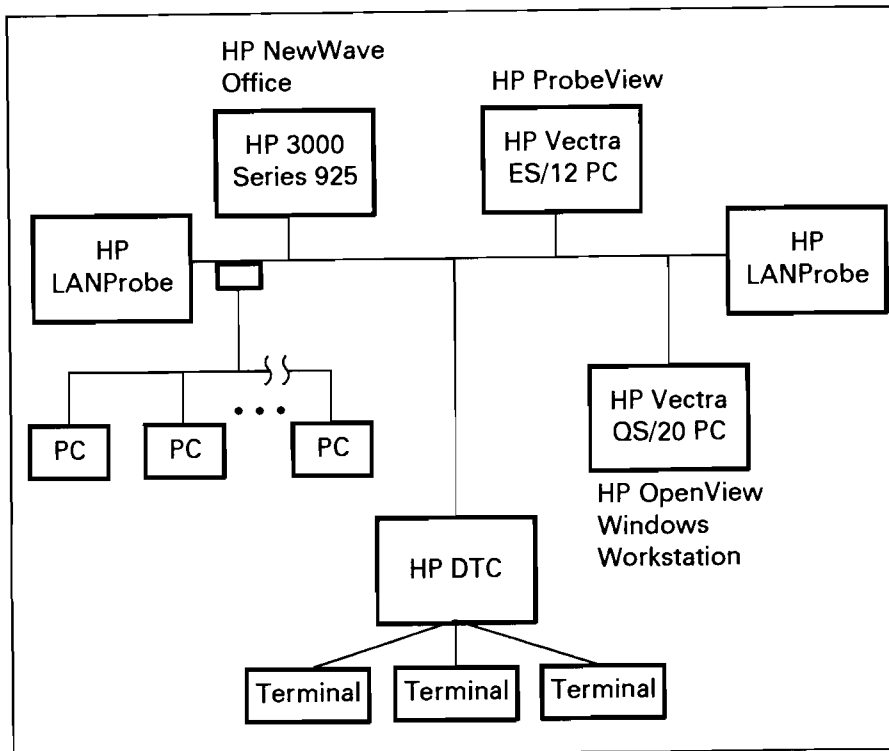
Notes:

The HP PPN node update products can be appended to the NCP contract or entered under another system handle(s). This would allow the customer the option of having the firmware updates sent to a central (NCP) location or shipped directly to a remote location.

Example 7: HP NewWave Office Software Solution

This customer has HP NewWave Office software running on an MPE platform. The central system is an HP 3000 Series 925 running HP NewWave Office software for MPE XL, with 50 MS-DOS HP Vectra PC clients. In addition, this customer has a single HP Vectra QS/20 PC with an HP OpenView Windows workstation running on the network and an HP Vectra ES/12 PC with HP ProbeView software.

This customer is a marketing research department of a large firm, and data access is critical. Therefore, HP ResponseLine software support service is required to meet the customer's support needs.



HP NewWave Office Server Series 925

Software Configuration	Materials	Support Configuration	Quantity	Total
Operating System:		H2001A + H00 HP ResponseLine	1	12
32651A MPE XL FOS	Y	#0J4 925/932		
#425 Series 925		#0F8 Integrated PC Office A	1	12
No Charge Update:		H2071A + S00 HP OS Materials with		
36391A HP TurboIMAGE	Y	CD-ROM Documentation		
		#0J4 925/932	1	12
		#AA2 6250 BPI Tape	1	12
Software Products:		H2004A + S00 HP SW Materials Update		
30368A HP SQL	Y	#0J4 925/932	5	60
32258A HP Sys Dict/XL	Y	#AA2 6250 BPI Tape	5	60
B1710A HP NewWave Off*	Y			
36923A HP ThinLAN/XL	Y			
36920A HP NS3000/XL	Y			
27250A HP ThinLAN/PC	Y	H2016A + S00 HP SW Materials Update	2	24
50923F NS-user Server	Y	#0A9 RTC 10 PCs	10	120
		36369A + Q00 MUS Sys Mgmt core plus		
		#ABA U.S. version	1	12

Notes:

HP Software Materials Update service for HP B1710A, HP NewWave Office software for MPE XL, provides updates to all software in the bundled product. The software products are: Resource Sharing (and client software), HP DeskManager, HP NewWaveMail, HP AdvanceMail, Information Access, and HP NewWave. Currently, HP NewWave software delivers to HP OfficeShare clients.

HP SQL, HP System Dictionary, and HP TurboIMAGE databases all need to be added to the software support configuration for inclusion on the update tape. HP TurboIMAGE, however, is a no-charge update.

The HP 3000 Series 925 updates include system management core documentation. To receive manual updates for additional manual sets, be sure to order the + Q00 service.

Application option #0F8, Integrated PC Office, provides HP ResponseLine support for all of the PCs running HP's commercial PC applications; this is defined in Appendix B of the Software Support Appendices on HP Desk.

**HP OpenView Windows
HP Vectra QS/20 PC Workstation**

Software Configuration	Materials	Support Configuration	Quantity	Total
Operating System:		H2025A + H00 HP ResponseLine	1	12
N/A		#0JT PC MS-DOS		
Software Products:		#0L7 HP OpenView Support	1	12
27250A	HP ThinLAN Link	#0FP Data Communications Test	1	12
50929F	LAN Config/Diag			
32049A	HP OpnVw Win	H2027A + S00 HP SW Materials Update		
D2355A	HP DTC Manager	#0JT PC MS-DOS	5	60
50923F	HP NS-user Server	#AA8 3.5-inch Disk	5	60

Notes:

HP OpenView Windows workstation, part number HP 32054A, must be unbundled for software configuration. Check software support in Appendix H of the Software Support Appendices for complete bundled product information.

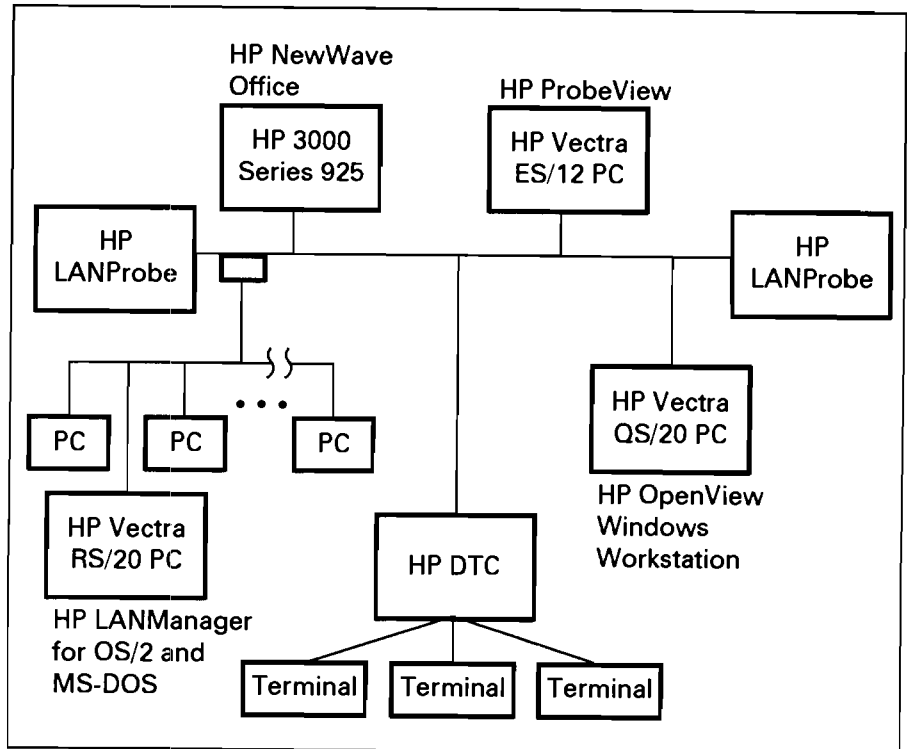
Application option #0FP data communications test was added to this HP ResponseLine contract to provide application support for HP ProbeView software. This allows you to configure the PC with HP ProbeView as an HP BasicLine contract.

**HP ProbeView
for HP Vectra ES/12 PC**

Software Configuration	Materials	Support Configuration	Quantity	Total
Operating System:		H2026A + L00 HP BasicLine	1	12
N/A		#0JT PC MS-DOS		
Software Products:		H2027A + L00 HP SW Update Materials	1	12
4990A	HP ProbeView			
27250A	HP ThinLAN Link			
50923F	NS-user Server			

Example 8: HP NewWave Solution with HP LAN Manager Software for OS/2

The previous HP NewWave Office software example is configured differently when HP LAN Manager software is present. Assume the same customer has HP NewWave Office software running on an MPE platform integrated with HP LAN Manager OS/2 software. The central system is an HP 3000 Series 925 running HP NewWave software for MPE XL. In addition, this customer has an HP Vectra RS/20 PC running HP LAN Manager software for OS/2 and 50 HP Vectra MS-DOS PC clients. This customer also has a single HP Vectra QS/20 PC with an HP OpenView Windows workstation running on the network.



HP NewWave Office Server HP 3000 Series 925

Software Configuration	Materials	Support Configuration	Quantity	Total
Operating System:		H2001A + H00 HP ResponseLine	1	12
32651A	MPE XL FOS	#0J4 925/932		
#425	Series 925	#0F8 Integrated PC Office	1	12
No Charge Update:		H2071A + S00 HP OS Update Materials with CD-ROM Documentation		
36391A	HP TurboIMAGE	#0J4 925/932	1	12
Software Products:		#AA2 6250 BPI Tape	1	12
30368A	HP SQL	H2004A + S00 HP SW Materials Update		
32258A	HP Sys Dict/XL	#0J4 925/932	5	60
B1710A	HP NewWave Off	#AA2 6250 BPI Tape	5	60
36923A	HP ThinLAN/XL			
36920A	HP NS3000/XL	36368A + Q00 MUS Sys Mgmt Core plus #ABA U.S. Version	1	12

Notes:

HP SQL, HP System Dictionary, and HP TurboIMAGE databases all must be added to the software support configuration for inclusion on the update tape. HP TurboIMAGE, however, is a no-charge update.

The HP 3000 Series 925 updates include system management core documentation. To receive manual updates for additional manual sets, be sure to order the +Q00 service.

Application option #0F8, Integrated PC office, provides HP ResponseLine support for all of the PCs running HP Commercial PC applications, as defined in Appendix B of the Software Support Appendices.

**HP LAN Manager for OS/2 Server
for HP Vectra PC RS/20 PC**

Software Configuration	Materials	Support Configuration	Quantity	Total
Operating System:		H2025A + H00 HP ResponseLine	1	12
N/A		#0L8 HP LAN Manager OS/2		
Software Products:		#0L7 HP OpenView Support	1	12
D1810A	HP LANMgr OS/2	#0FP Data Communications Test	1	12
D1811A	Network Server	H2027A + S00 HP SW Update Materials	3	36
27250A	HP ThinLAN Link			

Notes:

HP LAN Manager software is supported under the HP Vectra PC software support program. Therefore, HP Vectra PC software support services must be purchased for the HP LAN Manager and each client.

Application options #0L7, HP OpenView support, and #0FP, data communications test, were added to this HP ResponseLine contract. This allows HP BasicLine contracts to be purchased for the HP OpenView Windows workstation and the PC with HP ProbeView software, respectively.

HP LAN Manager Clients

Software Configuration	Materials	Support Configuration	Quantity	Total
Operating System: N/A		H2026A + L00 HP BasicLine #0JT PC MS-DOS	50	600
Software Products: D1811A Network Server N 50927F HP ThinLAN Link N		M60 HP BasicLine Credit		

**HP OpenView Windows
HP Vectra QS/20 PC Workstation**

Software Configuration	Materials	Support Configuration	Quantity	Total
Operating System: N/A		H2025A + L00 HP BasicLine #0JT PC MS-DOS	1	12
Software Products: 27250A HP ThinLAN Link Y 50929F LAN config/diag Y 32049A HP OpnVw Win Y D2355A HP DTC Manager Y 50923F HP NS-user Server Y		H2027A + S00 HP SW Materials Update #0JT PC MS-DOS #AA8 3.5-inch Disk	4 4	48 48

Notes:

HP OpenView Windows workstation, part number HP 32054A, must be unbundled for software configuration. Check Appendix H of the Software Support Appendices for complete bundled product information.

**HP ProbeView
for HP Vectra ES/12 PC**

Software Configuration	Materials	Support Configuration	Quantity	Total
Operating System: N/A		H2026A + L00 HP BasicLine #0JT PC MS-DOS	1	12
Software Products: 4990A HP ProbeView Y 27250A HP ThinLAN Link N 50923F NS-user Server N		H2027A + L00 HP SW Update Materials	1	12

Additional Information

The following documents can provide further information about the HP's software support program.

Publication Number	Description
New	
5952-0531*	HP TeamLine Software Support Service for MRP II Systems data sheet
5952-1827	HP Software Update Materials Service for HP 3000 and HP 9000 Computer Systems data sheet
5952-2321	HP ResponseLine Software Support Service for HP's Dynamic Signal Analyzer Software data sheet
5952-2324	HP ResponseLine Software Support Service for Factory Automation Software data sheet
5952-2327	HP Advanced Image Management Systems Software Support data sheet
5952-2447	HP SupportLine direct-mail piece
5952-2814	HP SupportLine—At a Glance
5952-2821	HP Private Packet Network Software Support data sheet
Revised	
5952-0502	HP Series 6100 Model 600/A HP-IB CD-ROM Drive data sheet
Also Available	
5952-1224	HP Dealer ResponseLine Software Support Service for SCO UNIX System V/386 data sheet
5953-2388*	HP TeamLine Software Support Service for HP 3000 data sheet
5953-2389*	HP ResponseLine Software Support Service for HP 3000 data sheet
5954-7400D	HP 3000 Startup Response Center Support data sheet
5953-2390*	HP BasicLine Software Support Service for HP 3000 Computer Systems data sheet
5953-2391*	HP TeamLine Software Support Service for HP 9000 Computer Systems data sheet
5953-2392*	HP ResponseLine Software Support Service for HP 9000 Computer Systems data sheet
5953-2393*	HP BasicLine Software Support Service for HP 9000 Computer Systems data sheet
5953-2385*	HP TeamLine Software Support Service for HP 1000 Computer Systems data sheet
5953-2386*	HP ResponseLine Software Support Service for HP 1000 Computer Systems data sheet

*Add the letter D to the part number for the U.S. version.

Publication Number	Description
5953-2387*	HP BasicLine Software Support Service for HP 1000 Computer Systems data sheet
5959-2416	Introducing Enhanced HP Software Support Services brochure
5952-6385	HP CD-ROM Drive data sheet
5952-6561	Presenting HP LaserROM – A Breakthrough Productivity Tool for HP-UX Computing brochure
5952-6563	HP LaserROM for HP 9000 Series 800 HP-UX Systems data sheet
5954-9704	HP LaserROM brochure
5954-9706	HP LaserROM for Business Systems (MPE V) data sheet
5954-9709	CD-ROM: The Basics primer
5954-9711	HP LaserROM for 900 Series HP 3000 MPE XL data sheet
5953-2394*	HP ResponseLine Software Support Service for HP 64000 Microprocessor Development Environments data sheet
5953-2395*	HP BasicLine Software Support Service for HP 64000 data sheet
5953-2398*	HP ResponseLine Software Support Service for Personal Computers data sheet
5954-9694	HP Per-incident HP Response Center Support for Engineering and Logic Workstation Users data sheet
5932-8605	CSSA Attachment Software Support Credit Program for Additional Systems for Computer Instrument Products
5952-4888D	Exhibit 28G HP Startup ResponseLine Software Support Service
5959-2410D	Exhibit 28T HP TeamLine Software Support Service
5959-2411D	Exhibit 28H HP ResponseLine Software Support Service
5959-2412D	Exhibit 28L HP BasicLine Software Support Service
5959-2413D	Exhibit 28S HP Software Update Materials Service
5952-1725	Exhibit 28C HP Custom Support Plan
5954-0149	Media Retention Option data sheet
5952-0258	HP LaserROM Information Service and Software data sheet
5952-0537	HP LaserROM/UX Software for HP 9000 Series 300 and Series 800 HP-UX Computers data sheet
5952-0259D	Exhibit 18R HP LaserROM Subscription Service

*Add the letter D to the part number for the U.S. version.

Publication Number	Description
5952-0502	HP Series 6100 Model 600/A HP-IB CD-ROM Drive data sheet
5952-6385	HP CD-ROM Drive data sheet
5952-0532	HP LaserRelease Program for MPE V data sheet
5952-6381	HP LaserRetrieve CD-ROM Software data sheet

*Add the letter D to the part number for the U.S. version.

Field Communication Tools

Publication Number	Description
5952-6387	HP Patch program Field Engineer User's Guide
5952-6388	HP Patch Program Field Training Manual
5954-8240	Implementation Support Plan
5952-7862	Custom Support Plan Guidelines

*Add the letter D to the part number for the U.S. version.

Network Support

Opportunities

Network support services comprise all the solutions for designing, implementing, maintaining, and operating computer data networks.

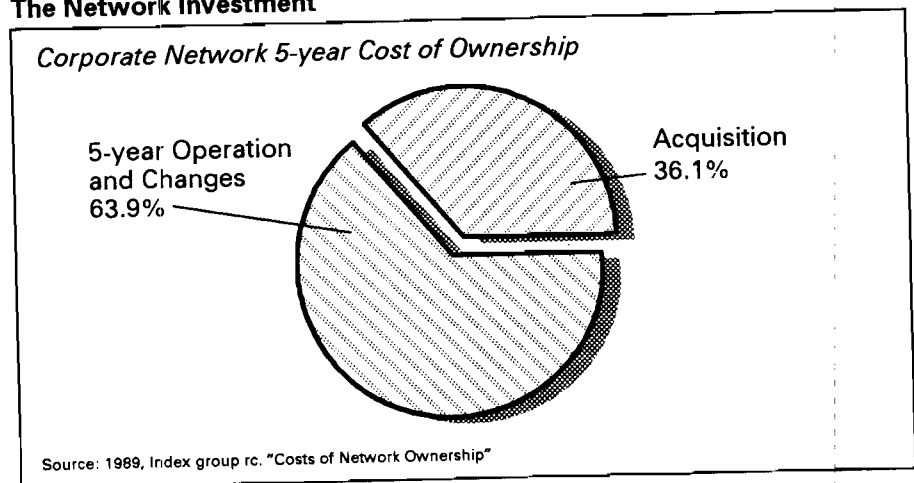
The Market

The market for network support services is exploding for a number of reasons:

- Networks are growing—and they're growing faster than the supply of quality support staff.
- Networks are complex—they're increasingly geographically dispersed combinations of local area networks (LANs) and wide area networks, (WANs) and they're increasingly multivendor.
- Networks can have problems—as the number of connections increases, so do problems and bottlenecks.
- Network support is pivotal—smooth-running networks are so important to business that network support capability is ranked as the leading reason for choosing a network vendor (IDC, 1988; Business Research Group, 1989).

Although customers spend a significant amount acquiring a network (including planning and implementation), there is a large market for network operation and change, too.

The Network Investment

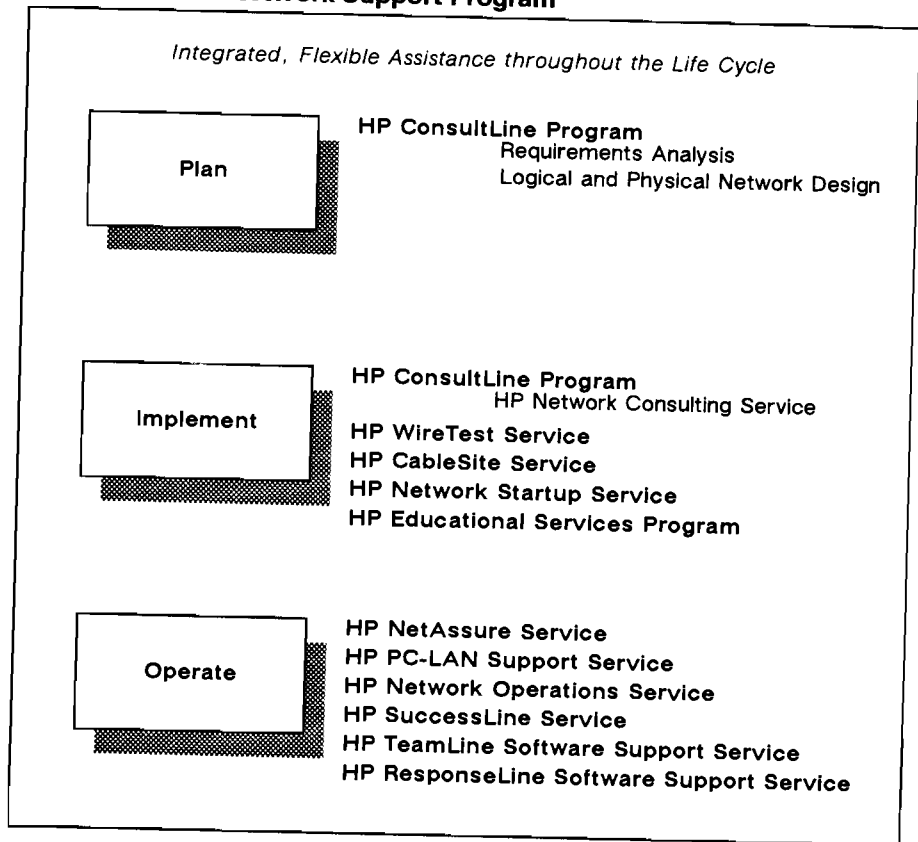


The network life cycle offers opportunities for selling support services during the planning phase, when the network is implemented, and during the operation of the network.

What HP Offers

Through the HP Multivendor Network Support program, Hewlett-Packard offers network support at all stages of the network life cycle: planning, implementation, and operation. And remember, this is support for multivendor networks—it's not for HP equipment only.

HP Multivendor Network Support Program



Planning

To help with the planning and design of a network, HP offers HP Network Consulting service.

Implementation

During the implementation phase of a network, HP offers:

- HP Network Consulting service
- HP CableSite service
- HP WireTest service
- HP Network Startup service
- HP Educational Services program

Operation

For customers who need help with operating and maintaining their networks, HP offers these services:

- HP NetAssure service
- HP PC-LAN Support service
- HP LAN Operations service
- HP Private Packet Network (HP PPN) Operations service

All Phases

At all phases of the network life cycle, customers can use:

- HP Educational Services
- HP Performance Consulting service

The System Solution

Network support services is an area where Hewlett-Packard can offer the customer a complete, wide-ranging full-system solution. Although the customer usually has an greater immediate need for one service, you can seize the opportunity to recommend other services as well. For instance, you might begin by helping with the planning phase, then handle the actual implementation and startup of the network, and even operate and maintain it for your customer. Remember:

- Use one service as a key to introduce others.
- HP's solutions encompass all parts of the network, regardless of who the network vendor is.
- Be flexible; listen to the customer.
- HP can customize a complete network support solution.

What's New

Recent additions to HP's network support program offerings include:

- HP LAN Operations service
- New educational services courses
- Network support slide set
- Sales briefs for HP LAN Operations and HP CableSite
- DS to NS migration consulting service
- NISP User's Guide update

Multivendor LAN Operations

HP LAN Operations service provides a flexible, secure network operation service for many LANs. These include the multivendor Ethernet, IEEE 802.3, and TCP/IP-based LANs found in workstation, microcomputer, minicomputer, and mainframe environments.

New Courses

The HP Educational Services program has added new network courses:

- **OSI Overview: Architecture, Technology, and Standards (HP H2521A)**—A self-paced course that teaches the fundamentals and technical concepts of the open systems interconnection (OSI) model (available from HP DIRECT).
- **Network Management Seminar (HP 50749A)**—A 1-day course that introduces key issues related to network management in today's rapidly changing computing environment
- **Approaches to Network Design Seminar (HP 50750A)**—A 2-day seminar that introduces the issues involved in planning and designing a computer network
- **X.25 Packet Switching Network (HP 50752A)**—A course providing students with hands-on experience using protocol analyzers and X.25 switches as well as in-depth coverage of the technical details of X.25 and related industry standards

Contact your local HP Customer Education Center for data sheets and scheduling information.

Network Support Slide Set Update

The network executive and capabilities slide sets have been updated to include our new services. For ordering information, see the videotapes and slide-shows ordering information at the end of this chapter.

Sales Briefs for HP LAN Operations and HP CableSite

Sales briefs for the new HP LAN Operations service and HP CableSite service are now available in the June 1990 edition of the HP AdvanceNet Sales Reference Guide.

DS to NS Migration Service

A new consulting service designed to help customers successfully migrate from DS to NS is now available. For more information, please send an HPDesk message to the network hotline, or WCSO's Customer Support hotline.

NISP User's Guide Update

The third-quarter FY90 version of the NISP User's Guide is now available. Please refer to the last section of this chapter for information on ordering literature.

Sales Strategy

Networks tend to grow rapidly, making add-on sales potential even greater. Moreover, when HP controls the network, more HP products can be part of these add-on sales.

The HP Multivendor Network Support program can be used as a differentiator in a sales situation, because not many vendors offer such a comprehensive range of services.

Recognizing Opportunities

In general:

- Simple, low-end network customers (with small numbers of PCs at a single location) are extremely price-sensitive and usually covered by dealer or internal support.
- As the number of networks increases or their complexity rises, the HP Multivendor Network Support program becomes a better choice.
- Highly complex networks, multivendor equipment, and multiple LAN/WAN networks all point to ideal opportunities for Hewlett-Packard.

Conducting a Needs Analysis

One or more of these characteristics belong to the prospective customers who are most likely to buy networking solutions. Your ideal prospect:

- Needs a networking solution to implement a new network, expand existing networks, resolve problems with existing networks, or integrate existing LANs and WANs
- Has a multivendor system or network environment
- Is pressed for time to implement a networking solution
- Seeks networking expertise because in-house knowledge is limited, dedicated to other projects, or simply does not exist

The more of these criteria that apply to your prospective customer, the more likely it is that you'll close a sale.

Here are some customer characteristics that identify a good prospect for each of the network support products.

HP Network Consulting Service

A good prospect for this service has some or all of the following characteristics:

- Is a first-time network user
- Plans to install a large new network or significantly expand existing one
- Has multiple business locations
- Has complex communications requirements at a single location (for example, computer integrated manufacturing or most broadband applications)
- Uses or plans to use equipment from multiple vendors
- Lacks network design expertise
- Has complex corporate data for communication throughout the organization
- Has specific implementation issues facing the organization

HP CableSite Service

A good prospect for this service has some or all of these characteristics:

- Plans to install a new network or expand an existing one
- Requires or wants single-vendor responsibility for the cable design, installation, and implementation
- Needs expert advice for LAN cable design and implementation

HP WireTest Service

A good prospect for this service has some or all of the these characteristics:

- Has existing cables in place that may be usable for a LAN installation
- Needs a quick, simple, and expert recommendation
- Wants to preserve the current investment in existing building wiring

HP Network Startup Service

A good prospect for this service has some or all of these characteristics:

- Is installing a new network or expanding an existing network
- Has complex WANs (for example, X.25, SNA) or LAN clusters
- Has limited or no applicable data communications expertise in-house
- Plans a network using multivendor equipment
- Has or plans to have a network geographically dispersed over multiple business locations

HP NetAssure Service

A good prospect for this service has some or all of these characteristics:

- Uses equipment from multiple vendors on the network
- Experiences frequent communication problems with the network
- Currently pays extensive time-and-materials charges
- Suffers from vendor "finger-pointing"
- Has no or limited in-house data communications expertise
- Has a network that is becoming increasingly critical to successful operation of the company
- Has two or more geographically dispersed locations that communicate through a public carrier or private X.25 circuit

HP PC-LAN Support Service

The ideal prospect for this service:

- Has a PC-LAN network with a 3Com or Novell network server
- Has a PC LAN that is critical for successful company operations
- Depends on limited in-house expertise to maintain required uptime levels
- Requires prompt, consistent, and reliable support of 3Com or Novell LANs

HP Network Operations Service

A good prospect for this service has some or all of these characteristics:

- Depends on network reliability for critical company operations
- Has a multivendor, multiple-location environment
- Lacks in-house expertise or personnel resources to maintain the levels of uptime required
- Needs partial shift coverage during off-hours

Configuring the Solution

All network support team members contribute their expertise to provide the customer with the best support solution. Here's a method that works:

1. Identify that your prospect needs a network solution.
2. With your customer, fill out the preliminary network needs questionnaire in the Winning the Network Sale brochure. The questionnaire can help identify and qualify prospects.
3. Review the completed questionnaire with your peaked network systems engineer (PNSE) in the U.S. or Intercon; for Europe contact your network specialist.
4. Work with your PNSE or network specialist to further qualify your prospect and help assemble the network sales team.
5. Lend your technical expertise and knowledge of the customer to other members of the team throughout the selling process.

Presenting the Solution

Sell to decision-makers! To highlight the benefits of the HP Multivendor Network Support program within the customer organization:

- **Use your existing support relationship**—because you are on site and supporting the account, you can explain the benefits of HP's network support services.
- **Gain the support of the MIS manager**—this manager will be asked for opinions by the decision-makers.
- **Sell high**—selling as high as you can (at the executive level, if possible) provides more opportunities for broad system solutions.
- **Use the PIP**—using the Network Support PIP worksheets will help justify the cost of using HP services versus customers doing it themselves or doing without support.

Using Internal HP Resources

Once you have identified an opportunity and qualified the prospect for network support, you can call on many internal HP resources to help.

HP's Coach Process

HP's coach process is an approach to selling high and partnering with executive decision-makers to sell Hewlett-Packard solutions. HP's coach process supports HP's field-selling process by providing a methodology and a set of tools to implement the process.

Use HP's coach process to:

- Demonstrate the value of services to customers
- Sell higher in the customer organization
- Develop a customer preference for HP network support
- Build a partnership with the customer
- Align with the HP field selling process

The PIP

A profit improvement proposal (PIP), part of HP's coach process, can help convince a customer of the financial advantages of a particular solution. The network support PIPs come into play during the needs analysis, configuration, and presentation stages; they quantify network support activities and value. The PIP:

- Builds a relationship with the client
- Assists the customer in justifying costs to management
- Lets the customer see where vendor support can be superior to in-house support
- Helps sell an HP solution if it's right

See the section "Additional Information" at the end of this chapter for information on how to order network support PIPs.

Success Stories

These examples illustrate how network support has helped close major deals for Hewlett-Packard.

Fairfax County Library System

The Fairfax County, Virginia, library system consists of a Central Technical Operations Center, 6 regional library centers, 12 community library centers, and 6 mini-libraries. Ninety employees staff the Central Center, 15 to 20 employees staff the regional centers, 10 to 12 employees staff the community centers, and 2 to 3 employees staff the mini-libraries. The larger libraries provide a full range of library services while the smaller branches provide a limited range of library services.

Fairfax County sought a single-vendor solution for hardware, software, and service. They wanted minimal downtime in the transition of their existing systems and network to the new systems and network, and uninterrupted customer service. Planning and project management were required to ensure that each site would be brought up on schedule. New buildings required extensive cabling.

The CE organization, working with the rest of the sales team, was able to convince the customer that HP could satisfy all needs. Support sales engineer Steve Grill used Big Bertha network maps and documentation to help sell the customer on HP's planning and project management abilities. Steve pointed out that HP could plan the solution, provide cabling for the new buildings, install the network, manage the entire process, and provide ongoing support.

The HP sales team consisted of sales representative Skip Trahern, Support sales engineer Steve Grill, System Engineer Karen Knaut, and network project engineer Joe Kubik. The HP sales team was able to leverage HP hardware products, an OEM software package on an HP platform, and a complete range of HP network support products.

Computer hardware included HP 3000 Series 900 systems, DTCs, HP 2335 systems, and Eagle disk drives. The total was approximately \$2 million in hardware sales. Fairfax County also purchased network support products, including:

- HP CableSite service, \$95,000
- HP Network Consulting service
- HP Network Startup service, \$42,000
- HP NetAssure, \$1,700/month

The successful closure of this deal allows HP to leverage sales for the next two phases of Fairfax County's plan.

Several factors helped bring this deal to a successful close:

- A team approach involving the SR, CEO, and AEO
- A solution that met the customer's needs
- Making upper management aware of the total solution

Kelley Oil

Kelley Oil is responsible for managing public and private drilling programs. The headquarters is in Houston, Texas, with a branch office in New York. Their ventures include sales to refineries and participation in oil and gas distribution.

Kelley Oil sought a single-vendor solution that provided network planning, wiring to fit their building and network requirements, and installation and ongoing support of their network. The company was already a satisfied user of HP 3000 systems.

Leveraging off of the existing systems and the network support products, the HP sales team, made up of sales representative Janet Yauch, field network engineer Dennis Biensky, system engineer Susan Mitchell, and system engineer Deborah Foley, was able to win the deal. The solution included HP CableSite, HP Network Consulting, HP Network Startup, and HP NetAssure services.

The customer was so completely satisfied with HP's solution that Kelley Oil is willing to be used as a reference account for other HP customers. The HP account team is looking forward to repeat business as Kelley Oil Corporation continues to grow.

According to the sales team on the account, the major factors in swinging this deal to HP were:

- A team approach, blending the talents of the SR, CEO, and AEO
- Identifying and selling to the customer's needs
- Good communication with the customer—crucial to closing the deal
- Array of HP network support products ensuring a complete system solution

Rucker Fluid Power

Rucker Fluid Power, based in Seattle, Washington, with more than 300 employees, is one of the largest distributors of hydraulic equipment in the U.S. The company data network provides remote access from its branch stores in the field to the three HP 3000 computers at headquarters.

Using Software for Distributors (SFD), an application from DRC (an HP VAR), Rucker sales representatives in any store have on-line, real-time access to the entire company's inventory data. This network allows Rucker to provide a superior level of customer service and prevents losing sales due to local unavailability of a part. It also means that keeping its network up and running is a key part of Rucker's competitive edge.

Spun off from Amfac, Rucker was purchased by Lucas Industries, a British firm. Network support was provided by Amfac data communications specialists, who had also designed the network. After the sale, Amfac's data communication specialists told Rucker it had 2 weeks to call them for help. After that, Rucker was on its own with the network.

Rucker's MIS staff consists of a system analyst and three system operators, all experienced with networks in general but untrained on the specific equipment in their network. In the short term, Rucker needed someone who could support this network the way Amfac had—with one number to call for all service requirements. In the future, Rucker wanted equipment and training provided for its staff so they could handle more of the network support in-house.

HP's sales representative for Rucker, Henry "Ky" Hopewell, learned of the situation and asked customer engineering district manager Mel Hughes to meet with Rucker. Hughes put together a team consisting of Hopewell, himself, Cary Hockman (PNCE), Jack Hymer (DNSE), and Reidar Sumstad (account CE). The HP team offered network consulting to design a personnel training program and a network management system. To deal with Rucker's maintenance needs, the team proposed HP NetAssure service.

The entire sales process took about 2 weeks. Rucker accepted the proposal and the team went to work. Within a month, the team had:

- Surveyed and documented the entire network and begun HP NetAssure service coverage
- Recommended the Codex 9330 network management system, based on an HP Vectra PC workstation

Competition for the network support business came both from Codex and from a newly formed network consulting company consisting of the two data communication specialists who had designed the network and supported it until Amfac sold Rucker. HP won the deal both on competitive price and its ability to support the entire network from end to end, including the CPUs.

Teaming with HP for network support was looked at skeptically by Lucas management at first, but not only was HP's proposal much cheaper than the competition's, but HP's help in training, equipment, and support meant that Rucker has not needed to hire more people.

Hopewell credits the customer satisfaction provided by the HP Multivendor Network Support program with playing a major role in preserving account control. He expects Rucker to upgrade their HP 3000 Series 68 to 70 systems soon and shift to HP-PA computers within the next 2 years.

HP Network Consulting Service

HP Network Consulting service assists customers in analyzing, designing, and implementing networks. (This service replaces HP Network Planning and Design service, HP Network Prepare service, and HP Network Implementation service.)

Benefits and Features

HP Network Consulting service enables your customers to:

- Obtain a high level of network expertise and consistent worldwide delivery.
- Meet network design and implementation goals.
- Satisfy any unique network requirements.
- Implement the total network solution smoothly.

HP Network Consulting service is part of the new HP ConsultLine program. For details about this program and about HP Network Consulting service, see the chapter, "Consulting Services," in this guide.



HP CableSite

HP CableSite service helps design and build LAN cable systems. With this service, HP provides single-vendor responsibility for the design and implementation of the cable infrastructure. HP CableSite service can provide an entirely new cable system or add new cable to an existing network. As with all the services in the HP Multivendor Network Support program, HP CableSite can be scaled to fit a customer's network technology and size.

Benefits and Features

HP CableSite service gives your customer:

- Quality cabling design
- Quality installation
- Verified cable functionality
- A foundation for ongoing supportability, including cable documentation
- Simplified implementation
- Multiple-site coordination
- Flexibility for future needs

HP CableSite service relieves your customers of the need to manage or perform cable installation. The actual installation is performed by subcontractors and supervised by Hewlett-Packard.

HP CableSite service is available throughout North America and in most European and Intercon countries, allowing multiple-site coordination of cable activities with other vendors.

HP Network Startup Service

HP Network Startup service gets the customer's network up and running quickly by providing complete project management during the startup phase. It goes beyond hardware installation by assuring that your customer's multivendor network is fully functional.

Benefits and Features

HP Network Startup service provides all of the following:

- Coordination of HP and other vendor activities and resources for your customer's network installation
- Setup and configuration of HP components
- Coordination of other vendors to define their configuration parameters
- Testing of all major network connections
- Problem resolution
- Delivery of complete network topology and device configuration documentation
- Verification that the network is operational

HP Network Startup service gives your customer:

- Immediate network startup—your customer gets a fully operational network that is ready to be used immediately.
- Automatic qualification for ongoing network support—this service automatically qualifies your customer's network for HP NetAssure service.

HP NetAssure Service

Once a network is operational, HP NetAssure service provides a single point of contact for the ongoing network support that your customer needs. If something goes wrong on the network, HP NetAssure service isolates network faults, protecting your customer from the confusion, frustration, and time lost in working with several separate vendors. HP NetAssure service:

- Provides fault-isolation and problem-resolution assistance for all devices on the network
- Covers multivendor computer equipment, network equipment, and transmission links

Benefits and Features

HP NetAssure service gives your customer:

- Help when it's needed—to support multi-shift and international business operations, HP NetAssure service is now available with optional coverage 24 hours a day, 7 days a week.
- Help fast—a single telephone call to the HP Response Center puts a network support specialist on the job within 2 hours.
- No “finger-pointing”—HP is the customer's single point of contact, minimizing the need to deal with other networking vendors.
- Guaranteed maximum uptime—in some network configurations, HP Predictive Support software is available to monitor error trends and predict network problems so that the HP Response Center or the customer's network operator can correct them before they occur.

Eligibility

HP NetAssure service requires at least one HP 3000, HP 9000, or HP 1000 system, or an HP PC.

HP PC-LAN Support Service

HP PC-LAN Support service gives the customer a single point of contact for resolution of 3Com and Novell LAN problems.

Benefits and Features

HP PC-LAN Support service offers these benefits and features:

- One telephone call and single point of contact
- Support service for 3Com and Novell software
- Support for HP LAN Manager software (coming soon)
- Remote network diagnostics via software and a modem
- Fast response time:
 - Network software: 2-hour callback from HP Response Center
 - Server hardware: 4-hour on-site support
 - Client hardware: 4-hour, next-day, or scheduled on-site

HP PC-LAN Support service gives customers prompt LAN problem resolution through remote support and HP on-site service for all LAN components. Moreover, a single point of contact frees the customer from managing multiple service contracts.

Eligibility

To be eligible for HP PC-LAN Support service, the customer:

- Must provide a direct-dial, voice-grade telephone line
- Must permit remote network access

In addition, the customer should be encouraged to purchase HP's multivendor PC support for multivendor hardware attached to the LAN (although it is not a requirement). Deals in which HP supports only the server (that is, in which the customer purchases only HP PC-LAN Support service) may have a negative impact on the overall quality of HP support, and may also affect profitability. In general, HP wants to support the server and the multivendor clients.

HP is the single point of contact when a problem occurs on the LAN. Furthermore, HP PC-LAN Support service ensures fast response times and simple contract administration. HP's agreements with leading PC-LAN suppliers enable HP engineers to have the latest information, tools, and expertise.

With HP PC-LAN Support service, when a problem occurs, the customer simply calls the HP Response Center. HP will diagnose, and if possible, correct the problem remotely. Naturally, if a remote fix is not possible, HP will send a support representative to the customer site to repair hardware-related problems.

HP Network Operations Service

HP Network Operations service provides flexible, secure network operations support for your customer's multivendor LAN or WAN. HP can operate and monitor your customer's network around the clock or provide partial-shift coverage. These services are provided by HP Customer Network Centers.

HP PPN Operations service provides network operations service for your customer's HP PPN or multivendor WAN.

HP LAN Operations service provides network operations service for your customer's multivendor, Ethernet, IEEE 802.3, TCP/IP, and SNMP-based LAN.

Benefits and Features

HP Network Operations service gives your customer:

- Real-time monitoring
- Fault isolation and problem-resolution assistance (HP NetAssure service)
- Periodic status and performance reports
- Complete network documentation
- 24-hour telephone assistance
- Account representation
- A secure operational environment
- Efficient management of network changes (standard with HP PPN Operations service; optional with HP LAN Operations service)
- Account resident administration (not available with HP PPN Operations; optional with HP LAN Operations)
- Software update installation [not available with HP LAN Operations; only available with HP PPN Operations when the customer's network control processor (NCP) is located at an HP Customer Network Center]

In many cases, the result of HP operating the customer's network is increased network uptime, which can amount to significant cost savings for your customer. Also, with HP providing operations support, the customer's technical staff can focus on other duties.

HP WireTest Service

HP WireTest service saves customers additional wiring costs whenever possible. This service tests existing twisted-pair cable and determines whether it can be used with HP StarLAN and HP StarLAN 10 networks. HP WireTest service can save your customer money by preserving all or part of the investment in existing building wiring.

Benefits and Features

HP WireTest service gives your customers:

- Reliability—accurate tests are performed by expert HP customer support engineers, leading to greater network reliability.
- Speed—the test procedure is quick and simple.
- Thoroughness—continuity, attenuation, crosstalk, and burst noise are tested.

This service supports HP's AdvanceNet strategy of providing complete networking solutions by fully supporting the HP StarLAN family of components: hardware, software, and twisted-pair wiring.

HP Educational Services

The HP Educational Services program is the perfect counterpart to Hewlett-Packard's other network offerings. HP's customer education helps ensure consistency and increases employee productivity.

HP's network education includes courses that teach customers both general topics and product-specific skills. Introductory courses include the Local Area Networks Seminar and Wide Area Networks Seminar, in addition to the Introduction to Data Communications course.

HP Educational Services courses emphasize standards; this is especially true of such offerings as the recently added X.25 Packet Switching Network course and the self-paced OSI Overview: Architecture, Technology, and Standards course.

Courses are available at more than 40 HP Customer Education Centers worldwide or can be tailored for delivery at the customer's facility.

Course offerings include:

- HP NS3000 V Services and Link Configuration
- Network Operations, HP-IBM
- Network Operations, HP-HP
- ARPA/Berkeley Service: Series 300 and 800
- Administration of NFS and Yellow Pages
- HP PPN Basic Network Operations
- HP PPN Advanced Network Operations
- HP NewWave Office for MPE
- HP NewWave Office for HP-UX
- Introduction to Data Communications
- Local Area Networks Seminar
- Wide Area Networks Seminar
- Approaches to Network Design Seminar
- X.25 Packet Switching Network
- Network Computing System (HP ApolloLine program)
- OSI Overview: Architecture, Technology, and Standards (self-paced)

HP Software Support Services

HP's software support program provides your customers with a flexible range of support options to fulfill their network software support needs, even as those needs change. The comprehensive support offerings is designed with the following four levels of support:

- HP TeamLine software support service
- HP ResponseLine software support service
- HP BasicLine software support service
- HP Software Update Materials service

You can also combine additional options with the three basic support levels to meet your customer's particular requirements. HP Custom Support Plan provides tailored individual software support. See the chapter "Software Support" for detailed descriptions of product offerings.

Support Alliances

Several programs are in place to enhance HP's multivendor support capabilities.

HP has invested in a program of multivendor network support for offerings such as HP NetAssure service and HP Network Startup service. HP's Network Support Affiliate program increases the value of HP multivendor network support by establishing cooperative support relationships with industry-leading network and data communications companies.

HP's Network Support Affiliate Program



- Mutual commitment to supporting customer networks

- Fault Isolation
- Problem Resolution
- Escalation

- Effective cooperation between HP and industry leaders

Through formal network support affiliate agreements, HP and its affiliate vendors have made the commitment and developed the operational procedures needed to cooperate in resolving customers' network support problems. HP is able to leverage the resources and knowledge of its affiliates to deliver more effective network support.

Benefits and Features

HP's network support affiliate agreements enable HP to give your customer a single-call network support solution. The agreements provide a process and structure for effective HP-affiliate cooperation, allowing resolution of customer network problems behind the scenes, with no finger-pointing

The agreements include procedures for three types of activities:

- Technical assistance
- Coordinated problem resolution
- Escalation

Technical Assistance

HP and an affiliate can call each other for answers to technical questions about products. The benefit is that HP can depend upon the affiliate to provide the answers HP needs to isolate a customer's network problem; HP can focus on supporting the network.

Coordinated Problem Resolution

When a problem is found in a portion of the customer's network, coordinated problem resolution procedures are used to notify the affiliate that its portion of the network is in need of service and to initiate the maintenance contract the customer holds with the affiliate. This helps HP provide the customer a single point of contact for network support. The affiliate resolves the problem, and the process is transparent to the customer.

Escalation

Escalation procedures allow HP and an affiliate to focus additional attention and resources on resolving a customer problem.

The U.S. Program

As of January 1990, Hewlett-Packard has signed network support affiliate agreements in the U.S. with the following vendors:

- Advanced Computer Communications (ACC)
- AT&T Paradyne
- Chipcom Corporation
- Network Equipment Technologies, Inc.
- Dynatech Communications
- Northern Telecom, Inc., Meridian Communication Systems*
- Equinox Systems, Inc.
- Siecor Electro-Optic Products*
- Gandalf Technologies, Inc.
- Vitalink Communications Corp.
- Micom Communications Corp.
- Timeplex, Inc.

The International Program

HP's International Vendor Development program helps HP's international support organizations develop appropriate affiliate relationships with vendors in their own countries. The actual relationships and services vary from country to country. Contact the country's network support program manager for information about network support vendor relationships.

* Technical assistance agreement only; does not include coordinated problem resolution, because these vendors have no on-site service capability.

HP's Network Agency Status Program

This new program gives HP the power to legally represent a customer to other vendors in the delivery of network support for a multivendor network. It requires an agency agreement with the customer and is used for HP NetAssure service delivery.

Agency Agreement

Agency agreements are tools to enhance the delivery of HP NetAssure service. An agency agreement:

- Gives HP the authority to represent the customer and to ensure that a vendor fulfills its network-related repair obligations to the customer
- Is established by the CEO (ACEM/CEDM/CE) and delivered by the HP Response Center
- Complements the existing HP NetAssure service processes
- Is a legally valid agreement that gives HP agent status

Using an Agency Agreement

Under an agency agreement, HP Response Centers call a vendor directly to:

- Initiate a service call for remote or on-site assistance
- Follow up on the project until the network problem is satisfactorily resolved
- Facilitate communication among multiple vendors in the process of fault isolation and problem resolution

Establishing an Agency Agreement

HP will offer to be an agent of the customer only after evaluating the vendor, equipment, and location information. Hence, HP's network agency status program is always specific to a combination of customer equipment, location, and vendors.

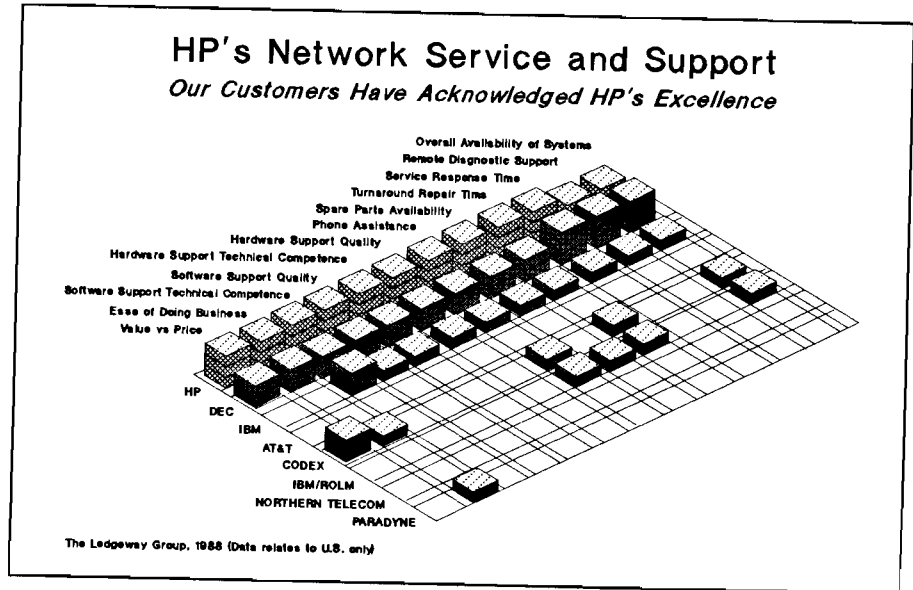
The offer to represent the customer to selected vendors is presented as a part of the HP NetAssure service proposal.

Beating the Competition

Competition for network support services is active and growing. But HP has a number of strengths that make us a formidable competitor.

In the competition for network service and support business, you can stress the following advantages to all your customers, for all services, across the board:

- HP has true multivendor focus for both LANs and WANs.
- HP is committed to supporting industry standards.
- HP offers worldwide network support coverage, around the clock if needed.
- HP's rating in support services is unsurpassed. (See the Ledgeway and Datapro surveys, and the surveys in Appendix A.)



Competitive Categories

The players that compete in the multivendor and network support arena can be grouped into categories based on the products and services they provide. The categories include:

- System and/or network manufacturers
- Independent service organizations (ISOs)
- Third-party maintenance organizations
- Fourth-party maintenance organizations
- Dealers
- System integrators and consulting firms

These competitors generally provide one or more of the following services:

- Multivendor network support
- Multivendor hardware support
- Multivendor software support

This table shows HP's current competition for multivendor and network support services.

Network Support Competitors: Full Service

Current Players	Possible Entrants
IBM	System/Network Manufacturing
DEC	<ul style="list-style-type: none"> - AT&T - NCR - Bull HN
	<ul style="list-style-type: none"> Large ISOs - Bell Atlantic
	<ul style="list-style-type: none"> Large SIs
	<ul style="list-style-type: none"> Telecom Companies
	<ul style="list-style-type: none"> Alliances

Network Support Competitors: Market Specific

System/ Network Manufacturing	Dealers	System Integraters	Consultants	ISOs	Fourth Party
AT&T	BussinessLand	EDS	Andersen	Bell Atlantic	DataServ
Sun	ComputerLand			TRW	Elec. Service Spec.
Bull HN				GE	
NCR				Computer Service	
Unysis				Decision Data	
Compaq					

This table shows how HP stacks up against the competition in support for LANs and WANs, and in multivendor hardware and software support.

Network Support Capabilities

	Wide Area Network Support	Local Area Network Support	Multivendor Hardware Support	Multivendor Software Support
Hewlett-Packard	++	++	+	+
IBM	++	--	++	+
DEC	+	++	++	+
Sun	--	+	--	--
AT&T	++	-	--	+
ComputerLand*	--	++	+	++
BusinessLand*	--	+	+	++
NCR	--**	--**	++	--
Andersen**	+	+	--	--
Unysis	--	+	+	-
BullHN	+	+	+	--
Compaq	--	+	--	--

* PC and LAN only

** Systems integration only

Scale:

-- - + ++
 Very Weak Basic Strong
 weak
 or none

DEC offers network support services through its Business Services and Vendor Product Services groups within the Customer Services Division. Services within the Business Services group can be grouped into four main areas:

- NetPlan (planning and design service)
- NetStart (implementation and startup services)
- NetSupport (operations and maintenance services)
- Enterprise service (enterprise-wide network environment focus)

Desktop Services, a network service within Vendor Product Services, provides comprehensive support for the integrated business environment. It covers both multivendor PC LANs and multivendor PC software support. The four services provided within Desktop Services are:

- Startup service
- Direct Access Advisory Services
- Maintenance Services
- Integration Services

Network support is provided within both Direct Access Advisory Services and Integration Services.

Two services are within Direct Access Advisory Services:

- Single-user Support
- Network Support

Single-user Support provides telephone assistance for the operating system and application software in single-user PC environments. It also provides remote diagnosis by a technical support staff.

Network Support provides all of the features of Single-user Support, as well as support for LAN network operating systems and LAN software packages. Supported software includes Novell NetWare, 3Com 3Plus and 3+ Open, AppleTalk, IBM PC Networks, and Lotus 1-2-3® Networker.

Desktop Integration Service provides comprehensive integration support for DEC and selected non-DEC PC LANs, including those by Novell and 3Com. Features include configuration and installation support of the hardware platform, interface card, LAN operating system, and network applications. This service is available Monday through Friday, 8:00 am to 5:00 pm. Initially, it is available only in major U.S. areas.

DEC's Strengths

- Extensive offerings in all phases of the network life cycle
- Recognized as a network vendor
- Large installed base to leverage
- Experienced worldwide service organization
- Dedicated network centers (area network centers and a central network center) in the U.S.
- Extensive training in networking areas
- Network management tools built into systems
- Dedicated support sales force

DEC's Weaknesses

- Ignores all competition except IBM
- Heavy focus on LAN and proprietary DECnet solutions
- No international CNC support in local countries
- No true network operations offering
- Focuses primarily on major accounts
- Ownership cost is high

Selling against DEC

- HP's multivendor focus gives a wider breadth of service from a single source.
- HP's network offerings are based on industry standards, not proprietary protocols.
- Dedicated HP Customer Network Centers offer support worldwide.
- HP is number one in customer satisfaction. (See the Datapro and Ledgeway surveys in appendix A.)
- HP offers HP Network Operations services for both LANs and WANs.

IBM

The Systems Services unit within IBM's Nation Service Division provides network support services. Network Support is a customized service covering T1, data, and voice networks. Support is provided through IBM's Network Support callers, which are staffed by specialists who act as the single point of contact for problems related to hardware, software, and telecommunications. These specialists manage the entire support process.

IBM also provides fault management (that is, service coordination) for some non-IBM products. Coverage for Network Support Center services is available 24 hours a day, 7 days a week. In addition, probe support is available to T1, data, and voice networks; for this service, probes are installed on the critical segments of the customer's network. Network Traffic Analysis service is available to provide analysis of SNA traffic. Standard features of probe support include:

- Benchmark testing
- Preventive maintenance
- Monitoring and alarming
- Network segment testing

Optional features of probe support include:

- Removal and replacement of defective equipment
- Monitoring and automatic calling for recovery assistance for trunks and CBX/PBX equipment, T1 spans, and multiplexors
- Gathering of traffic and performance statistics

Probe Support. Standard features of probe support include:

- Benchmark testing
- Preventive maintenance
- Monitoring and alarming
- Network segment testing

Optional features of probe support include:

- Removal and replacement of defective equipment
- Monitoring and automatic calling for recovery assistance for trunks, CBX and PBX equipment, T1 spans, and multiplexers
- Gathering of traffic and performance statistics

Network Traffic Analysis Service. Network Traffic Analysis service provides analysis of SNA traffic. Virtual Route Analyzer (VRA), a proprietary tool, is used to analyze virtual route traffic problems, trace delays in SNA backbone networks, and provide possible solutions.

IBM's Strengths

- Market presence and reputation
- Service coverage voice and data communications
- Packaged AS/400 offerings
- Simplified support

IBM's Weaknesses

- Does not support non-IBM standards well
- System focused, not network-oriented
- No end-to-end installation service such as HP Network Startup service
- Disjointed consulting and implementation and maintenance offerings
- Sells consistently at corporate level
- Extensive use of ISOs for multivendor support

Selling Against IBM

In selling Hewlett-Packard's network support services against IBM's:

- Emphasize HP's network life-cycle concept, which ensures smooth transition from planning into implementation and operation.
- Spotlight HP's number one customer satisfaction rating. (See the Datapro and Ledgeway surveys in Appendix A.)
- Present HP as a leader in the workstation and LAN support environments.
- Stress HP's proven capability to support industry-standard networks (OSI, Novell, and 3Com) and our relationships with third parties, especially affiliates.
- Emphasize HP's multivendor focus, which gives a wider breadth of service from a single source.

AT&T's Business Communications Services Division provides network support through AccuMaster Management Services (AMS). AMS offers customers remote or on-site operations management assistance for day-to-day support of wide area networks (WANs). Remote management is performed by tying the customer's network into an AT&T Network Management Center (NMC), or can be performed on-site by placing AT&T specialists alongside the customer.

This program is one component of AT&T's AccuMaster family of network management products and services, all of which fall under AT&T's Unified Network Management Architecture (UNMA) portfolio of network management offerings. AT&T products, proprietary tools, and non-AT&T products are utilized to deliver services. The program incorporates multivendor management by assuming administrative responsibility for the maintenance of all components on the customer's network. If a problem occurs on non-AT&T equipment, AT&T acts as the focal point from initial contact to problem resolution. Coverage is available on a full-time or part-time basis and custom-quoted on a case-by-case basis. AMS consists of provisioning, fault management, and reporting.

AMS has these main features:

- Provisioning:
 - Coordination of equipment moves
 - Coordination of facility operations
 - Management of individual circuits, PBXs, and data
 - Orders for communications equipment
- Fault management:
 - Call receipt and dispatch
 - Sectionalization and testing
 - Trouble tracking and status reporting
 - Trouble referral and escalation
 - Repair verification
 - Restoration planning and implementation
- Reporting and analysis
 - Detailed provisioning and maintenance reports
 - Reports on network management center measurements
 - Chronic fault identification and management

AT&T's Strengths

- WAN and telecommunication support
- Dedicated network management facility (NMC)
- Flexible coverage (full-time, part-time, remote, and on-site)
- Single point of contact for multivendor problem resolution

AT&T's Weaknesses

- Poor LAN support
- Limited network support offering in the planning, design and implementation phases of the network life cycle
- Primarily U.S. focused

Selling against AT&T

- Sell HP's full spectrum of network support services.
- Highlight the dedicated HP Customer Network Centers and the fact that they are worldwide.
- Stress HP's extensive network product offerings in the LAN and WAN areas.
- Sell HP's worldwide support reputation.
- Promote HP's expertise as both a computer and network vendor.
- Underscore HP's position as number one in network support customer satisfaction. (See the Datapro and Ledgeway surveys in Appendix A.)
- Emphasize HP's commitment to support industry standards.

Sun

Sun's Customer Service and Satisfaction group holds the responsibility for the design and development of service and support solutions from strategy development to competitive analysis and pricing. Sun delivers services as well as workstations, using a variety of direct and indirect channels.

Sun has made no commitment toward multivendor support. Sun's network services include startup and consulting services.

Startup services provide customers with installation and implementation assistance. They include network design and installation management and implementation assistance services.

Network design and installation management service provides Sun customers with planning, design, and installation of the network. This service is available at a fixed price and is custom-quoted, based on the number of network components and the overall network design and installation complexity.

Implementation assistance service provides customers with hands-on help in many areas, including proper system and network administration procedures.

Consulting services include project consulting services, software specials, technical seminars, and SunAdvisor.

Project consulting services provides customers with access to Sun consultants. In the area of network consulting, all services are provided on a time-and-materials basis.

Software specials are offered to Sun customers in many areas, including networking. Prices for the development or the right-to-use varies from special to special.

Sun offers standard, on-site, and custom technical seminars in several areas including networking.

SunAdvisor is a contractual service that costs \$24,000 per year, or \$2,000 a month. SunAdvisor provides customers with two days of consulting per month, delivered by local account-assigned Sun consultants or SunAdvisor.

Sun's Strengths

- Reputation as a workstation provider
- Integrated hardware and software support programs
- Channel incentives and commitment

Sun's Weaknesses

- Poor reputation as a technical support provider
- Lack of multivendor support
- Weak in WAN support

Selling against Sun

- Stress HP's unsurpassed rating in support services. (See the Ledgeway and Datapro surveys, and the surveys in Appendix A.)
- Emphasize HP's network life cycle concept and support services, which ensure smooth transition from planning into implementation and operation in LAN and WAN environments.
- Emphasize HP's commitment to supporting industry standards.
- Emphasize HP's commitment to multivendor support.
- Highlight the worldwide HP Customer Network Centers.

Leading Independent Support Providers

Independent support providers include:

- Bell Atlantic Business Systems Services
- ComputerLand
- BusinessLand
- NCR
- Unisys
- Bull HN
- Compaq

Bell Atlantic Business Systems Services

Bell Atlantic Corporation's customer services division manages Bell Atlantic's computer maintenance subsidiaries including Sorbus, Electronic Service Specialists, Camex-CPX, DynService network, Bell Atlantic Service International, and Control Data Corporation. Bell Atlantic's customer services division combines the strengths of Sorbus (IBM) with those of Control Data Corporation (DEC), and is now the leader in multivendor hardware maintenance. Recently added services include disaster recovery, software support, and remote diagnosis.

Bell Atlantic's Strengths:

- Multivendor hardware maintenance

Bell Atlantic's Weaknesses:

- Hardware maintenance only

ComputerLand

ComputerLand's strategy aims to assist dealers in winning new accounts in larger businesses, and to enhance ComputerLand's lead in the connectivity and LAN area. ComputerLand's goal is to maintain its lead as the largest, most available, and best quality provider of LAN support.

In 1988, ComputerLand installed roughly 10,000 LANs. In 1989, ComputerLand's service revenues reached \$150 million; this includes sales of hardware maintenance, software support, education and training, and parts and supplies.

ComputerLand's systems support encompasses hardware, software, and network support for PC-LAN environments.

Network Centers of Excellence. Network Centers of Excellence is a multitiered program that qualifies franchises as network design and support centers. Stores must qualify before offering any services and will be placed, based on the level of expertise, in one of the following categories:

- Network Sales Center: store has the ability to sell, install and perform limited network services.
- Network Sales and Support Center: store has the ability to sell, install, service and provide end-user training.
- Network Center of Excellence: store can provide full services—including sales, design, installation, service, and end-user training.

Network Edge Program. The Network Edge Program combines training and literature to enable store owners to understand networking and to train end users. ComputerLand has established an alliance with both Novell and Compaq, and uses these vendors' hardware and network software as a basis for the training and literature provided. Features of this program include:

- Information on tested and supported configurations of Novell and Compaq products
- Free 3-day network service and support class
- A 1-evening network and sales training class
- Tools to help stores produce LAN seminars
- National advertising coverage in end-user publications

AnswerPac. Introduced in July 1989, AnswerPac provides telephone support for both hardware and software products. In addition to troubleshooting hardware configuration problems, AnswerPac provides technical support coverage for 50 popular PC software packages, including Lotus 1-2-3, dBASE, WordPerfect, and Microsoft Word.

This service is sold on a per-call basis. Users must purchase call credits in groups of 3, 6, 9 or 12. Coverage is from Monday through Friday, 8:00 am to 5:00 pm, local time. Calls are usually handled immediately, or at least within 1 hour.

AnswerPac Plus. AnswerPac Plus is similar to AnswerPac, except that AnswerPac Plus focuses on the network environment and the needs of the network administrator. This service covers technical support of LAN

configurations and software packages for 3Com, Novell, and IBM Token Ring products. The service is sold as an extension of AnswerPac.

ComputerLand's Strengths:

- Reputation as a leading PC and PC-LAN solution provider
- Experience in PC and PC-LAN environment (large number of PC LANs installed)
- Multivendor PC software support
- Free multivendor network sales, service, and support training
- Multivendor hardware maintenance (revenue)

ComputerLand's Weaknesses:

- Cost for telephone support is based on a per-call basis and bundled in small quantities.
- Network, software, and hardware support are available only for PCs and PC-LAN equipment.

Businessland

Businessland's Strengths:

- Reputation as a leading provider of solutions for PCs and PC LANs
- Experience in PC and PC-LAN environment (large number of PC LANs installed)
- Multivendor PC and PC-LAN support program
- "Strategic partnership" with customer to solve technical problems
- Multivendor network operating system training
- Access to electronic database of multivendor PC software problems and solutions
- Single point of contact coordinated at nearest office

Businessland's Weaknesses:

- Weak in delivery of network support in large environments
- Network, software, and hardware support available only for PCs and PC LANs
- Recent poor financial results

NCR

NCR'S Strengths:

- Multivendor hardware maintenance (number of products, revenue)
- Use of expert system for preventive maintenance (ESPM)
- Consulting services, including network planning and design
- Centers of Expertise (nine specialized support centers)
- Recently added system integration capabilities for LAN and WAN environments
- Support delivery from local office
- Remote support included with hardware maintenance contract

NCR's Weaknesses:

- Multivendor software support for UNIX operating systems running on NCR systems only
- Network support limited to planning and design, and to system integration consulting in networked environments
- Inconsistencies between support offices

Unisys

Unisys's Strengths:

- Multivendor hardware maintenance (number of products, revenue)
- Centralized and on-site training (over 900 classes offered)
- Channel commitment (VARs, dealers, and distributors)
- Full range of network support services

Unisys's Weaknesses:

- Minimum annual commitment to VARs
- A number of Unisys products are limited to certain types of resellers
- Full 24-hour, 7-day coverage not available
- No use of remote diagnostics
- Late arrival in multivendor PC and PC-LAN support arena
- Not a LAN vendor

Bull HN

Bull HN's Strengths:

- Multivendor hardware maintenance (number of products, revenue)
- Network change management
- Support of both LAN and WAN environments
- Dedicated Network Support Center

Bull HN's Weaknesses:

- Has poor reputation as a multivendor support provider
- No multivendor software support
- No real-time network monitoring service
- Limited consulting services
- Limited system integration service (Bull equipment only)
- Late entry in the multivendor PC-LAN support arena

Compaq

Compaq's Strengths:

- Excellent channel commitment
- Pays salaries of dealer's dedicated network sales staff
- Provides free training to dealers
- Provides free system integration consulting to dealers
- Offers electronic access to database of problems and solutions

Compaq's Weaknesses:

- Multivendor network, software, and hardware support available only in PC and PC-LAN environments
- No direct sales to end users
- End-user perception that resellers are not able to service systems
- Complex support process when third-party network operating systems (Novell) are involved
- No software support program available
- Limited network support offerings

Selling Against Independent Support Providers:

- Stress HP's peerless rating in support services. (See the Ledgeway and Datapro surveys, and the survey's in Appendix A.)

- Emphasize HP's network life cycle concept, and the smooth transition from planning and design into implementation and operation of LAN and WAN environments.
- Emphasize HP's commitment to multivendor support, and HP's support of industry standards.
- Emphasize HP's strengths in LAN and WAN environments, from microcomputers to supercomputers.
- Emphasize HP's worldwide support infrastructure.

Questions and Answers

HP Network Consulting Service

HP CableSite Service

For HP Internal Use Only

Q: Why choose HP for network support?

A: Here are several good reasons:

- HP is number one in customer satisfaction. (See the Datapro and LedgeWay surveys in Appendix A.)
- Hewlett-Packard offers a complete range of network support services, from planning and design through implementation and operation.
- HP has unparalleled experience as a network vendor and as a provider of network support; in fact, HP has installed over 40,000 network nodes.
- HP is committed to industry standards, which means that the customer's solution will be compatible and expandable.
- HP offers multivendor support.

Q: What about network support for multinationals?

A: HP is committed to multiple-country support, and we are doing it now for multinational customers. In fact, thanks to an unparalleled system of communications and the HP Response Center network, you can get the highest levels of support all over the globe. There are country centers in 16 countries located throughout Europe, the Far East, Australia, and Latin America, along with regional centers in Singapore, Japan, Australia, Mexico, and England. In the U.S., three centralized operations support the U.S. and Canada.

Q: I was in the process of quoting the "old" HP Network Planning and Design service product. Must I rework the quote using HP ConsultLine program and WEET?

A: It is not necessary to rework previous proposals or quotes, since the old products (before HP ConsultLine) will remain on the CPL at least until quarter 3 FY90. It is up to your management to determine when WEET will actually be implemented locally.

Q: What happened to HP NetPrepare service?

A: HP NetPrepare service will ultimately become obsolete as a product. However, the contents of HP NetPrepare service are now available in the new HP Network Consulting service implementation planning module (module C).

Q: How does HP CableSite service fit with the other the HP Multivendor Network Support program services?

A: HP CableSite service is designed to complement the current set of HP's network support services. A network design, from HP Network Consulting service or from the customer, is a prerequisite for HP CableSite service. If appropriate, HP Network Startup service would follow HP CableSite service.

Q: Is HP CableSite service only for twisted-pair cable systems, or does it cover other technologies?

A: HP CableSite service covers broadband, baseband, and fiber optic in addition to twisted-pair cable systems.

Q: Who actually does the cable installation?

A: HP works with outside companies called LAN integrators. There are currently 15 companies in the U.S. that are qualified LAN integrators for HP CableSite service. (Local offices have developed relationships with other integrators.) Many of the approved LAN integrators also have remote offices to serve different geographical areas. These companies are stable, have proven track records, and are committed to high levels of customer satisfaction. Of course, HP manages the cable installation (as well as design and testing) to ensure a high-quality installation.

Q: Why wouldn't I deal directly with the LAN integrators instead of going through HP?

A: HP offers a broader scope of activities, providing customers with a single point of contact and assuring them that the LAN cable design will meet current and planned network requirements. In addition to providing the cable system, HP also can install and operate network components. Moreover, customers with multiple sites benefit from HP's ability to coordinate activities in multiple locations.

HP WireTest Service

Q: What tests are performed if I order HP WireTest service?

A: Your existing twisted-pair wiring is tested for continuity, attenuation, cross talk, and burst noise by a trained HP CE. You will find out if your wiring is suitable for 1-Mbit per second or 10-Mbit per second HP StarLAN data transmission.

HP Network Startup Service

Q: Why should I pay for an implementation service?

A: HP Network Startup service goes far beyond installing data communications products. It is a complete service, and includes:

- Individual component and complete multivendor network testing
- Implementation management, including coordination of all vendors by a single focal point
- Final network configuration documentation

Moreover, completion of HP Network Startup service qualifies your network for HP NetAssure service, and is targeted for customers with multivendor networks.

HP NetAssure Service

Q: Why do I need HP NetAssure service? Can't I simply call for a one-time time-and-materials charge when I have a problem?

A: HP NetAssure service is actually more cost-effective than time and materials. The service carries with it a commitment to find the problem and help correct it, no matter how long it takes—and anyone familiar with networks knows that some problems can be quite complex. Furthermore, HP NetAssure provides remote and on-site access for network problems. It also adds multivendor fault-isolation and problem-resolution assistance.

HP PC-LAN Support Service

Q: Why should I purchase HP NetAssure service when I already have hardware and software support?

A: The scope of HP NetAssure service is much broader. Hardware and software support cover only HP products, but HP NetAssure service covers the entire multivendor network, including cabling. HP NetAssure service provides problem resolution with other vendors, and it is the most efficient service for customers with multivendor networks.

Q: How can HP PC-LAN Support service be a better service than I can provide in-house?

A: It is increasingly difficult to hire, train, and retain competent technicians. HP's technical support staff are highly trained and dedicated LAN experts. Moreover, HP has relationships with Novell and 3Com; as a result, our engineers receive training and backup that is both prompt and precise.

LAN technology is evolving rapidly, and the investment in training and tools to keep pace can be prohibitive for customers. But HP is a LAN expert. Our services run the full gamut from hardware to software and include design, implementation, and operation. It's only natural that we can provide excellent maintenance as well.

Q: My PC products aren't on your list; can you provide me with support?

A: That depends on the number of PCs and peripherals involved and whether they are concentrated or dispersed. On a case-by-case basis, HP will add equipment to the list of supported products.

Q: All my PCs are connected by a LAN. Can you support that too?

A: Of course! With a combination of HP's multivendor PC support and HP PC-LAN Support service, your Novell or 3Com LAN and all your PCs and peripherals will be fully supported.

Q: I already have in-house support for my PCs. Can I purchase HP PC-LAN Support service without buying multivendor workstation support?

A: Depending on the deal HP may provide server support only, without providing client support. These deals must go through the specials process and be evaluated by the U.S. HP Customer Support Sales Center or the local country support marketing center.

Q: Do you offer these services all over the world?

A: Yes, although local availability of these services may vary from country to country. Check with your local office for details.

Q: How can I justify the cost of network operations?

A: There are several benefits to the customer who utilizes HP Network Operations service:

- Better network uptime
- Support and technical assistance 24 hours a day, 7 days a week, worldwide
- Reinforcement of internal staff by HP's knowledge and experience
- Internal resource refocus on business-related issues
- Increased network reliability, thanks to a combination of HP technical expertise and a consistent, proven methodology for operation
- No time loss resolving multivendor conflicts and accusations, because HP is the customer's sole point of contact

Q: What about network security with an outside operator?

A: Hewlett-Packard recognizes the need for secure customer network operations and has taken the necessary steps to maintain the highest level of security throughout all facets of a customer's network, including:

- Data communications security
- Facilities security
- Personnel security

Q: I'm worried about losing control of my network.

A: The customer is always in control. HP implements changes and network-related tasks only under the direction of the customer's technical staff. This staff still determines needed changes; HP handles the day-to-day tasks and frees the customer's personnel for work more directly related to business. In addition, HP is like an expert on standby, ready to help solve problems.

Q: Can HP respond as quickly as my own staff?

A: HP can respond quickly and accurately to network problems for a number of reasons:

- We provide 24-hour monitoring, which is usually better than that provided by internal staff.
- HP will call back within 15 minutes of any trouble call.
- Changes and updates are thoroughly documented and performed twice weekly, keeping the network always at optimum performance.

Ordering Information

HP CableSite Service

HP Product Number	Option	Suffix	Description
H2514A		+ 16F	HP CableSite Service for Commercial Customers
H2514A	Opt. 001	+ 16F	HP CableSite Service for GSA Customers: \$100 units
H2514A	Opt. 002	+ 16F	HP CableSite Service for GSA Customers: \$1,000 units
H2514A			HP CableSite Service (Custom quote)

HP WireTest Service

HP WireTest service is ordered locally by the CEO, using time-and-materials consulting rates.

HP LAN Operations Service

HP Product Number	Suffix	Description
H2542A	+ 16G	HP LAN Operations service
H2540A	+ 16G	HP Account Resident Administrator service
H2539A	+ 16G	HP Network Change Management service

HP Network Operations Service

HP Network Operations service is always quoted as a special or is custom-quoted by the HP CNC.

HP Network Startup and HP NetAssure Pricing and Configuration Guide

Introduction

This configuration guide is designed to help you prepare quotes after your initial customer contact, it will also help you prepare the summary worksheets included in the NISP that support administration will need to generate a detailed customer quote.

To obtain prices for the individual products, refer to your local price list. HP Network Startup service uses support suffix 16A. HP NetAssure service uses support suffix 16B.

Instructions Summary

1. Identify all HP and non-HP links on the network.
2. Identify all the HP and non-HP components.
3. Identify the network type.
4. Identify all the HP and non-HP links on the network.

Network Links	HP Product Number	Option
HP Links		
HP 3000		
ThinLAN 3000/V 37, micro 3000	30240A	100
ThinLAN 3000/V (series 39-70)	30240A	3/4/500
NS Pt-to-pt 3000/V (37, Micros)	30284A	110-825
NS Pt-to-pt 3000/V (series 39- 70)	30285A	310-825
NS X.25 3000/V (37, micro 3000)	24405A	110-135
NS X.25 3000/V (series 39-70)	24405A	310-435
SNA link (37, Micros)	30246A	110-125
SNA link (series 39-70)	30246A	310-425
BSC link (37, micro 3000)	30251A	110-135
BSC link (series 39-70)	30251A	310-425
ThinLAN 3000/XL link	36923A	310-350
NS Pt-to-pt 3000/XL link	36922A	310-350
NS X.25 3000/XL server	30041A	-
HP-IBM SNA link/XL	30291A	310-350
BSC link/XL	32007A	310-350
HP 9000		
LAN/9000 link 800 (808/815)	36967A	AH0/AEL
LAN/9000 link 800 (Others)	36967A	Axx
LAN/300 link	98643A	
LAN/500 link	27125B	
X.25/300 link Series 300	36941A	
X.25/800 link Series 808/815	36960A	AH0/AEL
X.25/800 link (others)	36960A	Axx
OSI Express MAP 3.0 C/B (815)	36969A	AEL
OSI Express MAP 3.0 C/B (oth.)	36969A	Axx
OSI Express MAP 3.0 B/B (815)	36970A	AEL
OSI Express MAP 3.0 B/B (oth.)	36970A	Axx
HP-UX SNA link Series 800 (800/815)	98173A	AH0/AEL
HP-UX SNA link Series 800 (Others)	98173A	Axx
Gateway/SNA link Series 800 (800/815)	98193A	AH0/AEL
Gateway/SNA link Series 800 (Others)	98193A	Axx
LAN MGR/X (HP 9000 Series 300)	B1003A	
LAN MGR/X (HP 9000 Series 300)	B1011A	
HP Vectra PC		
ARPA ThinLAN link	D1801A	
ThinLAN/HP Vectra PC link	50927F	
StarLAN 10/HP Vectra PC link	D1808A	100
StarLAN 10 Microchannel PC Link	D1808A	200
LAN MGR OS/2 (5 users)	D1809A	
LAN MGR OS/2 (unlimited users)	D1810A	
Non-HP Links		
Large CPU link (cap > 20 users)	50060P	
Small CPU link (cap ≤ 20 users)	50061P	
PC or Workstation link	50062P	

Travel charges for HP Network Startup service are billed separately at standard HP rates.
xx See PRIME for option numbers that correspond to processors.

5. Identify all the HP and non-HP components on the network.
Use the following table to calculate the costs of HP Network Startup and HP NetAssure service for network components.

Network Components	HP Product Number	Option
HP Network Components*		
HP 2334A Plus-X.25 multiplexer	2334A	
HP 2335A X.25 multiplexer	2335A	
Distributed terminal controller	2345A	
Add-on cards for DTC	2346A/F	
TS-8 terminal server	2342A	
LSM kit	2350A	
HP StarLAN 10 hub	28663A	
HP StarLAN hub	27212A	
HP StarLAN-to-10 Mbit/s bridge	28647B	
HP 10 Mbit/s-to-10 Mbit/s LAN bridge	28648B	
ThinLAN hub multiport repeater for IEEE 802.3 LANs	28645A	
DTC-16	2340A	
DTC-16 (8 additional RS = 232 = DC Ports)	2343A	
DTC-16 (6 additional RS = 232 Modem Ports)	2343C	
DTC-16 (1 additional RS = 232 = D X.25 Ports)	2343D	
HP Router	27270A	
10:10 LAN bridge	28673A	
Remote bridge	28674A	
HP OpenView Windows workstation	32054B	
Non-HP Network Components		
RS 232 remote terminal/PC connection	50064P	
Gateway (also HP gateways)	50063P	
Large multiplexer (cap \geq 32 users)	50067H	
Small multiplexer (cap $<$ 32 users)	50066H	
LAN bridges, hubs, repeaters	50068P	
X.25 switch (per port)	50069P	
X.25 switch-to-public data network	50065P	
PBX	50052P	

* For HP Private Packet Network (HP PPN) components, refer to PRIME. Travel charges for HP Network Startup service are billed separately at standard HP rates.

6. For HP NetAssure sales, identify the type of network as listed in the following table. Select the appropriate base network charge.
For networks that cross multiple countries, include a base network charge for each additional country. If more than one caller from the customer sites is to have access to the HP Response Center, include a charge for each additional caller.

HP NetAssure Base Product Pricing	HP Product Number
Workstation or PC networks	50742P
System networks	50048P
Extended hours networks	50055P
Additional caller	50047P
Country base product	50070P

* See PRIME for HP PPN components.

For further assistance or information contact the U.S. Customer Support Sales Development at Telnet/(408) 447-4444, EXT 7, or contact your country support marketing manager.

Network Startup Discount Schedule

Number of Connections	Discount Factor
≤ 5	1.00 X (number of similar connections)
$> 5, \leq 10$	0.95 X (number of similar connections)
$> 10, \leq 20$	0.90 X (number of similar connections)
$> 20, \leq 40$	0.85 X (number of similar connections)
$> 40, \leq 80$	0.80 X (number of similar connections)
> 80	0.75 X (number of similar connections)

Note: these discounts apply to multiple similar connection types on a per-site basis.

Special Apollo Systems Division Section

HP Network Startup and HP NetAssure Service

Apollo Systems Division Network Product Line Description

Apollo Systems Division offers three networking alternatives, or network interface types, to their customers: Ethernet, Apollo token ring, and IBM token ring. A network interface is bundled with each Apollo Systems Division workstation or server purchase. In addition, Apollo offers network controllers, gateways, bridges, and routers, which interconnect Apollo Systems Division networks and provide connection from these networks to X.25, T1, and SNA networks.

Pricing Strategy

HP Network Startup and HP NetAssure service will be available for Apollo Systems Division networks.

Support for Apollo Systems Division networks will be priced using the existing HP Network Startup and HP NetAssure service pricing models. In some cases, product numbers for products that HP does not currently sell (obsolete and restructured products) may not appear on the HP CPL. In these cases, support should be priced using the "non-HP product" pricing categories.

Pricing

Apollo Systems Division Product Number	Description
DN/DSP10XXX P/N + GOX	Ethernet, Apollo token ring, or IBM token ring link
Processor P/N + GOX	Ethernet, Apollo token ring, or IBM token ring link
V-NET-ATR	Token ring controller VME*
V-NET-ETH 802.3	Network controller-VME*
V-NET-ETH-PLUS	802.3 Network controller-VME*
A-NET-ATR	Token ring Network controller-AT*
A-NET-ETH	802.3 controller-AT*
A-NET-ITR	802.5 Network controller-AT*
A-NET-ITR-3K-*	802.5 Network controller-AT*
COM-X25()-*	Domain X25 gateway PNA†‡
COM-SCAT SNA AND X25	Intelligent communications†‡ controller
COM-DFL	Domain/DFL-fiber optic bridge
COM-DFL-R	Domain/DFL-100-R fiber optic bridge
COM-BRG-A	Domain/bridge T1 router†‡
COM-BRG-B	Domain/bridge-B high speed router†‡

* These products are equivalent to the network links that are bundled with the workstations. In addition to acting as the link between a workstation and a network, these products, in combination with a server with the appropriate software act as gateways. (A server product is a workstation without a display or graphics controller.) When acting as a gateway, network support will be priced using the gateway category, \$42/month. (In this case, the links within the gateway will not be priced.)

† These products are interfaces that in combination with a server act as gateways and routers.

‡ Requires a server processor which adds 16-18K to the list price.

HP PC-LAN Support

Order HP PC-LAN Support service using the server's SPN or PRIME:
+ 03L

HP Educational Services

HP Course Number	Description
HP 22814B	HP NS3000 V Services and Link Configuration
HP 22844A	Network Operations, HP-IBM
HP 22844B	Network Operations, HP-HP
HP 22861A	ARPA/Berkeley Service: Series 300 and 800
HP 22862A	Administration of NFS and Yellow Pages
HP 24457A	HP PPN Basic Network Operations
HP 24458A	HP PPN Advanced Network Operations
HP 32572A	HP NewWave Office for MPE: Implementation and Administration
HP 32573A	HP NewWave Office for HP-UX: Implementation and Administration
HP 35051B	Introduction to Data Communications
HP 50747A	Local Area Networks Seminar
HP 50748A	Wide Area Networks Seminar
HP 50750A	Approaches to Network Design Seminar
HP 50752A	X.25 Packet Switching Network
HP 2481A	Network Computing System (Apollo Systems Division)
HP 2521A	OSI Overview: Architecture, Technology, and Standards (self-paced)

Additional Information

The following documents can provide further information about the HP Multivendor Network Support program.

Publication Number	Description
New	
5952-1759	HP Network Support Program Abstracts and Ordering sales tools summary
5952-2316	HP PC-LAN Support flyer
5952-2125	HP CableSite flyer
5952-3245	Network Consulting Profit Improvement Proposal Industry Standard Rate Factors brief
5952-3257	Network Consulting PIP Detailed Worksheet Instructions
Revised	
5959-2417	HP PC-LAN Support Service data sheet
5959-2484	Network Implementation Support Plan binder
5952-4892	HP's Network Support Gives You the Competitive Edge brochure
Also Available	
5952-2328	HP Customer Support Network Center brochure
5952-1515	HP's Network Support Gives You the Competitive Edge flyer
5952-1227D	Network Implementation Rate Information
5952-0857	Network Implementation PIP Detailed Worksheet Instructions
5952-0849	Network Support PIPs General Overview
5952-2035	Customer Support Services Agreement
5959-2417	HP PC-LAN Support data sheet
5956-4144	HP AdvanceNet Specifications Guide (product data sheets)
5952-4889	HP's Network Service and Support-Customers Tell Our Story Best flyer
5952-6568	Introducing the HP Strategic Partners Program brochure
5954-2820	HP Response Center brochure
5954-8614	HP Escalation Management Program brochure
5952-6382	HP Network Support: The Competitive Edge flyer
5952-0810	HP Network Consulting Service data sheet
5954-8599	HP Network Startup Service data sheet

Consulting Services

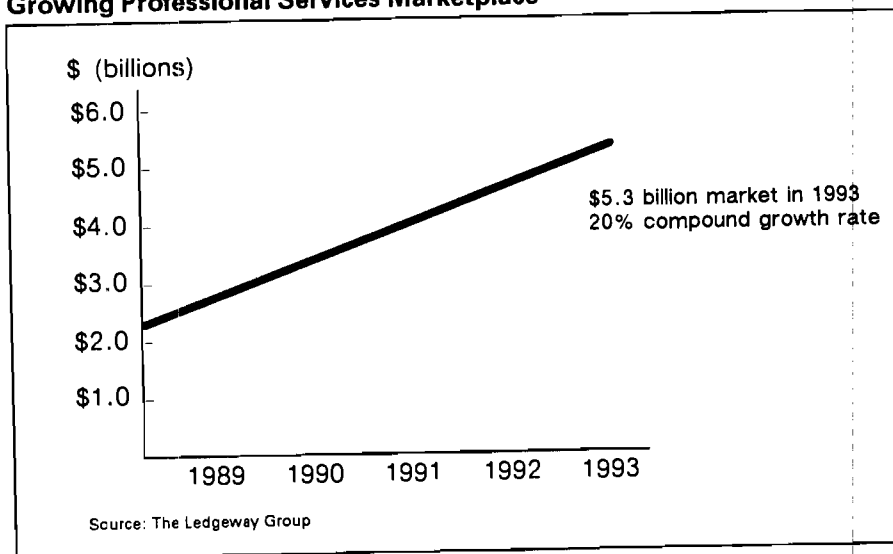
Opportunities

Hewlett-Packard's ability to deliver high-quality consulting services is very important to our customers. Consulting highlights the experience and training of our consultants as they identify, recommend, and implement solutions to customer problems. Moreover, consulting services can help maintain customer satisfaction which often leads to further hardware, software, or support purchases.

The Market

As technology becomes more and more complex, it is more difficult for managers to keep abreast—so they turn to experts for one-time and continuing expertise in all fields. Here's where HP can be of vital assistance to our customers. With our innovative, professional consulting program—HP ConsultLine—HP's skilled consultants give your customers a powerful resource for business, computing, engineering, and measurement solutions.

Growing Professional Services Marketplace



Thanks to the training and experience of our people in the technical fields of computers, communications, and instrumentation, HP is in an excellent position to take advantage of this expanding market.

What to Look for

Your installed base of customers offers plenty of consulting opportunities. Here are some clues:

Any change—any time your customer plans to make a change or an upgrade, there's an opportunity for HP consulting.

Need without skills—the customer lacks the in-house skills to plan or perform a task.

Highly complex undertaking—the customer is after a highly complex technical goal—especially if it involves multiple vendors.

Time constraints—the customer needs a solution, but clearly cannot get it done within the desired time frame.

Evident problems—the customer tells you about problems, or you observe them.

Little Things Mean a Lot

Don't overlook the smaller jobs. The consulting market is mostly made up of scores of comparatively small tasks. But no matter how small, these efforts are big business for HP when they're all added up. There's another benefit, too—a small consulting task that's done well can lead to larger opportunities from the same customer.

You're the Key

Consulting takes maximum advantage of your technical skills and knowledge of the customer's environment. Whether you merely recommend consulting or actually deliver the services yourself, one of the most important components of the solution will be the customer's trust and confidence in you.

What HP Offers

In looking for consulting services opportunities, target the big picture—what are your customer's needs and where can HP make a difference? Hewlett-Packard provides consulting services in nine areas. These are fields in which HP has its greatest expertise, such as computers, test and measurement, networking, performance, and data center and systems management.

Focus on Value

The best consulting solution, for the customer and for HP, is usually tailored from the standard HP ConsultLine deliverables and tasks. In general, sell value added services and solutions and avoid selling general consulting time.

For Intercon countries, check with your customer support management for availability date.

What's New

HP ConsultLine Worldwide

All Hewlett-Packard consulting services are part of the HP ConsultLine program. And now HP ConsultLine is available worldwide!

This formal program for the professional services market has enhanced and restructured HP's consulting business, synthesizing technical consulting solutions into a comprehensive menu of nine families.

The nine HP ConsultLine families are:

- Manufacturing and finance
- Networking
- Performance
- Data center and systems management
- Educational services (PL4J)
- Engineering automation
- Test and measurement productivity assistance
- Information management
- Distributed computing

General consulting (on a time-and-materials basis) is also available, although you can best serve most consulting assignments with one of the nine service groups.

The HP ConsultLine program:

- Is a single worldwide program for all consulting services
- Allows more consistent pricing throughout the entire spectrum of services
- Is flexible, yet presents the customer with a well-defined solution and a simple quote

HP ConsultLine Architecture

The program architecture of HP ConsultLine allows HP consulting services to be flexibly configured, clearly communicated, and effectively tracked. The structure consists of a three-level hierarchy of elements or building blocks. The three elements of the structure include:

- Families with product numbers
- Modules
- Deliverables, tasks, and work breakdown structures

Families

A family is the highest level in the hierarchy. All consulting services (PL4K) were reclassified into nine families.

So that you can develop customized quotes with a price assigned at the family level, each family has one product number with a variable price. The product number appears as "Quote Only" on the corporate price list. You develop the price using the work effort estimating tool (WEET), which is a PC-based effort estimating tool for HP ConsultLine program services. WEET automatically provides work breakdown structures and produces pricing.

In addition to the variable-price product number, a family can include fixed-price products.

Modules

Each family is made up of modules. There are two types of modules: generic and family specific.

Each family has several generic modules that are common to all nine families.

Family-specific modules relate to the particular technology or market area defined by a family. Family-specific modules include worldwide modules developed by ASD, plus locally developed modules that are tailored to specific opportunities within a region or country. Module N of each family records custom consulting within that family.

Deliverables, Tasks, and Work Breakdown Structures

Deliverables are tangible items that provide value. There are two kinds of deliverables: those made up of tasks and those that are fixed-price.

Tasks are activities that are performed as part of a consulting solution.

Work breakdown structures are sets of modules, deliverables, and tasks for a given HP ConsultLine family.

Generic Modules

Generic modules are common to all HP ConsultLine program families. They are:

- HP Requirements Analysis service
- Project management
- Travel

Generic Service Offerings

HP Requirements Analysis Service

HP Requirements Analysis service is a chargeable consulting service that occurs before the customer selects a solution.

The service delivers a written report for the customer that:

- Is objective
- Defines the functional requirements any solution must address
- Does not recommend Hewlett-Packard products, nor any other specific hardware or software

Sales Strategy. HP Requirements Analysis service assists customers in assessing and documenting their current processes and evaluating their future needs.

Although the report generated by HP Requirements Analysis service does not recommend hardware or software by name, it affords an opportunity for Hewlett-Packard to be in on the ground floor of a project, and it builds confidence in our technical expertise and objectivity.

Look for customers who have any or all of the following needs:

- To identify and confirm an opportunity or a problem
- To set clear goals and objectives for a project
- To obtain an objective outside view across functional areas
- To assist in selling upper management
- To obtain external resources and expertise

Success Story. In Germany, a client company was having trouble controlling its software development organization. The HP sales representative brought in an HP software engineering consultant to provide a requirements analysis.

The client company was initially skeptical about having HP (a systems vendor) do the analysis. However, the recommended solution did not call for specific hardware or software products. Instead, the report pointed out process changes and software methodologies that would improve the organization's productivity.

Did Hewlett-Packard benefit from this analysis? Yes! First, the service helped position HP as the preferred vendor, since DEC was unable to compete with HP's consulting capabilities. Second, the client company ultimately purchased Hewlett-Packard hardware and software worth over U.S.\$259,000, with more orders expected in the future.

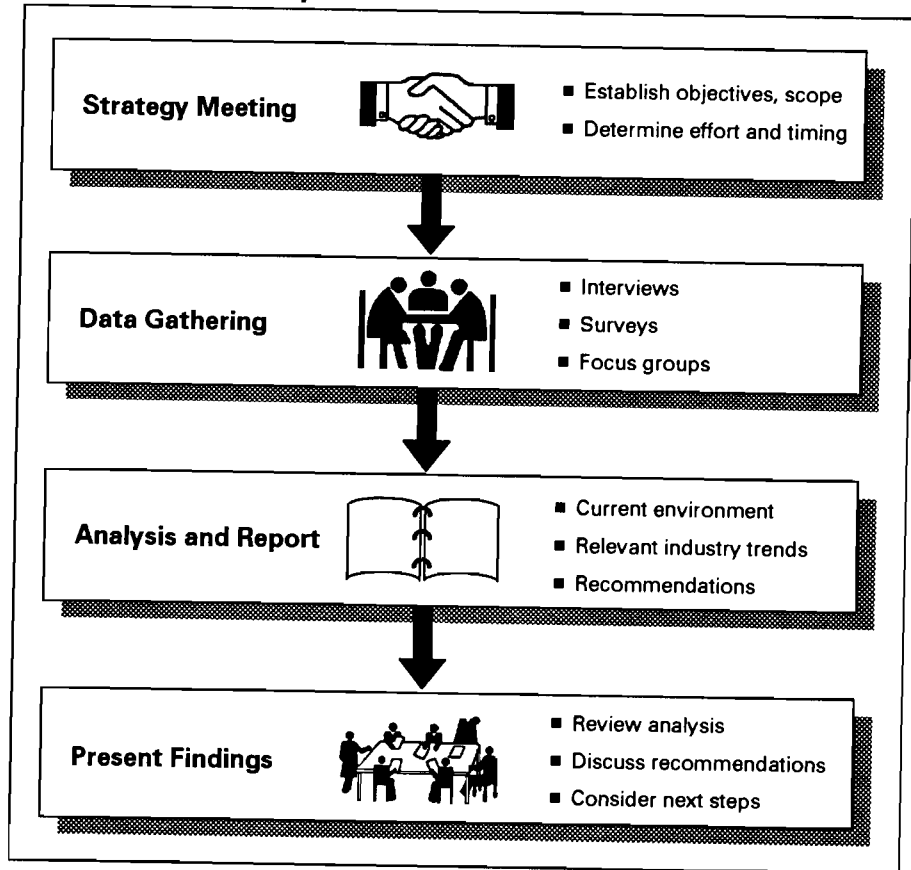
Benefits and Features. Some of the benefits and features of HP Requirements Analysis service include:

Objectivity—the analysis provides a sound, impartial basis for the customer to establish selection criteria and evaluate alternative solutions.

Documented evidence—a written report documents the customer's current processes and the functional specifications a solution must address. This provides a vehicle for customers to communicate their functional requirements, both internally and externally.

Minimum impact—the HP consultant combines technical expertise with business perspectives, minimizing the impact on the customer's human resources by leveraging outside expertise and experience.

HP Requirements Analysis



Qualifying a Prospect for an HP Requirements Analysis. Since an HP Requirements Analysis service is a part of each of the nine HP ConsultLine families, look at the specific family (later in this chapter) to see how to qualify a prospect for it.

Project Management

In project management, HP AEs assist customer project managers in accelerating new applications integration into the customer environment or managing any other complex task. Project management may also be required for subcontracting.

What's New. The HP ConsultLine program currently offers a generic project management module.

Project management has five major components:

Detailed project planning—enables the customer project manager and team to develop a detailed application implementation plan.

Project administration—provides administrative support in entering and maintaining the implementation schedule, and produces all schedules, graphs, and reports to facilitate timely project tracking. (This component is recommended only when HP administrative personnel are available to carry out the tasks.)

Project monitoring—establishes a single AE as a contact during the most critical part of the project to assist in tracking and executing the project plan.

Project coordination—allows the AE to coordinate all project-related HP activities at multiple sites that are implementing solutions and establishes a single focal point for all project activities.

Post-implementation review—documents all services and associated deliverables, and assesses customer satisfaction with HP's implementation consulting.

Travel Zone

Travel for zones 1-4 is built into the WEET pricing algorithm, so travel does not appear separately on the customer quote. Travel outside zone 4 must be added into the WEET pricing estimates. Travel modules should be used to track your time in the weekly activity report (WAR).

If you need to break out travel separately on the customer quote, use the travel zone product numbers in the general consulting family.

Questions and Answers

Q: Isn't HP conducting a requirements analysis just as an opportunity to sell HP hardware and software?

A: Although we would like to sell an HP solution, the HP Requirements Analysis service report doesn't recommend a specific vendor. The requirements analysis is objective; it draws on the skills and expertise of HP technical staff to outline the best possible solution without recommending which vendor will supply the solution. It can be used as a basis for writing a request for proposal, allowing the customer to evaluate solutions from several vendors.

Q: Why should I use HP versus another consulting firm or system vendor?

A: HP, with its experienced consultants and system engineers, has:

- Recognized professional expertise
- Broad systems knowledge
- Project management experience
- Broad depth of services

Q: Another vendor is giving this service to us at no charge. Why should I pay HP?

A: Other vendors often bundle services, but it is unlikely that they provide the same services as HP. You need to compare services to make sure they are alike. If the services are not alike, then you need to point out the differences between them, focusing on HP's strengths.

A free or bundled service is often the vendor's idea of what a typical customer needs. HP explicitly defines its services and deliverables, and works with each customer to create a service offering that is both comprehensive and focused. Customers pay only for those services they need.

Q: What about implementing a solution at multiple sites?

A: HP's consulting services can include project coordination. This means that HP provides project management for all HP resources involved from multiple sites and resolves technical problems from interlocking implementations at multiple sites. (Note to AEs: project coordination must be approved by district management involved at all sites.)

Q: Why is HP so expensive?

A: HP makes every effort to keep overall support costs as low as possible and deliver the highest quality possible. Hewlett-Packard's support expertise is well documented in studies such as the Datapro network support survey. (See appendix A of this guide.) Moreover, HP has invested in methodologies and tools to help you with solutions in every one of our consulting fields. We deliver value and stand behind our solutions.

Q: Why should the customer purchase HP ConsultLine solutions rather than time and materials?

A: For the customer, HP consulting usually delivers greater value. Time-and-materials consulting is unstructured and has the risk of any “open-ended” service—the job may continue on and on. But HP’s consulting is based on a structured process used in previous application implementations. With a standard HP consulting offering, the customer pays for a solution, and the price can be fixed in advance.

From a customer standpoint, another disadvantage of time and materials consulting is that the same HP AE may not deliver the service from one month to the next. In standard HP ConsultLine consulting, however, HP tries to permanently assign AEs to a project. So besides being knowledgeable about the application and implementation issues, the customer’s AE becomes familiar with the particular goals and issues of that business. This improves the fit of the solution.

For HP, WEET is a benefit of using standard consulting services rather than time and materials. Because it is structured and lists deliverables explicitly, WEET lets the AE include items that were often underestimated in the past, or that were being provided without charge.

Naturally, if a customer needs time-and-materials consulting, it is available.

HP Manufacturing and Finance Consulting

HP Manufacturing and Finance Consulting service helps customers in many industries implement complex manufacturing and financial applications software from Hewlett-Packard's Manufacturing Productivity Division (MPD).

What's New

This service is part of the HP ConsultLine program architecture. To fully understand this structure, be sure to read "Opportunities" and "Generic Modules" in this chapter.

In the HP ConsultLine structure:

- HP Manufacturing and Finance Consulting service replaces HP-Assist program manufacturing and finance products.
- A custom-quoted product replaces the earlier formula (HP-Assist fixed price + Z units + T&M).
- There are revised AE manufacturing implementation workbooks for process, applications, and tools.

Sales Strategy

Stress the expertise of HP's AEs in manufacturing and finance. Also, emphasize HP's extensive experience with a structured implementation methodology and HP's reputation for consistently excellent service and support.

Where to Look for Opportunities

The Manufacturing Productivity Division (MPD) has certain target markets for its products; they are the food, pharmaceutical, chemical, and electronics industries. You can find opportunities to sell consulting within these same target industries.

But don't stop there. MPD solutions (and the opportunity for consulting) apply in other industries as well. HP's industry expertise may offer additional opportunities for HP manufacturing and financial implementations and for consulting.

Here are some cues that point to a good prospect for this type of consulting:

- Existing HP systems customer
- Growing company
- Organizationally complex company
- Large in sales, number of employees, or both
- Inexperienced in implementing complex systems
- Lacking a full-time project manager experienced in implementing manufacturing systems

Qualifying a Prospect

Unless you're selling a requirements analysis that is objective and can be done for any company, your HP Manufacturing and Finance Consulting service prospect should use or purchase HP hardware and HP manufacturing and financial applications software.

Whom to Target

Sell high! With HP Manufacturing and Finance Consulting service, you're selling value and return on investment. So you want to focus on the decision makers who have those issues as their key concerns. Use the HP Coach process within the company to lead you to the decision maker who will benefit from the service. The ultimate sales targets are:

- **Single-site environment**—general manager or vice president of manufacturing
- **Multisite organization**—corporate materials manager or a plant manager

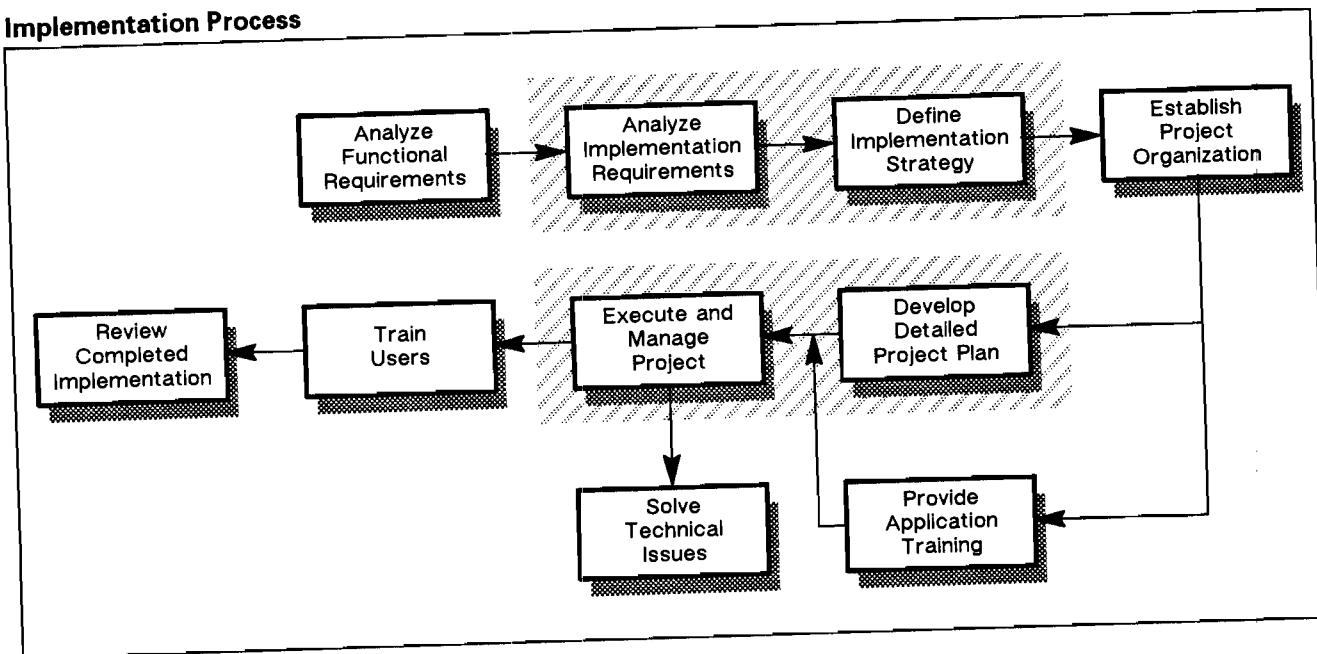
Service Offerings

The modules in HP Manufacturing and Finance Consulting service are:

- HP Requirements Analysis service
- Travel
- Project management
- Implementation analysis and strategy
- Project management seminar
- User training development assistance
- HP financial accounting (fixed price)
- HP financial budgeting (fixed price)
- HP maintenance management (fixed price)
- HP JIT service (fixed price)
- Custom manufacturing and finance consulting

HP strongly recommends that all steps in the implementation methodology, proven through years of HP-Assist program delivery, be completed by either HP or the customer. Here is the implementation process:

Implementation Process



Although you can offer a full beginning-to-end solution, the customer may purchase all modules or only some of them. The individual modules are presented below in the order you deliver them if the customer purchases them all.

HP Requirements Analysis Service and Project Management

The HP Requirements Analysis service and project management are generic modules available in all of the nine HP ConsultLine families. Refer to "Generic Modules" in this chapter for descriptions of these services.

Implementation Analysis and Strategy

An HP AE uses the requirements analysis and customer interviews to determine how to adapt purchased applications to meet specific customer requirements. The AE summarizes report findings in a presentation to the customer and helps identify major implementation milestones.

Project Management Seminar

An HP AE leads a 1-day workshop at the customer site for the project team to review project management concepts applicable to the upcoming implementation of its new manufacturing applications.

User Training Development Assistance

The HP AE works with the customer to develop user training for new manufacturing applications.

HP Financial Accounting

The deliverables for this module are the financial accounting HP-Assist products. Each product is a separate deliverable that is included in WEET.

HP Financial Budgeting

The deliverables for this module are the financial budgeting HP-Assist products. Each product is a separate deliverable that is included in WEET.

HP Maintenance Management

The deliverables for this module are the maintenance management HP-Assist products. Each product is a separate deliverable that is included in WEET.

HP JIT Service

The deliverables for this module are the just-in-time (JIT) HP-Assist program products. Each product is a separate deliverable that is included in WEET.

Beating the Competition

Education

The customer may receive applications training through standard HP classes or through standard or customized classes at the project site. All classes can be ordered under the education family product number.

Almost 98 percent of HP's competitors in the materials requirements planning (MRP) marketplace provide implementation assistance. This assistance may be provided by internal resources, external consultants, or both.

The majority of competitor services are custom-quoted based on the number of applications modules ordered, scope of the implementation, and customer characteristics. Some organizations bundle part or all of the basic implementation services.

DEC

DEC has no proprietary packages. It has combined its professional services under the umbrella of Enterprise Services, with manufacturing environments among the key targeted customers. DEC provides business needs analysis and system integration, among other services.

DEC relies on a suite of third parties to provide MRP packages, leaving implementation responsibility to the third parties, too. Implementation services are not provided or marketed separately.

DEC's Weaknesses

DEC uses a distributed approach to resource management, and people can be shuffled from one project to another with no central control.

Selling against DEC

- Stress greater control and better response from the single point of contact at HP.
- Point out that the customer receives better service from a single-vendor solution; no third parties.
- Explain that HP manufacturing software is perfectly complemented by HP consulting.

IBM

In manufacturing and finance consulting, IBM offers:

- CIM START, a full computer-integrated manufacturing study to determine automation needs, done at no charge
- Manufacturing, Accounting, and Production Information Control System (MAPICS) implementation, with an assigned AE who provides ongoing consulting throughout implementation (services are custom-quoted and the AE is bundled at no extra charge)
- Materials Requirements Planning (MRP) fixed-price training, with workbooks and videos

IBM's Weaknesses

- MAPICS is a very complex system. Installation and implementation are expected to be lengthy.
- IBM recommendations lean toward IBM products.
- Services that are given away do not have to demonstrate value to the customer.

Selling against IBM

- Stress HP's unbiased HP Requirements Analysis service.
- Point out that the HP customer maintains control in paying for and receiving consulting services.

Computer Services and Software Firms

Computer services and software firms involved in manufacturing and finance consulting include such vendors as ASK, Computer Systems, Pansophic, and MSA. Often, their software runs on HP platforms.

Selling against Computer Services and Software Firms

- Stress HP's proven methodologies that have been tested and improved in real-life customer situations.
- Highlight the extensive industry experience and product knowledge of HP consultants, especially when dealing with HP equipment.
- Stress HP's demonstrated excellence in service and support, with 10 years of successful consulting assignments and satisfied customers.
- Emphasize HP's breadth: our worldwide capabilities.

Andersen Consulting

Andersen Consulting offers "Install-PAC" for its MAC-PAC/JIT software. This package focuses more on installation than implementation but includes a commitment-building management seminar, user project training, product overview training, and technical training.

Andersen Consulting's Weaknesses

Major accounting firms such as Andersen Consulting are not as unbiased as they seem. Increasingly they partner with hardware and software vendors, in addition to marketing their own products.

Selling against Andersen Consulting and Other Major Accounting Firms

- Stress HP's demonstrated expertise in providing technical consulting in multivendor, as well as HP-only, environments.
- Emphasize that HP offers services for small and large consulting assignments.
- Stress the breadth and depth of HP's technical resources: HP has technical depth unknown in most Big 5 consulting firms, including Andersen Consulting.

Questions and Answers

Q: What do I get for my money?

A: Faster, more effective implementation of your new manufacturing applications. The goal of HP Manufacturing and Finance Consulting service is to help you achieve your business objectives of more rapid return on investment from your new applications software.

Q: If I am implementing more than one HP manufacturing or financial application at once, do I need to buy multiple manufacturing implementation consulting assignments?

A: No. HP can tailor manufacturing implementation consulting for you, whether you are implementing one application or many.

Q: I think I will need only project monitoring (or any single service dependent on those that have gone before).

A: That's fine—with one caveat: part of HP Manufacturing and Finance Consulting service is to verify that all preceding steps in HP's recommended implementation methodology have occurred correctly and in order. (Note to AEs: it will be important to include extra time in your task estimates to verify process steps the customer has chosen to do without HP.)

Q: What about quota and commission?

A: HP Manufacturing and Finance Consulting service is the only family of HP ConsultLine program that has quotas and commissions for the sales force. This increases the price of this family compared to other families.

Q: What if I want to quote manufacturing consulting not associated with an MPD product (such as for a third-party package)?

A: Use HP General Consulting service to quote consulting for non-MPD products. To quote consulting for MPD products, use HP Manufacturing and Finance Consulting service.

Q: Is there a profit improvement proposal (PIP) for this consulting service?

A: There are none currently, but PIPs have become important selling tools for MPD applications software, and PIPs for HP Manufacturing and Finance Consulting service are being developed. Begin gathering information during your current implementations that will help us develop profit improvement numbers for your future customers.

If there are situations where you can accurately compare the time it takes a customer to complete an implementation task with and without HP's help, use these comparisons in your sales situations.

HP Network Consulting Service

HP Network Consulting service provides assistance in analyzing, designing and implementing sophisticated networks that involve complex technology. This service also includes any other network-related consulting.

What's New

HP Network Consulting service has recently been enhanced.

Sales Strategy

HP Network Consulting service is often sold in conjunction with HP's network services. See chapter 4 for markets, sales strategy, tips, success stories, and more about HP's network services.

Service Offerings

This service is part of the HP ConsultLine program structure. To fully understand this structure, see "Opportunities" and "Generic Modules" in this chapter.

In the HP ConsultLine program, HP Network Consulting service replaces HP Network Planning and Design and HP Network Prepare services.

The modules in the HP Network Consulting service include:

- HP Requirements Analysis service
- Travel
- Project management
- Logical network design
- Physical network design
- Implementation planning assistance
- Custom network consulting

HP Requirements Analysis Service and Project Management

The HP Requirements Analysis service and project management are generic modules available in all of the nine HP ConsultLine families. See "Generic Modules" in this chapter for descriptions of these services.

Logical Network Design

The logical network design report produces a generic skeleton of the network solution and states how this framework can meet the objectives of the network. The logical design forms the foundation of the network solution and evolves into the physical design.

Physical Network Design

The physical network design shows the entire network in enough detail to identify and describe each network component, verify that the network can meet design objectives, and spot incompatibilities. This service often includes detailed wiring design. Cost estimates are also provided.

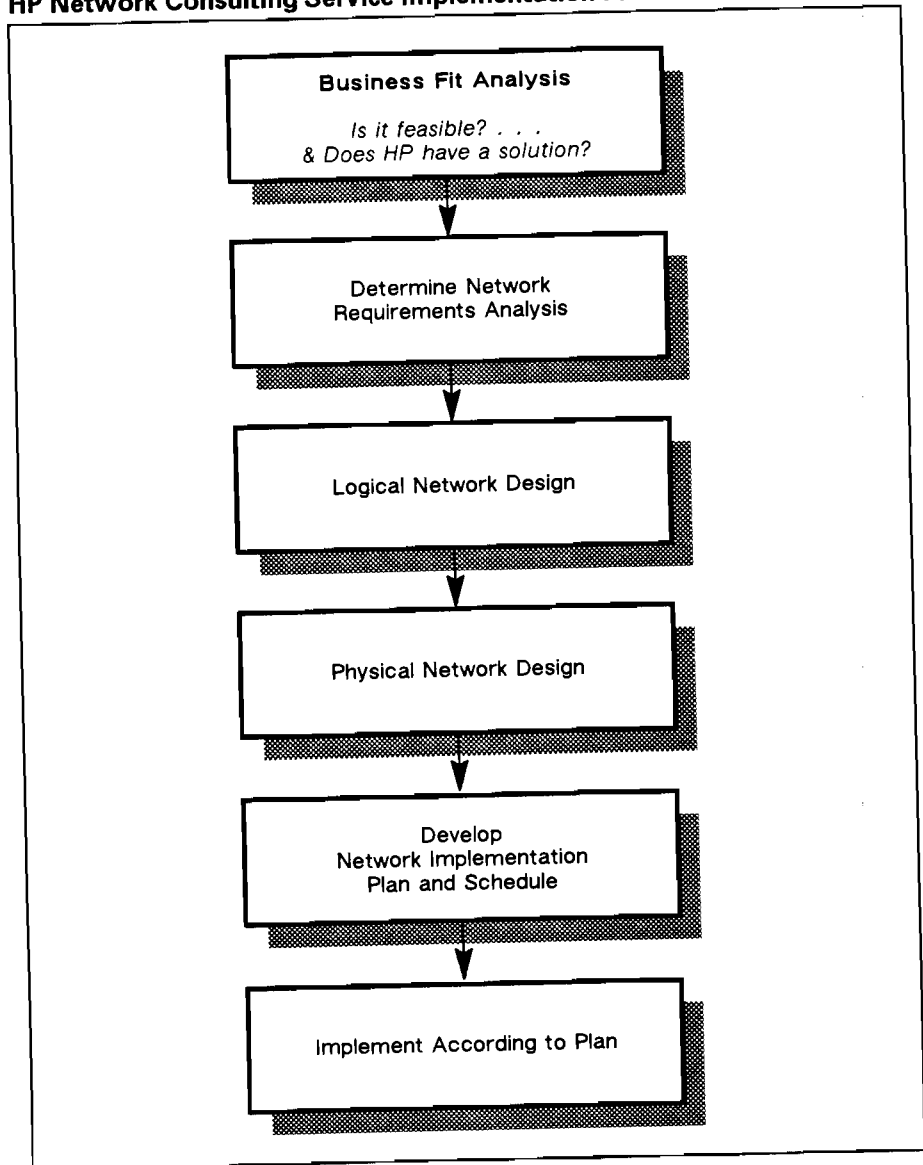
Implementation Planning Consulting

HP consultants develop a thorough, effective network implementation plan for your customers, including implementation phases and milestones, training and staffing recommendations, and operations and control procedures.

Custom Network Consulting

This module allows the flexibility to modify or extend standard modules and permits customizing solutions to meet specific needs. Use this module when the standard modules in this family cannot meet your customer's requirements. (Custom consulting replaces time-and-materials consulting.)

HP Network Consulting Service Implementation Process



DEC

DEC competes with HP Network Consulting service with two main service categories:

- NETplan, a suite of planning and design services similar to HP Network Consulting service
- Enterprise services, portions of which help customers formulate high-level business, organizational, and technology strategies as well as network designs and architectures

DEC's Strengths

- Extensive offerings in all phases of the network life cycle, including consulting
- Well known as a computer vendor; also recognized as a communications vendor
- Large installed base to leverage
- Experienced worldwide service organization
- Extensive networking training

DEC's Weaknesses

- Heavy focus on LAN and proprietary DECnet solutions

Selling against DEC

- HP's network offerings are based on industry standards, not proprietary protocols.
- HP covers the full life cycle of a network with consulting and services.
- HP offers consulting worldwide.
- HP is the number 1 service provider (refer to the Datapro survey and other surveys in Appendix A of this guide)

Data General

Data General offers these network consulting services:

- Network planning and design service
- Network design consulting service: time and materials service in the network planning and design phase
- Network installation management service: complete installation management, including management of cable installation
- Network installation consulting: network installation management without cable installation

Data General's Weaknesses

- Primarily a proprietary operating system
- Primarily focused on IBM system network architecture (SNA) networks
- Weak in PC integration

Selling against Data General

- Emphasize that HP's network offerings are based on industry standards, not proprietary protocols.
- Show how HP covers the full life cycle of a network with consulting and services.
- Stress HP's multivendor capabilities.

Sun Microsystems

Sun has been continually expanding its networking capabilities, including those that compete with HP Network Consulting service. In consulting, Sun offers:

- Network design service
- Network design and installation and management services: network design service plus managing the installation
- System installation service: bundled in cost of Sun systems (except from OEMs or VARs) and includes hardware and Sun operating system installation
- Software installation and configuration services: installation and configuration of Sun operating system and installation of certain Sun-qualified unbundled software
- Implementation assistance services: same as software installation and configuration services, plus coaching and assistance on the Sun system and network

Sun's Weaknesses

- Less comprehensive support force, with fewer locations and a lack of network focus
- Aimed primarily at UNIX operating system and workstation applications

Selling against Sun

- Stress that HP covers the full life cycle of a network with consulting and services.
- Emphasize HP's quality and breadth of expertise.

Big 5 Firms

Some of the competition in network consulting comes from Big 5 firms such as Andersen Consulting. The Big 5 companies provide the perception of "vendor neutrality" and a broad information systems management orientation. They are strong in requirement analysis.

Big 5 Firms' Weaknesses

- A financial consultant cannot match the expertise on HP systems that specialized HP network consultants provide.
- Big 5 firms do not have the depth of network knowledge and expertise found in HP.

Selling against Big 5 Firms

- If the Big 5 firm is established in a consulting relationship with your account, try to handle network consulting as a separate account or as a subcontractor.
- Stress HP's complete range of network capabilities, including network design, implementation, and operation.

Questions and Answers

Q: It can't be that difficult. Why can't I design the network myself?

A: Today's increasingly competitive global markets create a need to access increasing amounts of data. The degree to which you are better able to accomplish this than your competitors directly relates to your success. Just to keep abreast of rapidly changing technology is a full-time job. Can you afford trial-and-error learning?

Q: I've already taken a network design class. Why do I need HP?

A: There is no substitute for experience. If you feel comfortable that the class prepared you for designing your own network, perhaps HP can augment your staff by helping to evaluate your network requirements and reviewing your design.

Q: Another vendor is giving this service to us at no charge. Why should I pay HP?

A: Other vendors often bundle services, but it is unlikely that they provide the same services as HP. You need to compare services to make sure they are alike.

A free or bundled service is often the vendor's idea of what a typical customer needs. HP explicitly defines its services and deliverables, and works with each customer to create a service offering that is both comprehensive and focused. Customers pay only for those services they need.

HP Performance Consulting Service

Through HP Performance Consulting service, HP's performance specialists analyze customers' current HP computer system performance, identify existing or potential bottlenecks, and recommend system performance improvements. Through forecasting and capacity planning, HP engineers help customers define and improve performance-oriented system management practices and plan for system and business change and growth. They also assist programmers in optimizing applications for efficient use of system resources.

What's New

The new HP ConsultLine program structure provides a wide range of consulting capabilities in its performance consulting family. Key changes include the following:

- A modular structure is used throughout.
- Prices of individual modules are determined by a combination of fixed-price deliverables (where tools or software automation are used) and labor content.
- Every performance consulting assignment is defined by the work report produced by the WEET, which is based on the modules, deliverables and tasks selected.
- A scope-of-work report generated by WEET provides the customer with a list of clearly defined deliverables.

Sales Strategy

Companies across all industries have performance management and capacity planning requirements that vary in size and complexity.

Where to Look for Opportunities

Here are some classic prospects for performance consulting:

- A company that is experiencing performance degradation that affects user productivity
- A company that needs to make business decisions to support planned growth or a changing business environment
- A company that wants to enhance data processing performance for maximum return on the computing investment
- A company that lacks in-house expertise on performance or HP systems
- A company that has a complex network and is trying to improve performance of the overall system

Qualifying a Prospect

HP Performance Consulting service is for HP computers and network performance, so your prospect must be a user of an HP 3000, HP 9000, or HP 1000 system.

Whom to Target

Within the customer's company:

- A data processing or management information system manager will normally be the primary decision maker.
- The system manager or administrator is usually the technical advisor.
- Programming managers may also be candidates for applications optimization consulting.

What You Should Know

The decision primarily is based on monetary value. In selling you should:

- Emphasize improvements in productivity and return on investment.
- Explain how performance management and planning bolster the customer's ability to respond to changing business needs quickly.
- Emphasize "specialist" implementation. Most programmers just program; they do not look at system performance or database analysis.
- Remind the customer that performance consulting goes beyond mere system performance to include networks, application optimization, and other areas.

Using Internal HP Resources

In deciding the scope of any variable-priced modules included in the assignment, be sure to involve the performance specialist who delivers services. HP's performance specialists have the tools and training to meet the different demands of sophisticated customers.

Service Offerings

This service is part of the HP ConsultLine program structure. To fully understand this structure, see "Opportunities" and "Generic Modules" early in this chapter.

HP Performance Consulting service modules are:

- HP Requirements Analysis service
- Travel
- Project management
- Performance evaluation and management
- Capacity planning
- Applications optimization
- Networked performance
- Product implementation assistance
- Custom performance consulting

Not all modules are equally supported on all platforms (HP 3000, HP 9000, or HP 1000). Consult a performance specialist if you have a question about any module.

HP Requirements Analysis Service and Project Management

The HP Requirements Analysis service and project management are generic modules available in all of the nine HP ConsultLine families. See "Generic Modules" in this chapter for descriptions of these services.

Performance Evaluation and Management

This module helps your customers manage the performance of their data processing environments. Through performance management services, HP can help specify realistic service-level objectives, identify and report existing system use and service levels, and define best system management practices. Services also measure system performance, identify performance bottlenecks, and provide specific system recommendations for a customer's application mix.

Capacity Planning

Capacity planning provides in-depth system workload measurement, and uses analytic modeling software to predict future performance. Customized "what-if" scenario analyses incorporate your customer's future plans and identify alternatives. You can also add standardized HP applications software workloads to the system model to forecast the implications of adding new software packages.

Applications Optimization

Applications optimization assists customers in building performance into new applications under development or reviewing the performance of existing applications. HP measures application performance characteristics using HP proprietary software tools, analyzes application interaction with databases, file management, and other subsystems, analyzes system resource use, and makes recommendations for improving application performance.

Networked Performance

Networked performance enables your customers to achieve and maintain optimal performance from their distributed processing and transaction processing networked systems or from workstation clusters. HP measures the performance of the data processing environment (including end systems, intermediate nodes, and connecting networks), identifies performance bottlenecks in client-server, terminal-host, and distributed processing environments, and makes specific recommendations for tuning the network and distributed systems.

Product Implementation Assistance

Product implementation assistance enables your customers to quickly gain maximum productive use of HP's performance management software products. HP helps the customer understand how to aggressively implement performance management processes, and gain the most from the company's investment in HP performance tools. HP provides a case study of product use and on-site explanations.

Custom Performance Consulting

This module allows the flexibility to modify or extend standard modules, and permits customizing solutions to meet specific needs. Use this module when the standard modules in this family do not meet your customer's requirements. (Custom consulting replaces time and materials consulting.)

HP Global System Utilization Service

This fixed-price product may be purchased alone or along with performance modules. It is a low-cost service that lets the customer visualize, interpret, and effectively communicate the current system resource utilization. HP Global System Utilization service is available for both MPE and HP-UX systems.

This service provides the customer with a presentation-quality report that summarizes current system resource utilization. The report includes graphical representation of global system use with clear interpretation guidelines prepared by an HP performance specialist.

HP Global System Utilization service can easily be sold to low-end customers on a regular "performance check" basis. It might also be repeatedly sold to mid-range and high-end customers.

Beating the Competition

Big 5 Firms

Much of the competition in performance consulting for HP computer systems comes from Big 5 firms such as Andersen Consulting and Coopers & Lybrand who may already provide other types of information systems consulting. The Big 5 companies provide the perception of "vendor-neutrality" and a broad information systems management orientation.

These accounts are generally not price-sensitive.

Big 5 Firms' Weaknesses

- A specific consultant cannot match the expertise on HP systems that an HP performance consultant provides.
- HP provides better performance analysis which may include network and application optimization, at a lower cost.

Selling against Big 5 firms

- If the Big 5 firm is established in a consulting relationship with your account, try to handle systems performance as a separate account or a subcontractor.
- Use reference selling and sample reports (strong on business recommendations).

Individual Consultants

Small companies often must rely on the HP expertise of a single individual, generally an experienced ex-HP engineer who has earned recognition from the company or a local user group. Individual consultants are usually quite price-competitive.

Selling against Individual Consultants

Choice is likely to be based on technical expertise and individual trust.

- Stress your access to the latest HP information, tools, and the entire network of HP engineering expertise.
- Note the professionalism of HP reports and HP's assured ability to provide additional consulting, both locally and in other geographic areas (if relevant).
- Emphasize HP's quality; use sample reports and reference accounts.
- Stress that HP's goals are to prevent performance problems before they occur and to improve the customer's systems management.
- For any significant opportunity, use an HP performance specialist to close the sale.

Questions and Answers

Q: Why should I pay HP consulting fees to sell me hardware?

A: Not all performance consulting results in a recommendation to purchase additional hardware. The HP performance specialist identifies existing or potential performance problems and recommends corrective actions. Often this does not require additional hardware, but may involve adjustments such as different system management practices, better load balancing, or tuning a specific application. If a hardware upgrade is necessary, the HP performance specialist identifies the particular system resource that needs to be upgraded—for example, adding memory.

Q: It is too expensive!

A: HP Performance Consulting service compares favorably with costs for similar services within the industry. The HP performance specialist offers added value-unparalleled knowledge of HP's system architecture and software. Finally, performance management can improve productivity.

Q: Can't you give some general suggestions to improve my performance?

A: General suggestions may or may not work in particular circumstances. The customer could spend considerable time fruitlessly following general guidelines, for example, on a problem with a resource shortage. Performance consulting can help pinpoint problems and suggest solutions.

HP Data Center and System Management Service

HP Data Center and System Management service offers planning and implementation assistance for system and application installations, operating system and application migrations, data security audits, analysis and recommendations, and policy and procedure planning.

What's New

You can now quote all custom HP Data Center and System Management services except HP Disaster Recovery Planning service using the custom consulting module.

Sell HP Disaster Recovery Planning service directly from the Corporate Price List (CPL); for details, see the chapter on "Disaster Recovery."

Service Offerings

HP Data Center and System Management service is part of the HP ConsultLine program structure. To fully understand this structure, see "Opportunities" and "Generic Modules" in this chapter.

The modules in the HP Data Center and System Management service are:

- HP Requirements Analysis service
- Travel
- Project management
- Migration consulting
- Startup consulting
- Custom data center and system management consulting

HP Requirements Analysis Service and Project Management

The HP Requirements Analysis service and project management are generic modules available in all of the nine HP ConsultLine families. See "Generic Modules" early in this chapter for descriptions of these services.

Migration Consulting

Use this module to develop pricing for general operating system or application migrations. HP FastLane service can be included in this module.

Startup Consulting

Use this module to develop pricing for fixed-price HP 3000 and HP 9000 installation and startup services.

Custom Data Center and System Management Consulting

This module allows the flexibility to modify or extend standard modules, and permits customizing solutions to meet specific needs. Use this module when the standard modules in this family do not meet your customer's requirements. (Custom consulting replaces time-and-materials consulting.)

Questions and Answers

Q: Does HP do data center and system management consulting on multivendor environments?

A: HP Data Center and System Management Consulting service is for any situation, including multivendor environments in which there is existing HP equipment.

HP Educational Services (PL 4J)

HP Educational Services helps your prospective customers and existing accounts develop skills and keep up with new products and technologies.

HP offers over 300 courses worldwide in a variety of formats, including:

- Classroom training at one of our over 40 HP Customer Education Centers
- Dedicated classes at either your customer's location or at an HP facility
- Modular training on selected topics
- Customized training to meet your customer's specific needs

What's New

Any customer education course (classroom or on-site) can be quoted using the HP ConsultLine program structure. Some guidelines:

- Quote education within the HP ConsultLine structure only when the education will be integrated or concurrent with consulting
- For education-only solutions, use standard CPL quoting procedures
- You can bundle some courses as part of HP-Assist service, handled in WEET

The primary source of worldwide information about customer education is the HP Customer Education Center.

Sales Strategy

Integrating education and consulting in one proposal presents a cohesive image to customers. Moreover, since each additional quote is a potential sales barrier, consolidating education and consulting makes it easier to sell an integrated solution.

For a detailed discussion on the sales strategy for education, see the chapter, "HP Educational Services."

Service Offerings

This service is part of the HP ConsultLine program structure. To fully understand this structure, see "Opportunities" and "Generic Modules" in this chapter.

The modules in this service include:

- HP Requirements Analysis service
- Project management
- HP 1000
- HP 3000 core
- HP 9000/UNIX core
- HP 3000 special/application
- HP 9000/UNIX special/application
- Networks
- Office automation/PC end user
- Board test
- Test and measurement
- Custom education consulting

For a complete discussion of the HP Educational Services program, refer to the chapter, "Educational Services."

HP Requirements Analysis Service and Project Management

The HP Requirements Analysis service and project management are generic modules available in all of the nine HP ConsultLine families. See "Generic Modules" in this chapter for descriptions of these services.

HP 1000

This module includes all HP 1000 courses.

HP 3000 Core

This module includes system management, system operation, and programmer and introductory language courses for HP 3000 MPE V and HP 3000 MPE XL systems. It also includes office automation/PC programmer and administration courses.

HP 9000/UNIX Core

This module includes introductory UNIX operating system fundamentals and languages courses. This module also includes introductory HP Apollo courses.

HP 3000 Special/Application

This module includes advanced, internal, and all manufacturing and financial application courses.

HP 9000/UNIX Special/Application

This module includes system administration, intermediate and advanced programming, and advanced language courses. This module also includes comparable HP Apollo courses.

Networks

This module includes all networking courses.

Office Automation/PC End-user

This module includes office automation/PC end-user training. (Programmer and administration courses are included in the HP 3000 core module.)

Board Test

This module includes all board test courses.

Test and Measurement

This module includes all test and measurement courses.

Custom Education Consulting

This module allows the flexibility to modify or extend standard modules and permits customizing solutions to meet specific needs. Use this module when the standard modules in this family do not meet your customer's requirements. (Custom consulting replaces time-and-materials consulting.)

Beating the Competition

To find information about competition for HP's educational offerings, see the chapter, "Educational Services."

Questions and Answers

Q: Should I use the HP ConsultLine program structure to quote all customer education orders?

A: No. Use the HP ConsultLine program product number (HP H2415A) to quote education in conjunction with other professional services. For education-only solutions, continue to use standard CPL quoting procedures.

Q: What if I am not sure about what training to quote?

A: When in doubt, contact your local HP Customer Education Center.

Q: On the CPL, it says that all on-sites are "quote only" and that the quote must be generated by the HP Customer Education Center. However, the HP ConsultLine program structure allows me to generate an on-site quote myself. Which is right?

A: If you are not quoting on-site training as part of an HP ConsultLine service solution, including consulting, you should follow the CPL procedure and work with the HP Customer Education Center to generate the quote. If you are quoting on-site training as part of an HP ConsultLine solution and would like assistance on what to quote, contact your HP Customer Education Center. In addition, each country may establish an education-family price threshold that, if exceeded, requires quote approval from the HP Customer Education Center.

HP Engineering Automation Consulting Service

Through the HP Engineering Automation Consulting service, HP offers assistance in planning and implementing computer-aided design (CAD) and computer-aided engineering (CAE) systems, software engineering, and other related technical applications.

What's New

This service has recently been enhanced. Products within this family are being renewed and restructured as appropriate in FY91.

Sales Strategy

Where to Look for Opportunities

You'll find opportunities for HP Engineering Automation Consulting service among companies that:

- Are implementing a new engineering application
- Exhibit rapid growth in mechanical engineering (ME) or electrical engineering (EE) or design
- Have just begun a new project

Qualifying a Prospect

Use these qualifiers to make sure your HP Engineering Automation Consulting service prospect is a good one. The prospect should:

- Require special assistance of some kind
- Lack in-house resources to do the job

Whom to Target

Within the customer organization, you should sell to:

- Engineering managers
- Project managers

Using Internal HP Resources to Help

When your prospect has been qualified, you can bring in or enlist help from the following people or resources within HP:

- ME and EE application engineer specialists
- Product division specialists
- HP-UX performance specialists

Selling Tips

Here are some sales tips for HP Engineering Automation Consulting service:

- Emphasize that optimizing a customer's application will help the customer meet project schedules.
- Recognize the customer's technical competence, and stress that HP can complement that in-house skill and knowledge.

Service Offerings

This service is part of the HP ConsultLine program structure. To fully understand this structure, see "Opportunities" and "Generic Modules" in this chapter.

The modules in the HP Engineering Automation Consulting service family are:

- HP Requirements Analysis service
- Travel
- Project management
- Mechanical engineering implementation
- Startup services
- Process monitor and control implementation
- Quality control
- Custom engineering automation consulting

HP Requirements Analysis Service and Project Management

The HP Requirements Analysis service and project management are generic modules available in all of the nine HP ConsultLine families. See "Generic Modules" in this chapter for descriptions of these services.

Mechanical Engineering Implementation

Use this module to develop pricing for the implementation of HP mechanical engineering application products.

Startup Services

Use this module to develop pricing for fixed-price installation products, such as:

- Teamwork installation, HP 647105
- HP 64000 HP-UX installation, HP 648015
- EDS installation, HP 74210A
- PCDS installation, HP 74400A
- ME 5/10/30 installation, HP 98366A

Process Monitor and Control Implementation

Use this module to develop pricing for fixed-price implementation of HP PMC-Assist program products.

Quality Control

Use this module to develop pricing for fixed-price implementation of HP QSTATS-Assist program and HP QDM-Assist program products.

Custom Engineering Automation Consulting

This module allows the flexibility to modify or extend standard modules, and permits customizing solutions to meet specific needs. Use this module when the standard modules in this family do not meet your customer's requirements. (This module replaces time and materials consulting.)

HP Test and Measurement Productivity Assistance

What's New

HP offers productivity assistance for users of HP test and measurement equipment.

Productivity assistance for test and measurement customers began as a pilot program in 1988; all test and measurement consulting services are now available worldwide.

Service Offerings

HP Test and Measurement Productivity Assistance service is part of the HP ConsultLine structure. To fully understand this structure, see "Opportunities" and "Generic Modules" early in this chapter.

The modules in HP Test and Measurement Productivity Assistance service are:

- HP Requirements Analysis service
- Travel
- Project management
- Packaged productivity assistance
- Custom test and measurement productivity assistance

HP Requirements Analysis Service and Project Management

The HP Requirements Analysis service and project management are generic modules available in all of the nine HP ConsultLine families. See "Generic Modules" in this chapter for descriptions of these services.

Packaged Productivity Assistance

Use this module to deliver all packaged, fixed-price productivity assistance.

Custom Test and Measurement Productivity Assistance

This module allows the flexibility to modify or extend standard modules, and permits customizing solutions to meet specific needs. Use this module when the standard modules in this family do not meet your customer's requirements. (This module replaces time-and-materials consulting.)

HP Information Management Consulting Service

HP Information Management Consulting service includes database analysis and design, data security analysis, and computer-aided software engineering (CASE). Office automation services such as HP OfficeAssist are also part of this family. (Office automation services will be transferred to the HP NewWave environment consulting family.)

Although this service is part of the modular HP ConsultLine program family, there are not yet formalized work breakdown structures for it.

Service Offerings

To fully understand the HP ConsultLine program structure, see "Opportunities" and "Generic Modules" early in this chapter.

The modules in the HP Information Management Consulting service are:

- HP Requirements Analysis service
- Travel
- Project management
- Office applications implementation*
- Custom information management consulting

HP Requirements Analysis Service and Project Management

The HP Requirements Analysis service and project management are generic modules available in all of the nine HP ConsultLine families. See "Generic Modules" in this chapter for descriptions of these services.

Office Applications Implementation

Deliverables of this module include fixed-price product numbers.

Custom Information Management Consulting

This module allows the flexibility to modify or extend standard modules, and permits customizing solutions to meet specific needs. Use this module when the standard modules in this family do not meet your customer's requirements. (This module replaces time-and-materials consulting.)

* Office automation services will be transferred to the HP NewWave Computing consulting family.

HP Distributed Computing Consulting Service

HP Distributed Computing Consulting service allows information sharing in a variety of distributed environments. It combines the best of networking, multiuser system platforms, and software applications to develop sophisticated strategies for processing and sharing information. HP provides strategic and tactical consulting in this dynamic arena.

What's New

Known until now as HP Cooperative Computing Environment service, this family will be renamed as HP Distributed Computing consulting, in order to more accurately reflect consulting opportunities that exist in this area.

HP's NewWave computing strategy is a blueprint for creating flexible information systems that easily integrate hardware and software not originally designed to work together. HP provides a set of products that help people exploit their computing resources and make applications cooperate, regardless of location or computer system.

HP provides consulting to help customers evaluate HP NewWave solutions and to plan for, implement, and successfully operate their information solutions.

Although this service is part of the new modular HP ConsultLine family, there are not yet formalized work breakdown structures for it.

Service Offerings

HP Distributed Computing Consulting service is part of the HP ConsultLine program structure. To fully understand this structure, see "Opportunities" and "Generic Modules" in this chapter.

The modules in HP Distributed Computing Consulting service are:

- HP Requirements Analysis service
- Travel
- Project management
- Custom HP Distributed Computing consulting

HP Requirements Analysis Service and Project Management

The HP Requirements Analysis service and project management are generic modules available in all of the nine HP ConsultLine families. See "Generic Modules" in this chapter for descriptions of these services.

Custom Distributed Computing Consulting

This module allows the flexibility to modify or extend standard modules and permits customizing solutions to meet specific needs. Use this module when the standard modules in this family do not meet your customer's requirements. (This module replaces time-and-materials consulting.)

Ordering Information

This section provides basic ordering information for HP's consulting services.

For assistance in ordering, contact your local AEO district manager.

Using WEET for Consulting Services

The WEET is a PC-based effort estimating tool for HP ConsultLine program services. WEET provides automated work breakdown structures and produces pricing for all consulting services in this program.

You use WEET to compile all tasks and deliverables within a family of consulting services needed by a customer for a custom quote. The output from this tool is a configuration solution to your customer's needs.

WEET software is available with the HP InfoROM subscription.

Part Numbers

HP H2335A -HP Manufacturing and Finance Consulting service

- 0 - HP Requirements Analysis service
- 1 - Travel zone 1
- 2 - Travel zone 2
- 3 - Travel zone 3
- 4 - Travel zone 4
- 5 - Custom travel zone 4
- 9 - Project management
- A - Implementation analysis and strategy
- B - Project management seminar
- C - User training development assistance
- D - HP financial accounting (fixed price)
- E - HP financial budgeting (fixed price)
- F - HP maintenance management (fixed price)
- G - HP JIT (fixed price)
- N - Custom manufacturing and finance consulting

HP H2355A -HP Network Consulting service

- 0 - HP Requirements Analysis service
- 1 - Travel zone 1
- 2 - Travel zone 2
- 3 - Travel zone 3
- 4 - Travel zone 4
- 5 - Custom travel zone 4
- 9 - Project management
- A - Logical network design
- B - Physical network design
- C - Implementation planning assistance
- N - Custom network consulting

HP H2365A -HP Performance Consulting service

- 0 - HP Requirements Analysis service
- 1 - Travel zone 1
- 2 - Travel zone 2
- 3 - Travel zone 3
- 4 - Travel zone 4
- 5 - Custom travel zone 4
- 9 - Project management
- A - Performance evaluation and management
- B - Capacity planning
- C - Applications optimization
- D - Networked performance
- E - Product implementation assistance
- N - Custom performance consulting

HP H2395A -HP Data Center and System Management service

- 0 - HP Requirements Analysis service
- 1 - Travel zone 1
- 2 - Travel zone 2
- 3 - Travel zone 3
- 4 - Travel zone 4
- 5 - Custom travel zone 4
- 9 - Project management
- A - Migration consulting
- B - Startup consulting
- N - Custom data center and system management consulting

HP H2415A -HP Educational Services

- A - HP 1000
- B - HP 3000 core
- C - HP 9000/UNIX core
- D - HP 3000 special/application
- E - HP 9000/UNIX special/application
- F - Networks
- G - Office automation/PC end user
- H - Board test
- I - Test and measurement
- N - Custom education consulting

Use the HP ConsultLine program structure (HP H2415A) to quote education in conjunction with other professional services. For education-only solutions, continue to use standard CPL quoting procedures.

HP H2385A -HP Engineering Automation Consulting service

- 0 - HP Requirements Analysis service
- 1 - Travel zone 1
- 2 - Travel zone 2
- 3 - Travel zone 3
- 4 - Travel zone 4
- 5 - Custom travel zone 4
- 9 - Project management
- A - Mechanical engineering implementation
- B - Startup services
- C - Process monitor and control implementation
- D - Quality control services
- N - Custom engineering automation consulting

HP H2375A -HP Test and Measurement Productivity Assistance service

- 0 - HP Requirements Analysis service
- 1 - Travel zone 1
- 2 - Travel zone 2
- 3 - Travel zone 3
- 4 - Travel zone 4
- 5 - Custom travel zone 4
- 9 - Project management
- A - Packaged productivity assistance
- N - Custom test and measurement productivity assistance

HP H2405A -HP Information Management Consulting service

- 0 - HP Requirements Analysis service
- 1 - Travel zone 1
- 2 - Travel zone 2
- 3 - Travel zone 3
- 4 - Travel zone 4
- 5 - Custom travel zone 4
- 9 - Project management
- A - Office applications implementation
- N - Custom information management consulting

HP H2425A -HP Distributed Computing Consulting service

- 0 - HP Requirements Analysis service
- 1 - Travel zone 1
- 2 - Travel zone 2
- 3 - Travel zone 3
- 4 - Travel zone 4
- 5 - Custom travel zone 4
- 9 - Project management
- N - Custom distributed computing consulting

Additional Information

The following documents can provide further information about the HP ConsultLine program.

Publication Number	Description
	New
5952-2129	HP Data Center and System Management Consulting Service data sheet
5952-2442	Cost-effective Network Consulting brief
5952-2443	HP Consulting-Use Our Expertise to Your Advantage folder
	Revised
5952-0806	HP Manufacturing and Consulting Service data sheet
	Also Available
5952-0845	Exhibit 2W, HP ConsultLine Program
5952-0805	HP Consulting for Successful Solutions Program brochure
5952-0809	HP Requirements Analysis Service data sheet
5952-0810	HP Network Consulting Service data sheet
5952-0854	HP Performance Consulting Service data sheet
5952-2127	HP Educational Services data sheet
5952-3245	Network Consulting PIP Instructions
5952-1235	Global System Utilization Service for Performance Management data sheet

Field Communication Tools

Publication Number	Description
5952-1231	HP ConsultLine NPT Materials DMs
5952-1233	HP ConsultLine NPT Materials AE



Educational Services

Opportunities

The HP Educational Services program provides high-quality training solutions worldwide to help customers maximize the value of their investment. HP training courses enable your prospective customers and existing accounts to develop skills and keep up with new products and technologies.

The Market

The market for educational services consists of customers who own HP computer systems, HP test and measurement instrumentation products, and HP software applications. More specifically, users of the following HP hardware and software products are an excellent market for education:

- Multiuser systems — HP 1000, HP 3000, and HP 9000 systems
- Workstations — HP 9000 and Apollo products
- Personal computers — DOS and SCO UNIX
- Board test systems
- ME CAD, EE CAD, and CASE software
- Test and measurement equipment and software

Courses are available on a wide range of subjects for beginner, intermediate, and advanced level users. (Typical customer profiles include programmers, system managers, and end users.)

What HP Offers

HP customers receive training via a number of different means:

- Classroom training at an HP Customer Education Center
- Dedicated training at the customer's site or an HP Customer Education Center
- Modular training
- Customized training
- Self-paced training packages

Please refer to "Product Offerings" later in this chapter for more detailed descriptions of available courses.

What's New

HP continuously introduces courses to keep customers up to date on new products and emerging technologies. HP also makes ongoing enhancements to existing curriculums. Currently, special emphasis is being placed on expanding UNIX and MPE offerings.

New programs include:

- Enhanced self-paced training program
- Value-added business (VAB) program
- HP ConsultLine program

Enhanced Self-paced Training Program

HP's self-paced training now includes more than 50 courses covering a wide variety of HP computer systems and instruments. Self-paced courses are an ideal solution when either scheduling or budget limit the use of more formal instruction. Refer to the Self-paced Training Catalog for detailed information on what is available today.

VAB Program

The VAB program provides a means for HP's value-added business partners and their customers to benefit from HP's educational services offerings. This program includes:

- Services, such as technical training, especially designed to meet the needs of VABs
- Services that allow VABs to better support their customers, including a reseller program for VABs to sell education to their customers
- Opportunities for VABs to partner with HP to better meet customer needs. This includes facilities rental, joint course development, and joint course delivery.

For more information about the WCSO VAB program, see Chapter 10.

HP ConsultLine Program

The HP ConsultLine program allows HP Educational Services (both on-site and classroom) to be quoted as part of a total professional services solution.

Sales Strategy

Your users expect their computer systems to make them more successful, to increase their overall effectiveness, and to enhance their ability to provide improved service to their own customers. Educational services can help your customer in all of these areas, and can optimize your customer's system investment.

Remember that you benefit, too, from the increased self-sufficiency of your customers. Better user training means you can focus your efforts on selling, rather than on solving problems.

Recognizing Opportunities

The key to successfully selling training is to be aware of the different opportunities and solutions available. The account visit or a follow-up sales call can often quickly lead to identifying an education sales opportunity.

Key events and situations that can often lead to education sales include:

- New system or product sales
- HP ResponseLine or HP TeamLine contract sales
- Software revisions
- Hardware upgrades
- Employee turnover
- High incidence of operator error
- Leads from trade shows and user groups

New System or Product Sales

First and foremost, always try to sell training as part of a new system sale. Training leads to increased product satisfaction, which can lead to more system sales. Take an active role early in the sales cycle or during an initial demonstration, and stress increased productivity and reduced startup time. Startup training represents the largest percentage of education sales today.

HP ResponseLine or HP TeamLine Contract Sale

As a requirement of the software support agreement, all designated HP Response Center callers must attend the required HP training courses prior to calling the HP Response Center. This includes the primary caller, alternate, off-hour, and any additional callers purchased. For additional information on the required training for each system or product, please refer to Appendix J of the ASD Software Support Sales Tool package.

Software Revisions

Software revisions present an excellent opportunity to sell training. As software products are enhanced, the corresponding course content often requires changes. HP Educational Services continually monitors the impact of product changes on courses and updates the content accordingly.

In order to provide customers with information on the new features, special delta seminars are often developed to focus on the important changes. Introductory courses help new employees to get a quick start on the job, while experienced employees can increase their productivity by attending the delta seminars or advanced courses.

Hardware Upgrades

While hardware upgrades don't usually affect the content of training courses, they present a good opportunity to sell training into the installed base. The upgrade often involves a visit from HP personnel and the placement of a purchase order with HP. New employees can be sent to introductory courses, and former students can return for advanced training.

Employee Turnover

Employee turnover presents an ideal opportunity to sell training. HP's educational services can rapidly bring new employees up to the standards of their co-workers, reducing the need for ad hoc training. In the case of HP Response Center callers, employee turnover often results in the need to train another caller to fulfill the software support agreement.

High Incidence of Operator Error

Frequent calls reporting system problems often indicate a lack of basic operating skills. HP's introductory training courses can often solve this problem, and free you for more productive activities than correcting operator errors. Moreover, reducing the number of calls a customer needs to make will increase satisfaction and may lead to further system sales.

Trade Shows and User Groups

The HP Customer Education Center is available to help you develop local education promotions and generate leads. An HP Customer Education Center representative can be available for local sales or service symposiums, user group meetings, trade shows, or HP open houses.

Conducting a Needs Analysis

Qualifying Leads

Once you've identified a potential opportunity, qualify the lead by:

- **Identifying the decision makers.** Determine who will make the purchase decision, and find out the criteria used for the decision.
- **Determining the training budget.** Find out if there is a separate training budget, and determine its size. Learn if there any seasonal constraints on the budget.
- **Identifying the competition.** Determine whether your competition will be from third-party training firms, in-house staff, or self-teaching.

Needs Assessment

The HP Customer Education Center is available to assist you with needs assessments and curriculum planning sessions. For large curriculum planning needs, an AE/SE instructor can be assigned to work with the account-assigned AE or SE to prepare curriculum plans.

Some areas to consider are:

- Who needs training—how many people, both now and in the future
- What the students need to learn
- When the training should be given

Creating a Solution

In order to create a winning solution, one that matches the curriculum to customer needs, you should be aware of the various solutions HP Educational Services can offer. You'll find a simplified list of offerings under "Product Offerings" later in this chapter.

Customer Education Updates

In most countries, you can arrange to have a customer regularly receive customer education updates direct from the HP Customer Education Center. These updates often include course schedules, course catalogs, and information pertaining to any special offers or programs.

For HP TeamLine and HP ResponseLine software support contractual customers in the U.S, this information is currently sent to system manager contacts. If you would like to ensure that a customer is on the proper list, or would like to add a customer name, contact your nearest HP Customer Education Center for complete details.

Sales Proposal Assistance

Staff members of the HP Customer Education Center can assist you in generating education sales proposals for any qualified lead. They can provide you with course catalogs, course schedules, data sheets, curriculum-specific brochures, as well as locally developed sales tools. The HP Customer Education Center can arrange for an informational presentation at your district staff meeting.

The HP Customer Education Center can help you prepare a winning proposal for any of the following sales opportunities:

- **Single seat sales**—Single seat sales in regularly scheduled classroom courses are easy to quote and sell. Course descriptions and ordering information are usually available in the latest copy of your country's education catalog and schedule.
- **On-sites**—All on-site quotations must be coordinated through your local HP Customer Education Center manager. On-site prices must incorporate instructor travel charges, and often involve special setup or course customization charges. Instructor availability must also be confirmed.
- **Big deals**—Always contact your local HP Customer Education Center manager regarding upcoming big deal proposals. These typically involve large, complex training requirements which demand special HP Customer Education Center attention. The HP Customer Education Center can provide a needs assessment and prepare custom proposals to meet any special needs.
- **Customized courses**—Some customers would rather have a course tailored for a specific subject need or time constraint. The HP Customer Education Center can assist in identifying the customer's needs and preparing a custom course proposal.

Presenting the Solution

Use your existing support relationship! Because you are on site and supporting the account, you can explain the benefits of HP Educational Services.

Sell as high as you appropriately can within the account. Selling high provides more opportunities for broad system solutions. In any event, try to win over the MIS manager, who will be asked for opinions by the decision-makers.

Highlight these benefits when you present the education solution:

- Customers enhance their problem-solving abilities.
- Customers learn to use their HP hardware and software more fully, quickly, and effectively.
- HP equipment users boost productivity through technical proficiency and increased confidence.

Sales representatives who have successfully sold large dollar amounts of customer education offer the following tips:

- Include education in the hardware and software budgetary quote.
- Recommend training based on employee turnover and anticipated staffing growth.
- Provide examples of how training increases customers' productivity and how lack of training causes productivity problems.

Product Offerings

HP Educational Services are designed to meet a wide range of individual skill levels and areas of responsibility. These services are available in formats designed to meet a variety of customer, time, and budget requirements. The Education Catalog contains complete descriptions for over 300 training courses currently offered by HP.

Course Offerings

You can find course offerings for a variety of job functions, including:

- Computer platforms
- Software applications
- Database management
- Programming languages
- Networking
- Test and measurement products
- System administration
- System operation
- System management
- Network management and design
- Programming
- Software development
- Application development
- End user
- Application user
- HP Response Center caller

Course offerings include courses in these areas:

- Computer platforms
- Software applications
- Database management
- Programming languages
- Networking
- Test and measurement products

Computer Platforms

System management/administration, system operation, and basic programming courses are offered for most of the following computing platforms:

- Multiuser systems
 - HP 1000 (RTE-A, RTE-6/VM, ATS)
 - HP 3000 (MPE V, MPE XL)
 - HP 9000 (HP-UX)
- Workstations
 - HP 9000 (HP-UX)
 - Apollo (Domain and Aegis)
- Personal computers
 - DOS
 - SCO UNIX

Software Applications

A range of introductory and advanced courses are available for the following software applications:

- CASE—Softbench, DSEE, Encapsulator
- EE CAE—PCDS, DCS, DVI
- Financial applications (HP 3000)
- HP NewWave
- Manufacturing applications (HP 3000 and HP 9000)
- ME CAD—ME 10, ME 30, Data Manager
- Microprocessor development—64000, 64000-UX
- Office—HP Desk, HP AdvanceMail, HP OpenMail

Database Management

- HP Business Report Writer
- HP Dictionary
- HP IMAGE, HP TurboIMAGE
- SQL
- HP Transact
- HP VPlus

Programming Languages

- Ada
- BASIC/UX
- C
- C + +
- COBOL
- FORTRAN
- Pascal

Networking

- ARPA/Berkeley
- LAN, WAN
- NCS
- NFS and Yellow Pages
- X.25

Test and Measurement Products

- Board test systems
- Data acquisition
- HP-IB instrument controllers
- Network analyzers
- Semiconductor test systems

Delivery Formats

Most courses are available in a variety of delivery formats, each designed to meet the special time and budget requirements of your customer. Formats include:

- Standard classroom training
- On-site training
- Dedicated classroom training
- Modular training
- Customized training
- Self-paced courses

Standard Classroom Training

Classroom training offers the most economical solution for many customers. Advantages include:

- Per-seat pricing lets the customer train as few as one person at a time, for maximum flexibility.
- Courses are scheduled months in advance, so the customer can plan for training and coordinate work and travel schedules.
- HP provides equipment and coordinates setup, which allows training prior to system installation and eliminates the need to tie up critical systems for training.
- Customers learn from the experiences of other HP users.
- A controlled, classroom environment eliminates the interruptions common to the customer's normal work site.

Courses are scheduled at HP Customer Education Centers according to sales projections and customer demand. Specialty or low-demand courses are scheduled only at selected HP Customer Education Centers. In many cases, these centers have invested in the specialized equipment and instructor resources required to deliver these courses.

HP classroom courses are available worldwide:

- United States:
 - Atlanta
 - Los Angeles
 - Boston
 - New York
 - Chicago
 - San Francisco
 - Dallas
 - Washington, DC
 - Detroit
- Europe:
 - Austria - Vienna
 - Spain - Barcelona, Madrid
 - Belgium - Brussels
 - Sweden - Kista
 - Denmark - Birkerød
 - Switzerland - Geneva, Zurich
 - Finland - Espoo
 - United Kingdom - Manchester, Uxbridge
 - France - Villepinte
 - West Germany - Bad Homburg, Boblingen
 - Italy - Milan, Rome
 - Netherlands - Amstelveen
 - Norway - Osteras
- Canada
- Mexico
- South America
- Asia
- Australia/New Zealand

On-site Training

On-site training is often the most economical solution for customers who have a large staff to train or would otherwise travel a long distance to HP Customer Education Center. Depending on the specific geographic location and the travel expenses involved, on-site training may be more cost-effective than classroom training, even for the customer who has only a few students.

Advantages of on-site training include:

- Elimination of student travel and lodging costs
- Reduced per-student tuition costs
- Less time away from home and work
- Course material customized to meet specific needs, including lab exercises customized by the AE instructor
- Exposure of the entire staff to the same material at the same time, bringing everyone up to speed at once
- Training schedule coordinated to match the customer's needs

Dedicated Classroom Training

In areas where there is no HP Education Center nearby, a dedicated class can be scheduled at a local site if you can obtain commitments from a user's group or two or three customers. Special rates can also be arranged for large groups who would like to reserve an HP classroom for dedicated course delivery—either a standard HP class or a tailored class. This method of delivering training combines many of the advantages of HP classroom education with the customization capabilities of on-site training.

Modular Training

With more customers requesting specific training programs, the HP Customer Education Centers have designed an innovative approach to meeting these needs. It's often referred to as the "build-your-own" program, and it's structured as follows:

1. Customers review a menu of selected key topics from the standard courses available within a curriculum (MPE V, MPE XL, or HP-UX).
2. Customers select only the topics they feel are necessary. Most topics require 1/2 day to deliver.
3. Customers decide the appropriate delivery schedule based upon their business requirements. The HP Customer Education Center will provide assistance on recommended course sequences and prerequisites.
4. Prices are based upon the number of topics selected, the number of students attending, and the location of the customer.

Note: Modular training is not presently available in all areas. Contact your HP Customer Education Center for availability.

This program can be very useful in some situations, including:

- Customers who want to "sample" HP training prior to making a large commitment
- Customers with very rigid time and budget constraints
- Customers with specialized subject requirements

Customized Training

Customized training is the recommended solution when a customer needs training on a subject not available in the standard curriculum. The HP Customer Education Center can develop a new course (or tailor an existing course) to meet this need. The customer can work directly with the course developer to define the exact needs and requirements.

Self-paced Courses

For selected products, self-paced training solutions have been developed instead of traditional classroom training courses. Currently there are more than 50 self-paced training courses, available in a variety of formats.

Beating the Competition

The HP Educational Services program seldom competes head-to-head for training business with the traditional computer system and product vendors, such as IBM, DEC, or Sun Microsystems. However, you will often encounter competition from three other areas:

- Informal training and learning "on your own"
- In-house training department
- Third-party training firms and universities

Informal "On-Your Own" Training

Many customers will indicate they intend to learn on their own rather than attend formal training. Listen for these objections to purchasing formal training:

"My engineers don't need training, they can figure out how to use the system on their own"

"Training is too expensive"

"I don't have time to go to training"

"Some members of my staff have already gone through training; they can just give their materials and notes to other members"

To sell to a customer who makes statements like the ones above, emphasize the following advantages of HP education:

- Emphasize the added value of instructor-led presentations and discussions.
- Stress the advantages of structured, hands-on practice.
- Use the learning curve argument—"The faster you learn how to do something right, the more you'll get done."
- Emphasize that the customer can learn how to use the full capabilities of the system, today.
- Stress that HP training is actually less expensive than learning on your own, because you obtain maximum use of your system sooner. Show how HP education will eliminate time lost because of trial and error.
- If the customer cannot travel, highlight HP's on-site courses that eliminate travel.
- If you're faced with objections about scheduling, emphasize that HP classroom courses are scheduled months in advance, making it easier to free up time. Moreover, on-site education is available to eliminate scheduling problems.

The following table summarizes how to address the major customer objections to training:

Objection	How to Address
No time	Learning curve: time invested up front in training saves time later.
No money	Learning curve: less expensive than learning on your own—obtain maximum use of system sooner.
Can't travel	On-site courses eliminate travel.
Schedule	HP classroom courses scheduled months in advance. On-sites eliminate schedule constraints.

In-house Training Department

Your HP Customer Education Center can often partner with a company's in-house training department to provide a better solution.

Third-party Training Firms and Universities

When competing for training business with third-party training firms or universities, you should stress the following competitive advantages:

- HP instructors
- HP quality
- HP facilities and equipment
- HP locations
- HP course materials
- HP experience
- HP delivery flexibility
- Hands-on emphasis
- Small class size
- Breadth of offerings
- Customer satisfaction

HP Instructors

HP instructors are thoroughly screened and rigorously trained for both technical proficiency and teaching skills. They have regular access to in-depth product training and information on enhancements and changes. Our instructors regularly receive high marks from students.

HP Quality

HP Customer Educational Services delivers the same high level of quality that customers have come to expect from other HP products. All courses are developed according to detailed specifications, and every course is tested before being formally released. Our courses regularly receive high marks for quality, and are continually monitored to keep them at that level.

HP Facilities and Equipment

HP Customer Education Center classrooms are specially designed and dedicated to fostering learning. Classrooms are equipped with the latest

audio-visual equipment, and offer a comfortable, distraction-free learning environment.

HP Locations

HP has many customer education centers, strategically located near major metropolitan areas. The number and geographic layout of these locations minimize customer travel while maximizing the frequency of offerings at a given location. This strategy allows us to get the most from our instructor and equipment resources and to offer competitively priced courses. Many third-party training vendors offer courses in only a single location.

HP Course Materials

HP provides students with comprehensive course notes, including copies of all presentation slides, in order to maximize the learning experience. When the student is back on the job, these notes and slides often serve as a valuable reference guide that supplements the standard product manuals. Many third-party training firms and competitive system vendors use lower quality presentation materials, detracting from the learning experience.

HP Experience

HP has been in the training business for more than 50 years. We've gone through the learning curve and know how to satisfy your customers. Last year alone we trained over 100,000 students, in locations around the world.

HP Delivery Flexibility

HP offers several delivery options to meet specific customer requirements.

Hands-on Emphasis

The typical HP course involves 50 percent lecture and presentation, much of it spent on discussion of real-world work situations. The other 50 percent is made up of laboratory exercises, using HP equipment. For the lab sessions, there are usually no more than two students per workstation or terminal, ensuring that each student gets plenty of hands-on experience.

Small Class Size

Class size is usually limited to 12-16 students, ensuring that each student gets plenty of attention. Instructors can often interact with students on a one-to-one basis, especially during the frequent lab sessions.

Breadth of Offerings

Third-party training firms usually only offer a handful of introductory courses. HP's curriculum comprises more than 300 courses, covering a complete range of introductory and advanced training. We feature extensive offerings in both MPE and HP-UX systems.

Customer Satisfaction

When major independent research firms survey customer satisfaction levels, HP Customer Education regularly ranks at the top. (See Appendix A for more details of customer satisfaction for HP education.)

HP Prices

HP's prices are competitive with those of most system vendors and major third-party training vendors. Emphasize HP's quality instruction, excellent course materials, and years of experience in order to counter pricing objections.

Occasionally you will encounter a customer who insists on basing a purchase decision on price alone. In these instances—especially if the account is a large one—the HP Customer Education Center can often help you prepare the quote, and can even deliver a presentation about HP's capabilities.

Questions and Answers

The following are the most common questions customers ask about educational services:

Q: Why do I have to travel so far for training?

A: If a dedicated class is possible, your customers won't be required to travel. In some cases, HP's training courses are offered in only a few dedicated sites. This is because of the need for a minimum number of students to regularly schedule the class, the location of specialized equipment or instructors for the class, and the startup schedule of newly introduced courses.

Stress the value of the total training investment. Even including travel and tuition, the productivity gains and reduced learning curve lead to overall customer savings.

Q: Why does training seem so expensive?

A: HP's courses are priced competitively using a market-based, in-depth analysis of other vendors' offerings. For your more price-sensitive accounts, work with your AE to evaluate classes at the customer's site, look into the travel discounts that the HP Customer Education Center may offer, and use profit improvement techniques to cost-justify the value of training. Remember, the cost of not being trained is far higher than the expense of the training course!

Q: What if I'm just too busy to attend training?

A: HP has found that customers are more productive and efficient if they have been properly trained. Time invested up-front brings customers up to speed sooner, which saves time in the long run. Since HP's class schedule is usually published 8 months in advance, customers can plan ahead for their training.

Q: I just hired several highly trained engineers with lots of hands-on experience. Why do I need to send them to formal training?

A: HP's customer education classes use previous experience and university programs as a springboard, so there is little duplication of effort. Moreover, ongoing education helps keep your staff up to date on the latest tools, technological advances, and time-saving techniques. Training helps customers utilize all the features of a product to maximize productivity.

Q: Why doesn't HP have the course I need?

A: The HP Customer Education Center has a structured program to cover just about every requirement. We can also work with you and your customer to tailor an education solution.



Ordering Information

Not all educational services are available in every area or location, nor are all courses regularly scheduled, but they may be available for dedicated delivery to your customers.

To order HP Educational Services in the U.S. or to receive pricing, scheduling, and enrollment information, call (800) HPCLASS (800-472-5277). Outside the U.S., contact your local HP Customer Education Center or sales office.

All on-site education product numbers are "quote-only" on the Corporate Price List. The HP Customer Education Center must generate all quotes for on-site education.

Follow standard order processing procedures (through the sales office or HP Customer Education Center).

For a complete listing of all available products, see the appropriate sales literature.

Additional Information

The following documentation contains additional information to help structure educational solutions:

Publication Number	Description
5954-0142	Education Catalog (1989)
5952-0855	Education Catalog Supplement (1990)
5954-0121	Education Course Schedule (U.S., Canada)
5952-1756	HP Educational Services—Your Key to Higher Productivity folder
5252-2445	Self-paced Education Catalog
5954-8640	Curriculum Paths for UNIX
5954-8634	Curriculum Paths for Business Systems and Office Applications
5952-2127	HP Educational Services data sheet
5952-0503	Cost-effective Network Education product brief
5952-1758	Network Customer Education PIP Detailed Worksheet Instructions
5952-6384D	Maximize Your Training Dollars—Design Systems Education brochure
5953-8358	Moving from MPE V to MPE XL flyer

A detailed data sheet exists for virtually every course we offer. Data sheets are available from your local HP Customer Education Center.

Performance Management

Opportunities

HP's performance management products and services help your customers realize the full potential of their HP computer systems. Moreover, successful performance management leads to improved customer satisfaction and a better account relationship.

The Market

HP performance tools are for use on HP computer systems, including HP 3000 and HP 9000 systems.

What HP Offers

HP offers a full gamut of performance software and consulting services that together address all of the following performance needs:

- Immediate performance problem diagnosis
- System resource management for better performance over time
- Capacity planning
- Application optimization



What's New

HP recently added the following products to the lineup of performance tools to help your customers get better performance from their HP-UX and MPE systems:

- HP LaserRX/UX software
- HP RXForecast software
- HP GlancePlus/UX and HP GlancePlus/XL software
- HP Software Performance Tuner/XL software

HP LaserRX/UX

HP LaserRX/UX software now provides performance management for all HP-UX systems. As an easily used tool that summarizes global-level information and generates high-quality graphic reports, this software provides several important benefits:

- Customers can identify and isolate current and past system bottlenecks and performance problems.
- Customers can make better decisions about balancing system resources and tune systems for optimal performance.
- Customers can understand usage trends, plan for system growth, and anticipate and avoid future performance problems.

HP RXForecast

HP RXForecast software helps HP-UX and MPE customers anticipate how their systems will utilize resources in the future, and helps to plan for that utilization. This software tool merges seamlessly into the HP LaserRX software user interface and can help your customers in a number of ways:

- Customers can plan for system capacity requirements.
- Customers can forecast future resource utilization and performance, and incorporate business activity projections into system usage forecasts.

HP GlancePlus/UX and HP GlancePlus/XL

HP GlancePlus/UX and HP GlancePlus/XL are on-line software tools for monitoring the performance of HP 9000 and HP 3000 Series 900 systems. Because they can present a quick summary and details of current system activity, they are ideal for immediate diagnosis of performance problems and bottlenecks. Here are some of the benefits of these software tools:

- HP GlancePlus/UX or HP GlancePlus/XL software makes system performance monitoring and diagnosis easy.
- HP GlancePlus software allows your customers to respond quickly and effectively to occasional performance problems.

HP Software Performance Tuner/XL

HP Software Performance Tuner/XL is a software tool for HP 3000 MPE XL, MPE/V systems. The tool delivers the information needed to tune native mode MPE XL, MPE/V applications for optimal performance. Your customers realize all of the following benefits:

- HP Software Performance Tuner/XL software helps improve the performance of applications already in production, and helps evaluate the design and efficiency of development code.
- Coupled with system-level performance management, application tuning with this software helps customers achieve maximum efficiency on HP 3000 series 900 systems.

Sales Strategy

Performance problems can quickly become visible. The results of a bogged down and unresponsive system are client dissatisfaction at the least and loss of business at worst.

Sell HP's performance products and consulting services to installed base customers for use with existing systems and to prospects or customers who are buying new systems.

Recognizing Opportunities

Look for opportunities to provide performance management solutions in the following places:

- Companies undergoing rapid growth or change (as opposed to companies with slow growth and relatively unchanging computing requirements)
- Customers who have painful past memories of performance problems and the concomitant costs of not managing them
- Departments dealing with service level issues, such as a guaranteed 2-second response time
- MIS departments with competing groups of users on the same system or network
- Companies tight on resources; it's much more cost-effective to manage performance on the existing system and gain control over existing resources
- Customers who have purchased performance products or services such as HP OPT or HP Caplan in the past
- Customers in environments where thorough management reporting is important (They appreciate the detailed data-gathering and graphical presentation capabilities of HP's performance tools.)

Conducting a Needs Analysis

Performance measurement and analysis should be part of your customer's ongoing systems management process. And virtually all MPE XL, MPE/V and HP-UX customers need the "firefighting" or diagnostics that can be delivered by HP GlancePlus.

More sophisticated needs supported by HP's performance program include:

- Efficient and effective diagnosis
- System tuning
- Application tuning
- Load balancing
- Service level management
- Resource planning
- Capacity planning

Creating a Solution

Choose performance products and services according to your customer's short- and long-term needs. Remember that a customer can monitor and correct performance in a number of ways:

- An HP performance specialist can bring in the performance tool and run it on the customer's system to get the needed data, then make recommendations.
- The customer can purchase and use the product without HP being involved.
- In most cases, there will be a combination of these two schemes.

To distinguish between customer needs, ask the following questions:

- Do you want continual access to performance data?
- Do you want to be involved in the performance management of your HP system?

Your more sophisticated customers will usually answer “yes” to both questions. These customers are excellent prospects for performance products such as HP LaserRX software; and they can also benefit from certain consulting services such as capacity planning and product implementation assistance.

Customers who are less sophisticated, or who lack a good system manager, may prefer initially to use consulting services. These prospects are more likely to appreciate HP Performance Consulting services such as HP Global System Utilization service. But remember these customers later—as their level of expertise grows, they may wish to migrate to HP performance products.

Presenting the Solution

Here are some general guidelines for presenting the solution:

Where to Sell

- Sell high within your customer’s organization—to the MIS manager or higher. At this level, there’s a greater appreciation for the financial returns of performance management, the presentation-quality reports, and the long-term capacity planning available with HP performance tools.
- Sell during annual reviews. Position performance management as a customer responsibility, with HP helping to avoid pitfalls. HP Performance Consulting services are excellent for inclusion in support contracts and custom support plans.

Messages to Help Sell

- Stress that purchasing performance tools is actually more economical than waiting for a problem, and then throwing money and people at it.
- Increased throughput with no additional hardware expense is almost like getting something for nothing. And successful performance management helps the customer plan effectively for future needed system upgrades.
- Stress the benefits of better service, especially to those managers who treat their users as customers.

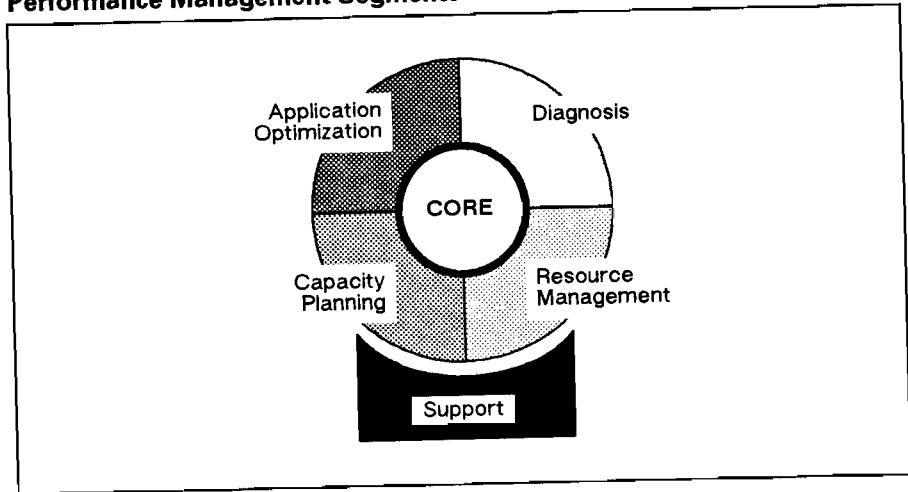
Tools to Help

- Use demonstration software with system managers and MIS managers to help sell performance tools such as HP GlancePlus and HP RXForecast software.
- Emphasize the time-saving design of HP performance tools, and demonstrate how easy they are to learn and to use.
- Use HP’s performance consultants—these individuals are best at matching HP products and services with customer needs. By involving performance consultants, you can better focus on high-level benefits.
- Stress that HP’s combination of products and field consultants is powerful, and unique among systems vendors.

Product Offerings

In performance, HP offers products and services that address four primary areas of focus: diagnosis, resource management, capacity planning, and application optimization.

Performance Management Segments



Product Positioning

Diagnosis

Diagnosis is for problems that need to be solved immediately. For instance, faced with complaints from one department, an analyst may need to measure response time and determine the underlying problem. Diagnosis includes clearing up bottlenecks and real-time firefighting, as well as solving more systematic or recurrent problems.

Products and services that provide diagnosis include:

- HP GlancePlus/UX, HP GlancePlus/XL, and HP Glance/V software
- HP OPT software
- HP LaserRX software
- HP Performance Consulting service

Resource Management

Resource management involves looking at system performance over time. It may require the logging and display of historical performance data that go beyond normal error logging, and it may mean meeting service level agreements. Resource management answers questions such as "Should I rebalance my computing load across various systems?" or "What response time can inventory clerks expect during month-end batch processing?" Resource management also involves system reporting, and it provides information about who is using system resources.

You can use the following products and services in situations that call for resource management:

- HP LaserRX software
- HP Global System Utilization service
- HP Performance Consulting service

Capacity Planning

Capacity planning helps your customers plan for changing business environments. It includes trend forecasting and modeling, answering questions such as "Given the steady increase in my CPU utilization, when should I upgrade my system?" and "What will happen to response time and transaction throughput if I add 50 more users?"

The following HP performance tools and services are ideal for capacity planning:

- HP RXForecast software
- HP Capacity Planning service

Application Optimization

Application optimization enhances efficiency and overall system performance by reducing application demand for system resources. This optimization is especially useful during the development cycle, when the customer can test program design, and build performance into applications.

For application optimization, you can apply:

- HP Software Performance Tuner/XL software
- HP Application Optimization service

Product Descriptions

This is a summary of HP performance products and services:

Performance Products and Services

	MPE V	MPE XL	HP-UX
Software Products	HP Glance/V	HP GlancePlus/XL	HP GlancePlus/UX
	HP OPT/3000	HP LaserRX/MPE	HP LaserRX/UX
	HP LaserRX/MPE	HP RXForecast	HP RXForecast
	HP RXForecast	HP Software Performance Tuner/XL	
Consulting Services	HP Global System Utilization	HP Global System Utilization	HP Global System Utilization
	HP Performance Consulting	HP Performance Consulting	HP Performance Consulting

HP GlancePlus

HP GlancePlus/UX, HP GlancePlus/XL, and HP Glance/V software products give your customers affordable, on-line performance information. These products allow your HP 9000 and HP 3000 system customers to take the pulse of their systems to understand system activity and perform real-time problem diagnosis.

HP Glance/V software is a basic diagnosis solution suitable for system managers and operators of HP 3000 MPE V systems, while HP GlancePlus software provides additional information to meet the bottleneck analysis needs of professionals with mid-range to high-end MPE XL, MPE/V installations. Both packages are straightforward and easy to use.

HP GlancePlus/UX software delivers the same combination of power and ease of use for monitoring HP-UX multiuser systems and networked workstation environments.

HP OPT

HP OPT software is a detailed on-line system performance monitoring tool for HP 3000 MPE V systems. (By contrast, HP Glance/V software provides simpler and, for most customers, more easily used performance information.)

HP LaserRX/UX and HP LaserRX/MPE

HP LaserRX software provides both graphic and tabular representations of system activity, thus giving your customers in-depth historical information that aids in system planning and resource management. Over long or short time periods, your customers can manage the performance of their entire HP MPE or HP-UX computing environment.

Your customers can easily create effective management presentations that illustrate systems, applications, and budgeting issues to maximize return on their system investment. Moreover, HP LaserRX software allows customers to readily establish and monitor the service levels they provide to their own end users.

HP RXForecast

HP RXForecast software provides utilization projection and capacity planning using the HP LaserRX information base and an easy graphical user interface. It includes a methodology for generating valid forecasts and provides several statistical forecasting algorithms. The seasonal variation adjustment of forecasts and incorporation of independent business measures provide great power and flexibility in planning system capacity requirements, without requiring specialized expertise.

HP Software Performance Tuner/XL

HP Software Performance Tuner/XL software helps tune native mode applications to deliver maximum performance. HP LaserRX or HP Glance software first isolates the problem application, then HP Software Performance Tuner/XL software finds the causes for excess resource consumption within the application. As a result, in-house developers and value-added businesses (VABs) can optimize the performance of their application code and system managers can evaluate database and file management to fix the problem. HP Software Performance Tuner/XL software samples transaction information, traces intrinsics, and provides detailed file and database usage.

HP Performance Consulting Service

HP Performance Consulting services are a critical part of the new HP ConsultLine program, which delivers highly flexible, yet well-structured solutions tailored to meet individual customer needs. Low cost, fixed-price performance consulting services, such as HP Global System Utilization service, are also available. Most importantly, HP Performance Consulting services bring your customer the professional expertise of HP performance consultant AEs.

Performance consulting promotes:

- Isolating performance problems and recommending solutions
- Developing better performance management practices
- Documenting current system utilization
- Planning system capacity to meet future business demands
- Optimizing customer-written applications
- Evaluating networked system performance
- Providing implementation assistance for HP's performance products

All of these services are quote-only. An HP performance consultant should determine the customer's requirements and structure the solution to meet those needs.

HP Global System Utilization

HP Global System Utilization service for performance management provides a fixed-price, presentation-quality written report of one week's activity collected on a customer's system. The report incorporates graphic displays of global-level system utilization, clear interpretation guidelines, and analysis and summary by an HP performance consultant. This highly affordable service provides quick interpretation of complex performance data, so the customer receives solid information for business decisions with minimal effort.

Beating the Competition

HP Differentiators

This section includes hints on selling performance management against our competitors.

Performance solutions help differentiate HP systems. To help make HP's performance tools stand out from those of the competition:

- Point out our full performance program, which includes tools and consulting that complement each other.
- In the UNIX operating system arena, focus on HP LaserRX/UX software and its ability to efficiently look at data in depth and over time; this is a first in the UNIX operating system marketplace.
- Stress HP's technical expertise and value-added role in working with our own systems.
- Emphasize HP's worldwide network of performance consultants in the Applications Engineering Organization (AEO).
- Stress the capability and usability of all HP performance products, including HP GlancePlus and HP LaserRX software.

IBM

IBM has left performance management and consulting primarily to third parties. In selling against IBM:

- Emphasize HP's single-source solution.
- Point out the affordability of HP's performance tools versus IBM's high-end tools.
- Note that HP's performance tools, unlike IBM's, share consistent designs across different systems; this means a greater return on your customer's investment.

DEC

DEC has recently developed customer performance tools for their VMS systems. Performance tools for other systems, such as ULTRIX, have been left to third-party firms. Moreover, DEC has nothing like HP's program for specialized performance consultants. If you are selling against DEC:

- Stress HP's commitment to performance management, as evidenced by a full line of products and services.
- Emphasize the extensive and specialized training HP performance consultants receive.

Sun

Sun's new SPARCserver Manager includes a performance monitoring tool which, together with Sun's "perfmeter" tool, offers some of the functionality covered by HP GlancePlus/UX and HP LaserRX/UX. In selling these products against Sun:

- Stress HP's broad range of performance offerings.
- Stress the provisions for displaying detailed process statistics.
- Emphasize the ability of HP's performance tools to define and manage subsystem activity.
- Highlight the fact that HP's performance software can export data to other applications.

Third-party Performance Tool Providers

Third-party firms may provide performance management tools at attractive prices, but their products are generally not easy to use. If you are selling against a third-party performance tool provider:

- Emphasize how easy to use and how personally productive HP's software tools can be. These tools focus customer attention on drawing conclusions rather than on analyzing undifferentiated details.
- Reinforce HP's value for the money.
- Stress HP's technical expertise and understanding of our own equipment.
- Point out that third-party firms do not have the full range of performance consulting services or the breadth of tools offered by HP.

Questions and Answers

The following are common questions asked by customers about performance management:

Q: I don't know much about system performance management. Isn't it complicated?

A: Consulting that includes an HP performance specialist is a good way to start learning about performance management. You will find that a lot of valuable information on the day-to-day use of your system is easily available with tools such as HP GlancePlus and HP LaserRX software.

Q: We run a lean operation and can't afford the time or money needed to manage performance.

A: Performance management can actually give you more time, since you'll have fewer crises and better user productivity. It saves you money, too, since you can probably postpone expensive upgrades. Since you can manage multiple-system performance from a single workstation, the per-system cost for performance management is very low.

Q: Why don't I just use million instructions per second (MIPS) as an indicator to forecast my system's true performance?

A: The computer industry sometimes focuses on MIPS as an indicator of performance. However, MIPS does not accurately characterize system performance in a customer's actual business environment. Benchmark tests and analytic models based on adequate data are much more reliable indicators of expected performance. HP's performance solutions offer you a way to manage actual ongoing performance.

Q: Can HP be objective enough to provide consulting services and performance tools, since that just leads to more equipment sales?

A: Analyzing system performance and identifying alternative courses of action does not automatically lead to the purchase of new hardware. HP's performance services often highlight opportunities to meet performance objectives that do not involve hardware purchases. HP's performance tools place the most accurate and detailed data in the your hands for unbiased interpretation.

Ordering Information

This section lists the part numbers and options for performance management products. (Refer to the chapter on "Consulting Services" for similar information about performance management consulting.)

HP RXForecast

Part Number	Option	Description
B1764A		HP RXForecast
	AGD	MPE and MPE XL, MPE/V systems
	AG1	HP-UX systems

Note: HP LaserRX/MPE (Part number HP 50700A) is a prerequisite for Option AGD and HP LaserRX/UX (Part number HP B1766A) is a prerequisite for Option AG1.

HP LaserRX/UX

The following is ordering information for HP LaserRX/UX performance management software for HP 9000 Series 800 and Series 300 systems. For HP 9000 analysis software, specify the single-line item. For HP 9000 collection software, orders must include a media option as well as a system tier option.

Part Number	Option	Description
B1766A		Performance analyzer for HP-UX systems
B1767A		Performance analyzer for HP 9000 Series 300
	AE8	Collector for Series 32X-34X
	AE9	Collector for Series 35X-37X
	AA0	Software on 1/4-inch tape cartridge
	OGG	Upgrade credit for option AE8
B1768A		Performance collector for HP 9000 Series 800
	AH0	Collector for Series 808
	AEL	Collector for Series 815
	AE5	Collector for Series 825, 832, 635
	AE6	Collector for Series 835, 835SE, 645
	AEN	Collector for Series 840, 845
	AEP	Collector for Series 850, 855
	AH1	Collector for Series 870
	OGR	Upgrade credit for option AH0
	OGE	Upgrade credit for option AEL
	OC8	Upgrade credit for option AE5
	OGS	Upgrade credit for option AE6
	OGT	Upgrade credit for option AEN
	OGU	Upgrade credit for option AEP
	OC7	Upgrade credit for option AE8 to HP B1767A or option AE9 to HP B1768A
	AA0	Software on 1/4-inch cartridge tape
AA1	Software on 1/2-inch 1600-bpi 9-track magnetic tape	

HP LaserRX/MPE

Part Number	Option	Description
50700A		HP LaserRX/MPE performance management software for HP 3000 MPE XL and MPE V systems
	001	2 to 3 systems
	002	4 to 10 systems
	003	11 + systems
	004	1 system only
	101	Credit for option 001
	102	Credit for option 002
	103	Credit for option 003

HP GlancePlus/UX

Part Number	Option	Description
B1790A		HP GlancePlus/UX software for HP 9000 Series 800 and Series 600
	AH0	For Series 808
	AEL	For Series 815, 822
	AE5	For Series 825, 832, 635
	AE6	For Series 835, 835SE, 645
	AEN	For Series 840, 845
	AEP	For Series 850, 855
	AH1	For Series 870/100, 870/200
	AHE	For Series 8XX/SRX and 8XX/CHX
	0GR	Upgrade credit for option AH0
	0GE	Upgrade credit for option AEL
	0C8	Upgrade credit for option AE5
	0GS	Upgrade credit for option AE6
	0GT	Upgrade credit for option AEN
	0GU	Upgrade credit for option AEP
	AA0	Software on 1/4-inch cartridge tape
	AA1	Software on 1600-bpi 9-track magnetic tape
0BE	Documentation only	

Initial orders must include a media option as well as a system tier option. Follow-on orders may exclude the media option, depending on the customer's preference.

Part Number	Option	Description
B1791A		HP GlancePlus/UX software for HP 9000 Series 300 and Series 400 systems
	0AN	Single-node license
	0A9	License for up to 10 nodes
	0AG	License for up to 25 nodes
	0AA	License for up to 50 nodes
	AA0	Software on 1/4-inch cartridge tape
0BE	Documentation only	

Initial orders require a media option as well as a license bundle option. Follow-on orders may exclude the media option, depending on the customer's preference. License bundles are for single sites; a single site is defined as a continuous LAN, unbroken by any serial links.

HP Glance/V and HP GlancePlus/XL

Part Number	Option	Description
50733A		HP Glance/V software for HP 3000 systems
	310	For use on Micro 3000 family
	320	For use on Series 4X-5X
	330	For use on Series 6X-7X
B1787A		HP GlancePlus/XL software for HP 3000 systems
	310	For use on Series 920 or 922LX
	315	For use on Series 922RX
	320	For use on Series 922, 925, 925LX, 932
	330	For use on Series 935
	335	For use on Series 949
	340	For use on Series 950, 955, 960
	350	For use on Series 980/100, 980/200
	AAI	Software on 1/2-inch 1600-bpi magnetic tape (for MPE XL, MPE/V 2.1 only)
	AAH	Software on DDS cartridge tape (for MPE XL, MPE/V 2.1 only)

HP Software Performance Tuner/XL

Part Number	Option	Description
B1776A		HP Software Performance Tuner/XL collector
	310	For use on Series 922LX
	315	For use on Series 922RX
	320	For use on Series 922, 925, 925LX, 932
	330	For use on Series 935
	335	For use on Series 949
	340	For use on Series 950, 955, 960
B1777A		HP Software Performance Tuner/XL analyzer
	310	For use on Series 922LX
	315	For use on Series 922RX
	320	For use on Series 922, 925, 925LX, 932
	330	For use on Series 935
	335	For use on Series 949
	340	For use on Series 950, 955, 960
350	For use on Series 980/100, 980/200	

HP Global System Utilization Service

Part Number	Option	Description
HP 2366A		HP Global System Utilization service

Additional Information

The following documentation contains additional information about HP's performance tools and services:

Publication Number	Description
	New
5952-2043	HP Capacity Planning flyer
5952-2049	HP Software Performance Tuner/XL data sheet
5952-2460	Your Systems Work Harder with HP LaserRX flyer
5952-2805	HP Performance Solutions: Managing Your Systems with Confidence brochure
5952-2822	HP GlancePlus/XL Software for HP 3000 Series 900 Systems data sheet
5952-3264	HP GlancePlus/UX Software for HP 9000 Systems data sheet
	Also Available
5959-2405	Introducing HP Glance-Interactive Performance Monitoring Software for HP 3000 Systems flyer
5959-8229	HP LaserRX software for HP 3000 MPE Systems data sheet
5952-1510	HP RXForecast Capacity Forecasting Software for HP 3000 and HP 9000 Systems
5952-0854	HP Performance Consulting Service data sheet
5952-0432	HP LaserRX/UX Performance Management Software for HP 9000 Series 800 and Series 300 Systems data sheet
5952-1235	HP Global System Utilization Service for Performance Management data sheet
5959-2404	HP Glance/XL and HP Glance/V Software for HP 3000 Systems data sheet
5954-2755D	HP Caplan data sheet (U.S.)
5952-0854	HP Performance Consulting data sheet
5952-2042	HP Capacity Planning Service for HP 3000 and MPE XL, MPE/V Systems data sheet
5952-2317	HP LaserRX/UX sample output
5952-2319	HP LaserRX/MPE sample output

HP Disaster Recovery Program

Opportunities

Fire, flood, earthquake, even a corrupted operating system—anything that destroys data or keeps a computer from functioning is a major disaster to our customers. The HP Disaster Recovery program is aimed at quickly reestablishing HP 3000 and HP 9000 operations after any such catastrophe. Disaster recovery includes planning, training, and temporary backup computer facilities.

The Market

Among Hewlett-Packard customers, there is a solid and steadily growing demand for disaster recovery. This is especially true within our installed base of HP 3000 users. As a business depends more and more on its data, it is no longer enough to merely have backup tapes—fast recovery may be needed to save the business from failure.

What HP Offers

Hewlett-Packard offers:



- Disaster recovery planning
- Training and backup rehearsal for recovering from a disaster
- Backup facilities to keep a customer's business running
- Restoration of the customer's computing capabilities, as appropriate
- Expedited delivery of replacement equipment

Together, two HP services provide the capabilities listed above:

- HP Disaster Recovery Planning service
- Hardware backup services

Several different types of hardware backup solutions are offered around the world.

The System Solution

Although the customer can purchase these individual services separately, the best solution is the complete HP Disaster Recovery program. This program includes disaster recovery planning and training, complemented by the use of a backup computer site during rehearsals and in the event of an actual disaster.

The customer may also need additional consulting services to help develop or administer test plans, critique test results, or assist in project management. Look for opportunities to provide this consulting. (For more about HP's consulting services offerings, see the chapter, "Consulting Services.")

What's New

Note these recent additions to the HP Disaster Recovery program:

- HP now offers backup services in Singapore and Canada.
- Multinational services can be arranged on a special basis.

Sales Strategy

Disaster recovery is a business survival issue, because everything stops while the computer is down. Few companies are strong enough to absorb the shipping delays, unbilled services, and nonexistent revenues that result from a lengthy loss of data processing capability.

Recognizing Opportunities

Every business must provide for disaster recovery. Within your installed base of HP system customers, there are probably more prospects than you realize.

Begin by looking at customers with businesses that are dependent on on-line systems. These might include insurance firms, banks, and other concerns that depend on being able to access their data at all times.

Customers who operate in higher-risk areas—those who may be threatened by earthquakes, floods, hurricanes, or tornados, for example—are also good candidates for disaster recovery services.

Conducting a Needs Analysis

To find out if a need exists, ask some simple questions, such as:

“What will be the impact of a major disaster on your business activities?”


“What are you doing about disaster recovery?”

Based on the answers, likely prospects for the HP Disaster Recovery program are customers who have one or more of these characteristics:

- Cannot operate their businesses without the computer
- Think it is enough to back up disks regularly
- Have no computer contingency plan for an actual disaster
- Have a plan for disaster recovery, but have never rehearsed it
- Lack provisions for a backup system
- Have a backup system that is normally dedicated to other uses
- Are covered by insurance that will pay for the disaster declaration fee and per-diem expenses

As with a prospective customer in any field, verify that your prospect has a need and a budget for disaster recovery services. Then, use these additional qualifiers to make sure your prospect can make best use of the HP Disaster Recovery program and can be profitable for Hewlett-Packard:

- Has upper-management backing for disaster recovery
- Is not overly price-sensitive—HP Disaster Recovery program is for the higher-end, service-oriented customer
- Does not need to process classified data, since customers using a backup site facility may need to share the system with another subscriber



Configuring the Solution

Here are some places within HP to turn for help configuring and presenting the HP Disaster Recovery program.

- The regional/country disaster recovery specialist
- The support sales representative
- The HP Backup service program manager (U.S.)

For information about disaster recovery services in Europe and Intercon, contact Customer Support Europe (CSE) Marketing or the country support marketing manager.

Presenting the Solution

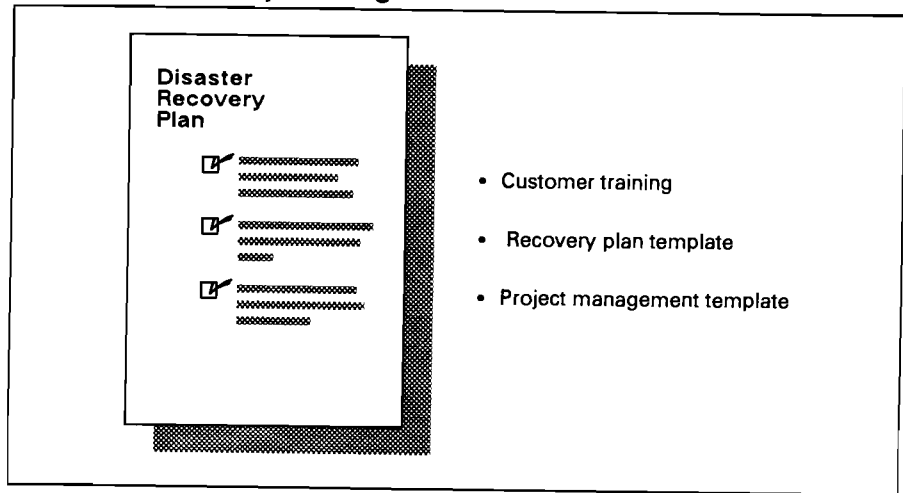
Because disaster recovery is a business survival strategy, sell these services at the executive level.

HP Disaster Recovery Planning Service

HP Disaster Recovery Planning service provides the customer with the knowledge and tools to develop a disaster recovery plan for the HP 3000 system environment. It includes:

- A planning methodology consisting of project planning, team development, critical application identification, disaster definition, training, testing, and maintenance
- A recovery plan template that includes a computer-based outline and starter text for disaster planning
- An electronic template of the recovery plan template in a variety of electronic forms
- A project management template that specifies tasks needed to write a disaster recovery plan
- Training that includes 2 days of on-site training on writing a disaster recovery plan

HP Disaster Recovery Planning



Backup Services

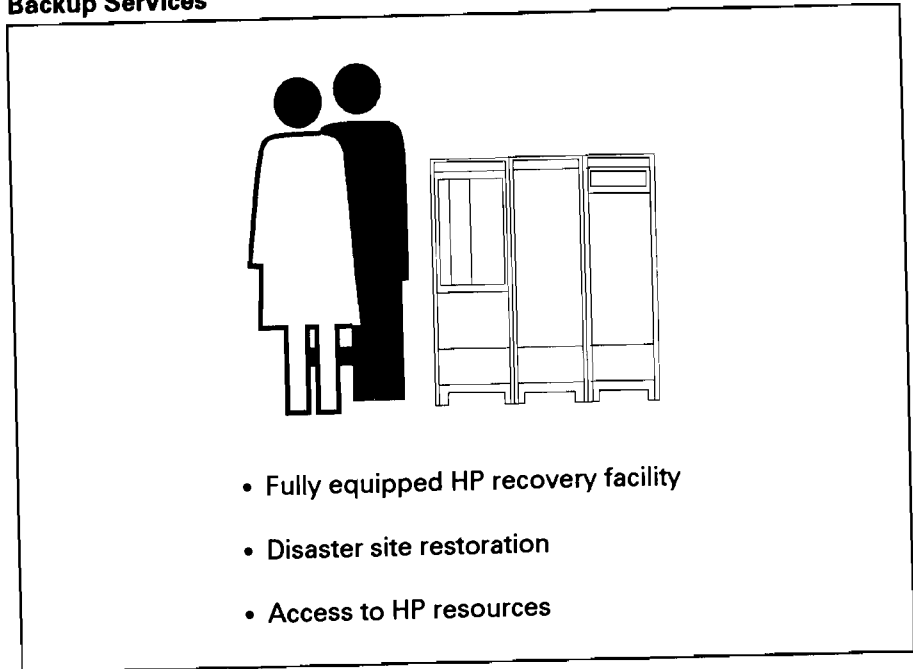
Backup services give the customer access to a fully operational computer facility in the event of a disaster. HP offers a range of backup services worldwide, including:

- HP Backup service
- HP Mobile service
- HP Express service

All of these services include:

- Disaster site restoration assistance
- Expedited delivery of replacement HP equipment, if needed
- Access to HP's technical and support resources worldwide

Backup Services



Backup service coverage varies in different parts of the world. Offerings are structured to provide services that best meet the needs of customers in each particular area. HP can provide for those who need backup capability in multiple countries on a case-by-case basis.

HP Backup

HP Backup service may include a hot site, a cold site, or both.

- A hot site is a fixed site where the customer has access to fully configured HP 3000 and HP 9000 systems, telecommunications, staff—everything needed to resume computer operations after a disaster.
- A cold site is a computer room with telecommunications ready to accept the customer's computer. This allows the customer to establish a temporary computer center using that customer's own equipment.

HP Backup services include:

- Recovery at an HP facility—in some countries, customers can perform their recovery procedures remotely via telecommunications lines to HP's hot site; HP can even ship modems and multiplexers to customers
- Annual rehearsal and review—up to 48 hours per year

HP Mobile

HP Mobile service offers fully configured computer systems and communications in a truck that can be delivered to your customer's designated location.

HP Mobile services include:

- Recovery at customer site—fully operational mobile systems in a container are delivered to customer's designated location
- Rehearsals—in some countries, mobile systems can be delivered to the customer's location for rehearsals

HP Express (HP Standby)

HP Express service offers your customers HP systems backup delivered via express shipment.

HP Express (HP Standby) services include:

- Recovery at customer site—shipment of standby system via the fastest available carrier to customers' designated standby facility
- Installation by HP customer engineers

What You Should Know About Classified Data

In most countries, if there is a disaster that affects multiple customers, Hewlett-Packard may require more than one user to share a system. This can be a problem for users with classified data.

Backup Services Availability

The service offerings are listed in the chart.

Backup Services Availability

Platform	Fixed Site			Express Site (Standby)			Mobile Site		
	MPE V	MPE XL	HP-UX	MPE V	MPE XL	HP-UX	MPE V	MPE XL	NP-UX
Country									
Australia	O			M	M	M	O		
Austria	O			A	A	O	A	A	O
Belgium	O			A	A	O	A	A	O
Canada	A	H	O	A	H	O	O		
Denmark	O			Pending			Pending		
Finland	H	H	O	O			H	H	O
France	O			Phone			Phone		
Germany	Pending			A	A	H	A	A	H
Ireland	See U.K.			A	A	H	A	A	H
Italy	O			A	A	O	A	A	O
Mexico	Pending			Pending			Pending		
Netherlands	O			A	A	O	A	A	O
Norway	O			O			M		
Singapore	M	O	O	M	O	O	O		
Spain*	O			L	O	O	L	L	O
Sweden	O			O			M		
Switzerland	L	O	O	L	O	O	H		
U.S.	H	H	O	O			O		
U.K.	A	A	A	A	A	A	A		

Effective date: January 10, 1990

*HP 250 service available

Key:

- O Not available at this time; contact your local support manager.
- L Available for low-end processors only.
- M Available for midrange processors; also suitable for low-end processors.
- H Available for high-end processors; also suitable for midrange processors, but costly for low-end processors.
- A Available for all processors in the range.
- Phone Call your country support manager for information.

Beating the Competition

In selling the HP Disaster Recovery program, you compete with in-house capabilities as well as a variety of vendors who offer backup disaster recovery planning or hardware services for HP computers. In some cases, the services provided by competitors are the absolute minimum—just enough to enable a customer to pass an audit. In other cases, the services are quite comprehensive.

HP Differentiators

Key HP differentiators are:

- Two-pronged approach—HP's worldwide presence ensures access to HP expertise and assistance in all aspects of disaster recovery, keeping a business running and helping restore the disaster site; most third-party vendors cannot provide both recovery support and assistance with site restoration.
- Comprehensive proven planning methodology
- On-site training by specially trained AEs as part of HP Disaster Recovery Planning Service
- Knowledge and expertise of Hewlett-Packard, particularly in dealing with HP equipment
- Dedicated disaster recovery system—Most third-party vendors provide multiple services (timesharing, application overflow relief, disaster recovery) on the same system.
- Dedicated facilities—In some countries, HP offers a dedicated disaster recovery facility and personnel.
- Telecommunications—In some countries, HP Backup service includes a wide range of telecommunications for remote access.
- Excellent reputation for quality support
- Country-to-country backup (Europe)
- Expedited delivery worldwide—If supplies are limited, backup service customers have priority in receiving replacement hardware.
- Restricted number of subscriptions per HP system to ensure availability and sufficient capacity to handle multiple disasters

Computer Disaster Recovery (CDR)

CDR is a wholly-owned subsidiary of Granada Services, one of Europe's largest third-party maintainers of equipment built by HP and other vendors. CDR has about 50 percent of the market for disaster recovery services for HP computers in Italy, France, Germany, Belgium, Spain, and the United Kingdom.

If you are selling against CDR, stress the following HP advantages in Europe:

- HP's six mobile containers
- More than 20 systems dedicated to disaster recovery
- HP's hot-site backup center
- HP's experience with cross-border activities
- Local language response centers
- HP's lower price

Cocam

Cocam is an HP value-added reseller that competes for disaster recovery services in Australia. This company:

- Has a hot-site offering
- Has no planning service
- Has questionable expertise in the disaster recovery field

If your competition is similar to Cocam, emphasize the major HP advantages and also stress:

- HP's site restoration capabilities, including priority delivery and replacement
- HP's ability to work with insurance claims loss adjustors

Uptime

Uptime is a disaster recovery service provider that competes with HP in the United States. This company:

- Has hot-site and mobile systems
- Features inexpensive coverage of S/50 and S/70 at low level of value-added service
- Has expensive fixed-site-only HP 3000 S/950 coverage
- Does not dedicate systems to disaster recovery, and offers the same systems to customers for overflow processing

In selling against a competitor such as Uptime, stress:

- HP's two-pronged approach
- Knowledge and expertise of Hewlett-Packard, particularly in dealing with HP equipment
- 48 hours of rehearsal time
- Restricted number of subscriptions per system

National DataGuard

National DataGuard provides disaster recovery services for S/950 systems in the U.S. This competitor:

- Covers only HP 3000 S/950 computers
- Supports a restricted number of subscriptions per system
- Offers services at monthly charge plus disaster declaration and per-diem fees in the event of a disaster

In selling against competitors like these, stress:

- HP's two-pronged approach—planning and backup
- Knowledge and expertise of Hewlett-Packard, particularly in dealing with HP equipment
- HP's full coverage of all HP 3000 systems
- Up to 48 hours of rehearsal time
- The flexibility of HP's payment structure (U.S.)

Questions and Answers

Q: In many countries, why is HP working with another vendor to provide hardware backup service?

A: Since many of our HP customers are in a multivendor environment, being aligned with other vendors helps us meet all customer needs.

For instance, Weyerhaeuser is HP's partner in backup services for disaster recovery in the U.S. This company also provides backup services for IBM and DEC products, giving our customers a wide range of backup facilities at their Seattle location.

Q: My facility is far away from your hot site; it will cost too much to move my operation from there to the HP Backup recovery facility.

A: In some countries, mobile and express services are available to ship equipment to a customer's site. One of the strengths of HP Backup service in the U.S. is telecommunications. HP can quickly ship modems and multiplexers to a customer's designated location so that the customer can rehearse or recover remotely.

Q: What happens if several customers experience a disaster at once?

A: To minimize the impact of a multiple disaster, the number of customers subscribing to each disaster recovery configuration is limited. If sharing a configuration is not feasible, HP works to secure additional systems.

Within the U.S., each configuration is limited to 48 subscribers. This is the lowest limit in the industry.

Q: I have classified data. If I'm willing to pay a premium for the service, can I get fixed-site backup dedicated for my use alone?

A: No. Although the number of subscribers per configuration is limited, it is possible that a user will have to share a system with other users in the event of multiple disasters. The best solution for dedicated backup is a mobile or express backup system where available.

Q: Can I get a mobile site sent out for my annual hardware backup rehearsal and review?

A: This is possible in some situations. The policy varies from country to country. Contact the country support marketing manager for details.

Q: Is HP Disaster Recovery Planning service available for the HP 9000?

A: This service was developed for the HP 3000 system and is aimed at this environment. Depending on the situation, HP 9000 systems service may be available on a custom basis.

Ordering Information

HP Disaster Recovery Planning Service

HP Product Number	Description
HP 50638A	HP Disaster Recovery Planning service (single-site), Europe and Intercon
HP 50639A	HP Disaster Recovery Planning service (multisite), Europe and Intercon
HP 50777A	HP Disaster Recovery Planning service (single-site), U.S.
HP 50778A	HP Disaster Recovery Planning service (multisite), U.S.

Backup Services

The part number for backup services depends on the type of service and the platform. In the U.S., contact the HP Backup service program manager at the Bellevue, Washington, office for details and part numbers. In Europe and Intercon, contact your country support manager.

Additional Information

The following is a list of other sources of information about the HP Disaster Recovery program. Contact your office literature coordinator for assistance.

U.S. Literature

Publication Number	Description
5952-0767D	Exhibit A HP Backup Service Site Coverage
5952-0501D	Exhibit B HP Backup Service Agreement
5952-0768D	Exhibit C HP Backup Service Payment Schedule
5957-3795D	HP Backup Configuration Specifications
5957-3797D	HP Disaster Recovery brochure
5957-3798D	HP Disaster Recovery Services field training manual
5957-3799D	HP Disaster Recovery Planning Service data sheet
5957-3800D	HP Disaster Recovery Program—HP Backup Service data sheet
5959-8225D	HP Backup Disaster Recovery Service Agreement

Localized Literature

Publication Number	Description
1186-0177	Brochure - Germany
5952-0019	HP Disaster Recovery Planning Service data sheet – Australia
5952-0020	HP Backup Service, Express data sheet
5959-9996	Folder - Australia
5953-7188FI	Brochure - Finland
5958-0207	Brochure - UK
5958-0321SP	Brochure - Spain
5952-6315SP	Brochure - Spain



Apollo Support

Opportunities

As a result of the merger with Apollo Computer Inc., HP now provides support for Apollo workstations. During the current transition period the support offerings for Apollo Systems Division products differ from the services offered for other HP products.

What's New

HP recently introduced the first merged HP/Apollo products, the new HP 9000 Series 400 systems.

HP 9000 Series 400 Support Services

The new merged products will be covered by different support programs, depending upon which operating system (Domain OS or HP-UX) is running on the customer's system. A chart later in this chapter will help you determine the appropriate support program for your customer.

HP SupportLine Electronic Support

HP SupportLine electronic support is now available for customers of Apollo Systems Division products. HP SupportLine electronic support is a powerful on-line support tool that provides your customers with direct access to current product and support information, and expanding it to include Apollo Systems Division products is a further step toward providing consistent worldwide support services for all Hewlett-Packard products.

Sales Strategy

You have a strong story to tell your customers when recommending the HP ApolloLine program and HP's support.

- Highlight the benefits and added value of Hewlett-Packard as a support provider. Refer to the "Support and the System Solution" chapter of this guide.
- Actively pursue the same high level of contract penetration that Apollo enjoyed before the merger. Your customers budgeted for support!

Product Offerings

The HP ApolloLine program is an interim program designed to meet customer needs during the merger transition period. The program retains Apollo's support structure, which bundled operating system and hardware support.

HP ApolloLine Program

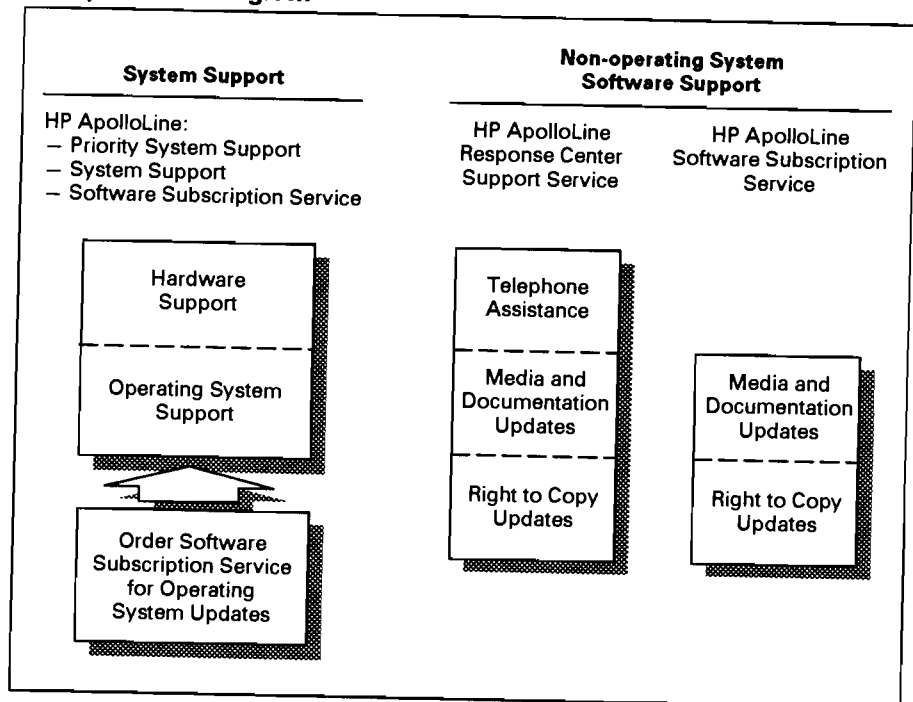
The HP ApolloLine program consists of four services:

- HP ApolloLine Priority System Support service
- HP ApolloLine System Support service
- HP ApolloLine Response Center Support service
- HP ApolloLine Software Subscription service

HP ApolloLine System Support service includes hardware and operating system support, so customers receive "core support" for their Apollo Systems Division products. HP ApolloLine Response Center Support service and HP ApolloLine Software Subscription service cover software that is not part of the operating system.

Unbundled hardware and operating system support services are not currently available for Apollo Systems Division products. In the future, we will offer comprehensive support for all HP workstation products.

HP ApolloLine Program





HP ApolloLine Priority System Support

This service is the right choice for customers with critical applications.

Key Features

- Maximum hardware availability during standard business hours and evenings
- A custom coverage option for customers with unique hardware support needs
- HP Response Center telephone assistance to resolve Domain OS questions and problems.
- Standard hardware support features, including work-to-completion, account-assigned representative, and engineering improvements
- Up-to-date product and support information via HP SupportLine electronic database access

HP ApolloLine System Support

This service is the most cost-effective solution for customers with less critical applications.

Key Features

- On-site hardware support on the following business day
- Ideal for customers with spare or substitute equipment
- HP Response Center telephone assistance to resolve Domain OS questions and problems.
- Standard hardware support features, including work-to-completion, account-assigned representative, and engineering improvements
- Up-to-date product and support information via HP SupportLine electronic database access

The following chart shows the major features of HP ApolloLine System Support service.

The HP ApolloLine System Support Services

Service name	HP ApolloLine Priority System Support Service	HP ApolloLine System Support Service
Major Benefits	<ul style="list-style-type: none"> • Fastest response • Custom coverage options 	<ul style="list-style-type: none"> • Cost-effective
Best Fit	<ul style="list-style-type: none"> • Production-critical applications 	<ul style="list-style-type: none"> • Less critical applications
Specified Hardware Response	<ul style="list-style-type: none"> • On site as quickly as possible, within 4 hours 	<ul style="list-style-type: none"> • On-site next working day
Hardware Coverage	<ul style="list-style-type: none"> • 8:00 am–9:00 pm • Monday–Friday 	<ul style="list-style-type: none"> • 8:00 am–5:00 pm • Monday–Friday
Specified Operating System Telephone Response	<ul style="list-style-type: none"> • Not specified 	<ul style="list-style-type: none"> • Not specified
Operating System Telephone Coverage	<ul style="list-style-type: none"> • 8:30 am–8:00 pm (ET) • Monday–Friday 	<ul style="list-style-type: none"> • 8:30 am–8:00 pm (ET) • Monday–Friday
HP SupportLine Access	<ul style="list-style-type: none"> • 7:00 am–midnight (ET) • 7 days/week 	<ul style="list-style-type: none"> • 7:00 am–midnight (ET) • 7 days/week
Relative Price	<ul style="list-style-type: none"> • 1.25 	<ul style="list-style-type: none"> • 1.00

HP ApolloLine Response Center Support

This service provides phone-in problem-solving for subsystem and applications software (but not for operating system software). HP ApolloLine Response Center Support service also provides software and documentation updates, and the right to copy those updates.

HP ApolloLine Software Subscription

This service provides software and documentation updates for Apollo Systems Division software products. The HP ApolloLine Software Subscription service also allows users to report software problems and request enhancements.

Key features of HP ApolloLine Software Subscription service are summarized in the following chart.

HP ApolloLine Software Support

Service Name	HP ApolloLine Response Center Support Service	HP ApolloLine Software Subscription Service
Major Benefits	<ul style="list-style-type: none"> • Telephone access to software experts • Includes HP ApolloLine Software Subscription service 	<ul style="list-style-type: none"> • Software and manual updates
Target Market	<ul style="list-style-type: none"> • Experienced and inexperienced users • Developers 	<ul style="list-style-type: none"> • Self-supporting customers
Software Telephone Coverage	<ul style="list-style-type: none"> • 8:30 am–8:00 pm (ET) • Monday–Friday 	<ul style="list-style-type: none"> • Not included
HP SupportLine Access	<ul style="list-style-type: none"> • 7:00 am–midnight (ET) • 7 days/week 	<ul style="list-style-type: none"> • 7:00 am–midnight (ET) • 7 days/week

HP 9000 Series 400 Support Services

The new merged products will be covered by different support programs, depending upon which operating system (Domain OS or HP-UX) is in use. To determine which support products are appropriate for your customer, use the following table.

HP 9000 Series 400 Support Ordering Guide

	Operating System Installed	
	HP-UX	Domain OS
Hardware Support	HP SuccessLine service <ul style="list-style-type: none"> • Priority Plus • Priority • Next Day • Scheduled 	HP ApolloLine program <ul style="list-style-type: none"> • HP ApolloLine Priority System Support service • HP ApolloLine System Support service (Both services include operating system telephone support.)
Software Support	HP 9000 software support <ul style="list-style-type: none"> • HP TeamLine service • HP ResponseLine service • HP BasicLine service 	HP ApolloLine program <ul style="list-style-type: none"> • HP ApolloLine Software Subscription service for operating system (required) • HP ApolloLine Response Center Support service for layered software (optional) • HP ApolloLine Software Subscription service for layered software (optional)

HP SupportLine Electronic Support

HP SupportLine electronic support provides access to a problem-solving database with powerful browse and keyword search facilities, so your customers can quickly find solutions to problems and questions. HP SupportLine electronic support contains:

- New product news
- Problem-solving information
- HP Response Center application notes
- Software status bulletins
- Common questions and answers
- Technical tips

In addition, customers can use this support service to submit questions electronically to the HP Response Center. Customers can choose to receive responses electronically or by telephone.

Beating the Competition

Now that HP and Apollo have joined forces, your customers can count on HP to deliver the technical expertise and personalized service needed to keep Apollo Systems Division products at peak performance. These are some of HP's strengths:

- HP is committed to support excellence and customer satisfaction.
- HP offers a broad range of flexible services that utilize advanced support technology.
- HP has consistent support coverage tailored to local business needs worldwide.
- HP's partnership approach includes personalized service provided by account-assigned representatives.

Refer to the hardware support section and software support section of this guide for information on selling against specific hardware and software support vendors.

Questions and Answers

The following are common questions customers ask about HP support for Apollo Systems Division products:

Q: What discounts are available for support on my Apollo System Division products?

A: The HP Major Site Credit program offers discounts for volume hardware support purchases. This program is available to your customers who have Apollo Systems Division products and who purchase an HP ApolloLine system support service agreement. To determine the discount level, add the total HP SuccessLine service and HP ApolloLine system support service contract dollars for the site. Do not use HP ApolloLine Response Center Support and HP ApolloLine Software Subscription services contract dollars to determine the discount.

Q: Why did HP elect to initially keep Apollo's bundled hardware and software support?

A: HP wanted to minimize disruption to Apollo customers and make their transition to HP support as smooth as possible. Therefore, we chose to keep Apollo's support structure intact.

Ordering Information

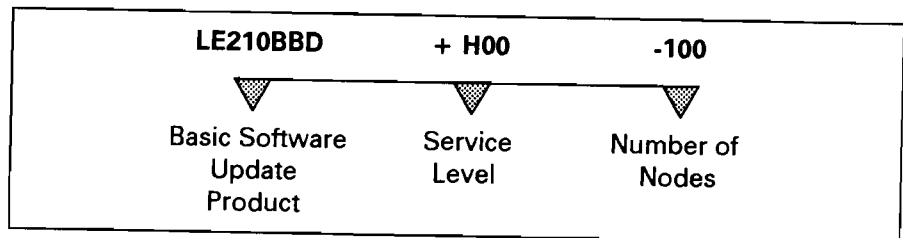
Support must be ordered individually for the operating system and for each "layered" nonoperating system product. Support for the operating system is configured differently than support for the layered software products.

Contractual software support products are nondiscountable. They neither count towards nor are affected by any HP discount schedules.

HP ApolloLine Format

The HP ApolloLine format is created by taking a software product number and appending two additional numbers:

- A support suffix corresponding to the service level
- An option corresponding to the number of supported nodes



Basic Software Update Product. The base software product number is chosen to correspond to the latest revision basic software update (BSU) product. If a software product is available for multiple architectures (Motorola, PRISM, VAX), it has different support products for each architecture. Even if a software product is available for different operating system releases, there is only one number for all releases.

Service Level. The following suffixes designate the support services available for Apollo Systems Division products:

- H00—HP Response Center Support (layered software products only)
- S00—HP Software Subscription service (layered software products only)

For operating system products only, software subscription services contain the media designator embedded in the product number support suffix as follows:

- S23—cartridge media
- S41—8-inch floppy disk media
- S43—5 1/4-inch floppy disk media
- S62—magnetic tape media
- X00—right-to-execute support
- Q00—additional documentation service
- Z00—additional media service
- P00—additional HP Response Center caller

Number of Nodes. The option number represents the number of nodes supported by the product as follows:

- 001—Support for 1 node
- 005—Support for up to 5 nodes
- 010—Support for up to 10 nodes
- 025—Support for up to 25 nodes
- 050—Support for up to 50 nodes
- 100—Support for up to 100 nodes
- 200—Support for up to 200 nodes
- 300—Support for up to 300 nodes

Configuration Guidelines

Site. For Apollo Systems Division products, a site is defined as a group of nodes/servers located within a 1/2-mile radius and interconnected on a single network. As discussed earlier, contractual software is sold on a site basis. Therefore, one site equals one contract.

Node. A node is a workstation product that is connected to other workstations in a network. Several nodes in a network can be considered as a single site. All nodes at a site must be supported.

Support Levels. The level of support for a particular product must be the same for all nodes at a site. This means that HP Response Center support and software support service for the same optional software product cannot be mixed within a site. This also applies to software products running on different architectures that use different support product numbers. The level of support for identical products running on different architectures must be the same.

Quantities. The system support product (hardware maintenance and operating system telephone support) is ordered with a quantity representing the number of nodes at a site.

The operating system software support service and layered software support products are ordered with a quantity of one. An option number will represent the number of nodes at a site that are being supported. (See explanation of option numbers above.)

Media Options. The operating system software support service carries the system handle media designator (for example, S23) to be extracted by Software Replication/Distribution Operation. The layered support products contain the S00 media designator.

Right-to-execute Products. Right-to-execute products must be ordered with a quantity corresponding to the number of multiple nodes to be supported in an additional site. The right-to-execute products do not provide copies of update materials or HP Response Center access.

System Handles. In general, HP considers each site as a separate system handle. A site can include multiple locations that are located within a 1/2-mile radius and each location can contain multiple workstations or nodes. In some cases, a site may require more than one system handle.

Mixed Media. Each system handle should contain only products of a single media type, because SRDO extracts the media type for software updates from the support suffix of the operating system. That media type is then used for all products on the system handle. Any contracts having Apollo Systems Division software on more than one media type must be configured as multiple system handles, one system handle per media type.

If a second system handle needs to be created for an additional media type, a "dummy" operating system product is required to hold the media type for the additional system handle. Four "dummy" products, one per Apollo Systems Division media type, have been created for this purpose. These product numbers do not contain deliverables, but are "place-holders" for the media type. The dummy numbers are as follows:

Dummy Number	Media Type
LK050A + S41	8-inch floppy disk
LK050B + S43	5.25-inch floppy disk
LK050C + S62	Magnetic tape
LK050D + S23	Cartridge tape

Exceptions to this rule are portable products that run on non-Apollo Systems Division systems. The media type for these products is coded into SRDO systems, since the software is available on only one media type. Therefore, SRDO does not need to extract any media type for these products, and the products can appear on a contract containing other media products.

Apollo Workstations Example

The customer has four DN3500 workstations and is running three layered software products: FORTRAN, NFS, and GKS Development. The customer would like next-day hardware support and telephone support for the operating system. In addition, the customer would like updates for the operating system, as well as telephone support for the non-operating system software products.

In this environment, configure HP ApolloLine System Support service along with HP ApolloLine Software Subscription service for the operating system, and HP ApolloLine Response Center Support service for the non-operating system software products. HP ApolloLine System Support service provides next-day hardware support, and telephone problem resolution and usage assistance for the operating system.

HP ApolloLine Software Subscription service for Domain OS provides software and documentation updates for the operating system. HP ApolloLine Response Center Support service includes telephone support for the non-operating system software products, along with software product updates.

Order the following HP ApolloLine System Support products:

Product	Quantity	Description
DN 3500 + 02S	4	HP ApolloLine System Support – Base DN 3500
DN 3500 #DM0 + 02S	4	HP ApolloLine System Support – Monochrome graphics
DN 3500 #E4C + 02S	4	HP ApolloLine System Support – 155 Mbyte cartridge tape
DN 3500 #FM2 + 02S	4	HP ApolloLine System Support – 19-inch monochrome monitor
DN 3500 #G01 + 02S	4	HP ApolloLine System Support – Apollo Token Ring
DN 3500 #H02 + 02S	4	HP ApolloLine System Support – BMB RAM

Notes:

Hardware support is ordered for each component of the workstation.

Operating system telephone support is included in HP ApolloLine System Support service.

Either HP ApolloLine Priority System Support or HP ApolloLine System Support is a prerequisite for software support.

Order the following HP ApolloLine Software Support products:

Software Configuration	Support Configuration	Quantity
LE450BAD-005 Domain OS	LE450BAD + S23-005	1
LE210BAD-005 FORTRAN	LE210BAD + HOO-005	1
LE22BBAD-005 GKS Dev. RCS	LE22BBAD + HOO-005	1
LE390BAD-005 NFS RCS	LE390BAD + HOO-005	1

Notes:

HP ApolloLine software support is site-based. Therefore, only one product must be ordered, with an option corresponding to the number of nodes. Option 005 provides support for up to five nodes.

Additional Information

The following documents can provide further information about the HP ApolloLine Support program.

Publication Number	Description
5952-0541	HP ApolloLine Software Subscription Service data sheet
5952-0542	HP ApolloLine Response Center Support data sheet
5952-0543	HP ApolloLine Priority System and System Support data sheet
5952-0544	Presenting HP's State-of-the-Art Support for Apollo Products brief
5952-0545	Exhibit 6B – HP ApolloLine Response Center Support Service
5952-0546	Exhibit 7P – HP ApolloLine Software Subscription Service
5952-0547	Exhibit 5P – HP ApolloLine Priority System and System Support Service

Field Communication Tools

Publication Number	Description
5952-0846	HP ApolloLine Field Training Materials (for AEO, CEO)

Value-added Businesses

Opportunities

Customers may purchase Hewlett-Packard support products and services through HP's value-added channels (VACs). These include:

- Value-added businesses (VABs)
- Dealers

This chapter shows HP's offerings for VABs.

After dealers, value-added businesses represent HP's largest sales channel. It is important to partner with VABs to ensure that their customers receive a total support solution. Moreover, it is equally important that the VABs themselves receive all the support they need, including HP Response Center contracts, training, performance tools, and consulting.

VABs include the following:

- **Value-added resellers (VARs)**—sell HP hardware and software along with their own applications.
- **Original equipment manufacturers (OEMs)**—can either purchase equipment from HP and apply their own label, or can sell the HP product with their own application software (just like a VAR).
- **Software suppliers**—sell only their application; an HP representative sells the hardware.

The difference between a VAR and an OEM is that the OEM sells without marketing assistance from HP.

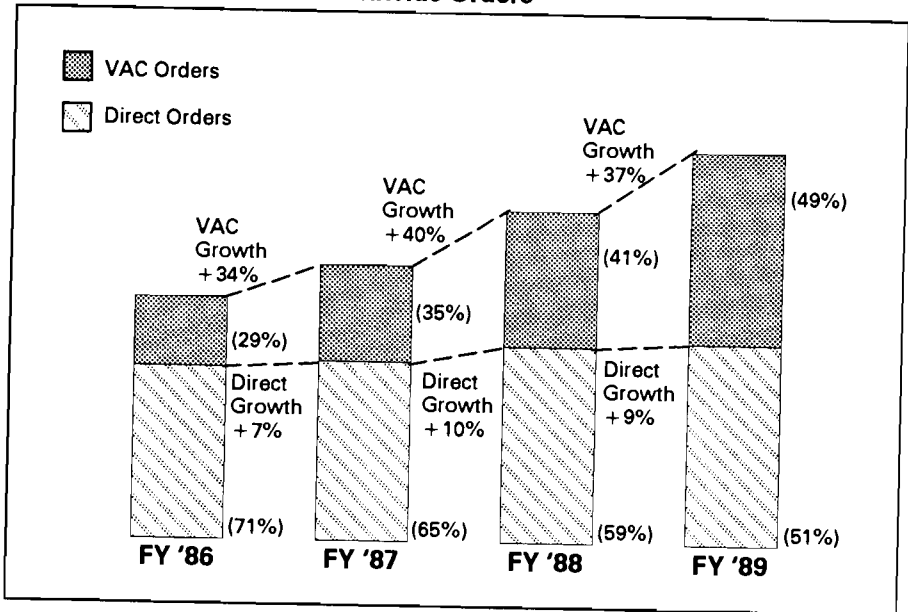
The same company may sometimes act as a software supplier and sometimes as a VAR, depending on whether HP already has a strong account presence and depending on who developed the sales lead.



The Market

HP's value-added channels—including dealers and VABs—form a new and challenging market for HP. It's a market that's large and growing rapidly—in fact, sales in the value-added channels are growing at a faster rate than direct sales.

Key Market Trends: HP Worldwide Orders



Working with the value-added channels will be a key to Hewlett-Packard's success in the 1990's. The value-added channels are often the only link between HP and the end user. To help ensure customer satisfaction, as well as our company's continued success and growth, it's important that HP partner with VAC players in providing support.

The market is there: end users are increasingly outsourcing their support needs to vendors, including manufacturers, resellers, and independent service organizations. And because VABs sell solutions that run on the full range of HP platforms, they—or their end users—can use the full range of HP support solutions.

The market for partnering with VABs comprises two sets of opportunities:

- Support for the VAB
- Support for the end user

As software developers, VABs often need help developing applications and planning for support. This provides opportunities to sell support for the VAB, in the form of consulting, performance tools, and training.

VABs usually provide their own software support directly to the end user; this is an opportunity to sell HP software support as a complement to the VAB's own support. (VABs are much less likely to provide hardware support.)

What HP Offers

While no formal worldwide support program currently exists for VABs, standard HP support offerings are available for them. In addition, there are services targeted specifically at VABs that you should know about. These are described later in this chapter, under "Product Offerings."

What's New

The VAB program now provides educational services both for VABs and their customers. The educational services include:

- Technical training and other educational services designed to meet the needs of VABs
- A reseller program for VABs to sell HP educational services to their customers
- Facilities rental, joint course development, and joint course delivery, which allow VABs to partner with HP to better meet customer education needs

Your local HP Customer Education Center will work with you and the VAB to determine which approach is best for both the VAB and the customer.

Sales Strategy

Keep in mind that when you partner with VABs, there are two markets for HP support services: support for the VAB and support for the end user.

Recognizing Opportunities

Support for the VAB

Selling to VABs is often similar to selling to major accounts who do their own development: they often require training and consulting. Moreover, VABs who are software suppliers may need similar kinds of support, as well as support for HP hardware.

Look for medium-sized VABs who may need more services than are currently provided by the field or the factory. (Large VABs often receive training and consulting for free.)

Support for the End User

If the VAB is acting as a software supplier, you will probably be involved in the sale in the same way that you would be with any end-user sale. No matter how you're involved, it's important that you work with the VAB to ensure that the end user receives quality support—both pre-sale and post-sale.

If you are installing a system sold by a VAB, check to make sure the appropriate support has been ordered.

Original equipment manufacturers that act like VARs (that is, selling HP hardware and software along with their own applications) provide excellent opportunities for selling support. They are more common in Intercon than in the U.S.

Conducting a Needs Analysis

Support for the VAB

Product Introduction or Change. In conducting a needs analysis, look for a major VAB product introduction or change, or the introduction of a new application or revision from HP; this can be a good opportunity for training, consulting services, and performance tools.

Providing Updates. VABs wanting to provide software updates may need HP BasicLine for VABs.

Specials. In the U.S., many specials exist with very large VABs that let them subcontract HP support. If you have such a VAB in your area, make sure that the people who sell support are equipped to do a good job. This may mean developing training sessions, or just providing the VAB with the appropriate sales literature.

HP Response Center Access. Make sure the VAB purchases the appropriate HP Response Center contract.

Support for the End User

Providing Updates. If the VAB isn't providing updates, you should ensure that the end-user customer purchases software support from Hewlett-Packard.

Network Involved. If the VAB solution involves a network, the VAB or the end-user customer may require services from the HP Multivendor Network Support program. Make sure the VAB and end user know about their choices.

Customer Wants Direct HP Contact. If the end-user customer wants direct support contact with HP, with access to the HP Response Center, you can partner with the VAB to provide a full range of services to the customer.

Creating a Solution

Support for the VAB

Work with the VAB to anticipate needs and plan for the expenses. A Custom Support Plan may be useful to spread out the payments.

Support for the End User

Team up with the VAB to present a coordinated support solution. Remember that the VAB may be the only point of contact for the customer to learn about HP, so be sure to keep the VAB informed about HP's capabilities beyond traditional hardware and software support. This maximizes your opportunities to sell additional services, such as HP CableSite service and consulting.

Some countries have formal programs to let VABs sell support to their customers. Check with your country support marketing manager if you are unsure about your country's policy.

Presenting the Solution

It is always important to stress how the purchase of these services will benefit the VAB:

- Greater overall end-user customer satisfaction
- More cohesive support
- Greater productivity
- Increased sales—and profits—triggered by better support

Product Offerings

Many of HP's standard services are applicable to VABs, as well as to their customers. In addition, HP offers specialized services just for VABs.

Support for the VAB

Support for the VAB includes:

- Priority materials updates (updates shipped before those to end users)
- Standard support offerings
- Educational services for VABs

Support for End Users

Support services for end users include:

- Standard support offerings
- HP BasicLine for VABs (allows the VAB to purchase the right to copy for end-user systems)
- Customer education

The AEO will probably deliver most of the support services for the VAB (especially consulting). Both the AEO and CEO will be involved in support for the end user.

Beating the Competition

In selling services against your competitors, you can begin with the general features and benefits of HP's support offerings. Here are some points to stress in selling to VABs:

- Customer satisfaction with HP support is the highest in the industry. A satisfied customer is the best route to repeat business and referrals.
- Letting HP handle support sales and management allows the VAB to concentrate on selling.
- Managing support sales and contracts increases overhead. HP bears this business risk.

Questions and Answers

Q: I have been asked to talk to a potential new, large VAR about HP's programs for helping VARs to sell support to their end users. How can I respond?

A: Talk with the HP sales representative first and learn as much as you can about the VAB: sales strategy, support strategy, existing support capabilities, and customer expectations. Using this information as background, talk with the VAB to understand why selling support is important for business. If the VAB is large enough to sell support effectively, contact the HP Customer Support Sales Center for assistance in developing a "special;" or contact your country support marketing manager.

Ordering Information

All products sold to VABs or their customers are ordered in the standard manner.

Special service product numbers exist for priority materials updates and HP BasicLine for VABs. The prices and the processor tiers are the same as for the standard end-user services. The special service product numbers are shown below.

Part Number	Option	Description
H2032A	S00	HP 3000 software updates
H2034A	S00	HP 9000 software updates
H2035A	S00	HP 1000 operating system updates
H2036A	S00	HP 9000 software updates
H2049A	S00	HP 250/260 operating system updates
H2074A	S00	HP 3000 documentation (paper)
H2075A	S00	HP 3000 documentation (CD-ROM)
H2076A	S00	HP 9000 documentation (paper)
H2077A	S00	HP 9000 documentation (CD-ROM)

HP BasicLine for VABs

Part Number	Option	Description
H2028	L00	HP 3000
H2029	L00	HP 9000
H2048	L00	HP 250/260
H2073	L00	HP Technical PC
H2081	L00	HP AIMS server



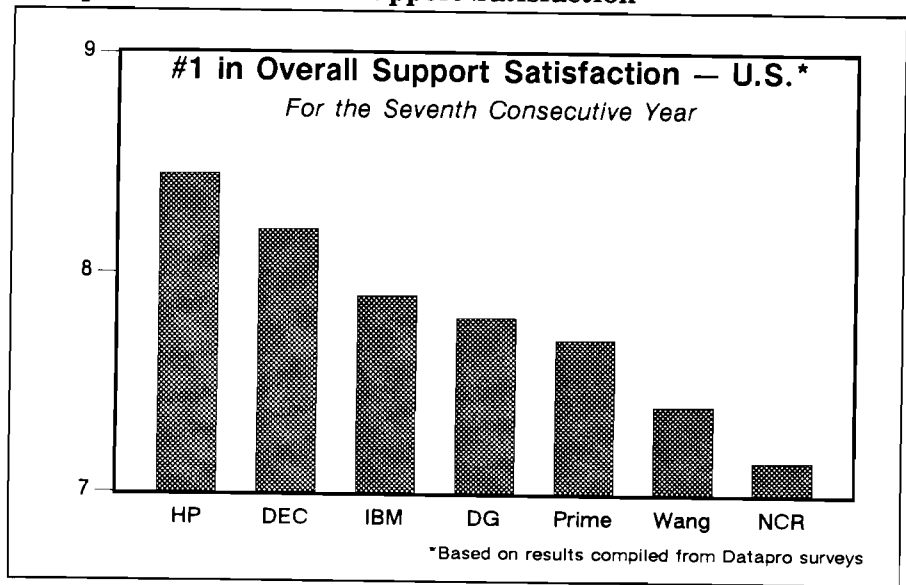
A

Independent Consultants Rank HP #1 in Support

Service and support is becoming increasingly important in your customer's decision making when choosing both a vendor and a system. Independent consultants across the world recognize HP's strong leadership and innovation in support. Use these objective consultant ratings and published reports as a differentiator early in your sales process.

Customer support's #1 rating can help make you a winner in your sales district!

Datapro Ranks HP #1 in Support Satisfaction



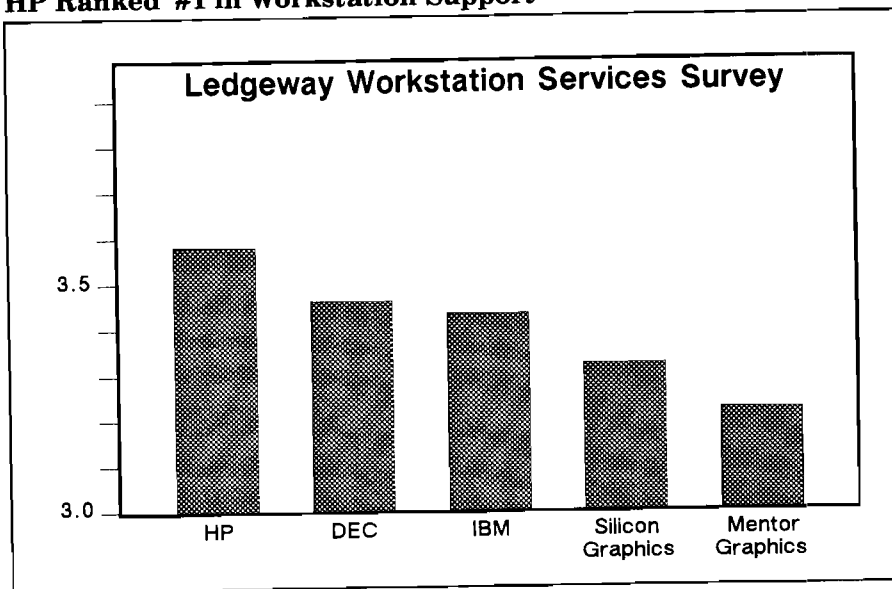
HP is rated **NUMBER ONE** in “overall support satisfaction” in Datapro’s user ratings of minicomputers survey. These high rankings are based on an average of six support categories:

- Maintenance effectiveness
- Maintenance responsiveness
- Troubleshooting
- Documentation
- Education
- Software support

Every year since 1983, Datapro has taken a survey of minicomputer users and has published the results of their survey in *Computerworld* magazine.

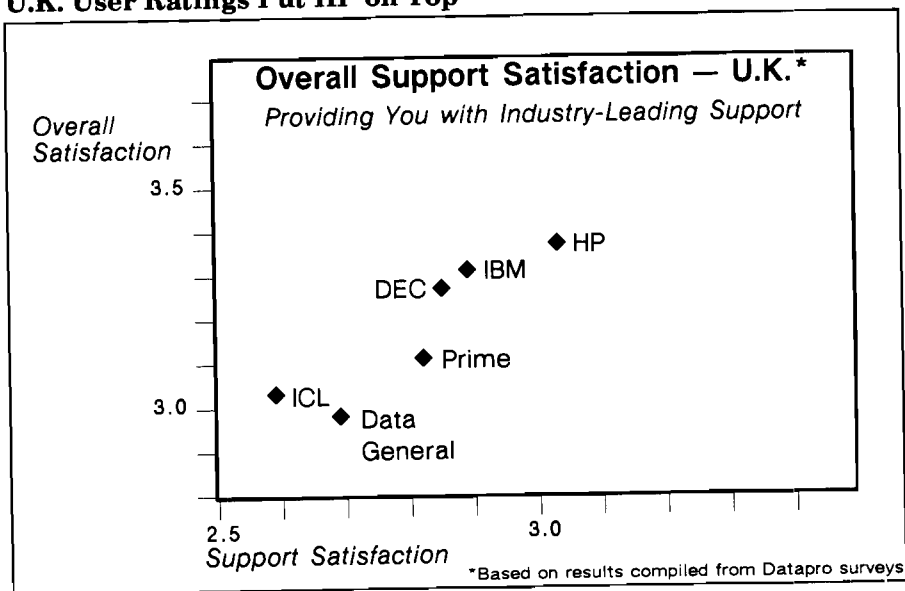
Datapro Research Corporation, a part of the McGraw-Hill Information Systems Company, is a leader in providing research results to information processing and communications professionals.

HP Ranked #1 in Workstation Support



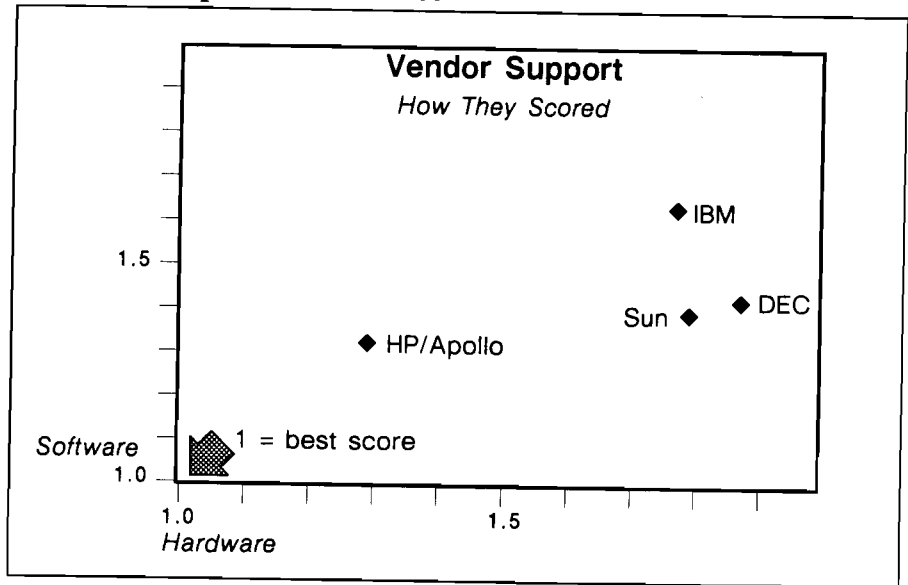
HP ranked **NUMBER ONE** in overall performance in Ledgeway's 1989 Scientific/Engineering Workstation Services Survey. Vendors ranked included Sun, DEC, Silicon Graphics, IBM, Mentor Graphics, and HP. Some of the categories surveyed included telephone assistance, hardware responsiveness, training, bulletin board services, performance tuning, and network integration.

U.K. User Ratings Put HP on Top



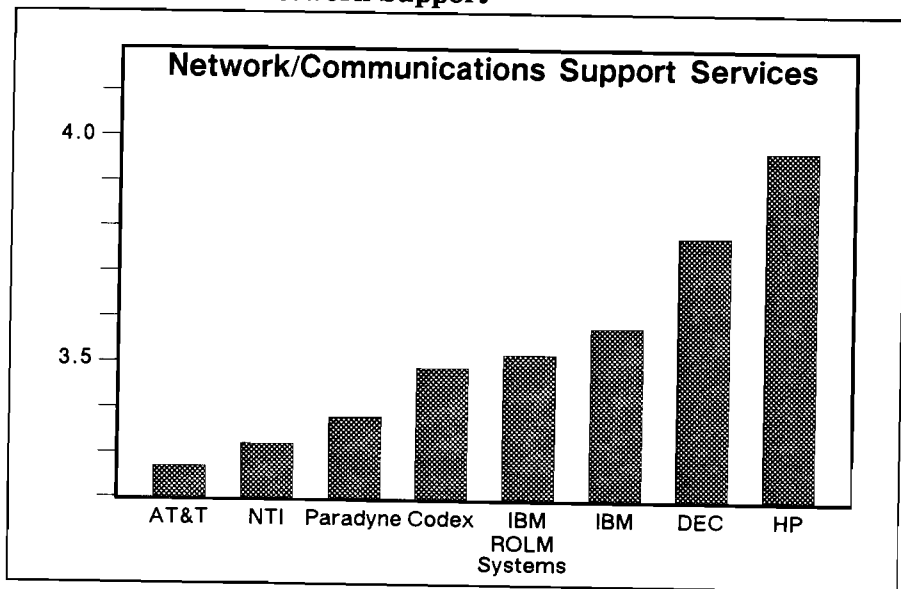
HP's service and support has been rated **NUMBER ONE** among major computer vendors in the widely respected United Kingdom Datapro customer survey. These high rankings are based on the average of six key support categories: maintenance effectiveness, maintenance responsiveness, troubleshooting, documentation, education, and software support.

HP/Apollo Tops Poll on Service



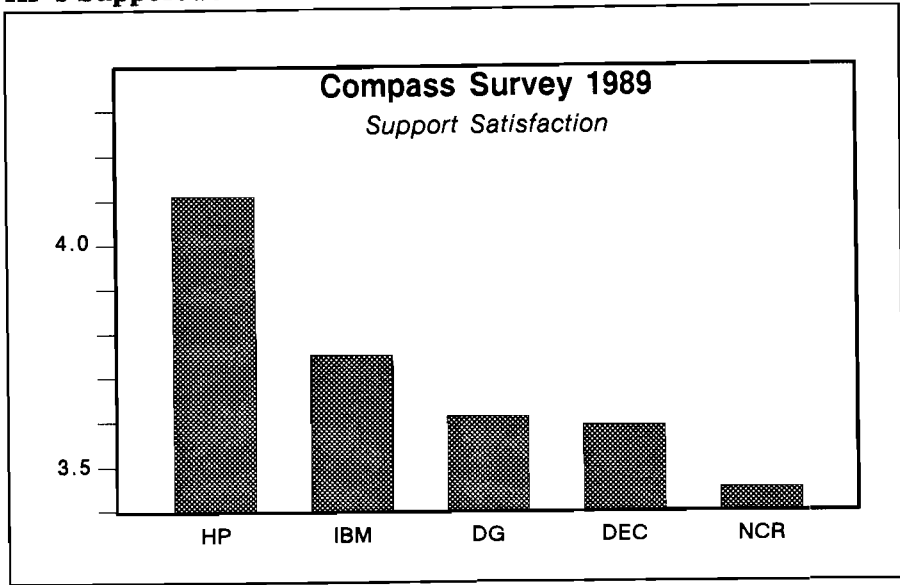
Hewlett-Packard's/Apollo's \$1.8 billion customer support division has been **RANKED FIRST** in user satisfaction according to an informal poll conducted by *UNIX Today!* magazine. HP/Apollo took top honors in both hardware and software support, which the magazine attributed to our worldwide service organization staffed by more than 15,000 employees on a 24-hour basis.

HP Ranked #1 in Network Support



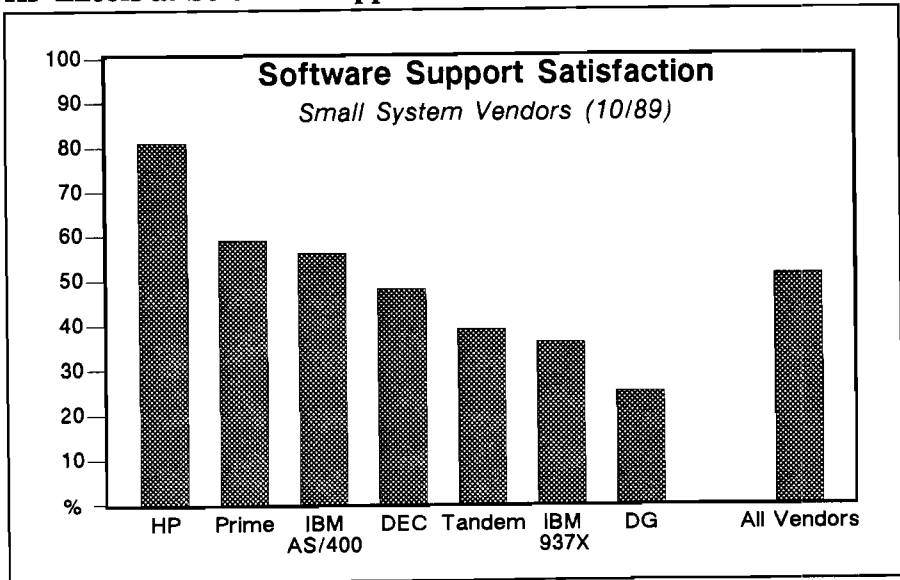
The Ledgeway Group's customer satisfaction survey ranked vendors that provide network/communications support services in 1988. HP ranked **NUMBER ONE** in customer satisfaction when evaluated against DEC, IBM ROLM Systems, Codex, AT&T, Paradyne, and NTI.

HP's Support #1 in Australia



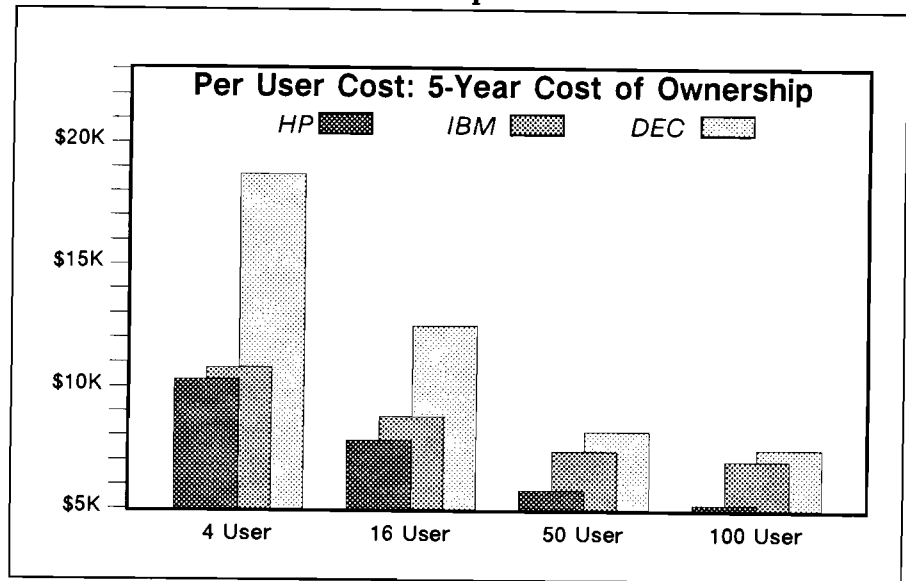
HP's minicomputer customer satisfaction is ranked **NUMBER ONE** according to a Compass Group survey in Australia. We edged out other vendors such as DG, DEC, Fujitsu, IBM, NCR, and Wang in support satisfaction.

HP Excels at Software Support



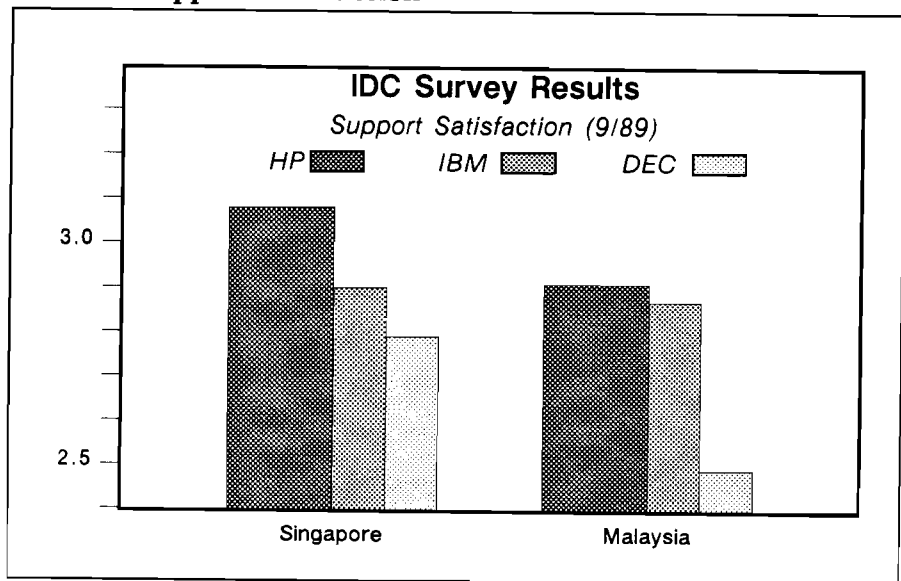
INPUT Corporation gave HP a **NUMBER ONE** rating in software support satisfaction among small system vendors. This U.S. study evaluated software engineering skills, remote software support, software documentation, and operational training for the following vendors: HP, Data General, DEC, Tandem, Prime, and IBM's 937X and AS/400.

HP #1 in 5-Year Cost of Ownership



A recent Sierra Group study shows that HP's per-user 5-year cost of ownership for minicomputers is significantly less than IBM's and DEC's for configurations of four users all the way up to 100 users. The Sierra Group study says, "IBM's AS/400 is not price-competitive. Digital's microvaxes seem to have lost their price edge . . . (this) will give HP the edge it needs in the commercial markets."

HP #1 in Support Satisfaction



HP's support was ranked NUMBER ONE in Singapore and Malaysia by an International Data Corporation survey. We edged out other top vendors such as IBM and Digital Equipment Corporation in this independent survey.

Experts Tell Our Story Best

Support Leadership

"HP's new services and capabilities demonstrate its commitment to service quality..."

International Data Corporation
"Service Industry News"

Key Competitive Advantage

"Quality and service are HP's main differentiators."

Forrester Research Inc.
"The Professional Systems Report"

Support Critical to Decision-makers

"The quality and reliability of a corporation's products and services plays a big role in the perception of corporate reputation. As customers begin to evaluate and select vendors on a repeat basis ... service becomes more important."

The Ledgeway Group
"News From Ledgeway"



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