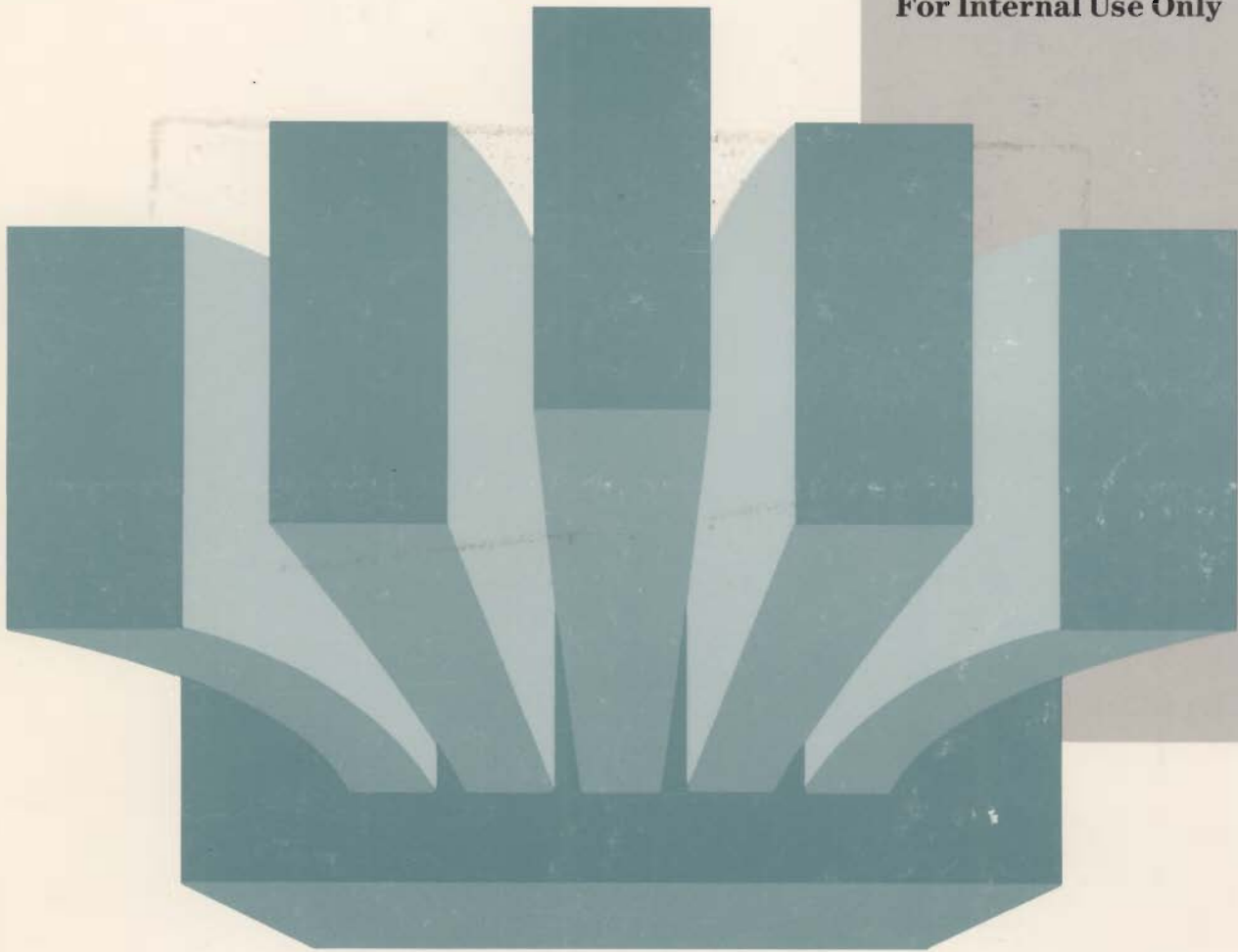


**For Internal Use Only**

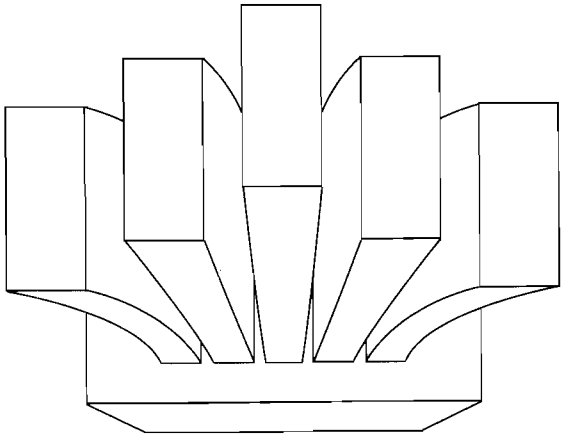


# HP Dealer Premier Support Program Sales Guide

**HP Computer Museum**  
**[www.hpmuseum.net](http://www.hpmuseum.net)**

**For research and education purposes only.**

# Strengthen Successful Partnerships with the HP Dealer Premier Support Program





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## Chapter I

# Strengthening Successful Partnerships

### **Today's Customer Needs**

Technological advancements made in personal computers and peripherals have dramatically affected customers' daily work practices. Customers must not only maximize the use of advanced hardware products but also be able to effectively utilize them in multiuser and multivendor environments with advanced applications software.

The dynamic needs of customers today present many service and support challenges. In addition to maintaining hardware functionality, customers now demand timely software assistance in the installation, usage, and optimization of Hewlett-Packard products in a broad range of working environments.

### **Enhancing Customer Satisfaction through Dealer Service and Support**

Customer satisfaction with Hewlett-Packard products is a key element in ensuring increased sales. The ability of HP authorized dealers to provide consistent, high-quality service and support is essential to repeat sales and dealership profitability.

Hewlett-Packard has leveraged its industry recognized support expertise to design a high-quality dealer support program that will assist authorized dealers in managing and delivering customer valued service and support. The end result...improved customer satisfaction, enhanced profitability, and stronger HP and dealer partnerships.

## One Simple Program

The HP Dealer Premier support program is a single program providing dealers the service and support tools needed to meet the diverse needs of customers.

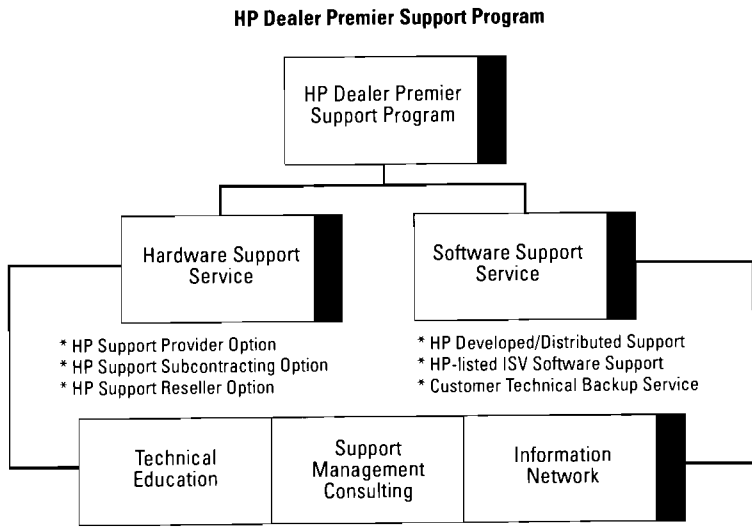
Dealer owners and managers no longer have to carefully pick and choose among a multitude of individual programs to meet their unique service and support business requirements.

**Program Highlights**

- Spectrum of quality hardware repair alternatives
- Range of customer-valued software support services
- Comprehensive solutions training available in a wide variety of cost-effective media and formats
- Dealer support consultants who understand support and provide program management assistance
- Timely support information communicated electronically and by phone-in consulting

**Freedom of Choice**

The HP Dealer Premier support program gives dealers the freedom to choose the service and support elements that best meet their company's business strategy. Hewlett-Packard's expertise and reputation for quality support clearly differentiates the HP Dealer Premier Support program from services offered by competitors.





## Flexible Hardware Support

HP Dealer Premier hardware support service provides dealers with a spectrum of alternatives for providing quality hardware support to HP product customers. The HP Dealer Premier hardware support service spectrum of choices includes:

**HP Support Provider Option.** By selecting this option, dealers are able to become service authorized to repair HP personal computer and peripheral products. HP backs dealers with a collection of service deliverables that will assist them in providing efficient and competitive hardware repair services.

**HP Support Subcontracting Option.** This option gives authorized dealers the freedom to provide account and contract management while leveraging Hewlett-Packard's customer engineering field organization to provide product repairs.

**HP Support Reseller Option.** This option gives dealers attractive terms for selectively reselling HP service agreements to their HP product customers.

Whether dealers elect to choose one option or a combination, HP stands behind them with quality hardware repair alternatives.

## Solid Software Support

HP Dealer Premier software support service provides authorized dealers with a variety of features that will assist them in delivering timely, technically accurate customer software solutions. These include:

**Software Maintenance and Support for HP-developed and distributed software.** Dealers have access to software maintenance and support services. This includes the downloading of software upgrades, updates, and patches via the HP News Network (HPNN), timely distribution of new software releases, and defective media replacements.

**HP-listed ISV (Independent Software Vendors) Software Support.** Dealers can also receive solutions information for HP-listed ISV software commonly used with Hewlett-Packard products. This up-to-date information is obtained by simply calling a knowledgeable HP support representative or through *Application Notes*, quick reference materials, and solutions self-study labs which are frequently distributed electronically via HPNN or by hardcopy techniques such as newsletters and direct mailings.

**Solid Software Support**  
*(continued)*

**Customer Technical Backup Service.** HP stands behind the dealer and their HP products with backup end-user support. If circumstances prohibit the dealer from resolving a customer's problem with HP products, this backup end-user service can serve as additional assistance to the dealer by providing high-quality solutions directly to the dealer's customer. These back-up services can be contracted through the HP Response Center or provided at no charge.

These features give dealers the important software support tools vital to delivering quality customer assistance on applications commonly used in typical operating environments.

**Value-added Services**

Simply selecting a hardware or software option does not guarantee success in the support endeavor. Several additional program features maximize the value of both the hardware and software elements of the HP Dealer Premier support program. These value-added services are:

**Technical Education**

HP Premier Support dealers have access to Hewlett-Packard's excellent technical education courses in a variety of cost effective media and formats. These courses are designed to give dealers flexibility in the time and location of training, so that resources and training funds can be used more effectively.

**Support Management Consulting**

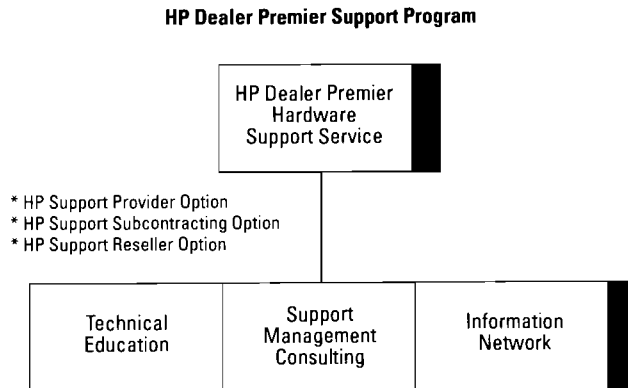
Authorized resellers participating in the HP Dealer Premier support program are backed with professional advice from global support consultants within HP's Worldwide Customer Support Operations. On a selected basis, these support consultants assist the dealer in support business planning, parts management, and inventory forecasting. Dealers receive management consulting services through direct visits or periodic regional seminars.

**Information Network**

The HP Dealer Premier information network improves information flow to dealers. Dealers can access the HPNN on-line information system or call for their technical support information needs.

**What Does It All Mean?**

The HP Dealer Premier support program gives dealers the freedom to choose the support services and tools -- from a single program -- that will enable them to provide high-quality support to HP product customers. With this program, authorized resellers now have complete control in meeting their own business objectives and effectively satisfying their HP product customers.



**HP Support Provider Option**

**Features**

**Technical Education**

Service Training

**Benefits**

- Technical trainers
- Latest technology, media
- Same level of training as HP customer engineers
- Professional training centers
- Cost reimbursement

**Clarifications**

- Assess, coordinate, deliver training
- Select courses in CBT, video, satellite, lecture lab
- Periodic regional events
- Use of coop funds optional

**Support Management Consulting**

HP Support Consultants

- Feedback to dealerships on support quality
- Assistance in planning product support strategies
- Technical expert regarding program and policy
- Escalation management

- Review product support plans
- Top tier dealer direct visits
- Regional seminars provided
- Address program issues, support business concerns

## Features

Product Support  
Plans

## Benefits

- HP provides repair strategy, technical data, training information
- Recommended spare parts stocking
- Clear, concise and written by HP technical experts
- Available during sales training

## Clarifications

- Distributed via HPNN only
- Dealer receives at Corporate Price List (CPL) date

## Information Network

Service  
Documentation  
Updates

- Service newsletter
- Service notes - technical repair procedures
- Periodic revisions to service manuals

- *InTouch* Update Support Edition
- Updates via direct mailing

Technical Telephone  
Assistance

- HP product specialists address calls
- Available to backup repairs and training
- Unlimited access and duration

- Hardware assistance through the HP Response Center
- Technicians require authorized dealer ID number and technician CZ number for support provider assistance

Electronic  
Communication

- Service module added to HPNN
- Administrative processing
- On-line technical information retrieval

- HPNN connection required
- No fee
- Local PC for HPNN central archives required
- Questions directed to HP Dealer Sales Center

Warranty Repair  
Support

- Fast central claim processing
- Parts and labor reimbursement
- Support multiple claim formats
- Electronic processing on HPNN

- Reimbursed within 10 working days

## Features

Support Materials

## Benefits

- Replacement and exchange parts
- Mature product spaces stocking guidelines
- Parts price list on HPNN
- Central distribution and ordering

## Clarifications

- Dealer discount
- Parts identification source
- Complete product parts list
- Quick turn-around and expedited shipment capability

## HP Support Subcontracting Option

Dealer Contracts with Customer

- Dealer maintains customer account control
- Dealer sets price and determines profit
- Dealer can add additional value, as needed

- Dealer handles service call and return of product

Products Repaired by HP

- Little dealership investment required
- High quality service performed by HP CEs
- Repairs are performed at the dealer's location
- Ideal for hard to reach locations or technical products requiring sizeable investment

- Dealer contracts with the end-user
- Dealers can elect to provide equipment loans
- Minimum of 25 units must be maintained under HP contract
- HP repairs customer-returned units under warranty at dealers location

Scheduled HP Visits

- Dealer can confirm repair schedule to customer

- HP makes weekly visits

## HP Support Reseller Option

### Service HP Contract Offerings

HP Priority On-Site Service  
HP Next Day On-Site Service  
HP Customer Return Service

- Worldwide HP service capabilities
- Enhances customer's confidence in dealer
- Ensures customer uptime and satisfaction

- Over 400 offices in over 90 countries
- Select the service that best meets customer needs
- Return to HP, 4-hour, and next-day, on-site response

### Sales Documentation

Program Literature  
Sales Tools  
HP Promotions

- Free literature and tools
- Clear, concise information
- Electronic media available to determine pricing

- Price lists and sales guides
- 1- page contract and packet price cards
- Pricing information on HPNN

## Features

Dealer Sales  
Commissions

## Benefits

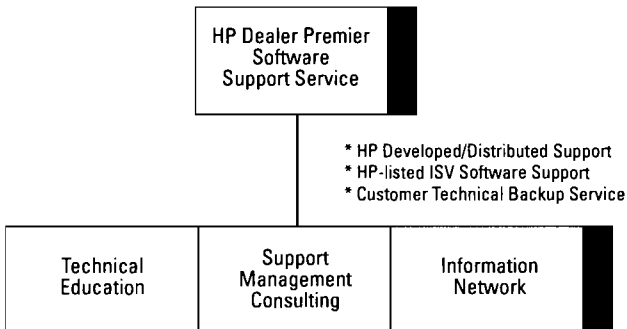
- Incremental profit from support sale

## Clarifications

- 20% when customer pays for agreement up front
- 10% when customer pays under installment plan
- Initial sales only, no commission on renewal (available worldwide)

For additional information, refer to the *HP Dealer Premier Support Technical Reference Guide* (5952-0077D).

## HP Dealer Premier Support Program



## HP Premier Software Support Service

### Features

### Benefits

### Clarifications

#### Technical Education

Software Solutions

- Prepares dealer support personnel to resolve customer system level problems
- Dealers provided with *Technical Support Solutions Guide* at time of training
- Comprehensive product life cycle content
- Efficient course registration and ordering process

- Select courses in CBT, video, satellite, and lecture lab
- Periodic regional events
- Use of coop funds optional
- Phone-in-electronic registration

#### Support Management Consulting

HP Support Consultants

- Provides dealer with software support strategy planning assistance
- Available to address program and policy questions

- Top-tier dealer visits
- Regional seminars conducted

#### Software Support Plans

- Provides key software support technical information
- Makes dealer training recommendations
- Informs dealer of new software products

- Distributed via HPNN
- Dealer receives at CPL date

## Features

## Benefits

## Clarifications

### Information Network

Technical Telephone Assistance

- Quality phone-in support by HP personnel

- No charge or requirement
- 800 toll free U.S. number international numbers for HP Response Center varies by countries
- Authorized dealer ID # required

Electronic Communication

- Up-to-date software support information on HPNN
- Access to HPNN support archives to resolve issues
- HP-developed, distributed and listed ISV software technical information
- Comprehensive application and operating systems information, as it relates to HP products

- HPNN connection required
- No charge for HPNN service
- Installation kit provided
- HPNN administrator available to assist dealers

Software Documentation

- New product notification and information through HPNN and *InTouch* Update Support Edition
- Receipt of *Application Notes* and Update Support Edition quick reference material
- Information on HP listed software commonly used with HP products

- Distributed through *InTouch* Update Support Edition
- Periodic direct mailings

For additional information, refer to the *HP Dealer Premier Support Technical Reference Guide* (5952-0077D).

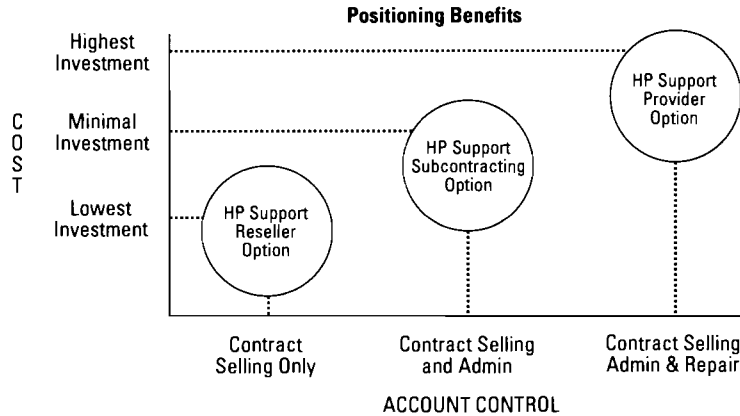


# Chapter IV

## Positioning the HP Dealer Premier Support Program

### Positioning HP Dealer Premier Hardware Support Service Options

The **HP Support Provider option** is an effective means for your dealer accounts to maintain long-term relations with their most important customers. HP provides the support tools and dealers add value by performing timely hardware repairs. It can be an incremental source of revenue and profit for the dealer's business as well as an effective means of satisfying customers and stimulating repeat sales.



The **HP Support Subcontracting option** requires minimal investment from your dealer accounts. Customer account and contract management is performed by the dealer -- with HP's assistance -- while in-and-out-of warranty scheduled repairs are performed at the dealer's site by an HP account-assigned customer engineer. Under the HP Support Subcontracting option, both the dealer and HP share the responsibility for performing a repair of an HP product returned to the dealership.

The HP Support Subcontracting option is an excellent alternative for those HP authorized dealers who elect not to service select HP products due to technical complexity or human resources limitations.

The **HP Support Reseller option** gives dealers the ability to sell their customers the HP service that best meets their overall business goals of maximum productivity at minimum investment. The three service agreements available under the HP Support Reseller option -- HP Priority On-Site, HP Next Day On-Site, and HP Customer Return -- represent a range of hardware services and prices which dealers can offer their customers. Dealers can receive a commission for selling HP service contracts. (U.S.)

The HP Support Reseller option also is an excellent alternative for dealers if variables - such as customer location - impede the dealer's ability to perform hardware service profitably.

## Comparison of Hardware Support Options

	<b>HP Support Provider Option</b>	<b>HP Support Subcontracting Option</b>	<b>HP Support Reseller Option</b>
Who Performs Service	Dealer	HP	HP
Investment Requirements	Training, parts, service personnel	Space to perform repairs	None
Price Charged to Customer	Dealer's discretion	Dealer's discretion	HP list price

### Positioning HP Dealer Premier Software Support Service

**Software maintenance and support for HP-developed and distributed software** is vital to dealers who provide system level support. It provides dealer system consultants, telephone assistance personnel, and other key support representatives with timely access to current revisions and information on HP-developed and distributed software. With Hewlett-Packard's software maintenance and support service, your dealer accounts will have the current revisions, problem correcting updates, and periodic software patches critical to delivering timely, customer-valued support of HP developed and distributed software products.

### Software Maintenance Service

	<b>Description</b>	<b>Dealer Cost</b>
New Software Release Support	Dealers receive notification of and information on new HP-developed and distributed software	Dealers can purchase software at discounted price
Software Upgrades	Feature enhancements made to existing HP software products	At discounted price or at no cost
Software Updates	Software revised to correct major problems	No cost
Software Patches	Developed to handle unique product constraints or customer requirements	No cost
Media Exchange	If software master copy is damaged, HP will replace	No cost

NOTE: HP software maintenance and support service applies to all HP-developed and distributed applications, utilities, drivers, and operating systems.

HP-listed ISV Software Support. Customer Technical Backup Service	For HP peripheral problems, Contact Personal Peripherals Assist line. Back up (in the United States, call 208-323-2551. Elsewhere, telephone your local HP Response line.)	No cost
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**HP-listed ISV software support** reduces confusion and produces answers to software problems quickly. Your dealer accounts no longer have to refer to multiple Independent Software Vendors (ISV) for information on using HP products with HP listed software. With this service, HP provides the training, information, and tools that will assist your accounts in supporting customers in the installation, usage, and optimization of listed ISV applications that are commonly used with Hewlett-Packard products.

**Customer technical backup service** exists as a safety valve for dealers who are unable to resolve specific HP system level problems. If your dealer accounts are unable to successfully resolve difficult HP product problems, HP's customer technical backup service stands behind dealers and their customers with fast, technically accurate solutions. A simple phone call is all that's required.

**Software Support Deliverables Matrix**

	HP-Developed	HP-Distributed	HP-listed ISV	
Software Maintenance	■	■	□	Fully Supported
Product Support Plans	■	■	□	
Phone-in Support	■	■	▨	Supported to extent HP products affected
Software Training	■	■	▨	
Online Information	■	■	▨	Not Supported
<i>InTouch</i>	■	■	▨	
Software Tools	■	■	▨	
Customer Backup	■	■	▨	

## Hardware Support for Personal Computers and Peripherals

FEATURES	HP	IBM	APPLE	COMPAQ
Strategy	Dealers can choose whether or not to provide hardware support on the HP products they sell	Dealers must provide hardware support on all IBM PC products under warranty (in Europe, dealers can now subcontract to IBM)	Dealers must provide hardware support on the Apple products they currently sell or have sold in the past	Dealers are required to provide hardware support on the entire Compaq product line, regardless of when they sell
Service Account Manager	Yes, worldwide	Yes, 25-30 (U.S.)	Yes, 12+ (sales regions)	Yes, 15 (metro areas)
Parts Discount	25% - 35%	None (in Europe, negotiable)	33% margin	None (in Europe, yes)
Warranty Reimbursement	\$55 per repair	\$16-\$142 per model (negotiable)	\$20-\$60 per model	\$50 per repair
Training	Self-paced (\$300), classroom (\$500-\$1750), reimbursable through HP's Advantage program	Self-paced/lecture-lab workbooks (free), videos (free), classroom (\$0--\$500), CBT (free), Classroom is reimbursable	Exams (\$295), videos (\$30-\$60), classroom (\$295-\$695) reimbursable	3 1/2 days lecture, two techs per dealer free, \$495 each additional person, reimbursable
Documentation Services	Yes, Free (service documentation updates, product support plans, service notes)	Yes, free, one copy only to each dealer	Yes, Service programs subscription, \$45/yr. Technical procedures subscription \$195/yr., module ID subscription \$20/yr.	Yes, first set free with training. Technical update subscription \$195/yr.
Technical Assistance	Free	Free	Free	Free
On-line Bulletin	Yes, Free, HP News Network	Free. Customer Service System (CSS)	\$45/yr. AppleLink required. Plus Primetime \$25/hr. Non-prime \$12.50/hr	None
HP Support Subcontracting Option	Yes	Yes	No	No
HP Support Reseller Option	Yes	No	No	No

## Software Support for Application Software and Operating Systems

FEATURES	HP	IBM	APPLE	COMPAQ
Strategy	Dealers can choose whether or not to provide software support for the HP products they sell	Dealers are required to support systems software on best effort basis	Dealers must provide systems software support on Apple products sold	Dealers are required to provide systems software support on best-effort basis
End User Backup Support	Yes (for HP peripheral products)	No	No	No
Software Maintenance	Yes. HP-developed and distributed applications software, operating systems, driver, utilities	Limited. Includes operating systems.	Yes. Systems software, tools, utilities	Limited. Systems software only
ISV-listed Support	Yes. To the extent that it affects HP products	None	None	None
Software Solutions Training	Yes.	None	Yes	None

This section summarizes the features of the HP Dealer Premier support program in a question and answer format. It can be used to assist you in answering questions you or your dealer accounts may have.

### General Program Questions

**Q: Are there any contracts for the HP Dealer Premier hardware and software support services?**

A: Yes, for the HP Dealer Premier hardware support service. No, for the HP Dealer Premier software support service.

### HP Dealer Premier Hardware Support Service

**Q: Is the HP Dealer Premier hardware support service agreement directly tied to the HP dealer purchase agreement?**

A: Yes, a dealer must have a valid HP personal computer agreement to participate in the HP Dealer Premier hardware support service.

**Q: Do I need to have all of my dealers sign the new agreement?**

A: New dealers do need to sign the new contract. Existing dealers can sign the new contract dealer purchase agreement at renewal. All dealers must have a signed exhibit by the end of the renewal period.

**Q: Does the HP Dealer Premier hardware support service have to be renewed?**

A: No. The HP Dealer Premier hardware support service agreement is valid as long as there is a valid dealer purchase agreement.

**Q: Will HP help train the dealer's sales staff on how to successfully sell HP maintenance services?**

A: Yes, through HP Support Reseller option, dealers have access to sales guides and tools. Designated area service departments can also provide adequate self-study materials and back-up for answers to questions. The HP Dealer support consultants are also available to the field.

**Q: Who will ensure that the dealer receives blank contracts, price lists, and data sheets to begin selling service contracts?**

A: The dealer support consultant and designated area service departments have this responsibility.



## **HP Dealer Premier Software Support Service**

**Q: Do dealers in this program need an HPNN-dedicated PC port in order to receive software support?**

A: Yes.

**Q: Who provides primary software support to the end user?**

A: HP expects dealers to be the primary provider of end user support. However, if a situation arises in which a dealer is unable to resolve a support problem, HP will provide direct end-user support to assist the dealer in solving the problem. HP offers software support services so that the dealer can provide end users with the highest level of software support.

**Q: How will dealers receive software upgrades, updates, and patches?**

A: HP will distribute software enhancements through HPNN when the file size permits efficient transmission. If not, changes made to HP-developed and distributed software will be available, upon request.

## **HP Dealer Premier Support Management Consulting**

**Q: How frequently will the dealer support consultant perform reviews?**

A: HP consultants will strive to meet with top-tier dealer accounts on a quarterly basis. Periodic regional support business consulting seminars will address the needs of remaining dealers.

**Q: What kind of information can my dealers expect to receive during an account review?**

A: Dealers will participate in a one on one discussion of their support business with HP. The consultant will review the dealer's spare parts ordering history, warranty claims submitted, nature of technical assistance calls to HP, and specific feedback obtained from customers via Hewlett-Packard's Personal Peripherals Assist line and channel quality groups. With this information, HP may recommend more efficient procedures or special training to enhance the dealer's existing support offerings.

## **HP Premier Technical Training**

### **Q: How do dealers register for available HP-facilitated classes?**

A: Available courses will be announced through HPNN and the *InTouch* Update Support Edition. Dealers will be able to contact the HP central training administrator or a regional training representative to register for a scheduled course or event.

### **Q: If a dealer cannot attend a prescheduled regional training event, what other options exist to receive the needed training?**

A: HP will also make self-study training courses available to dealers in a variety of delivery formats - video-based, computer-based and documentation - formats.

## **Premier Information Network**

### **Q: How will dealers receive dealer product support plans, software upgrades and updates, and technical information if they do not have HPNN?**

A: In order to obtain the full benefits of the HP Dealer Premier support program, a dealer must subscribe to HPNN. The full dealer product support plans will be available only through HPNN. The *InTouch* Update Support Edition is mailed monthly to authorized technicians of hardware support provider dealers. HPNN will contain that information plus additional information such as new product support plans and *Application Notes*.

### **Q: How do dealers get on HPNN?**

A: For a full description, a dealer can call 1-(408) 865-6263 (in the U.S.). An HPNN administrator is available during normal working hours to answer questions and provide connectivity assistance.

## Appendix 1:

## HP Technical Assistance Coverage

Service	Coverage Hours	Delivery Specifications
Telephone Access for Personal Peripherals (U.S. customers only)	Monday - Friday 7:00 am - 5:00 pm mountain time	Toll access for end users with a goal of 1 day call back
HP Dealer Sales Center (U.S. dealers only)	Monday - Friday 8:00 am - 2:00 pm eastern, central, mountain 10:00 am - 4:00 pm Pacific time	Toll-free access for dealers
HP Response Center (Worldwide)	7 days/week 24 hours/day	Unlimited access for all authorized callers
HP News Network Access (Worldwide)	7 days/week 24 hours/day	Unlimited access for all authorized callers

## Appendix 2:

## Ordering Information

Only dealers with a valid HP personal computer dealer agreement who are in good credit standing with HP are eligible to participate in the HP Dealer Premier hardware support service. Dealers must choose at least one of the options when the original HP dealer agreement is signed. As an HP sales representative, you can help your dealers add or delete options as their needs change.

HPNN may be ordered by calling 1-(408) 865-6263. There is no charge for either startup or use. However, dealers do need to have an HP Vectra/IBM PS 2/XT/AT/ compatible computer, modem, and telephone line.

## Appendix 3:

Literature, sales tools, and reference materials. For more information on the HP Dealer Premier Support program, the following literature is available from the Literature Distribution Center (Palo Alto, CA).

HP Publication Number	HP Dealer Premier Literature
5952-0077D	Technical reference guide
5952-0078	Sales guide (internal only)
5952-0079D	Hardware support service exhibit
5952-0080	Hardware support service data sheet
5952-0082	Program brochure
5952-0500	Software support service data sheet
5954-9728	Reseller workstation service agreement price card

For additional assistance, please contact the HP U.S. Dealer Sales Center or country marketing center.



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Rockville, MD 20850  
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