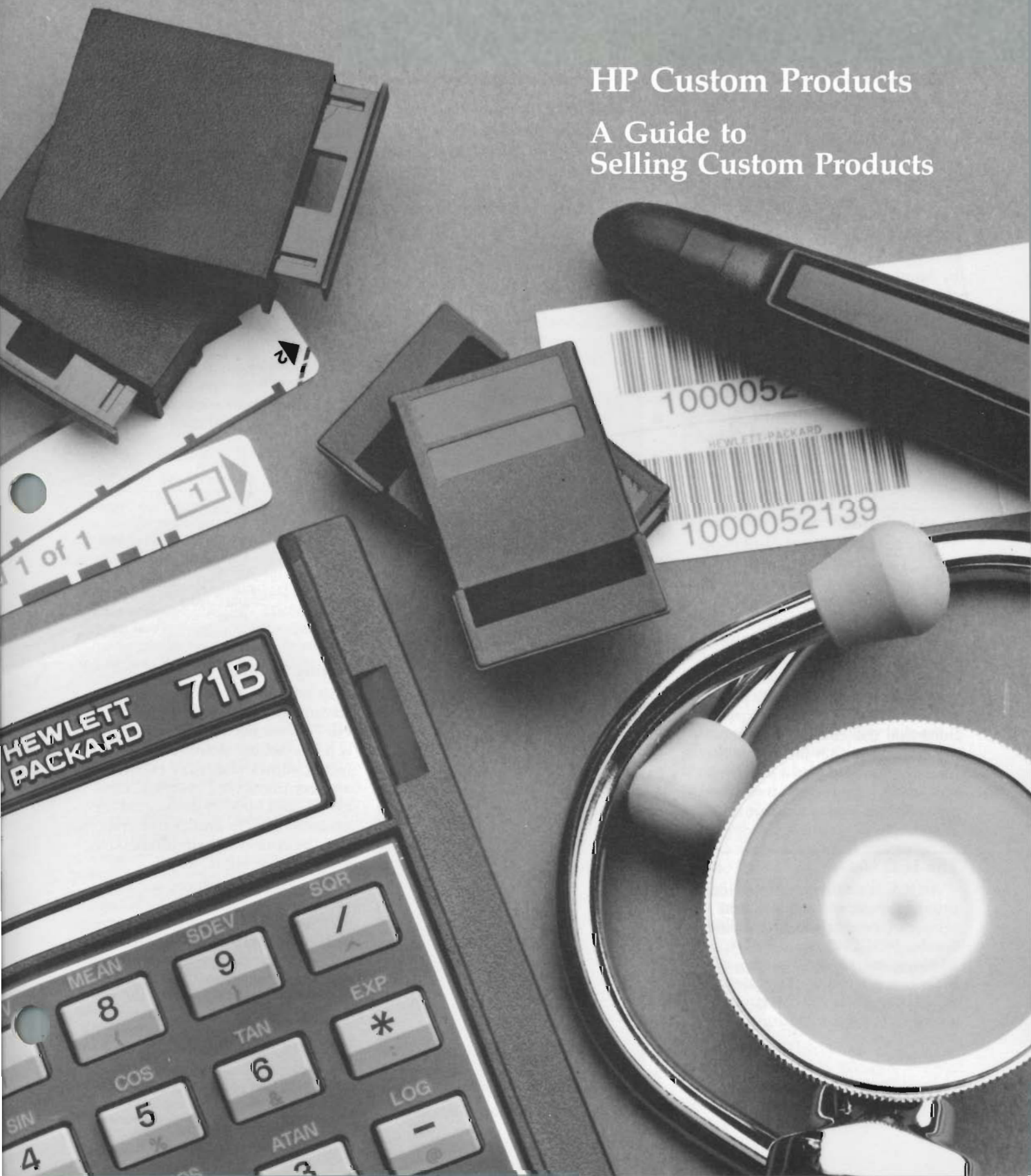


# HEWLETT-PACKARD

HP Custom Products

A Guide to  
Selling Custom Products



# Speed and Simplify Your Customers' Standard Operations

Data capture and communication, document tracking, field sales and service quotes, insurance and mortgage calculations, heating and air conditioning computations. Standard tasks like these are found in many companies.

Frequently, these same tasks are performed by many people, often by hand and accompanied by clipboards, multi-part forms and volumes of tables.

Help your customers save time and money and improve their organizations' productivity by simplifying and automating their routine tasks. With the HP-41 Advanced Programmable Calculator, HP-71 Handheld Computer and Hewlett-Packard Custom Products.

## In this Guide

This guide highlights Independent Custom Consultant (ICC) services, features of the HP-41 and HP-71 that lend themselves to customization, and custom products. It describes the profitable relationship between HP sales reps and ICCs, and includes information to help you identify potential customers. It describes applications that use custom products – including one that illustrates the relationship between a sales rep and an ICC that has so far resulted in equipment sales *alone* of nearly \$7,000,000.

## The ICC

An ICC is a software house that provides custom products and services (see the ICC Capabilities Guide, 5954-1340, for details). Working together, sales reps and ICCs can both make big sales and provide customers with complete solutions to their computing needs.

## Versatile Handhelds Make Customization Easy

The HP-41 and HP-71 invite customization. Custom ROMs that contain customized software plug directly into input/output ports. Keys are completely redefinable, and Custom Overlays identify new functions. The handhelds are small and battery powered, so they can be taken anywhere. Finally, a variety of peripherals and interfaces expands the capabilities of the system.

HP development tools and custom products include:

- HP-41 Software Development System
- HP-71 Plug-In Module Simulation Procedure (for development of Custom ROMs)
- HP-41CV and HP-41CX Opt. 001 Custom Calculators
- HP-41/HP-71 Custom ROM Modules
- HP-41/ HP-71 Custom Keyboard Overlays
- HP-41 Custom Keyboard Touchpads

ICCs can provide these and other products including third party EPROMs, environmental enclosures, HP-IL modems and more, to give your customers total solutions.

## The Sales Rep/ICC Team

Typically, initial contact with the customer is made by the sales rep. When the customer needs HP-41s or HP-71s in volume and has unique requirements, custom products and specialized services are the solution.

The ICC program was developed to fill the gap between the standard products available and the customer's need for specialized services and products.

Sales reps provide hardware, and ICCs provide custom software and services. Together, they form the team that provides customers with total solutions.

## Identifying and Selling to Potential Customers

Many of your potential custom products customers are already HP customers. Find them in:

Mainframe	Market	SIC Code
HP-41	Engineering (Civil, Electrical, Chemical, Mechanical)	8911
	Surveying	8911
HP-71	Insurance	63XX
	Military	9711
	Government	91XX
	Forestry Services	0851

Additional markets that have excellent potential are:

HP-41	Petroleum	2911
and	Refining	
HP-71	Drilling Oil and Gas Wells	1381
	Oil, Gas Field Services	1389
	Heating and Air Conditioning	1711
	Aircraft	3721
	Aircraft Engines and Engine Parts	3724
	Insurance Carriers	63XX

## Selling Systems

In addition to the stand-alone advantages of the HP-41 and HP-71, their networking capability is a key selling point. HP-IL interfacing allows fast, easy expansion and contraction of systems. One HP-41, and up to 29 peripherals or up to 30 HP-71s and peripherals, may be connected simultaneously on the same HP-IL loop.

And HP-IL interfaces are available to convert to HP-IB, GPIO and RS-232C. This allows direct connection to non-HP-IL products such as host computers, modems and printers.

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

**For research and education purposes only.**

## Sample Applications Using Custom Products

Here are some examples of ways in which HP handhelds and custom products can be used to provide unique solutions.

*Surveyors in the City Planning Department in Gothenburg, Sweden, use customized HP-41s to simplify complex field calculations.*

*The department is responsible for all urbanization projects in Gothenburg. Activities include city planning, surveying, mapping and monitoring of property development regulations.*

*"We now spend much less time preparing our surveys. Instead of toiling through a fresh batch of calculations each time, we just load a set of coordinates," reports Sven-Olaf Axelsson, manager.*

*The successful Custom ROM Module used in this application has been sold to other Swedish surveying groups in both the private and public sectors.*

*Workers use customized HP-71s to gather data from the production line to help improve the manufacturing process on a real-time basis.*

*After a unit is assembled it is tested. If it fails the test, the cause of failure is identified. The HP-71 continuously calculates statistics, so line trends are immediately available. This information is sent to a supervisory computer. Analysis of this information provides a basis for on-the-spot decisions to initiate corrective action.*

*The U.S. Forest Service is using the HP-71 and Custom ROMs to fight fires and save lives, property and natural resources.*

*One Custom ROM contains a program that generates a National Fire Danger Rating (NFDR) system.*

*The second Custom ROM contains a program that predicts fire behavior. The direction and size of spreading fires can be quickly computed. Routines for containment calculations, spotting distances, scorch heights, probability of spot fire ignition, wind-speeds and much more are in the ROM.*

*Life and death decisions, often made in a split second, rely on this information. The powerful HP-71 and Custom ROMs make accurate and dependable information immediately accessible in situations where speed is a critical factor.*

*Because fire danger and behavior are issues of vital concern to many groups, the HP-71 and Custom ROM system is also available to other government agencies.*



## The HP Sales Rep and the ICC: A Success Story

Trevor Cook, a former HP U.K. sales rep, and Zengrange Limited, an ICC, developed a file tracking system that provides a total solution for the Department of Health and Social Services (DHSS), which has 430 offices. The system integrates standard and custom HP products and third-party products through Zengrange.

Trevor has sold nearly \$7,000,000 in standard HP equipment, and Zengrange has made a tidy sum from sales of other equipment and services. In fact, Zenwand-71, which was developed for this application, is now being sold to other customers!

Here's what happened.

### Operations Before HP

Document tracking in DHSS, which is similar to the U.S. Social Security Administration, was labor and time intensive before HP handheld computers streamlined the operation. Each of the 430 offices handles up to 24,000 files. Files include historical information about claimants. They are needed by employees to post internal and external mail and to solve claimant problems. An index card is kept for each file to help locate it when in use.

Local offices contain many rooms that are often widespread. Clerks were employed full time just to locate and update files.

Locating the files, therefore, was often frustrating for both claimants and employees.

Trevor immediately saw the potential time and cost savings of an automated system. He knew HP had most of the products. And he knew he could call on an ICC for their expertise in custom software and third party products.

So Trevor contacted Zengrange and, together, they developed the system that DHSS purchased.

## Operations After HP

Now local offices hum with efficiency. Bar code labels are attached to both the file and index card. A menu card of bar codes with corresponding locations is displayed near each bar code reader.

As the file moves from one location to another, bar code labels are read with a wand and the information is stored in the HP-71 – for later transmission by the system controller to the host computer.

Locating files now is a breeze, either by scanning the bar code label on the index card or by entering a claimant's name via the keyboard of any HP-71 in the system. Within seconds, employees know the current location of files.

One benefit to DHSS is the fact that the system operates in the same way it always did.

Employees quickly see the benefits and accept the changes. And training them to use the new equipment is easy.

## What This Means To You

The DHSS solution is applicable to any organization that needs to track a large number of documents or other items.

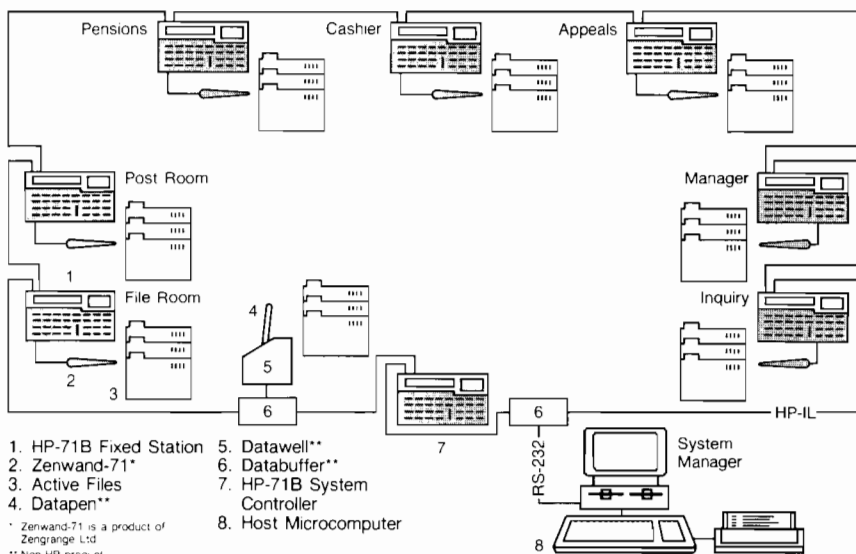
Think of the businesses in your area. You may even have some accounts now that could benefit from such a system – perhaps a government agency, hospital, or insurance company.

But don't stop with file tracking and management! Custom products complete HP-41 and HP-71 solutions in many applications. Look for opportunities in any organization where large groups of people do identical jobs.

Begin now to develop the strong professional HP sales rep/ICC team that can provide total solutions for your customers – and volume sales for you.

Good selling!

## File Tracking System



For more information call 503-757-2000 and ask for Custom Products Management.