

**Computer System Support**  
Our service rates best in the  
industry.\* We'd like to put it  
to work for you.

**hp** HEWLETT  
PACKARD



*\*The results of DataPro's annual survey of mini-computer and small business system users in the U.S., as published in Computer World every spring, are based on over 2000 responses representing more than 2800 systems and at least 21 vendors each year. Among the vendors with over 50 user responses, Hewlett-Packard has rated first in a composite of six categories, for three years in a row. They are: maintenance responsiveness, maintenance effectiveness, trouble-shooting, education, documentation, and overall satisfaction.*

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

**For research and education purposes only.**

**Computer support plays a major role in your success. And in ours.**

**W**hen you compare computer systems, there are quite a few important factors to consider. Our customers ask us about price, performance, upgradability, ease of use, applications software, and the way our systems will fit their needs. And at Hewlett-Packard, we give some very solid answers.

But as time goes on, it seems that more and more of the people we talk to are putting support close to the top of the list. And its increasing importance couldn't make us happier—because we've always considered support one of our highest priorities.

Ever since Dave Packard and Bill Hewlett founded HP in 1939, we've strived to deliver lasting value to all our customers. We've achieved this goal by first building the highest quality products possible, and then backing them up with the best possible range of support services, delivered year, after year, after year.

It's a simple idea, but it works. Our customers have been confirming their satisfaction by rating us second to none in an independent survey since 1981.\*

Naturally, this has had a healthy effect on our own success. We believe our commitment to building a long-term working relationship with our customers has played a major role in helping us become the \$4 billion company we are today.

Throughout this brochure, we present key elements of the comprehensive support we offer every HP customer.



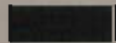
I'm very proud of the program we've developed, and of the competitive success we've achieved. I give you my personal assurance that this extra measure of commitment will remain an integral part of Hewlett-Packard in the years to come.

John Young,  
President and Chief Executive  
Officer,  
Hewlett-Packard Company





**We design lasting value into our products. And our support.**





**A**t Hewlett-Packard, we've had more than 40 years' experience developing precision measurement instruments and computation systems. And our constant attention to high standards of design and manufacturing has earned us a distinctive reputation for quality.

This experience carries over into every product we offer today, from hand-held calculators to international computer networks. It has also helped us prove a very important point about quality.

***High quality leads to lower cost of ownership***

Some people assume that high quality automatically means high cost, but in fact, it leads to just the opposite. A computer that's available when you need it, easy to use, and efficiently supported is a real bargain in terms of both expenses and peace of mind.

Consequently, we've designed maximum reliability into HP computer systems from the very beginning. We've designed our support program with just as much care, and we monitor our performance closely to ensure that we continue to meet customer needs.

Our success in building and maintaining reliable systems is clear. In our annual survey, which gathers more than 2000 responses each year, over 95% of HP customers have indicated a high level of satisfaction with their system uptime since 1981.

In fact, we developed so much confidence in our ability to keep our customers satisfied, we were the first company to introduce Guaranteed Uptime Service, in 1981. This service assures you that covered systems will be up and running at least 99% of the time over a three-month period, or your next month's service coverage is free.

Reliable computers cost less to support as well. Because our systems rarely need service beyond regular preventive maintenance, our monthly maintenance charges are among the lowest you can find for comparable service.

***...and protects your investment.***

Obviously, the more time your computer is available, the more value you can derive from your investment. But there's another aspect we believe is just as important: since your HP support team has to spend less time solving problems for the system, they can spend more time showing you how to make the most of it.

Not only can you expect hardware quality and reliability from us, you can look for the same lasting value in HP software. We design our operating systems and applications programs for maximum ease of use. Then we provide software support and training to get your people up to speed—and your system productive—as quickly as possible.

Once your computer is installed, we can assist you in maintaining the HP software, while you

adapt it to meet your application needs. This teamwork ensures your ability to keep your system up-to-date. Every time we introduce a software upgrade, we work with you to fit it smoothly into your operation, so you can take advantage of the improved software with minimal delay.

When you're ready to move up to a bigger, more powerful HP system, or to add to your network, you'll discover another way we protect your investment. We've designed most of our systems to be software-compatible, so instead of rewriting all your valuable applications software, you can continue using it on your new system, without expensive conversion procedures.

Like most of our customers, we think you'll also appreciate our fast response times, and our proven record of solving problems on the first visit.

On the following pages, we'll describe our support program, and our personal approach to meeting your needs. Now that you're familiar with all the benefits our support can bring you, we'd like you to see how our systems and our people work together to bring you lasting value... in every way.

**We help you design your support  
strategy. And we follow through.**



**W**hile our products are still on the drawing board, we make long-term reliability and supportability essential to their design. And every time we talk to a potential new customer, we like to plan ahead in much the same way.

From the start, our first priority is to listen to you. At the first visit, an HP Sales Representative sits down with you to get an accurate picture of your needs. If we can offer you a solution, we'll bring in a Systems Engineer for technical consultation.

Then, we'll help you define what you intend your computer to do, help you decide which system can do the job best, and map out a plan to get it up and running. To make sure every detail becomes an action item, we use a structured planning process, which we call our System Implementation and Support Plan.

By the time your plan is written, we will have agreed on all the implementation services you need, which may include site survey and planning, hardware and software installation, software development assistance, consulting and training. The plan will also define the ongoing support program that best serves you. So that you'll know exactly what to expect, we'll put all these commitments in writing.

### ***Our experience assists your implementation***

To get your system operating productively in the shortest possible time, we put the implementation services you've chosen to work right away.

For example, our professional training program addresses various technical levels with scores of courses. Your system managers and software developers, as well as your professionals and secretaries, can learn quickly to take advantage of your new system's full potential.

Our Systems Engineers are also available for consulting tailored to your specific requirements. They offer a broad range of experience in such areas as networking, data base design and instrumentation systems.

If you choose some of our applications software, we'll help you integrate it into your business. Our HP-Assist program offers a variety of project definition and management services geared to helping your organization make a smooth transition to your new HP system.

You'll work with our Customer Support Representatives, who understand both the specific needs of your industry *and* the way our systems can best meet those needs.

We've selected them for their expertise in areas that range from manufacturing to office automation, from engineering to distribution. Then we've trained them intensively on our systems, to work effectively with you and the other HP professionals supporting you. The result is a better match between our systems and your objectives.

### ***...and successful operation.***

We're committed to providing the level of ongoing support that fits your situation as well. To give you a choice in terms of price and service, we've structured a wide range of support services which cover hardware and software for all our systems, from multi-site networks to personal computers.

Our support services vary by hours of coverage, response times, and degree of personalized attention. So if you're planning to run an accounting system 18 hours a day, you'll probably choose our highest level system services.

Then you can be assured of round-the-clock coverage,

and your own account-assigned Customer Engineer and Systems Engineer.

They'll perform preventive maintenance, install new hardware additions and engineering improvements, and assist your staff to use the full capabilities of your operating system and keep it up-to-date.

We also offer services tailored to workstation and personal computer users. You can obtain on-site volume repair services at very low cost for your HP terminals, plotters and other workstation products. And your people using HP personal computers can attend our user classes, subscribe to periodicals full of application tips, and take advantage of our Complimentary Phone-In Consulting Service.

On the other hand, you may plan to use HP computer systems in an operation which already employs well-trained technicians and systems programmers. If you choose to make the necessary investments in spare parts and equipment and in specialized training, we can teach your own people to maintain your computers. And we'll be there to back them up through our technical assistance, consulting and documentation services.

We offer all our services separately, as specified on our data sheets, so you can select exactly the options you need before your system is installed. Because of this advance planning, you'll always know how much to budget for your support, too.

We know this systematic approach is important, but it's only part of the story. Next, you'll learn about the people who support your system on a regular basis. Our customers tell us these support professionals give them every bit as much to feel good about as the program itself.



**Your HP support team starts  
with you. And stays with you.**





To deliver all the support our customers count on, we call for total involvement from our people.

So we've created a program for our systems customers that builds in this extra measure of attention from day one. Instead of sending out support people on an ad hoc basis, we assign an account team to take personal responsibility for helping you with every phase of your system's operation.

Your HP Sales Representative, as the key member of the account team, will play a continuing role in your relationship with us. To put it another way, the person who makes a commitment to you about our systems is the same person who makes sure we follow through on it. Other professionals on the team, as illustrated below, can include a Customer Engineer, a Systems Engineer, and Customer Support Representatives.

During regularly scheduled visits, this team develops a solid understanding of your applications and your people. This familiarity allows them to help your people make the best possible use of your HP systems and, in many cases, lets us predict a potential problem and correct it before it even arises.

**Our people have all the resources to do the job right**

To make your support team even more effective, we provide them with sophisticated resources in our Technical Centers.

At these Centers, we station a full complement of technical specialists to assist your account team with expertise in hardware, software and applications. We also back them up with HP's support information network, which delivers up-to-the-minute, critical facts to every HP office.

For example, our support people have fast access to company-wide information via our on-line software tracking system. This helps us promptly resolve software questions.

We also use telecommunications technology to strengthen the link between our Technical Centers and our customers. Our Phone-In Consulting Service gives your system managers timely access to expert assistance with our software and systems.

And through a direct connection from the Technical Center to your HP computer, our hardware and software specialists can invoke diagnostic routines and monitor the effects of software changes as well as system performance.\* In many cases, problems can be resolved immediately, and others can be pinpointed before we arrive at your site.

To make sure replacement parts are always available, we use our own inventory management system to track, coordinate and stock parts to assure that they're on hand locally whenever needed. We also use our computers to schedule our preventive maintenance visits, administer

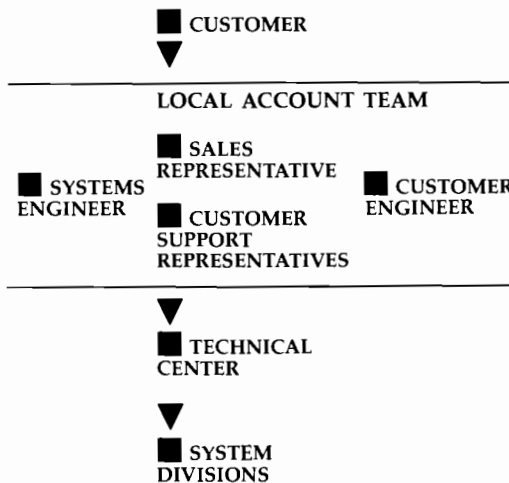
overall support functions, and manage many other aspects of your support.

Perhaps the most important resource we provide your HP support team is knowledge. We make sure they've received thorough training—in college and at HP—before you ever meet them. And we keep them up to date with a number of in-depth seminars, taught by senior specialists, every year.

**...with all of Hewlett-Packard behind them.**

In the unlikely event something happens that your support team can't solve on the spot, we implement a well-defined escalation process. It starts with readily available backup specialists based in your area. Should further help be needed, these specialists can call in the full factory resources of HP, following a clearly-specified procedure that lets us resolve such problems in the shortest possible time. Our objective is to manage any situation—no matter how unexpected—to the full satisfaction of our customers.

*\*The HP Tele-Support program is currently available on most HP 3000 systems.*





**We deliver local service.  
All around the world.**

To make our total approach to support work, it's important for us to stay as close to our customers as possible.

So we've established over 200 Support Responsible Offices in 31 countries around the world. Your HP support team will operate out of the office closest to you. In almost all instances, you're no more than four hours' traveling time from the nearest office.

These Support Responsible Offices are organized into a network of Area Organizations. There are over 30 of these in the world, each run by a local Area Computer Manager. Through these Area Organizations, we provide your support team all the technical assistance described earlier. So even though your HP system is backed by a worldwide company, it's nice to know where your support team works.

Right in your neighborhood.

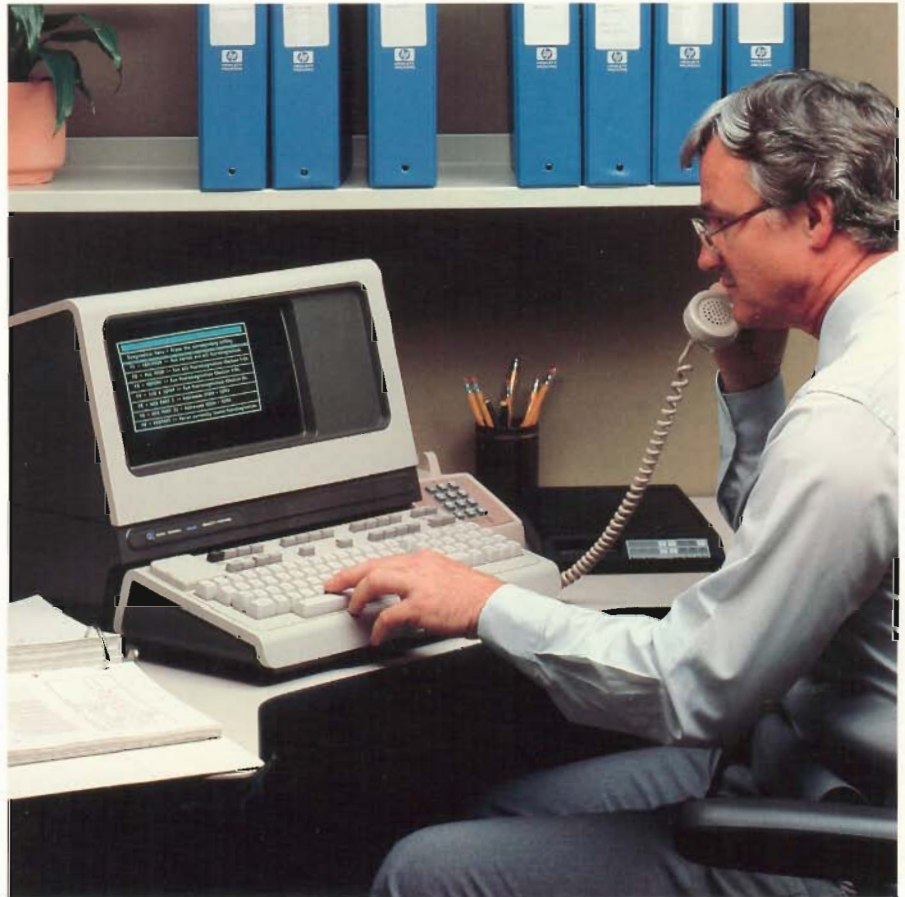
***How good is our support? Ask the people who use it.***

As we mentioned at the beginning of this brochure, our objective is to deliver lasting value. And our customers seem to think we do that very well, since they consistently give us some of the highest ratings in the computer industry for both satisfaction and support.

To give you an even better idea of how it feels to have an HP support team behind you, we'd like to quote a few of our customers.

The Manager of Management Information Services at Premier Cablesystems Ltd., Mr. G. C. Fleck, was particularly impressed with the efficient installation service his company received when upgrading their system. He reports:

***"Gentlemen you have done it again. The service you are providing is outstanding. We appreciate the minimum down time in the***



***installation of our Series II to III upgrade. The system was up and available to the users in under five hours."***

An HP engineer's consulting services suited the needs of the National Center for Higher Education Management Systems. Jeanne S. Hurley, Senior Associate for NCHEMS, writes:

***"He did an outstanding job of covering the somewhat disconnected topics we had chosen in a manner that was helpful to the experienced members of our staff and yet also understandable for the most novice member of the group. We continue to be impressed by the high quality of the local HP software support."***

And Newton Gore, Senior Vice President of City National Bank, recalls that when considering network

vendors, he found that only HP offered the flexibility necessary to accommodate the bank's growth. As for reliability...

***"Our HP systems have demonstrated 99% uptime for three years. That kind of dependability, passed on to our customers, gives us a quality advantage in our market."***

Of course, these are just a few examples. In our files, there are literally hundreds more. And now that you've seen just how thorough an approach to support we've developed, we're sure you can understand why our customers feel as they do.

More importantly, we hope you can see how much we'd like to put our support program to work for you.

For further information on support for HP computer systems, please contact the nearest HP office. Some of our major offices throughout the world are listed below.

*United States*

Corporate Offices:  
Hewlett-Packard Company  
3000 Hanover Street  
Palo Alto, California 94304

Eastern Regional Office:  
Hewlett-Packard Company  
4 Choke Cherry Road  
Rockville, Maryland 20850

Southern Regional Office:  
Hewlett-Packard Company  
2000 South Park Place  
Atlanta, Georgia 30348

Midwestern Regional Office:  
Hewlett-Packard Company  
5201 Tollview Drive  
Rolling Meadows, Illinois 60008

Western Regional Office:  
Hewlett-Packard Company  
3939 Lankershim Boulevard  
North Hollywood, California 91604

*Canadian Offices*

Hewlett-Packard Ltd.  
6877 Goreway Drive  
Mississauga, Ontario L4V 1M8

*European Offices*

Hewlett-Packard S.A.  
47 Avenue Blanc  
CH-1202  
Geneva, Switzerland

*Intercontinental Offices*

Hewlett-Packard Co.  
3495 Deer Creek Road  
Palo Alto, California 94304

*Australasia Offices*

Hewlett-Packard Australia Ltd.  
31-41 Joseph Street  
Blackburn, Victoria 3130  
Australia

*Far East Area Offices*

Hewlett-Packard Asia Ltd.  
5th Floor, Sun Hung Kai Centre  
30 Harbour Road  
Hong Kong

*Latin America Offices*

Hewlett-Packard Co.  
3495 Deer Creek Road  
Palo Alto, California 94304

*Republic of South Africa Offices*

Hewlett-Packard South Africa (Pty) Ltd.  
Private Bag, Wendywood  
Sandton 2144  
South Africa

*Japanese Offices*

Yokogawa-Hewlett-Packard Ltd.  
3-29-21 Takaido Higashi 3-chome  
Suginami-ku, Tokyo 168