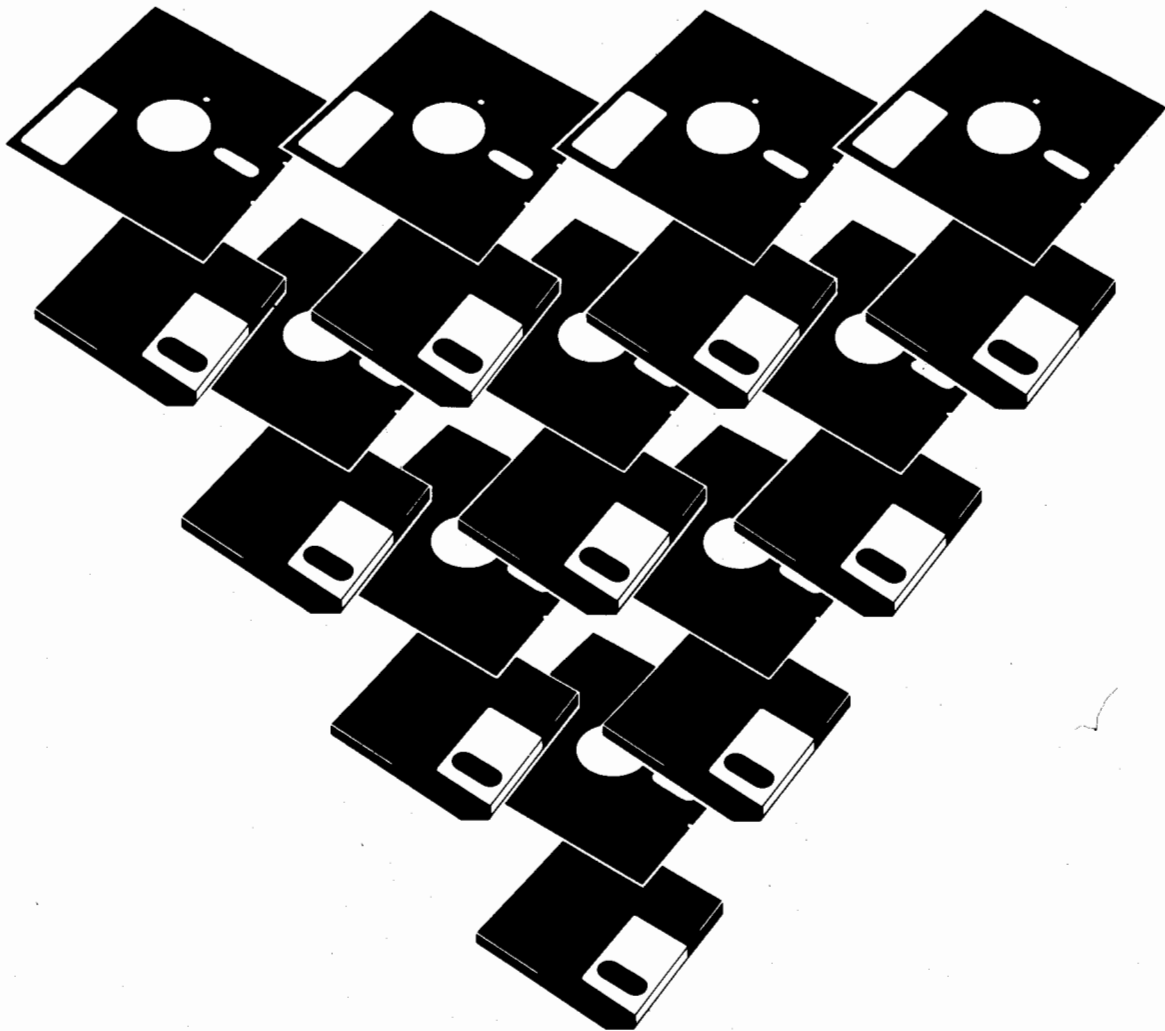

SERIES 80 SALES GUIDE

Selling FILE/80



FILE/80

WHAT IS IT?

FILE/80 is a solution-oriented file management system that lets users manage files efficiently and produce meaningful results from them. Its major selling points are ease of use teamed with powerful editing, search, and output features. Customers can learn the basics of FILE/80 in about two hours.

FILE/80 lets your prospects:

- CREATE and QUERY--they can produce data files, update records, and do retrievals using many different criteria.
- FORMAT OUTPUT--they can define the way their reports, labels, and form letters will look; once created, these formats can be stored for future use.
- GENERATE OUTPUT--using the formats, they can print out their results to a hard-copy printer or the display screen.

FILE/80 can manage up to 65,000 separate records--up to 100 items of information per record--with the actual number dependent on the system's disc memory capacity. For a typical application, you would be able to store 1,000 200-character records on a 5-1/4" disc.

FILE/80 is best suited for:

- Individual professionals with file management needs; and
- Small office applications.

(An alternative software solution should be sought for data base management applications requiring programmed operations or multiple file access or merging.)

WHO COULD USE IT?

Sales and Marketing Managers to store information on their sales regions or marketing resources.

Financial Analysts to maintain a file of investment opportunities.

Engineers to establish a personal library of technical information on specific subjects.

Real Estate Professionals to maintain records of clients and listings; and to communicate with impact through customized letters.



FEATURES

- Special Function Keys

Make file management easy--Users are in control with powerful single-key commands; the keys lead them through their applications one step at a time.

Save time--There is no need to type complicated command codes or relearn operations.

- Efficient and Extensive Output Capability

Adds the professional touch--High-quality reports and printouts, even customized letters or labels, are easy to create.

Increases user productivity--Report formats can be developed once and stored for repeated future use.

- On-screen Form Creation

Makes record development easy--Users create forms that best organize their information. Then, they can see their data as it's entered and stored.

Makes updating quick and efficient--Using the form makes changes, deletions, and additions fast and easy.

- Multiple Index Keys

Save time--By defining a specific order for records, a user can retrieve one in seconds.

- File Modification

Saves time--An existing data file can be restructured to suit new needs.

- Multiple-condition Search Capability

Permits fast, accurate data retrieval--One can do very specific information searches.

- Sorted Output Capability

Means no more hand sorting--Users can print their output in the order they want.

ANSWERS TO CUSTOMER QUESTIONS ABOUT FILE/80

Q. HOW CAN FILE MANAGEMENT HELP ME?

A. File management, through a personal computing system, results in efficient, paperless organization of your important information. You can quickly modify your files and electronically manipulate the information in them to meet your needs.

Q. WHAT DO YOU MEAN BY MANIPULATE INFORMATION?

A. Assume you have set up a data file that includes a record for each of your potential customers. If the records include zip codes, they can be sorted or retrieved by zip code. For example, if you wanted to do direct mail marketing in the Chicago area, you could use FILE/80 to pick out records with Chicago zip codes and print labels with those prospects' names and addresses.

Q. WHAT ARE THE ADVANTAGES OF FILE/80?

A. Capability and friendliness. FILE/80 lets you create records, change or delete them, and add new ones. You can search existing records for specific information and sort records in a specific order. Then, using your file, you can produce reports, labels, or form letters. And, it's all easy to master and easy to use. You can learn the basics in just a couple hours.

Q. WHAT MAKES FILE/80 SO EASY TO USE?

A. Special function keys for starters. To begin creating records, you simply press one key labelled CREATE. Other special function keys help you SEARCH for records and QUERY or ask for certain information. The keys guide you through each step. In addition, you create forms for your data right on the screen. And, you see your information as you enter or change it.

Q. CAN FILE/80 DO CUSTOMIZED LETTERS?

A. Yes! You can compose a letter and pull in as many as 100 pieces of information (fields) from a record. So you can customize salutations, drop in a client's contract number, list the sales person's name for that client, etc.

Q. DOES FILE/80 HAVE ANY NUMBER-CRUNCHING CAPABILITY?

A. You bet. FILE/80 can provide lots of help with numeric information on reports. You can ask it to provide subtotals, grand totals, averages, and minimum or maximum values.



Q. WHAT HAPPENS WHEN I NEED TO CHANGE THE WHOLE FILE STRUCTURE?

A. Even the most well planned data file structure can require modification, especially if your needs change. For example, suppose your file contains dollar sales made during the current fiscal year to each of your customers. You now decide that you would like sales figures for the previous year to do comparative analyses. FILE/80 can handle the change with utilities that let you restructure an existing file, saving you both time and expense.

Q. WHAT ARE OTHER FILE/80 ADVANTAGES?

A. Excellent search capabilities. You can retrieve records by partially specifying character strings, as well as by using relational search conditions (like equals, greater than, or less than). And, because up to 10 search conditions can be specified, your searches can be very specific and accurate. Password feature. Secures your files with password protection. International features. You can specify various currencies and date formats, as well as define label dimensions in centimeters.

SALES AIDS

- Series 80 Software Update (Pub. No. 5953-7831D in U.S. or 5953-7839 outside the U.S.)--An 8-page brochure with brief descriptions of Series 80 software products, including FILE/80.
- FILE/80 Data Sheet--A camera-ready data sheet suitable for low-cost reproduction at your location. Includes features, benefits, system requirements, and product specifications.

DEMONSTRATING FILE/80

FILE/80 is best demonstrated by walking the potential user through a data file that has already been established. Such a file exists on the Demonstration Disc . Features to highlight include:

Special Function Key Commands
Help Messages for Special Function Keys
Form-oriented Screen
Easy Record Modification
Multiple Index Keys
Extensive and Rapid Search Capability

SYSTEM REQUIREMENTS

- Computer: HP-86/87
- Memory: 96K Total RAM
- Peripherals:
 - Dual Disc Drive
 - Printer for hard-copy output

IN THE BOX

Product includes:

- Program Discs
- Owner's Manual
- Pocket Reference Guide
- Demonstration Disc with a sample data file and sample outputs

CUSTOMER SUPPORT

Two services are available:

- Phone-In Consulting Service (PICS)
- System Information Service (SIS)

ORDERING INFORMATION (HP PART NUMBERS)

3-1/2" Media: 00087-13320
5-1/4" Media: 00087-13520



COMPETITIVE INFORMATION

	<u>HP-86/87</u>	<u>HP-86/87</u>	<u>IBM</u>	<u>APPLE</u>
Product	FILE/80	dBASE II	TIM	db MASTER
Price	\$250	\$700	\$495	\$229
File Access	Single	Multiple	Multiple	Single
Method For Structuring Records	Form-oriented	Defined Off-line	Defined Off-line	Form-oriented
Programming Aids to Redefine File and Record Structures	Included With Product	Included With Product	Not Available	Separate Software
Query Method	Use Form	Must Type Command	Must Type Command	Use Form
Output and Formatting Flexibility	Very Good Flexibility	Flexible and Programmable	Limited Flexibility	Limited Flexibility
Output Capability	Reports Labels Letters	Reports Labels Files	Reports Labels	Reports Labels
On-screen Editing Control	From Keyboard	Using Control Keys	?	Using Control Keys
International Features?	Yes	No	No	No

PRODUCT POSITIONING FOR FILE/80 AND dBASE II

FILE/80-- Use for file management applications requiring interactive access to a single file at a time.

dBASE II-- Use for relational data base management requiring programmed data base applications, multiple file access, and file merging capability.



