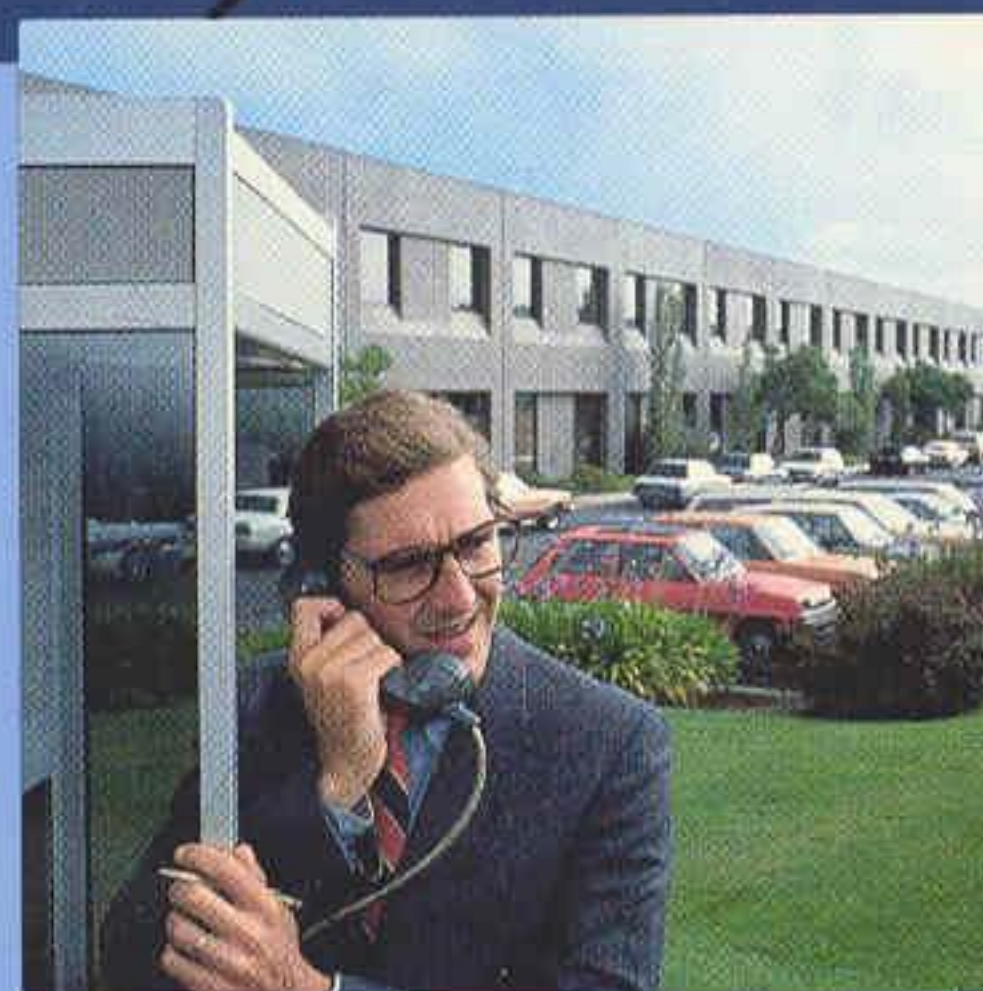
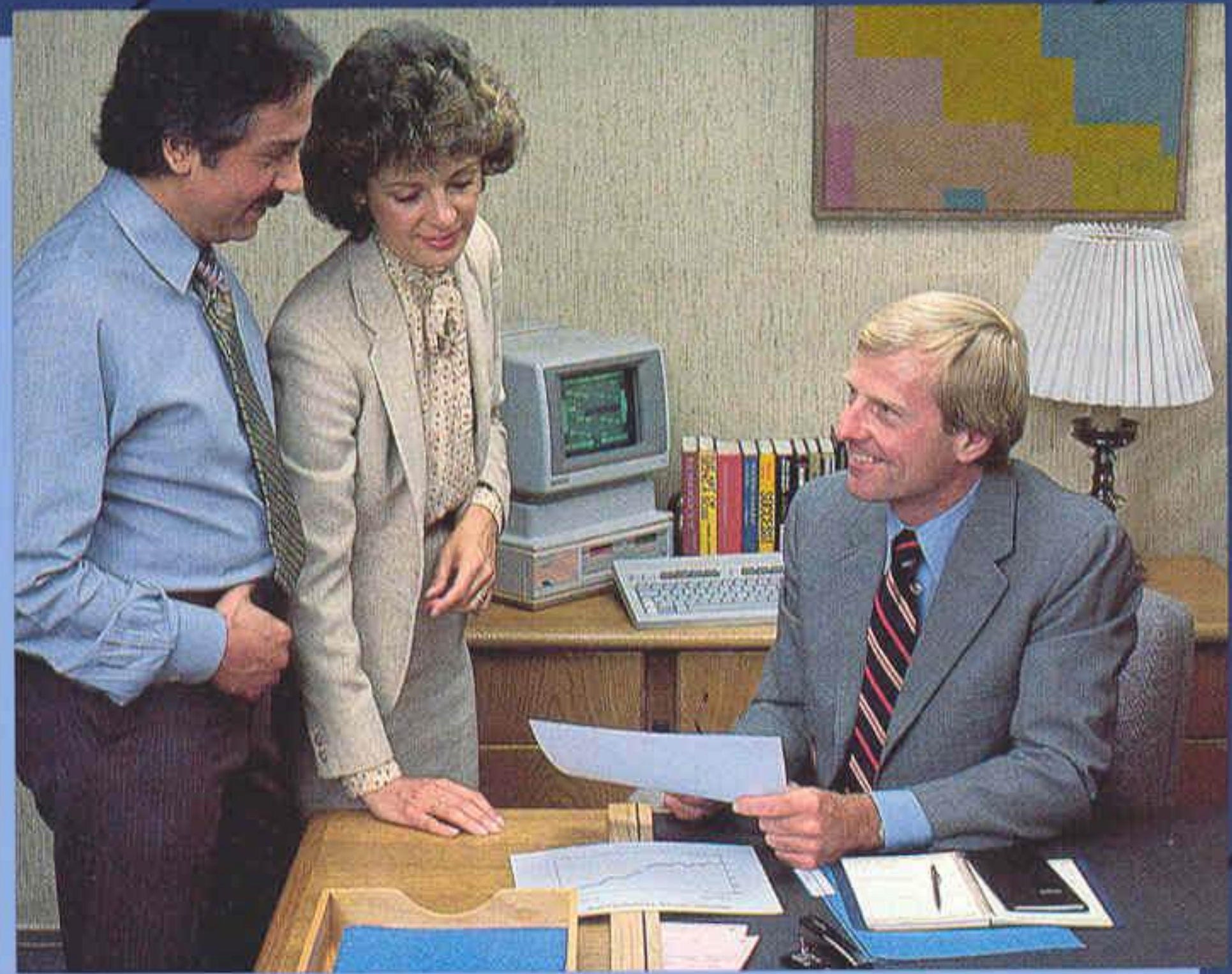
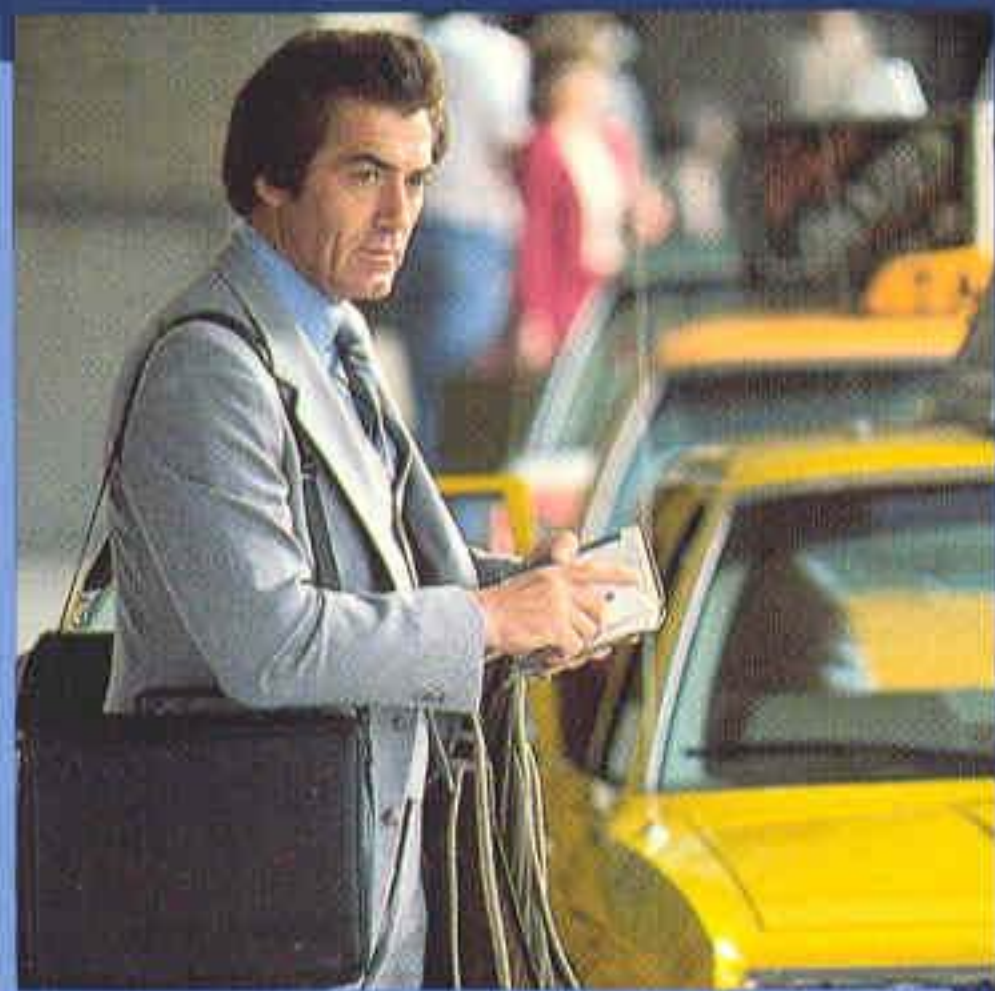


The Branch Office



Hewlett-Packard automation solutions
increase profit and productivity



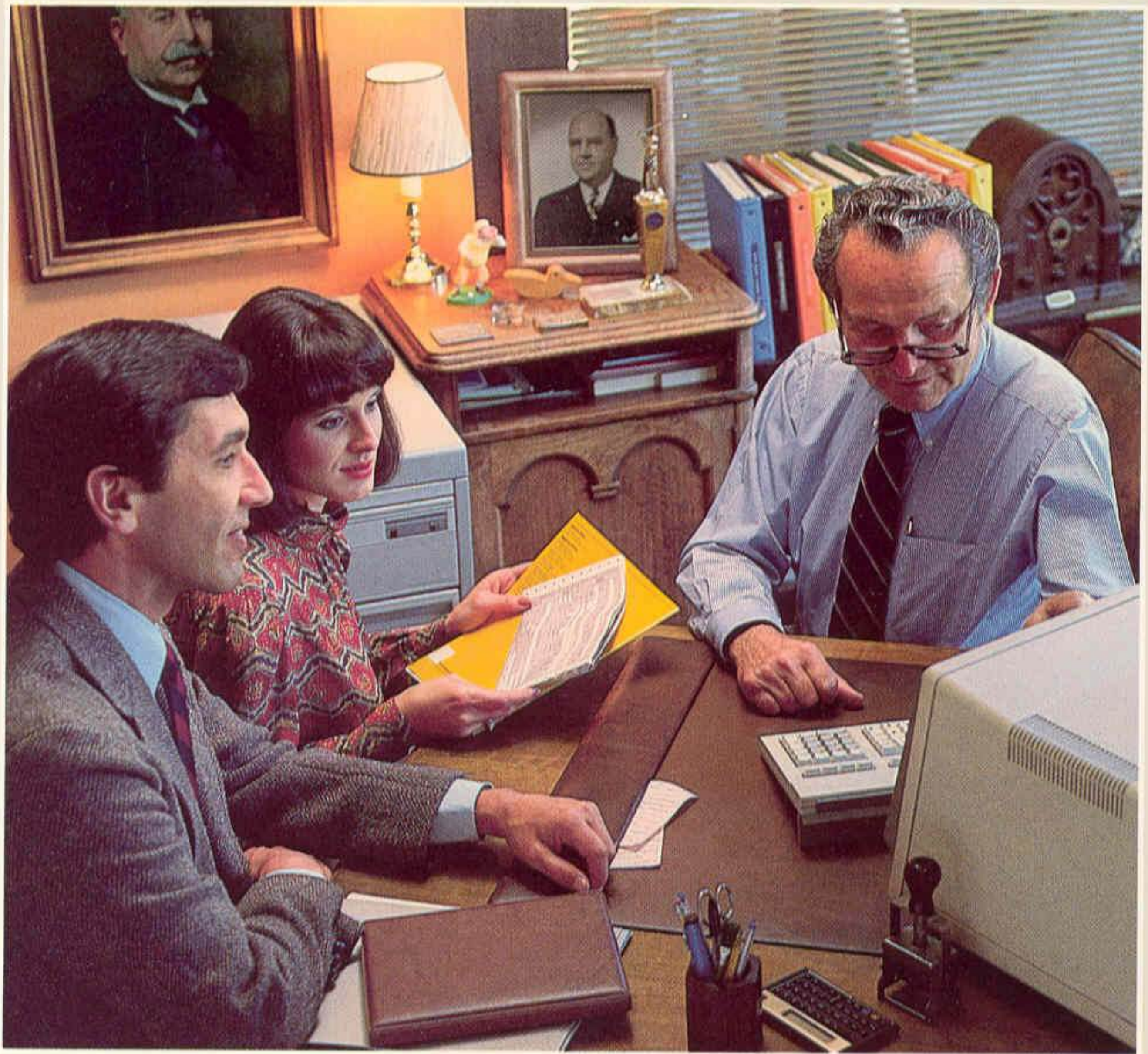
Branch offices...the business automation frontier

Your company is a large corporation, perhaps even international in scope. But to many customers the local branch personifies your organization. It could be a sales office, a branch outlet in a shopping mall, a distribution center or warehouse in an industrial park, or maybe a service center telephone number. When you think about it, though, these local branch offices are the real marketplace where you and your customers meet to do business.

Surprisingly, branch offices are frequently the last tier in a company's organization to be automated. Yet they offer one of the richest opportunities for productivity improvement and business growth.

It's still true, even today, that the company that best serves a customer's needs usually gets the order. Your warehouse has to have the right parts on hand at the right time, the service center has to optimize maintenance schedules, the retail clerk must be able to reply, "Yes, we do have the item in stock now," or the sales representative in the local office must have an immediate update on an order's status to soothe an anxious customer.

You may recognize one of these situations as daily business routine in your branch offices. And can undoubtedly identify similar situations as well. So how can you make it



easier for the branch office to do business and increase both productivity and profit at the same time? For many large companies that is an increasingly complex question.

Fortunately, however, there is a solution. It's the Hewlett-Packard family of business computers centered around the HP 3000. One of the world's most popular business systems.

Put computer power where it increases productivity

With continued technology advances which lead to price and performance breakthroughs, the HP 3000 family of compatible computers lets you reach out and put computer power in business areas where it wasn't economically feasible before. You can even include portable and personal computers in your branch office solution. Our business systems offer a proven, cost-effective way to link branches and thereby increase productivity.

The idea of branch office automation opens up numerous opportunities for your organization to operate more effectively. And profitably. Making information readily available to people when and where they need it not only saves time, improves work quality, and reduces costs, but it ultimately helps increase revenues.

An extra benefit to automating your branches is that each office manager gains better control over the local operation because up-to-date information needed to make informed business decisions is readily available.

The HP 3000 offers you a compatible, flexible computer family

Basic to our success in automating the branch offices of large companies is the flexibility and compatibility of the HP 3000 computer family.

The flexibility results from having a range of models in the family. That way there's a system with the right price/performance level to match the capacity requirements of specific branch offices in your organization—perhaps our new low-end system for smaller offices and a more powerful system for a district or area office.

No matter what combination of large and small Hewlett-Packard systems you choose to implement your branch office network, you're assured that they are all fully compatible. As your performance needs change, any HP 3000 system can be upgraded with no software conversion required.

For the future, a benefit that you will appreciate is the fact that as new HP 3000 products are developed you will be able to incorporate them into your system without jeopardizing your investment in

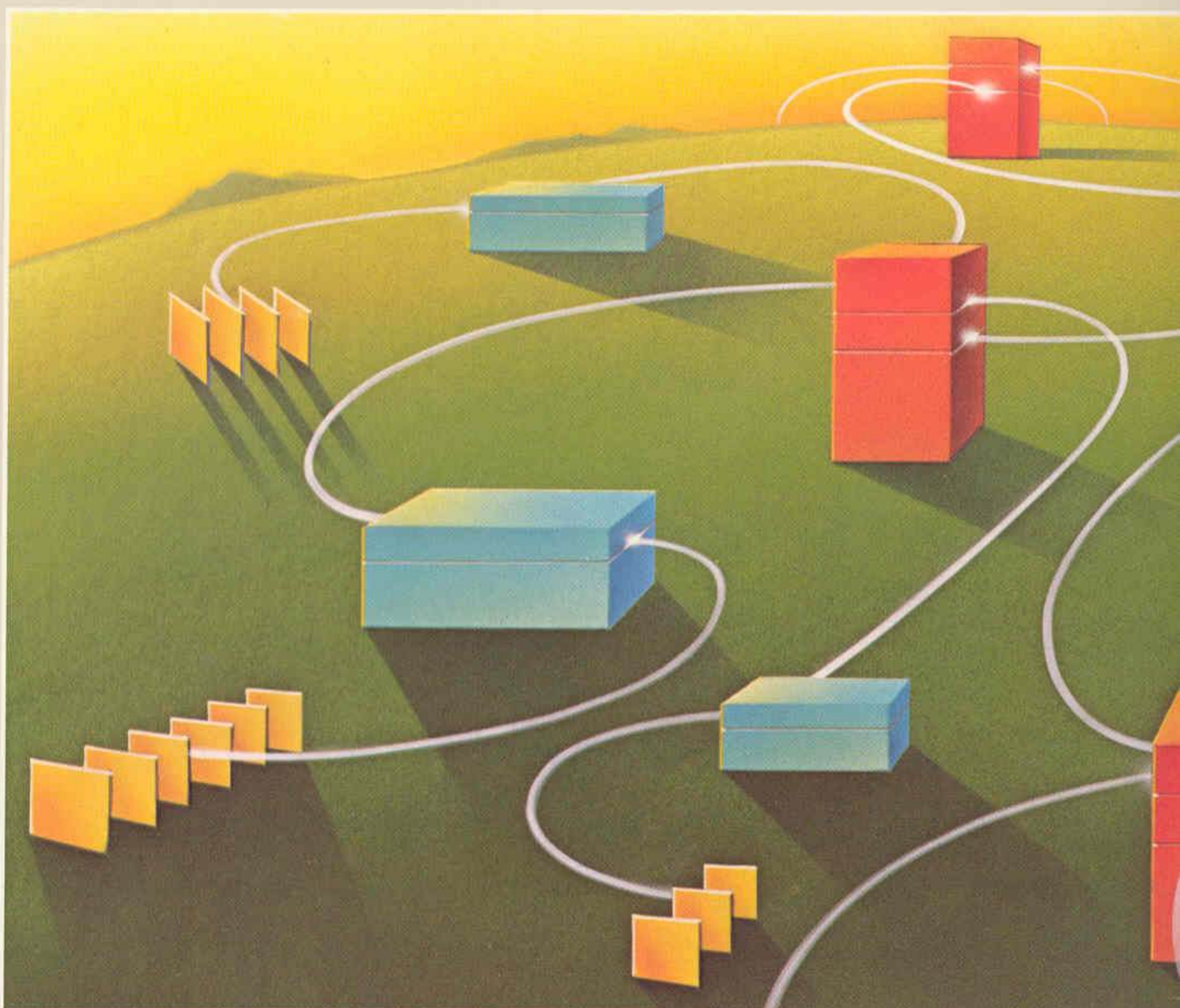
software. Think about that. It implies very significant cost savings.

In addition to flexibility and compatibility, two key factors which make the new HP 3000 Series 37 especially applicable for branch office situations are 1) it is easy to use and 2) no data processing expertise is required at the local level. And the system's compact packaging means that it requires minimal office space. Most important of all, the system is cost-effective and competitively priced.

AdvanceNet links your whole business world

But to pull together all your branch offices, you need a data communications network. We do it with HP AdvanceNet. It's our distributed data processing system which links all your locations and provides transparent access to information throughout the network.

As a pioneer in distributed data processing, HP is committed to maintaining our leadership position¹ in networking by implementing and expanding technology. And by adhering to industry and de facto communications standards. With its open architecture, AdvanceNet



At every level—from the smallest branch office to corporate headquarters—Hewlett-Packard offers the right systems to link your organization and give you quick access to the information needed for more effective management and control.

Three software approaches let you choose the best solutions for your company

assures compatibility with other computer vendors' equipment. So, the HP branch office solution will fit into an existing network. Even if there are currently no Hewlett-Packard computers installed in your organization.

One final, but crucial, point is that the entire network can be controlled centrally, regionally, or whatever arrangement best fits your organization.

¹HP earned #1 ranking in *Data Decisions* recent users survey of overall data communications performance.



Applications software, of course, is the basis for effective implementation of a branch office network. Because of the diversity of customer requirements, we offer three options for providing your applications software.

First are the HP proprietary software solutions which are ready to go and require no programming to run on HP computers. Comprehensive software application products are available for manufacturing management, financial accounting, and wholesale distribution. To further automate your branch offices, a large group of software products is available. This includes electronic mail, word processing, report generation, time and schedule management, graphics, and numerous other software tools to help managers, professionals, and support staff become more productive.

The second source for application software is third-party vendors. These suppliers offer hundreds of quality software packages that encompass a very broad range of applications. We'll help you locate third-party software that satisfies your needs. And we'll work cooperatively with you to solve your application problems.

The third option is for companies with unique applications or those wishing to develop their own application software. For this we offer several products that increase programmer productivity. By simplifying program prototyping, coding,

and debugging, these products can cut the software development time drastically.

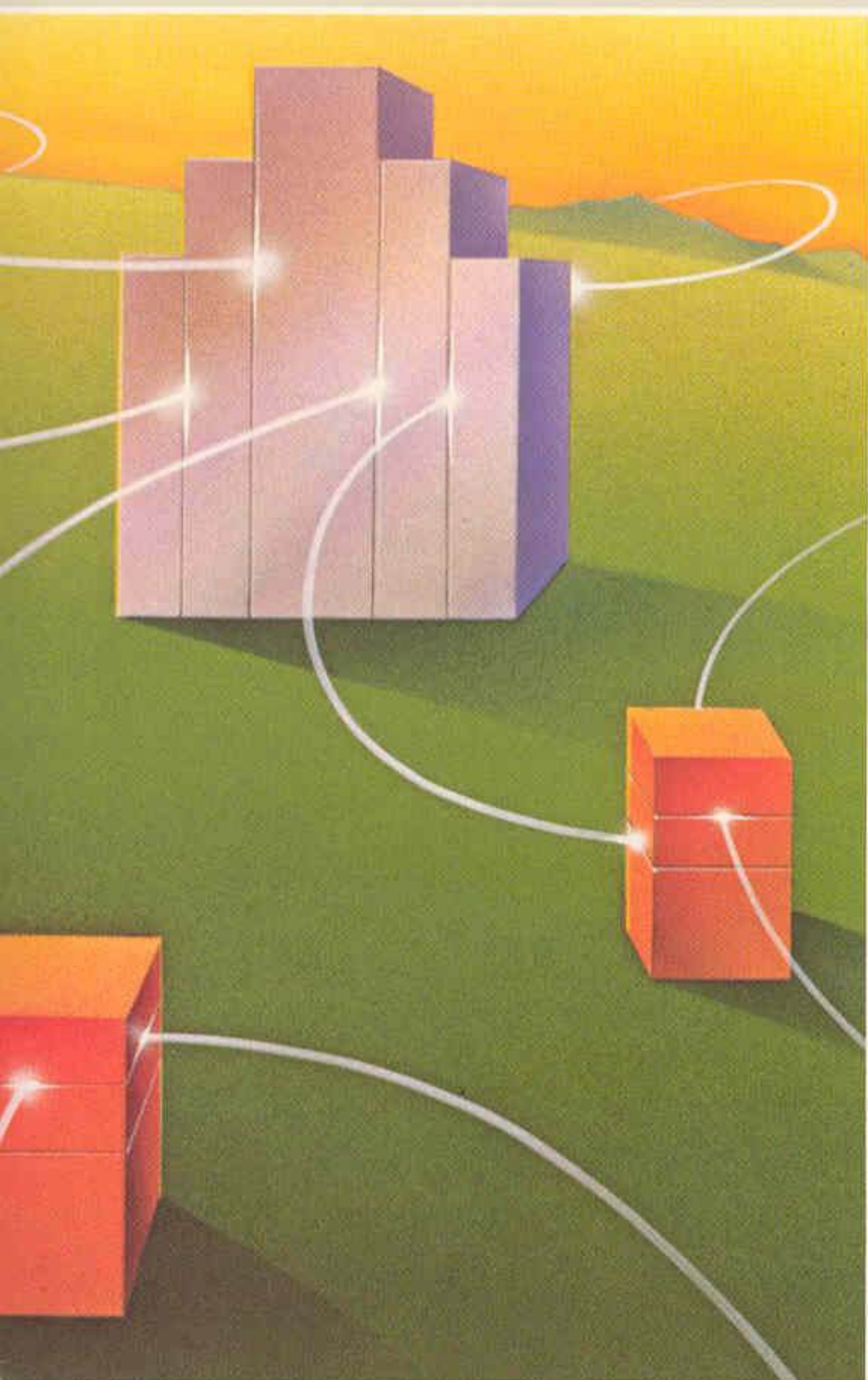
In many organizations, software is developed on the HP 3000 at the corporate level and downloaded to the branch offices. Again, no data processing expertise would be required at local offices. Current personnel can easily be trained to load the software and operate the computer.

HP support lowers cost of ownership

As part of our commitment to customer satisfaction, we've built a support organization that is the industry's highest-rated.² Our broad range of competitively-priced support programs can be tailored to your organization's specific needs. And with over 230 service offices in 50 countries, you are assured of the same responsive support at both branch and main sites.

In addition to support services, we also provide a variety of training courses, system documentation, and software consultation. Our goal is to keep your system productive yet minimize the cost of ownership.

²Based on overall excellence as reported in the *Datapro* surveys for the last four years.



Computer automation for branch offices... it's here now

The branch office concept is not limited just to sales offices or warehouses. It encompasses any geographically dispersed segment of your operation. Manufacturing sites, service centers, retail outlets, reservations offices—in fact any type of remote operation—can capitalize on the branch office automation idea.

HP business systems currently are solving real branch office automation problems for a broad cross section of service and industrial corporations.



Banking:

This bank installed HP systems in the trade services department at their international banking centers. The systems let them provide quick turnaround on loans, letters of credit, guarantees, and the other documents customers need. Now the bank can check loan exposure by industry and by country to establish credit priorities for each business day.



Retail:

By putting an HP 3000 computer in their retail drug outlets, this 173-store chain is improving inventory control, prescription processing, customer records, third-party billing, price updates, and the preparation of reports to corporate. A big safety plus is the system's capability to check drug-drug interaction for patients on multiple drugs.

Sales office:

With a broad range of industrial and commercial products, this international company has installed HP 3000s to automate sales offices and thus control costs and improve customer service. Primary tasks are on-line/off-line data entry, order processing, data base inquiry, and general office management. Summary information is sent to the corporate mainframe for accounting purposes; information is also transferred down to the branches.

Insurance:

One of the largest insurance companies reduced paperwork and speeded up claims processing by installing HP 3000 computers. Now information on a claim is immediately available at any office. Time spent on claims has decreased significantly; much paperwork has been eliminated.



Distribution/manufacturing:

To manage their 16 international distribution centers, this clothing manufacturer installed high-end HP 3000 systems. Applications include general accounting, order entry, and inventory control. Summary status reports are also prepared at each branch and sent to headquarters.

These are only a few of the companies that have implemented an HP branch office solution and thereby realized significant gains in productivity, customer service and satisfaction, and overall better business management. The local Hewlett-Packard representative will welcome the opportunity to explore the possibilities for your branch office application.

Ask how our systems can promote productivity in your branch offices

With its flexibility and compatibility, the HP 3000 represents a cost-effective solution for your branch offices to meet today's business challenges. It can lead the way to increased productivity and greater profitability. And give you a competitive edge. For further information about HP business computers, please contact our nearest sales office.

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