

**Hewlett-Packard's solution
for unifying your company**

hp HEWLETT
PACKARD



**Office automation and
distributed data processing—
together at last**

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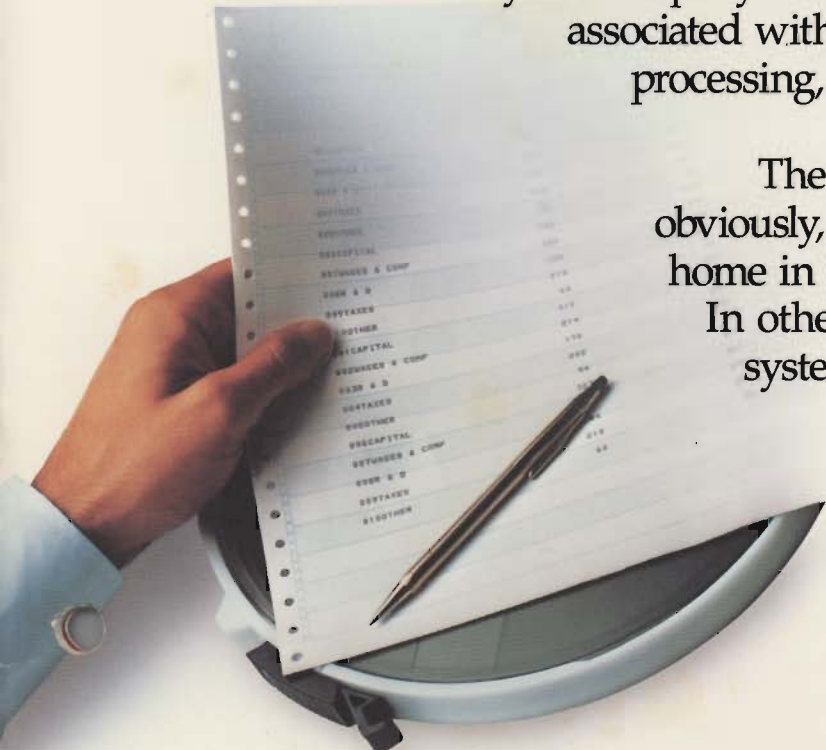
The need to increase productivity through automation has given rise to a whole new set of problems.

Many managers and business professionals have turned to personal computers for help. Often, these turn out to be incompatible, stand-alone machines, lacking any ability to communicate.

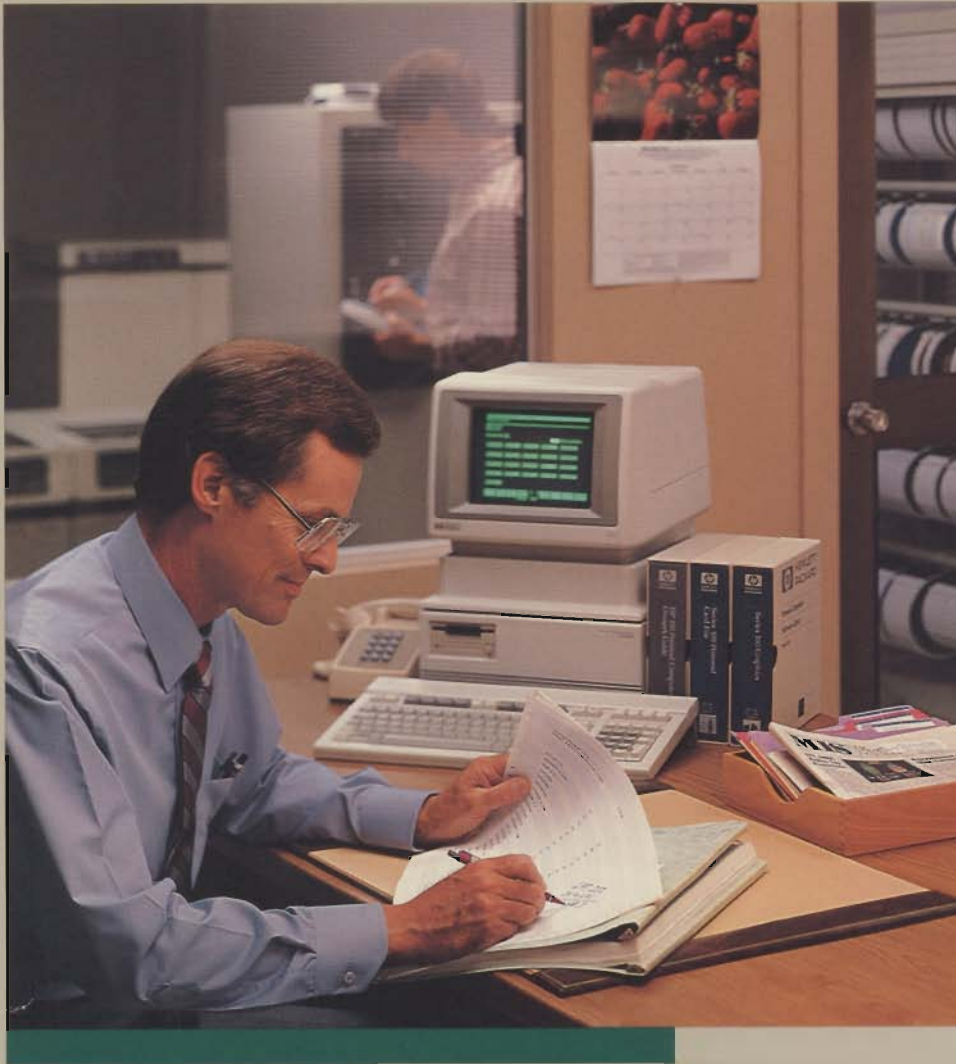
Even those with networking abilities still have major shortcomings. They lack access to local and corporate data bases, so people are frequently working with out-of-date information. The inaccurate data generated in this way can cause serious repercussions.

The DP side of your company often needs functions normally associated with office automation. Specifically word processing, electronic mail and report writing.

The answer to your productivity needs, obviously, is a system that is very much at home in both office and DP environments. In other words, the Hewlett-Packard system.



The HP 3000 business computer— one family for both sides



Hewlett-Packard pioneered distributed data processing with the HP 3000 family. From the smallest system to the high-powered distributed mainframe, our computers can handle batch processing jobs like payroll and general ledger. And they're also ideal for transaction processing demands of office automation.

In the early 70s, Hewlett-Packard pioneered the solution to another computer problem.


The large mainframe was the heart of most major companies' EDP plan. As a batch processor of raw numbers and data, it was fine. But it simply wasn't designed to handle immediate, fast-turnaround problem-solving.

Enter distributed data processing and the first HP 3000 from Hewlett-Packard. Suddenly, the bottlenecks were broken.

EDP managers were able to break out those tasks best handled on a local level, where data was in an almost constant state of change. Inventory control at last began to live up to its name. Order processing started to avoid the slow, cumbersome big computer hierarchy. And customers actually could get questions answered in minutes instead of days or weeks.

Marketing and financial reports started appearing on or close to schedule. In short, middle and upper management were able, in many cases for the first time, to know precisely where their companies stood on any given day. And project where they would be five or ten years down the road.

Having the facts at your fingertips had previously been possible only on a small scale. With distributed data processing, it eventually became possible on a worldwide basis.



*Programs created
for our largest
system can run
on our smallest.
And vice versa.
This compatibility
is one of the HP 3000
family's important
strengths.*

What makes a great DDP computer?

Providing the right information in the right place at the right time is an apt summary of a DDP system's role. But there's another key consideration: ease of access to this data.

With the computer moving slowly away from the domain of the expert, it was essential to make it 'friendly.' In the case of the HP 3000, this first meant building 'menus' into the software, making it easy to make choices. 'Help' buttons came along to assist the user. Programmable 'soft keys' speeded up repetitive tasks.

Over the years, the emphasis on the human interface has become more and more evident. To the point where today The Touchscreen Personal Computers make data access and manipulation as simple as pointing your finger.

That vital factor, data integrity, where everyone is working with the same information, led to the early development of communications links. First between HP 3000s. Later with mainframes. And now among personal computers, including IBM PCs.

With the introduction of HP AdvanceNet, Hewlett-Packard has taken an important step towards making communications as simple as placing a phone call.

Already, the HP 3000 has made the collection, access and dissemination of data an integral part of daily business life. At company headquarters, a price change can go into effect in one minute. Seconds later, the data bases at every branch office can be automatically updated. The next customer who walks in the door is charged the current rate.

This, in a nutshell, is the value of the HP 3000. It provides up-to-the-minute data on which to base management decisions. And the means to put those decisions into effect immediately.

The importance of being compatible.

Since introduction in 1974, the power of succeeding top-line HP 3000 models has doubled approximately every two years.

On the other end of the spectrum, the HP 3000 family has continued to bring down the size and cost of its smallest model.

The new Series 37 is the latest example of this plan, putting the capabilities of a full-fledged HP 3000 within the reach of as few as two people. This makes it ideal for a branch office, department, or small business.

But even more significant than the HP 3000 family's range is its complete compatibility. This goes back to the first models. And it is the most valuable insurance you can buy against computer obsolescence.

If you've been through a computer upgrade at your company, you probably have bad memories of the enormous cost and time spent converting programs to the new system.

With the HP 3000, we simply unplug the old computer, wheel in the new one, turn it on and you're up and running. Your staff doesn't have to be retrained. And we even give you credit for your old HP system.

Putting power in the hands of the right people

People in offices around the world work in groups dedicated to specific parts of a company's overall business. Marketing, personnel, customer relations, financial planning, sales.

About 50% of all communications is within groups like these. And from 50% to 70% of the data used is within the workgroup area.

It is to meet the needs of these workgroups that Hewlett-Packard created the Personal Productivity Center.

This provides the tools needed by managers, business professionals and secretaries to increase their productivity.

Tapping an extra source of power.

An HP 3000 provides the power behind the scene. Linked to it are personal computers — HP's Touchscreen Personal Computer, Touchscreen MAX, and The PORTABLE, as well as IBM PCs. Also secretarial workstations and peripherals, like laser printers.

With the hundreds of business programs available, your people can solve their individual problems. But with the link to the HP 3000, they can be sure they are working with the latest facts and figures.

They can also use the processor's power to run larger programs, selecting from the vast range of applications software. Store their solutions on large disc memories. And share information within the workgroup, or with other parts of your company.

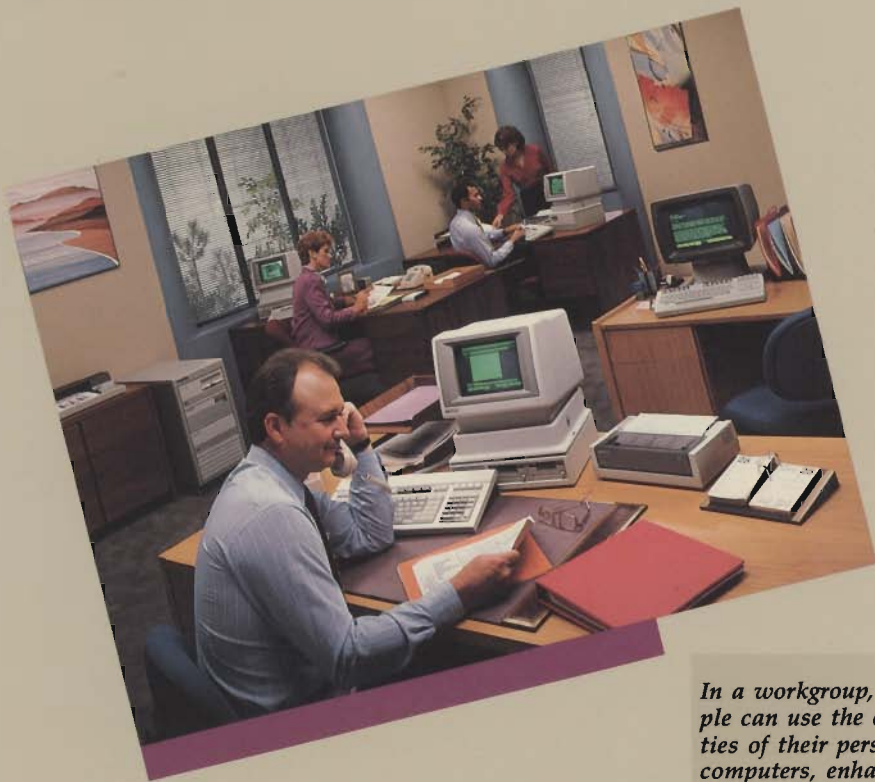
The touchscreen makes HP's personal computer very simple for the non-expert to learn and operate. While The PORTABLE combines ease of use with nine-pound ease of transportation.

From your home or hotel room, you can be in touch with your HP 3000 through an ordinary phone jack. Send messages to your secretary or anyone else in the network. Download reports to be printed out in your absence. Call up information you need for a meeting or to work into a spreadsheet. You can even take along an HP ThinkJet printer if you need hard copy.

The end of the typewriter?

Meanwhile back at the office, HP provides secretarial workstations for word processing, business graphics and the electronic mail that brings everyone closer.

With us, electronic mail is much more than a memory jogger. It is a quick and easy means of sending concise reports, graphics and pre-meeting agendas for everyone to comment on.



In a workgroup, your people can use the capabilities of their personal computers, enhanced by the power of the HP 3000. This gives them better programs, communications and peripherals. They can be linked to the corporate mainframe, too.

And to get those smartly printed pieces, Hewlett-Packard has designed a number of output devices. Our laser printers work with the HP 3000 to produce documents that can include extremely detailed graphics. Our smaller color plotters have set the standard in the industry. And a variety of other peripherals is available to fill the requirements of each workgroup.

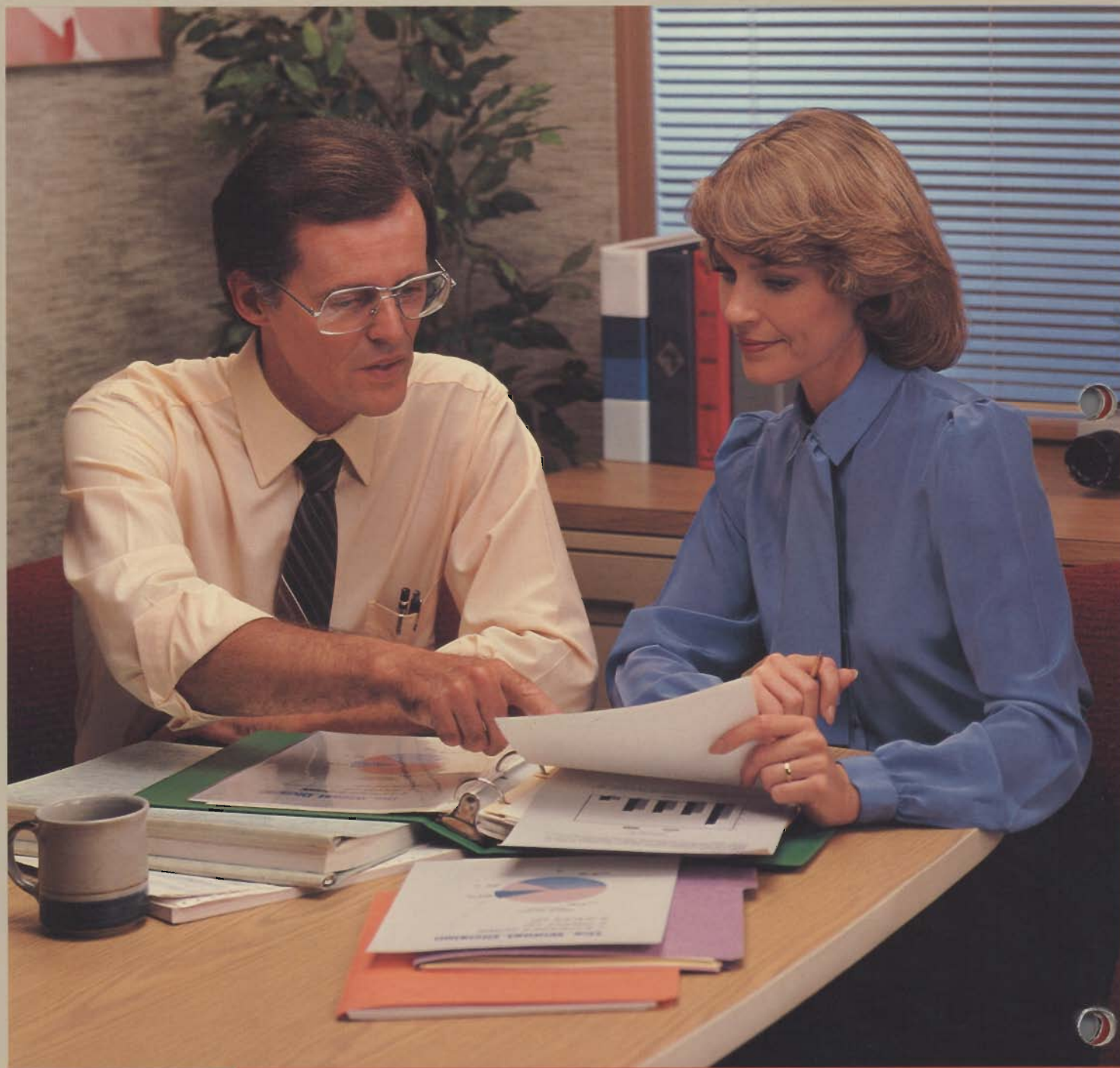
In one major respect, the 'office of the future' will be no different from today. The principal activities will involve people interacting, since nearly 70% of the business day is spent in some form of communication — meetings, phone calls or personal.

At Hewlett-Packard, we are concentrating our efforts on helping people communicate more efficiently. And on helping them use their problem-solving time more productively.



Our Touchscreen Personal Computer puts everyone in touch. It's ideal for creating documents, with integrated graphics; for spreadsheet analysis and electronic mail; as well as data entry and access to the HP 3000 computer.

Our plan to bring
your whole company together



Presently, more than 15,000 HP 3000 systems are installed worldwide. Ten thousand of them are working together in networks, involving other HP systems, as well as IBM mainframes.

The ultimate aim of many companies is to create integrated information systems which span their entire organizational structure. From the head office to the remotest branch. From the factory floor to the warehouse.

The strength of our communications offering, which was rated #1* in a national survey, and the flexibility of the HP 3000 put information systems like this within the reach of almost any type of business.

Tailoring a system to suit you.

Because there's so much diversity in the way companies work, we have a variety of programs for assessing system needs and solutions.

Through HP-ASSIST, we offer a program that covers requirements analysis, team training, and implementation assistance for your application. And we'll recommend the right mixture of hardware, software, and support that will help you reach your goals.

If you already know what you need, we'll work from your own MIS plan. But whatever the level of involvement up front, you can be certain of long-term support after the sale.

Our service has been rated #1* for the past four years in a Datapro poll of computer users. And our support staff is growing in size and expertise all the time.

A company you can rely on.

For nearly 50 years, Hewlett-Packard has produced products that emphasize quality and performance to advance the state-of-the-art.

Our products have built such a reputation for reliability that we even offer something called Guaranteed Uptime Service. This assures you of better than 99% uptime on your HP 3000 systems.

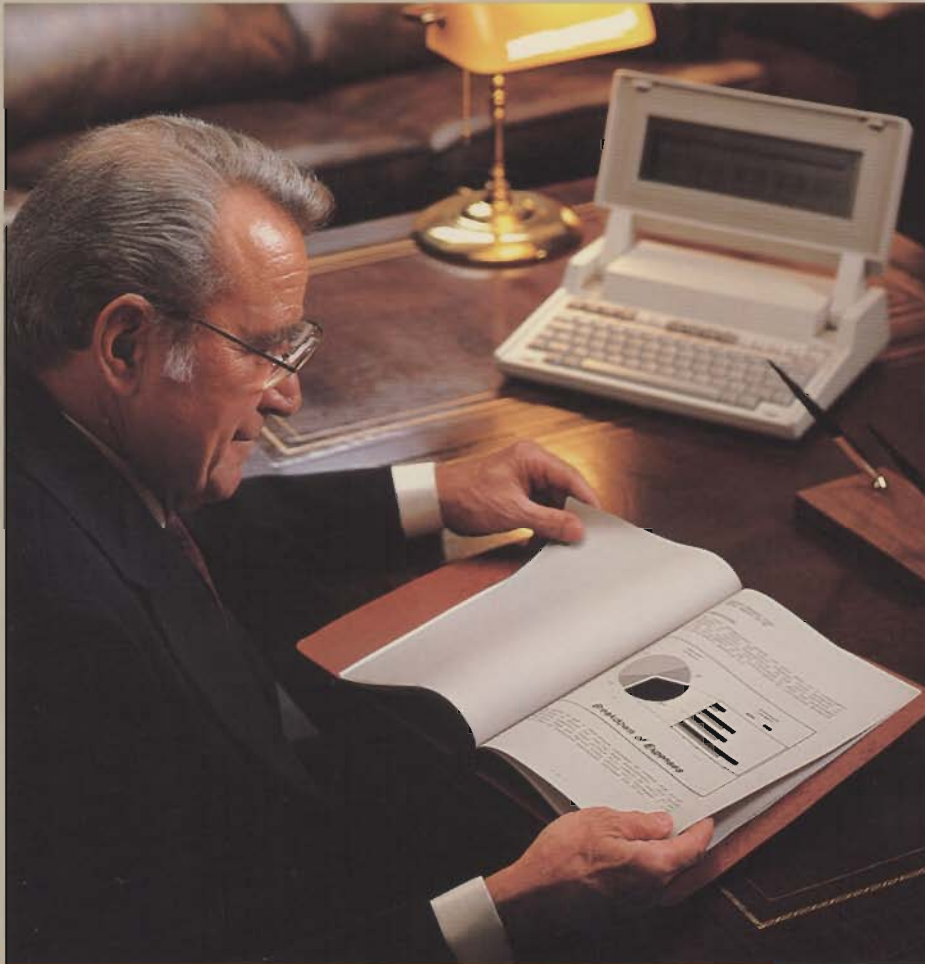
But the word has gotten around that HP 3000s average less than 1% downtime. So very few customers have taken us up on our guarantee option.

You'll find that same quality in our personal computers. Average time between failures for the Touchscreen is two years. And repairs are so quick and easy to make that you'll hardly notice the interruption.

This emphasis on reliability and service contributes heavily to the bottom line of owning an HP computer system: that is, to be well-informed at all times.

With a single system to handle your office automation and distributed data processing, your people can speak the same language, work with the same up-to-date information and, at the same time, become more productive individually.

Working together,
you can work wonders



The PORTABLE is another important link in the chain of communication. This battery-powered personal computer has built-in 1-2-3® software for word processing, graphics and spreadsheet analysis.

Albert Einstein was once asked how many feet there were in a mile. He answered that he didn't want to clutter his mind with information he could look up in a few minutes.

We also want to keep your head clear for thinking. So our systems are designed to provide that data you need in seconds. And also provide the power to massage it, circulate it and put it into presentation formats.

This overview of integrated information systems should give an idea of how much more productive your company could be. To get a much clearer picture, and to see the system in action, visit your local HP sales office.

We think you'll come away convinced that one system from Hewlett-Packard could help unify your company.

*Not all HP computer products
are sold and supported in each
of the countries listed. Contact your
local HP Sales Office for more
information.*

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