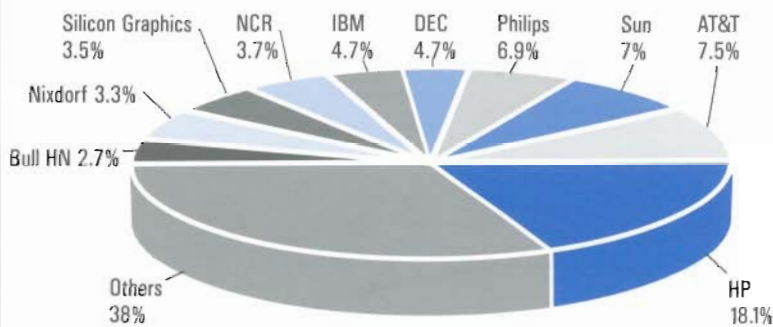


Ten Reasons to Choose the HP 9000

HP 9000 Open Systems for Business Computing

Top UNIX System Manufacturer

Worldwide UNIX Market Share*



Source: *Computerworld*, October 1990

*For Mid-Range Systems (US \$25K-699K)

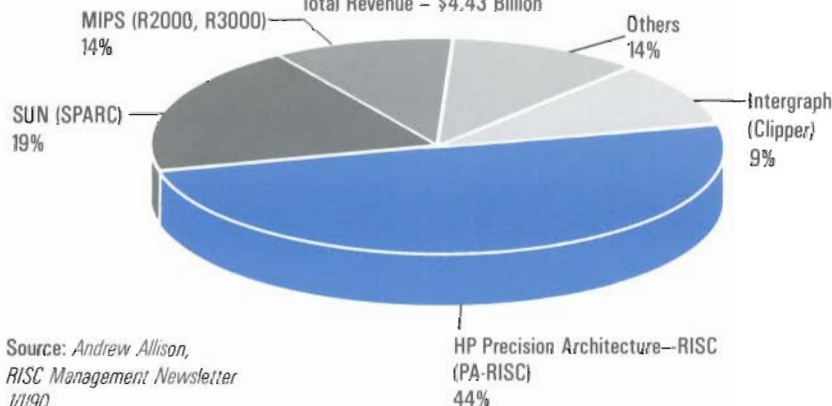
Reason

1

Largest RISC System Vendor

1989 RISC Market Share

Total Revenue - \$4.43 Billion



Source: Andrew Allison,
RISC Management Newsletter
1/1/90

Reason

2

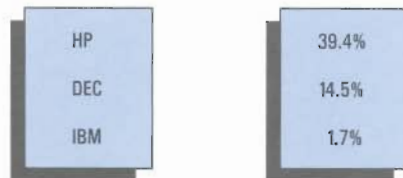
HP Computer Museum

www.hpmuseum.net

For research and education purposes only.

Strongest Commitment to UNIX

UNIX Share of Worldwide Value of Hardware Shipments, 1989



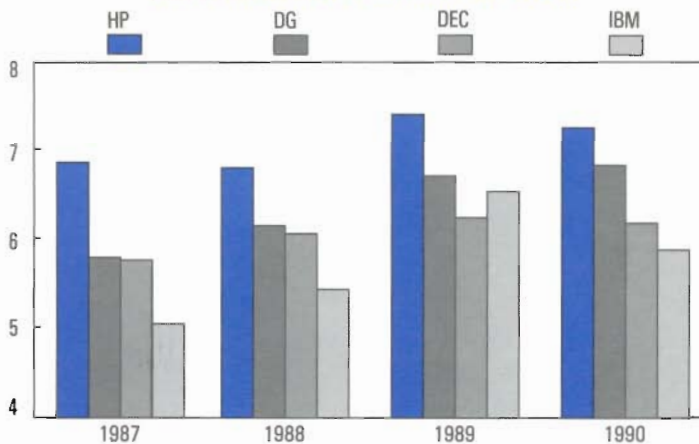
"(This) shows the relative importance of UNIX to the three companies over the last two years—ranging from 2% of IBM's business to almost 40% of HP's."

Source: IDC Report, June 1990

Reason

3

Most Attractive Platform for VARs



Source: VARBUSINESS, 1987-1990

Reason

4

Industry-leading Networking via Standards

"HP believes an 'open' system combines two things: freedom of product choice and easy integration of multivendor networks."

"HP looks a lot better than everybody else because it is the only generic OSI vendor."

Data Trends
1990 Survey of Ten Top U.S. Vendor OSI Strategies

Reason

5

Choice of Databases

"HP is our #1 revenue generator in the UNIX marketplace."

Phil White
CEO, Informix Corp.

"Hewlett-Packard has been Oracle's sales leader on UNIX platforms for the last three years."

Oracle for the HP 9000 fact sheet
Oracle Corporation, March 1989

A choice of the leading database products in the industry:

ALLBASE/SQL	Focus	Informix
Ingres	Oracle	Progress
Interbase	Sybase	Unify
Starbase (Cognos)		

Reason

6



Leadership with NewWave Office

"... (NewWave Office) will set a benchmark for evaluating what an (automated) office should be."

Christine Hughes, President of Myriad Research
Digital Review, December 4, 1989

"HP, in our view, is creating an electronic work environment that offers flexibility and power—the path to new applications that let users turn data into information, communicate that information, and work more efficiently—at competitive prices."

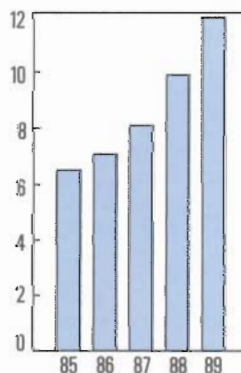
The Yankee Group, February 1990

Reason

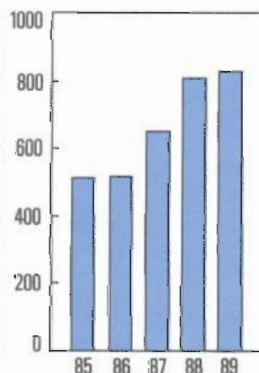
7

The Safe UNIX Choice

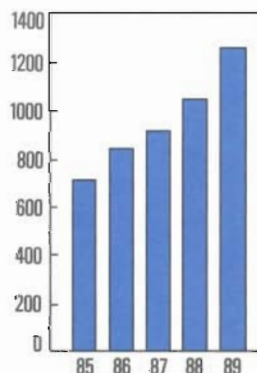
HP Net
Revenue
(in \$ billion)



HP Net
Earnings
(in \$ million)



HP R&D
Expenditures
(in \$ million)

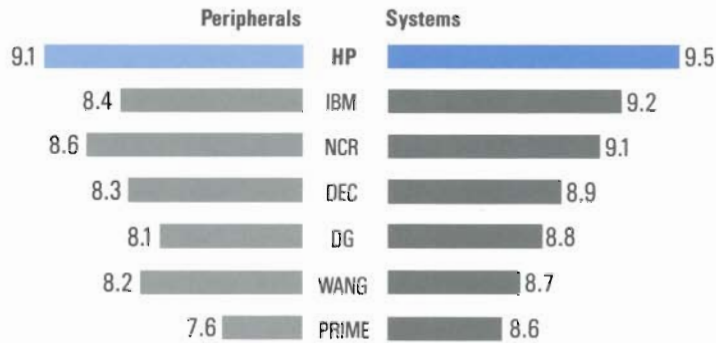


Source: Hewlett-Packard's Annual Report, 1985-1989

Reason

8

Superior Quality and Reliability



Source: 1989 DataPro Survey

Reason

9

The Right Vision, Strategy, & Products

"As everyone jumps on the bandwagon, anxious to implement cooperative computing, RISC-based hardware, industry standards, and strong UNIX offerings before the rest of the crowd, HP starts to look like the industry's prescient sage. HP made these important decisions years ago. Not only were they the right decisions, but the company is now positioned to build and market products that take advantage of the underlying architecture and solve real customer problems."

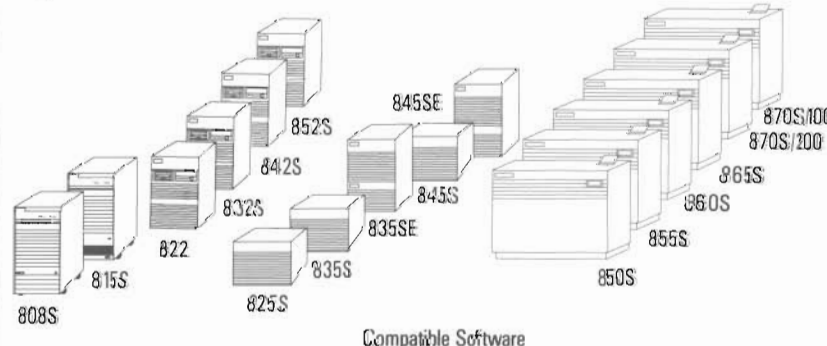
Patricia Seybold's Office Computing Report, Volume 13, June 1990

Reason

10

The HP 9000 Series 800 Business Servers Open Systems for Business Computing

> 20X Performance Range



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