



HP 3000:

***BUSINESS SYSTEMS
OVERVIEW***

BROAD COMPATIBILITY FAMILY

COMMERCIAL SYSTEMS LEADERSHIP

PRODUCTIVITY

**COMPREHENSIVE NETWORKING
FOUNDATION**



Part I: HP Business Systems Overview

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Pen colors (T3): 1-Black; 2-Red; 3-Blue; 4-Yellow; 5-Green; 6-Violet;
7-Aqua; 8-Orange

HP Computer Museum
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HEWLETT-PACKARD IMPLEMENTATION: LEADERSHIP SYSTEMS FOR INCREASED PROFITABILITY

- DECENTRALIZED MANUFACTURING
 - Locally implemented TQC/JIT programs
 - Inventory levels reduced from 20% of sales to 15% of sales-\$350 million
- DISTRIBUTED ACCOUNTS RECEIVABLE
 - Improve cash flow process
 - Accounts receivable levels reduced-\$150 million
- DISTRIBUTED FINANCIAL REPORTING
 - Reduced monthly closing cycle: 10 days to 6 days
 - Improved timeliness, accuracy and sophistication of financial analysis
- ORDER PROCESSING
 - Cost per order dollar reduced: 1.7 cents to .6 cents-\$80 million
 - Reduced order entry errors: 34% to 12%
 - Increase transactions per O/P person: 130/month to 330 month
- PROCUREMENT
 - Reduced component material cost: 20%
 - Reduced incoming failure rate: 80%
 - Reduce lead times 5 weeks below industry average



S3

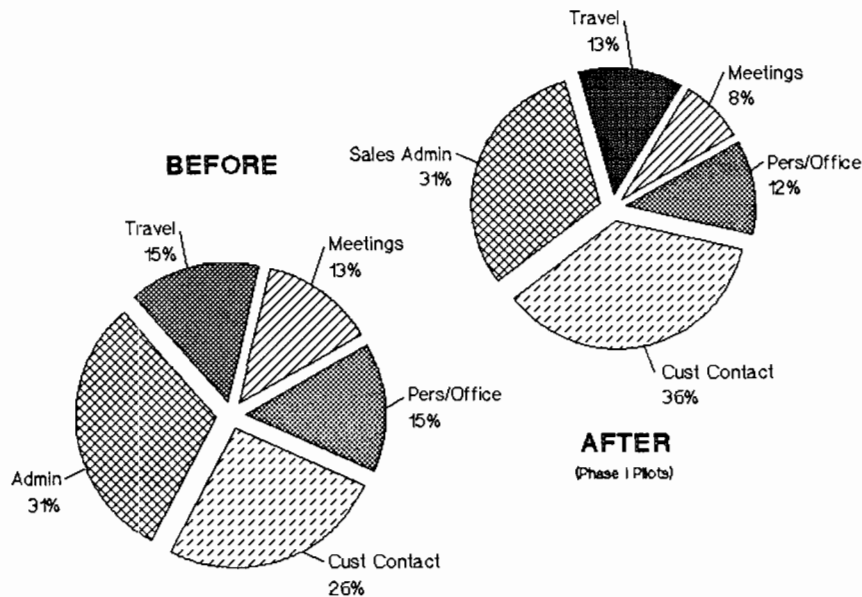
MANUFACTURING AND FINANCIAL

One of HP's primary corporate objectives is Profitability. We have implemented our business systems strategy internally to improve our bottom line in a wide variety of functional areas:

From procurement to manufacturing and financial reporting, HP 3000 systems implementation has allowed HP to maintain one of the strongest financial positions in the Fortune 100.

*Point out examples on the slide that pertain to customer situation...

SALES FORCE PRODUCTIVITY



S4

SALES AND SERVICE PRODUCTIVITY

Another area where we have implemented our business systems strategy for profitability is in our sales organization.

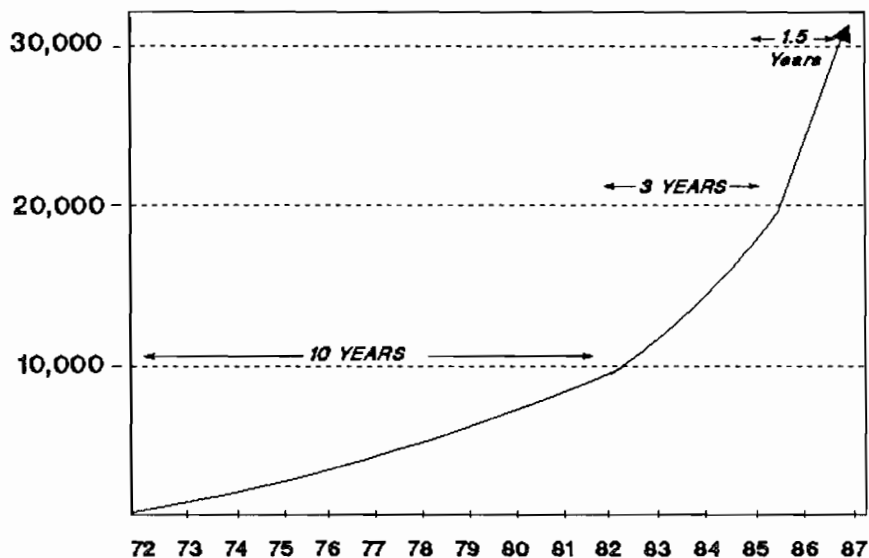
In reviewing how our sales representatives actually spent their time, we found that only a quarter was with customers. The rest of the time was in administrative functions and traveling.

A key objective of ours was to increase their time at customers sites to improve sales force productivity and customer satisfaction.

At the end of a pilot program to evaluate our "Marketing Sales and Service" program, reps were spending over a third of their time with customers. We are now in the process of implementing the program throughout the salesforce.

Sales reps will have portable computers that give them in effect a portable office. They can check order status, give quotes, make notes on a customers needs, access HP DESK, etc.

HP3000: GROWING STRONG !



S5

HP 3000 Growing Strong:

Our systems strategy has been very successful. As you can see from the chart above, the rate of growth for the HP 3000 is accelerating, especially in the last 2 years--when the industry in general has been experiencing a slump.

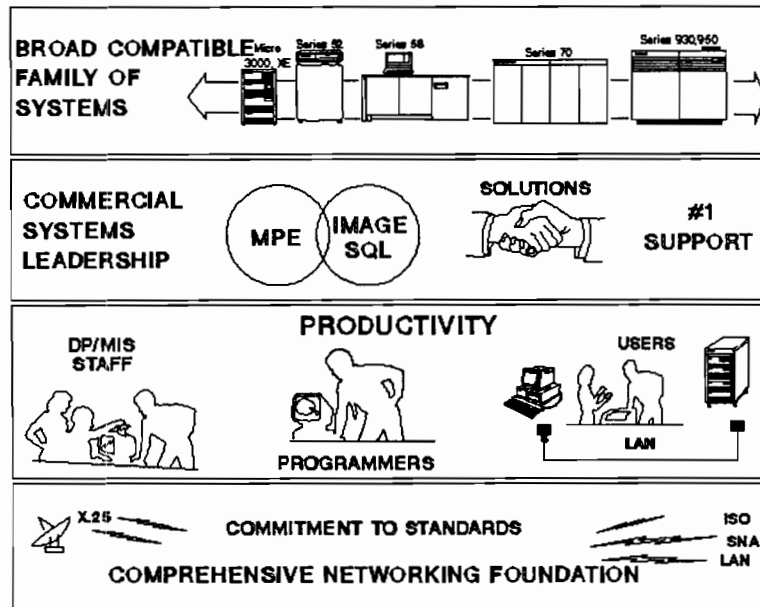
The 30,000th HP 3000 was shipped mid-year 1987

10,000th shipped in '82 (10 yrs. after the 1st)
20,000th shipped in '85 (3 yrs after 10,000th)
30,000th shipped 1.5 yrs after 20,000th

- * HP 3000 business is strong. Dollar and unit growth rate for 3000 systems has been 15% and 20% respectively during 1987. This is particularly impressive given the fact that we are in a product transition period, and the industry is just coming out of its slump
- * This growth rate is much stronger than the industry average, which shows the success of the 3000 in the market
- * This growth has been fueled by the addition of numerous new 3rd parties selling value-added solutions on the HP 3000.

THE REASON FOR THIS STRONG GROWTH IS: WE HAVE CONSISTENTLY EXECUTED OUR BUSINESS SYSTEMS STRATEGY AND MAINTAINED A VERY STRONG ALLEGIANCE TO DEVELOPING PRODUCTS THAT ARE IN LINE WITH THE PRINCIPALS OF CUSTOMER SATISFACTION.

HP 3000 STRATEGY



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4 Key points of the HP 3000 Strategy

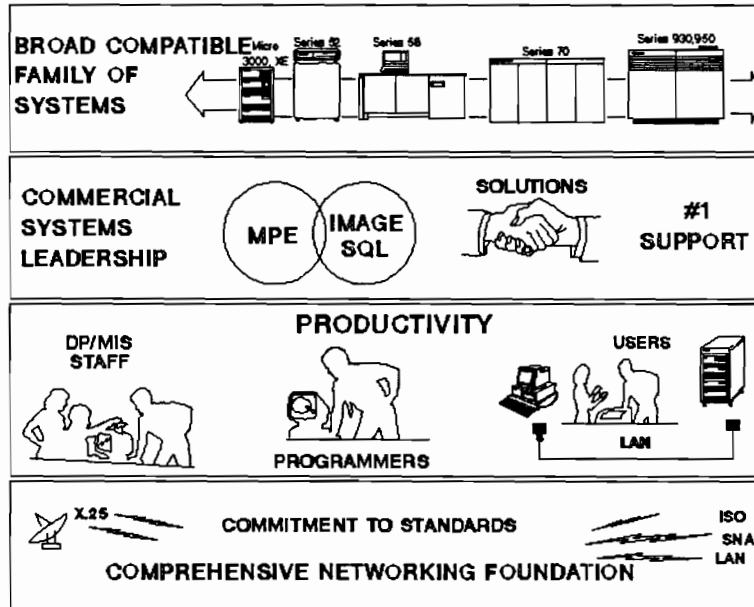
- 1) Broad Compatible Family
- 2) Commercial Systems Leadership
- 3) Productivity for DP/MIS staff, Programmers and Individuals
- 4) Comprehensive Networking Solutions with a commitment to standards

(The following two pages summarize the strategy. The presentation goes into detail on each of the four points)

- * Broad compatible family of systems a key difference with IBM's disparate product strategy
- * Precision Architecture systems extend current family - In the future we expect to further extend performance and provide lower cost Precision Architecture systems
- * Commercial systems leadership is our key differentiator against DEC. MPE is optimized for transaction processing applications and IMAGE is the number one installed database system on mid-range systems. HP and third parties have developed a large number of specific vertical market application solutions for the 3000. And HP is consistently rated number one in support.

(CONT.)

HP 3000 STRATEGY



S6

- * Productivity has been central to the 3000 family. DP/MIS resources can be streamlined with the HP 3000 products because MPE is easy to use. Ease of systems operation, administration, and maintenance are major advantages of the HP 3000 family over the competition.

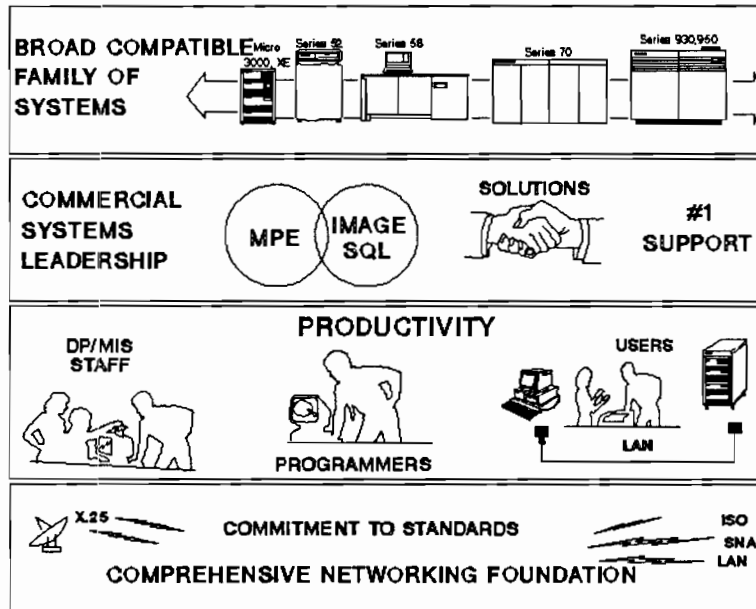
HP has made great strides in integrating the PC with the 3000. Today, we are an industry leader in this strategically key area.

- * The HP Business Systems strategy is built on a solid networking foundation where HP's focus is on providing solutions based on industry and de-facto standards.

The networking strategy HP brings to the industry: AdvanceNet allows for FLEXIBLE, SCALABLE solutions in multi-vendor, distributed processing environments.

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HP 3000 STRATEGY



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BROAD COMPATIBLE FAMILY

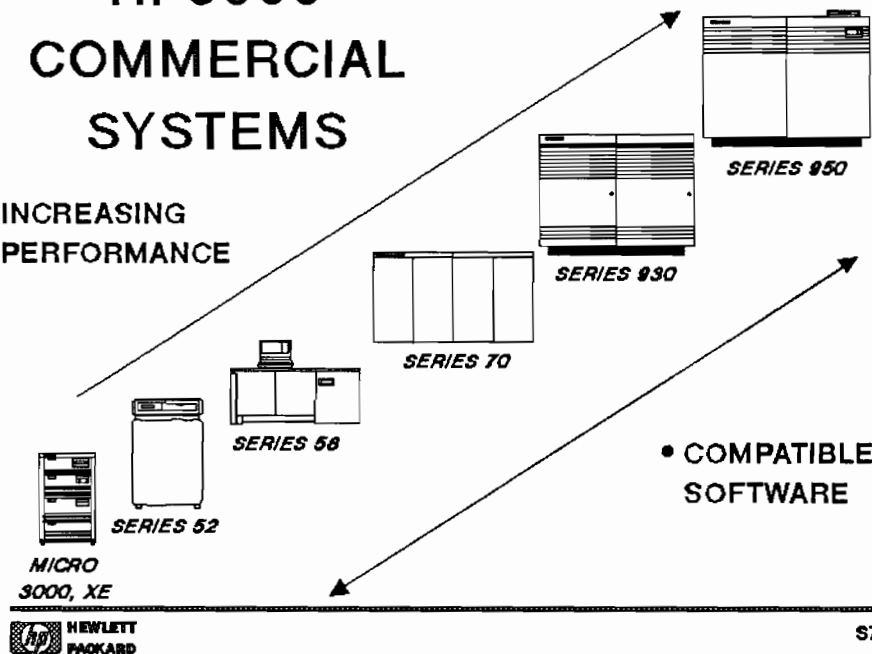
Broad Compatible Family of Systems is the cornerstone of the HP 3000 Strategy.

KEY POINTS:

- * The HP 3000 family allows you to choose the right processing power to meet your needs
- * MPE compatibility across the entire family, and over time allows customers to protect their software investment
- * HP's unique offering of upgrade credits across the HP 3000 family and most peripherals protects customers' investment in hardware
- * A full range of leading edge peripheral products from HP offers highly reliable systems in a single vendor solution
- * This is HP's primary differentiator against IBM with their multi-family products for departmental computing... HP provides a single family of compatible systems over the same range that IBM offers 5: the S/36, S/38, 9370 Series, 4361's, and 4381's.

HP3000 COMMERCIAL SYSTEMS

- INCREASING
PERFORMANCE



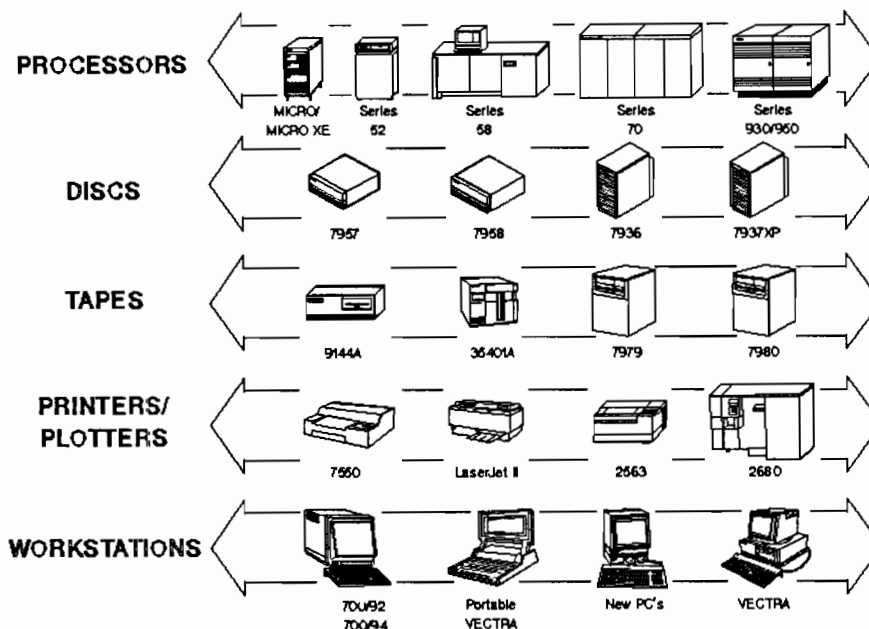
THE RIGHT PROCESSING POWER FOR YOUR NEEDS

Easy, cost effective growth path with protected investment

NOTE: AT THIS POINT IT IS APPROPRIATE TO GO INTO THE HP 3000 PRODUCT UPDATE IF THE CUSTOMER IS INTERESTED IN GETTING SPECIFIC PRODUCT INFORMATION ON HP 3000 PROCESSORS, IN ADDITION TO STRATEGIC DIRECTION. THE PRODUCT UPDATE SLIDES ARE FOR YOUR SELECTIVE USE GIVEN THE PARTICULAR CUSTOMER SITUATION.

THE PRODUCT UPDATE SLIDES ARE LABELED P1 - P19 AND FOLLOW THE STRATEGY PRESENTATION IN THIS PACKAGE.

BROAD FAMILY OF SYSTEMS



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SINGLE VENDOR, STATE OF THE ART TECHNOLOGY, HIGH RELIABILITY PERIPHERALS

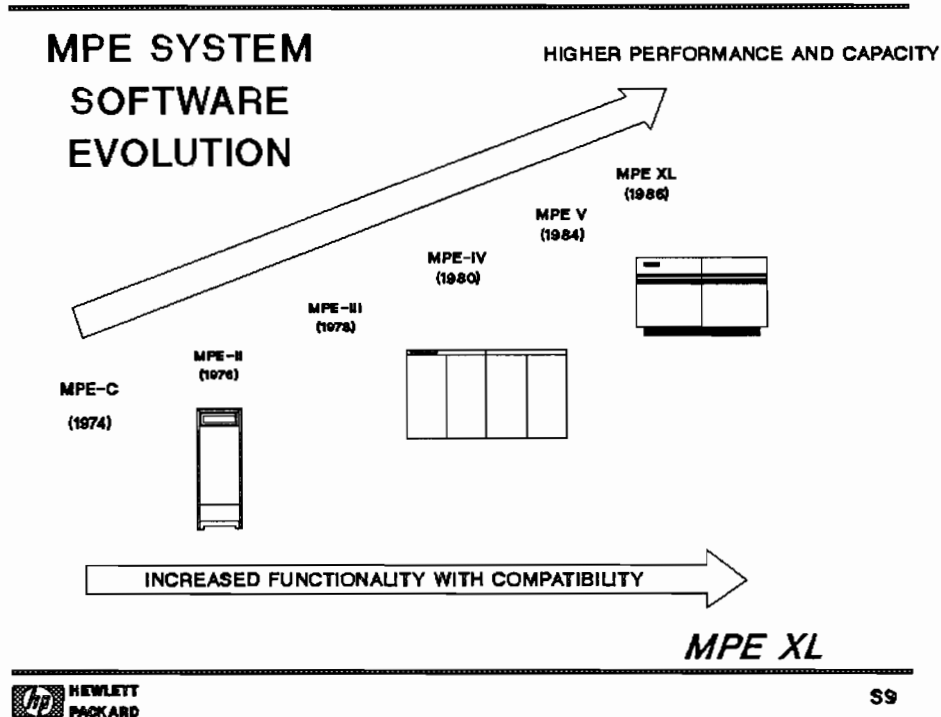
A key advantage HP offers in the business systems marketplace is our full line of systems peripherals. We have product divisions that are working on state-of-the-art technologies and packaging to give a complete business system solution with leadership in price/performance.

Our broad family of peripherals are compatible across the HP 3000 product line to protect your hardware investment with system upgrades and to support the expansion of your operation.

Over the last 3 years HP's peripherals have remained tops in reliability compared to both IBM and DEC.

We continue to make advances in technology with respect to our peripherals. For example, we have rolled the entire line of discs in the last year and brought out the LaserJet II and the 7980 tape drive.

The HP 700/92 Display Terminal is the replacement terminal for the HP 2392A. For \$895, the full-featured terminal has 80 and 132 column display capability.



TRANSITION:

Not only do we have hardware compatibility, but your software investment is protected both across all HP 3000 systems and over time with increased functionality of the operating system.

PROTECTING YOUR SOFTWARE INVESTMENT

MPE's compatibility across all HP 3000 systems and over time has been the cornerstone of our product strategy. This is critical to protecting customers' software investment as they grow with Hewlett-Packard.

At the same time we are committed to maintaining operating environment compatibility, we are also dedicated to expanding the functionality and capacity of the operating system.

Note: For customers that are concerned with migration and how we accomplished the transition of MPE to Precision Architecture, please refer to the Migration Toolkit which was mailed to the salesforce in September 1987.

SIMPLIFY YOUR LIFE

*HP's Broad
Compatible
Family*

HP 3000 (MPE)

*IBM's
Incompatible
Mid-Range
Systems*

MVS →

← VM →

← VSE →

4381

9370

38 (CPF)

36 (SSP)



S10

EASY GROWTH PATH VS IBM (optional slide)

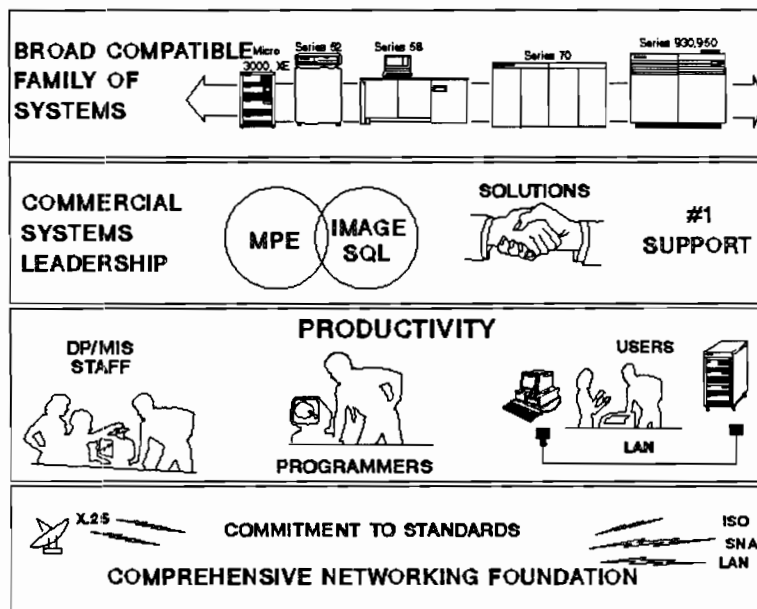
HP's strategy for business systems is in contrast to IBM's multi-family strategy with several product lines and multiple operating environments.

The conversion efforts required for growth in that kind of environment are very substantial--compared to the simple growth path offered by the HP 3000 family.

Note: To interpret this slide, notice that the operating system for the 36 is SSP and for the 38 is CPF. VM and VSE are the operating systems for the 9370 and the 4381. MVS is an operating system for high-end 4381's. MPE is the operating system across all HP 3000 systems.



HP 3000 STRATEGY



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COMMERCIAL SYSTEMS LEADERSHIP

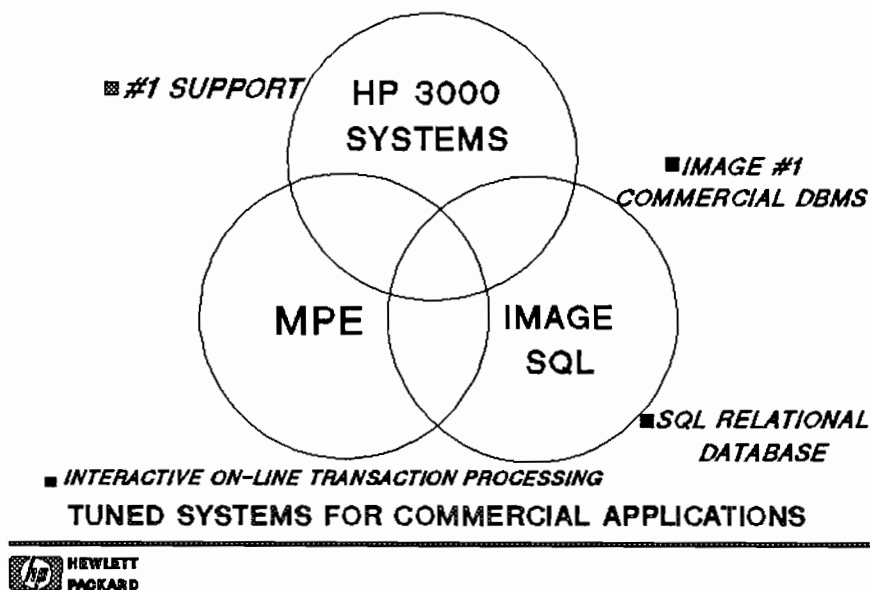
- * Commercial systems leadership our key differentiator against DEC.
- * MPE is optimized for commercial processing.
- * IMAGE is the number one installed database system on mid-range computer systems.
- * HP and third parties have developed a large number of specific vertical market application solutions for the 3000.
- * And HP is consistently rated number one in support.

The VAX was designed for the computationally intensive technical marketplace... The VAX architecture is not optimized for the needs of the commercial market.

MPE has been tailored for commercial applications through block mode terminal support, disc caching, file management (mapped files) and code sharing.

HP Business Systems offer a greater performance range than the VAX, with better price/performance, much lower cost of ownership, better PC integration, and upgrade credits for protected customer investment. In addition, our "no channel conflict" philosophy results in value-added suppliers viewing HP as having the best overall program for value added business.

COMMERCIAL SYSTEMS LEADERSHIP



THE HP 3000 BUNDLES THE MINIMUM SYSTEM COMPONENTS NEEDED IN A COMMERCIAL ENVIRONMENT: H/W, O/S AND DATABASE.

This is also a differentiator against both IBM and DEC which price their hardware, operating systems and database management systems separately. With the HP 3000, a single price for the minimum system configuration gives industry leading price/performance and a full system solution.

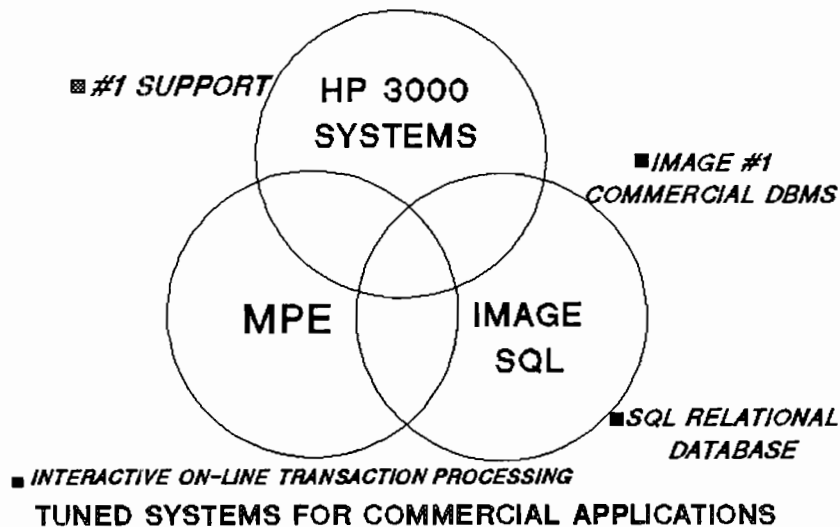
MPE has been optimized with the HP 3000 hardware and TurboIMAGE for commercial applications. These include on-line transaction processing and batch applications.

Most of these applications are highly dependent on the database. HP has the most widely installed database management system in the industry... IMAGE

The high performance of MPE combined with its integration with TurboIMAGE, make the HP 3000 a highly tuned system for commercial data processing.

(CONT.)

COMMERCIAL SYSTEMS LEADERSHIP



S11

HP'S DATABASE STRATEGY

Hewlett-Packard offers a complete line of both network model and relational model Database Management System products.

TurboIMAGE offers the best performance for high volume transaction processing applications.

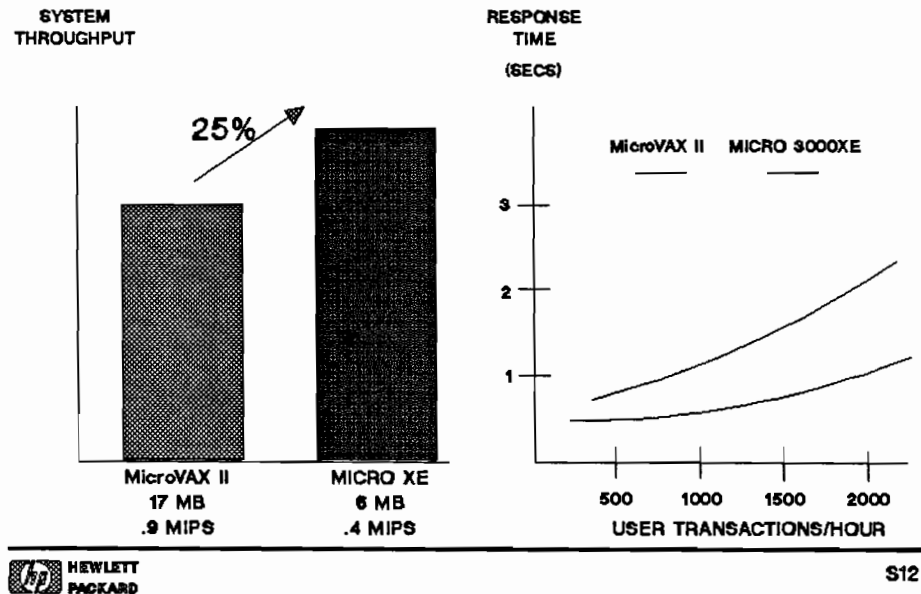
HP SQL offers the advantages of an industry standard language (SQL), flexible data structures, and increased programmer productivity.

HP in its DBMS offering is committed to provide:

- * Source code compatibility across systems with the ability to move existing applications to larger systems without making changes. (In some cases minimum changes will be necessary in moving up to MPE XL systems).
- * DBMS performance consistent with increases in CPU performance for both TurboIMAGE and SQL.
- * Commitment to standards for relational DBMS.

TRANSITION: I thought you might be interested in a benchmark comparison of the MICRO 3000 systems against DEC's MicroVAX II system in a commercial application

PERFORMANCE COMPARISON HP MICRO 3000XE VS DEC MICROVAX II



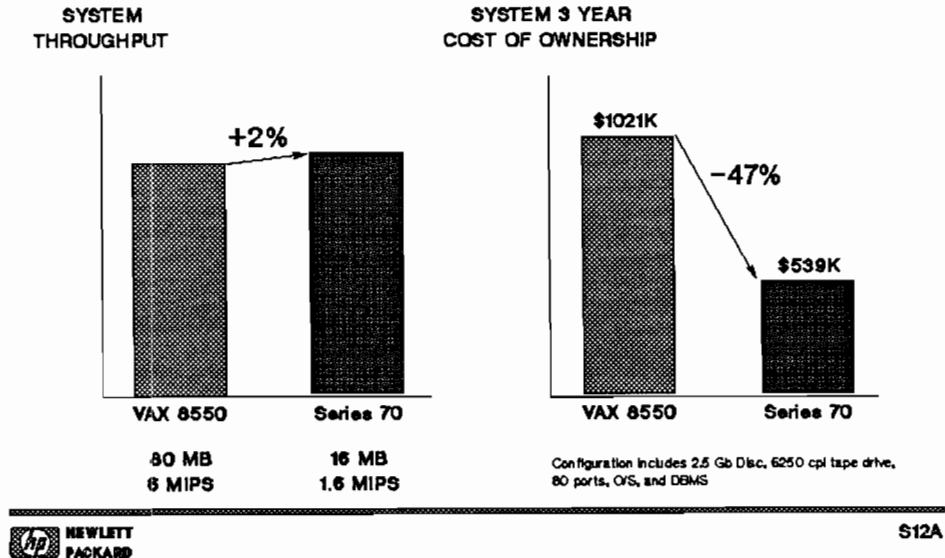
MPE TUNED FOR COMMERCIAL, VAX: TECHNICAL

TRANSITION: You can get a good feel for HP's leadership in commercial applications if you take a look at one of the benchmarks we've done against DEC.

Performance Comparison - HP Micro 3000XE vs DEC MicroVAX II

- * HP purchased MicroVAX II and benchmarked it against our Micro 3000XE using a popular MRP package sold on both systems. A DEC performance consultant was hired to optimize the VAX's performance to ensure the comparison was fair
- * The Micro outperformed the MicroVAX II by 25% (and it's even 28% lower in 3-year cost of ownership which includes list price of the system plus support for the first three years)
- * Don't be misled by MIPS - MPE V is optimized for interactive database processing and VMS isn't
- * MPE is the price/performance leader for commercial data processing

HIGH END COMPARISON SERIES 70 VS DEC VAX 8550



HIGH END COMPARISON - SERIES 70 VS DEC VAX 8550

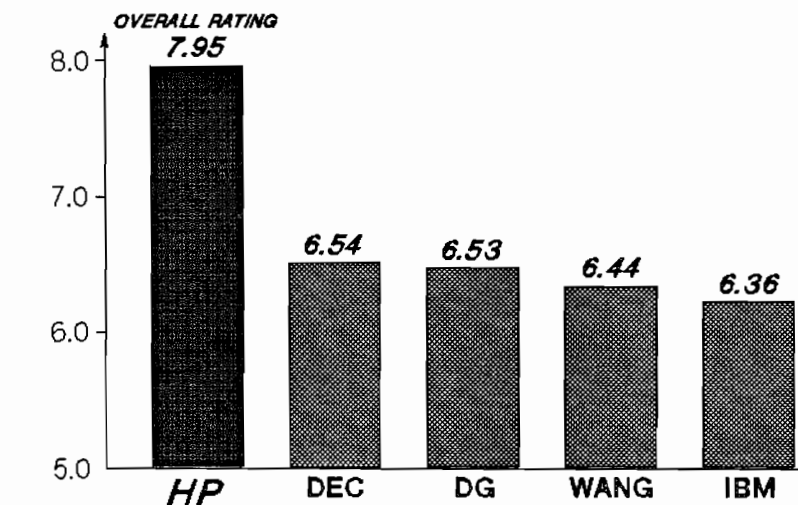
To demonstrate the strength of our high-end systems for commercial applications, we also compared the Series 70 to the DEC VAX 8550 in a commercial database-intensive application environment.

HP purchased a DEC VAX 8550 and benchmarked both systems using a popular MRP package sold on both systems. Two independent DEC performance consultants were hired to optimize the VAX's performance to ensure the comparison was fair.

The Series 70 outperformed the DEC VAX 8550 by 2.6% in terms of system throughput and had response times that were approximately equivalent to the VAX.

For similar performance, the Series 70 is less than half the price of the VAX 8550!

GROWING RANGE OF VALUE-ADDED SOLUTIONS



Source: VAR Business



S13

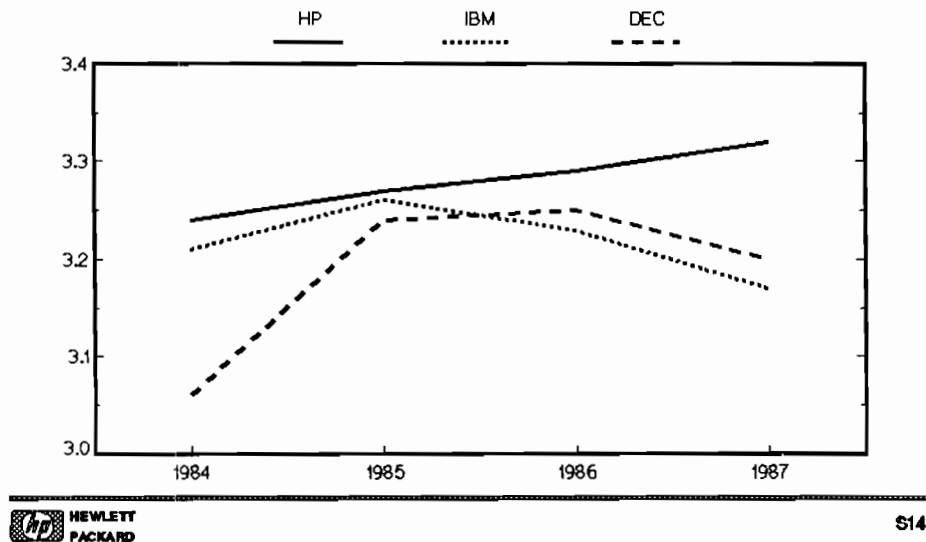
TRANSITION:

By optimizing our business systems for commercial processing, and by making value-added solutions a key element in our business systems program, HP has attracted significant industry attention with the leading ranked value added business program...

VAR BUSINESS SURVEY OF COMPETITION

We are committed to and have the #1 rated VAR program for commercial systems vendors. We work in partnership with these value added businesses to provide the broadest possible range of solutions to our customers. (Survey done in U.S. only)

DATAPRO SURVEY RESULTS OVERALL SUPPORT SATISFACTION



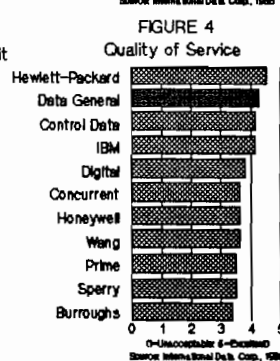
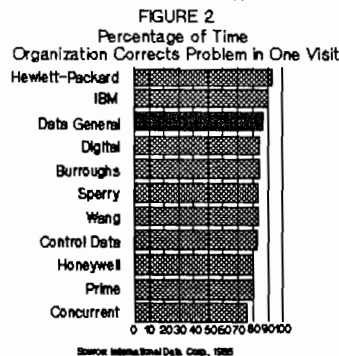
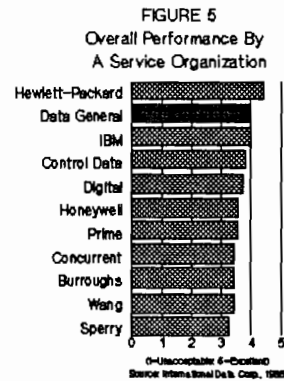
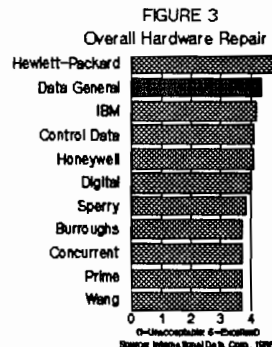
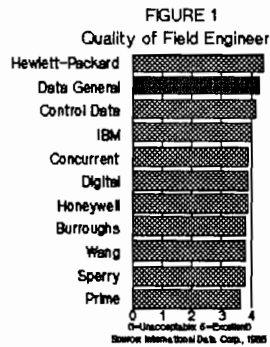
INDUSTRY LEADING POSITION IN SUPPORT

HP has been ranked number one in overall support in multivendor survey's by DataPro for 5 years in a row now... Business Systems Service and Support is a key differentiator for HP against DEC, IBM and in fact, all of our competitors.

In fact, the 1987 DataPro survey was released in the last week of June. The headline for the article in Computer WORLD read:

"HP pulls ahead of mini field"

(Survey done in U.S. only)



"IDC's survey results reinforce and reaffirm Data General Field Engineering's position as a premier service organization."

- Dick Camuso, senior vice president of Worldwide Field Engineering

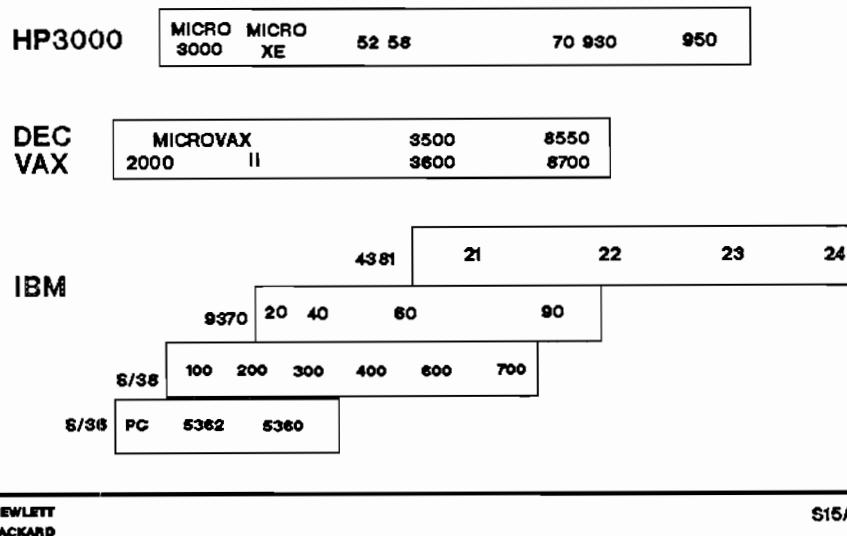
DataGeneral
Field Engineering

S15

Earlier this year Data General put out a brochure touting their customer support position..."A Generation Ahead in Customer Support"

Interestingly enough, Hewlett-Packard was ranked #1 in each category that DG put on their brochure---from Overall Performance to Quality of Service. The survey was done by International Data Corporation, and serves as a real statement of how HP is used as the industry benchmark of superior quality customer support.

COMPETITIVE POSITIONING



S15A

Competitive Positioning

Pictured here is the competitive position of the HP 3000 family relative to both DEC and IBM in interactive transaction environments.

The slide demonstrates our key differential advantages over both of our major competitors.

HP VS DEC

With reference to DEC, HP's key advantage is our leadership position in commercial, on-line transaction processing. The MPE operating system is highly tuned to give maximum performance in commercial applications. The VAX operating system VMS is not.

The specific product positioning of the VAX systems relative to HP's systems is based on benchmarks we performed on both the MicroVAX II and the VAX 8550. The MicroVAX 2000 and MicroVAX 3500/3600 placement is based on DEC statements on relative systems performance for the VAX processors within the VAX family.

Note: The VAX 8550 and 8700 have the same relative performance. The difference in the two systems is in configurability and expandability. The MicroVAX 3500 and 3600 are distinguished similarly. Note also that the VAX 8800 is not pictured above since its asymmetric multiprocessor design only gives additional performance over the 8550/8700 in compute intensive technical application environments.

This positioning DOES NOT reflect relative performance in compute intensive applications.

All HP systems use the HP-IB interface so that investment in peripherals is protected across the HP 3000 family. The VAX product family has two different bus structures: the Q bus for MicroVAX products and the BI bus for VAX 8000 series products. This restricts customers' peripheral options and does not protect customers' hardware investments as they grow.

Conclusions on HP VS DEC:

- * The HP 3000 family offers a broader performance range than the VAX family in commercial applications.
- * HP 3000 systems (including peripherals) are compatible across the entire family.
- * Hardware investment is protected with upgrade credits that HP offers. It is very expensive to upgrade with DEC.

HP VS IBM

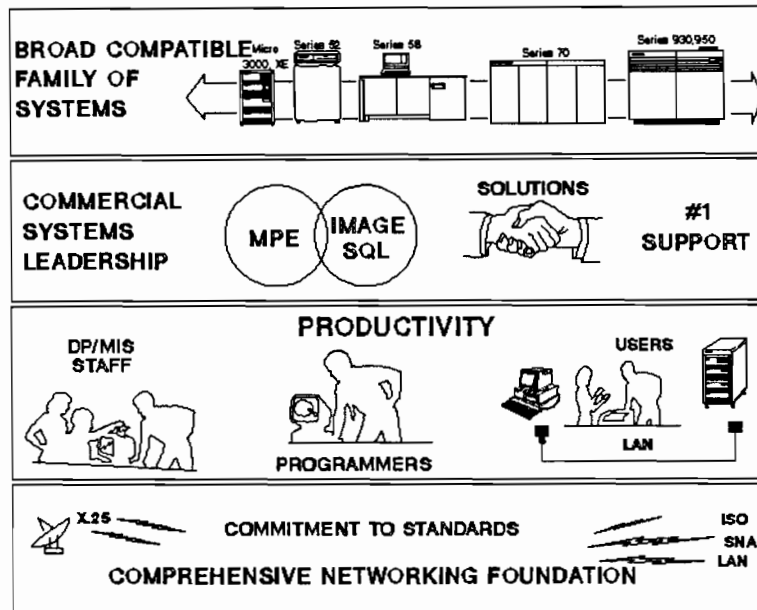
HP's competitive advantage against IBM is our single family and single operating environment in comparison to IBM's 4 product families in the same performance range as the HP 3000 family.

The specific product positioning of the IBM systems relative to HP and DEC is based on published information from IBM on the relative positioning of their products to each other and to DEC processors which we benchmarked. In addition, IBM published guidelines for the number of active users supported on 9370 Series systems. We have used those guidelines together with our guidelines for active users on the HP 3000 systems to establish relative positioning.

Conclusions on HP VS IBM:

- * HP has a single compatible family where IBM has 4.
- * Although IBM is moving towards a single foundation with its SAA (Systems Application Architecture), it is a long way in the future. HP has SAA today.
- * Upgrading with IBM is expensive. Significant software conversion effort is required when moving from the S/36 to the S/38 family for example, or from the S/38 to the 370 architecture systems. It is actually less costly and simple to move to the HP 3000 family with Transform.
- * HP offers peripheral compatibility, networking compatibility, and upgrade credits -- all of which protect customers' hardware investment and therefore increase their return on investment (ROI).

HP 3000 STRATEGY



S6

PRODUCTIVITY - THE EFFECTIVE USE OF INFORMATION

Effective Information Management is the key to harnessing a company's information resources to gain a competitive advantage....

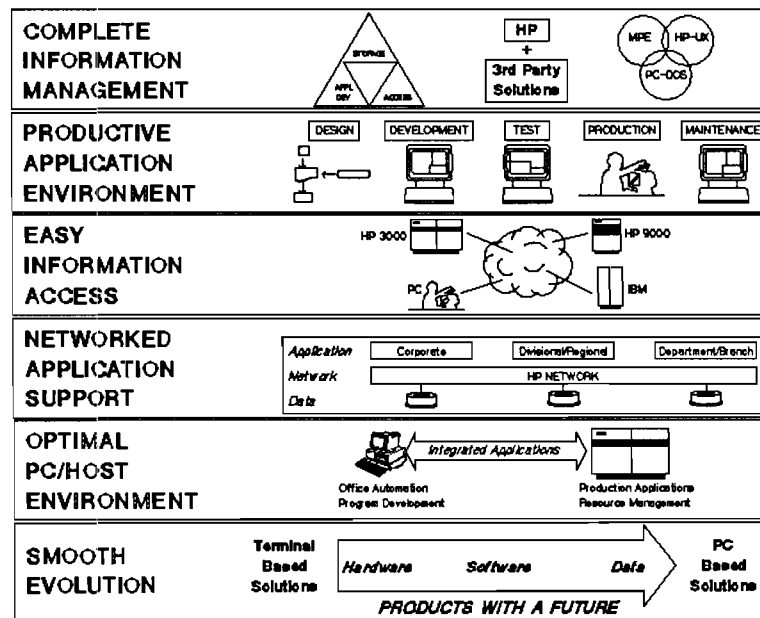
HP's business systems strategy is to provide the most productive information management platform within the industry.

DP/MIS Staff Productivity:

Key to HP's success with this strategy is the simplicity of the operating environment: MPE. This allows for more productive systems management and maintenance, streamlining the personnel resources required for HP systems' upkeep. Cost of ownership may be lower due to less staff.

As a result, DP/MIS resources can be more productively applied to system enhancement, system planning and meeting organizational requirements for data access and and processing. This is especially critical in the rapidly changing organizational and competitive environments our customers face. HP systems have the flexibility to allow the DP/MIS to easily manage complexity.

INFORMATION MANAGEMENT STRATEGY



S17

INFORMATION MANAGEMENT STRATEGY

Pictured here is HP's information management strategy. Six areas define our strategic direction with respect to corporate wide information management. (Briefly state each of the six points)

The overall message is that we are developing a robust set of products that will enable you to:

- *Easily develop and maintain applications which make optimal use of PC and host resources within your network...

- *allow users to get easy access to the right information anywhere on the network, and finally

- *communicate that information to the right people throughout the organization

We work extensively with 3rd parties, as well as on internally developed products to make sure you will have all the tools necessary to meet your information management needs.

As you can see, our information management strategy dovetails with our business systems strategy. Each one is integral to the other's success.

CO-OPERATIVE PROCESSING

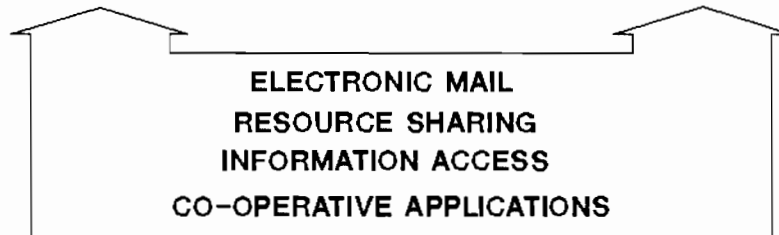
*INDIVIDUAL
PRODUCTIVITY*



*WORKGROUP
SERVICES*

- WORD PROCESSING
- GRAPHICS
- SPREADSHEETS
- PERSONAL DATABASE

- COMMUNITY FILING
- MAINFRAME ACCESS
- DATABASE SERVICES
- GATEWAY ACCESS
- DEPARTMENT APPLICATIONS



S19

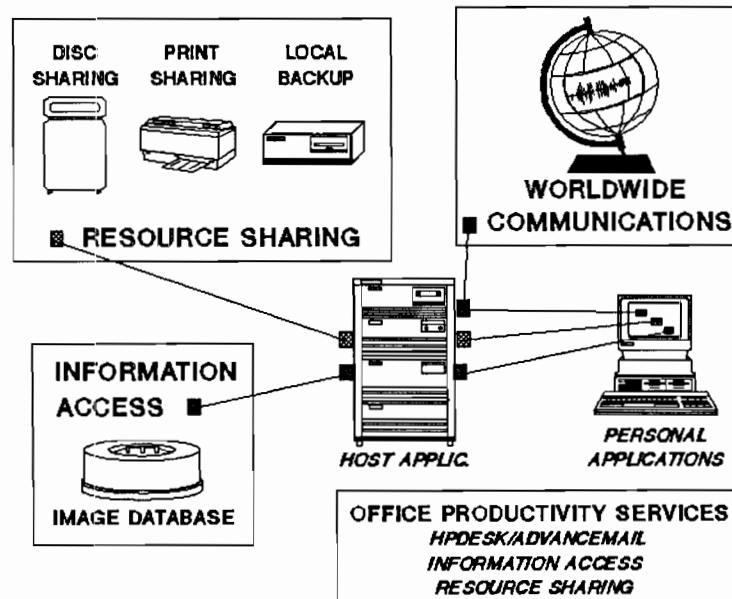
PC INTEGRATION: CO-OPERATIVE PROCESSING

The third area of our productivity improvement focus is on the end user. This area has been significantly enhanced by advances HP made by fully integrating the PC with HP 3000 computer systems.

Co-operative processing between the HP 3000 and PCs lets users harness much more power than word processing and spreadsheets with their personal computers. HP's strategy hinges on tapping into the resources of the host HP 3000 system to get more out of the PC.

Not only does PC integration through co-operative processing improve the individual's access to information, and the ability to communicate it more effectively, but it actually has impact of balancing out the computing resources on the network. The result is better overall performance for the PC user and the users of the host system.

WORKGROUP PRODUCTIVITY



S20

WORKGROUP PRODUCTIVITY

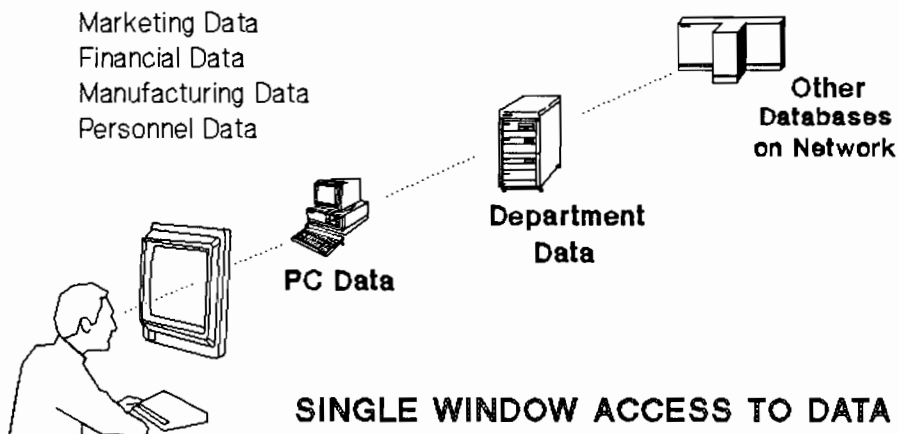
By connecting into a LAN configuration, data processing resources including peripherals, host computers and databases can be shared to make the workgroup more productive. We call this area RESOURCE SHARING.

RESOURCE SHARING coupled with Information Access and Communications leverages the total investment the organization makes in computing resources.

HP's PC integration offers improved productivity with views into HP 3000 IMAGE databases that let users download data into PC spreadsheets and work with that data without using host computing resources.

Finally, company-wide communication of information is critical to successful business management. HP DeskManager combined with our AdvanceMail allows simple, comprehensive network-wide communication.

INFORMATION ACCESS



INFORMATION ACCESS

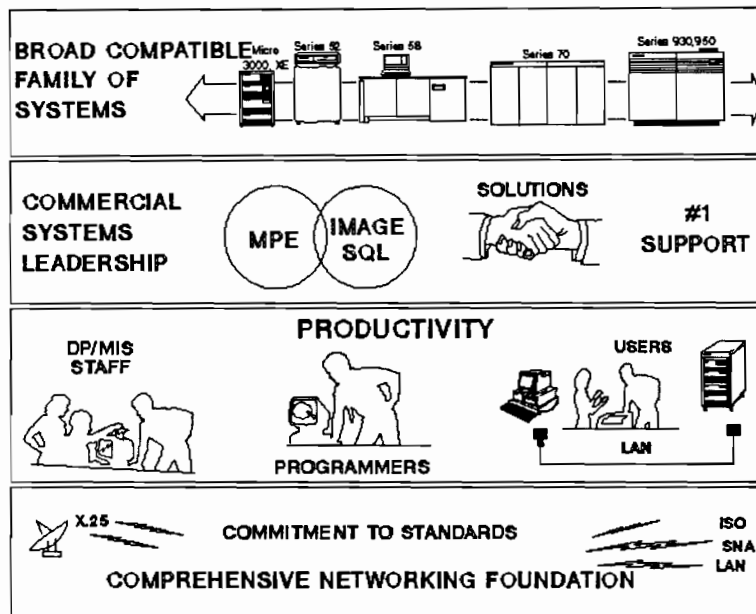
Transition: Information Access is an example of a product that offers PC integration.

HP's Information Access provides users with an easy-to-use window to data processing information throughout your network. Through a single set of easy-to-use menu screens on their PC, users can select the data they need to retrieve, whether that data is marketing data, financial data, manufacturing data, or personnel data. Any information stored on their own PC, on other departmental systems, or even on the corporate mainframe can be retrieved and brought to the PC using Information Access.

Information can then be easily inserted into a MemoMaker file, integrated with graphics and sent out over HPDesk for immediate communications in a worldwide network.

INFORMATION ACCESS PROVIDES USERS DIRECT ACCESS TO THE INFORMATION THEY NEED TO MAKE BETTER, FASTER, BUSINESS DECISIONS.

HP 3000 STRATEGY



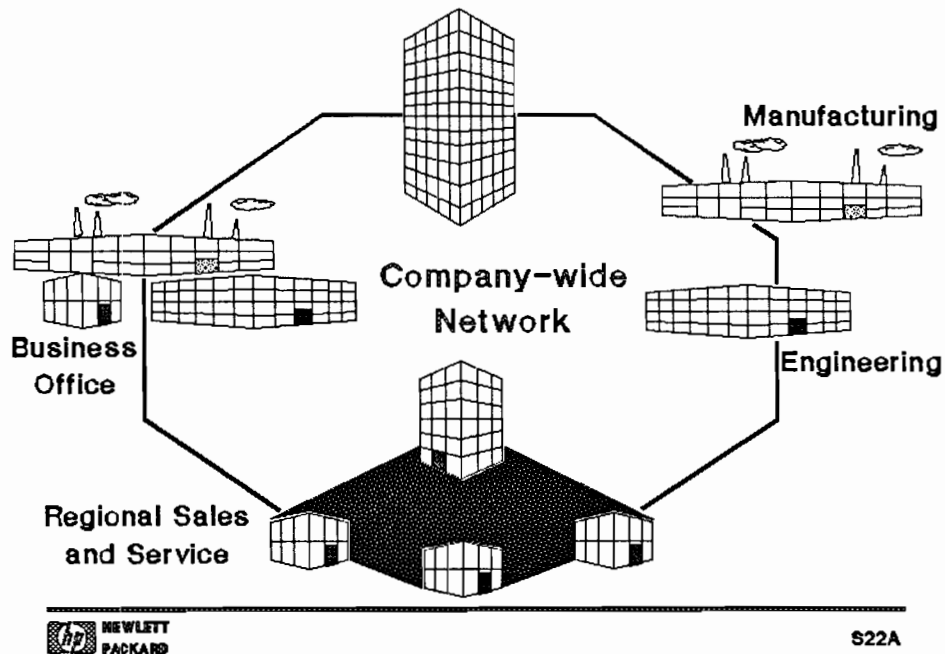
S6

A COMPREHENSIVE NETWORKING FOUNDATION: HP ADVANCENET

Our business systems marketing strategy could only be executed with the comprehensive base of networking products offered by HP. We are committed to industry and de facto standards in the computer industry to continue to allow our customers the flexibility they need to effectively operate in today's multivendor computing world.

From PCs connected on a LAN for workgroup interaction, to corporate mainframe database access as well as the intermediary connections, HP AdvanceNet brings flexibility to the network. So as your organization evolves your company's information management resources can also grow: and the investment in computing equipment is protected.

HP ADVANCENET: 5 NETWORKING SOLUTIONS



HP ADVANCENET

The Networking Solution for Your Entire Company

Hewlett Packard can make sure your people get all the information they need - when they need it - through a networking solution called HP AdvanceNet. HP AdvanceNet connects information sources throughout your company to solve specific problems in your business offices, sales and service offices, manufacturing plants, and engineering, research and development departments.

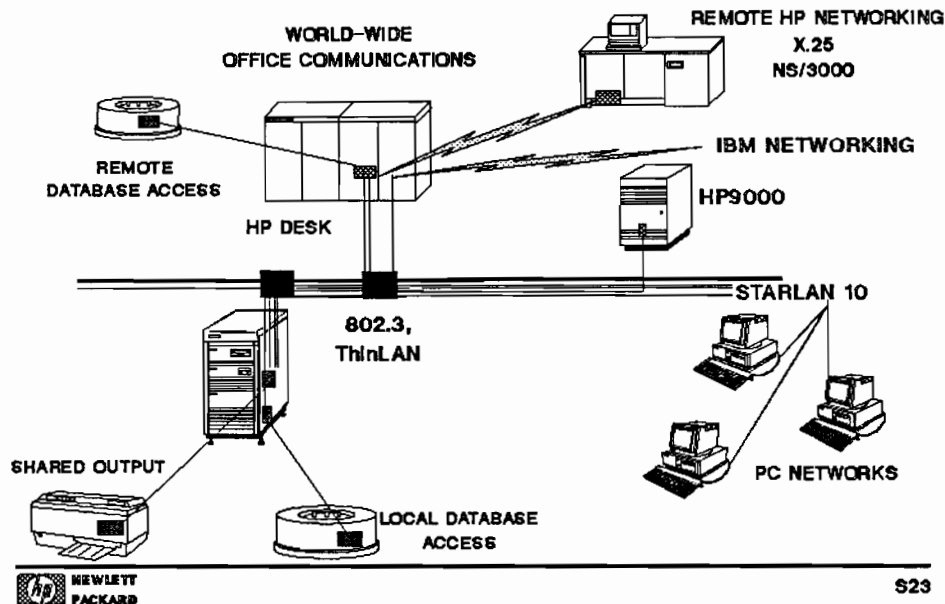
You may have offices and divisions located around the globe, but your information should always be available locally and immediately.

HP AdvanceNet provides the networking foundation for your entire company. With our flexible configurations, we can match the network to your organizational structure. For example, we can connect headquarters, regional and branch offices, manufacturing and engineering departments and business offices wherever they're located.

Transition:

HP AdvanceNet solutions are based on both the internal automation environment and the need to communicate to external entities.

ORGANIZATIONAL PRODUCTIVITY HP AdvanceNet



Pictured here are HP's AdvanceNet product offering for the business office.

In the business office, HP recognizes the need for workers to access information through personal computers, departmental systems and corporate mainframes. StarLAN is HP AdvanceNet's local area network solution for personal computers (HP and IBM). It is based on the industry standard 802.3 and the low-cost twisted pair cabling. StarLAN allows for easy changes and moves of office equipment and is often the lowest cost alternative for connecting personal computers and for integrating PCs with minis.

HP ThinLAN is a companion product to StarLAN. It is a high performance solution with higher traffic capacity for more demanding technical requirements. HP ThinLAN is the backbone network that connects multiple systems. And of course, we support the IEEE 802.3 industry standard LAN.

The HP AdvanceNet solution for company-wide networks is based on the international X.25 standard. This network connects your entire organization - including multivendor equipment - from headquarters to regional and branch offices to manufacturing and engineering sites.

Commitment to Standards and Multivendor Networks

If a network is going to improve information exchange, it must be able to connect systems from different vendors. HP AdvanceNet makes these connections because its architecture is developed according to the

Open Systems Interconnect (OSI) Reference Model. OSI compatibility allows us to implement international and industry standards for local area networks (LANs) and wide area networks (WANs), including SNA support for connection to IBM systems.

As new standards are developed HP intends to incorporate them. Meanwhile, we have implemented multiple protocols to support a multivendor distributed computing environment.

By using a network built to standards, you can take advantage of new technologies as they're developed. With that kind of flexibility, your network will grow to match your company's requirements.

Transition: The comprehensive company solution provided by HP AdvanceNet positions HP as a leading vendor of networking products.

**HP'S ADVANCENET:
THE BEST KEPT SECRET?**

*While DEC has been getting much
of the attention for its robust
networking products, HP has been
hard at work on AdvanceNet, and
may now be in a first place
tie with DEC.*

Source: Gartner Group, Inc. 1987



S24

In fact industry analysts now recognize HP's leadership in its networking strategy and product offering.

Note: Industry standard multivendor networking is a key differentiator for Hewlett-Packard business systems. We are the only major computer systems vendor that is at the forefront of standards support - and is actually driving these standards. Compare this to DEC's ethernet strategy and IBM's multiple proprietary networking products.



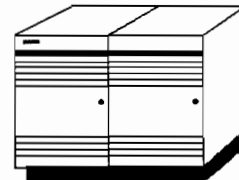
HP 3000:

**PROTECTING YOUR INVESTMENT IN
HARDWARE, SOFTWARE, PEOPLE...**



MICRO
3000, XE

- FULL PC INTEGRATION
- COMPATIBLE PERIPHERALS
- UPGRADE CREDITS
- COMPATIBLE SOFTWARE
- COMPATIBLE NETWORKING
- COMMON OPERATING ENVIRONMENT



SERIES 930, 950



S25

PROTECTED CUSTOMER INVESTMENT:

In making decisions on how to implement our business strategy in terms of new product development and product enhancement, we consistently apply the philosophy of protecting our customers' investments.

Specifically we offer lasting value in hardware, software and in user and DP staff training with:

- compatible operating environment:MPE;
- compatible peripherals, and
- compatible networking;

-with our upgrade credits on processors and peripherals--unique to the industry

-and finally, our full PC integration allows you to harness the processing power of the host system from the PC. Resources are better utilized, and users are more productive.

In looking forward, as we continues to implement our business systems strategy with product plans, you can be sure that these principles will guide our decisions.

Thank you very much for the opportunity to talk with you today. I'd like to answer any questions you might have on our business systems strategy.



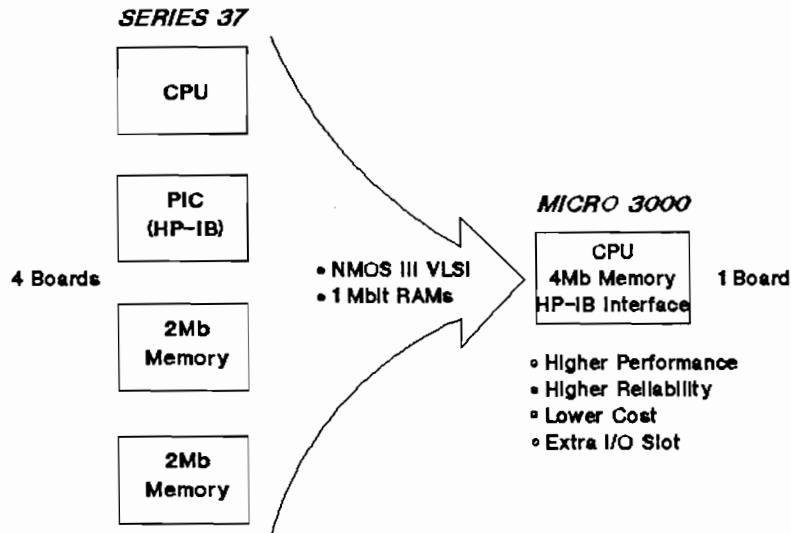
Commercial Systems Product Update

Part II: Commercial Systems Product Update

SEQUENCE	OVERHEAD TITLE	FILE NAME
1	Micro 3000 Advanced Technology	P1
2	Micro 3000 Systems	P2
3	Performance Comparison	S12
4	HP Easytime	P4
5	Micro 3000 Systems Contributions	P5
6	Series 52 And Series 58 System Contributions	P6
7	Series 70 System Contributions	P6A
8	Series 70	P7
9	High End Comparison	S12A
10	HP Precision Architecture Advantages	P9
11	Why Risc?	P9A
12	Series 930 System Contributions	P10
13	Series 950 System Contributions	P11
14	Series 950 NMOS III VLSI CPU Chip	
15	Series 950 Processor Board	
16	Price/Performance Leadership	P12
17	High Reliability	P12A
18	High-End Storage	P13
19	Mass Storage Comparison	P14
20	Improving Series 70 Performance	P15
21	HP TurboSTORE High Speed Backup	P16
22	HP Security Monitor/V	P17
23	Desktop Publishing	P18
24	LaserROM	P19

Pen colors (T3): 1-Black; 2-Red; 3-Blue; 4-Yellow; 5-Green; 6-Violet;
7-Aqua; 8-Orange

MICRO 3000 ADVANCED TECHNOLOGY



P1

The MICRO 3000 system has been designed to reflect our business systems priorities of leadership in price/performance and reliability.

As you can see in this slide, the advanced technology of the MICRO 3000 results in only 1 processor board where previous low-end HP 3000 systems required 4 boards.

The CPU, 4 Mb of memory and an HP-IB interface are all on one board. The processor is an NMOS III VLSI proprietary chip design, the same semiconductor technology used in the high end of our product line, the Series 950.

The strategic use of these state-of-the-art technologies results in higher performance, more reliable products, which are less costly to maintain and support---for a lower price than competing systems in the marketplace.

MICRO 3000 SYSTEMS

MID-RANGE PERFORMANCE IN AN OFFICE PACKAGE



MICRO 3000

- REPLACES SERIES 37
- UP TO 16 USERS
- 22% LOWER PRICE THAN
2 MB SERIES 37



MICRO 3000XE

- SERIES 42 CONFIGURABILITY IN
AN OFFICE PACKAGE
- UP TO 56 USERS
- SUPPORT COSTS
30% BELOW SERIES 42

INDUSTRY LEADING PRICE/PERFORMANCE

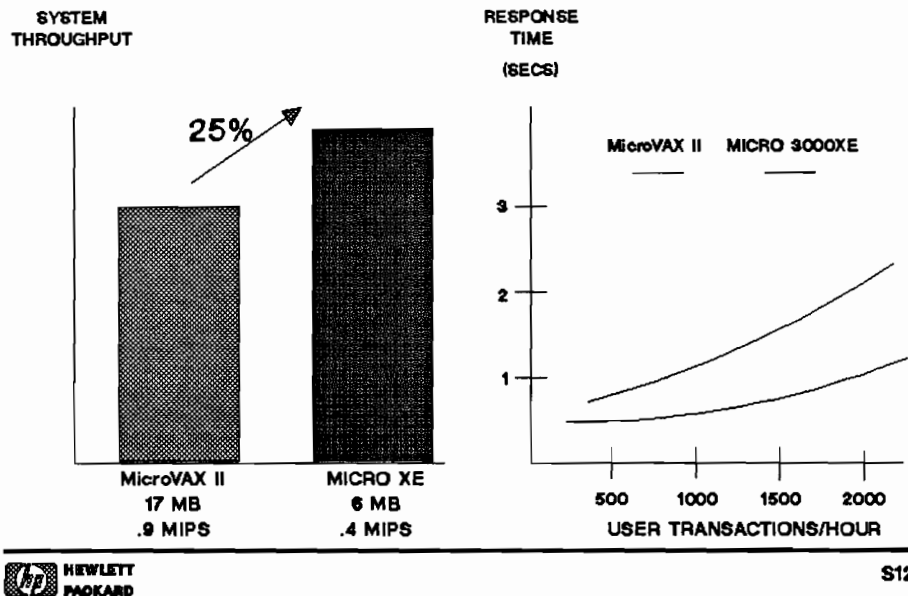


P2

- * Micro is the entry level 3000
- * Designed for the office environment
- * Offering performance comparable to the previous HP 3000 Series 42 with support costs which are significantly below the S/42.
- * And it's very expandable. The Micro supports as large a configuration as many mid-range systems

Transition: One of biggest reasons for Micros' success is its performance relative to competing systems in the industry

PERFORMANCE COMPARISON HP MICRO 3000XE VS DEC MICROVAX II

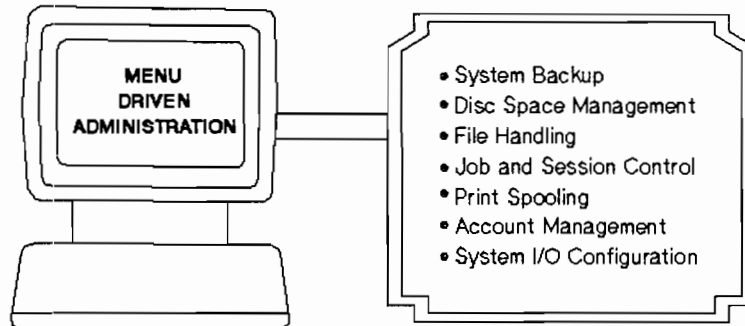


Performance Comparison - HP Micro 3000XE vs DEC MicroVAX II

- * HP wanted to see just how good the Micro's performance was. Since DEC's MicroVAX II has attracted a lot of attention, we wanted to compare its performance in a commercial database-intensive application environment to the Micro
- * HP purchased MicroVAX and benchmarked both systems using a popular MRP package sold on both systems. A DEC performance consultant was hired to optimize the VAX's performance to ensure the comparison was fair
- * The Micro outperformed the MicroVAX II by 25%! (and is 28% lower in 3-year cost of ownership which includes the list price of the system plus support for the first three years)
- * Don't be misled by MIPS - MPE V has been optimized for interactive database processing and VMS isn't
- * MPE is the price/performance leader for commercial data processing

HP EASYTIME

HP3000 SYSTEM MANAGEMENT MADE EASY



P4

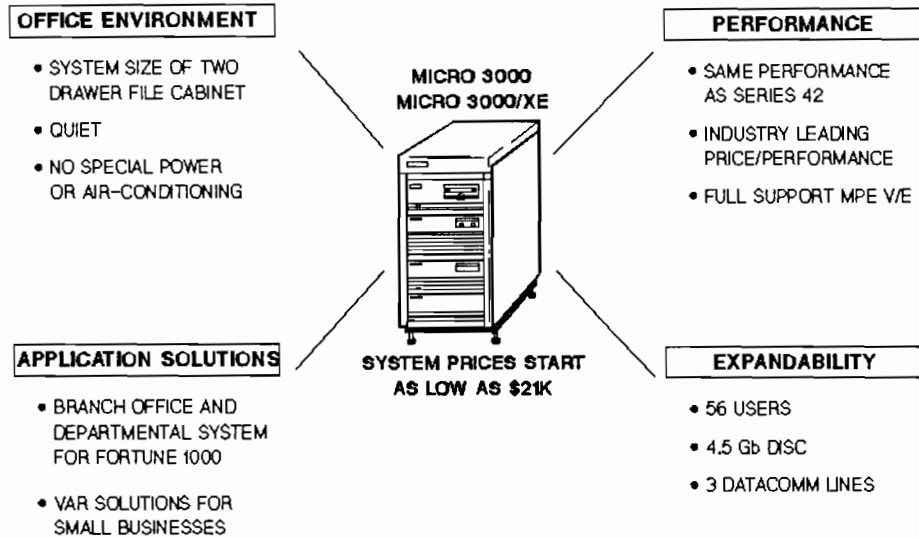
HP EASYTIME SIMPLIFIES HP 3000 SYSTEM MANAGEMENT

Supported on UB Delta 3, (released May 1987), HP Easytime for the MICRO 3000 redefines "easy to use" in the industry. System Management can now be accomplished on remote sites, or in small departments with an unsophisticated operator.

The user interface is menu-driven and allows for simple system backup, storage management, printing, account management and system configuration.

HP Easytime is specifically designed for the first time, Micro 3000 user/operator. As the company transitions to higher-end HP 3000 systems, user/operators will then be prepared to use the more advanced operating features of MPE on those systems.

MICRO 3000 SYSTEMS CONTRIBUTIONS



P5

* The Micro has been off to a fast start

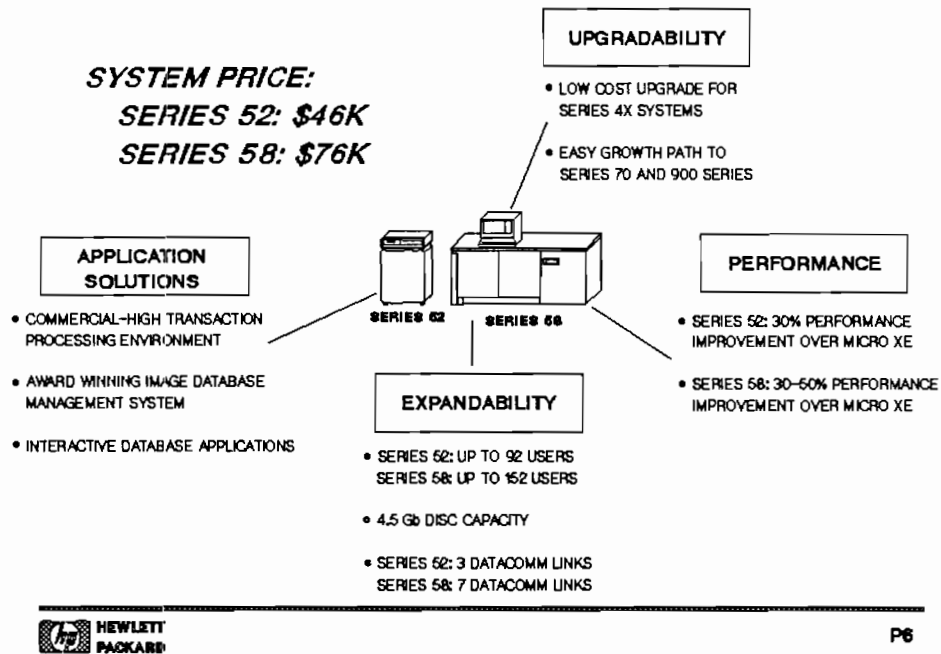
* Success both as a DDP/departamental system for Fortune 1000 sold through HP sales force and as small business solution sold by our Value Added Resellers. The Micro been particularly strong in our VAR channel.

* Point out 4 areas of contribution:

- Performance - (same performance as the Series 42)
- Expandability
- Applications Solutions
- and Environment

TRANSITION: The success of the HP 3000 family is also apparent in our mid-range product offering

SERIES 52 AND SERIES 58 SYSTEM CONTRIBUTIONS



MIDRANGE SYSTEMS: PRICE/PERFORMANCE LEADERSHIP

The S/52 and S/58 offer strong performance and expansion capacity for larger midrange applications and are designed to manage a wide range of commercial data processing needs. The midrange S/52 and S/58 let a company distribute processing power where it is needed. The ease of use of MPE ensures low overhead for DP/MIS resources.

Point out key areas of S/52 and S/58 product strengths on slide in areas of:

- Expandability
- Upgradability
- Performance
 - Full MPE V/E support
 - 128Kb on board disc caching
- Applications Solutions

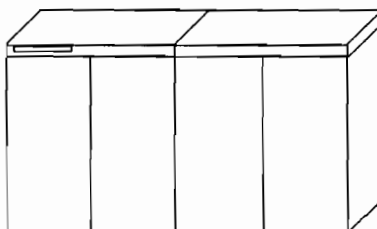
SERIES 70 SYSTEM CONTRIBUTIONS

HIGH PERFORMANCE

- * 128Kb ON BOARD DISC CACHING
- * PERFORMANCE COMPARABLE TO DEC 8550

EXPANDABILITY

- * UP TO 16 Mb MEMORY
- * UP TO 400 TERMINALS SUPPORTED



UPGRADABILITY

- * EASY GROWTH PATH TO SERIES 950
- * 80% UPGRADE CREDIT TO SERIES 950

LEADERSHIP PRICE/ PERFORMANCE

- * HALF THE PRICE OF DEC VAX 8550/8700
- * 40% LOWER COST THAN IBM 9370-90

HARDWARE RELIABILITY

- * LOWER SUPPORT COST FOR SPU

SYSTEM PRICE \$150,000



P6A

SERIES 70 SYSTEM CONTRIBUTIONS

The Series 70 is a high-performance member of the HP 3000 family.

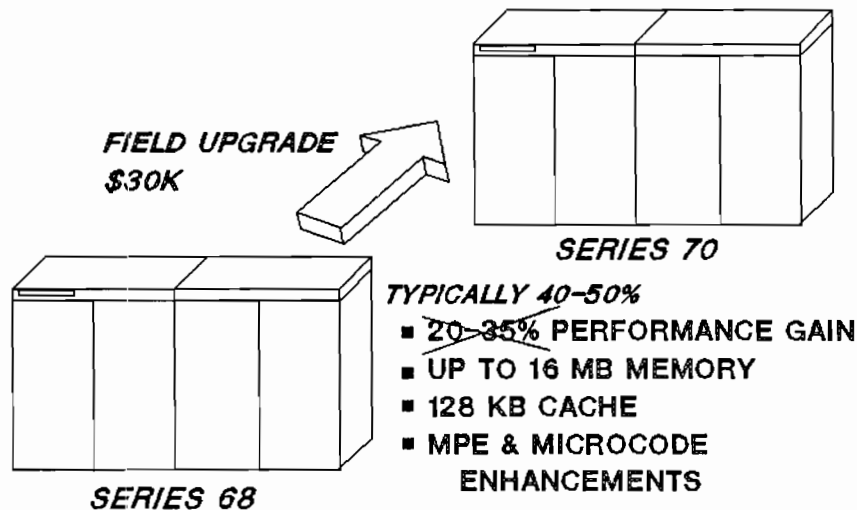
Stress the major strengths of the Series/70 as a high-performance distributed system with the processing power to handle a full range of EDP and distributed data processing needs.

- MPE V and IMAGE tuned for commercial transaction environments
- High Performance
- Leadership Price/Performance
- Expandability
- Reliability
- Upgradability

The Series/70 is suited for stand-alone operation and can accomplish a wide range of tasks for divisions in large companies or the EDP needs of an entire company. Operating in a distributed computing environment, the Series 70 can serve either as a major node or as the central computer on the network.

Series 70 business has been very strong. The reason for the success is the product's high performance and industry leading price/performance position.

SERIES 70



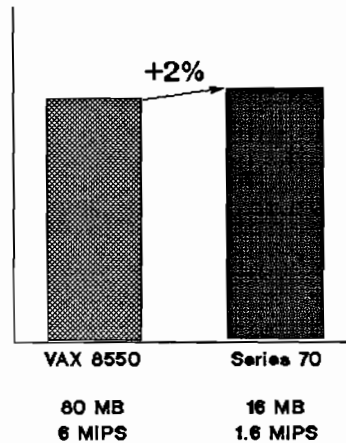
P7

SERIES 70 - UPGRADE PATH FROM THE SERIES 68

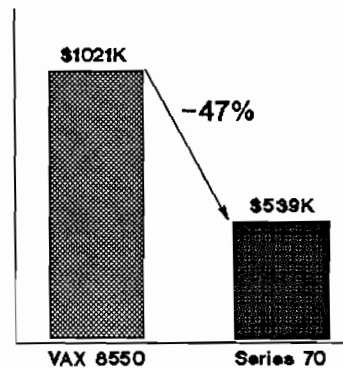
- * Most customers are seeing a far higher performance gain than the 20-35% estimate used at introduction
- * (In reference to the "typically 40-50%") Many customers have told us they are experiencing much higher levels of performance than we had estimated. Factors that may contribute to achieving these higher levels include type of application and the use of our new high-end disc drives.

HIGH END COMPARISON SERIES 70 VS DEC VAX 8550

SYSTEM
THROUGHPUT



SYSTEM 3 YEAR
COST OF OWNERSHIP



Configuration includes 2.5 Gb Disc, 6250 cpl tape drive,
80 ports, O/S, and DBMS



S12A

HIGH END COMPARISON - SERIES 70 VS DEC VAX 8550

To demonstrate the strength of the Series 70 for commercial applications, we compared the Series 70 to the DEC VAX 8550 in a commercial database-intensive application environment.

HP purchased a DEC VAX 8550 and benchmarked both systems using a popular MRP package sold on both systems. Two DEC performance consultants were hired to optimize the VAX's performance to ensure the comparison was fair.

The Series 70 outperformed the DEC VAX 8550 by 2.6% in terms of system throughput and had response times that were approximately equivalent to the VAX.

For similar performance, the Series 70 is less than half the price of the VAX 8550!

HP PRECISION ARCHITECTURE ADVANTAGES



Common Foundation For HP
Computers



Price/Performance Leadership



Scalability and Compatibility



High Reliability



Standards



Long Architectural Life



P9

HP Precision Architecture Advantages

Common Foundation: HP Precision Architecture (HPPA) is a powerful and flexible new architecture that will serve as the common foundation for HP computers.

Price/Performance Leadership: HP wanted to insure that embarking on such a significant development effort would allow us to be at the forefront of our markets in terms of price/performance. We designed HPPA to optimize both price and performance.

HPPA represents a fundamental change in computer design that is based on the concept of Reduced Instruction Set Computing or RISC. This design approach leads to greatly simplified computers that are optimized to provide the highest performance for a given integrated circuit (IC) technology.

In addition to very high performance, the inherent simplicity of HPPA means lower cost and higher reliability because machines can be implemented with fewer components. The systems were also designed for significant economies in manufacturing to drive down production costs.

Through higher performance and lower costs, we can provide our customers with cost effective business systems that are the price/performance leaders in the industry.

High Reliability: Hewlett-Packard's reputation as the leader in quality and high reliability products has been critical to our success

in the computer industry. Hardware reliability is a direct function of the number of parts used in a system. The significant reduction in the number parts used in a HPPA system results in industry leading reliability. With reliability engineered into our products, we can offer our customers a lower cost of ownership position than our major competitors.

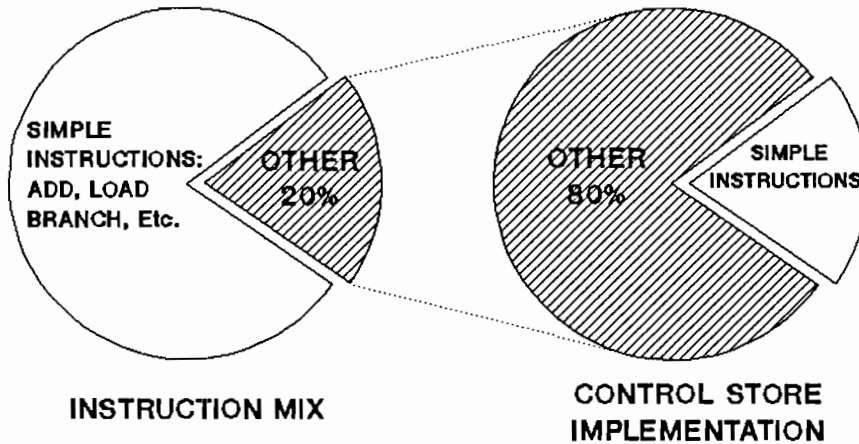
Compatibility and Scalability: A critical objective of our HPPA program was maintaining compatibility with the existing HP 3000 family to continue the tradition of providing an easy growth path for HP 3000 systems while protecting your investment.

HP Precision Architecture is very scalable. The same architecture can be used over a large range of system sizes from small to large configurations. The architecture gives us the ability to build much faster and smaller machines over time.

Standards: HP's commitment to industry and de facto standards dictated that the new systems would maintain that same level of commitment to standards that has made Hewlett-Packard a leader in distributed computing with multivendor, multi-system networks.

Long Architectural Life: The HPPA program represents the single largest research and development effort ever undertaken at Hewlett-Packard. This architecture was designed for future performance growth paths to continue to provide our customers with state-of-the-art price/performance systems.

WHY RISC?



Conclusion: *Optimize Processor for the Simple, Often Executed Functions*

WHY RISC?

HP Labs analyzed the way computers actually implemented instructions on HP, IBM and DEC computers. What we found was that 80% of the time, computers were executing the simplest instructions. 80% of the entire instruction sets for these computers, however, were "complex". The number and complexity of those instructions created overhead for the computer.

HPPA was designed with a simplified instructions set containing 140 carefully selected instructions. Because the instruction set is simple, instructions are implemented directly in hardware. This eliminates the need for microcode and the necessity to decode complex instructions. Substantial computer processing overhead was eliminated for greatly increased performance.

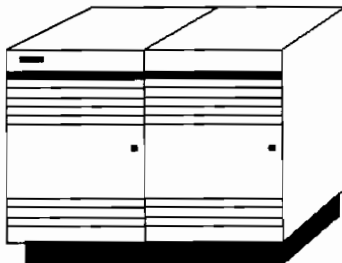
SERIES 930 SYSTEM CONTRIBUTIONS

HIGH PERFORMANCE

- * 4.5 MIPS PROCESSOR
- * PERFORMANCE COMPARABLE OR GREATER THAN DEC VAX 8550/8700, IBM 9370-90 AND 4381-22

EXPANDABILITY

- * UP TO 96 Mb MEMORY
- * UP TO 3 HIGH SPEED CHANNEL I/O BUSES



LEADERSHIP PRICE/ PERFORMANCE

- * LESS THAN HALF THE PRICE OF DEC VAX 8550/8700, IBM 4381-22
- * 30% LOWER COST THAN IBM 9370-90

HARDWARE RELIABILITY

- * FEW PARTS TO FAIL
- * LOW SUPPORT COST FOR SPU

ADVANCED TECHNOLOGY

- * NEXT GENERATION HP PRECISION ARCHITECTURE
- * LOW POWER AND COOLING REQUIREMENTS

PRECONFIGURED SYSTEM PRICE \$180K



P10

TRANSITION TO THE SERIES 930 AND SERIES 950

The HP Precision Architecture based Series 930 and Series 950 extend the performance of the HP 3000 family to new, higher levels. With an operating system, MPE XL, specifically designed for commercial data processing, they are outstanding solutions for systems requiring high performance in multi-user, multi-tasking interactive and batch environments. In addition, the Series 930 and 950 excel in computationally intensive EDP environments.

SERIES 930 SYSTEM CONTRIBUTIONS

The Series 930 is the first member of the HP 3000 family to utilize the RISC-based HP Precision Architecture.

The Series 930 delivers 4.5 MIPS of processor performance. The system performance in commercial on-line transaction processing applications is comparable to the DEC VAX 8550/8700 and the IBM 9370-90.

Point out expandability, leadership in price/performance, and reliability. Price/performance and reliability will be covered more in detail with separate slides.

Based on a simplified design, the Series 930 is smaller, consumes less power, and is more reliable than typical systems in its performance class. The Series 930 requires about the same low power and cooling environments required by the Series 52 and 58.

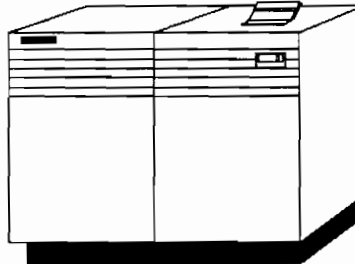
SERIES 950 SYSTEM CONTRIBUTIONS

HIGH PERFORMANCE

- * 7 MIPS PROCESSOR
- * SERIES 70 UPGRADE ACROSS ALL ENVIRONMENTS
- * PERFORMANCE GREATER THAN DEC VAX 8550/8700 AND COMPARABLE TO IBM 4381 SYSTEMS

EXPANDABILITY

- * UP TO 128 Mb MEMORY
- * UP TO 4 HIGH SPEED CHANNEL I/O BUSES
- * 3-LEVEL BUS HIERARCHY TO SUPPORT LARGE CONFIGURATIONS



LEADERSHIP PRICE/ PERFORMANCE

- * HALF THE PRICE OF DEC VAX 8550/8700
- * MUCH LOWER COST THAN IBM 4381s

HARDWARE RELIABILITY

- * VLSI=FEWER PARTS TO FAIL
- * LOW SUPPORT COST FOR SPU

ADVANCED TECHNOLOGY

- * NEXT GENERATION HP PRECISION ARCHITECTURE
- * SINGLE CHIP VLSI CPU
- * SINGLE BOARD PROCESSOR

PRECONFIGURED SYSTEM PRICE \$260K



P11

SERIES 950 SYSTEM CONTRIBUTIONS

The highest performance system in the HP 3000 family, the Precision Architecture based Series 950 is the first to use Hewlett-Packard's proprietary NMOS-III VLSI technology. With a single-board 7 MIPS processor, the Series 950 delivers performance that is greater than the DEC VAX 8550/8700 and comparable to IBM 4381 systems. The entire CPU is on one chip.

**** Show the picture of the CPU chip.**

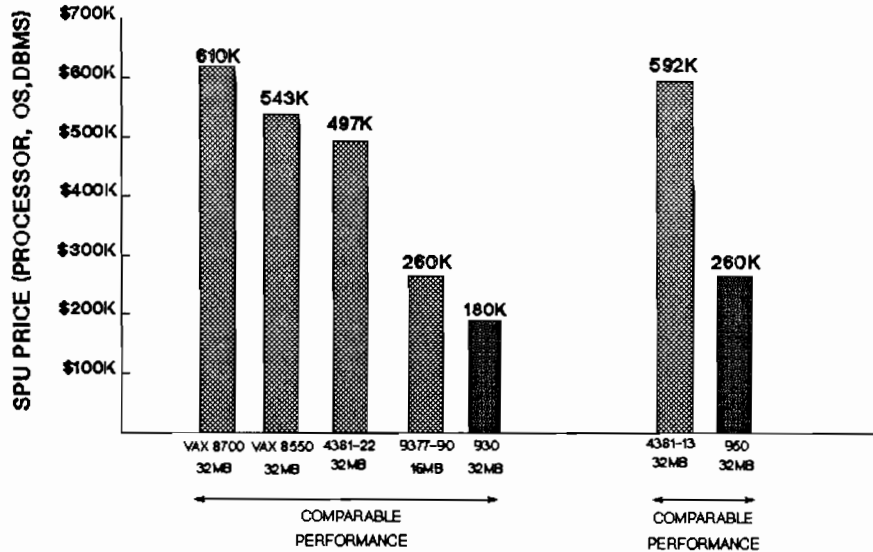
Expandability: The Series 950 offers more expandability than the Series 930 supporting up to 128 Mb memory and up to 4 Channel I/O buses. The system was designed for high performance I/O with a scalable I/O bus that provides flexibility to support even larger configurations in the future.

Price/Performance: The Series 950 carries a 50% price advantage over comparably performing competing systems making it a leader in high-end price/performance. The combination of a lower purchase price and low support costs gives the Series 950 a 3-year cost of ownership that is up to 40% lower than the competition.

High Reliability: VLSI is used for most key functions on the Series 950 resulting in a very small number of parts required for the SPU. As hardware reliability is directly dependent upon the number of parts used, the hardware reliability of the Series 950 is very high. In comparison, the Series 950 CPU board is equivalent in functionality to 8 boards in the VAX 8550. **** Show the processor board picture.**

THE SERIES 950 IS THE PRIMARY UPGRADE PATH FOR INSTALLED SERIES 70.

PRICE/PERFORMANCE LEADERSHIP



P12

PRICE/PERFORMANCE LEADERSHIP

Along with quality and functionality, price/performance is one of the major components that HP uses to measure the value of the products that we deliver to our customers.

As you can see from this graph, HP Precision Architecture systems are significantly less expensive than comparable systems from our major competitors.

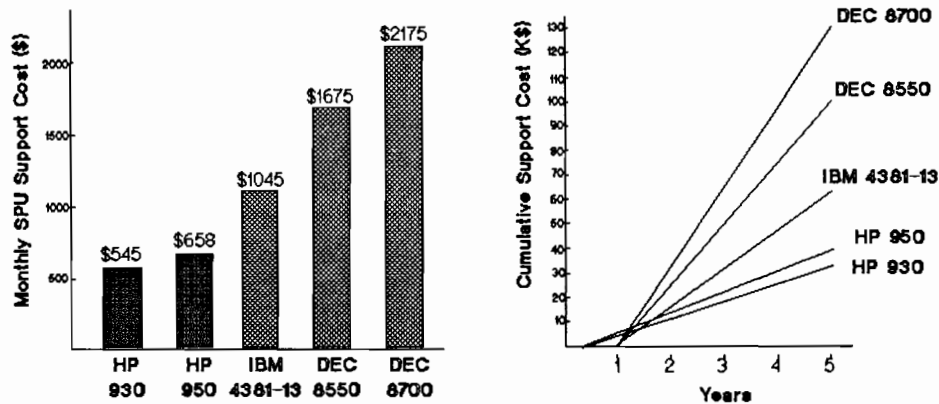
Indicate the price/performance positioning of the Series 930 and Series 950 relative to the listed DEC and IBM systems FOR ON-LINE TRANSACTION PROCESSING APPLICATIONS IN COMMERCIAL ENVIRONMENTS.

NOTE: THIS SLIDE HAS BEEN UPDATED AS OF 10/9/87 (AFTER 'STATE OF PRODUCT LINE' SLIDES) TO REFLECT NEW BENCHMARK DATA ON PERFORMANCE POSITIONING.

THIS INFORMATION REFLECTS PERFORMANCE OF ON-LINE TRANSACTION PROCESSING APPLICATIONS FOR COMMERCIAL ENVIRONMENTS. THE DEC VAX 8550/8700 WOULD BE COMPARABLE TO THE SERIES 950 IN COMPUTE INTENSIVE APPLICATIONS.

HP PRECISION ARCHITECTURE

High Reliability



Simplified Hardware Engineered Quality



P12A

HIGHER RELIABILITY MEANS LOWER SUPPORT COSTS THAN THE COMPETITION

Concurrent with our leadership position in support, HP maintains the industry lead in cost of ownership of our business systems. Reliability and servicability are DESIGNED into our products.

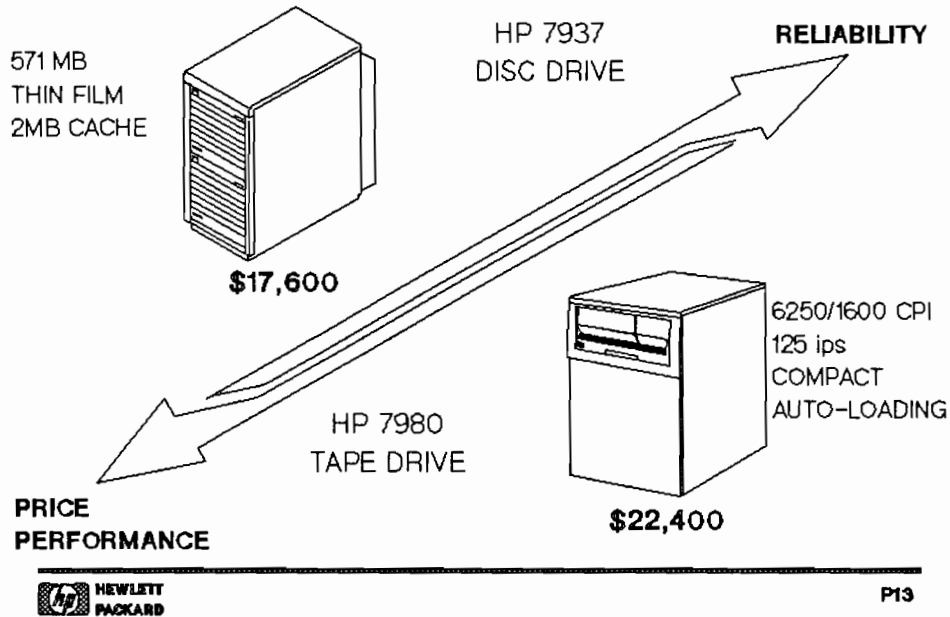
As you can see from this slide, the monthly support costs for both the Series 930 and Series 950 are substantially below competitive DEC and IBM systems. The savings in support costs alone from a HP system can run in the hundreds of thousands of dollars over a 3 to 5 year period.

In the form of lower cost of ownership, we pass along savings that result from:

- fewer failures because our product designs incorporate fewer parts and state of the art technology
- remote diagnostics
- predictive support
- preventative maintenance.

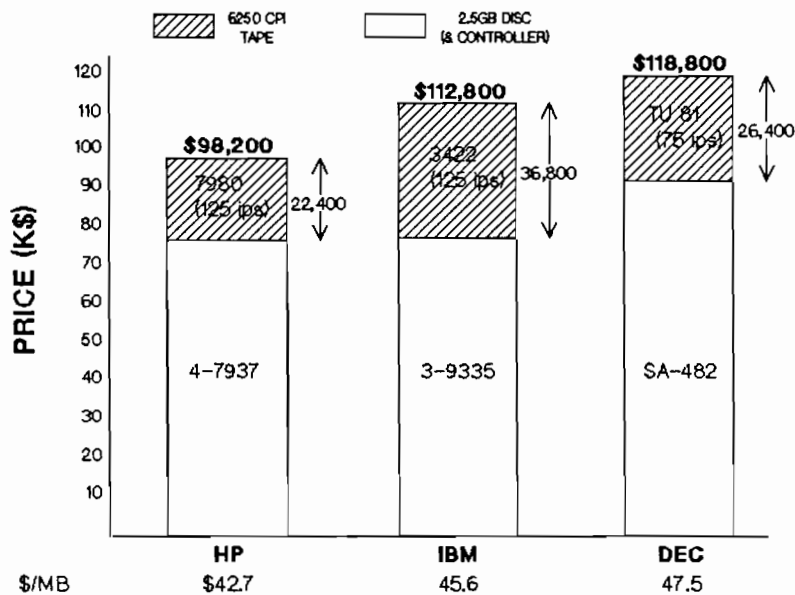
The following slides cover new peripherals and system software.

HIGH-END MASS STORAGE



- * Orders for 7937 disc drive introduced late last year have been exceptionally strong
- * Reason for success product's price/performance and reliability is the advanced thin film technology
- * Mean Time Between Failures (MTBF) at 60,000 hours is several times better than competitive offerings (domestic or Japanese)
- * Compared to the HP 7933, the HP 7937 has a 51 percent decrease in cost per megabyte and a 500 percent increase in capacity per square foot. This adds up to a better, cost effective solution for HP 3000 customers.
- * We have also recently introduced the new high-end tape drive, 7980
- * Drive is the price/performance and reliability leader for industry

MASS STORAGE COMPARISON

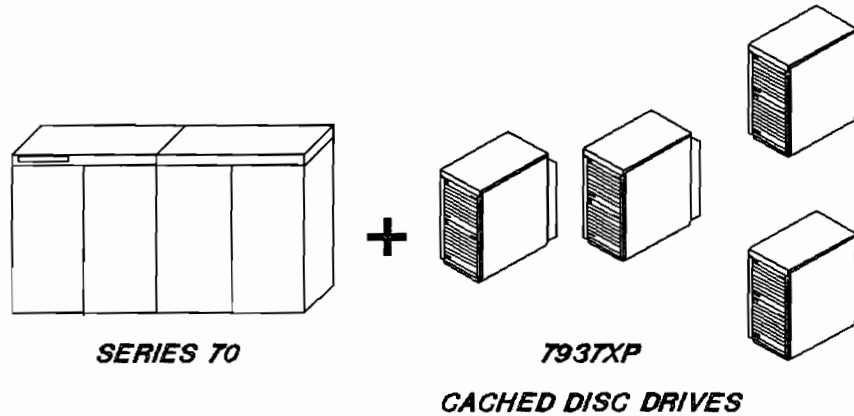


P14

- * Representative high-end system disc configuration used with a tape drive for backup for HP, IBM, and DEC
- * HP is the price/performance leader in mass storage for mid-range systems
- * IBM's tape drive is much more expensive
- * DEC's discs are out of line (even with the new high-end disc). Although DEC's TU 81 tape drive is almost as low in price as the new 7980, they offer a lower performance solution

Transition: One of the features of the 7937 disc drive is a 2 Mb hardware cache

IMPROVING SERIES 70 PERFORMANCE



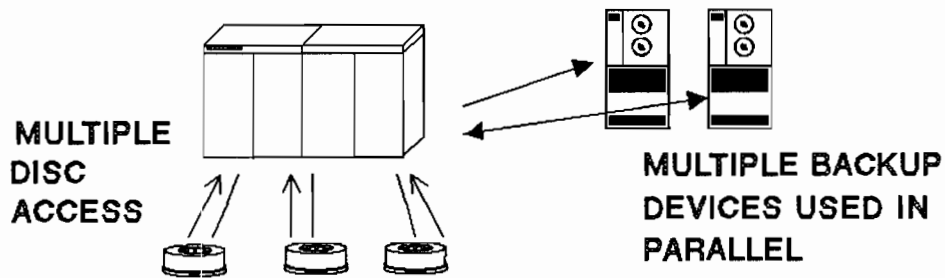
UP TO 20% PERFORMANCE IMPROVEMENT



P15

- * We have measured up to a 20% performance improvement on the Series 70 when the new cached discs are used in certain application environments
 - * Expect many 70 customers will upgrade to the performance of the new discs as an intermediate step to the Precision Architecture systems
- Transition: We also have new backup S/W to go along with our new mass storage products

HP TURBOSTORE HIGH SPEED BACKUP



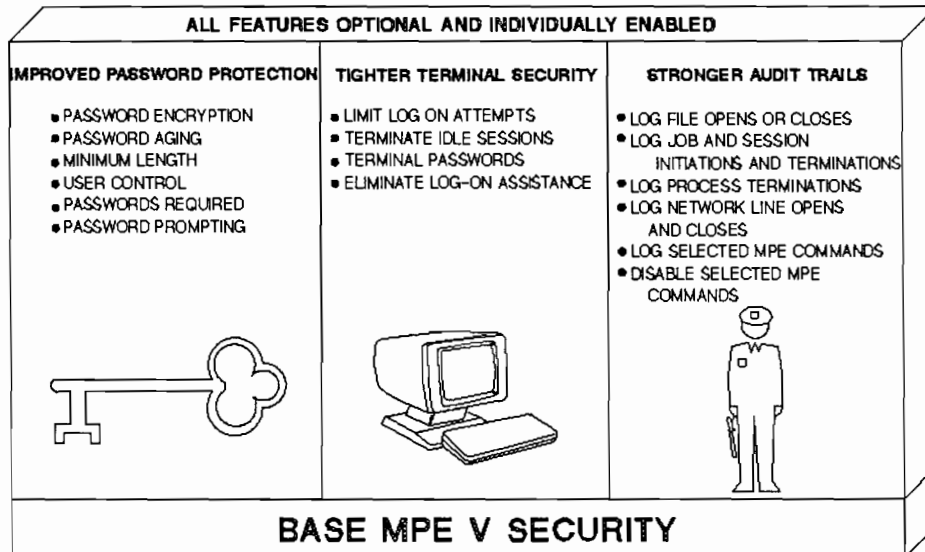
CUTS BACKUP TIME IN HALF!



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- * Another performance enhancement for the MPE V systems is TurboSTORE which can cut customers backup time at least in half
- * Reduces system downtime due to backup and frees up time for extra processing
- * TurboSTORE allows up to 4 tape drives to be used simultaneously for backup and can pull data simultaneously from multiple discs to drive the tapes

HP SECURITY MONITOR/V



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HP SECURITY MONITOR/V

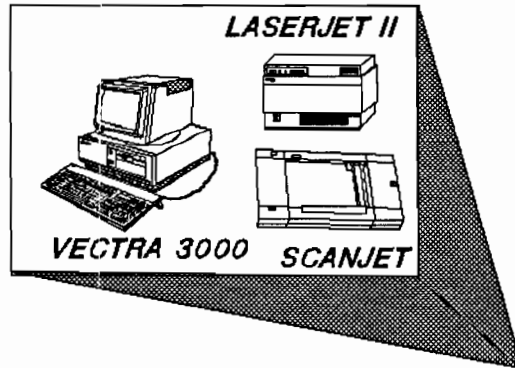
A System Security Product for MPE V Based HP 3000 Systems.

HP Security Monitor is a fully integrated system security program that can be purchased to protect both system resources and sensitive data from unauthorized access. Building on the strong security of the base HP 3000 systems, it allows improved Password Protection, Stronger Audit Trails and Tighter Terminal Security.

The key benefits of HP Security Monitor/V:

- Protects system resources and sensitive data
- Monitors security breaches
- Prevents unauthorized access
- Can be tailored to fit specific system environments
- Eases transition between old and new security practices

DESKTOP-PUBLISHING MORE POWER TO YOUR PC'S



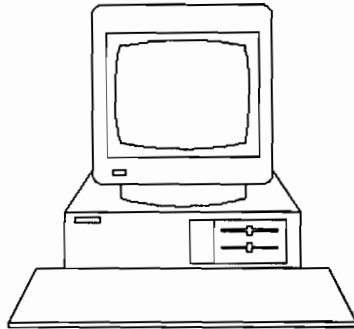
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Desktop Publishing

I think you might be interested in another area that HP has made some significant contributions in the area of office productivity: Desktop Publishing.

By combining the power of the PC with the LaserJet II and ScanJet, you have a desktop publishing system. Ideal for quickly producing professional newsletters and publication quality brochures, this system can significantly reduce document publication expenses and turnaround time.

LaserROM



- Compact Disc
Subscription Service
- HP 3000 Manuals
and Support Information
- Pinpoint Information
Instantly Through
Keyword Searches

LaserROM, the Super Fast Source for Information.



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LaserROM

As an example of HP's commitment to superior customer support, we recently introduced LaserROM - a unique information distribution system based on Compact Disc - Read Only Memory or CD-ROM technology.

HP uses LaserROM to provide to our customers a vast amount of support documentation. This documentation includes software reference manuals, known problem reports, helpful hints and application aids as well as the HP Catalog of products. LaserROM is a subscription service so that a customer receives an up-to-date disc every month.

LaserROM has a 600 megabyte storage capacity and powerful software that makes it simple for you to access the information you need instantly. You can do a keyword search on our documentation and in seconds pinpoint information in the documentation that may have taken hours moving through printed material.

LaserROM can greatly increase the productivity of your skilled software developers and support personnel. It means greater up-time on the HP 3000 as you find the information you need to get back up and running in seconds.

LaserROM runs on a Vectra PC or IBM PC AT. You can get the power of LaserROM only from HP - none of our competitors offer a service like LaserROM to make customers more productive.

