

HEWLETT-PACKARD

Today's solutions,
tomorrow's foundation:
HP 3000



July Order Performance

Orders for the month of July were \$10,231,000, 115% of quota, and 112% of quota year-to-date. Orders were strong throughout all regions, with a profit for the month was \$1,000,000, which is 9.4% of total revenue. The attached graphs further explain the results.

WORLDWIDE ORDER PERFORMANCE July FY86

South America
11.0 %

SE Asia
16.0 %

All Other
3.0 %

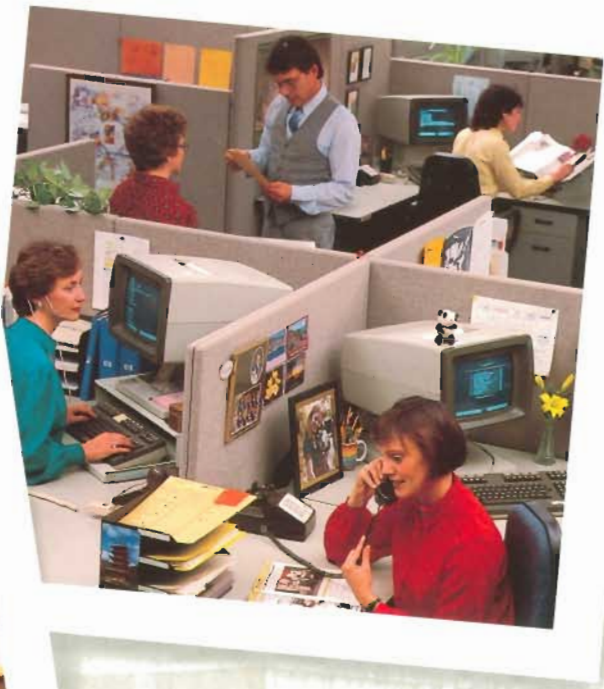
300

300 Units (thousands)

ORDER JULY FY86

HP Computer Museum
www.hpmuseum.net

For research and education purposes only.



By the time you're ready to make a decision about investing in a computer system, you've taken a hard look at some issues that will impact your business far into the future.

Will the system handle all your needs flexibly? Will it be easy for everyone to use — managers, secretaries, production workers, professionals? And will it open avenues for later expansion?

Hewlett-Packard offers a comprehensive solution to these important considerations. The HP 3000 family of

business computers. You'll find they combine the hardware, software, communications, and support you need into one integrated information management system. A system that will

handle the demands of your business now, and as it grows.

HP 3000 systems give you both the performance advantages of leading-edge technology and the security of a fully compatible growth path. No small feat, to be sure. But then nothing less would provide both solutions for today and a foundation for your future.

And nothing less would have made the HP 3000 one of the leading business computers, with more than 23,000 installations worldwide.

Your business future is now



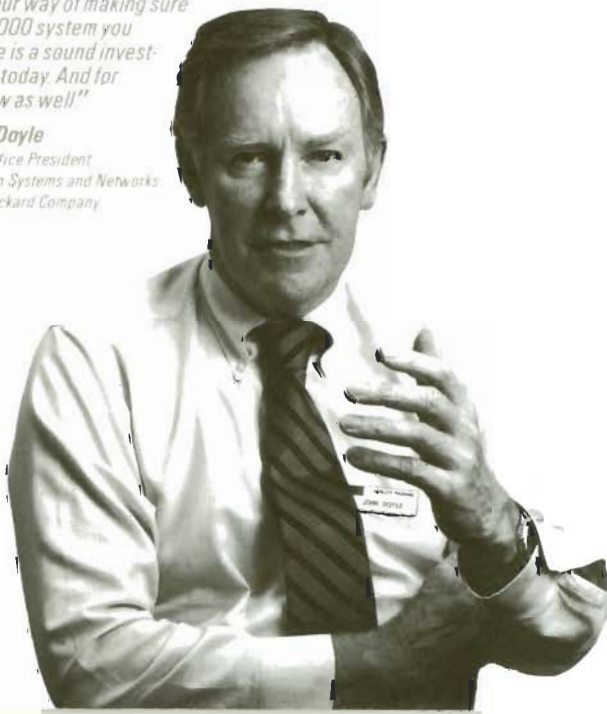
Adaptability to the complete range of business applications has made the HP 3000 one of the most widely installed business computers in the world.

Computer
Museum

"Building computers is a significant portion of Hewlett-Packard's business. Our goal is to market the best hardware and software products possible, based on proven designs and advanced technology. It's our way of making sure the HP 3000 system you purchase is a sound investment for today. And for tomorrow as well."

John L. Doyle

*Executive Vice President
Information Systems and Networks
Hewlett-Packard Company*



Information is *the* strategic resource in today's business environment. Manage it effectively, and you have the key to productivity, competitive strength, and economic achievement.

The computer system you select will be your tool for managing that resource. To meet the challenges of your business, it must provide more than word processing, data processing, communications, and personal computing.

Productivity: the big picture

It must also combine and synthesize these activities into a unified information processing system.

And that's precisely the HP 3000 strategy. The HP 3000 lets you manage your information effectively, and make it available to everyone. Not just programmers and data processing people, but business managers and professionals throughout your company.



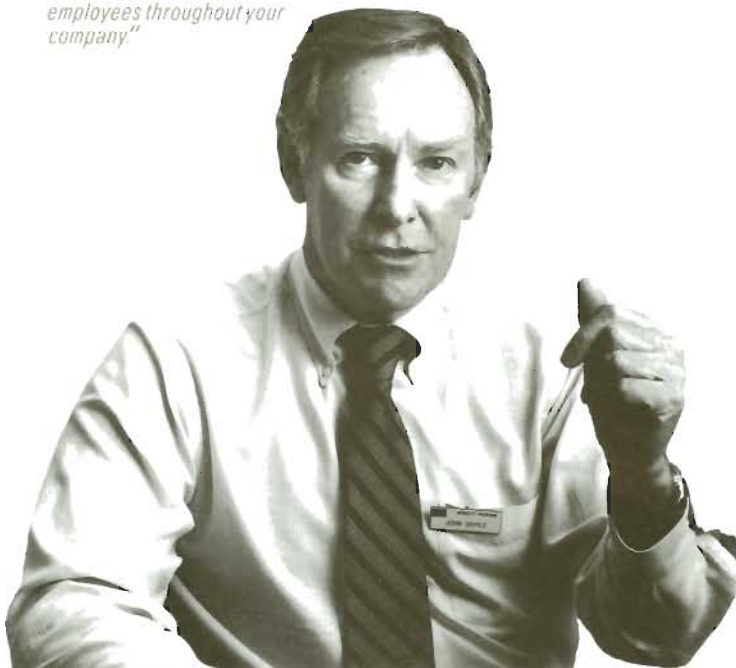
Solutions designed to meet your needs

How does the HP 3000 turn this concept into a reality that applies to your company's unique needs? By offering a broad range of software solutions to apply the power of the HP 3000 to the demands of your business environment.

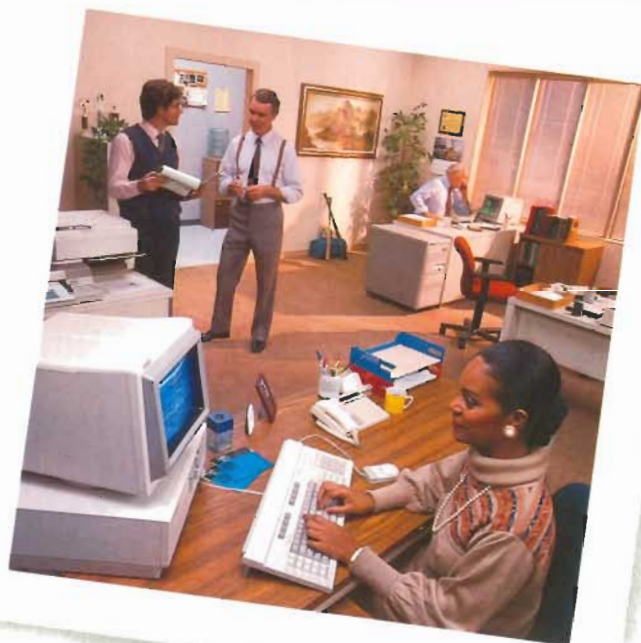
Our financial accounting software is flexible and powerful enough to handle the full range of business accounting needs. And our manufacturing software lets you track and control your production process, managing everything from materials planning to work-in-process to plant maintenance. These standard software products can be customized easily to fit your specific requirements.

A large body of third-party software is also available for use in a wide variety of general-purpose applications and specific business requirements. Retail, wholesale, banking, insurance, law, manufacturing, education, government — whatever your business, you'll find software to do the job.

"Computers are moving out of the glass rooms to permeate the whole organization. Today's environment demands quick decisions, fast action, immediate response — in other words, greater productivity. That means accurate information must be instantly available to employees throughout your company."



In addition to traditional data processing, HP 3000s combine with HP workstations, personal computers, and software products to boost productivity for everyone — managers, professionals, and support staff.



Personal Productivity Center, the total office information solution

With its Personal Productivity Center, the HP 3000 extends beyond data processing to help increase the productivity of everyone in the office. The Personal Productivity Center is our way of combining the power of the HP 3000 with the flexibility of personal and portable computers to give every user access to your full information processing resources.

The Personal Productivity Center lets users conveniently access data in a central data base. Once accessed, they can integrate that data directly into their personal computer applications without rekeying anything. Users can also communicate electronically with each other, share data, and share printers.

What's more, employees who use personal computers (ours or IBM's) can continue to use their favorite personal computer software for tasks like word processing, spreadsheets, and graphics.

Because the Personal Productivity Center streamlines the flow of information throughout your company, everyone gets better information faster, so better decisions can be made sooner.

Making your information work for you

When it comes to developing your own applications software, you'll find the HP 3000 has everything you need. In fact, the HP 3000 built a reputation on ease and speed of application development.

At the center of an advanced family of information management products are the Hewlett-Packard data base management systems. Both network and relational data bases are available for all HP 3000 systems, for full flexibility in designing your application software. The HP 3000 System Dictionary gives programmers a way to keep track of all information needed to develop and maintain applications. This improves programming efficiency and streamlines information system management. The HP 3000 also offers a wide array of application development tools, as well as a full selection of programming languages.

But we believe there is more to good information management than increasing programmer productivity. Your data is only as valuable as your ability to access, analyze, and communicate it. So we've provided advanced reporting software that lets programmers and end users easily retrieve and combine data from different data bases. Once retrieved, data can be

presented in meaningful formats, for visualizing budgets, comparing costs, or spotting trends.

Together, these capabilities give you timely access to information, so your organization gets maximum value from this strategic resource.

Networking for company-wide communications

HP AdvanceNet networking products further extend your information access by linking all your company's data resources, no matter where they are. Whether separated by a room or by a continent, from the most distant outpost all the way to corporate headquarters.

Simply stated, HP AdvanceNet provides three basic communication capabilities: workstation to HP computer, HP computer to HP computer, and HP computer to mainframe. With these building blocks, you can construct a high-speed, user-transparent computer network of any size and any complexity. Whether it includes a single HP 3000 and a few workstations, or a worldwide system of dozens of HP 3000s connected to a large mainframe.

The HP 3000 is one of the broadest families of compatible business computers available today. It ranges from small distributed office systems to data base hosts that can handle large business computing needs. So whether you plan to support two users or several hundred, you'll find an HP 3000 that fits your needs today, and a full range of choices for your future growth.

**Power and flexibility
to get the job done**

Depending on your needs, the HP 3000 can serve either as an independent multi-purpose data processing system, as a departmental or dedicated system, or as a distributed system in a network.

As a
general-

Performance and price to match your needs

purpose business computer, the HP 3000 simultaneously manages on-line transaction processing, batch processing, programming, and data communications. And because of its productive operational, programming, and end user environment, the HP 3000 can meet your application needs while minimizing your programming and support staff requirements.

Finally, any HP 3000 system you purchase today can be upgraded later to a higher performance model and still operate with present software. So you can start with the system that meets your current performance and budget requirements, knowing you can expand and upgrade your system later without losing your investment.

"Fundamental to our HP 3000 strategy is the 'broad family' concept. It's an idea that lets you choose the price/performance level that's right for your applications. The family ranges from small systems, like the Series 37, all the way to the powerful, new 900 Series"



Relative Price



From the introduction of the first HP 3000 to each succeeding model, the cost of entry-level systems has been reduced and the performance per dollar has dramatically increased.



Series 70
The Series 70 is a powerful system for large business applications. It can concurrently perform on-line transaction processing, program development, batch processing, and data communications.



Series 58
With memory expandable from 4 to 8 Mb and the ability to connect up to 152 terminals, the Series 58 accommodates the range of tasks performed in most medium-size companies and departments.



Series 42
Cost-effective in small configurations, the powerful Series 42 system handles a maximum of 92 terminals.



Series 37
Specifically designed for an office environment, the Series 37 is ideal for branch offices, departments, and small businesses.



Series 930
The first of a new generation of HP 3000's, the Series 930 processes 4.5 million instructions per second. It incorporates advanced technology to achieve reliable high-end performance cost-effectively.

HP 3000 Family System Comparison

	Series 37*	Series 42	Series 58	Series 70	Series 930
Relative Performance	1.0	2.0	3.0	8.0	12.0
Main Memory (Mb)	.5-2	1-3	4-8	8-16	16-24
Maximum Number of Devices:					
Workstations	32	92	152	400	400
Disc Storage (Gb)	2.1	3.2	4.2	9.7	9.7
Tape Drives	2	4	8	8	8

* The Series 37 features easy-to-use tape cartridge for backup

Relative Performance

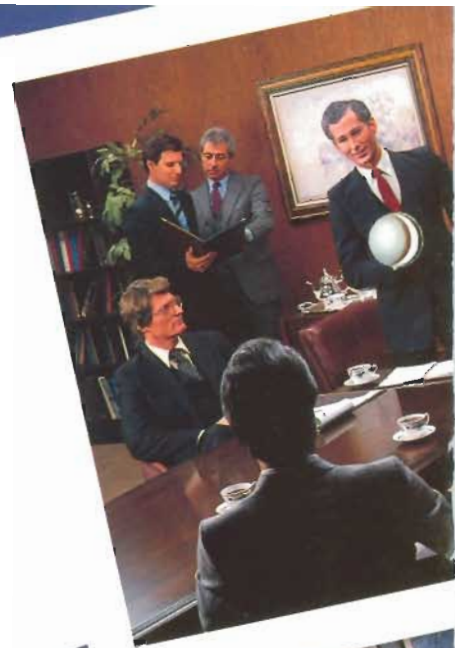
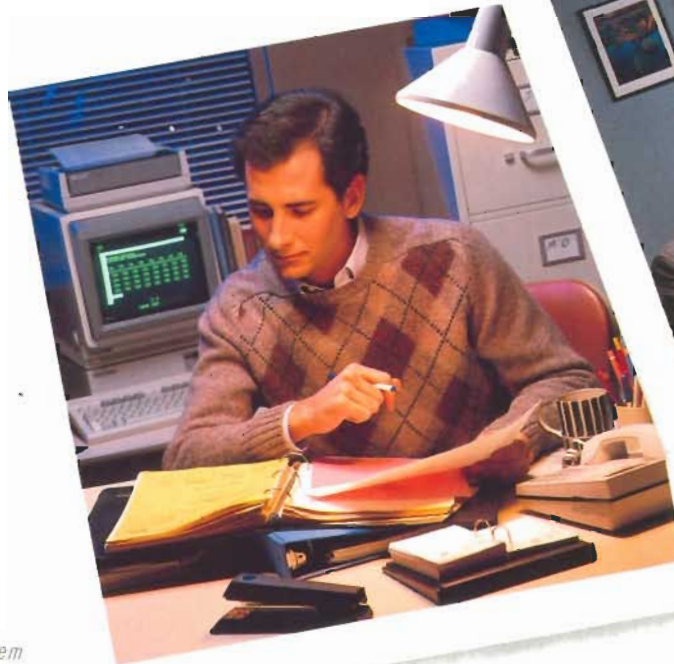
When you make a capital investment in a computer system, you're investing in your future. Since change is the one thing you can predict with confidence, the computer system you select now should be able to accommodate your needs as they change and grow.

That's why providing a growth path for customers was an original, basic design premise of the HP 3000. We've done that by continual research and development to incor-

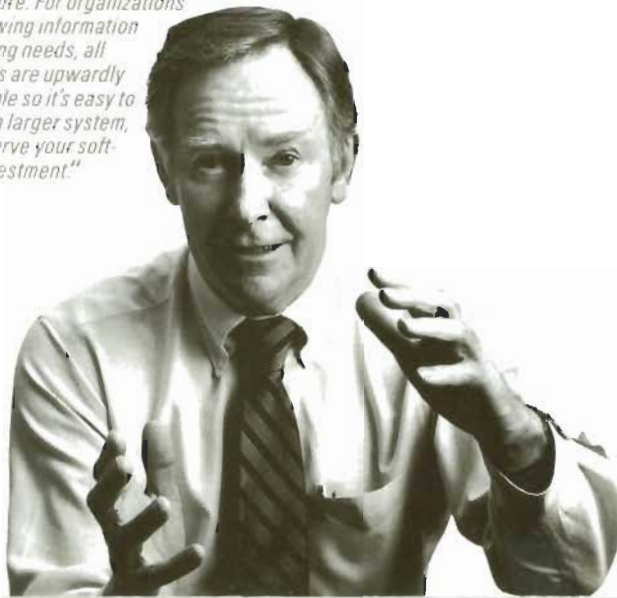
Growth path to the 21ST century

porate the latest technology into the HP 3000. And by our on-going commitment to software compatibility and hardware upgradability.

So as an HP 3000 owner, you are never left behind struggling with a lower performance computer that no longer meets your needs. We've even made upgradability an economic feasibility by offering liberal trade-in credits on your present system. And upgrading to a new system can typically be completed in a weekend, for minimal work disruption.



"Investing in a computer system is not just a matter of money. It's a commitment. With the HP 3000, companies are assured the system they choose today will continue to provide high performance in the future. For organizations with growing information processing needs, all HP 3000s are upwardly compatible so it's easy to move to a larger system, yet preserve your software investment."



As your organization grows — from a small operation to a large corporation — the HP 3000 grows with you, step by step. Our dedication to hardware upgradability and software compatibility means you always have future performance options with the HP 3000.



Advanced technology gives you superior performance

Through a continuous program of applying new technology, the HP 3000 family has doubled its performance range nearly every two years, while entry-level prices have declined. Our strategy has been and continues to be to produce systems that give you the best available in price/performance.

Historically, many features of HP 3000 systems have contributed to their technical excellence, including data base management, multi-terminal processing, networking, multi-level security, and multiple programming languages. The latest in the HP 3000 tradition of technical innovation is represented by the Series 930, the first of the 900 Series of HP 3000 systems.

The Series 930 achieves higher performance through its powerful HP Precision Architecture and tightly integrated system software. HP Precision Architecture represents a fundamental change in computer design; one that increases computer performance through simplifying the computer instruction set. On the Series 930, instructions are processed directly in hardware, decreasing the time needed to translate them before they can be executed.

The 900 Series also incorporates other state-of-the-art features to achieve high performance, features such as pipelining of instructions, a large register space, support of a floating-point co-processor, and an extremely large address space. Through the advanced technology of the 900 Series, HP 3000 owners have a growth path well into the next century.

Operating system compatibility protects your software investment

While Hewlett-Packard's advanced technology is providing for your future, our commitment to compatibility is paving the way.

Since the investment required to develop applications software and train operators typically far exceeds the original hardware cost, software compatibility becomes a key factor in selecting a computer system.

The HP 3000's innovative MPE operating system is the foundation of our commitment to software compatibility. This very powerful, multi-user, multi-tasking operating system is the same operating system the HP 3000 started with. As operating system technology has developed over the years, we've expanded and improved MPE while maintaining full compatibility with earlier versions. The beauty of this approach is that all programs written in high-level languages for the earliest HP 3000s can still run on current models, with no changes.

MPE XI, the Series 930 operating system, continues this tradition of software protection. It is enhanced to take advantage of the high performance provided by HP Precision Architecture while maintaining compatibility with prior versions of MPE running on other HP 3000 systems. This allows programs written for our smallest system, the Series 37, to run without changes on our largest system.

Above and beyond the initial investment in hardware and the subsequent investment in software development, the true cost of ownership for a computer system is determined by reliability, maintenance, and support. That's why, when you choose an HP 3000 system, you can be confident you've made a cost-effective decision for the long term.

Reliability and support: our commitment to your success

HP quality: products and people

Strict engineering and manufacturing standards make HP 3000 systems extraordinarily reliable, so you get maximum up time from your equipment. But Hewlett-Packard

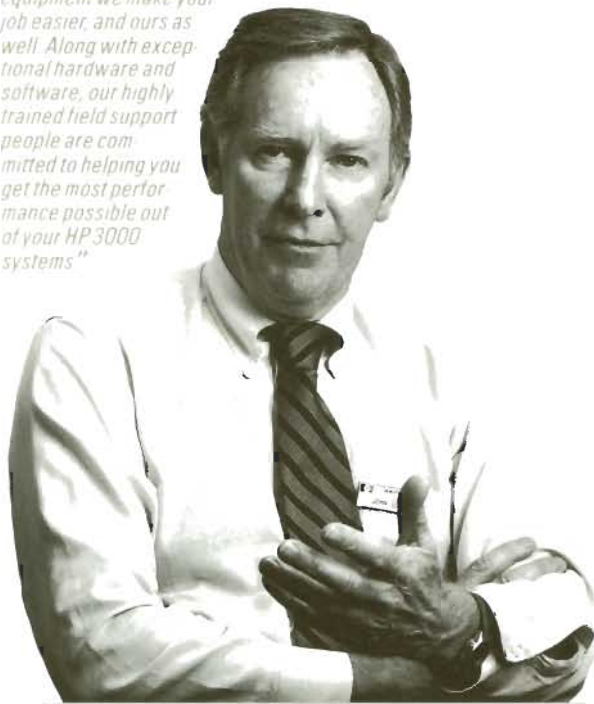
quality means more than reliable products.

It is your guarantee that our people around the world are committed to making your HP 3000 system the best it can be.

Training for rapid productivity

Part of that commitment is ensuring that your personnel become productive on the system quickly. To do so, we provide exceptional system documentation and training. Our self-paced training courses are easy to follow, and allow your users to study independently. For more intensive training, your employees may prefer the classroom courses held regularly at the 38 Hewlett-Packard training centers worldwide. We also offer expert operational training and software consultation at your location to help your HP 3000 quickly become a working asset.

"Talk about reliability and support and you're talking about products and people. By giving you the highest quality equipment we make your job easier, and ours as well. Along with exceptional hardware and software, our highly trained field support people are committed to helping you get the most performance possible out of your HP 3000 systems."



The support your business demands

Hewlett-Packard offers a selection of software and hardware support programs which can be tailored to meet your requirements and budget.

For your software support needs, our worldwide network of response centers provides immediate, quality telephone assistance to maximize the productive use of your system. Additional services are also available, including personalized assistance from a Hewlett-Packard software engineer, all the way to a totally customized support plan.

Our standard hardware support plan meets most customers' needs, but other plans are available to extend this service where necessary. There's even a plan that guarantees you 99% up time—24 hours every day.

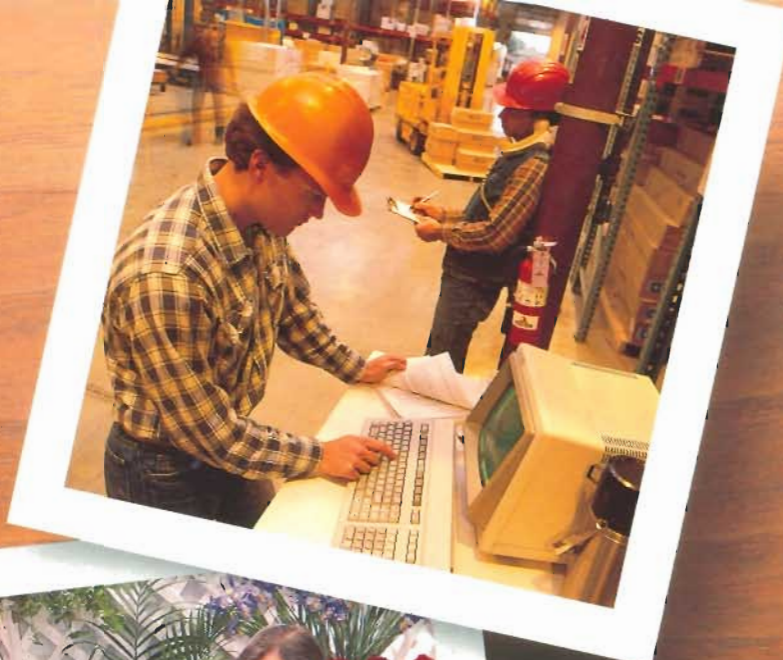
Reliability and support...that's what we mean by our commitment to your success.

The other half of the HP 3000 story is the worldwide availability of quality training and support. Field locations are staffed by hardware and software experts concerned with keeping your system productive.

Measure your alternatives against the HP 3000

Now you've taken a brief look at some of the advantages the HP 3000 offers—a compatible growth path, superior reliability, advanced technology, a wide choice of systems, and comprehensive solutions to your information management needs.

We encourage you to look closely at your alternatives and measure them against these standards. Then we'd like to discuss your particular needs and demonstrate just why and how the HP 3000 will meet them. For more information, please contact your local Hewlett-Packard office.



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