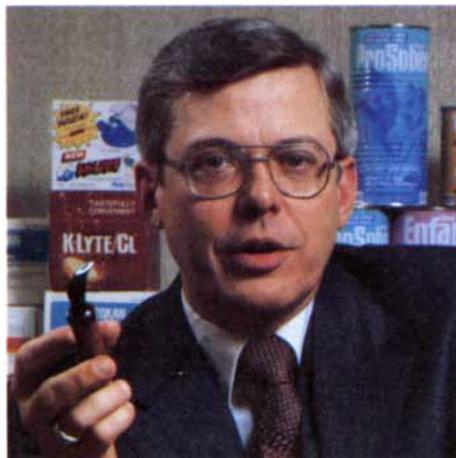


# WHAT SHOULD YOU WORKING PARTNERSHIP

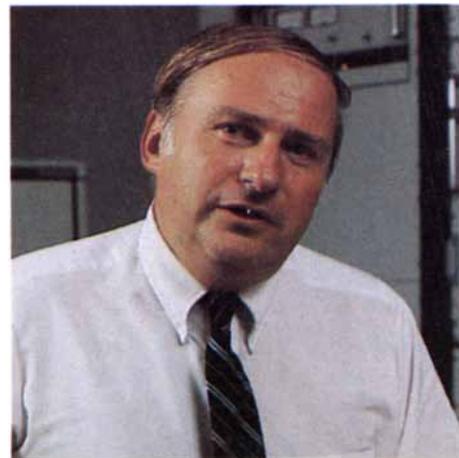
## RESULTS WITH ASSURANCE.

Deeds more than words have characterized our working partnerships with customers large and small. We feel the best assurances we can offer prospective customers are the productive experiences and results of our present customers.



**“At Mead Johnson, two HP lab automation systems paid for themselves in just six months of operation.”**

*Pat Bryan  
Manager, Pharmaceutical Quality Control*



**“At M/A-COM, HP computer-based instrument systems speed final test 12-fold.”**

*Dr. Alan Carlson  
Manager, Automatic Test Equipment Group*

## Your long-term needs addressed.

Working partnership implies a long-term relationship, in which the initial sale is only the beginning. Our objective is to expand the relationship wherever the “fit” is good. It precludes solving all problems with only HP-available solutions. An exclusive relationship is not prerequisite. We are not timid about working with other organizations to achieve a more effective solution. And we are not afraid to say “no” in the best interests of the customer. Working partnership is a two-

way street. It demands accuracy as well as advocacy.

## More than computers.

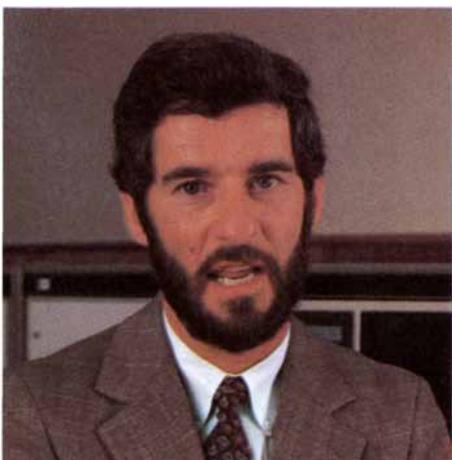
Hewlett-Packard is recognized for the range of its computer solutions in business, industry, science, and medicine throughout the world. Beyond computers, HP offers an enormous variety of instrumentation and computer-based systems. These enable us to work with customers to achieve productivity solutions in such areas as office automation; computer-aided design, manufacturing, and test; and laboratory automation. They also include hospital systems

for intensive care and financial management. HP brings this range and versatility to a working partnership with customers.

## Quality beyond products.

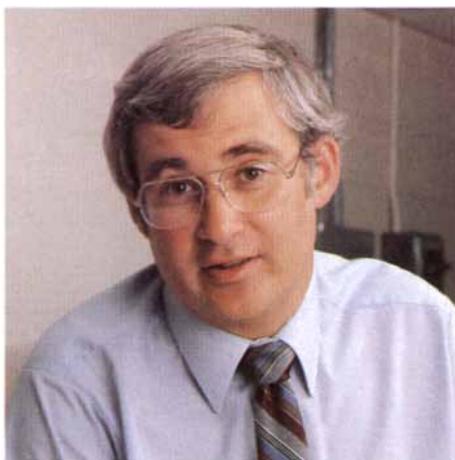
While quality has been directly related to products, we stretch the term to include all aspects of our relationship with customers. Why? Because the same quality and reliability engineered into HP products is built into our customer support programs, worldwide. From the outset, a local support team of specialists who understand your needs will help you develop a cost-effective strategy to meet your goals. HP

# EXPECT FROM A WITH HEWLETT-PACKARD?



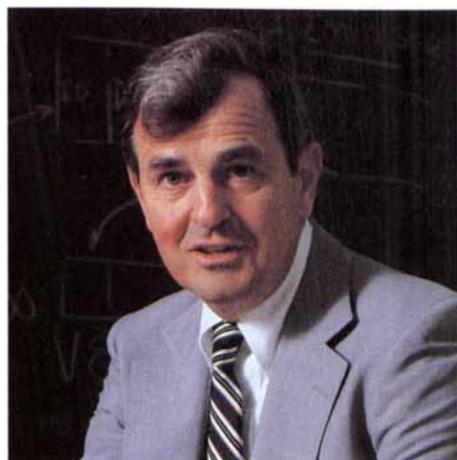
**“At City National Bank, four HP computers deliver mainframe capability at one-eighth the cost.”**

*Newton Gore  
Sr. Vice President*



**“At Likoff Cardiovascular Institute, an HP computer processes electrocardiograms in minutes instead of hours.”**

*Dr. Gary Anderson  
Heart Station Director  
Hahnemann University*



**“At 3M, an HP computer network helps increase productivity, control inventories, and optimize distribution.”**

*Ewald F. Fischer  
Manager, Information Systems*

support takes many forms: help in selecting the right equipment, training programs, remote diagnostics that reduce service calls, service contracts that guarantee covered systems will be up and running at least 99 percent of the time—and a great deal more.

## **R & D that protects your investment.**

Your cost of software is likely to exceed your cost of hardware many times over. This is one reason that much of HP's R & D concentrates on technology that will preserve your software investment while increasing the

performance and reducing the cost of the hardware. What you buy today from Hewlett-Packard will not be obsolete tomorrow. In a working partnership, results as well as costs are measured over time. The best technology preserves and enhances your investment.

## **Satisfaction. Based on 45 years of meeting exacting customer needs.**

From its beginnings, HP has built its business by satisfying the performance expectations of sci-

entists and engineers. They can't accept doubtful performance, uncertain quality, or occasional support in meeting their demanding goals. It's against this background of unequivocal performance that HP builds working partnerships with its customers. After all, partnership is inherent in our name—and is fundamental to our dealings.

In summary, a working partnership with Hewlett-Packard simply means:

*Productivity. Not promises.*

