HEWLETT-PACKARD IN AUSTRALIA

The History of Hewlett-Packard: Hewlett-Packard has been part of the Australian community for over two decades and through the supply of its sophisticated electronic products, has contributed to business, industry, engineering, medicine, science, education and government.

Established in Australia in 1967, the company has recruited a skilled and highly motivated team of over 600 people and has attracted a large and loyal group of customers. An investment of $100 million in facilities and other assets further reflects HP's sense of commitment to the Australian business community. The Australian Software Operation, based in Melbourne, is poised to take advantage of export potential and this year alone has exported over $4 million worth of software. Sales, service and support centres are located in Melbourne, Sydney, Brisbane, Adelaide, Perth and Canberra.

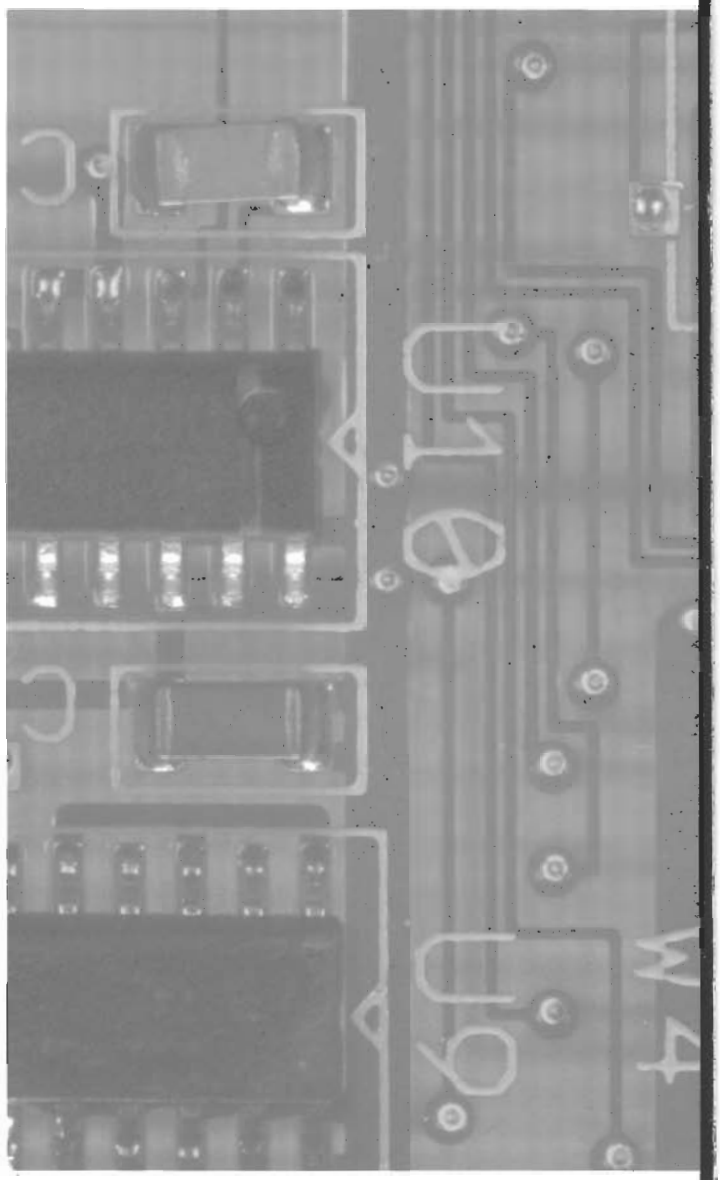
Many people are surprised by the diversity of Hewlett-Packard products. The company is a leading international designer and manufacturer of computers and computer peripherals, test and measurement instruments, analytical products and electronic medical equipment. It was founded by William Hewlett and David Packard in Palo Alto, California USA, in 1939.

Hewlett-Packard's first major sale was to Walt Disney for the animated feature film "Fantasia". That initial product, a new type of audio oscillator, improved upon existing products in performance, size and price. This innovative piece of equipment made a significant contribution to improvements in engineering productivity and set the standard for the many thousands of HP products that have followed.

Today, Hewlett-Packard has a presence in 80 countries, employs over 82,000 people, manufactures more than 10,000 different products and exceeds $US8 billion in annual sales.

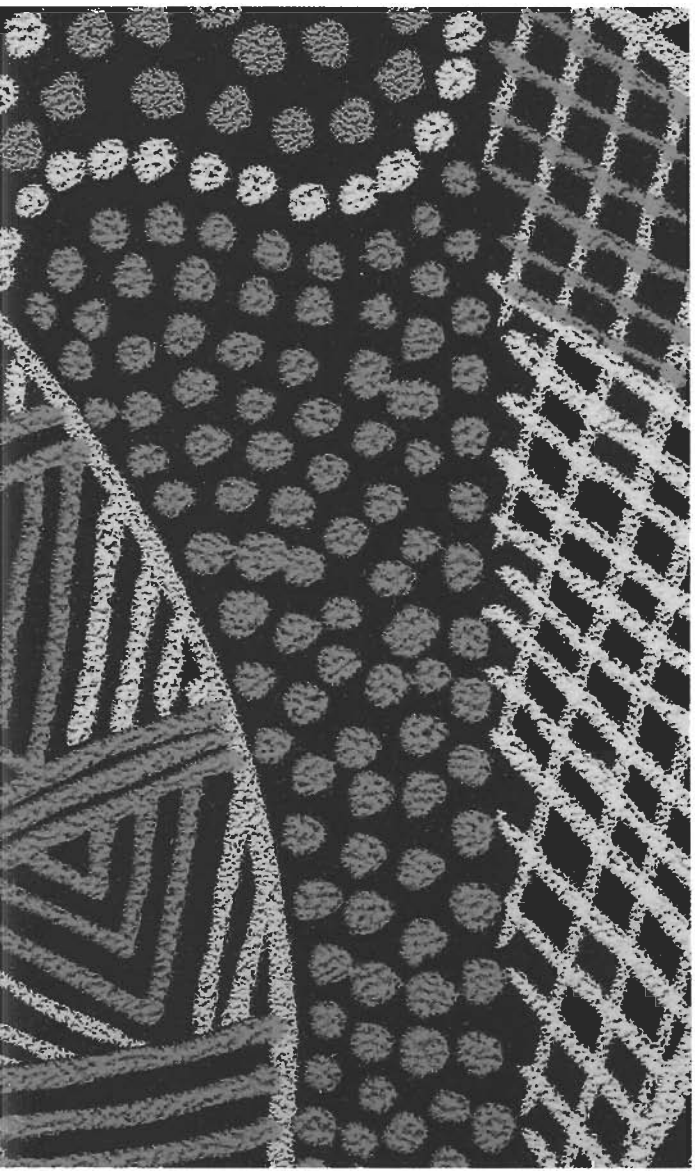
Since its earliest days, the company has maintained a policy of funding growth from profits rather than borrowings. As a result, Hewlett-Packard is financially sound. It has earned great respect in the business community as a well-managed company and is currently ranked No. 51 in the Fortune 500 listing.

Another fundamental strength of the company is its commitment to research and development. Annually, approximately 10% of corporate net earnings is devoted to R & D activities. Included in such activities are contributions and innovative extensions to standards such as OSI, ensuring HP customers benefit from HP's commitment to standards.



hp museum

The Hewlett-Packard Approach to Business: The foundation for Hewlett-Packard's fundamental strengths is the set of basic principles by which the company operates:
Superior customer satisfaction and mutual respect;
Technological innovation and aggressive new product development;
Conservative financial policies that ensure stability;
A commitment to offering products that make a genuine contribution.
The uncompromising application of these principles over many years has set Hewlett-Packard apart from other companies.
In customer surveys, the company regularly rates highly for providing products and services of the highest quality to its customers.
The company applies the principles of Total Quality Control (TQC), a management philosophy completely committed to quality and customer satisfaction.
HP's traditional position of excellence in product design and manufacture is being extended to the administration, field service and sales support functions through the application of TQC. The company also provides support and leadership to organisations whose mission is to promote the principles of TQC within the Australian community.



Having ensured that its products can provide superior, trouble-free performance, Hewlett-Packard provides its customers with a solution-oriented service. The aim is to build a long-term working relationship. The company's representatives and authorised dealers take time to work with each customer to identify problems and needs and develop a cost-effective solution, whether it be a single product or a system comprising several Hewlett-Packard products.
To protect the customer's investment in Hewlett-Packard equipment, the company provides the highest possible level of service. Customers are also provided with expert training and skilled assistance to ensure maximum performance from their Hewlett-Packard products.
Hewlett-Packard Australia's recent achievements have included the No. 1 ranking in industry support surveys for 3 years in a row as well as being the first of the top 10 major vendors to gain pre-qualified offsets status in 1986.
Value Added Resellers play a pivotal role in Hewlett-Packard's Australian presence and will continue to create Australian software for Australian business.

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Hewlett-Packard Products for Australia

Business Computers: Effective management of information is a vital aspect of any business which aims to be successful. The Hewlett-Packard approach is to develop a close working relationship which enables all aspects of the customer's needs, be they large or small, to be analysed, objectively. Then an appropriate solution can be developed comprising an integrated system of hardware, software and support.
Hewlett-Packard has high quality computer systems which cater for evolving business needs. As well, the company manufactures a wide range of peripheral equipment, for use with its computers, including terminals, disc and tape drives, printers and plotters. Customers receive comprehensive support through consultations, training, seminars and telephone and on-site service.
Evidence of Hewlett-Packard's commitment to the development of innovative, high-performance products is the introduction of Precision Architecture based on reduced instruction set computing (RISC), a breakthrough in design simplicity for computers. The new precision architecture provides greater speed and performance than ever before. For Hewlett-Packard's customers, the benefit is simple, effective communication resulting in increased business efficiency.

Personal Computers and Peripherals: The quality and capabilities of the company's range of high-performance personal computers are exemplified in the Hewlett-Packard Vectra PC which won the "PC 86" award for the best desktop personal computer. Through its Australia-wide network of around 300 dealers, Hewlett-Packard focuses on specific professional market segments, such as desktop publishing and computer-aided design.
With its ability to integrate an appropriate personal computer with the required peripherals, such as laser printers or graphics plotters, the company can provide the customer with a complete PC-based solution – hardware, software and support.

Featured on these pages are a cross-section of Hewlett-Packard customers.

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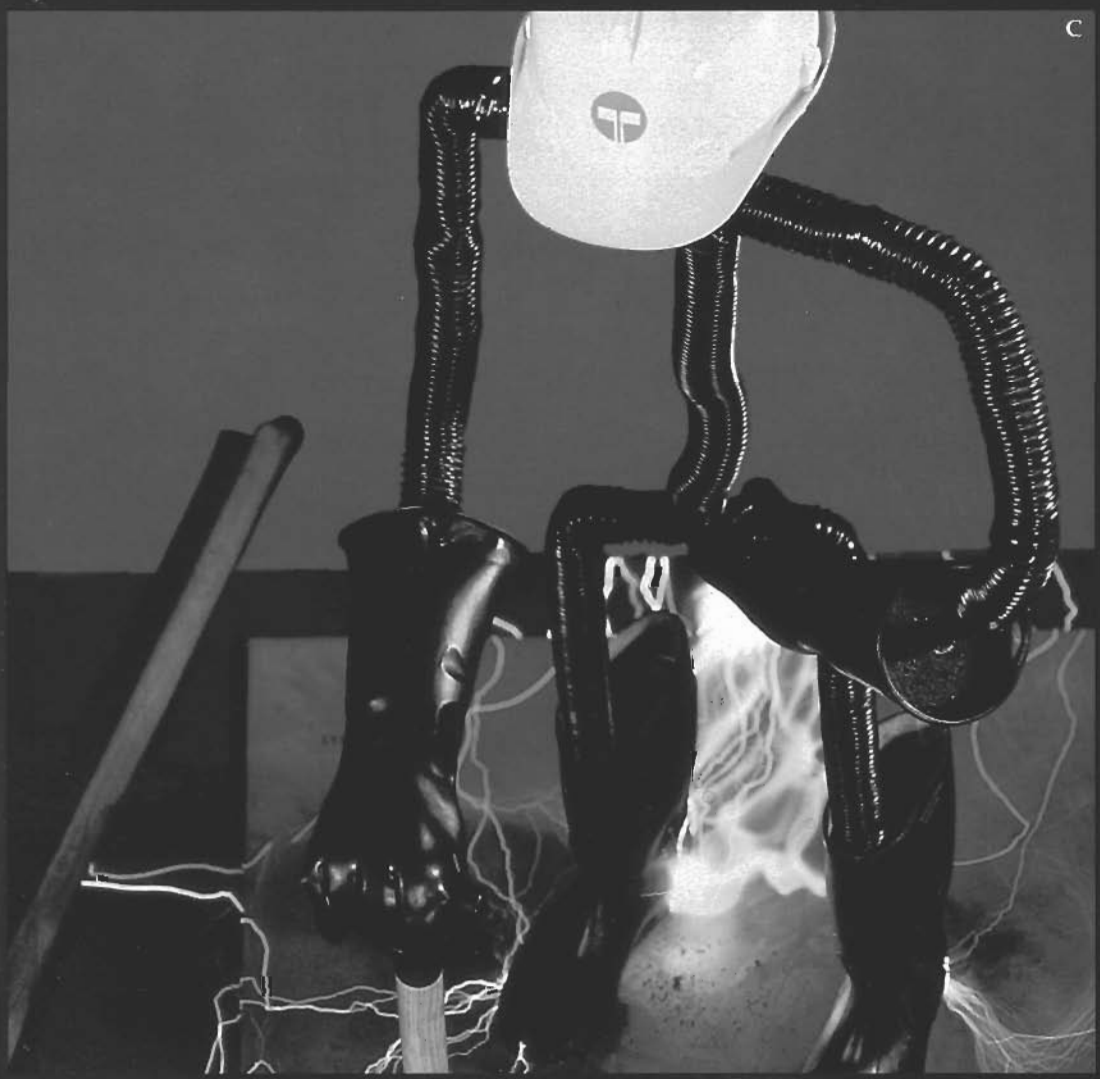
B

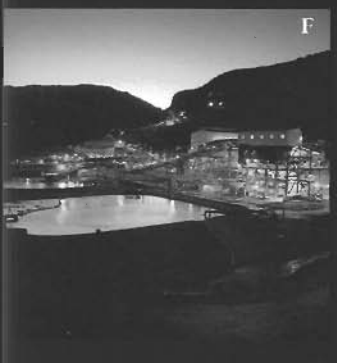

C

A. Australian Stock Exchange Limited
B. Australian War Memorial, Canberra
C. Telecom Australia
D. Heine Bros (A'Asia) Pty. Ltd.
E. Fletcher Jones

D

E

Computers for Engineering: Productivity is the key to success in industry. The people of Hewlett-Packard concern themselves with understanding the operational aspects of an organisation so that an effective, reliable and cost-efficient system can be packaged to meet productivity goals.
All aspects of a product's manufacturing cycle can be enhanced through computerised facilities such as computer-aided design and engineering, operational planning and control systems and factory and plant automation. Hewlett-Packard can develop an appropriate plan and provide the hardware, software, training and support. What's more, the plan can be tailored to enable the computing capability to expand as the organisation grows. Similarly, Hewlett-Packard has a range of powerful systems based on Precision Architecture developed specifically for scientific applications.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G

H

F. Argyle Diamond Mines
G. BHP Steel Coated Products – Sheet and Coil
H. Hamersley Iron
I. NSW State Rail Authority
J. Aerospace Technologies of Australia F/A-18
K. Olex Cables

I

J

K

Test and Measurement Instruments: Hewlett-Packard has long been the acknowledged leader in the design and manufacture of test and measurement instruments. Products from Hewlett-Packard are preferred for their technical innovation, reliability, serviceability and precision.
The vast product range extends from high volume items such as digitising oscilloscopes and protocol analysers, to sophisticated board test systems, to the most technically advanced measurement instruments available.
Hewlett-Packard test and measurement instruments are used by manufacturing industries, government and scientific institutions.
Hewlett-Packard, increasingly, is integrating its measurement and computation technologies, resulting in improved accuracy and higher levels of automatic control enabling the company's customers to enhance their performance and productivity.

Analytical Products: Hewlett-Packard is an industry leader, indeed it has been a pioneer, in the application of computation technology to enhance the speed and accuracy of chemical analysis. The company's products are valuable tools in chemical, biomedical and forensic research. They enable precise analysis of foods, water, air, fuels, pharmaceuticals and a variety of industrial products.

Medical Equipment: Hewlett-Packard has a close working relationship with the medical profession and is the world's leading supplier of clinical diagnostic and patient management systems. Medical equipment developed by the company plays a vital role in operating theatres, casualty wards, coronary and neonatal intensive care units and medical research centres.
Hewlett-Packard's high technology systems monitor and record such critical data as heart rate, blood pressure, body temperature, respiratory performance and levels of oxygen and carbon dioxide.
Accuracy and reliability of performance are essential in these life-saving areas of health care and the company is held in high regard for its product quality, service and support.

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M

N

O

P

L. Royal Melbourne Hospital Intensive Care Unit
M. Ericsson
N. NEC Australia Pty. Ltd.
O. Siemens Ltd
P. State Forensic Science Laboratory

Australian Software Operation: Hewlett-Packard Australia's main business is the sale and support of HP products in Australia. By contrast, the Australian Software Operation (ASO) is in the business of providing information management tools to HP customers around the world. Nearly all of the ASO's business is export-based.
The main product of the ASO is the 4GL "HPtoday" which has been chosen by Hewlett-Packard as the strategic fourth generation language for all of HP's operating systems.
"HPtoday" is currently being marketed for HP's Unix machines and development is underway to provide versions to run under HP's other operating systems.
The establishment of the ASO in 1984 was HP's strategic response to the Australian Government's Offsets program of that time. The strategy was based on HP's Citizenship Objective, which states that HP should be an economic and intellectual contributor in each society where HP operates. The leadership contributed to the development of the Government's new export oriented "Corporate Citizenship" program.
The establishment and ongoing expansion of the Australian Software Operation is an indication of HP's long term commitment to Australia.

Australian Response Centre: Twenty-four hours a day, five days a week. This telephone support facility can be accessed by customers from anywhere in Australia. The centre is linked via a toll-free telephone line with Hewlett-Packard's major Response Centres in the USA and the UK. The objective of this exceptional facility is to provide a One-Call-One-Solution service to solve customers' hardware and software queries. This approach ensures the highest possible level of service to Hewlett-Packard's customers. Those situations which require on-site or follow-up service are referred to a local field engineer.

Q

R

Q. Australian Software Operation
R. Australian Response Centre

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