

interACTIVE

May 1995

The HP magazine for I.T. professionals

Issue No. 5

"If only there was
an all-in-one
solution that lets
me get down to
business ..."

 **HEWLETT
PACKARD**

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the home
office
environment



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Help

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compatibility information straight
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1. Dial (03) 272 2627 on your tone
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(09) 356 6642.
2. The voice menu will prompt
you to enter information from
your phone/fax keypad. This
will include a Document ID
number(s) and your fax
number.*
3. When the voice prompts you,
hang up.
4. The literature you requested
will be sent immediately to
the fax machine you specified.

*To receive HP FIRST
information in New Zealand,
callers, when prompted to key
in their fax number, must first
add the international phone
access code, followed by the
country code and the city
code, eg. 0011 64 9 (fax no.)

WIN

AN HP OFFICEJET LX PRINTER/FAX/COPIER

All letters to the editor have the chance to win a valuable
prize. This issue's prize for the best letter or comment on
any of the articles in *Interactive* is an HP OfficeJet LX
Printer/Fax/Copier, valued at over \$1700.

Letters

to
the

Editor



*I*n the last few years,
the face of business has
changed considerably,
and continues to do so.
Increasingly, as
competition escalates
and running costs
skyrocket, business
owners and managers
are searching for tools
to allow them to run
their business more
effectively – both from
their office and remotely.
This issue of *Interactive*
looks at this trend, with
a focus on the Small
Office/Home Office
(SOHO).

Other articles in this
edition examine the
issues faced by a small
business in Australia,
and by one of New
Zealand's largest health
care services. We also
look at some of the
reasons behind HP's PC
and peripherals success.

As always, your
comments are welcome.

Adrian Weiss
Editor

Issue 4 of *Interactive* attracted a variety of letters
and comments. Readers commented not only on
the contents of the magazine, but also on such
issues as HP's concern for the environment, the
company's philanthropic activities, and the
computer industry in general.

The winning letter for this issue, however, came
from Richard Bowyer, of DSTO. Congratulations,
Richard. Your letter, below, has won you an HP
200LX Palmtop PC. In response to your
suggestions, our *New Products* section will now
include recommended retail pricing, and you can
be assured that we will continue to include
"examples of real-life solutions to business
requirements" in future issues of *Interactive*.

Dear Editor,

*I found the articles in issue 4 of Interactive to be
interesting and informative, and as you say in your
introduction, colour does make a profound
difference in making documents memorable. On
the New Products page, I would have liked to see
some indication of pricing on these items for basic
configurations (maybe in the future?) The
examples of real-life solutions to business
requirements is a section which I hope will remain
a regular feature in the pages of Interactive.*

*Growth and productivity are two main themes of
this issue. I was particularly interested in the
comments of Lew Platt, in the article on page 8
titled: "Why HP's Fortunes Continue to Grow." In
this article, he attributes the growth, and
presumably the success of the company, to the
people of the company. It is encouraging to read of
this attitude being expressed from within such a
mainstream company as HP, and is indicative of an
enlightened management philosophy. I am sure
further growth will occur based on a diet of
successful (finger-licking good) solutions, such as
that achieved for KFC.*

Sincerely,

Richard Bowyer
Electronic Engineer
DSTO, South Australia

HP shapes the home office environment

Advances in personal computing technology have made home-based business a reality for thousands of workers around the world. The introduction of the personal computer has made it possible for home-based companies to conduct the high-level business activities previously associated only with the corporate environment. The availability of low-cost fax machines, too, has added to the appeal of doing business at home and – as well as making communication with customers much easier – fax machines have helped home-based business compete with larger corporations.

Today, multi-function systems – single units that perform two or more common office-related tasks – are making home offices even more practical and productive.

LINK Resources, a New York-based research firm, divides the home-office worker into four distinct categories:

- The first and largest is the primary self-employed home worker. This group consists of those who derive their primary incomes from self-employment.
- The second category is the part-time, self-employed home worker. These individuals hold down two or more jobs and work out of their homes on a part-time basis. Their home-based businesses typically are used to supplement their primary incomes.
- The third type of home worker is the telecommuter. This category consists of company employees who work at home either full or part-time during regular company business hours. As large companies look for ways to reduce overhead costs, provide added employee flexibility and solve many of the problems associated with a high-volume work force, the number of telecommuters has grown substantially.
- Lastly, the high-tech corporate after hours home worker category is made up of individuals who have set up home offices specifically for the purpose of doing company work after normal business hours.

Meeting Special Requirements:

Perhaps more than any other market, home-based

businesses are particularly sensitive to issues regarding reliability, compatibility, space and price. Unlike bigger corporations, these companies cannot afford specialists to design communication systems or repair downed units. Along with the purchase price of the product, home office businesses are also concerned with the unit's design and specific capabilities. Limited space makes system size a top concern. Most importantly, professional home office users want products that provide high-quality functionality quickly and easily.

In an effort to meet the special needs of the home office environment, manufacturers are designing multi-function products. Typified by the HP OfficeJet LX personal printer/fax/copier, this integrated system combines the capabilities home office users want most – high quality printing, plain-paper faxing and convenience copying – into a single desktop unit.



• *continued overleaf*



HP shapes the home office

Research indicates that the most popular multi-function products provide the functionality of two or more machines without sacrificing the basic operational expectations of individual units. According to BIS Strategic Decisions, a US-based research firm, multi-function devices should provide, at minimum, the following features:

Printer features:

- Page description language.
- Support for a selection of fonts and/or printer emulations.
- Resolution of at least 300 x 300 dpi (dots per inch).

Fax features:

- Enhanced functionality of basic fax technology (plain-paper capability, ease of use etc.)
- Other functionality at a level that meets basic operational requirements (clear printouts, number presettings, memory, auto redial, etc.)

Copying features:

- Multiple copies in a single scan.
- Selection of copy size adjustments.
- Contrasting options.

This integrated system combines the capabilities home office users want most – high quality printing, plain-paper faxing and convenience copying – into a single desktop unit.

• *continued from page 3*

The three-in-one design provides the home office worker with the functionality of three individual products and yet requires considerably less space.

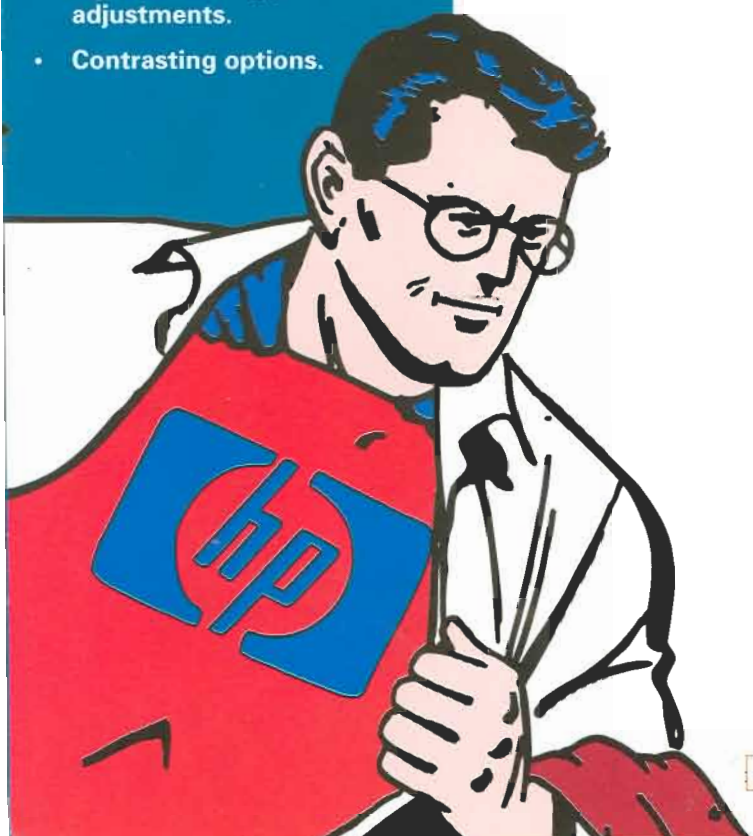
An explosive market:

According to BIS Strategic Decisions, a US-based research firm, sales of multi-function systems will rise from 28,000 units in 1993 to over half a million in 1998, the greatest market opportunity for multi-function systems expected to come from the home office market. In 1992, only 2500 multi-function products were sold to office users. With improved technology, dipping prices and an increase in the number of home office workers, growth in this segment of the market is expected to increase more than 180 per cent by 1996.

Market-research firm Dataquest reports that, in order to be successful, multi-function products must focus on printing functionality. While all of the system's operations must perform satisfactorily, the printing function must be first rate. By today's standards, this requires high quality output, the ability to print on a variety of media and compatibility with today's industry-standard PCs and software applications.

Additionally, Dataquest's research indicates that, as small businesses and home office workers look to replace their slippery-paper fax machines, they will consider purchasing multi-function products if they offer plain paper faxing capability. According to BIS, vendors that do not develop multi-function units with plain paper fax technology may lose sales of 20,000 units or more per year, as potential customers are reluctant to pay for technology they already have.

Most importantly, studies show that the biggest challenge to growth in the multi-function market is price. In order to appeal to home office workers, a printer-fax-copier system must offer this price sensitive market more for its money. A recent drop in price and increase in functionality highlights the fact that the multi-function industry is currently poised for enormous growth. The three components necessary for the success of multi-function systems – technology, price and need – are in place. As consumers become aware of the availability and advantages of multi-function systems, the popularity of these new products will skyrocket.





Colleen Godsell

Environmental consultant Colleen Godsell works from home where her HP OfficeJet LX lets her small business make some big pitches.

*F*rom the chickens scratching around her backyard in Mosman recycling vegetable waste to being one of Sydney's premier environmental consultants, Colleen Godsell is green. This environmental

consciousness extends to Colleen's home office from where she consults to organisations such as international airlines, municipal councils and government departments.

To cater for her office equipment needs, Colleen uses Hewlett-Packard's new OfficeJet LX, which provides the small or home office with an HP DeskJet quality printer,

retail price of only \$1736, including sales tax. Prior to the OfficeJet's introduction to Colleen's business, she was using a dot matrix printer, had no fax machine or photocopier and had not even considered scanning information.

"The product has saved me a lot of money. I was at a point with my business where I was considering very seriously having to invest in a high-quality printer and fax. Now I have achieved that with one machine, with a bonus photocopier and scanner. It's questionable whether four separate machines would have fitted into the home" she said.

Colleen consults to organisations on ways that they can, for example, start on-site composting or use biodegradable cleaning products. "I can prove to them that it will not only give them a better public image, but it will also save them money," she said.

"It's about telling people that recycling is not really the answer to the future. If people don't start taking responsibility for their own waste, then we will be trucking our waste into the country because Sydney will run out of land fill space in about three years," Colleen said. Not surprisingly, Colleen's business is thriving. "I think a significant part of my business growth can be attributed to having a high-quality business

"You have one unit with one paper supply and one ink cartridge that requires one power source. That's far better for the environment than having four different machines that each needs its own power and consumables."

plain paper fax and PC fax, convenience photocopier and scanner all in one space-saving device that costs less than separate machines.

"As an environmentalist, the OfficeJet LX is fantastic. You have one unit with one paper supply and one ink cartridge that requires one power source. That's far better for the environment than having four different machines that each needs its own power and consumables," Colleen said.

The OfficeJet LX offers 600 x 300 dpi print quality with 32 levels of grey. It is compatible with Windows and DOS software. For faxing, there are 60 automatic dial keys and automatic redial attempts to save time. The OfficeJet is extremely easy to set up and use and has a recommended

tool that has given me the confidence to seek out larger organisations that expect a much higher quality of presentation."

"If I was to buy four separate pieces of equipment, it is doubtful whether they would have fitted into my home office. I have a limited amount of space. I now have all the tools I need, which has also benefited other family members. My son does all his school reports on it," Colleen said.



Setting up a



A professional home office user was recently asked: "What's the number one concern for succeeding in a home office?" Her reply? "Organisation, organisation, organisation!"

In the past, location was said to be a key ingredient to the success of a business. Now, thanks to today's high technology which makes it possible to instantly communicate worldwide from virtually anywhere, location is less critical. Efficiency has become the cornerstone of success in the home office.

In response to this escalating need, there is a rapidly growing range of retail products designed specifically for the home office market. But, as Janet Attard says in her book, *The Home Office and Small Business Answer Book*: "Let the type of business dictate what equipment you need rather than your emotions and you'll make the right choices."

Following are some of the many important criteria that should be considered when setting up a professional home office.

The Work Space:

- While the geographical location of a business may not be as critical as it once was, the office location within the home can mean the difference between success and failure. As Stephen Cooper, a high-tech marketing consultant, said of his home office: "Workspaces are magical places. My environment contributes to feeling integrated and connected to my work."
- What is necessary is a separate space in the home, dedicated to the business, and isolated from the rest of the family, whether it be an extra bedroom, den, loft, or garage.
- The work area should feature good lighting, either natural or artificial.

**Efficiency has become
the cornerstone of success
in the home office.**

home

office

A recent Harris poll indicated that lighting is the No. 1 environmental factor affecting productivity.

- The same Harris poll indicated that office-based professionals spend 75 per cent of their day at their desk.

It is important, then, to purchase business furniture that will contribute to comfort and productivity. Another aspect to consider is whether the home office worker will have clients meet in their office. The desk or work surface should be regarded as the communications centre of the office and should reflect the appropriate degree of professionalism.

Communications:

Today's communication choices are greater than ever, but there are some products particularly valuable to the home office market. Top considerations when choosing communication tools are quality, affordability, reliability and size.

Basic essentials for the home office include:

- Multi-line telephone (preferably with speaker phone). Provides flexibility and professionalism.
- Call-waiting (not suggested if sharing a telephone/fax line).
- Answering machine or voice-mail system. If used correctly, allows mobility while enhancing professionalism.
- Electronic mail. Offers easy contact with the rest of the world; clients, vendors, corporate offices and friends.
- Business cards and stationery (be sure that paper supplies and printer are compatible). Adds authenticity; identifies the home office as a "real" business.

Hardware:

- Personal computer system – with a minimum of 4MB RAM

(preferably with CD-ROM). Look towards the future with a computer that has expansion and add-on capabilities.

- Personal Printer/Fax/Copier – a new product category that combines three essential office products into one. This combined printer, plain-paper fax and convenience copier offers a very sensible way to save space, reduce costs and increase productivity.
- Scanner – invaluable for graphics and desktop publishing.
- Power strip with surge protector used to prevent loss of equipment and data.

Software:

In order to select the right software programs for you, first you must understand what your company's needs are, then read the product reviews in the computer magazines, and/or consult your local dealer.

Word processing, spreadsheet, database, and presentation programs will take care of your basic software needs, and "bundled" packages such as Works or Suite, can be purchased at a considerable saving. Depending on your particular business, you may wish to supplement these with an accounting or financial package, or other specialised programs.

Help is at hand:

Your accountant and lawyer often become your "spiritual" business partners. Contact them for information on insurance, business licenses, maintenance, service agreements, guarantees, and of course, tax requirements.

There are also a growing number of small business associations, and a variety of magazines targeted specifically at small business and the home office.

Quality, affordability, reliability and size are key considerations when choosing communication tools.

Scanning the



Chris Hales, "our challenge is to provide high quality imaging services, cost-effectively."

Chris Hales, of Chris Hales Imaging, a presentation and general imaging bureau located in Box Hill Victoria, had come to the conclusion that his current hand-held scanner, while useful, was severely limited in what it allowed him to do.

A rapidly growing number of his clients wanted to incorporate photos, logos and a variety of artwork into their 35mm slide, overhead and screen show presentations. Chris had also received several requests to handle pre-press work. As the frequency and the complexity of these projects increased, so did Chris's dissatisfaction with the hand-held scanner he had been using. The hand scanner offered too few levels of grey scale, was slow, required several passes to scan large

items and was difficult to use in a straight line. Chris knew that a quality desktop scanner offered solutions to all these problems, was easy to use and would offer substantial productivity increases.

Desktop scanners, such as the HP ScanJet IIIp and HP ScanJet IIcx, are similar in function to the familiar office photocopier. They may also be thought of as a form of electronic camera and are used to scan photographs, drawings, sketches, blueprints, logos and the like, and, with the optional transparency adapter, can scan images from photographic transparencies. With the addition of Optical Character Recognition (OCR) software, they can convert printed text to electronic data which can be edited by text editors and word processors.

"We're in the presentation business," says Chris. "Our challenge is to provide high-quality imaging services, cost-effectively. The hand-scanner was fast becoming a third-rate solution."

Chris, trained as a scientific and medical photographer, has been an admirer of Hewlett-Packard products since owning an HP 25 scientific calculator while at university.

He has also owned various HP plotters and printers over many years and had experienced first-hand HP's quality, reliability and support. He has a small but

Over one billion COLOURS

1782 KODAK

fast scan speeds

256 Greyscale

2400 dpi

TECHNOLOGY

big picture

busy network of 4 PCs and a Macintosh, running a variety of presentation, drawing and image manipulation software. When it came to selecting an A4 flat-bed scanner, the choice of brand was easy. "We chose the HP ScanJet IICx scanner and transparency adapter because it offered the combination of features we needed: high resolution; robustness; and versatility at the right price – as well as compatibility with our SCSI system and all popular file formats and software used in our mixed PC/Mac environment. When you're in business for yourself, you just can't afford to buy hardware that doesn't do exactly what you want," said Chris.

Chris has been involved with the presentation industry since 1978. His company, which he founded in 1990, offers a comprehensive range of 35mm slide, A4 overhead, image capture and manipulation services for both large and small businesses, and for the medical and education markets. Chris is proficient in all popular presentation and graphics software, on both PC and Macintosh, including Freelance, PowerPoint, Persuasion, Harvard Graphics and Corel Draw. He also conducts training in the use of presentation software and is a reseller for all the graphics products which he supports as a bureau. The acquisition of the HP ScanJet IICx has significantly added to the portfolio of services that Chris Hales Imaging can offer to its growing list of clients.

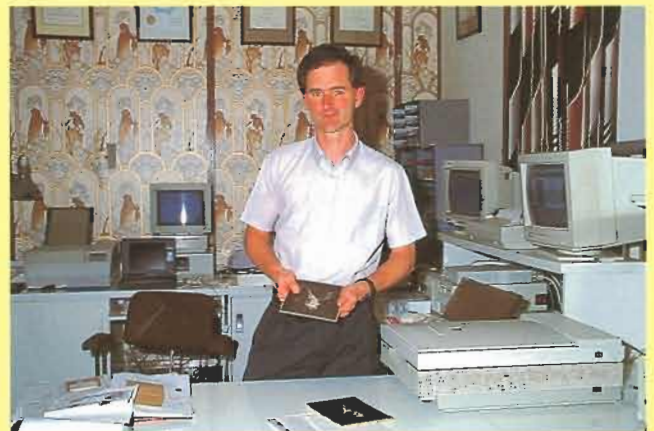
"We use the HP ScanJet every day – it has opened up several new avenues for us and makes us less reliant on out-sourcing." The scanner is used mainly for incorporating photographs and other graphics, such as logos and graphs, into clients' presentations.

Chris estimates that 15 per cent - 20 per cent of his clients currently use his scanning services, directly or indirectly. He believes that as more clients discover the benefits of scanning, this will grow to about 40 per cent – a substantial increase, but one which he feels he could comfortably handle.

While it is true that many of Chris's current clients could benefit from purchasing an HP scanner to handle routine scanning tasks themselves, Chris points out that most would still require the expertise of a business such as his for more complex jobs. As well, it is important to recognise that certain cases are still best handled by photographic reproduction rather than scanning.

"Many people don't realise that high resolution colour scanned images may easily be as large as 30 MB or

more," says Chris. "Using a combination of DeskScan II (the ScanJet's resident software) and our own expertise in image manipulation, we are able to carefully evaluate the end use of the image before scanning so that we don't create unnecessarily large images; clients often try to use a 20 MB file when a 5 MB file would suffice. Another area which can cause problems for inexperienced users is colour calibration between the scanner, monitor and printer. Getting this right is critical



Chris has been involved with the presentation industry since 1978.

to success in outputting accurately scanned colour images. DeskScan's built-in calibration facility greatly simplifies this process, takes only about 10 to 15 minutes per printer to run and will substantially improve printer reproduction."

Chris quotes attention to detail, software expertise and commitment to customer satisfaction as key elements in the ongoing success of his business. The HP ScanJet IICx has broadened the range of services he can now offer and has significantly increased his productivity. And, in a world where everyone is constantly "scanning" for ways to effectively differentiate themselves from the competition, his clients are also reaping the rewards.

Editor's note: Hewlett-Packard has since released the HP ScanJet 3c scanner, which replaces the HP ScanJet IICx scanner – see Page 15.

Time to get smart with **HP** SmartMoney

HP SmartMoney has several key advantages which include:

1. **Low Interest Rates** – HP has access to low-cost offshore funds allowing the benefits to be passed onto the customer.
2. **Total System Funding** – HP SmartMoney allows customers to finance their entire system on one simple plan. Hardware, software, third party products and maintenance can all be included in a single monthly billing.
3. **Flexible Upgrades** – HP SmartMoney provides easy revision for adding to or upgrading equipment
4. **Special Payment Structuring** – Special finance plans can be developed to accommodate the cash flow requirements of individual customers.
5. **HP SmartMoney customers** become associated with the largest and fastest-growing lessor of HP technology in the world.

The 1990's has seen unprecedented changes in consumer purchasing patterns. Long gone are the days when consumers would save for months, or even years, to purchase valuable equipment. Effective and flexible finance is now an optional service demanded by most customers. In response to this new trend, and in keeping with HP's long-standing tradition of customer satisfaction and service, Hewlett-Packard has introduced HP SmartMoney.

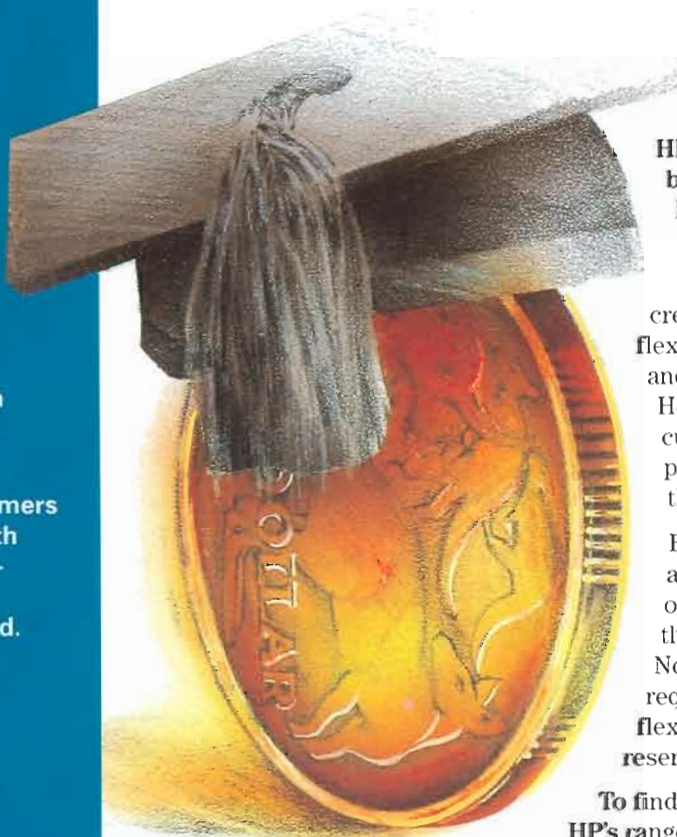
HP SmartMoney is a service that caters for the needs of customers who demand affordable and flexible finance. HP SmartMoney gives customers the ability to choose a tailor-made financing option that helps reduce the risk of purchasing new equipment. With HP SmartMoney, customers can now purchase products without the restriction of having to pay up-front for the equipment.

Available through authorised HP resellers across Asia Pacific – on the complete range of HP reseller products – HP SmartMoney is a service provided by Hewlett-Packard Australia Finance Limited.

"Shorter product life cycles and the shift to desktop computing is creating a need for increased flexibility in hardware requirements and supply," said Laura Hoyle, of Hewlett-Packard Finance. "Many HP customers need a choice of financial products to help them better manage their technology."

Financing offers important advantages that allow customers to only pay for what is used today, and the option to upgrade tomorrow. Now, customers with small equipment requirements can benefit from the flexibility and convenience normally reserved for larger technology users.

To find out more about HP SmartMoney, or HP's range of flexible financing services, simply call HP toll-free on 13 1347.



The '90s and beyond

HP's PC and peripherals strategy



Dick Watts - general manager for HP's personnel information products group

The success of Hewlett-Packard's PC, peripheral and networking products has not happened by chance. The phenomenal growth and success has been largely a result of HP's new focus on the market place. HP is now the fastest growing PC vendor world-wide, is the undisputed leader in printers and is a dominant player in the networking marketplace.

Hewlett-Packard in the eighties recognised a need for better customer orientation and market focus which led HP executives to rethink their current strategies and focus on the future. The new innovative strategies that resulted were based on extensive market research. HP's weaknesses were identified, and strategies to overcome those weaknesses were adopted.

A desire to become more efficient and effective saw HP rationalise its manufacturing plants world-wide. Manufacturing was consolidated into more efficient sites with larger production volumes. These changes have had a big impact on cost structure, allowing HP to be more competitive in an increasingly cut-throat market.

HP's general manager for Personal Information Products group, Dick Watts, believes key factors for success include data security, reliability and performance. The computer industry has become extremely price sensitive over the past few years, and increased competition has driven prices down, making recognisable brands more popular. "Name-branded PCs are now the products to buy. It's no longer tough to defend a decision to buy an HP PC," Mr Watts said.

HP's PC strategy is aimed at identifying ways to do things more efficiently. Additional costs incurred should be directly tied to customer benefits. For example, upgradability, security features and better graphics for high performance Windows applications have been engineered into HP Vectra PCs. These features directly benefit the customer and provide real value.

Alternatively, costs incurred which do not add value to the customer are cut. Market-oriented factors such as these have driven Hewlett-Packard to be among the top ten PC manufacturers in the world.

Hewlett-Packard has become much more market oriented and customer focused as a result of the new

strategy. "We've poured a lot of our focus into things that customers want. We've made our products more desirable and this has given our customers the reasons to buy HP," said Mr Watts. This has meant that HP has spent a lot of time investing in new technology, creating markets rather than joining existing ones.

HP has developed a real commitment to producing quality new products. When HP introduced its first LaserJet printer in 1984, the competition was heavily involved in impact printer technologies. Ten years later, Hewlett-Packard is world renowned for its leadership in laser printing, and this leadership has been effectively protected through aggressive advertising and promotional programs, and by staying a technological step ahead of the competition.

Hewlett-Packard's extensive local distribution system

The key factors for success include data security, reliability and performance.

has been a strong competitive advantage over the years. HP prides itself on the team approach it takes with its resellers. Strong relationships between dealers and HP have helped boost sales to record levels. The cost cutting program has not affected the distribution system. "We believe that there are costs to be saved from more efficient designs and manufacturing processes through existing sales and distribution channels", said John Bieske, general manager of HP Australia's Computer Products Organisation.

HP has effectively identified and targeted user needs capturing a commanding position in the PC and peripheral market. These factors as well as HP's innovative commitment to the future will surely keep HP at the forefront of the computer and peripherals marketplace through the 1990's and beyond.

A healthy



The new HP AdvanceStack hubs are scalable and stackable, allowing network connections to be easily added or altered as the CHE's needs grow and change.



HP's OpenView network management software links directly into the hubs.

Eighteen months ago Auckland's Healthcare services were restructured into three separate Crown Health Enterprises. With the funding split, the gigantic task of reallocating resources to create independent private enterprises was begun. Fundamental to this restructuring was the realignment of the information systems supporting Healthcare services. Previously, all major healthcare facilities throughout the Auckland region were networked together to share information systems. They accessed the same mainframe computers and Unix servers to share single databases for the Patient Administration System, the Financial and Stores System, the laboratory System and the Radiology System. By March 1995, South Auckland Health planned to have its own distinct and separate databases, accessing the shared host computers independently of the other CHEs.

“Within three years we anticipate we will support 650 PCs on the network”

Administrators at South Auckland Health recognised that their existing information systems were not going to be able to cope with future healthcare demands. A strategic plan was developed, aligning information technology requirements with business initiatives. The three year plan encompasses both replacement and upgrade of existing core, departmental and clinical systems. Key technology principles dictate open, scalable systems for flexibility and future proofing, graphical user interfaces for easy communication of information across the entire enterprise, and a modern network that could be managed efficiently and effectively to yield the information today's growing healthcare environment demands. Upgrading and separating the network was a top priority. From hundreds of '286 and '386 personal computers located within South Auckland Health facilities which ran terminal emulation software on a proprietary network, South Auckland Health have moved to PCs

Hewlett-Packard

network

HP
Hewlett-Packard

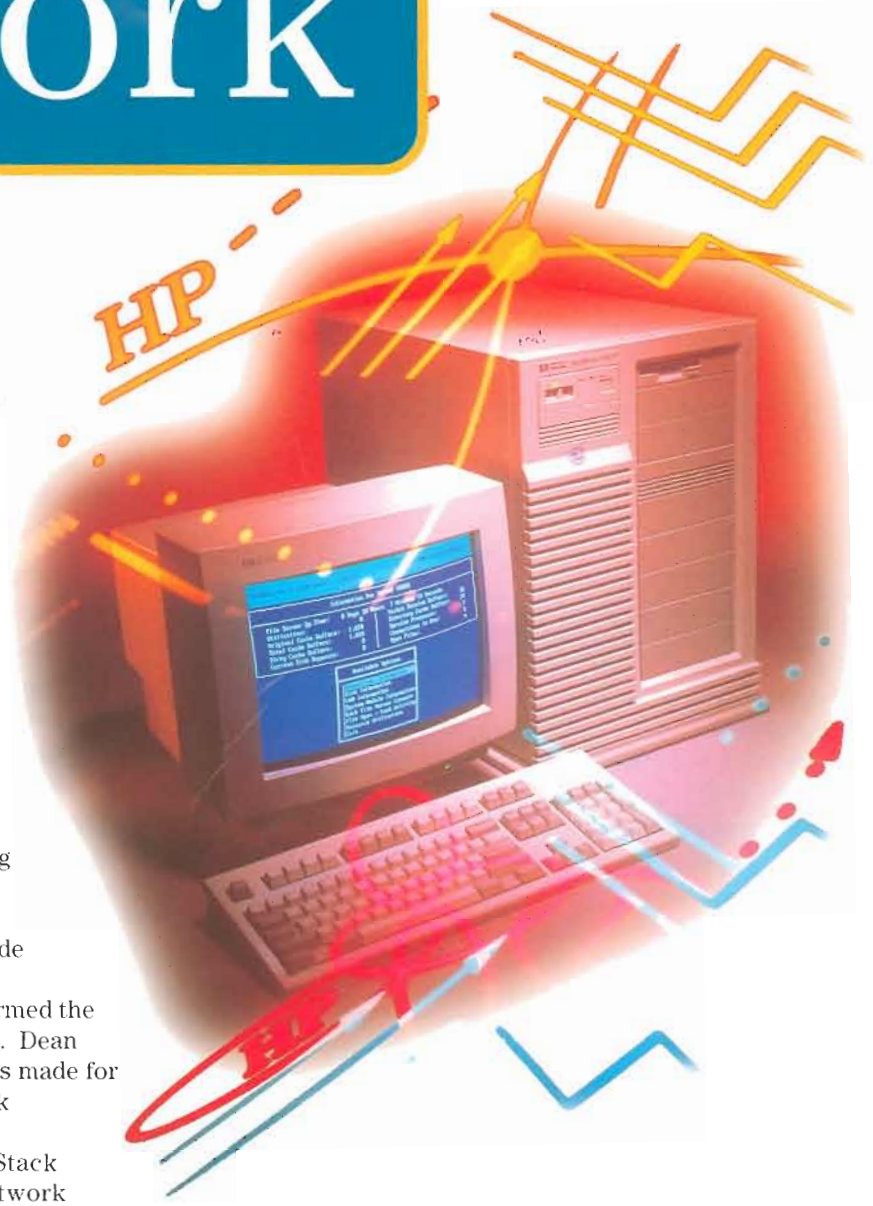
network

supporting Windows. "Within three years we anticipate we will support 650 PCs on the network" says Dean Welsh, Technical manager at South Auckland Health. In addition, numerous Local Area Networks (LANs), and several Unix and NT servers have been established to support a new mental health system, a new maternity system and a new casemix management system.

The trend towards more graphically-orientated applications in a client-server environment has resulted in greater loads on the network than previously encountered. A network capable of coping with that growth and providing the necessary reliability and flexibility of access to diverse services was vital. To date, the progress made at South Auckland Health has been impressive. Working from the existing network structure - it was important that healthcare services continued uninterrupted - South Auckland Health has made major improvements over the past 12 months. Hewlett-Packard networking products have formed the cornerstone of the new network infrastructure. Dean Welsh explains "The choice of HP products was made for three main reasons: Flexibility, ease of network management and price."

The HP EtherTwist Plus and newer AdvanceStack hubs are scalable and stackable, allowing network connections to be easily added or altered as the CHE's needs grow and change. HP hubs have telco connections, compatible with the older, proprietary network equipment, they have RJ45 phone connection adapters to transmit data over cable and they offer SNMP capabilities. A high-speed Ethernet switch is being installed to segment the network and improve overall performance, and build in redundancy for reliability at the same time.

Importantly, HP's OpenView network management software links directly into the hubs. "This is a great advantage for network administrators" says Welsh, allowing them to monitor and manage the network easily and effectively. A special benefit of HP OpenView is that it allows administrators to turn ports on and off, for management of security right down to the level of individual users. It is also a great aid to capacity planning, enabling administrators to track and improve network utilisation.



"Network performance is an important issue when you are moving from largely character-based systems to graphical client-server systems" says Welsh. There are 22 HP hubs in the South Auckland health network today as well as the HP high-speed Ethernet switch - all supplied and installed by Hewlett-Packard authorised reseller, Southmark Computers. South Auckland Health found the HP networking equipment to be very competitively priced and having a five-year, on-site warranty, was a considerable advance on the more usual one or two year, off-site warranties usually offered by other vendors says Welsh. This fact, plus less work in growing, changing and managing the simplified network, should result in lower operating costs per user in the long term. What's next? Plans include increasing the network throughput by segmenting the network further, and increasing available bandwidth plus networking future Superclinics.

Brain aerobics may keep *you* sharp



What do people want from their job?

A recent study of over 7000 working men and women found that:

Women in managerial positions seek:

1. To be treated with respect.
2. To be a supervisor that people respect.
3. To receive good wages and benefits.

Men in managerial positions seek:

1. To receive good wages and benefits.
2. To do challenging work.
3. To have an opportunity for advancement.

Women in clerical positions seek:

1. To be treated with respect.
2. To receive good wages and benefits.
3. To learn new skills.

Men in clerical positions seek:

1. To have an opportunity for advancement.
2. To learn new skills.
3. To receive good wages and benefits.

Source: University of Ontario
as cited in Communication
Briefings

*S*harpen those wits. Medical researchers now think that mental workouts do the same for aging brains that exercise does for aging bodies.

A recent study described in the "Chicago Tribune" lists four factors that would seem to enhance mental agility:

- Education, which appears to increase the number and strength of connections between brain cells.
- Strenuous activity, which improves blood flow to the brain.
- Lung function, which makes sure the blood is adequately oxygenated.
- The feeling that what you do makes a difference in your life.

Of those in the study, seven factors stood out among the people who hung onto their intellectual prowess as they aged:

- A high standard of living marked by above-average education and income.
- A lack of chronic diseases.
- Active engagement in reading, travel, cultural events, education, clubs and professional associations.
- A willingness to change.
- Marriage to a smart spouse.
- An ability to quickly grasp new ideas.
- Satisfaction with accomplishments.

Couch potatoes, on the other hand, are the quickest to slip into intellectual limbo.

How to manage

- Smile.
- Don't be afraid to talk to people.
- Be honest.
- Praise others.
- Criticise with caution and consideration for the feelings of others.
- Remember there are three sides to a dispute: yours, the other person's, and the truth.

New Products



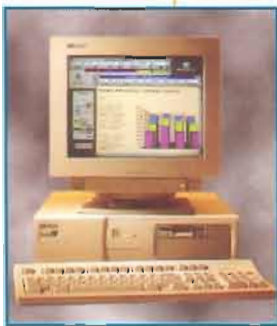
1. HP LaserJet 5P & 5MP printers



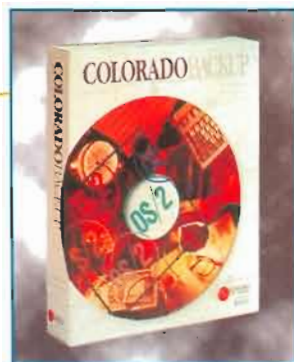
2. HP ScanJet 3c scanner



3. HP OfficeJet LX printer/fax/copier



4. HP Vectra VE&VL3 PC



5. Colorado Backup for OS/2

1. HP LaserJet 5P and 5MP printers:

Excellent value for great looking documents, enhanced productivity and room to grow.

- 600 dpi, 120 levels of grey scale
- built-in Serial Infrared Port
- 6 pages per minute
- versatile paper handling.

RRP, including sales tax

HP LaserJet 5P, \$1828. HP LaserJet 5MP, \$2083.

HP FIRST Document ID: 90237

2. HP ScanJet 3c scanner:

Scanning has never been easier.

- 2400 dpi enhanced resolution (600 dpi optical)
- dramatic shadow detail
- fully featured image-editing tools
- exceptional ease of use

RRP, including sales tax: \$1983.

HP FIRST Document ID: 90236

3. HP OfficeJet LX printer/fax/copier:

The all-in-one solution that lets you get down to business.

- High quality inkjet printer (600 x 300 addressable dpi)
- full featured plain paper fax with 24 page memory
- can produce 99 unattended copies at a speed of 50 seconds per page

RRP, including sales tax: \$1736.

HP FIRST Document ID: 2631

4. HP Vectra VE & VL3 PC:

A new standard for price/performance in desktop PCs.

- Intel Pentium™ processors in a choice of 75MHz, 90MHz (HP Vectra VE) or 75MHz, 90MHz or 100MHz (HP Vectra VL3)
- standard with DMI code preloaded for superior network manageability
- affordable and reliable

RRP, including sales tax: HP Vectra VE PC, from \$3357. HP Vectra VL3 PC, from \$3704.

HP FIRST Document ID: HP Vectra VE PC: 90239.

HP Vectra VL3 PC: 90198

5. Colorado Backup for OS/2:

Automated tape backup software for OS/2 systems.

- Easy to use and learn
- disaster recovery utility
- fast and convenient, reliable data compression
- runs in the background

RRP: \$110.

HP FIRST Document ID: 90244

New Products

6. Jumbo 1400 Internal Tape Drive:

Data protection for small networks and power users.

- Up to 1.36GB capacity
- up to 15 MB per minute backup speed
- automatic backups
- full network support
- in-built tape library

RRP, including sales tax: \$700

HP FIRST Document ID: 90245



6. Jumbo 1400 Internal Tape Drive

7. HP Vectra XU 5/100C PC:

Exceptional performance and state-of-the-art graphics for advanced business and technical applications.

- Standard with Intel Pentium™ 100MHz processor,
- 16MB RAM, 512KB burst-synchronous cache
- 32-bit PCI Ethernet interface
- Matrox MGA Impression Plus 64-bit PCI graphics controller

RRP, including sales tax, from \$7978

HP FIRST Document ID: 90039



7. HP Vectra XU 5/100 PC Series

8. HP AdvanceStack 10Base-T Hub-8U:

Compact, standards-based multiport repeater for small networks.

- Provides eight 10Base-T ports with RJ-45 connectors
- auto port/segment partitioning and reconnection
- auto polarity detection and correction on UTP ports
- lifetime warranty covering all components, including power adapter

RRP, including sales tax: \$621.

HP FIRST Document ID: 7359



8. HP AdvanceStack 10 Base-T Hub-8U

9. FDDI card for the HP AdvanceStack Router 650.

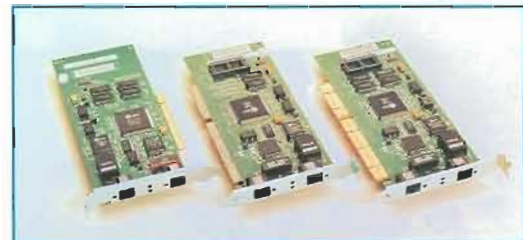
High-speed campus connections for HP's routers.

- With HP Router 650, allows campus networks to connect to 100 Mbps FDDI backbones
- provides FDDI forwarding rates of greater than 56,000 packets per second per card
- Supports all major protocols

RRP, including sales tax: \$11,807.

(HP AdvanceStack Router 650: \$14,715)

HP FIRST Document ID: 7386



10. PCI LAN Adapter

10. PCI LAN Adapter:

Easy network connectivity for PCI machines

- Selectable 10Base-T and 100VG LAN interface card for PCI PCs
- Built-in auto-sensing capability

RRP, including sales tax: \$517

HP FIRST Document ID: 7384

To receive faxed information on any of these product releases simply call HP FIRST (see details on page 2) and quote the relevant ID number.

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