

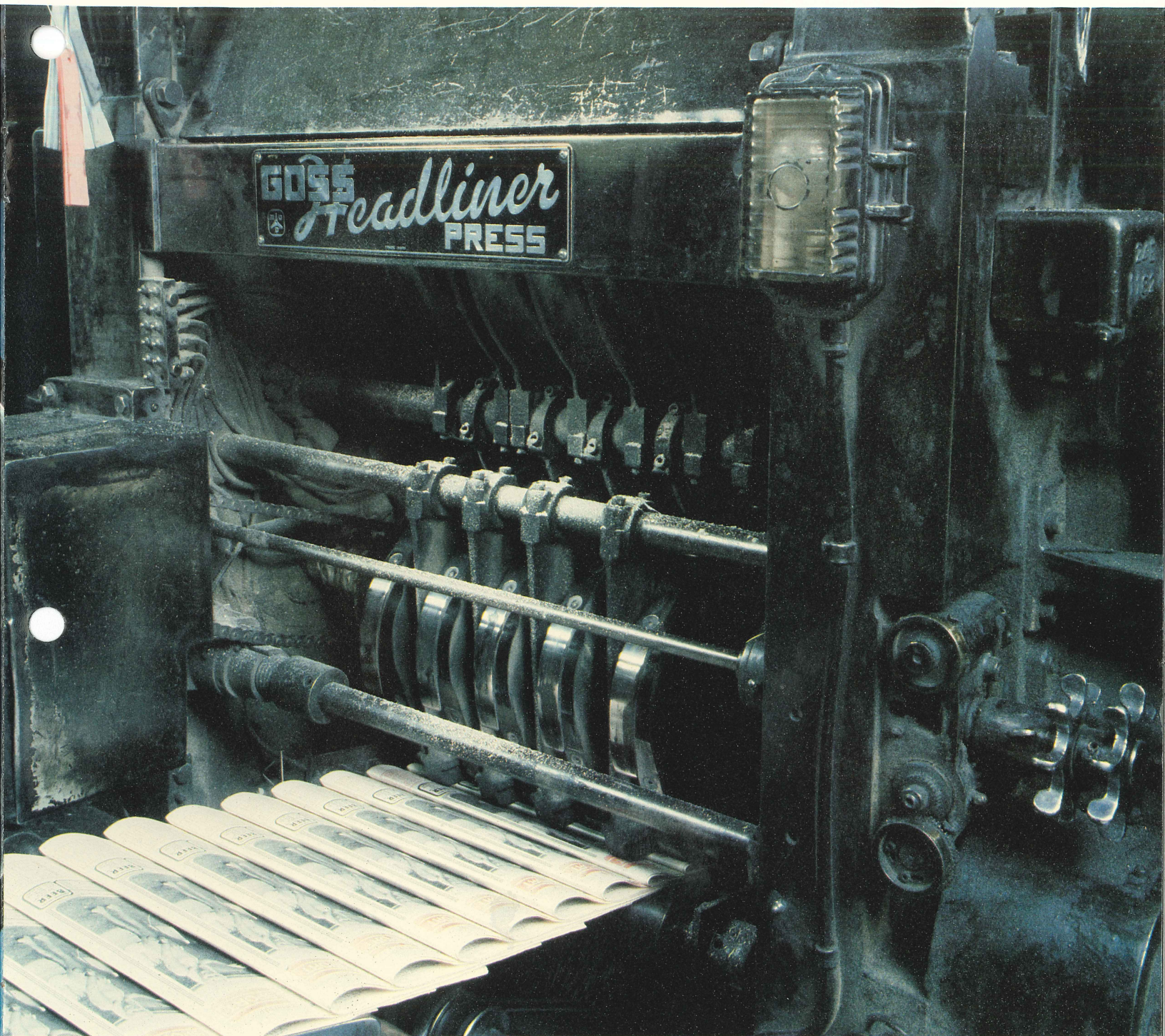
digital

Customer Services



A Continuing Commitment





Queensland Newspapers Pty., Ltd.

In Brisbane, Australia, Queensland Newspapers Pty., Ltd. uses Digital's PDP-11/70 computers to produce one of the world's largest newspaper classified advertising sections in its morning newspaper, The Courier-Mail, more accurately and economically than ever before.

Because system uptime is critical, Queensland Newspapers relies heavily on Digital for systems hardware maintenance, provided through comprehensive on-site service agreements. Over the 15 years that Queensland Newspapers has been a Digital customer, Field Service has never had to replace a single option... all repairs have been completed on site. When Queensland Newspapers

converted its commercial computing system to a DECSYSTEM-2060, a Digital software specialist, under a six-month residency, assisted with application software development and in converting more than 400 programs from the former system. Digital continues to provide ongoing software support to Queensland Newspapers through comprehensive service agreements.

U.S. Department of Agriculture Forest Service

The Pacific Southwest Region of the U.S. Department of Agriculture Forest Service, in California, employs fourteen PDP-11 computers and more than 120 remote word processing systems from Digital, in applications ranging from generating timber sales contracts to preparing environmental studies.

Delivering service to remote mountain and forest locations—where power fluctuations and extreme weather conditions are common—is a demanding job. Digital's Field Service currently maintains all hard-

ware in a region covering more than 50,000 square miles (130,000 square kilometers). To accommodate the need for training at a remote site during start-up, Digital's Educational Services tailored an on-site course. To satisfy varied local needs for software support, the Forest Service chose a variety of software services, dependent on the in-house EDP resources available at each location. The more inaccessible sites have proved ideal for remote diagnostics and software telephone support, delivered today from the Digital Center in Colorado Springs.



Digital's Commitment

Today, computer users want more than simply performance. They want greater reliability and improved cost-effectiveness. They want total solutions to the challenges of rapidly changing application environments. And they want the security of commitment.

Twenty years ago Digital committed its future to interactive computing. A commitment that created a whole new dimension of operational control for business and industry...distributed data processing.

With that commitment came responsibility. A responsibility to offer our customers the best possible supporting services for their Digital systems. Today, no other computer manufacturer provides as flexible and extensive a range of services to support its customers' varied needs. Our service groups are incorporated in a Customer Services organization comprised of more than 16,000 hardware, software and educational specialists. They, in turn, are backed by global networks of maintenance depots, educational centers, and the most advanced remote computerized diagnostic facilities in the world.

We now have more than 250,000 installations worldwide, representing the broadest product range of our industry. Our service commitment includes supporting, even today, the first systems we introduced.

Digital's commitment to customer service is a continuing one. Our products are engineered with built-in maintenance capabilities to maximize availability and minimize the cost of service. We continually strive to enhance our methods of delivering service in an effort to improve our service quality and increase its value. No other computer manufacturer is doing more to support its customers or assure their continuing success.

Digital's Colorado Springs Diagnostic Center provides software telephone support and remote diagnosis of hardware.

Our Resources and Capabilities

Since opening our doors in 1957 as a manufacturer of test equipment for electronic components, Digital has become a FORTUNE 200 company. By introducing the interactive PDP-1 in 1960, not only did we enter the computer industry, we set precedents for computers in terms of design, price, performance and size. In 1967, we announced our PDP-8, the first commercial minicomputer, laying a foundation for the minicomputer industry. Today, not only do we lead this industry, we are second to none in total installations of mainframes, minis and micros.

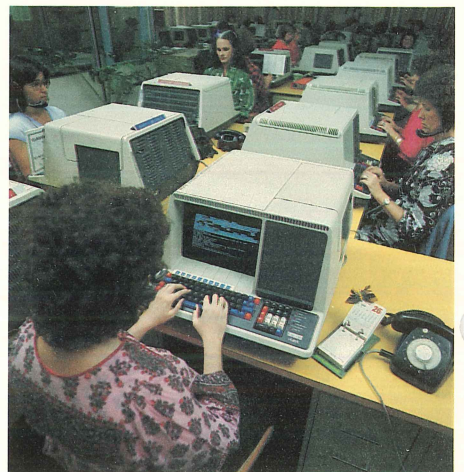
Our installations are worldwide, and service is available from more than 400 locations in 38 countries. In fact, the average distance from a Digital installation to a Digital service site is less than 50 miles (80 kilometers). Our service capability includes not only hardware and software specialists, but centers for product repair and telephone support of software products, a one-half billion dollar spare parts inventory, and 24 educational facilities with a staff of more than 600 professional instructors.

To allow our customers to select the level of support they need, we offer a full spectrum of on-site and off-site services for hardware and software, and education for management and staff. We also tailor service programs to satisfy specific requirements. And for customers preferring to handle their own maintenance, we provide a variety of supporting programs which range from software applications consulting to 24-hour spare parts emergency service.

In an effort to reduce the cost of support, yet improve its effectiveness, we continually monitor our services and customer problems, and feed this information to our hardware and software engineering organizations. In this way, we are able to enhance the quality of our services and also to improve our products.

One of our major innovations is advanced, computerized remote diagnosis which offers hardware preventive and remedial maintenance on-line, usually within 15 minutes of the initial request. Another is centralized telephone support from a staff of highly skilled software specialists for customers with software problems. Both of these services decrease maintenance costs and downtime.

Education is an important Digital service. Designed to maximize our customers' utilization of their equipment, our total educational program is comprised of more than 300 courses offered in 17 languages. Courses are taught on-site or at Digital's Training Centers. A number of courses are available in self-paced instruction formats as well as in the traditional lecture/laboratory format to provide customers with more flexibility when planning educational programs. We also offer a variety of management-oriented seminars on directing data processing functions effectively. Last year alone, more than two million hours of instruction were provided.



Our Implementation Assistance

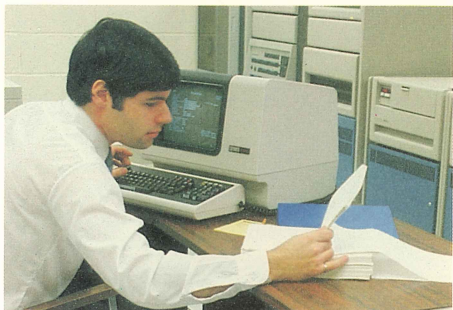


Following the planning stage of acquisition comes implementation. For a small system, implementation may entail only a plugging-in, a checking-out, and possibly some user education. For a large system, or for a network of systems, implementation is far more complex.

Through the account manager and service team members, Digital is prepared to assist customers through each stage of implementation. Coordination of resources is key, particularly when multiple systems and locations are involved. For complex installations, the implementation blueprint is our Customer Support Plan. This plan allows the most effective utilization of Digital and customer resources during implementation because it provides for an orderly execution of the many steps involved.

The plan assures that the right specialists will be at the right place at the right time with the right tools and equipment. Where long-range efforts are necessary to support the implementation, as in the development of special hardware or software by Digital, these, too, will be scheduled in the plan and monitored by the account manager.

Finally, the plan looks to the future, spelling out in detail our recommendations for ongoing hardware and software support, for continuing personnel education, for phasing in additional capabilities, and for the eventuality of networking multiple systems. Implementation is a continuing aspect of Digital's supporting role. To stay in the lead of fast-changing computer technology, we periodically introduce new products and enhancements to existing products. Part of our support is to see that these innovations are implemented, where practical, for improved throughput and added capability.





ITT Aerospace/ Optical Division

With the launching of its first domestic satellite, INSAT-1, the Government of India will be able to monitor meteorological conditions from outer space, forewarning the subcontinent of potentially hazardous weather.

Designed and built by ITT's Aerospace/Optical Division, the

weather monitoring instrument required rigorous testing in a simulated space environment. Digital assisted ITT in developing unique hardware specifications for the PDP-11/34 computer used in the testing program.

Digital also provided ITT with short-term consulting support. When technical software support was urgently needed shortly after the

installation, a Digital software specialist was called in. The specialist assisted ITT in developing applications software and the specialized device drivers required during the testing program. By responding quickly to the critical need for support, Digital helped ITT complete the necessary software development on schedule.

• Our Supporting Services

Regardless of system or company size, our customer service begins with systems planning. Working jointly with our sales representatives, we help prospective customers determine what systems they'll need, the appropriate site preparation, type and degree of continuing support, and personnel training required. For complex systems, a sales and service team may prepare a Customer Support Plan which details and costs every recommendation and schedules every activity.

Hardware Support

Hardware installation and startup, and ongoing preventive and remedial hardware maintenance are the responsibilities of Digital Field Service. Services are available through contractual and non-contractual agreements ranging from comprehensive on-site service to occasional per-call back-up support. Off-site services, available through 19 Product Repair Centers worldwide, handle everything from minor repairs to major system refurbishment.

On-line diagnostic support, available from one of our Diagnostic Centers, reduces both the time and cost of remedial hardware service because technicians arrive on-site with the right parts. Utilizing Diagnostic Center services, customers can arrange for periodic monitoring of systems to detect potential problems before they affect system performance. Other support is provided by logistically deployed spare parts inventories, and by specially equipped Terminals Service vans in metropolitan areas.

Software Support

Software selection assistance, software installation and ongoing support during the warranty period are the responsibilities of Digital Software Services. Following the warranty period, customers can arrange for continuing preventive and remedial software support, as well as receiving the latest software releases. Optionally available with agreements is telephone support, enabling customers to obtain expert assistance immediately from one of several centers worldwide.

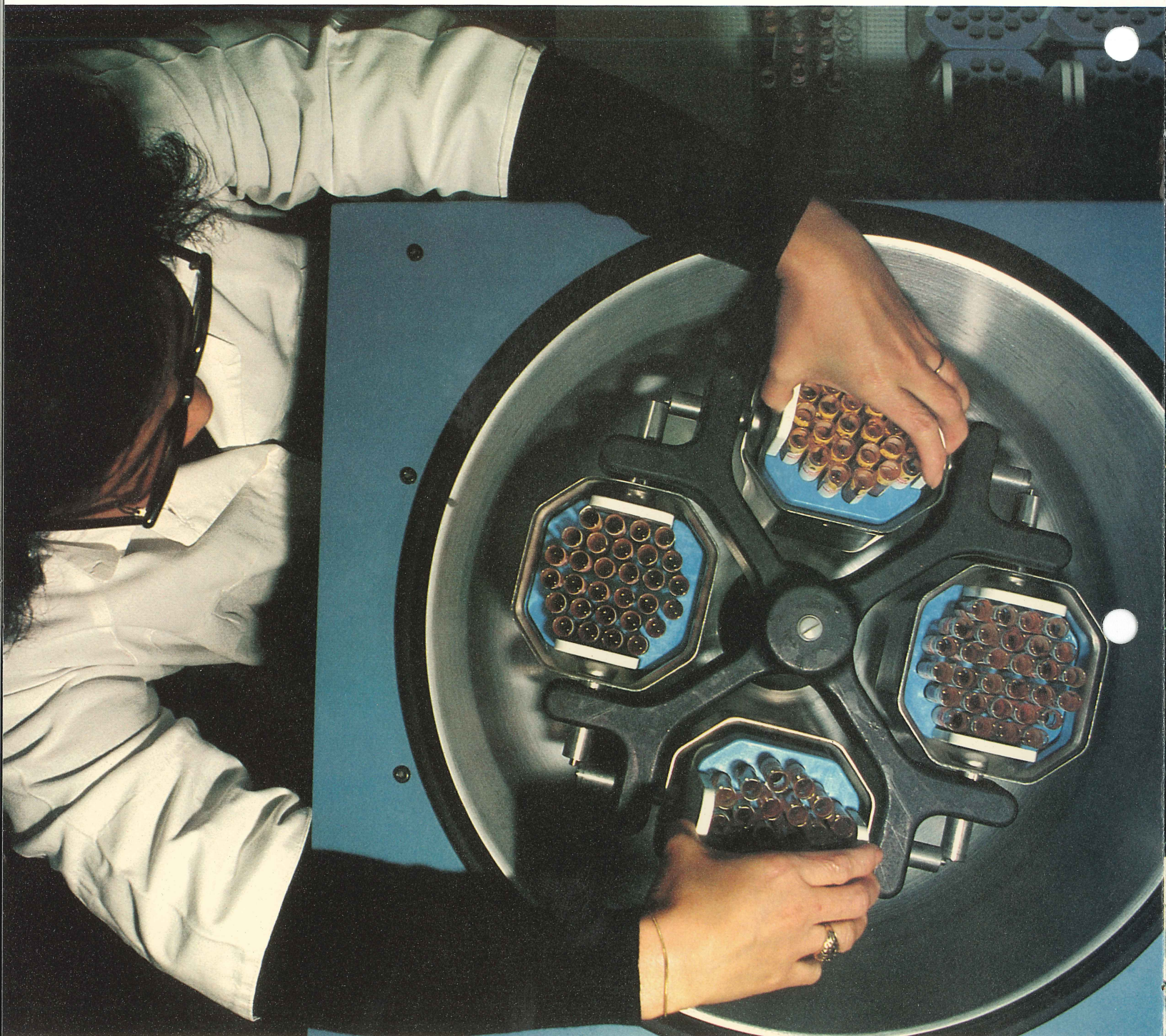
A variety of applications consulting and project services is also available, from short-term advisory support for any aspect of system analysis and design or software implementation effort, to assuming complete project management responsibility. Services range from per-call support to full-time resident consulting.

Education

To utilize their Digital systems most effectively, many customers take advantage of Educational Services. Our instructors employ the most advanced teaching aids available, including more than 500 computers for laboratory instruction. Our course material is continually monitored and upgraded for improved effectiveness.

Training Credits are issued with most software operating systems to help customers get started. The educational curriculum includes both hardware and software courses taught at levels suited to programmers, operators, maintenance personnel and managers. General computing courses are also offered.

Courses can be tailored to fulfill particular requirements, and may be presented at customer locations or at Digital Training Centers. A number are also available as packaged self-paced instruction—in audio-visual, printed, and computer-based formats—allowing students to progress at their own rates.



Canadian Red Cross Society

The Canadian Red Cross Society is completing implementation of a computerized data base to facilitate its services to hospitals, including blood collection, processing and distribution. When completed, the system will help 16 Red Cross Centers better manage blood inventory levels, thereby reducing regional blood shortages across Canada.

From the outset, Digital assisted in installation planning, system design, project management and applications consulting. A resident software specialist supported the Red Cross throughout the pilot program to ensure proper running of the applications.

The Red Cross also required two levels of educational support: technical training for system users and

programmers, and a non-technical program for middle managers. To meet the latter requirement, Educational Services developed an exclusive on-site program, giving more than 50 managers an overview of computer concepts, terminology and how computers could be used to improve efficiency.

Our Continuing Commitment



Today, computers are an integral part of the operations they support. Regardless of application, significant downtime is rarely tolerable. To maximize system availability, Digital has taken two approaches: reliability through design, and the methodical improvement of our service capabilities. Together, they comprise our continuing commitment.

The two approaches are related through Digital's Customer Services Systems Engineering group. Its primary responsibility is to ensure that new products will perform reliably and can be cost-effectively serviced. Toward those ends, the group oversees the design and development of each new product from a service perspective, and later provides essential feedback from customers on our product performance in the field. In this way, we are able to incorporate technological advances and design enhancements that will improve the performance of future products. We also use similar feedback to enhance our service capabilities and improve our educational offerings.

No one realizes more than we do how important service is to the effective utilization of our products. This is why Digital has developed—and continues to expand—a worldwide Customer Services organization. It is an organization committed not only to efficient, cost-effective customer support, but also to its continued improvement. That is a commitment you can rely on.



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DIGITAL EQUIPMENT CORPORATION