

7/1/93

IMAGE/SQL Special - \$99 License!

This special was prompted by Cognos, who is offering a similar promotion for Impromptu. The competition is tough out there!

Product Number	Description	Price
B3115A	"Promotional HP Information Access Client License for IMAGE/SQL customers".	\$99

This product is a special for IMAGE/SQL customers ONLY. Other customers CANNOT take advantage of this offer!!!!

Ordering Instructions - Before August 1

A special flyer (see text of flyer below) is being sent out to all IMAGE/SQL customers on support contracts. The original flyer ended the promotion in July and is confusing. Before August 1, the price of B3115A ranges from \$455 to \$750. To obtain the discount, the customer faxes a copy of the flyer to their HP sales rep to obtain the special B3115A discount of price of only \$99.

The Sales Rep applies an M07 discount to arrive at a net trade price of \$99 per user license for B3115A HP Information Access.

HP Direct (1-800-637-7740) is now aware of this and should be able to take the order, we've been working with them on it.

To obtain the desired number of media and manuals, order one or more copies of the following products and any number of the B3115A for \$99.

Product		Price
B3140A	A.05.00 English NewWave Access Media only	\$99
B3140AD	A.05.00 French NewWave Access Media only	\$99
B3140AF	A.05.00 German NewWave Access Media only	\$99

AGAIN - THE PROMOTION HAS BEEN EXTENDED TO DECEMBER 31, 1993.

Ordering Instructions - Before August 1

After August 1, we changed the B3115A product to the IMAGE/SQL special promotional product on the CPL. The CPL price will be set to \$99. The discount is automatic when the B3115A product is purchased after August 1.

NOTE - Only order B3115A after August 1 if the customer is an IMAGE/SQL customer.

To obtain the desired number of media and manuals (with license), order one more more copies of the following products along with B3115A:

Product	Price
B3538AA English A.06.00 Information Access for Windows Media, manuals AND license	\$299
B3538AD German D.05.00 Information Access for Windows Media, manuals AND license	\$399
B3538AF French F.05.00 Information Access for Windows Media, manuals AND license	\$399

Server Requirement (It's Free!)

Information Access SQL/iX (any version), accesses ALLBASE, ORACLE, INGRES and IMAGE/SQL is needed to access IMAGE/SQL data via Information Access for Windows. This server component is being included ABSOLUTELY FREE to every customer who obtains IMAGE/SQL, including ALL IMAGE/SQL support upgrades, which start shipping in July, 1993!

FLYER

Here is an updated text copy of the flyer that was sent out to all US IMAGE/SQL customers. This new flyer without the HP Direct number will be hopefully sent to European customers. The original flyer was different and more confusing and had an end date of July, 1993. I hope that this will clear up confusion when ordering this special. I am thinking of doing another mailer to IMAGE/SQL customers to clear up the confusion.

HP INFORMATION ACCESS

\$99 per user license

PROMOTIONAL OFFER

for HP IMAGE/SQL customers

Purchase an Industry Leading Database Query & Reporting Application for a special, promotional, price of \$99 per user license. Featuring:

Industry Leading Graphical Drag-and-Drop Querying.

MS Windows and HP NewWave desktop client support

Access Reports - Simply the BEST Microsoft Windows Report Writer on the market today, completely integrated into Information Access for Windows.

Industry's Easiest and Most Reliable Server - Plus no additional Server software needs to be purchased - Information Access SQL/iX is included with each copy of HP IMAGE/SQL! A \$2,999 value for **FREE!**

Convert data to PC application formats like Excel, Lotus, CSV, text, dBASE, R:Base, Paradox.

Access to PC databases dBASE, R:Base and Paradox

Task automation and PC application integration with OLE, DDE and NewWave agents

Access to ALLBASE, ORACLE and INGRES with no additional server software needed.

Call your local HP Sales Rep or HP Direct at 1-800-637-7740 and fax them this promotional offer today!

~ **This Promotional Offer is valid until December 31, 1993** ~

ORDERING INSTRUCTIONS

Before August 1, 1993:

To HP Sales Rep:

Please apply the necessary M07 discount to arrive at a net trade price of \$99 per user license for HP Information Access, product #B3115A, for IMAGE/SQL customers presenting this promotional offer.

To obtain the desired number of media and manuals, order one or more copies of the following products and any number of the B3115A for \$99.

Product

B3140A English Information Access Media & Manuals

B3140AD French Information Access Media & Manuals

B3140AF German Information Access Media & Manuals

To Quote Approvers:

Please accept a copy of this promotional offer as confirmation for discount approval to a net trade price of \$99 per user license for HP Information Access, product #B3115A from Cooperative Computing Systems Division Marketing.

After August 1, 1993:

To HP Sales Rep:

Simply purchase #B3115A at the CPL price of \$99, for IMAGE/SQL customers presenting this promotional offer.

To obtain the desired number of media and manuals (with license), order one more more copies of the following products along with B3115A:

Product

B3538AA	English Information Access for Windows Media, Manuals and License
B3538AD	German Information Access for Windows Media, Manuals and License
B3538AF	French Information Access for Windows Media, Manuals and License

Sales Reps - If you have any questions call Telnet 785-4816.