

HP MPower Sales Guide

The HP MPower Sales Guide Table of Contents

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HP MPower Quick Reference
 HP MPower is the latest entry to HP's Collaborative Multimedia Program - a program designed to foster natural communication through the use of collaborative multimedia. While the program consists of the powerful Series 700 family of multimedia-enriched workstations, industry standards, and leading-edge third-party solutions, HP MPower is HP's first step towards applying these technologies so that the users of HP systems can get their jobs done better and faster. By focusing these technologies on solving the problems workers face everyday, the workers can maintain a competitive edge in their respective industries.

HP MPower is a media-enriched communications offering that integrates HP's user interface and multimedia technologies. HP MPower provides:

- Media-enriched environment for more meaningful communication
- Networked client/server model for optimum use of system resources, support for smaller client desktop systems, and single-point system administration
- Intuitive integration with the desktop for easy access to all the functionality
- Real-time information sharing to bring dispersed work teams together and enable efficient decision making

For Internal Use Only

- Transparent network access that makes it easy for the user to access any information
- The power of PA-RISC makes all this possible at a cost-effective price point

A system with HP MPower will have many similarities to any system running HP VUE 3.0, but closer examination reveals there are distinct differences. The front panel has been modified to integrate the multimedia capabilities. The functionality of the mailer has been enhanced to recognize and handle multimedia objects. The visual excitement and appeal of the HP VUE 3.0 environment are retained and extended to add the multimedia capabilities.

The integration of the multimedia technologies allows users to focus on their jobs and not on the system. The HP Help System, first utilized in HP VUE 3.0, is used by all of the integrated multimedia clients to provide a consistent on-line help system. The product structure provides for efficient installation of HP MPower to make multimedia services readily accessible from smaller client systems, improve system performance and network efficiency, and provide single-point system administration.

The adoption of new technology must take into consideration the current state of technologies that are considered commonplace. If a voice mail system required the installation of a totally new communications system—i.e., all new phones, wiring, and PBX, voice mail systems would not be as easily sold and installed. While all of the capabilities of a voicemail system require some equipment upgrading, a significant set of base capabilities are immediately accessible. HP MPower delivers a solution that will bring multimedia into the mainstream and will set off the advantages of a networked workstation solution.

Features and Benefits

HP MPower builds on the HP VUE 3.0 product by integrating additional technologies into the front panel and extending the existing communications and peripheral interaction in a consistent and extendable manner. Specifically, HP MPower delivers the following features and benefits.

Features

- Modified HP VUE 3.0 front panel, including – a media panel icon with a slide-up panel depicting the various multimedia clients – a dialog box for the mail icon for electronic mail or FAX selection.
- Drag-and-drop integration with the HP VUE File Manager and the multimedia mailer
- Scanner, FAX, print, audio, and HP SharedX integration with HP VUE 3.0
- Consistent online help using the HP Help System.
- Coordinated system resource usage—e.g., fonts and color usage is consistent and coordinated between HP VUE and the other clients.

- Integrates the multimedia types (audio, image, and video) with five ways of sharing information (HP SharedX, mail, HP FAX, scan, and print).
- Single-vendor support for all technologies
- Available pre-installed and configured

Benefits

- Higher bandwidth communications
- Optimum use of system resources
- Support for smaller client desktop systems
- Easy access to all the functionality
- Real-time collaboration and information sharing within dispersed work teams to enable efficient decision making
- Easy access to any information
- Future growth and adherence to future standards as they emerge

Prior to HP MPower, many of these technologies were available as separate products. HP MPower brings these technologies into a single product offering that increases the synergy between the components, thereby enhancing the communication benefits for the user. Some of the advantages to delivering integrated technologies are: consistent user interface and access from the front panel, tighter coupling of the information and the ability to transfer objects between components, intelligent delivery and configuration of the component technologies to optimize system resource utilization, and iconic representation of the components for more intuitive operation. HP MPower includes the HP Visual User Environment 3.0 (HP VUE 3.0).

Product Positioning

As the latest entry to HP's Collaborative Multimedia Program, MPower has been designed to foster natural communication through the use of collaborative multimedia. HP MPower focuses on the problems faced by everyone who works with others in order to accomplish something. By addressing the problems of communicating—whether as a mechanical designer, a software developer, or a financial analyst—HP MPower can help get the job done. PCs are standalone systems that employ multimedia technologies to promote person-to-computer communications. HP MPower goes beyond this to enable and enhance people-to-people communication.

The hype of multimedia is being replaced with a product that makes multimedia useful to the majority of computer users.

HP MPower is positioned to achieve leadership with the competition and HP is positioned well to deliver a solution that can establish a firm hold on the networked, multimedia, collaborative area. With HP's range of hardware, from X terminals to the Series 800 server family, HP has a unique position and is well poised for the future.

There are four key positioning messages for HP MPower. These messages are for a media-enriched communications offering that:

- provides an intuitive and consistent environment
- supports collaborative computing
- supports the easy integration of ISV applications
- is delivered in a client/server environment

Workstations have been construed by some as complex boxes that do not fit into a non-technical area. By focusing on a system that is delivered with the essential system software installed, a system administrator can do the final configuration set up for the end user. This solution would be similar to the shipment of a personal computer with Microsoft Windows installed. Most end users do not have the expertise to install and configure applications on a personal computer network and must rely on either a dealer or system integrator to do this final level of customization. HP MPower delivers an intuitive and consistent environment.

Collaborative computing addresses the need of users to be able to see the same information at the same time. By extending the X Window System to support the sharing of X protocol-based applications, HP enables users to collaborate on work without resorting to potentially outdated mailed documents, telephone descriptions of information, or other classical mechanisms that can at best give a snapshot of reality. When information needs to be conveyed in a timely manner and this information is non-static, HP SharedX supplies a mechanism that is invaluable to real-time decision making. Just as the electronic spreadsheet delivered a "what if" capability, HP SharedX goes one step further.

Consider a group of team members standing in your office. They are all critical to a decision that has to be made quickly. They are looking over your shoulder at your display because they have to interact with the application that is running in your window. Once you and the team have finished analyzing the resulting output from the application, an immediate decision is

made. This would be great if all of the team could be assembled in your office, but you are a member of a geographically dispersed team. With HP SharedX you can get the same results, whether the team is in the next building or in the next state. With the power of HP SharedX, this level of collaboration is possible and the team members never have to leave their own office.

The Shared Whiteboard, which can be accessed as a separate media tool in HP MPower, is an invaluable enhancement to HP SharedX. It allows users to take a snapshot of a window, share it with others and graphically annotate it while discussing issues in real time - just like sitting around a conference room and making notes on a whiteboard, but no one needs to leave their own offices. Enabling multiple users to see and interact with the same information at disparate locations delivers a powerful capability. Real-time sharing enhances communications and creativity by limiting misconceptions and false assumptions. People are able to see and interact with the same set of information without being at the same physical location.

Integration of ISV applications is critical to the delivery of an end-user system. No matter how well the user environment is integrated with the hardware and how usable it is, the lack of application integration into the user environment will stand out. With the disparity of applications and the complexity of integration, the ideal solution awaits either the development of a new class of software or the evolution and adherence to a set of standards for the creation of application software. With HP MPower, ISVs will have support for integration of their applications into the

user environment. Applications will be accessible from the front panel using a slide-up panel. Additional integration into the front panel is possible, but requires more in-depth integration and programming. In addition to the visual integration, ISVs can opt to include online help using the HP Help System and also preconfigure HP VUE actions and icons. An ISV developer's kit and related information will be available in February 1993.

One of the historical strengths of workstations has been their networking capabilities using the UNIX operating system. While this advantage has been used to justify the purchase of workstations over personal computers, it has not been used in the structuring and delivery of workstations. The capability is delivered, but the solution has been left to the individual customer to implement. HP with HP MPower addresses the disparity between the promise of networking and the delivery of a networked solution. By looking at the technical aspects of the client/server model and delivering a solution that addresses these characteristics, HP MPower delivers a system solution that differentiates between a client and server system. The benefits of this structure are to deliver support for smaller client systems, improve network efficiency, improve system performance, provide single-point system administration, and support local client hardware.

Target Customers

The traditional market for workstations continues to grow. HP MPower addresses the needs of this market in addition to taking a broad market focus with an emphasis on non-technical applications in networked environments. As part of this focus, there is an eye to-

wards the “PC alternative” market and the “re-engineering” networked system market. HP needs to counter two distinctly different camps, the UNIX workstation vendors, such as Sun, IBM, and DEC, and the PC vendors.

Workstations have more robust networking capabilities than personal computers. HP MPower is peaked to distribute multimedia communications seamlessly and transparently across the network and beyond. HP workstations with MPower overcome artificial system barriers that would hamper lesser systems.

PCs traditionally focus on the person-to-computer communications model. By leveraging the power of the workstation—networking, multimedia, and multitasking capabilities—HP has gone far beyond what is capable with the PC. HP provides the user with the power to communicate with other users—people-to-people communications. The individual and work group productivity is enhanced by sharing information, thoughts, and ideas in order to make timely decisions.

Multimedia technologies are being utilized by early adopters in a variety of industry segments. One of the objectives of HP MPower is to move multimedia technologies past the early adopters into the general workstation market. Many customers recognize the potential for multimedia, but are intimidated by the costs and lack of integration of these new technologies into their system environments. HP MPower delivers multimedia technologies in a system solution.

Product Review

Product Description

With HP MPower, the user can:

- Access multimedia capabilities, including audio, images, FAX, scanner, printer, and video-in-a-window—all from the Front Panel
- Send and receive media-enriched mail messages
- Collaborate using HP SharedX and the Shared Whiteboard
- Obtain consistent online help for all of the HP MPower components
- Listen and talk and record using the stereo headset (including integrated microphone)

HP MPower is a collaborative communications offering that includes two distinct products: a client product and a server product, both of which will be delivered on new platforms using the Factory Integrated option. The client product is easily installed on existing systems. The server product takes maximum advantage of our newer systems, requiring HP to initially focus on these new systems that have a known and controllable configuration. Support of the server product on existing systems will be addressed in a future white paper.

B1194A	HP MPower Client	\$495
<p>HP MPower is a media-enriched communications product for HP's Series 700 workstations and X terminals. HP MPower provides workspace and file management, multimedia composition, and communication facilities. Communication facilities include FAXing, mailing, sharing, and printing of multimedia documents through drag and drop to the front panel, and real-time shared windows across the network. A stereo headset (including integrated microphone) is included at no additional charge. The full HP MPower functionality is provided by the combined capabilities of the HP MPower Client and HP MPower Server products.</p>		
#APH	HP-UX 9.0	N/C
#0D1	Factory Integrated	N/C
#AAU	CD ROM Certificate	N/C
#AAH	Media on DAT Tape	\$205

B1195A	HP MPower Server	\$1495
<p>HP MPower Server complements the client environment by providing shared resources on the Series 700 that can be utilized by the HP MPower clients. Services provided are FAX, SharedPrint, Font, and HP VUE services, including Login, Session, File, Workspace, and Help services. Specific services are only available if the necessary hardware and software support has been installed-- e.g., a FAX modem is required in order to have FAX capabilities.</p>		
#APH	HP-UX 9.0	N/C
#0D1	Factory Integrated	N/C
#AAU	CD ROM Certificate	N/C
#AAH	Media on DAT Tape	\$205

All prices are subject to change.

The optional hardware products to support specific multimedia capabilities are:

Product Number Description
From HP:
 C1788A ScanJet IIC for S700
 Z1100A HP RasterOps VideoLive Card
Tested third-party RS232 FAX Modems:
 Everex 24/96D EXO-00967-02
 MultiTech MT224BAF
 MT932BA
 MT1432BA

MPower will appear on the CPL in January 1993 and will ship in February 1993. The HP MPower Server will be available on the Series 600/800 in 1993. The anticipated pricing will be the same as the HP MPower Server for the Series 700.

Client/Server Delivery

The HP MPower product structure reflects the client/server structure of HP MPower. The advantages of this structure over just delivering an application for the user's solution are:

- Providing smaller client systems with multimedia services, thus reducing the per-seat cost in hardware needs--e.g., RAM and hard disk requirements
- Improved performance of the total system by using the multitasking strengths of HP-UX.
- Simplified system administration, since most system administration can be done on the server rather than repetitively on each client system.
- Support of X terminals and other workstations running as X terminals.
- Factory installation for immediate usability.

The hardware cost savings for the customer are easily quantifiable, but the system performance and system administration advantages of the client/server product structure are less apparent. While some of the benefits of HP MPower are the advantages gained through its product structure, this sales guide cannot provide complete training on the client/server structure.

The cost savings can be realized by configuring the server with sufficient resources to support multiple clients. The recommended ratio of client systems to servers is six to twelve client systems to one server. The actual performance will vary depending on application location, file server location, and other system configuration characteristics. One of the strengths of the client/server structure is to support older platforms-- e.g., Series 300 and 400 machines, when these machines are running as X terminals. Additional configuration details will be covered in the HP MPower technical white paper, available electronically in January. The white paper will deal in depth with configuration issues, installation concerns, and other networking considerations.

HP VUE 3.0

HP VUE 3.0 is the latest release of HP's award-winning graphical user interface based on the Motif environment. In HP MPower, HP VUE is used to integrate the mul-

multimedia technologies to make them more useful to the end user. With HP VUE's mouse-driven, icon-based, drag-and-drop model of interaction, a user can quickly and easily access information on local and remote computers. The front panel has been changed to reflect the additional multimedia capabilities available in HP MPower.

Multimedia Mailer

One of the central capabilities of HP MPower is the integration of multimedia capabilities with electronic mail. Within HP MPower, the electronic mail component is enhanced to handle multimedia elements using standard UNIX operating system functions.

Multimedia messages can be created in two ways:

- Outside of the mailer, multimedia files are selected either singly or in a group and then transmitted by dragging and dropping the desired items on the Mail icon.
- Within the mailer editor, multimedia files can be dragged and dropped into the editor window and then sent in the same fashion.

When multimedia components are dropped into the edit window, they are depicted in the body of the mail message as icons. This icon cannot be edited, but it can be copied, moved, or deleted in whole. This allows the creation of multimedia-enriched mail messages that are syntactically correct. In other ways, audio, image, and video frames can be interspersed throughout the body of the mail as opposed to attaching these objects at the bottom of the message only. In this way, the reader of the message knows exactly to what these media objects refer in the context of the message.

By making enhancements to standard UNIX email, HP MPower provides the capability to send mail to other HP MPower users as well as any user who uses standard UNIX email. Though a user who is not using HP MPower will not be able to read the multimedia portions of email containing audio, images, or video frames, the message can still be received by the user. In this way, communications can still occur, but text-only messages would be the best media type. As members of the Interactive Multimedia Association (IMA), HP and other members are working towards defining a set of multimedia standards. When these standards become available, HP will be able to offer multi-vendor, multimedia-based mail.

HP SharedX

HP SharedX is a real-time communication product that extends the industry standard X Window System to allow sharing of X-based applications between two or more remote users or displays. Sharing can occur at any time and without any changes to most existing X applications. Combined with the telephone, HP SharedX greatly enhances the collaboration that must occur within project teams, especially teams that are geographically dispersed. By sharing the application window, all communicators can see and/or directly manipulate the original information in the application. This streamlined method of communication is unmatched in the industry.

HP SharedX substantially increases communication and interaction which are critical in areas such as timely team decisions and highly responsive technical support. Using HP SharedX, two or more remote

users can share and interact with X application windows and images—around the office or around the world. Only the sender needs to be running HP SharedX. Receivers can run standard X or non-X applications on their workstation or X terminals.

Shared Whiteboard

The Shared Whiteboard is a new feature utilizing the HP SharedX technology. The Shared Whiteboard allows two or more remote users to share, annotate, and manipulate information in a "shared whiteboard." A snapshot facility is provided to allow users to include any information that is currently on screen.

Audio

HP MPower provides an audio annotator that allows end users to audio annotate files, play back audio files, and create audio objects that can be mailed by dragging and dropping the object onto the multimedia mailer. Using HP MPower's audio API, application programs can utilize the audio capabilities of the Series 700 workstations in a client/server networked environment. The Series 700 models 715, 725, 735, and 755 include CD-quality hardware, and models 705 and 710 support voice-quality sound.

Applications can use the HP MPower audio libraries and API to play, record, copy and edit audio files. HP MPower's audio file type conversion provides compatibility with other systems. Continuous data streams are supported so that applications can play or record directly from or to an audio device like a cassette player without having to go through data files.