

3.4 GIS (Geographic Information Systems)

The Model 715/75 will be a key product for the GIS marketplace; the model 725/75 will have limited potential as the additional EISA slots are not a requirement. The Model 715/75 teamed with 1 - 3 X-Stations should form a potent and common configuration, offering a very attractive cost per seat. Acceptance of X-Stations has been growing rapidly in GIS, and the Model 715/75 will be an excellent X server in this configuration. Application areas within state and local government ranging from tax assessment to city planning and environmental analysis will be large-scale users of such a configuration.

3.5 Financial Services

The Model 715/75 will be a strong trader desktop product in the Securities segment, while the Model 725/75 will be an excellent product for the Banking and Insurance industries.

In the Securities segment, the Model 715/75 completes the desktop trader offering with a strong, high-performance system. The ability to offer the same Model 715 package with three different performance points (33 MHz, 50 MHz, and now 75 MHz--all board upgradable) will provide a great competitive advantage for the HP trader desktop.

In the Banking and Insurance environments, the Model 725/75 represents an even higher performing X-Station server. These implementations are generally seen in customer service delivery functions with 5 - 10 X-Stations. Adding the Model 725/75 to this configuration should considerably increase the performance of the overall network.

3.6 Scientific Market

The new 75 MHz workstations will be very effective additions to the already successful Series 700 product family. The additional cache (256KB) will allow larger, more logical data sets to be read into fast memory. Because of the vast amount of data required in Visualization, Oil & Gas, Chemistry, and Statistical Analysis, this ability will result in much higher application performance for those industries. Especially when competing against SGI in Computational Chemistry and Oil Exploration & Production, the Model 715/75 will be an excellent fit.

3.7 Electronic Publishing

For the publishing market, the lower-performance workstations such as the 33 MHz Model 715 and the 50 MHz Model 715 and 725 are generally the preferred solution. The new 75 MHz workstations will therefore be required only in certain niches within publishing. Those niches include power users within the technical documentation segment who, for instance, have to move many engineering drawings or other graphics within documents or work on documents thousands of pages in length. In the commercial publishing pre-press market segment, the power of the 75 MHz systems will be a strong selling point for the raster image process (RIP), where vector graphics are converted to raster images before going to press. Here, high performance is a critical issue.