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Industry Application Portfolio Introduction

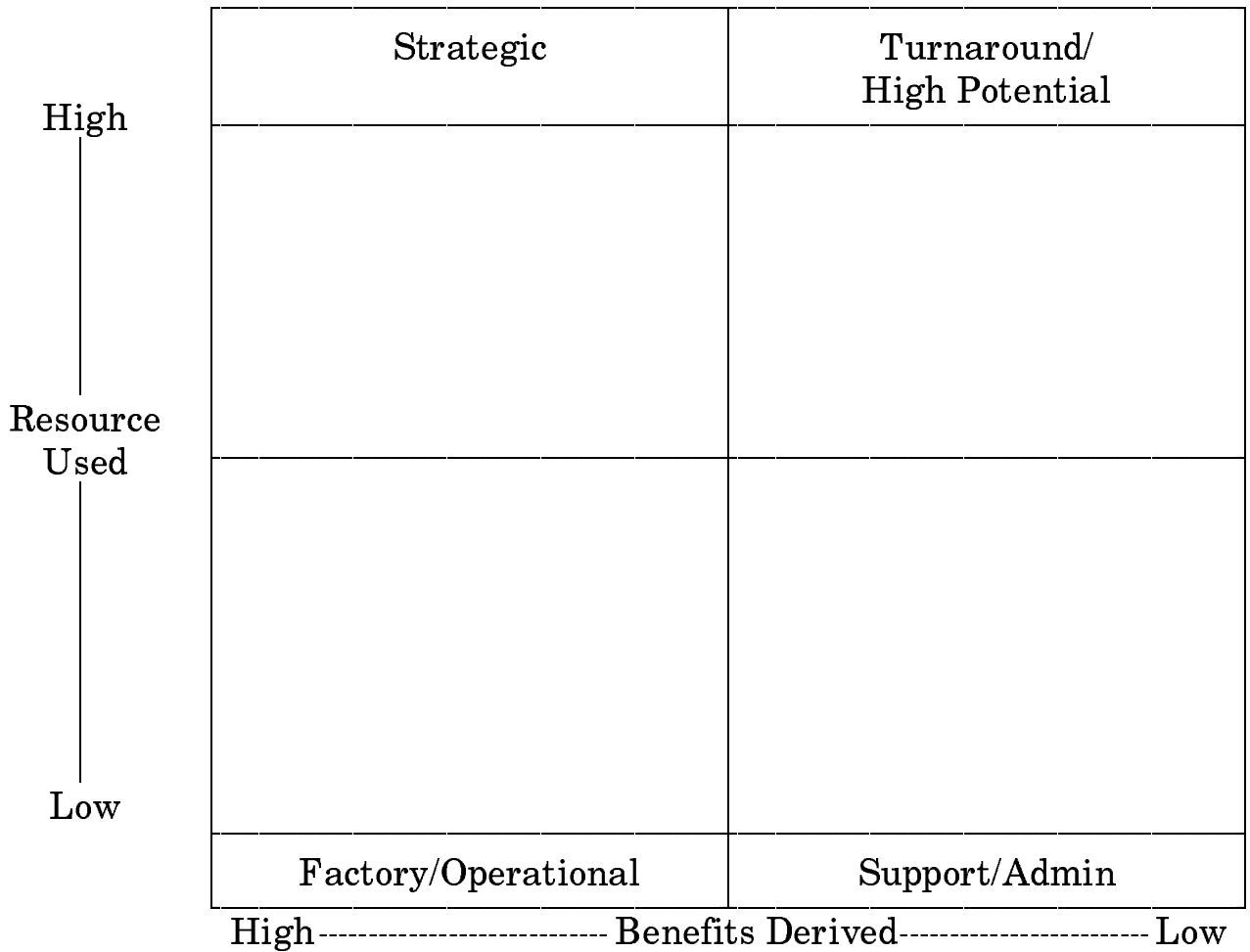
The purpose of this job aid is to match applications available on HP's new Corporate Business System to strategic and high potential application areas within your target industry.

For each industry two tools are provided. The first is the Industry Application Portfolio grid which breaks the industry into four quadrants by application area. (The quadrants will be defined on the following page.) The second tool maps existing HP software solutions to these four quadrant application areas.

Industry Application Portfolio

The Industry Application Portfolio is made up of four quadrants. Each quadrant positions an application in terms of the quantity of resources used and the magnitude of the benefits derived within that industry. Refer to the following sample figure.

Sample Industry



Definition of Quadrants

Strategic quadrant

An application in this quadrant provides a company with competitive advantage. This is where the company derives the greatest benefit while utilizing a great deal of resources. The company will be unable to implement new business strategies unless these systems are in place.

Turnaround/High Potential quadrant

These systems are often under development or running only as pilots. At this phase the application provides little benefit and requires extensive resources. At this point, they make no great contribution to the business but are likely to do so in the future. These are the applications that when fully implemented will become a company's strategic applications.

Factory quadrant

These are operational systems that support the daily processes of the business. The company derives great benefit from these applications while applying only limited resources. If these systems are unavailable, the business will slow or come to a halt.

Support quadrant

Applications in this quadrant are valuable for efficiently handling some of the non-critical processes. These applications provide low benefits and require few resources. If they were unavailable for some period, no major problems would occur.

Definition of Measures

Benefits Derived (x-axis)

The Benefits Derived axis measures how an application impacts the company. By benefits, we mean the financial contribution the application makes to the business. For example, Strategic and Factory applications will provide high rates of return on the initial investment and generate good levels of cash flow. By comparison, the benefits derived from Support and Turnaround/High Potential applications will be much less.

Resources Used (y-axis)

The Resources Used axis measures the resources required to produce, implement and maintain an application. Resources include hardware, software, people, support, etc. Strategic and Turnaround/High Potential applications will require high levels of resources while Factory and Support applications require lower levels.

Value of Industry Application Portfolio

The Industry Application Portfolio grid identifies how an industry views an application. Mapped to the list of software solutions available on HP's new Corporate Business System, you can now focus your sales efforts when developing your account strategy.

For example, if your goal is to become a strategic partner with your customer, you need to be selling applications that fall into the Strategic and Turnaround/High Potential quadrants.

If on the other hand you identify a large opportunity that falls into the Factory or Support quadrants, you may choose to pursue it in order to develop a presence in the account (or for "quota reasons"! Be aware however that these are not critical opportunities and as the provider of the application, you will be viewed only as a niche vendors. Strategic and Turnaround/High Potential application areas are where long term partnerships are developed.

How to Use the Job Aid

Tool 1

1. Locate your targeted Industry Application Portfolio grid.
2. Review the industry applications in each quadrant.
3. Given your strategy with the account, select the quadrant or application you want to target.

Tool 2

4. Turn to the applications listing to find your chosen application area and the associated Corporate Business System solutions available.

Industry

Application

Portfolios



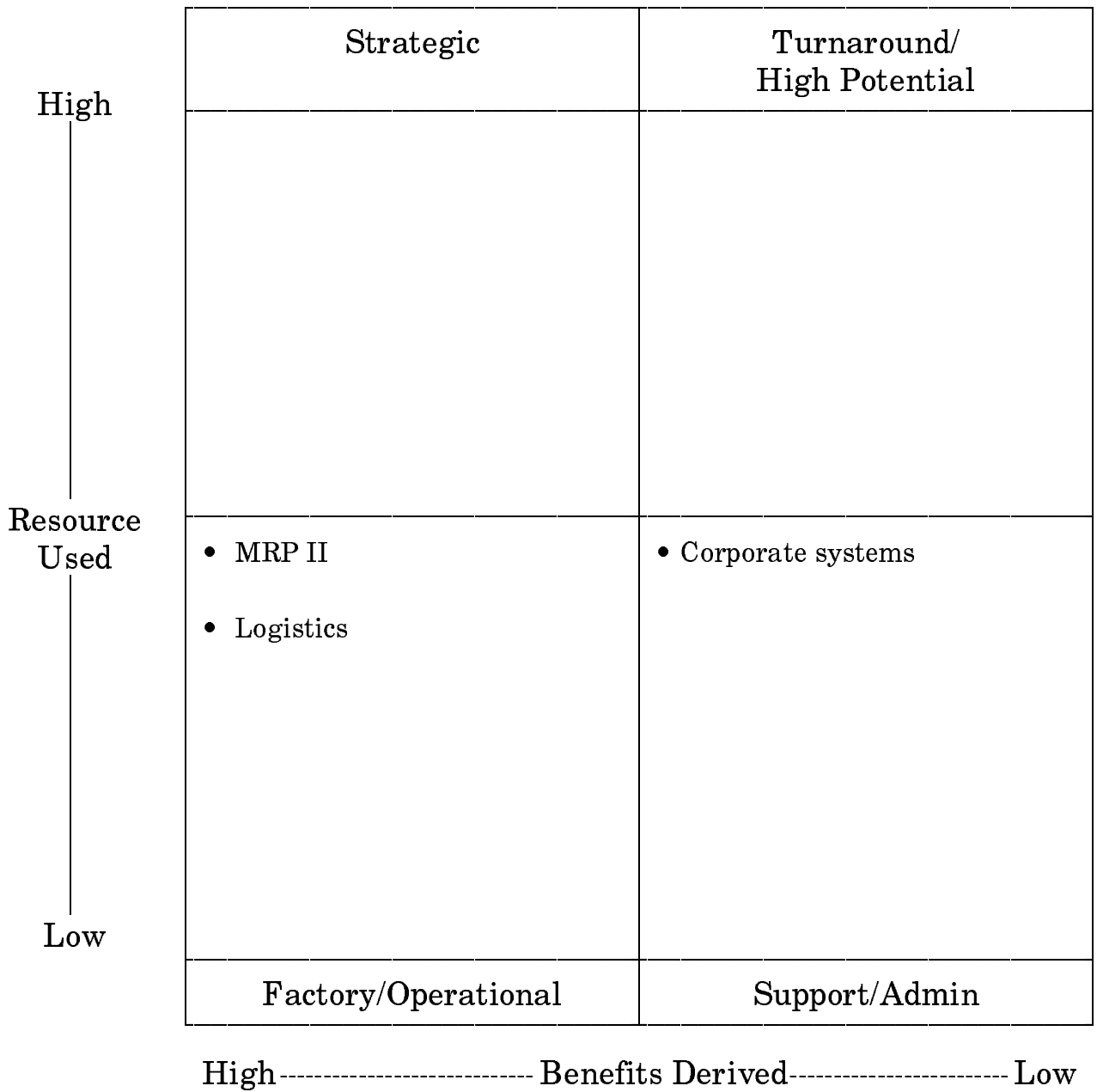
Aerospace Application Portfolio

	Strategic	Turnaround/ High Potential	
High		<ul style="list-style-type: none"> • Product Information Management 	
Resource Used	<ul style="list-style-type: none"> • MRP II and MMAS 	<ul style="list-style-type: none"> • Financial Management 	
Low	Factory/Operational	Support/Admin	
	High-----	Benefits Derived-----	-----Low

Aerospace Application Solutions

Application Area	Solution
<ul style="list-style-type: none">• Financial Management • MRP II/MMAS • Product Information Management	<ul style="list-style-type: none">• Collier-Jackson• Lawson• Mitchell Humphrey • Western Data Systems• Cincom • SHERPA

Auto Parts Manufacturing Application Portfolio



Auto Parts Manufacturing Application Solutions

Application Area	Solution
<ul style="list-style-type: none"> • MRP II 	<ul style="list-style-type: none"> • ASK • Symix • Dun & Bradstreet • Oracle • qad • CMI • IIS
<ul style="list-style-type: none"> • Logistics 	<ul style="list-style-type: none"> • Harnischfejer • McHugh Freeman • Catalyst
<ul style="list-style-type: none"> • Customer/dealer support (product, service, customer info) 	<ul style="list-style-type: none"> • (usually custom)
<ul style="list-style-type: none"> • Corporate systems 	<ul style="list-style-type: none"> • (not specific to automotive)

Automotive and Heavy Equipment Manufacturers Application Portfolio

	Strategic	Turnaround/ High Potential
High	<ul style="list-style-type: none"> • Customer/dealer support systems 	
Resource Used	<ul style="list-style-type: none"> • MRP II • Logistics 	<ul style="list-style-type: none"> • Corporate systems
Low	Factory/Operational	Support/Admin

High----- Benefits Derived----- Low

Automotive and Heavy Equipment Manufacturers Application Solutions

Application Area	Solution
<ul style="list-style-type: none"> • MRP II 	<ul style="list-style-type: none"> • ASK • Symix • Dun & Bradstreet • Oracle • qad • CMI • IIS
<ul style="list-style-type: none"> • Logistics 	<ul style="list-style-type: none"> • Harnischfejer • McHugh Freeman • Catalyst
<ul style="list-style-type: none"> • Customer/dealer support (product, service, customer info) 	<ul style="list-style-type: none"> • (usually custom)
<ul style="list-style-type: none"> • Corporate systems 	<ul style="list-style-type: none"> • (not specific to automotive)

Chemical Application Portfolio

	Strategic	Turnaround/ High Potential
High	<ul style="list-style-type: none"> • DRP • Order Management 	
Resource Used	<ul style="list-style-type: none"> • MRP 	<ul style="list-style-type: none"> • Financials
Low		
	Factory/Operational	Support/Admin
	High----- Benefits Derived----- Low	

Chemical Application Solutions

Application Area	Solution
• DRP	• STSC/Logistics Plus (est. 1/93) • D&B/DRP (7/92)
• Financials	• Lawson • SAP/R3 (est. 1/93)
• MRP	• Cincom/Controls: • D&B/AMAPS • SAP/RC (est. 1/93)
• Order Management	• Cardinal/Pro-Fit

Electronics Application Portfolio

	Strategic	Turnaround/ High Potential	
High		<ul style="list-style-type: none"> • Product Information Management 	
Resource Used	<ul style="list-style-type: none"> • MRP II • Sales Order Management 	<ul style="list-style-type: none"> • Financial Management 	
Low	Factory/Operational	Support/Admin	
	High-----	Benefits Derived-----	----- Low

Electronics Application Solutions

Application Area	Solution
<ul style="list-style-type: none">• Financial Management	<ul style="list-style-type: none">• Collier Jackson• Lawson• Mitchell Humphrey
<ul style="list-style-type: none">• MRP II	<ul style="list-style-type: none">• ASK Computer Systems• qad• SAP• Symix Computer Systems• Xerox Computer Systems
<ul style="list-style-type: none">• Product Information Management	<ul style="list-style-type: none">• SHERPA• HP MDD
<ul style="list-style-type: none">• Sales Order Management	<ul style="list-style-type: none">• Cardinal/Pro-Fit• RMS Business Systems

Food/Packaged Goods Application Portfolio

	Strategic	Turnaround/ High Potential
High	<ul style="list-style-type: none"> • DRP • Order Management • Decision Support Systems 	
Resource Used	<ul style="list-style-type: none"> • MRP 	<ul style="list-style-type: none"> • Financials
Low	Factory/Operational	Support/Admin
	High-----	Benefits Derived-----
		----- Low

Food/Packaged Goods Application Solutions

Application Area	Solution
<ul style="list-style-type: none">• DRP	<ul style="list-style-type: none">• STSC/Logistics Plus (est. 1/93)• D&B/DRP (7/92)
<ul style="list-style-type: none">• Decision Support	<ul style="list-style-type: none">• IRI/Express Data Server (12/92)
<ul style="list-style-type: none">• Financials	<ul style="list-style-type: none">• Lawson• SAP/R3 (est. 1/93)
<ul style="list-style-type: none">• MRP	<ul style="list-style-type: none">• Cincom/Control: Manufacturing• D&B/AMAPS• SAP/R3 (est. 1/93)
<ul style="list-style-type: none">• Order Management	<ul style="list-style-type: none">• Cardinal/Pro-Fit

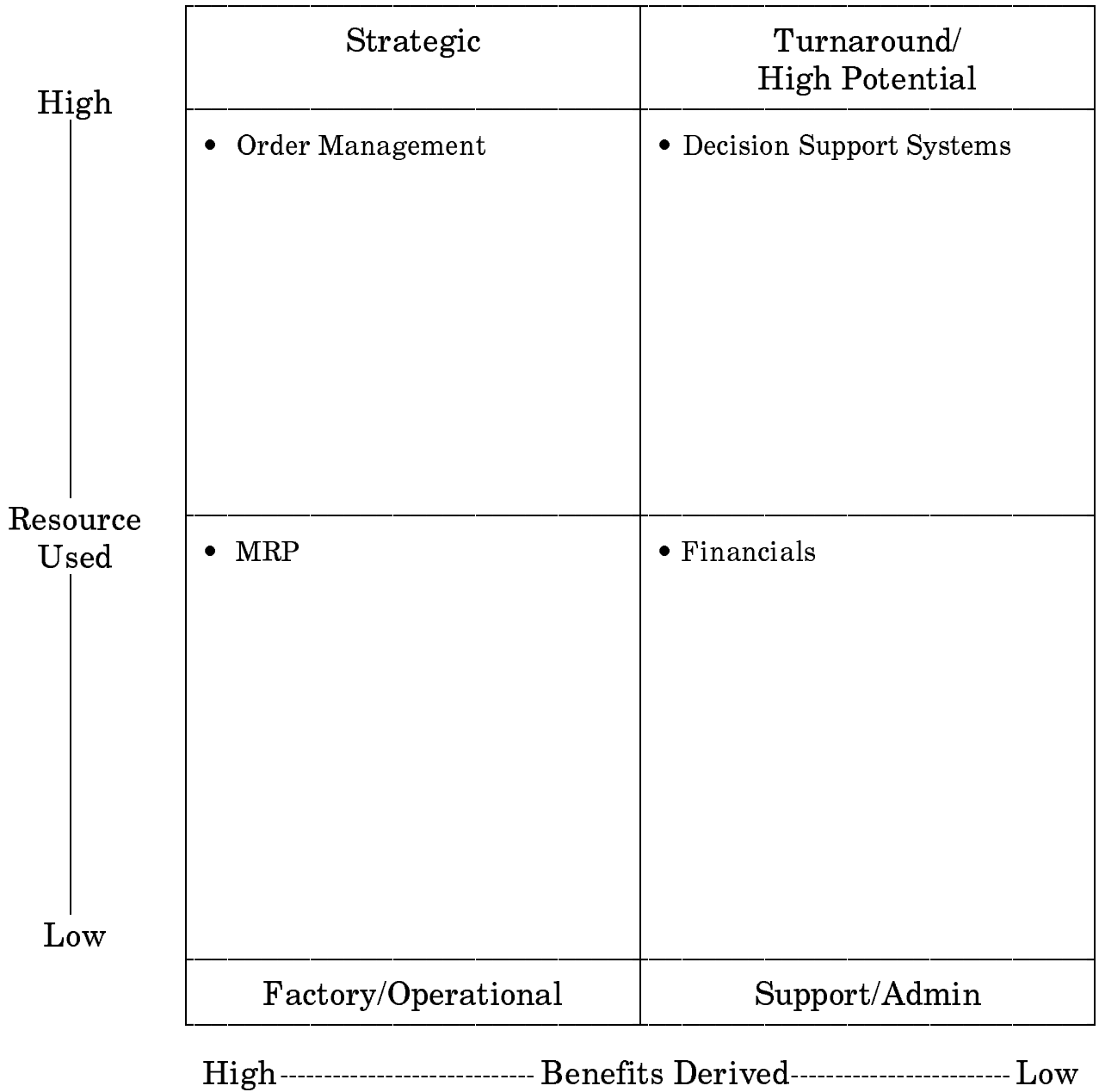
Library Management Application Portfolio

	Strategic	Turnaround/ High Potential
High	<ul style="list-style-type: none"> • Online Public Access to search & retrieve bibliographic records • Multiple language instructions to accommodate diverse ethnic groups • Networking for inter-intralibrary exchange 	<ul style="list-style-type: none"> • Expert Systems or AI used as teaching tool • Optical technology for acquisitions, technical processing & document delivery • Optical storage to store seldom accessed material freeing up shelf space
Resource Used	<ul style="list-style-type: none"> • Patron access with user-friendly screens <ul style="list-style-type: none"> – keyword & boolean search – saved search results • Library maintenance/management <ul style="list-style-type: none"> – circulation – cataloging – acquisition management – serials control – collection management – authority management – reserve room control 	<ul style="list-style-type: none"> • Report generation • Inventory control
Low	Factory/Operational	Support/Admin
	High-----	Benefits Derived----- Low

Library Management Application Solutions

Application Area	Solution
<ul style="list-style-type: none"> • Online Public Access 	<ul style="list-style-type: none"> • Dynix • Inlex • VTLS
<ul style="list-style-type: none"> • Multi-Language Instruction 	<ul style="list-style-type: none"> • Inlex • VTLS
<ul style="list-style-type: none"> • Networking 	<ul style="list-style-type: none"> • Dynix • Inlex • VTLS
<ul style="list-style-type: none"> • Optical Technology 	<ul style="list-style-type: none"> • VTLS
<ul style="list-style-type: none"> • Patron Access 	<ul style="list-style-type: none"> • Dynix • Inlex • VTLS
<ul style="list-style-type: none"> • Library Maintenance 	<ul style="list-style-type: none"> • Dynix • Inlex • VTLS
<ul style="list-style-type: none"> • Report Generation 	<ul style="list-style-type: none"> • Dynix • Inlex • VTLS
Inventory Management	<ul style="list-style-type: none"> • Dynix • Inlex • VTLS

Pharmaceutical Application Portfolio



Pharmaceutical Application Solutions

Application Area	Solution
<ul style="list-style-type: none">• Order Management • Decision Support Systems • MRP • Financials	<ul style="list-style-type: none">• Cardinal/Pro-Fit • IRI/Express Data Server (12/92) • Cincom/Control: Manufacturing• D&B/AMAPS• SAP/R3 (est. 1/93) • Lawson• SAP/R3 (est. 1/93)

Public Safety and Criminal Justice Application Portfolio

	Strategic	Turnaround/ High Potential	
High	<ul style="list-style-type: none"> • Computer Aided Dispatch/ E-911 • Message switching for incident reports & State & Federal inquiries • Records Management Systems 	<ul style="list-style-type: none"> • Fingerprint Identification • Mugshot • Prison/Jail Institution Management • Parole/Probation Management Document/Image Storage/ Retrieval 	
Resource Used	<ul style="list-style-type: none"> • Court Systems Office Automation • Crime Analysis/Investigation Management 	<ul style="list-style-type: none"> • Fleet Management/Maint. • Property Managemtn (evidence) 	
Low	Factory/Operational	Support/Admin	
	High-----	Benefits Derived-----	----- Low

Public Safety and Criminal Justice Application Solutions

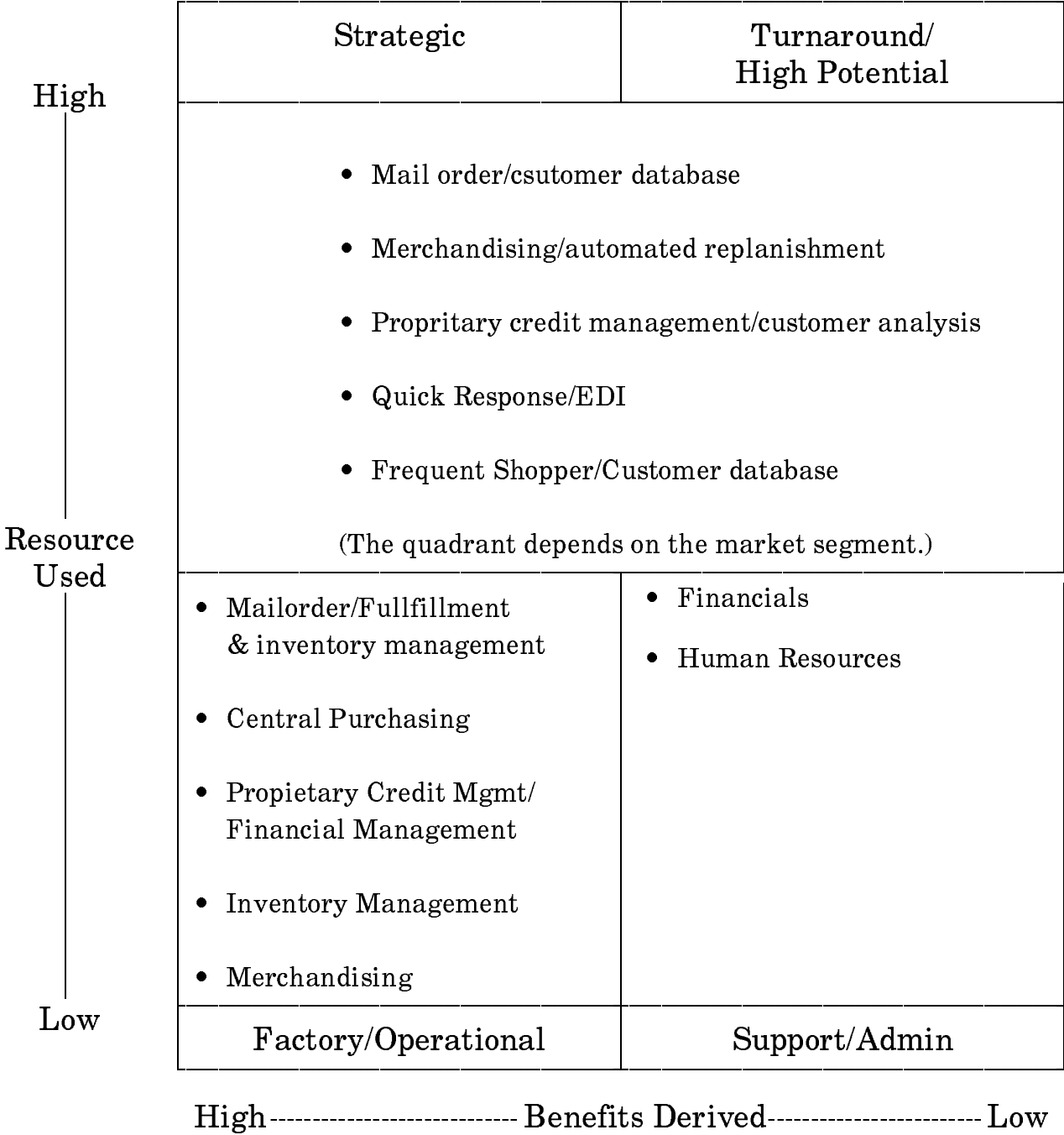
Application Area	Solution
<ul style="list-style-type: none"> • Computer Aided Dispatch E-911 	<ul style="list-style-type: none"> • PSSI • DCP • GTE-GIS • U.S. West-PSG • EDS/INFOCEL • Cott • Spillman
<ul style="list-style-type: none"> • Records Management Systems 	<ul style="list-style-type: none"> • PSSI • DCP • GET-GIS • U.S. West-PSG • EDS/INFOCEL • Cott • Spillman
<ul style="list-style-type: none"> • Message Switching 	<ul style="list-style-type: none"> • PSSI • DCP • GET-GIS • U.S. West-PSG • EDS/INFOCEL • Cott • Spillman
<ul style="list-style-type: none"> • Incident Reporting 	<ul style="list-style-type: none"> • PSSI • DCP • GET-GIS • U.S. West-PSG • EDS/INFOCEL • Cott • Spillman
<ul style="list-style-type: none"> • Fingerprint Identification 	<ul style="list-style-type: none"> • Cogent Systems

Public Safety/Criminal Justice Application Solutions

Application Area	Solution
<ul style="list-style-type: none"> • Court Systems 	<ul style="list-style-type: none"> • Cott Systmes • EDS/Infocel • Idaho Computer Services • Indiana Co. Data Services (ICDS) • SCT
<ul style="list-style-type: none"> • Crime Analysis/Investig. Mgmt. 	<ul style="list-style-type: none"> • Pacific West. Info. Systems • GTE-GIS • PSSI • Streamline Software
<ul style="list-style-type: none"> • Prison/Jail Institution Management 	<ul style="list-style-type: none"> • Illinois Criminal • Justice Info Authority (CJIA)
<ul style="list-style-type: none"> • Parol/Probation Management 	<ul style="list-style-type: none"> • ICDS
<ul style="list-style-type: none"> • Property Management 	<ul style="list-style-type: none"> • Application Data Systems
<ul style="list-style-type: none"> • MMugshot Photo System (image) 	<ul style="list-style-type: none"> • O.C.S. • IFP
<ul style="list-style-type: none"> • Fleet Management 	<ul style="list-style-type: none"> • no solution



Retail Application Portfolio



Retail Application Solutions

Application Area	Solution
<ul style="list-style-type: none"> • Mailorder <ul style="list-style-type: none"> - Customer marketing data base - Fullfillment and inventory management • Merchandising – Automated replenishment • Proprietary Credit Management <ul style="list-style-type: none"> - Customer Analysis - Financial Management • Frequent Shopper/Customer data base • Quick Response/EDI • Central Purchasing • Inventory Management 	<ul style="list-style-type: none"> • Axiom • Smith Gardner • Target Information • (est. '93) • no solution • no solution • EDI Solution • Burmingham Computer Group • no solutions • Integrated segemtn solutions available

State and Local Government Application Portfolio

<p>High</p> <p>Resource Used</p> <p>Low</p>	<p>Strategic</p>	<p>Turnaround/ High Potential</p>
	<ul style="list-style-type: none"> • Budget Preparation • Revenue Collection • Project Accounting • Community Development/ Land Management • Welfare Eligibility 	<ul style="list-style-type: none"> • Image Processing • Network Management (LANs – WANs) • 4th GL – Ad Hoc Reporting • Integrated GIS
	<ul style="list-style-type: none"> • Purchasing • Utility Billing • Inventory Control • Permits • Business Licenses 	<ul style="list-style-type: none"> • Personell/Payroll • Integrated Accounting • Office Systems
	<p>Factory/Operational</p>	<p>Support/Admin</p>

High-----Benefits Derived-----Low

State and Local Government Application Solutions

Application Area	Solution
<ul style="list-style-type: none"> • Purchasing 	<ul style="list-style-type: none"> • BI-TECH • EDS • IDS • Kamg Peat Marwick • Mitchell Humphrey • SCT
<ul style="list-style-type: none"> • Budget Preparation 	<ul style="list-style-type: none"> • BI-TECH • EDS • Kamg Peat Marwick • Mitchell Humphrey • SCT
<ul style="list-style-type: none"> • Community Development/ Land Management 	<ul style="list-style-type: none"> • EDS • Sierra Somputer Systems
<ul style="list-style-type: none"> • Image Processing 	<ul style="list-style-type: none"> • HP AIMS • Andersen Consulting
<ul style="list-style-type: none"> • Welfare Eligibility 	<ul style="list-style-type: none"> • Andersen Consulting • HP
<ul style="list-style-type: none"> • Integrated GIS 	<ul style="list-style-type: none"> • ESRI • EDS
<ul style="list-style-type: none"> • 4th GL 	<ul style="list-style-type: none"> • Oracle • Informix • Sybase • Ingress

State and Local Government Application Solutions

Application Area	Solution
<ul style="list-style-type: none"> • Integrated Accounting 	<ul style="list-style-type: none"> • BI-TECH • Cott • EDS • IDC • Mitchell Humphrey • SCT • Kamg Peat Marwick
<ul style="list-style-type: none"> • Revenue Collection 	<ul style="list-style-type: none"> • EDS • IDC • SCT
<ul style="list-style-type: none"> • Project Accounting 	<ul style="list-style-type: none"> • Mitchell Humphrey • IDC
<ul style="list-style-type: none"> • Payroll 	<ul style="list-style-type: none"> • BI-TECH • Cott • EDS • SCT • Highline
<ul style="list-style-type: none"> • Personell 	<ul style="list-style-type: none"> • BI-TECH • EDS • Highline • IDC • SCT
<ul style="list-style-type: none"> • Utility Billing 	<ul style="list-style-type: none"> • Cott • EDS • Idaho • IDC

State and Local Government Application Solutions

Application Area	Solution
• Inventory Control	• Cott • EDS
• Fixed Assets	BI-TECH • Cott • EDS • IDS • Kamg Peat Marwick • Mitchell Humphrey • SCT
• Permits/Business Licenses	• Sierra Computer Systems

Telecommunications Application Portfolio

<p>High</p> <p>Resource Used</p> <p>Low</p>	Strategic	Turnaround/ High Potential
	<ul style="list-style-type: none"> • AIN (Advanced Intelligent Networks) • Business Support Systems (wireless) • Tools 	<ul style="list-style-type: none"> • Customer Service (landline) • Network Engineering & Planning/GIS • Directory Assistance/ Operator Service • Tools
	<ul style="list-style-type: none"> • Network Operations • Service Provisioning • Billing/Tariff Filing (landline) • Tools 	<ul style="list-style-type: none"> • Office Automation • Personnel Management • Manufacturing Shop Floor Control • Tools
	Factory/Operational	Support/Admin

High-----Benefits Derived-----Low

Telecommunications Application Solutions

Application Area	Solution
<ul style="list-style-type: none"> • AIN • Business Support Systems (wireless) • Tools • Network Systems 	<ul style="list-style-type: none"> • no existing solution • Hotwater/Cellular Technical Solutions • CASS 2000/3000/Cellular Solutions • Focus/Information Builders Inc. • Express/BSC & HLLAPI (gas HLLAPI) Systems Strategies Inc. • Operations Support Systems • Network Management • AT&A

Wholesale Application Portfolio

<p>High</p> <p>Resource Used</p> <p>Low</p>	<p>Strategic</p>	<p>Turnaround/ High Potential</p>
	<ul style="list-style-type: none"> • Sales Order Management • EDI (cust/supplier links) • P.O.S. • Sales/Marketing Interface • Purchasing • Customer Service • Remote Order Entry 	<ul style="list-style-type: none"> • Decision Support Systems • Image Processing • Expert Systems • Executive Info. Systems • Quality (TQC) Systems
	<ul style="list-style-type: none"> • Bar-coding • Warehouse Management • Financials • Service Management • DRP • Transportation Systems • Report Writer • Job Management 	<ul style="list-style-type: none"> • E-mail • Payroll • Asset Management • Word Processing • Cost Accounting
	<p>Factory/Operational</p>	<p>Support/Admin</p>

High-----Benefits Derived-----Low

Wholesale Application Solutions

Application Area	Solution
• Sales Order Management	<ul style="list-style-type: none"> • R & D • UDS • D & B • Lawson • DRC
• Purchasing Management	<ul style="list-style-type: none"> • R & D • UDS • D & B • Lawson • DRC
• Warehouse Management	<ul style="list-style-type: none"> • DRC • R & D • Lawson
• Inventory Control	<ul style="list-style-type: none"> • all of the above
• Financials	<ul style="list-style-type: none"> • all of the above
• Human Resources	<ul style="list-style-type: none"> • Lawson
• EDI	<ul style="list-style-type: none"> • R & D • DRC • LAWSON • UDS
• Sales/Marketing Interface	<ul style="list-style-type: none"> • R & D • DRC
• Job Management	<ul style="list-style-type: none"> • R & D