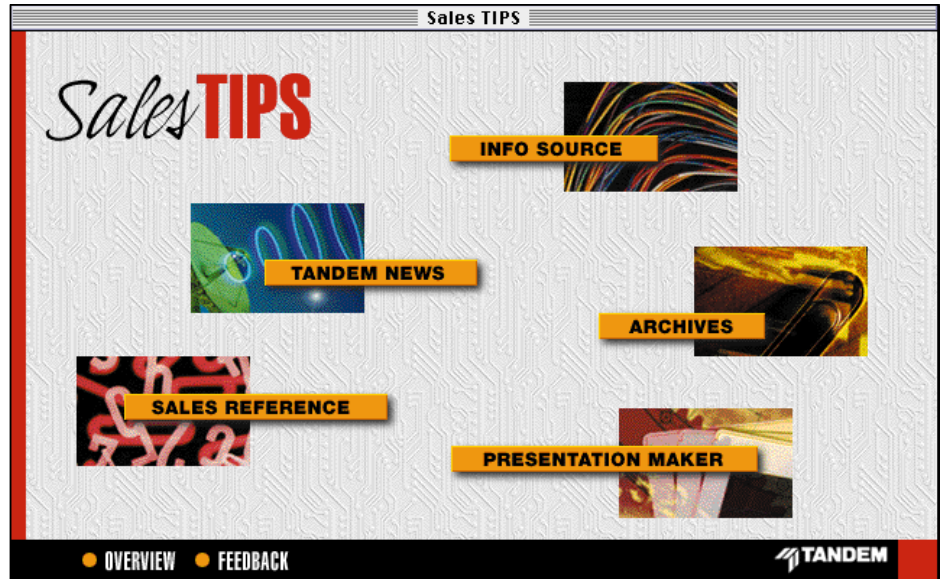


# Tandem Computers Incorporated

*Adobe Acrobat Helps Boost Sales Force Productivity and Reduce the High Cost of Hard-Copy Sales Support Literature*

**Adobe® Acrobat®**  
in Sales Force Automation



Sales TIPS enables Tandem to more efficiently and cost effectively support its sales force, channel partners, and ISVs.



Sales TIPS is delivered quarterly to Apple® Macintosh® and PC users. Tandem saved more than U.S.\$1 million in one year and provided five times more information by delivering materials on CD-ROM using Adobe Acrobat software.

With thousands of salespeople and channel partners worldwide as well as hundreds of products, Tandem Computers Incorporated found distributing timely, effective sales support materials an expensive, labor-intensive task. To address this problem, the company created Sales TIPS (Tandem Information and Presentation System), a CD-ROM based sales tool that provides field sales personnel with electronic information on demand. Comparing costs for the year prior to the release of Sales TIPS to the year after, Tandem saved more than one million dollars in printing and distribution costs while providing the field with five times more information.

“The Acrobat software solution reduces the cost of printing, distributing, and retrieving documents around the world,” says Lynda Heideman, Tandem’s creative director. “But the greatest benefit is an increase in sales productivity. In the past, field sales personnel spent 28 percent of their time looking for information. Many salespeople now report that Sales TIPS saves them an average of two hours per week, which is a very significant savings over a large sales force.”

## Quality Materials at a Fraction of the Cost

Sales TIPS is an interactive sales and marketing library on CD-ROM that gives Tandem’s field sales personnel immediate access to the latest versions of catalogs, data sheets, white papers, newsletters, presentations, and clip art. The document-based information—more than 1,200 documents in the current edition of Sales TIPS—is gathered, converted to the Adobe Portable Document Format (PDF) and distributed via CD-ROM. Converting documents to PDF preserves the high-quality look and feel of the original documents and makes them accessible to salespeople regardless of computer platform, operating system, or availability of specific fonts or software. Just six months after Sales TIPS was introduced, the sales force reported in a survey that laser-printed PDF files were an acceptable substitute for 70 percent of commercially printed materials.

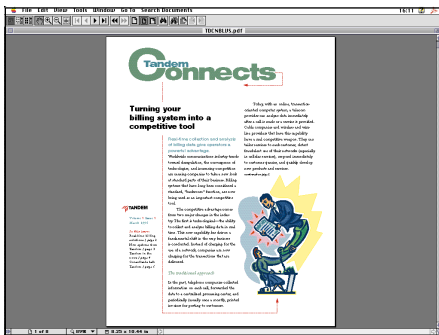
“By converting these documents to electronic form for viewing and remote printing, we have created an easy-to-use, easy-to-update

information bank. We have also cut our printing and distribution costs by 65 percent, enabling us to support our field and channel partners with the materials they need in order to sell," says Heideman.

### Increased Productivity

Sales TIPS gives Tandem's mobile sales force information and tools to create customized, effective materials to support the sales cycle. Access to information "just in time" speeds the process of preparing for a sales call. Some sales representatives keep Sales TIPS running at all times enabling them to answer customer queries whenever they arise. Others take the CD to trade shows and print information on demand.

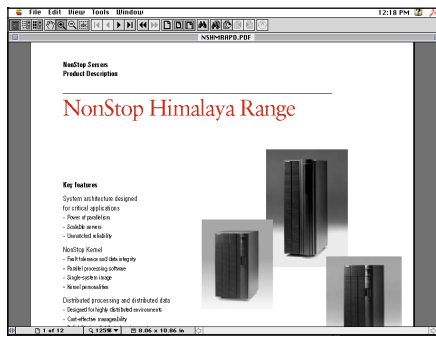
Says Heideman, "Because of Sales TIPS' intuitive interface and Acrobat software's



Using Adobe Acrobat software, Tandem delivers sales collateral on the Sales TIPS CD for local printing, cutting costs by 65 percent.

ease of use, we did not need to provide sales training. Reports from the field indicate that 84 percent of users have never needed the user guide or on-line help. Within six months, almost the entire target audience was using TIPS, and average use of the system was 2.8 times per week."

Medior, Inc., a company that customizes its interactive multimedia sales information system for Fortune 500 organizations, developed Sales TIPS for Tandem. The CD has several sections, providing the Tandem sales team with easy access to a variety of



Users can search for and access a variety of product literature on demand, in PDF, including product data sheets.

sales and marketing materials. For example, an electronic magazine gives the sales force a quick overview of news, including press releases, new products, advertising and trade show schedules, and more. The powerful search engine in Acrobat Exchange helps users quickly find documents in the rapidly growing database. TIPS also features useful third-party documents such as the Datapro Competitive Handbook, a 1,000-page document that Datapro provides in PDF and updates twice a year.

### Expanding the Audience for TIPS

Tandem is now distributing Sales TIPS to its channel partners, providing them with information about Tandem, as well as the process information and forms required to do business with the company—all using Adobe Acrobat software and PDF files. Tandem is also using the program's ability to link to other media types, including videos. An article on Tandem's recent advertising campaign lets users jump to pictures of the ads. In an overview of Tandem's channel program, partners can click on a picture of Tandem's senior vice president of sales to see a video of him welcoming them to Tandem.

According to Scott Davison, general manager of Medior's Sales Information System Business Unit, "Tandem and Medior chose Acrobat as the document

view, search, and print engine for TIPS for several reasons. Acrobat is already an emerging industry standard. It delivers exponentially higher quality documents—especially in dealing with Encapsulated PostScript™ (EPS) graphics—and it is technically superior to the alternatives. Acrobat software is the most elegant solution to the pressing need to deliver electronic literature-on-demand capabilities to field sales organizations."

TIPS has grown so rapidly that the next release will be housed on two CD-ROMs. Soon, users will be able to search not only the Sales TIPS CD-ROM, but also a World Wide Web server with PDF files of updated materials released after the TIPS CD is pressed. Delivering sales support information electronically has, as one sales representative put it, "revolutionized the way the field works." The sales force has ready access to information—whether they are in the office, at a customer site, or at home—to create proposals and other custom materials, to answer queries, and to prepare for sales calls. "The field is getting more information, updated more regularly, because of the reduced costs of getting it to them," says Heideman. "Sales reps also have higher quality materials to work with, making them more effective. The Sales TIPS program has increased the productivity of our sales force and reduced our marketing costs, and Adobe Acrobat is a big part of what makes the system a success."

### Tandem Computers Incorporated Systems at-a-Glance

#### Hardware

Apple Macintosh and Windows®-based PCs

#### Software

Adobe Acrobat Pro  
 Adobe Acrobat Exchange  
 Adobe Persuasion™  
 Medior Sales Information System  
 Microsoft® Excel  
 Microsoft Word

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 Mountain View, CA 94039-7900 USA

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 Adobe House, Mid New Cuttins  
 Edinburgh EH11 4DU  
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 Tokyo 150 Japan

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