

▪ The Digital Advantage

digital

Among executive management surveyed* in 1986...

- 85% see computer-systems technology as fundamental in gaining and retaining competitive advantage
- 81% emphasize building productivity at the departmental level
- And systems integration is emerging as the major challenge

*PULSE II: A Profile of the Computer Industry, by Decision Research Corporation

Throughout our history, Digital has been listening closely to the leaders of the world's most successful organizations – manufacturers, bankers, and engineers who have brought their companies to the forefront.

What we've learned is that integrating operations is the key to outpacing competition in today's business environment and to success in the public sector. Organizations, departments, and individuals have to work together, pursuing common goals with as much speed and as little redundancy as possible.

We've also learned that the best computer technology emerges only when driven by those same needs. To be the best, and to serve as a major competitive advantage for their users, computer systems have to help integrate operations, easing work for the organization as a whole and accommodating change.

Digital's systems do that. Based on an open architecture and a networking approach that dissolves the usual barriers to integration, Digital's systems today deliver the direct opportunity to work – and to compete – as an integrated enterprise.



Sharing Information

Multivendor Networking

"One company, one network."

That's the ideal: having a single, organization-wide network that supports all of your systems, users, and applications.

The reality is that only Digital can supply the integrated systems, interconnection technology, software, and support programs to make it happen. Digital alone has the capacity to link industry-standard PC's, advanced workstations, departmental systems, VAXclusters, and IBM* mainframes in a single, seamless network.

Beyond Compatibility

To reach this point, we have invested more than 10 years and \$1 billion to develop interconnection products now based on Ethernet, the straightforward, industry-standard approach. Ethernet is essentially a throughway for data; it's open to Digital and IBM as well as other systems, allowing free exchange of data from the simplest local hookup to very large, global networks. Worldwide today, Digital's networks support nearly a million users.

Integration across systems, organizational levels, and geographies is a reality, no longer complex or cost-prohibitive. Digital's open approach doesn't require reconfiguration or obsoleting of existing systems. Resources can parallel the organization, matching the pattern of developing business needs.

In practical terms, the network becomes an organization's public utility for information—and a strategic opportunity to build the inside and outside links essential for staying successful.



Universal—"In banking you depend on large-scale networks. And you need support to build applications and manage the total network as it grows. That's the kind of support Digital provides." *Antonino Piscitello, First Vice President, Information Systems Group, and John Lewandowsky, Vice President and EDP Manager, Societe Generale, U.S.A.*



Protecting Your Investment

A Single Software System

- Base a full line of computers on a common architecture.
- Build them all to run the same software.
- Tie them all to the same network.

Those three fundamentals still guide Digital's VAX architecture. After 10 years and the addition of multiple systems, the VAX architecture continues to deliver the stability—and versatility—that have made it the first choice for companies requiring integrated systems. Programs written for

the first VAX will run on the latest, and vice versa.

A Single, Open Architecture

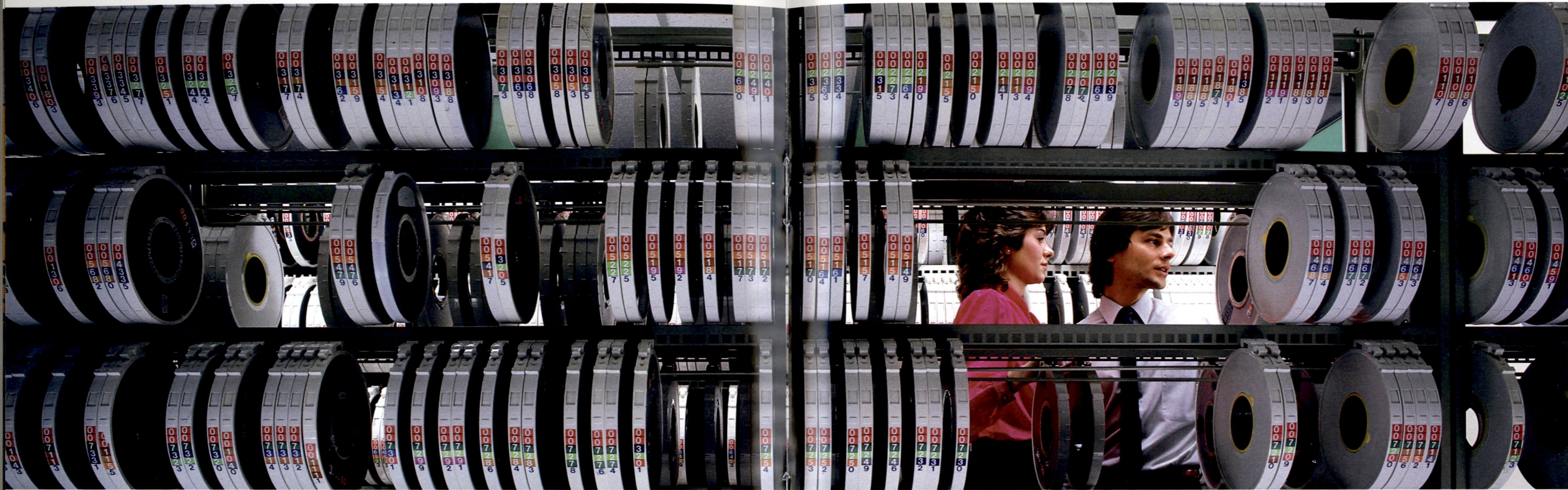
The total range of VAX offerings now runs from the desktop level to high-performance VAXclusters—all of them backed by software and networking that allow consistent integration with IBM and other systems. In a fully integrated scheme, VAX systems serve as a common foundation, supporting the work of central, distributed, and desktop resources throughout the organization.

Two results follow: immediate efficiency gains in the system as a whole, and longer-term protection of the hardware and software investments already made. Most important, the open VAX architecture accommodates change, allowing resources to be redeployed without disruption as new needs develop.

No other approach to computing delivers the power to integrate as thoroughly. Today thousands of applications run on VAX. One architecture supports them.



Consistent—“That’s the one word I’d use to describe Digital’s VAX architecture. Everything fits together. New systems and old ones. There are no software conversions. We can move applications from one VAX system to the next.” *Gerald W. Cusack, Vice President, Management Information Systems, Corroon & Black Corporation.*



Tailoring Solutions

Integrated Applications

Complete application solutions deliver all the elements: hardware, software, and service that closely fit applications without compromising an organization's larger computer strategy.

Because they're based on a consistent architecture, Digital's solutions are uniquely strong on both counts. Applications don't stay locked in a particular system, computing environment, or organizational level. Because any application written for one VAX

system will run on any other, staffing and programming costs are significantly reduced—and most important, the productivity gains extend smoothly up and down the whole organization.

Digital, with its industry-leading third-party marketing relationships, offers the industry's broadest array of consistent, networkable applications. Proven solutions are available today for every level of the organization,

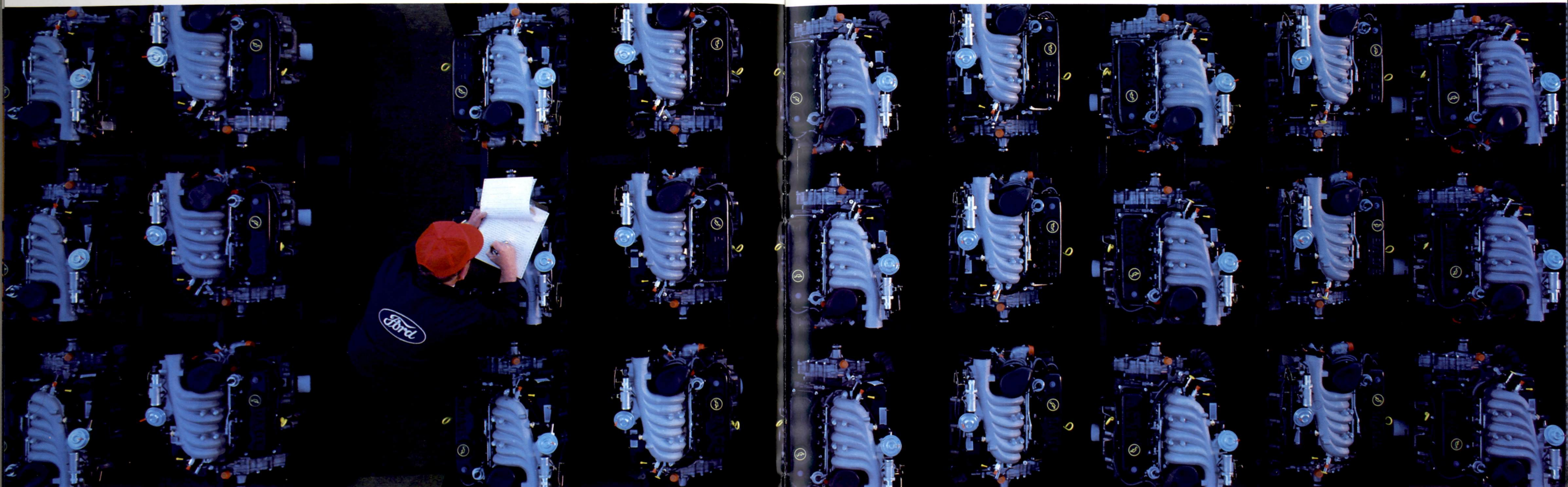
from the largest interactive, batch, and database management operations to departmental and desktop applications.

Leading companies recognize the paybacks: better asset management, lower product cost, higher quality, shorter time to market, and, ultimately, better margins. Today they're applying Digital solutions to work as diverse as factory automation and trust accounting, leveraging their computing investments to create a competitive edge.



Simple—“The simple solution is always the best solution. VAX makes computing easier for both the programmer and the user. That's why we develop all our software on VAX computers. We even develop our IBM software on VAX.” Stanley J.

Sewall, Vice President of Research and Development, Cincom.



Staying Reliable

Worldwide Service

No other computer vendor can match the range and depth of services Digital offers. Independent surveys consistently rank Digital as an industry leader in innovative service.

Behind this reputation is a worldwide service group delivering support technology and expertise that span the lifetime of the computing investment our customers make. From initial system and network planning to ongoing management and state-of-

the-art predictive maintenance, Digital's services are designed to evolve with a customer's changing needs.

Long-Term, Consultive Relationship

To see this comprehensive approach in action, we suggest that you arrange a visit to one of the Application Centers for Technology that we've established in major market centers. Networked together, these Centers serve as a daily working environment

for industry consultants, system specialists, marketing partners, and customers. In New York, for example, we concentrate on financial-services projects; in Detroit, automotive applications; in Washington, government applications.

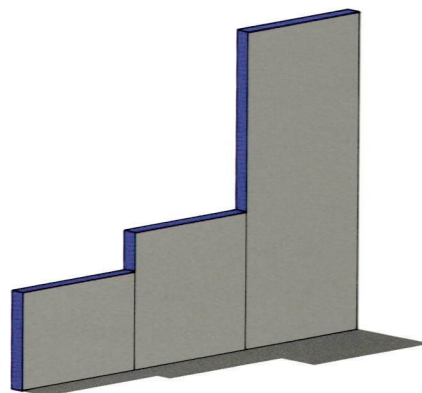
Complete, reliable service has always been a primary corporate goal at Digital—and today, the expertise we deliver is well-recognized as one of our own key competitive advantages. We see it as another strength to help you build yours.

Quality—At Ford Motor Company, it really is Job 1. It's also the biggest reason Ford chose Digital to deliver a Statistical Quality Control System in its Lima, Ohio, engine plant. Measuring and analyzing the quality of parts prior to assembly helps Ford build better engines.



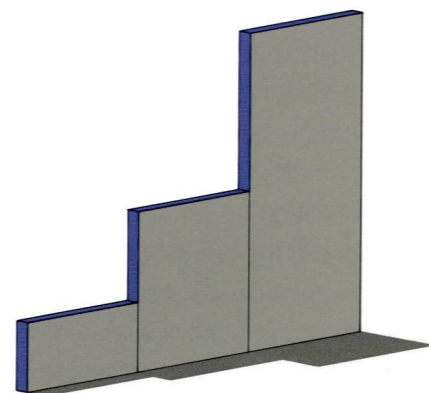
Digital: The Quality Choice

VAX Systems Installed



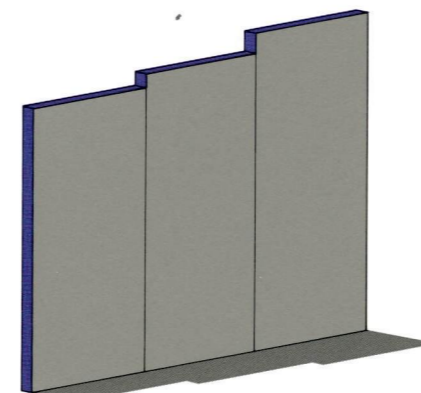
1984 29,226 1985 46,020 1986 102,000

Systems Installed in Networks



1984 14,000 1985 37,000 1986 77,500

Sales and Service Staff



1984 33,507 1985 37,778 1986 42,973

Worldwide today, Digital employs more than 105,000 people in 63 countries and supports over 500 sales and service facilities.

Success by definition means outperforming the competition: having a better plan, putting the right resources behind it, and seizing opportunities overlooked or misunderstood by others.

Equally clear is that no single supplier's technology can provide automatic competitive advantage. As business conditions change, staying ahead takes leadership backed up by integrated systems resources that allow your whole organization to respond quickly.

Simply stated, Digital's unique contribution is to deliver that integration – now. We have the proven products and support to combine your Digital and other systems into a coherent, whole-company resource – more responsive to change and competition, more directly valuable to you and your customers.

To see how it's done, call Digital today or return the card attached.

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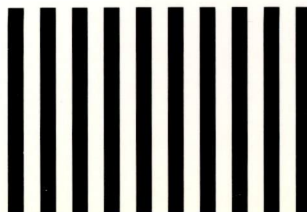
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