

# CompuServe

CompuServe  
Interchange

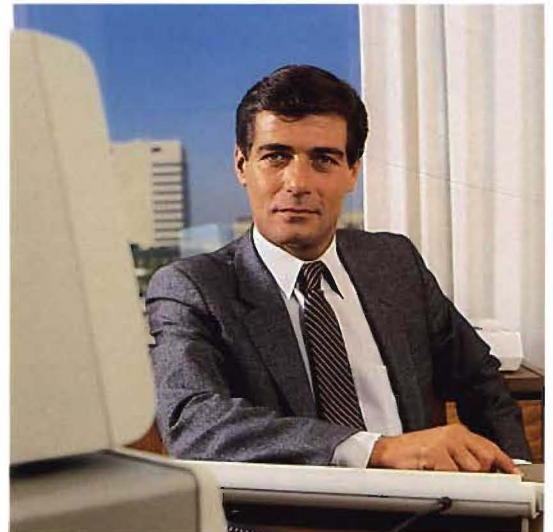
A Private  
Videotex  
Service For  
Business



## THE INFORMATION EXPLOSION

**E**ach day, business generates large quantities of information of all types. Add to this the vast amount of pertinent information generated from outside sources, and you truly have an information explosion. But too often this information is difficult, if not impossible, to locate and access. At the same time, ever increasing numbers of managers and professionals require, want and demand more timely information to assist them in their everyday work situations. Customers need to be kept current on product lines and specifications. Salespeople need the latest information on prices, inventories and technologies. Employees need up-to-date information on matters pertaining to their particular responsibilities.

CompuServe can help organize these diverse informational resources into a centralized database and make them easily accessible to persons requiring specific information.



# THE COMPUSERVE INTERCHANGE

The CompuServe Interchange is a private, two-way videotex service which offers a low cost, easy-to-use method for electronically linking your valuable information resources to the users who need it most: management, customers, prospects, salespeople, distributors, engineers, purchasing agents and consumers... potentially anyone who needs information to make decisions which will affect the use, sales or distribution of your products. And, this effective interchange of information can be specifically tailored to your particular business needs.

CompuServe is a leader and innovator in working with end users to supply cost effective solutions to business needs. The CompuServe Interchange videotex service follows this fine tradition.

CompuServe Interchange provides a simple format for organizing and accessing your information on a series of menu pages in an electronic, interactive environment. These easy-to-follow menu pages allow users to navigate quickly through a centralized database to find the information they require.

Today, more and more organizations in both the business and governmental sectors are finding a videotex format to be an effective channel for distributing a wide range of information. The flexibility of the CompuServe Interchange videotex system provides an organization with the

opportunity to disperse varied information to an equally varied number of persons wherever their location. Typical applications include:

- Price schedules
- Inventory availability
- Training programs
- Policies and procedures
- Order status reports
- Newsletters
- Sales reporting
- Job listings
- Executive status reports

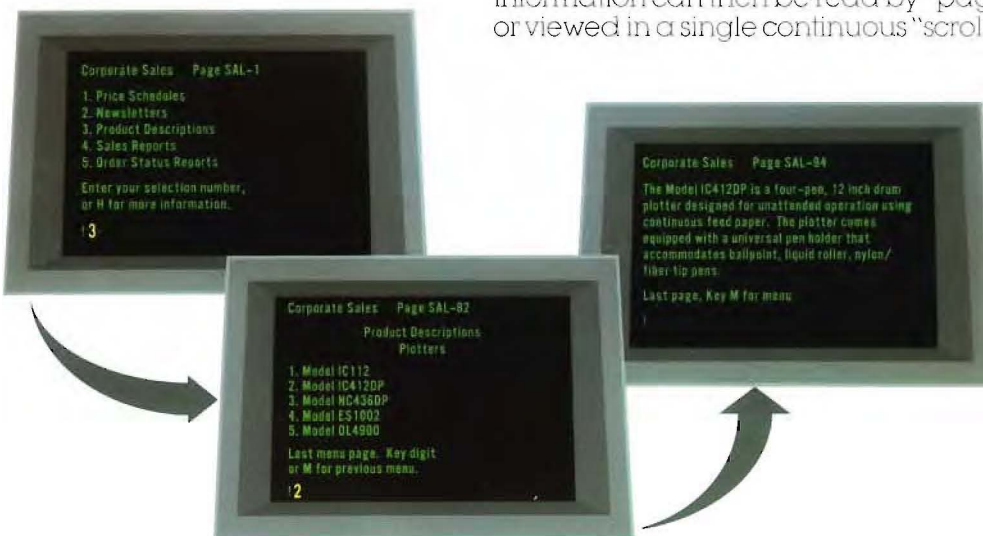
Applications are limited only by an organization's imagination and need to communicate information on a timely basis.

## ACCESSING INFORMATION

With CompuServe Interchange, information is accessed through the CompuServe communications network with a microcomputer, terminal, or communicating word processor. Anyone with a proper password and authorization, whether they're located at the originating source of the information or at any other location around the world, can access an organization's private videotex system to swiftly find the information they need.

When accessing information, a body of printed or graphic material appears on the screen or in printed form, much as words do on the pages of a book. A series of menu pages give users a list of choices which will quickly lead them to the specific information requested. This textual information can then be read by "pages" or viewed in a single continuous "scroll."

The CompuServe Interchange electronically links your database with users who need it the most and is ideally suited for customer service and communications



Specific information can be easily accessed through a series of menu pages.

## THE ADVANTAGES OF COMPUERVE INTERCHANGE

**M**any organizations have proved that the CompuServe Interchange is both efficient and cost effective. It allows users to save time by moving directly to the information they want. It can also help you do business more effectively by increasing the productivity of your employees as well as others who need access to your information.

You benefit by providing your information in a timely and manageable environment, while your users benefit from the ability to quickly access only the information they need, when and where they need it.

**Information Presentation.** By presenting information through a structure of menu pages, the CompuServe Interchange is easy to learn and use, even for those who have no prior experience with computers. By choosing among the options presented, users can quickly access the information they need. The self-explanatory format of the system encourages rapid user acceptance.

**User Friendly.** A series of "help" and "error" messages, written in plain English phrases, are available on line. The system also offers clear and concise commands which allow users to move from one body of information to another. For example, a user who makes an incorrect selection may easily return to a previous menu and make another choice.

**Interactive.** The CompuServe Interchange is a two-way communication concept, allowing users to respond electronically to requests or receipt of information. This capability can easily be adapted for order taking, customer surveys and many other uses.

**Timely.** The CompuServe Interchange allows your organization to update information as often as needed. You control the timeliness of the information you disseminate.

**Flexible.** A videotex framework can accommodate any type and amount of information. There are no limitations

on quantity. Your organization's internal information as well as information from external sources—such as financial, econometric or demographic data—are equally accessible.

**Adaptable.** The CompuServe Interchange is designed to "link" with other programs. This feature allows your own private system not only to disseminate information, but also to accommodate order entry, order status reporting, product configurations, pricing estimates, statistical analysis and much more.

The CompuServe Interchange can be used to take surveys, place customized orders, and update information—or it can even serve as a "suggestion box" which compiles users' recommendations, opinions and ideas. For these purposes, custom written programs can be tailored to your needs.

**Selective Access.** Various bodies of information may be restricted for access by making them available only to certain audiences.

**Keyword Search.** An important feature which makes access to information speedy and simple is a keyword search capability. If so desired, your private system can be configured to include this extremely convenient feature which allows direct access to particular bodies of information through the use of assigned keywords.

### **Equipment, Time and Location**

**Independent.** Users may access the CompuServe Interchange through a wide range of communicating word processors, microcomputers, and various data terminals—either on a CRT screen or by hardcopy printout.

Because information is available on line electronically, users will have access to information whenever they need it and no longer will have to be concerned about communicating across time zones.

As long as users have access to a microcomputer or terminal, modem (telephone coupler) and a telephone, an electronic exchange of information is available. CompuServe has an established, nationwide communications network which allows users in hundreds of





cities—including all of the major metropolitan areas in the United States—to dial into the system with a local phone connection. Agreements with other national data networks allow CompuServe to use transmission facilities which reach outlying areas, resulting in maximum access to the CompuServe Interchange, both domestically and internationally.

**Cost Effective.** An efficient videotex system can save an organization money because it decreases the costs traditionally associated with other information distribution methods such as telephone, mail, printing and paper.

For reaching large audiences, the CompuServe Interchange is more cost effective than first class mail. It is less costly to use than a WATS line. And more importantly, it is used at the convenience of both the sender and the receiver.

Since information can be updated immediately, users can be assured of always receiving timely information.

**Easy to Maintain.** In many systems, entering and updating information is a difficult task. The CompuServe Interchange is designed to minimize this problem through a prompt-driven method for adding, deleting, altering or listing the contents of your information database.

If an organization has no internal means of formatting information, an easy-to-use text formatting package is provided with the system.

**Service and Support.** CompuServe will assist in establishing a videotex system within your organization, every step of the way. Benefits include the use of CompuServe's state-of-the-art videotex software and access to an experienced group of professionals. This includes local support people as well as a specialized staff located at the Columbus, Ohio headquarters.

**By making information quickly and easily accessible to customers and employees, the CompuServe Interchange can increase productivity and reduce office costs.**



## THE STRENGTHS OF COMPUSERVE

**C**ompuServe has wide-ranging experience in videotex and state-of-the-art networking capabilities, and provides customers with revolutionary ways of gathering information and communicating with others. A subsidiary of H&R Block, CompuServe is at the leading edge of the evolving information services industry.

CompuServe will use its experience in the videotex industry to help your organization create its own Interchange videotex service. By working with both your internal information managers and with those who will actually use the information, CompuServe offers assurance that your own Interchange service meets the needs of each group you serve.

Specifically, CompuServe offers:

**Leadership.** Since its own videotex-based information service was launched in 1979, CompuServe has been a leader in the development of the U.S. videotex industry. CompuServe's Consumer and Executive Information Services have grown to and are among the largest and most successful in the world.

These information services offer a greater variety of information than any other videotex service. The extensive subject list includes topics such as: news, stock market reports, electronic mail, an electronic encyclopedia, bank and shop-at-home facilities, travel information and large reference databases. CompuServe's Information Services have grown to be among the largest and most successful in the world.

**Technical Competence.** Since 1969, CompuServe has been using its technical experience to provide remote computing services to over half of the FORTUNE 1000 companies, and has become a major factor in the computer services and communications industries. The same experienced staff which has designed, developed and enhanced the CompuServe videotex service is now available to do the same for you.

**Communications Network.** The most important factor in any information service is communications. Information, to be valuable, must be easily and promptly accessible. To that end, CompuServe is continually expanding and enhancing its own data communications network to assure prompt and inexpensive access to data. The CompuServe network can be accessed from over 300 locations across the nation through a local telephone call.

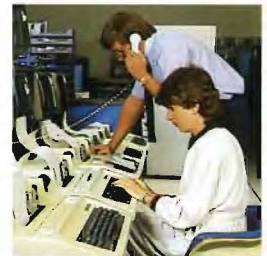
**Hardware/Software Experts.** Since CompuServe is a leader in developing videotex technology, obsolescence is not a concern. Your private Interchange videotex system will be served by CompuServe's in-house team of hardware and software specialists. Enhancements of the system are a continuing process.

**Security.** In any informational system through which sensitive data is exchanged, security is essential. At CompuServe, security has always been a prime consideration. Your organization will benefit from CompuServe's experience in providing security within its own physical facilities and computer systems. Extensive software security controls assure that only authorized users can access data. To assure that CompuServe is always available when you need it, reliability is further enhanced by power stabilization and emergency systems to keep communications flowing under a variety of conditions.

**Personal Support.** In addition to the importance of networking capabilities and technical expertise, CompuServe recognizes the important role that support personnel play in effectively establishing and maintaining a private videotex system. CompuServe's field force of professionals, located in more than 30 major cities nationwide, is readily available to help you use the CompuServe Interchange to its fullest capacity.

**Commitment.** As a leader in the computer services and communications industries, CompuServe is strongly committed to videotex technology. This commitment to the industry guarantees that your own Interchange videotex system will benefit from and have access to the latest technologies.

**For CompuServe,  
Interchange is not  
an experiment. It is  
a business!**



**CompuServe**

Corporate Headquarters  
5000 Arlington Centre Boulevard  
P.O. Box 20212  
Columbus, Ohio 43220

An H&R Block Company

## **CompuServe**

Corporate Headquarters  
5000 Arlington Centre Boulevard  
P.O. Box 20212  
Columbus, Ohio 43220  
(614) 457-8600

An H&R Block Company