# CompuServe

InfoPlex®

An Electronic
Communications
System
For Business



**InfoPlex is an electronic mail system which allows you to make information immediately available to an individual, to a group, or company wide–within a single location, across the nation, or around the world.**

## THE NEED FOR EFFECTIVE COMMUNICATIONS.

Typically, more than 80 percent of business communications is intra-company, handled by managers who spend most of their time routing, mediating and attempting to disseminate information. Reading is interrupted by phone calls. Planning is often done on the run. And quiet, contemplative "creative thinking" time is a luxury. InfoPlex can help. It can put you back in control of your most important ally: time. And it can speed up and strengthen your communications chain. InfoPlex assures more timely responses and accelerated decision making. The result is increased productivity—along with substantial savings—throughout your organization.

## THE NEED FOR INFORMATION MANAGEMENT.

Information is the premier corporate resource because it is used in the management of all other resources. Having the right information at the right time is the competitive edge.

For many companies, access to decision making information is still geared to the high cost and frustration associated with the telephone as well as delays inherent in the use of mail.

For example, how much time do the managers and professionals in your organization spend playing "telephone tag" every day? How long does it take to send or receive vital information via inter-office mail or through the postal system? How often are costly express overnight delivery services used when you need specific information immediately or the same day?

The net result of these delays and the accompanying frustration is a reduction in productivity. It is also a reduction in the ability of managers and professionals to make timely and effective decisions.

The solution is to provide your organization with an effective, reliable and easy to implement communications tool which addresses and eliminates these problems. InfoPlex.



# INFOPLEX. THE SOLUTION.

**CompuServe's computer facility provides total data security 24 hours a day.**





**InfoPlex is flexible—you select how and when your messages are delivered.**

InfoPlex is ready to handle your communications when you are, regardless of whether the recipient is on the telephone, in a meeting, or out of town. The InfoPlex system is non-intrusive. Messages are automatically stored in your private electronic mailbox to be read at your convenience. In other words, you control the flow of information, with InfoPlex giving you the advantage of location and time independence.

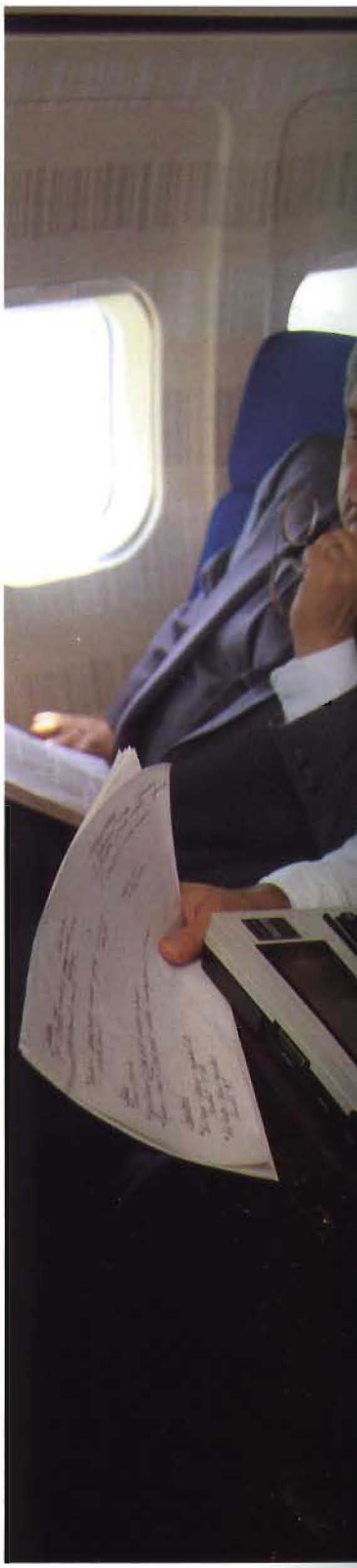
InfoPlex can be thought of as a collection of integrated "electronic" mailboxes, resident on CompuServe's computers and accessible from hundreds of cities across the United States and around the world, through the CompuServe Network Service.

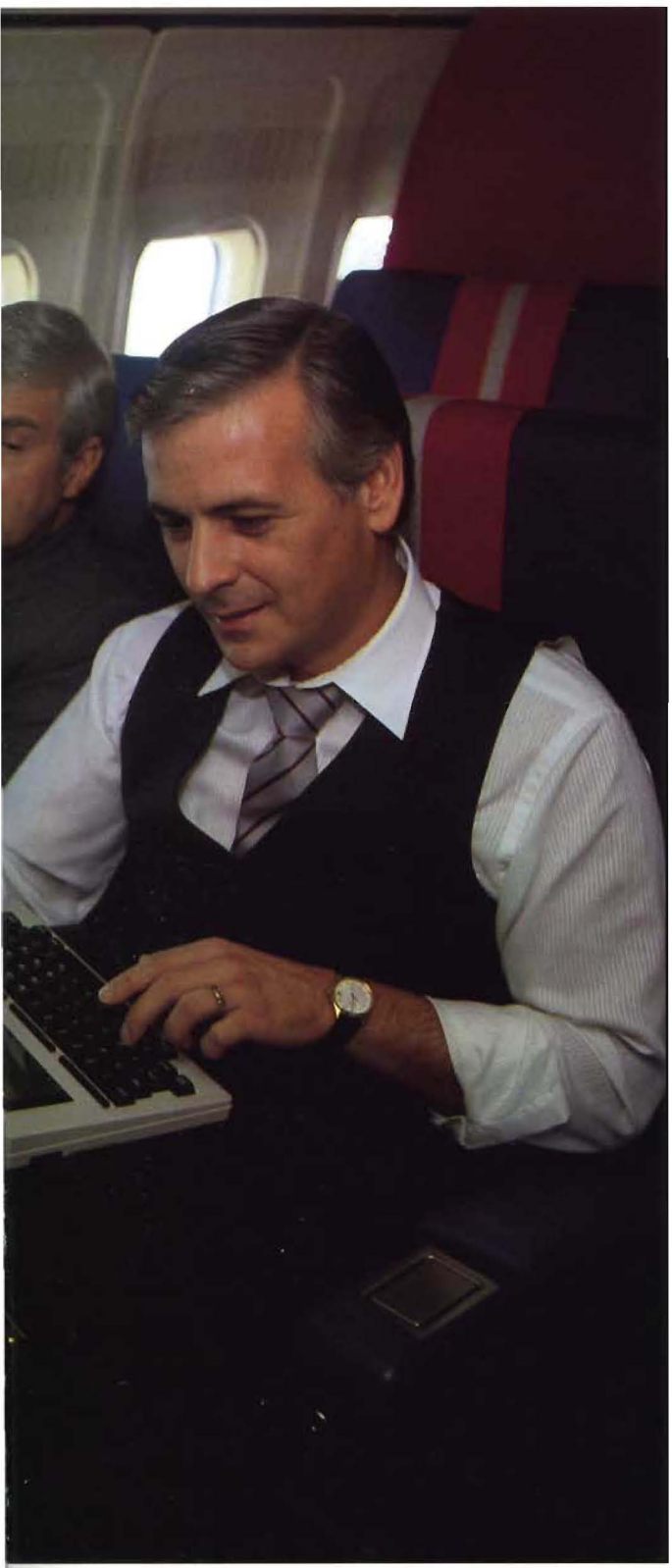
Each individual InfoPlex user has their own "mailbox" from which they distribute information. And each "mailbox" is protected by a 4-level security system.

In addition to sending single administrative messages from one person to another, you may send a message to several persons, a particular group of individuals within your organization, or company wide. InfoPlex messages may also be sent confidentially, with priority, sent with a time delay, require a response, and/or request a receipt upon delivery. A filing feature is available to selectively store messages in your personal file cabinet for future reference.

While generally referred to as "electronic mail," InfoPlex is much more! InfoPlex encompasses a full spectrum of communications capabilities.

**InfoPlex keeps pace with emerging technologies—but also provides the ease of use necessary for today's executives.**





A prime example is the InfoPlex feature which allows you to create custom forms resembling those already existing within your organization. Select the appropriate form and InfoPlex automatically prompts the user for the information, checks it for accuracy and formats it for delivery! Major corporations across the U.S. are presently using the InfoPlex forms capability for:

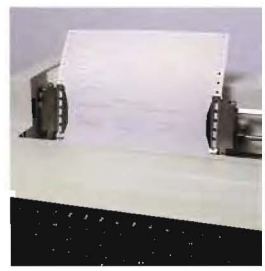
- Competitive information
- Budget information
- Financial reports
- Sales orders
- Order status
- Contract authorizations
- Legal document review
- Product announcements
- Price adjustments
- Emergency parts orders
- Scheduling meetings
- Training department scheduling
- Government regulations/ policies

Actual use is limited only by the imagination of the user.

Through the CompuServe Network System, you also have the advantage of combining InfoPlex with E-COM®, the U.S. Postal Service's Electronic Computer Originated First-Class Mail. By combining InfoPlex and E-COM, a single command and touch of a button can send a message electronically through your own organization and simultaneously send that same message to anyone you wish outside your company by first class mail.

InfoPlex's power and flexibility are further enhanced by integrating additional modules of CompuServe's full line of information services. InfoPlex provides a gateway into CompuServe's various business, executive and consumer information databases. You can even develop your own internal information databases into a private, interactive videotex system. A wide range of external information is also available, including financial, econometric and demographic databases.

**Collect important information quickly and accurately using the InfoPlex Form feature.**



# INFOPLEX. THE COMPETITIVE EDGE.

**Using CompuServe's extensive communication network, manufacturers are able to improve daily communications between plant and office locations.**



Scores of major corporations and government agencies are using InfoPlex to speed and strengthen communications links within their organizations. And they are using the InfoPlex system of information processing and communications to enable managers to pinpoint, forecast and control information costs to a degree never before thought possible. They are using InfoPlex to gain a competitive edge.

**A large computer manufacturing firm uses InfoPlex** to link employees around the country into a service network which enables them instantly to report, solve and respond to customer requests. It also enables their corporate personnel to monitor these responses and analyze their type and frequency.

**Several large governmental agencies depend on InfoPlex** for instantaneous communications with key individuals and departments anywhere in the United States, at any time. This same service is also used for policy statements, meeting schedules, and administrative reports.

**A pharmaceutical firm chose InfoPlex** to link their regional sales offices, distribution centers and corporate offices. Their reasons were efficiency, speed and low cost. Weekly sales reports, normally requiring 3 to 4 days delivery time by mail, are now received immediately. Requests for price quotations, monthly activity reports and employee status reporting are now a process of electronic communications.



**InfoPlex makes it easy for research personnel to send lab analysis reports to management even after normal business hours.**





**With InfoPlex, information is available when it's needed, where it's needed. The decision making process is accelerated and your managers operate at a higher efficiency level.**

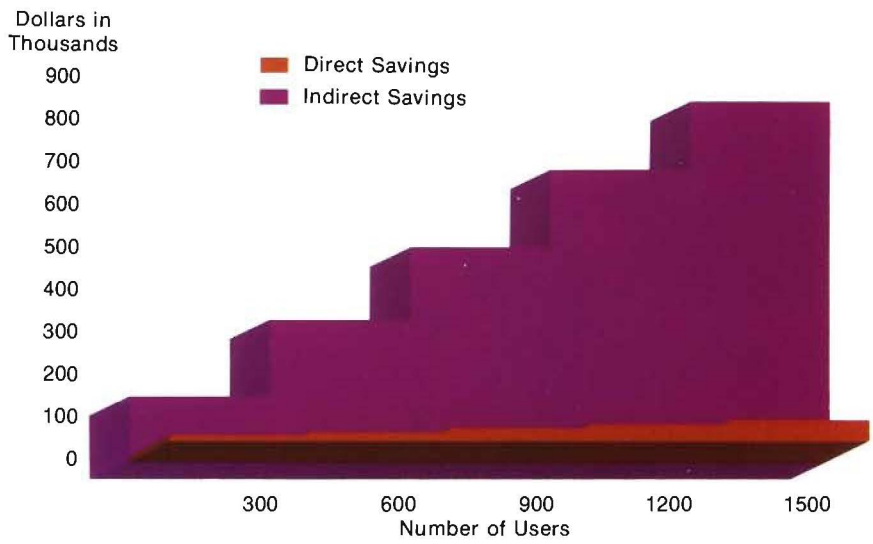
**A prominent snack food manufacturer relies on InfoPlex** for communications with their entire sales force, as well as their manufacturing plants scattered across the country. Budgeting information, sales reporting, seasonal sales promotions and management reports are all handled quickly and efficiently by the InfoPlex system.

**A significant number of companies in the personal computer industry rely on InfoPlex** to facilitate communications with dealers and distributors, and their own branches. InfoPlex's Forms feature serves as an efficient and accurate order-entry system. Special orders, inventory requests and shipping schedules are also sent via the InfoPlex communications system.

Restaurants, grocery chains, transportation companies, consulting firms and other companies both large and small, rely on InfoPlex. In fact any company in any field of endeavor needing an instantaneous, cost-effective way to link employees—and speed customer's services and products—will find InfoPlex an essential system for information processing and distribution.

**Using InfoPlex over traditional communications methods provides managers the technology needed to increase productivity (indirect savings) and reduce office costs (direct savings).**

**Projected Monthly Savings**



# THE ADVANTAGES OF INFOPLEX.

**Monthly InfoPlex training classes are conducted nationwide.**




InfoPlex is not a communication device of the future. It is a communications system for today. Two-thirds of all FORTUNE 500 companies presently rely on electronic messaging. CompuServe is offering thousands of people in companies with offices around the world, the InfoPlex edge over their competitors. It's an edge that takes the drudgery from communicating and frees executives and sales people to pursue new business, maintain solid customer relations, and plan new ways to improve productivity and communications.

**InfoPlex is cost-effective.**

It is a time-efficient alternative to long distance "telephone tag," overnight delivery services, and the expense of manually duplicating and mailing multiple copies of all types of communiques. InfoPlex is transaction priced. You pay only for the messages you send, and it is not time or distance dependent.

**InfoPlex is easy to learn.**

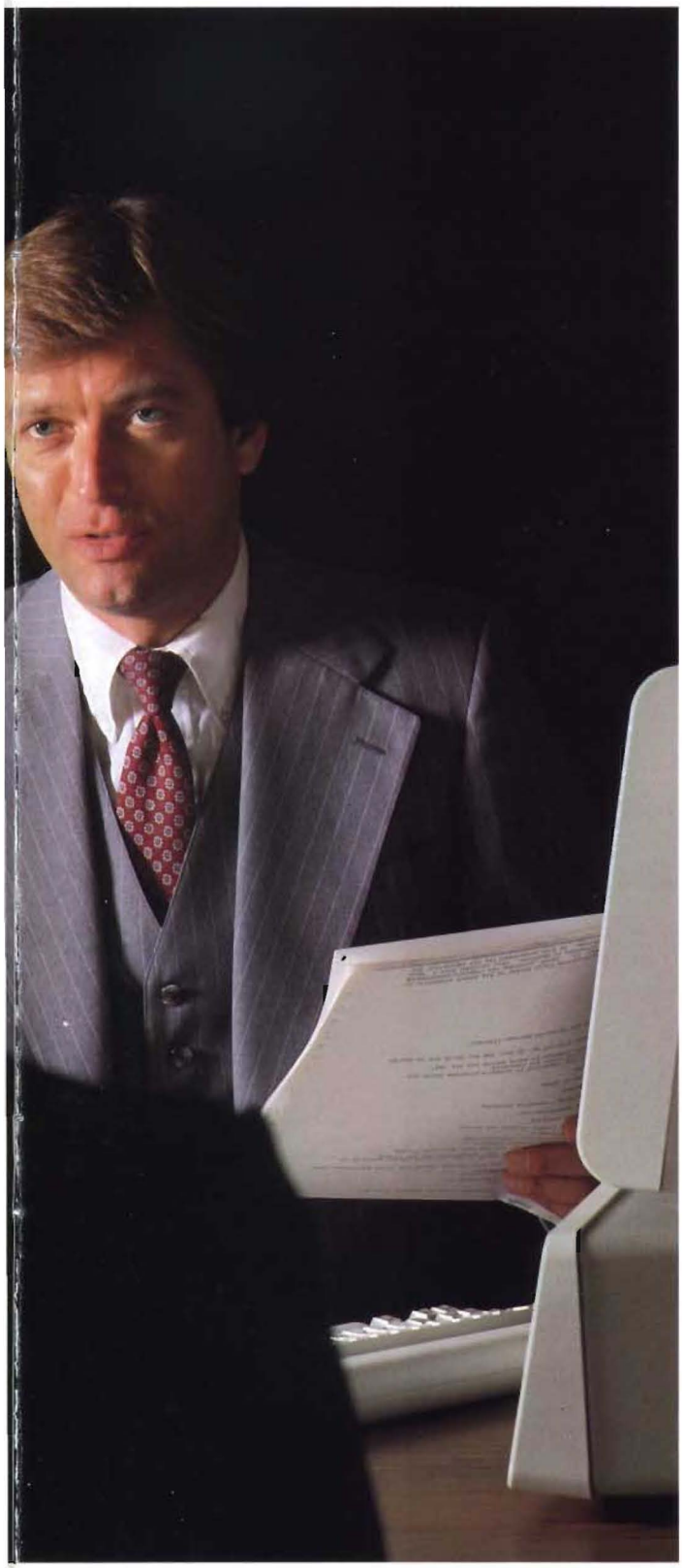
InfoPlex uses everyday office terminology such as "Compose," "Scan," "Receive," "Send," and "File." Computer assisted instruction is available and augmented by an on-line "help" command. Training classes are held every month in all of CompuServe's local offices, nationwide.

**InfoPlex is easily accessible.**

24-hour accessibility allows you to distribute information at any time of the day or night. The CompuServe Network System assures dependability, worldwide accessibility, and extensive error detection and correction capabilities.

**Managers gain better control of their time — avoiding interruptions and eliminating the frustration of "telephone tag."**





**InfoPlex is timely.**

An electronic message can be distributed immediately to a single individual or throughout an entire organization. Communications problems among people in different time zones are eliminated. And the instantaneous properties of electronic messaging reduce time spent gathering information for the decision making process which is so important to most organizations.

**InfoPlex is equipment independent.**

InfoPlex can communicate with most terminals, microcomputers, and communicating word processors. It can be used anywhere, anytime. At home on weekends and evenings, from portable terminals while traveling, and from any equipped office terminal.

**InfoPlex is easy to administer.**

InfoPlex is easily tailored to meet the communications requirements of your organization. You maintain and control the system with the ability to define privileges and control access for each user as needed. Administrative reports are provided to support usage monitoring and to facilitate internal cost center accounting.

**InfoPlex is multi-featured.**

Message distribution options include "Priority," "Confidential," "Response Required," "Receipt Requested," and "Delayed Delivery." Other options include electronic filing, a forms capability, and E-COM.

**InfoPlex is ready when you are—at the office, while traveling, or at home.**





**Utilize existing equipment—InfoPlex is compatible with most microcomputers and communicating word processors.**

# COMPUSERVE. THE COMPANY.

CompuServe is a pioneer and leader in providing information services to industry, the business community, government and the home. CompuServe has evolved from being a provider of specialized remote computing services to being one of the largest commercial vendors of electronic mail and communications, consumer and business videotex systems, and information databases.

From its very beginnings as a time sharing company in 1969, CompuServe has been a major factor in the evolving computer services industry. By consistently adding value to its many problem-solving computer products, CompuServe has helped hundreds of businesses grow and better manage their resources.

Through its sales and services facilities, located in major U.S. markets, CompuServe has achieved the reputation of delivering and supporting high quality computer and communications services.

More recently, CompuServe has taken its expertise and years of computer service experience to the personal computing marketplace by successfully integrating the use of microcomputers with large data processing mainframe computers.

CompuServe is also recognized as a major provider of telecommunications network services and one of the earliest suppliers of high quality electronic mail services.



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