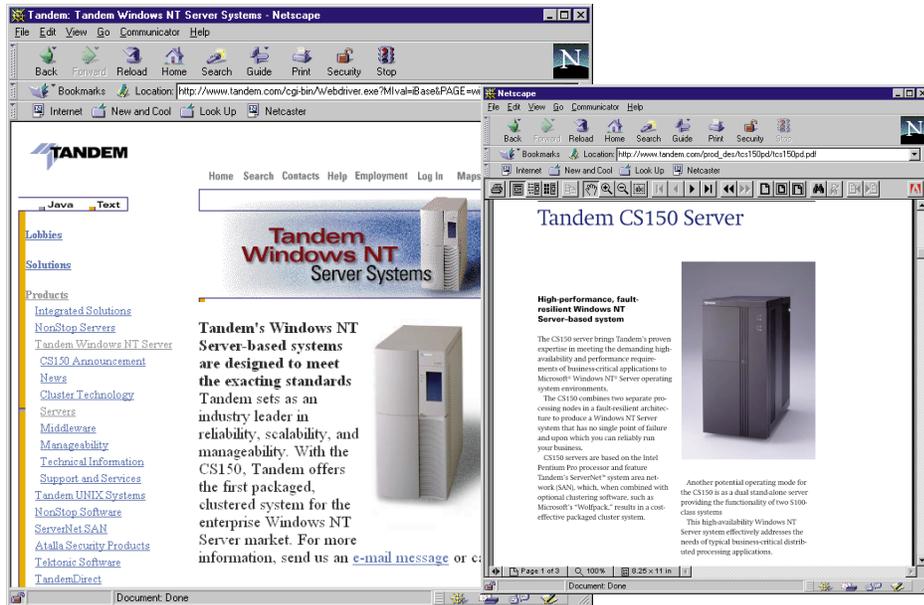


Tandem Computers

Tandem Reaches More Customers Faster With Adobe Acrobat and Reduces Marketing's Printing and Distribution Costs More Than \$1.7M Annually

Adobe® Acrobat®



Tandem uses Adobe Acrobat software to publish marketing materials on its corporate intranet and the Web that retain the quality and look and feel of the originals.

Key Benefits

- Printing and distribution costs reduced by more than \$1.7M annually
- Professional-quality marketing materials instantly available to customers, partners, and remote sales staff worldwide
- Provides a platform and application-independent file format that is easily accessible to all users
- Initial investment in collateral design is leveraged by maintaining the exact look and feel of originals, with fonts, colors, layout, and images fully intact
- Streamline the process of updating collateral and sending revised materials to customers and field staff
- Documents can be easily repurposed for print, CD-ROM, or Web-based distribution

As a world leader in providing reliable, scalable computer systems for critical business applications, Tandem understands the importance of fast, efficient, and uninterrupted communications. So when Tandem noticed delays in getting marketing collateral and other information into the hands of sales staff, channel partners, and customers worldwide, the company took action and solved the problem by assembling an innovative network of Web-based systems.

The goal was to eliminate the costs and delays of printing and mailing millions of pages of marketing materials—product descriptions, customer stories, technical manuals, and product data sheets—each year by offering unlimited, online access to documents. “The bottom line is customer service,” said Lynda Heideman, manager of the Interactive Communications Group. “From our sales reps and partners to our customers, everyone needs this information. The challenge was finding a way to deliver graphically rich materials over the Web in a format that was accessible to everyone.”

Quality Materials at a Fraction of the Cost

Tandem found the solution it needed with Adobe Acrobat software and Adobe Portable Document Format (PDF), a platform and application-independent file format that retains the look and feel of original documents.

In 1994, the company began using Adobe Acrobat to convert thousands of pieces of product and marketing collateral to PDF for distribution on CD-ROM. For the first time, field staff and channel partners had immediate access to timely materials. “The response was overwhelmingly positive,” Heideman explained. “Shortly after producing the CD-ROM, we moved these same PDF files to our corporate intranet, Internet, and extranet sites, which meant we could deliver updated documents in real time.”

Within a year of transitioning to electronic distribution in PDF, Tandem reduced printing and distribution costs by \$1.7 million while providing field staff with five times



By publishing marketing materials in PDF on the Web and its corporate intranet, Tandem provides field staff with access to five times more information with virtually no additional cost of reauthoring for online delivery.

more information. And by early 1996, the company had created one of the industry's most advanced Web distribution systems—a corporate intranet called Sales TIPS (Tandem Information and Presentation System), an extranet for key partners, and a corporate Internet site serving people around the world.

“Adobe Acrobat drastically changed how we distribute marketing materials,” Heideman said. “With Acrobat, we can deliver visually rich documents online with photos, images, and layout in the exact format as the originals. We also provide this information in HTML, but you can't compare the output. Materials delivered as Adobe PDF accurately reflect our corporate image and retain our initial investment in creating the pieces. HTML, however, makes it difficult to ensure that materials retain the desired layout and consistently have a high-quality appearance.”

According to Heideman, another advantage to using Adobe Acrobat is speed. Within seconds, documents with text and images created in Microsoft® Word, Adobe Illustrator®, Adobe Photoshop®, or any number of other programs can be

converted to PDF. “Adobe Acrobat lets us give everyone immediate access to information,” she noted. “Without any reauthoring, we can instantly convert files to PDF and put them on the Web—posting the same materials in HTML usually takes several days.”

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Expanding Opportunities With the Web and Adobe Acrobat

In addition to the large intranet, Internet, and partner extranet sites, Tandem is find-

ing creative ways to use the Web to better serve target markets. Tandem's ServerNet and NonStop™ Software Web sites are two examples, supporting ServerNet OEM partners and software sales worldwide. “Adobe Acrobat plays an important role in helping us maintain ongoing contact with our OEM partners,” Heideman commented. “Adobe PDF is the only technology that supports the highly detailed content in our technical manuals—allowing us to give development partners around the globe instant, online access to critical documentation.”

Since moving to electronic publishing via the Web, Tandem has noticed a marked improvement in overall marketing operations and services. “Our marketing staff now does a lot more with less money,” Heideman said. “On flat or even decreasing budgets, we're reaching more people than ever. And because updating and distributing PDF files is so easy, we frequently send revised materials out to the field, which guarantees that all documents reflect our current positioning.”

For more information about Tandem, visit www.tandem.com. The company's ServerNet and NonStop Software Web sites can be viewed at www.servernet.com and www.nonstopsw.com. Additional information about Adobe Acrobat and other products from Adobe is available at www.adobe.com.

Tandem Computers Systems At-a-Glance

Hardware

Apple Macintosh Computers
Windows-based PCs

Software:

Adobe Acrobat
Adobe Illustrator
Adobe Photoshop

Adobe Systems Incorporated
345 Park Avenue
San Jose, CA 95110-2704 USA

Adobe Systems Europe Limited
Adobe House, Mid New Cullins
Edinburgh EH11 4DU
Scotland, United Kingdom

Adobe Systems Co., Ltd.
Yebisu Garden Place Tower
4-20-3 Ebisu, Shibuya-ku
Tokyo 150 Japan

World Wide Web
www.adobe.com

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