



The Compaq Prosignia NeoServer is the first ready-to-go server that's easiest-to-own and puts your small business on the path to success

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New Compaq Prosignia NeoServer: A Breakthrough Solution for Small Businesses

Abstract: Today's small business customers demand network servers that are ready-to-go, easy to use, and backed by an industry leader. Until now, their options have been restricted to the single purpose appliance server or the entry-level PC server.

Compaq has now gone one step further by creating a new category of computing, the NeoServer, that addresses these unique needs. The Compaq Prosignia NeoServer,™ designed specifically to enable small business customers to achieve the fastest path to success, provides small businesses with considerably more robust functionality than an appliance server while providing the ease of use that traditional PC servers often lack.

The Compaq Prosignia NeoServer is an addition to the Compaq Prosignia family, the hallmark line of products specifically tailored to help growing businesses compete in the global marketplace. The Compaq Prosignia Family delivers the best value for the money from desktop portables to servers, and now, to the new NeoServers.

With the addition of the Compaq Prosignia NeoServer, Compaq has the most extensive portfolio of easy-to-own products for growing businesses. This portfolio, combined with the experience and knowledge Compaq has in designing, integrating, testing, and shipping standards-based servers than any other vendor, uniquely positions Compaq as a strategy partner.

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New Compaq Prosignia NeoServer: A Breakthrough Solution for Small Businesses
White Paper prepared by Industry Standard Server Division

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Introducing a breakthrough server designed exclusively for small businesses

The Compaq Prosignia NeoServer is the first ready-to-go server from Compaq that puts your small business on the fastest path to success. The Prosignia NeoServer is so easy to own that your hassle-free set-up time can be achieved in an unprecedented amount of time.¹

The Small to Medium Business Market is the fastest growing market in the server space. Small Office Businesses, non-residential businesses with fewer than 10 employees in the total corporation, are growing at 38%, and Small Businesses, establishments with 10 to 99 employees in the total corporation, are growing at 35%.²

Until now, Appliance Servers and PC Servers have comprised two distinct categories of network computing for these businesses:

Appliance Server Category

Appliance Servers are designed primarily for the corporate enterprise customers, although some small and medium businesses may choose to use them as well. An Appliance Server typically provides one specific dedicated function and provides that function very well. They include all the hardware and software needed to provide this functionality; there is no need to add or upgrade. Examples of Appliance Servers include Web Servers, Caching Servers, and Firewall Servers, to name a few. Deploying and using these Appliance Servers may require more technical savvy than some small businesses have. Companies that offer products like these include Network Appliance and Whistle Communications.

PC Server Category

PC Servers are designed for almost any size company but are primarily purchased by corporate and enterprise customers and larger small and medium businesses. PC Servers typically run most general-purpose applications. With these products, the hardware and software are typically sold separately, so that customers have the ultimate in flexibility and can configure them as they require. They are easily upgradeable with new hardware or software as required by the customer. Examples of PC Servers include the Compaq Prosignia 720, the Compaq ProLiant 800, the Dell PowerEdge 1300, and the HP NetServer.

NeoServer: A new category of network computing for more robust functionality

The NeoServer category is a new and emerging category, founded by Compaq. In working closely with small businesses, Compaq identified a particular set of needs and defined this new standard. NeoServers are designed specifically to meet the unique needs of small businesses. NeoServers are very easy to use and provide the hardware and software required to put a small business on the fastest path to success. NeoServers typically offer a suite of software specifically attractive to small businesses such as the capability to provide file and printer sharing, data backup, remote access, Internet access, and e-mail. These features are the core functions that small businesses need as they start their way into networking. Because these products are all-

¹ The NeoServer can potentially be set up in as little as 15 minutes, assuming the client PCs have Network Interface Card (NIC) installed, the environment wired, and the driver installed.

² IDC Report: PC Market Tracker, March 8, 1999

inclusive, they are ready-to-go, easy-to-own, highly serviceable, and at the same time, extremely reliable.

New Compaq Prosignia NeoServer

Compaq now offers a breakthrough NeoServer, the Compaq Prosignia NeoServer. The Prosignia NeoServer provides fast set-up, ease of use, and affordability - all the functionality needed to network a small business, including the confidence that comes from knowing it was built by the industry's leading industry standard server vendor.

Compaq offers a choice of two Prosignia NeoServer models: 1) The **Standard Model** provides basic functionality to network your business, including file and peripheral sharing, automatic data backup, and remote access capabilities; and 2) The **Internet Plus Model** provides everything in the Standard Model plus e-mail capabilities and internet access for connecting your small business to the world.

Compaq focuses on small business customer requirements with the Prosignia NeoServer

Introducing....
The Prosignia NeoServer
The first ready-to-go server that's
easiest-to-own and puts your
small business on the fastest
path to success.



Breakthrough new product category, meeting the needs of the fast-growing small business market

Designed for small businesses with up to 25 PCs who currently do not have a LAN

All-in-one solution - no need to add anything

Hassle-free set-up and ongoing use

File Sharing, Printer Sharing, Remote Access, Automatic Backup, e-mail, Security, and Internet Access

Easy administration through the Prosignia NeoServer Control Center

Aggressive Price

Advantage of Prosignia NeoServer over Appliance Servers

Traditional appliance servers are designed to perform a specific set of tasks, can be difficult to set up, and often do not allow for easy everyday use. The Compaq Prosignia NeoServer provides small businesses with a more robust suite of services than the appliance server including:

- ◆ File and peripheral sharing – Users can share public files, a private folder, and peripherals to save time, money, and ensure document consistency.
- ◆ Remote Access System – Users can access the network away from the office.
- ◆ e-mail – Boosts employee productivity by providing the ability to send e-mails to other companies or your own.
- ◆ Internet access – Allows company access to leading edge information on the Internet to make your company even more competitive.
- ◆ Assisted ISP connection - Compaq also provides simple, reliable, and competitively priced connection to Internet Service Provider (North America Internet Plus Model only).
- ◆ Easy-to-own and set up GUI interface through the Prosignia NeoServer Control Center - Connecting your Compaq or existing computers is made easy through the Prosignia NeoServer PC set-up (menu-driven Wizard with a minimal number of screens) with a rapid one time network set-up using the Prosignia NeoServer Control Center (with the menu-driven wizard).
- ◆ Automatic backup – Ensures that all data on both the primary and optional hard drivers are backed up on a frequent basis without user intervention.
- ◆ Unique service and support (VCR model) - Full service and support offering is available 24 hours a day, 365 days a year, and tailored to meet your budget and needs by calling 1-800-888-9909 – U.S.
- ◆ Unique new service – Compaq CarePAQ - Through CarePAQ services, Compaq offers pre-packaged services, while providing customers a single point of contact for their basic and business-critical service and support needs.

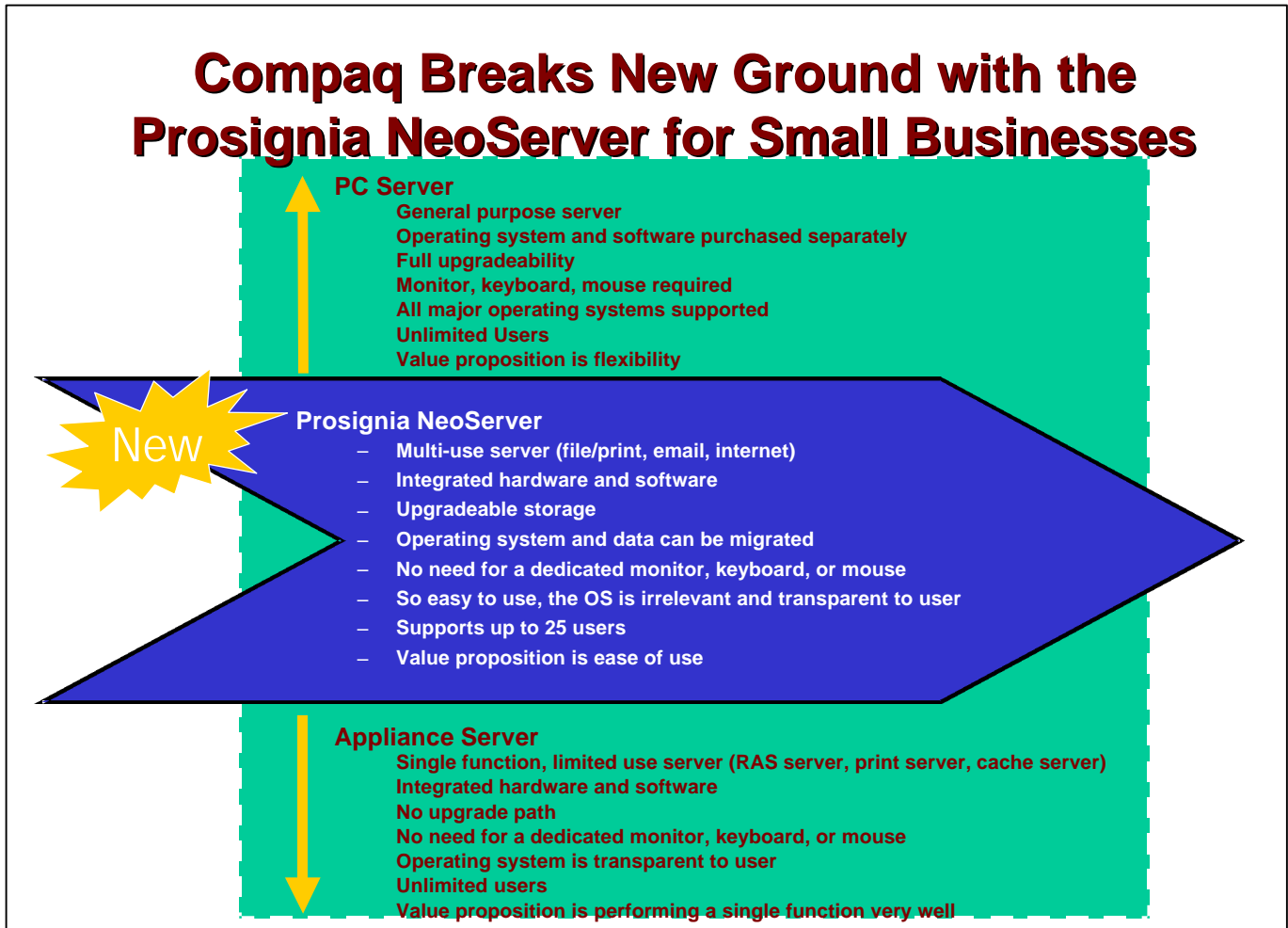
Advantage of Prosignia NeoServer over PC servers

Traditional PC servers provide entry-level functions for larger SMBs. Software and hardware such as a keyboard, mouse, and monitor are sold separately. The Compaq Prosignia NeoServer provides integrated software and hardware and there is no need for a dedicated monitor, keyboard, or mouse as all are accessed through the Prosignia NeoServer Control Center. Specific features that the Prosignia NeoServer provides over PC servers include:

- ◆ Hardware and software are integrated together – Customers are provided optimal performance and reliability with this integration.
- ◆ Easy-to-own and set up GUI interface through the Prosignia NeoServer Control Center - Connecting your Compaq or existing computers is made easy through the Prosignia NeoServer PC set-up (menu-driven Wizard with a minimal number of screens) with a rapid one time network set-up using the Prosignia NeoServer Control Center (with the menu-driven wizard).
- ◆ Assisted ISP connection - Compaq also provides simple, reliable, and competitively priced connection to Internet Service Provider (North America Internet Plus Model only).

- ◆ Automatic backup - Ensures that all data on both the primary and optional hard drivers are backed up on a frequent basis without user intervention.
- ◆ Unique service and support (VCR model) - Full service and support offering is available 24 hours a day, 365 days a year, and tailored to meet your budget and needs by calling 1-800-888-9909 – U.S.
- ◆ Unique new service – Compaq CarePAQ - Through CarePAQ services, Compaq offers pre-packaged services, while providing customers a single point of contact for their basic and business-critical service and support needs.

Compaq Breaks New Ground with the Prosignia NeoServer for Small Businesses



The Compaq Prosignia NeoServer provides a specifically designed solution for smaller business requirements with the following key benefits:

Ready-to-go

Everything you need to get started is included in one simple purchase, saving you time and resources for the fastest and most efficient path to networking.

- Quickly and easily with the Prosignia NeoServer, you can network your business, sharing information and peripherals such as printers, scanners, plotters, and backup devices connected to the other PCs on the network.
- The integrated operating system eliminates the hassle, time, and expense of purchasing and installing a network.
- Everything you need to get you started, including the hub, cable, and modem, is included in **one simple purchase**.
- Compaq provides the functionality needed to run your small business with file and peripheral sharing, automatic data backup, remote access, e-mail, and Internet access.

Easy-to-own

The Compaq Prosignia NeoServer satisfies the needs of customers who prefer to buy directly by offering literally thousands of configure-to-order models priced at or below other direct competitors, coupled with breakthrough online services, competitive leasing programs, and comprehensive service and support.

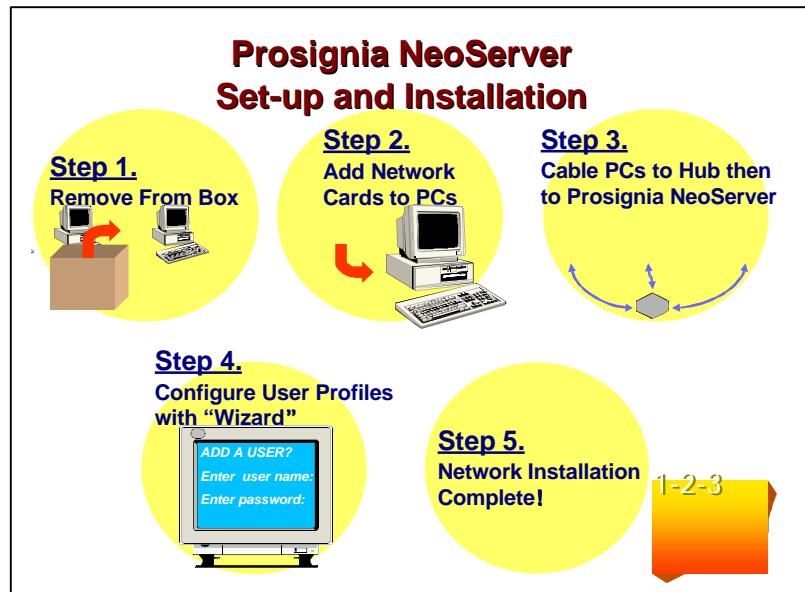
Easy to buy

- The Prosignia NeoServer is available where and when you want to buy it, including from DirectPlus, Catalog Vendors (like CDW and Microwarehouse), the Internet at www.Compaq.com, retail store shelves, and 2,200 kiosks. (Prosignia products through DirectPlus will be shipped as fast as the next business day and on average within five business days. See <http://www.compaq.com/smb/servers/prosignia/html> for more information).
- Affordable to even the most demanding small business budget, with the Prosignia NeoServer, there is no need to purchase unnecessary monitors, keyboards or mouse – just use your existing desktop to set up. Once networked, you can share any device that's connected to any of your PCs.
- With two Prosignia NeoServer models available to choose from, you only pay for the functionality and hardware needed. Similar to a PC server, the ProSignia NeoServer offers just what you need.
- Compaq Capital offers leasing programs to make owning a Compaq Prosignia NeoServer more affordable with one bill and an easily affordable monthly payment.

Easy to Set-up

Quick to set up, the Prosignia NeoServer is simple to use and maintain, while minimizing your resource investment.

Connecting your Compaq or existing computers is made easy through the Prosignia NeoServer PC set-up (menu-driven Wizard with a minimal number of screens) with a rapid one time network set-up using the Prosignia NeoServer Control Center (with the menu-driven wizard). The self-paced multimedia tutorial provides easy step-by-step instructions. Compaq also provides simple, reliable, and competitively priced connection to Internet Service Provider (North America Internet Plus Model only).



The Compaq Prosignia NeoServer is quick to set up.

Easy to Use and Maintain

After initial set-up with the Prosignia NeoServer Control Center, on-going use is reliable, and maintenance is simplified and hassle free (adding new users takes less than 5 minutes). Everyone on the network can access printers, scanners, backup devices, and plotters on other clients; however, firewalls are established to protect sensitive company data from unwanted outside intrusion.

Service and Support

- With easy "do-it-yourself" service in the unlikely event the unit fails, you simply remove the hard drive and ship the unit back to Compaq for an entire new replacement unit.
- The Prosignia NeoServer is easily serviced without the need to reinstall or reconfigure the network. The customer simply removes the backup hard drive with data on it and cross-ships the unit back to Compaq for replacement. The customer then inserts the backup hard drive into the replacement unit and performs a full restore of user data and system settings to get back up and running.

- Full service and support offering is available 24 hours a day, 365 days a year, and tailored to meet your budget and needs by calling 1-800-888-9909 – U.S. The Compaq Prosignia NeoServer offers a new 1/1/0 Warranty that includes 1-year labor and parts with no onsite service needed. An upgradable service plan is also available.
- A separate hotline support is provided through the Prosignia Business Support Center, set up specifically for the new Prosignia family of products.

Compaq CarePAQ

Compaq makes it even easier to own and maintain the Prosignia NeoServer by providing a complete service and support offering, CarePAQ. Through CarePAQ services, Compaq offers pre-packaged services, while providing customers a single point of contact for their basic and business-critical service and support needs. From assessment to installation to extended support - these Compaq CarePAQs provide customers with the extra help and peace of mind they may want for the systems that run their business.

Prosignia NeoServer Assessment Service

Installing a new network is a little like painting a room: proper site preparation and making sure you have all the right materials are key to success. To ensure a very easy installation of your Prosignia NeoServer and clients, Compaq Services offers a specially priced service to assess your office site and help you get ready. This service will:

- Identify power, environmental, and construction requirements
- Assess and estimate work required to install cabling (installation not included in assessment)
- Identify all equipment to be part of the Prosignia NeoServer network
- Inform you of all prerequisites for PCs and other hardware, software configurations and cables, and provide a parts estimate
- Complete site survey forms to assist others with cabling and installation

Prosignia NeoServer Installation Services

Once your site is prepared, you can install the Prosignia NeoServer and clients yourself, or have it done for you. Compaq offers four Prosignia NeoServer installation services, covering most configuration situations:

Prosignia NeoServer Installation

This service will:

- Integrate one Compaq Prosignia NeoServer into the LAN environment. This includes configuration of the Prosignia NeoServer's operating and network software.
- Configure one Windows-95 or later client with appropriate browser to act as the Prosignia NeoServer's console
- Validate network connectivity and orient the user

Prosignia NeoServer Internet Installation

For customers purchasing the Prosignia NeoServer Internet model, this service will:

- Configure the Prosignia NeoServer with appropriate Internet Service Provider settings
- Validate the connections

Prosignia NeoServer Client Installation Services

These services will:

Integrate PCs or MACs into the Prosignia NeoServer's LAN environment and, if necessary install and configure the client's Internet browser, NIC card, network software and will also validate network connectivity.³

Prosignia NeoServer Extended Support Services

Businesses of all sizes often find that Warranty alone does not provide the peace of mind required for systems used to run the business. To get faster help with problems, and for ongoing protection, Compaq offers three support services for the Prosignia NeoServer:

Warranty Uplift to On-Site

This service uplifts the Prosignia NeoServer warranty from 1 year, parts and telephone labor with no on-site to 1 year with parts and telephone labor support with next day on-site hardware maintenance. Service will be provided M-F during standard business hours, local time.

Warranty Uplift - 2 years - No On-Site

This service uplifts warranty from 1 year, parts and telephone labor with no on-site, to 2 years of parts and telephone labor support, no-on-site

Warranty Uplift - 3 years - No On-Site

This service uplifts warranty from 1 year, parts and telephone labor with no on-site, to 3 years of parts and telephone labor, no on-site.

Investment Protection

The Prosignia NeoServer is the newest member of the Compaq Prosignia Family - the broadest portfolio of products for small and growing businesses that deliver the best value for the money. Compaq provides you a simple upgrade to new servers as your needs and business grows. Client and file directories can migrate seamlessly.

- More users (up to 25) can easily be added. Also, an additional expansion hard drive bay is available to add storage if desired.
- Printers can be effortlessly accessed by anyone on the network by easily adding them to any client.
- As small business needs grow even further, it's easy to migrate the Prosignia NeoServer user data to a Prosignia Server 720, any Compaq server, or other PC Server.

³ All Prosignia NeoServer Assessment and Installation services have prerequisites and assumptions to ensure successful implementation.

Confidence in Compaq

The Compaq Prosignia NeoServer represents breakthrough customer-driven innovation. Compaq has more experience and knowledge in designing, integrating, and testing and shipping standards-based servers than any other vendor.

Compaq is also the worldwide server market share leader. With the new Prosignia NeoServer, customers can depend on the experience, reliability, and stability that only Compaq can provide.