

PRESTEL BUSINESS COMMUNICATIONS

In the competitive climate of the 1980s, business success depends increasingly on efficient communication between company headquarters, branches, agents, and sales and service staff in the field. Increasingly, conventional publishing is inadequate for the task, particularly when time-critical information is involved. Delays

in printing and postage can mean lost business.

Prestel can provide a rapid, cost-effective method of communicating information within an organisation – it's called Private Prestel and harnesses the

power of the public Prestel network for specific company purposes. It means that widely scattered offices or staff based at home can be contacted quickly and easily with stock and price information, company bulletins, details of sales leads, and any other urgent communication. And it allows information to be sent back just as quickly to a company's headquarters.

HOW PRIVATE PRESTEL WORKS

Information you wish to send is entered on to Prestel's electronic pages and within seconds can be read by offices and staff throughout the country. Changes in information (updates of prices and stocks, for example) can be implemented in a few moments by anyone with basic typing skills.

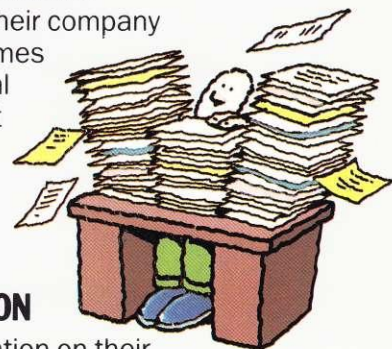
The system is called Private Prestel because it restricts access to company information,

making it available to specified people only – for example all company branches, or the sales staff, or senior management.

Private Prestel users need only a viewdata terminal or an adaptor for a television or

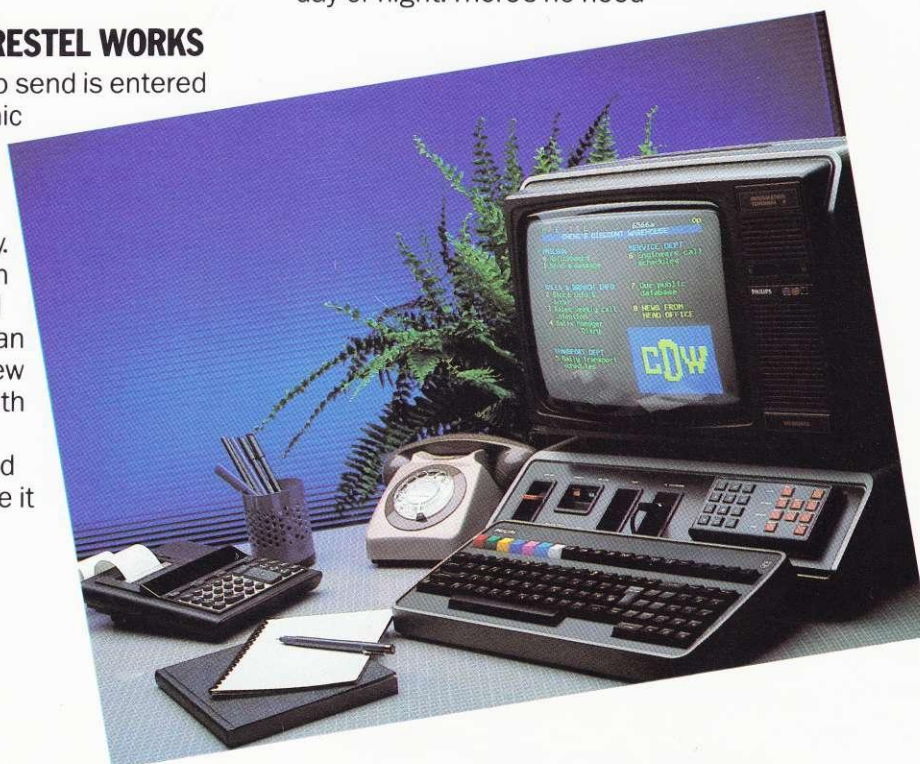
microcomputer to receive their company information in their own homes or offices. The large national Prestel network means that most staff are able to access this information at local call rate.

Prestel cuts down time-wasting, unproductive paperwork



TWO-WAY COMMUNICATION

As well as receiving information on their terminals, your staff can use the same equipment to communicate back again. Written messages, sales orders, cash returns and other information can be sent immediately to head office at any time of day or night. There's no need



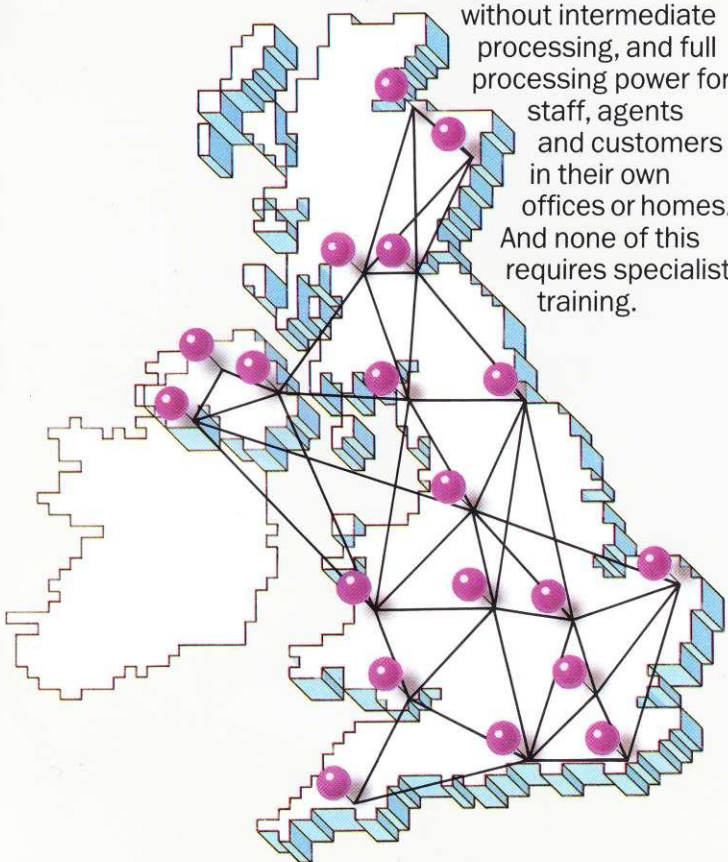


to catch someone on the other end of the telephone as messages and orders can be stored for subsequent processing.

GATEWAY

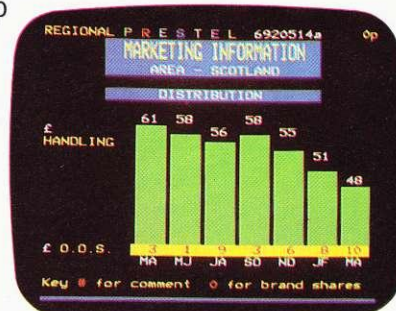
If large numbers of orders or returns are coming into head office, it is often more efficient to feed them straight into your own computer. Prestel Gateway allows you to do just that. It provides the network link between your own database and the Prestel terminal, and so places the power of the company computer at the fingertips of the staff. The benefits, in short, are low-cost access to your own computer from all parts of the country, a facility to enter orders

without intermediate processing, and full processing power for staff, agents and customers in their own offices or homes. And none of this requires specialist training.

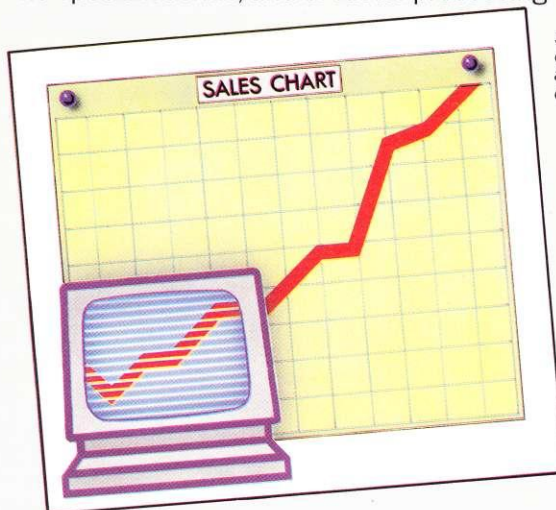


A VERSATILE COMMUNICATIONS MEDIUM

Companies of all sizes and types are using Private Prestel for a variety of purposes: entering sales orders, sending insurance quotations to brokers, publishing transport schedules, setting up hotel or airline reservations systems, scheduling service engineering jobs, sending urgent news to branch offices, entering orders from home agents, sending prices lists and stock reports to retail agents, and many other applications.



Users of Private Prestel enjoy the advantages of low-cost, electronic communication, of a simple system needing no specialist skills, and of faster processing



Streamlined communications are vital to company success

and dispersal of information. It all adds up to streamlined communication resulting in better informed staff and more effective management.

A team of experts is on hand to ensure that Private Prestel's facilities are tailor-made for specific company needs. If you would like to know more about how Prestel can increase the efficiency of your company's communication please contact: Prestel Sales on 01-822 1100.

