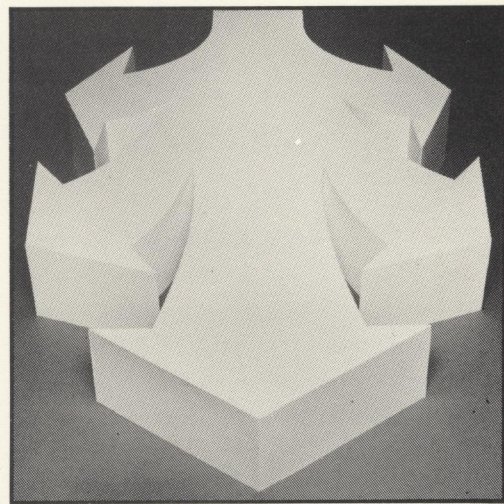




RC as supplier to Edp service bureau sector



RC IS AWARE OF THE PROBLEMS FACING A SERVICE BUREAU — AND CAN SOLVE THEM

As a service bureau seller, RC is more experienced than most others in the market. RC has been engaged in DP research and development since 1955. This involvement includes nation-wide service bureau activity where DP staff work in close cooperation with the business world. RC is, in fact, one of the few European establishments engaged in both computer production and service bureau activities.

RC OFFERS EXPERIENCE AND KNOW-HOW TO THE SERVICE BUREAU FIELD

The experience and know-how, which RC has acquired through extensive service bureau activity within the Danish business world, benefits RC's service bureau customers. With its wide product line and system-solution speciality, RC can satisfy virtually any requirement — both in the hardware and in the software fields.

RC MEETS A SERVICE BUREAUS' PROFITABILITY DEMANDS

There is a basic difference between a DP department in a large company and a service bureau. A DP department is rarely so profitability-oriented as a service bureau and will, now and again, invest large sums of money in equipment in order to be 100 per cent certain that sufficient capacity is available — even at peak load times. On the other hand, a service bureau will generally have a more critical attitude to price/performance considerations. In other words, the crux of the matter is to get as much as possible out of the invested capital.

A service bureau is typically a highly experienced user. This type of customer is extremely interested in RC's hardware and service bureau experience — experience which has earned RC a remarkable profitability over more than twenty years. An increasing number of service bureau customers demand "here and now" service. RC, due to well-planned development, and research into the difficulties facing service bureaus, can supply total system solutions to these problems.

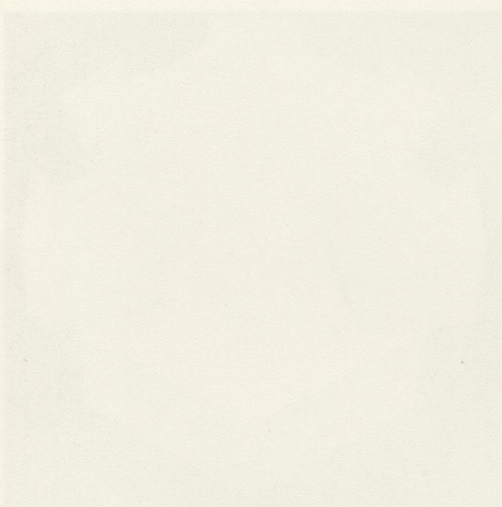


RC's development and production philosophy is based on the fact that growth within the service bureaus' field is found in Network Information Systems. An international market investigation shows that service bureaus which exclusively utilize batch solutions have, when inflation is taken into account, a real growth rate of approximately zero. On the other hand, service bureaus which base their service on terminal oriented systems have the fastest growth rate.

MANUFACTURER AND USER

One of the reasons why so many international service bureaus turn to RC is that RC delivers service bureau systems free from teething troubles. RC has, at its own service bureau, experienced and subsequently solved the problems, which can confront a service bureau. As a manufacturer it has been relatively easy to correct errors and introduce improvements.

At RC, a customer will see a real system at the demonstration stage. RC emphasizes the importance of a demonstration which gives a true impression of the hardware and the various finished application systems available to service bureaus.



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RC MEETS A SERVICE BUREAU'S PROFITABILITY DEMANDS

RC OFFERS A SERVICE BUREAU A HIGHLY EXPERIENCED USER