MIS manager buys

GTE
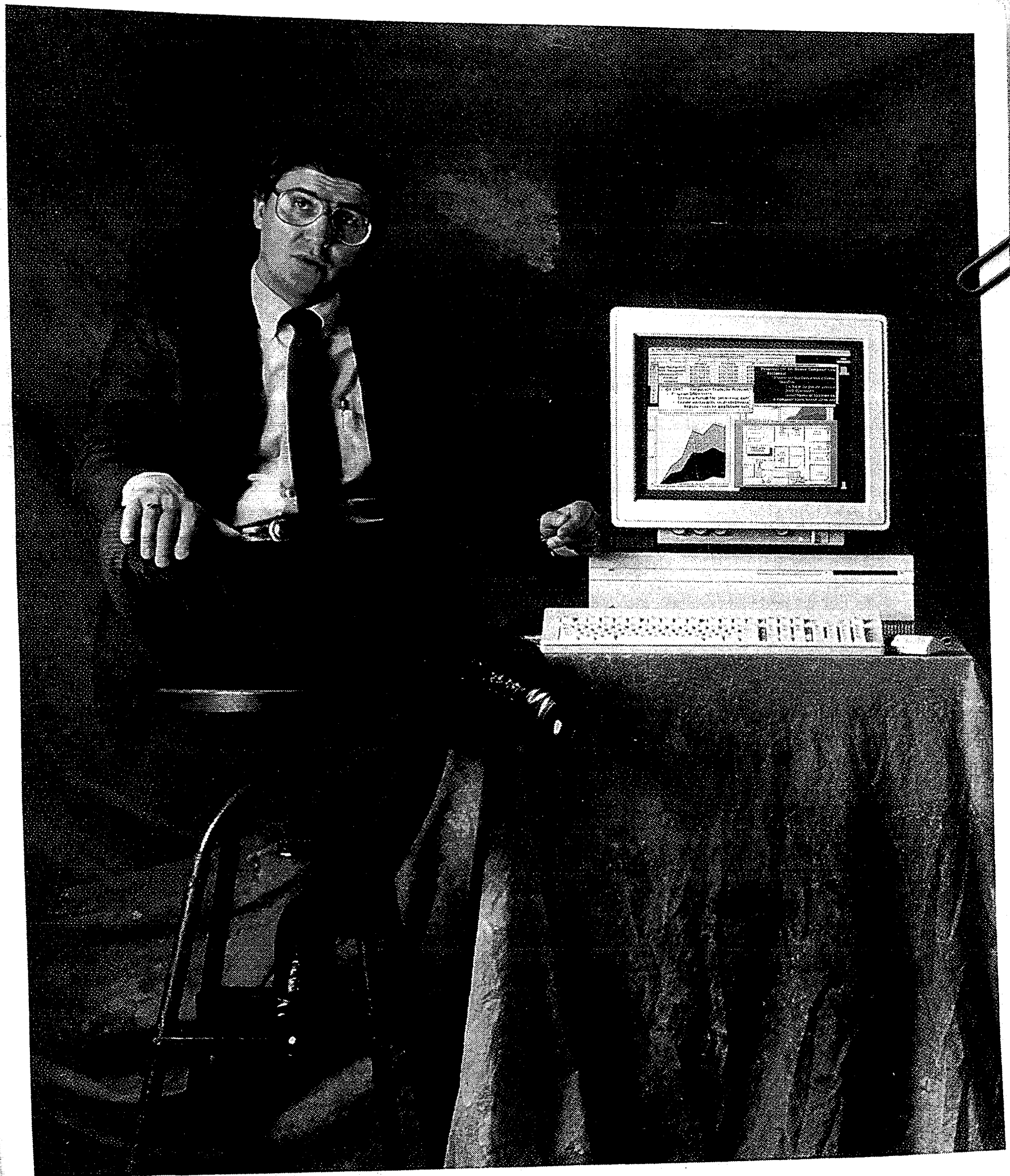
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Macintosh, keeps job.

Until very recently, the above headline was the MIS equivalent of "Man Bites Dog."

Because specifying Macintosh® personal computers for corporate desktops was an act of sheer daring. Like hang gliding, or wearing a Mowhawk.

But now, if the behavior of data processing executives is any indication, we've engineered the thrills out of handing us a purchase order.

Since the introduction of the Macintosh Plus with its 1 to 4 megabytes, and most recently the faster, expandable and MS-DOS compatible SE, hundreds of the *Fortune 500* have put Macintosh to work.

At first we were hired for specific jobs that no one else can do as well. Like low cost CAD/CAM and Desktop Publishing.

But, then, our other merits revealed themselves. Such as the open architecture of the SE and the new Macintosh II.

Which lets you connect seamlessly to DEC's VAX, IBM mainframes, and other popular systems. And by putting Macintosh at the front end, you give people a more civilized way to deal with mainframes.

Another revelation is the wide array of innovative Macintosh business applications—financial analysis, word processing, databases, and, of course, graphics. Which are not only easier to learn than what's running elsewhere, but more advanced.

The point-and-click simplicity of the Macintosh graphic interface is a well known boon to the user.

But it also turns out to be a major time and money saver for you who have to train all those users.

Because Macintosh has a lower training cost per desktop than any MS-DOS computer on the market.

Macintosh's simple, straightforward operating style also pays off impressively after the training is over.

In an in-depth analysis of 7 Macintosh installations in business, users consistently reported productivity gains of 15 to 25% and more.

And on top of all this, Macintosh has excellent connections.

While others are pushing the "Network of the Near Future," the Macintosh network is here and now. It's called AppleTalk.®

AppleTalk is a networking protocol that is at the same time sophisticated, infinitely flexible, and easy to set up.

You can link the system together just about any way you want to—over phone lines, twisted pair, fiber optics or Ethernet.

Plug in a card and you can run AT&T UNIX as well as MS-DOS applications. And in fact, there are a variety of other ways to integrate Macintosh into the MS-DOS world.

Including the AppleShare™ file server which lets Macintosh and PC's link and share data.

All of which makes it a simple matter to incorporate Macintosh into any existing network.

Or, to build new ones.

We'd like an opportunity to demonstrate these and a catalogue of other innovations.

Just call your Apple Sales Representative. Or call us directly at 800-446-3000, ext. 400 for the name of the authorized Apple reseller nearest you.

You'll find out how so many DP professionals can buy Macintosh. And still keep their names out of the papers.

The power to be your best.™