

## Apple Commercial Applications

Over 250,000 people throughout the world have chosen Apple and, here in the U.K., Apple has already been recognised as the professional choice in personal computers. So much so that commercial program packages are available for Apple in many areas. All the topics here represent an available application for Apple and if any one is a problem area for you, then Apple could have the answer.

## ACCOUNTING

**Accounting systems** Linked ledger systems provide accounting information including VAT summaries, profit and loss reports and trial balance.

**Cash-flow** Programs are available to monitor cash-flow on capital projects, as well as helping control company problems in this area.

**Incomplete Records** Reports include trial balance, cash reconciliation, profit and loss, balance sheets, fixed assets, source and application of funds.

**Invoicing** Automatic printing of invoices can be produced by a variety of methods.

**Nominal Ledger** Nominal ledger systems to integrate sales and purchase ledger and provide trial balance, with final accounts and reporting in selected areas.

**Payroll** Systems for employees paid weekly, monthly or hourly are available and cover the requirements of both Inland Revenue and DHSS.

**Petty Cash Ledger** Systems can cover even companies with extremely high levels of petty cash transactions.

**Purchase Ledger** Open-item and balance brought forward systems are available. Comprehensive reporting facilities are included with these packages.

**Sales Ledger** Statements, analysis of VAT, customers, debtors and transaction analysis reports are available.

**VAT** As well as the systems mentioned above, most of which will provide VAT analysis, figures can be produced for VAT returns from details of invoices and credit notes.

## BUSINESS MANAGEMENT

**Cost Control** Systems are available for manufacturing companies, providing reports on production costs, stock analysis (of parts required in the manufacturing process) re-order stock, and stock value.

**Management Information** Accounting systems may also be linked to stock control programs to provide management information on company performance.

## DATABASE SYSTEMS

**Information Systems** Database systems provide an electronic filing cabinet for all kinds of records — personnel, stock, clients, sales, patients, bookings, properties. They are available with various levels of sophistication, including larger packages that include features for direct output onto labels and sophisticated selective retrieval techniques.

## DATA COMMUNICATIONS

With the Appletel package, Apple users can access the Post Office Prestel Information service. Apple computers have also been successfully linked to many mainframe computers and time-sharing services, including: DEC IO. DEC PDP II. Dialog and Dialtech networks. GEISCO (time-sharing). Honeywell L66 (time-sharing). Hewlett Packard HP 3000. IBM CALL (time-sharing). IBM Cambridge 370/168. IBM 370. Prime 750.

## OPERATIONAL RESEARCH

### Critical Path Analysis

A powerful network analysis processor to analyse, sort, store and retrieve networks of up to 2000 activities.

**Linear Optimisation** With the linear programming system, Apple can be used to solve linear optimisation problems.

**Linear Regression** Various programs are available to perform linear regression on data sheets.

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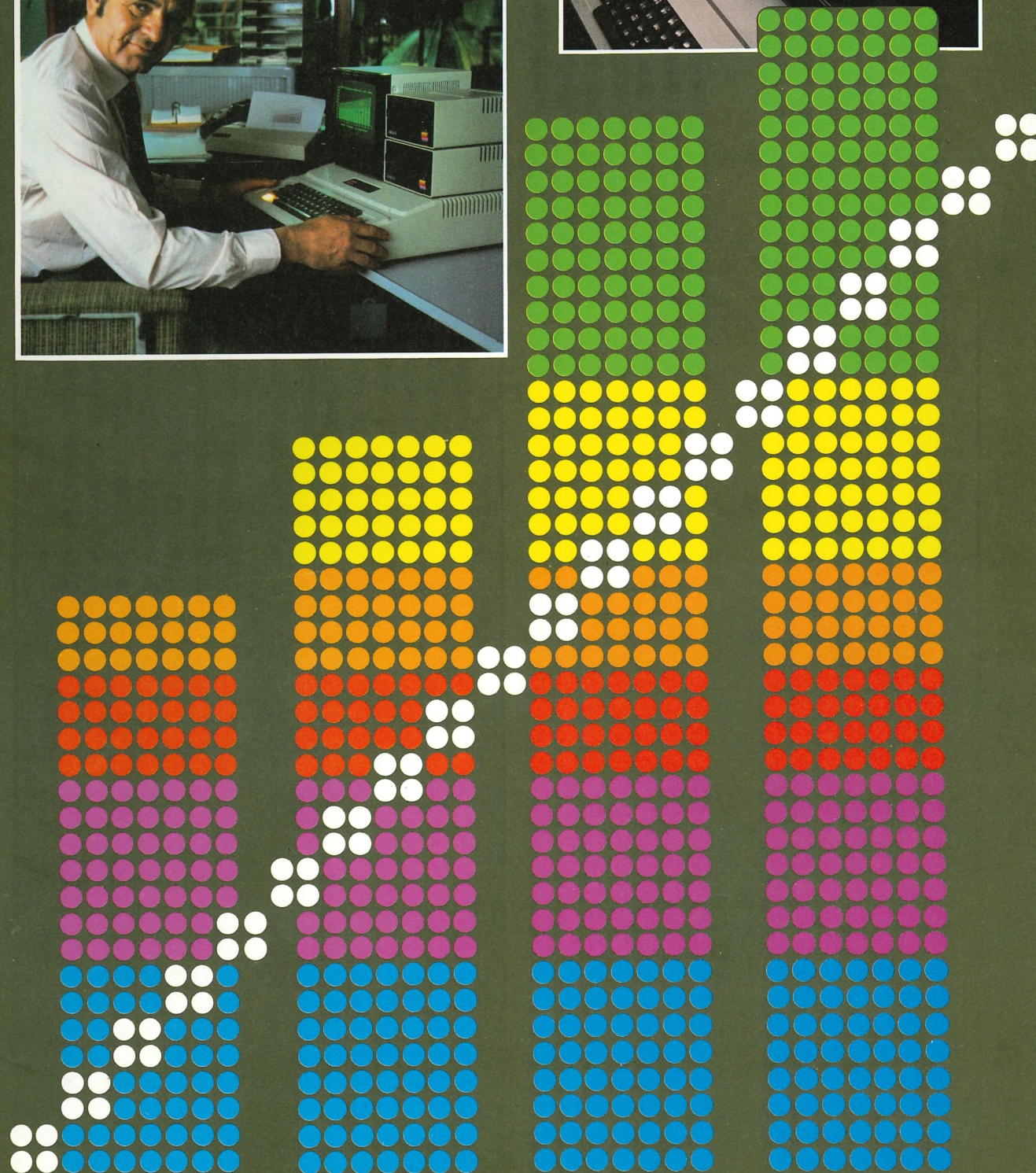
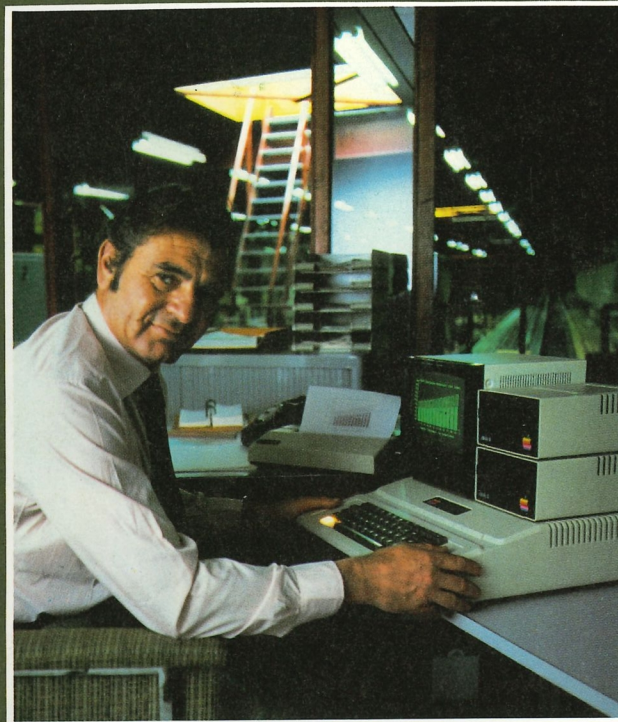
**Statistics** Complete suites of programs cover almost all routines involved in the analysis of statistics.

**Time Series Analysis** Time series analysis and forecasting is available with Apple, using linear, polynomial, Gompertz and modified exponential trend routines.

## STOCK CONTROL

Many different stock control programs are available to suit the requirements of different businesses. *These represent only a small selection from the vast range of programs available for Apple. Ask your dealer for more information on Apple applications.*

# APPLE IN BUSINESS



 apple computer

 apple computer



# APPLE IN BUSINESS

Whether you are managing a company, controlling a department or setting up your own business, making the right decision isn't always easy — especially when you can see circumstances changing every day. And the ability to examine all the alternatives in detail could mean the difference between a glowing success and a dismal failure.

But how do you find time to look at all the variables? Especially when your managerial skill is being swamped by day-to-day administration.

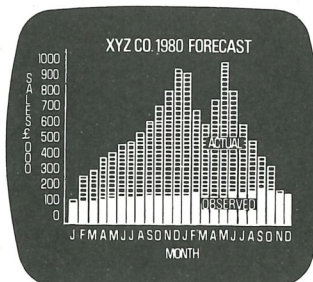
The answer, of course, is an Apple personal computer system.

## WHY APPLE?

With Apple, you have immediate access to some of the most powerful financial planning and business software on the market. That's important, because you're buying equipment to solve your problems *now* —

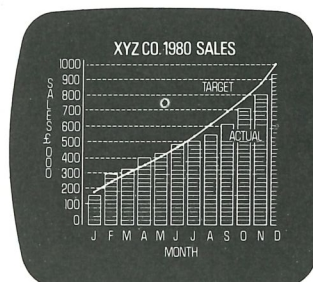
not when you've found time to become a computer expert as well as controlling your business. If you have a problem in business management, then Apple and one of these programs could be the answer.

## VISICALC™



With VisiCalc, you can use your computer screen like an electronic worksheet to handle columns and rows of figures. Calculations that you used to perform figure by figure can now be carried out almost instantly. Instant recalculation means that you can change any of the figures and watch the effect.

## VISITREND/ VISIPILOT™



With these two programs, you have access to sophisticated trend forecasting and statistical analysis. You can perform regressions on data series to look for relationships, make transformations on data and with one simple command get descriptive statistics on any data series. And VisiPlot gives you full graphics capability to produce charts and graphs.

## VISIDEX™

With VisiDex, you have an electronic filing cabinet for all the information you thought never could be organised,

names and addresses, things to do, notes, report summaries and personal information. You decide how to cross reference the information, so that VisiDex 'remembers' it the way you do. From one reference, all the information you filed

*****		
ANNUAL INTEREST RATE...	11.00	%
NUMBER OF YEARS.....	5	
NUMBER OF MONTHS.....	4	
PRESENT VALUE.....	UNKNOWN	
FUTURE VALUE.....	7000	
MONTHLY PAYMENTS.....	UNKNOWN	
*****		
MONTHLY INTEREST RATE...	9.92	% PM
TIME PERIOD IN MONTHS...	64	
*****		
IN ORDER TO HAVE.....	7000.00	
AFTER.....	5	YEARS
AND.....	4	MONTHS
AT.....	11.00	%
YOU MUST INVEST.....	3903.67	TODAY
*****		
DATA FILE MANUAL DATA NEW CALCULATION		
ENTER FILE MANUAL NEW		

away on that particular subject is printed out. With VisiDex, you'll always have the information you need.

## CCA DATA MANAGEMENT SYSTEM™

Mailing lists for clients, customers or sales prospects, inventories, parts lists — every business needs this sort of information organised. And for mailing lists, you need address labels, too. Not only will your



information be organised effectively, but you get extra efficiency too. You can sort and re-sort all the information by whatever criteria you specify — by number or description, by cost or quantity or alphabetically. To cope with all these problems, you need the CCA Data Management System.

## DESKTOP/PLAN II™

With Desktop/PLAN II, you have a fast and easy way to automate and organise all your financial analysis, budgeting and business planning. You can compile department budgets and then combine the results of identical models into an overall company budget simply and easily. Pagination, headings and many other report features are included for your hard-copy output.

Apple and VisiCalc are one of the most effective personal computer combinations available today. Now, with the additional capabilities of the new series of personal software, and the availability of other high-power systems like MicroModeller, Apple can radically improve your personal effectiveness in business.

## APPLE APPLICATIONS

Of course, business forecasting and financial planning aren't the only areas

where Apple can help you find more time in your working day.

Apple can handle accounting systems, stock control and many other problematic tasks which usually result in mountains of paper. Apple can help anywhere information needs recording, processing, displaying and printing.



In fact, so many other people have chosen Apple that the selection of readily available programs for Apple covers hundreds of applications in architecture, agriculture and farming, the legal and medical professions, engineering, manufacturing and retail management. For more information on the vast range of programs available ask your dealer for the latest edition of the Program Directory for Apple.

## APPLE WORD PROCESSING

When your Apple isn't performing one of these tasks, you can use your computer system as a text-

editing system, to create, edit and amend letters, memos and reports with perfect presentation every time. All you need is a printer and the Apple Writer program. Apple has a standard typewriter keyboard so no special training is required. Alternatively, you might like to buy your secretary her own Apple system, and help her become as efficient as you are.

## WHAT YOU NEED

The typical Apple Business System consists of an Apple II computer processor (with 48K of random-access memory to store your data while in operation), two floppy disk units (for your programs and data storage), a



high-resolution video monitor and a printer to suit what use you are going to make of your system — you can choose between the Silentype, a simple, hard-working desktop printer, the Centronics, a more sophisticated dot-matrix printer, or the Qume, another high-quality printer to give you the same sort of output that you would expect from a golfball typewriter. With a Centronics printer, your complete system would cost only about £2,500, little more than the price of a basic photocopier and a good deal less than a one-function word processor. And if you have more time, but your resources are limited, you can start to learn computing with Apple for as little as £800.

## APPLE RELIABILITY

Another reason for choosing Apple as your personal computer, is that Apple has been built to be tough and reliable enough to take all the knocks of office life. Every Apple comes with a one-year warranty as standard, and there's the option of



renewing this with Apple's Extended Warranty Plan.

Every Apple Dealer will be pleased to give you details and to show you how an Apple can help you and your business. There are over 450 Apple Dealers throughout the country, so help is never far away.

