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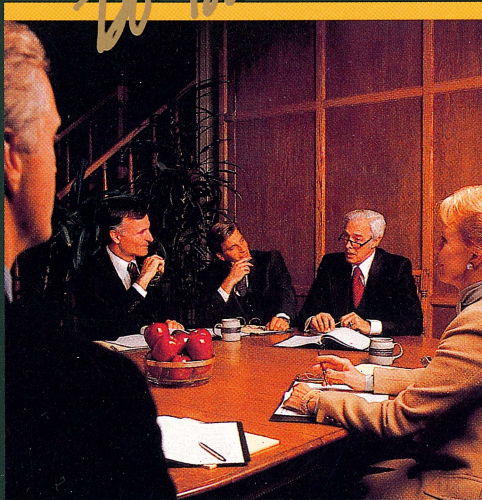
Apple

National

Account

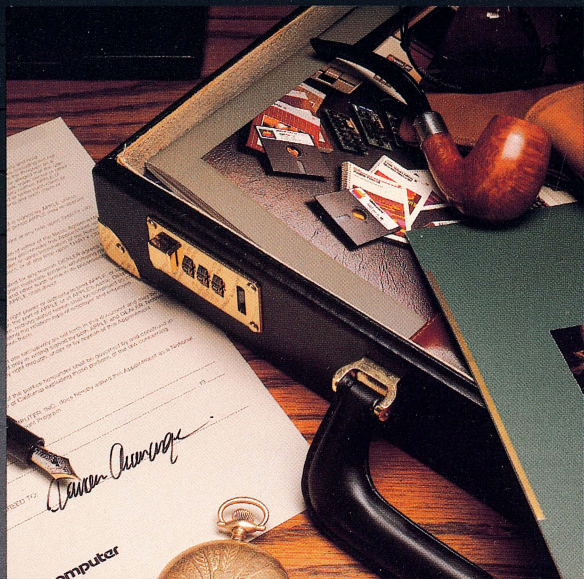
Program

*For The Way
you
Do Business*



"The personal computer can distribute intelligence where it's needed. Ultimately, this distribution of intelligence will change the way we all make decisions." Steve Jobs, Chairman of the Board, Apple Computer, Inc.

Apple's National Account Program makes it easy for you to acquire and support personal computers for your organization. Whether you're equipping corporate headquarters or a branch office thousands of miles away, Apple provides the coordination you need to bring personal computers successfully into your company.



Apple's National Account Program

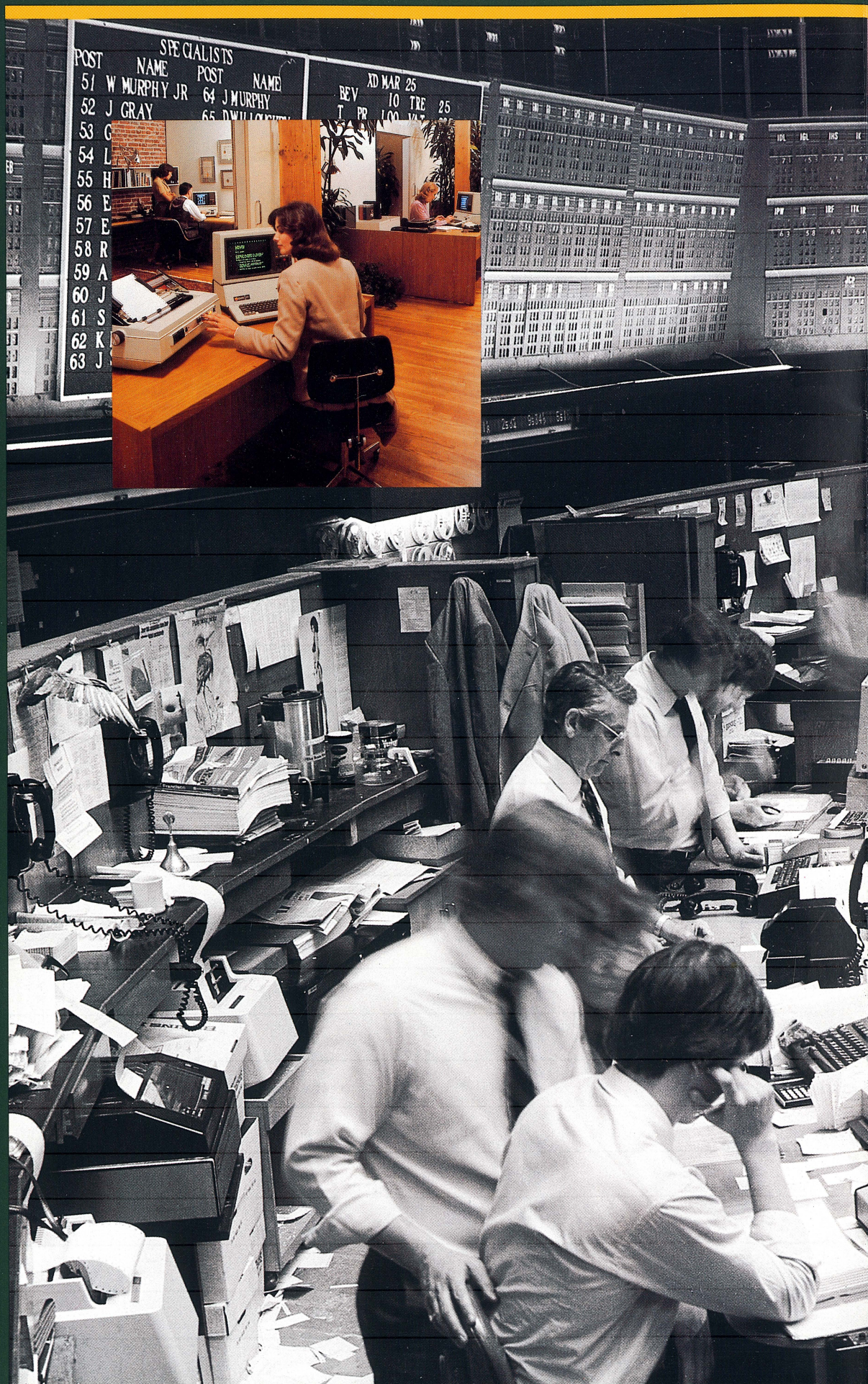
A convenient arrangement Apple provides for corporations that need to introduce, purchase, and support large numbers of computers for their organizations.

The Apple National Account Program

For the Way You Do Business

More specifically, the Apple National Account Program is designed to:

- **give broad coverage nationwide** for your corporation's purchases of Apple computers;
- **encompass a complete range of hardware and software services**, because National Account Support Dealers carry an extensive line of peripherals and software, developed by hundreds of companies for Apple personal computers;
- **provide smooth installation and employee orientation**, because all systems are installed and supported by certified Apple National Account Support Dealers;
- **minimize start-up time**, because a local dealer in each location offers your employees the training and continued support they need to use personal computers effectively;
- **meet your specific service needs**, because you can choose the service arrangement that's appropriate for you.





In addition, the National Account Program gives you a flexible choice of buying alternatives, so you can custom-tailor a purchase plan to suit your needs. The Apple National Account Program: designed for the way you do business.

Apple's National Account Program lets you take advantage of an easy, coordinated way to bring personal computers into your company.

Apple personal computers can tackle many of today's tough business and industrial tasks, from financial modeling and word processing to employee training and instrument control. They're bringing to individuals the data gathering and analysis capabilities previously available only to entire corporations.

Many companies already use Apple systems for inventory control, sales forecasting, financial planning, and hundreds of other applications. Among the corporations who have discovered what Apple computers can do are:

- **Rockwell International**, where Apple systems help the Corporate Planning Department generate business graphics and perform specialized analysis and calculations;
- **Ford Motor Company**, where Apple computers are used for financial modeling tasks and engineering graphics;
- **Arthur Young & Company**, where our personal computers are ushering in a new era of computerized auditing;
- **Touche Ross & Company**, where Apple computers are being used in 65 offices for tax planning and returns, as well as management training;
- **Pepperidge Farm**, where Apple computers help with product marketing and ingredient analysis.

Apple gives you a choice of buying arrangements, so you can select the purchase plan that best fits your needs. For example, you might want a plan that lets you take advantage of your buying power, while allowing each of your offices to buy according to its needs.

National Support from Apple National Account Support Dealers...

Apple understands your needs. We know that you require fast installation, user orientation, on-going support, and dependable service—nationally. Our National Account Program answers these requirements by providing a corporate relationship with Apple and local support for each of your sites.

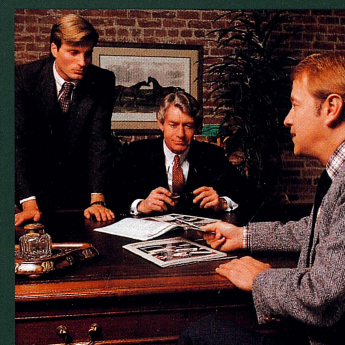
The program is built around our network of National Account Support Dealers, a carefully screened group of professional dealerships across the country. These dealers have demonstrated a superior record of supporting and serving large corporate customers. They've agreed to meet specific standards of performance in important areas of service and corporate support. In addition, they employ knowledgeable, qualified representatives who are familiar with the needs of corporate users and trained to help you find workable solutions to your business tasks.



...Corporate Support from an Apple Account Executive

To make sure you get a consistently high level of support, Apple assigns your corporation an Account Executive to coordinate your purchases at your home office or across the country, and to deal with your questions.

Whatever your needs, you can count on Apple's experienced National Account Support Dealers and Account Executives to provide the full support your people require.



Apple Personal Computers for Your Business

During the next ten years, personal computers will become an integral part of every company, in the same way photocopy machines and hand calculators became commonplace during the 1970s. The reason is simple.

Personal computers help business people make better decisions and use their time more creatively. They help sales personnel keep better customer records, staff members write more effective letters and reports. And they shorten the amount of time it takes managers to get answers, sift information, construct models, write reports, and in general extend their scope of analysis. They give you and your company a competitive edge.

Why Apple?

A number of companies manufacture personal computers, but Apple is recognized as the industry leader. There are good reasons for our strong position—reasons that are important to your company.

Technical excellence. Our products are built to superior specifications that don't compromise quality. We ensure that excellence with exhaustive testing of every system. If problems do arise, Apple's extensive service network provides responsible and responsive service when and where you need it.



Application software.

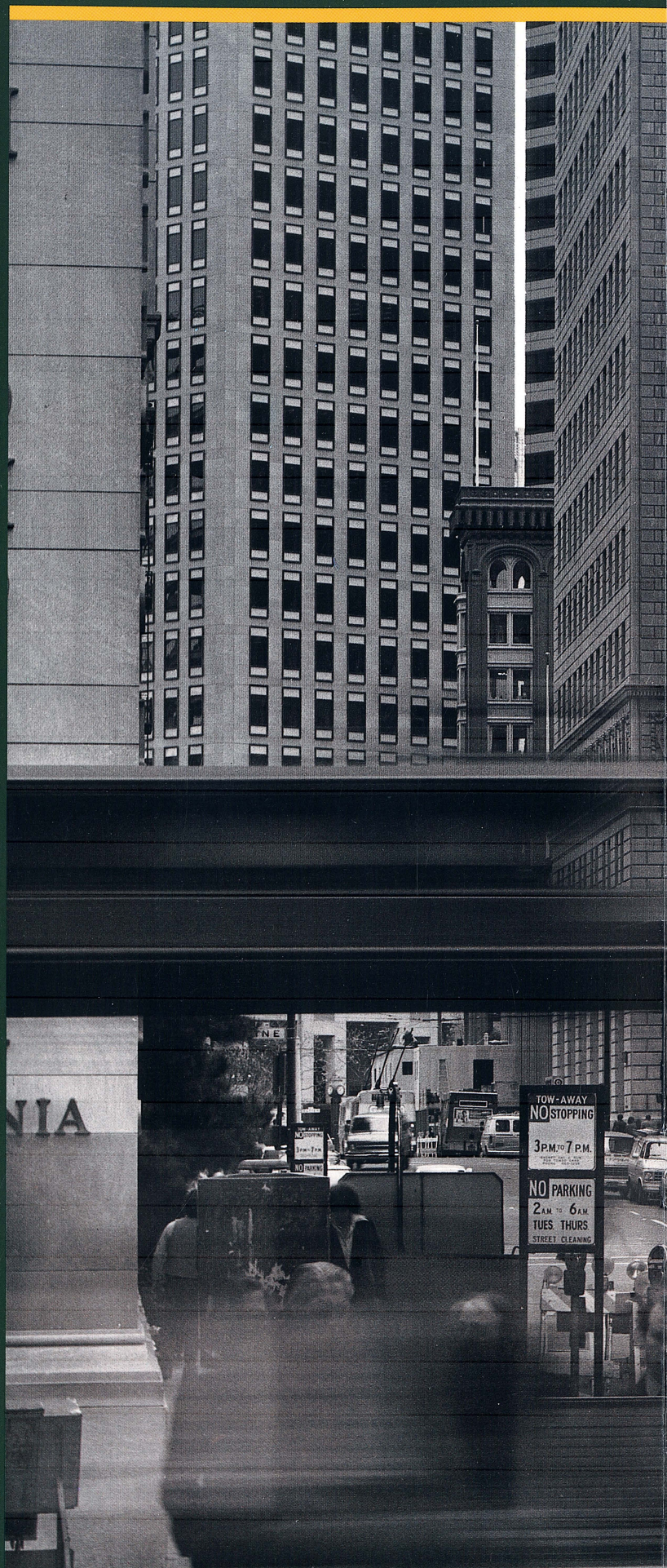
Apple systems support more ready-to-run application programs by far than any other personal computer—over 2,000 packages are currently available off the shelf. We also have the industry's widest selection of system software, with a full range of high-level languages—including BASIC, FORTRAN, COBOL, PILOT, Logo, and Pascal.

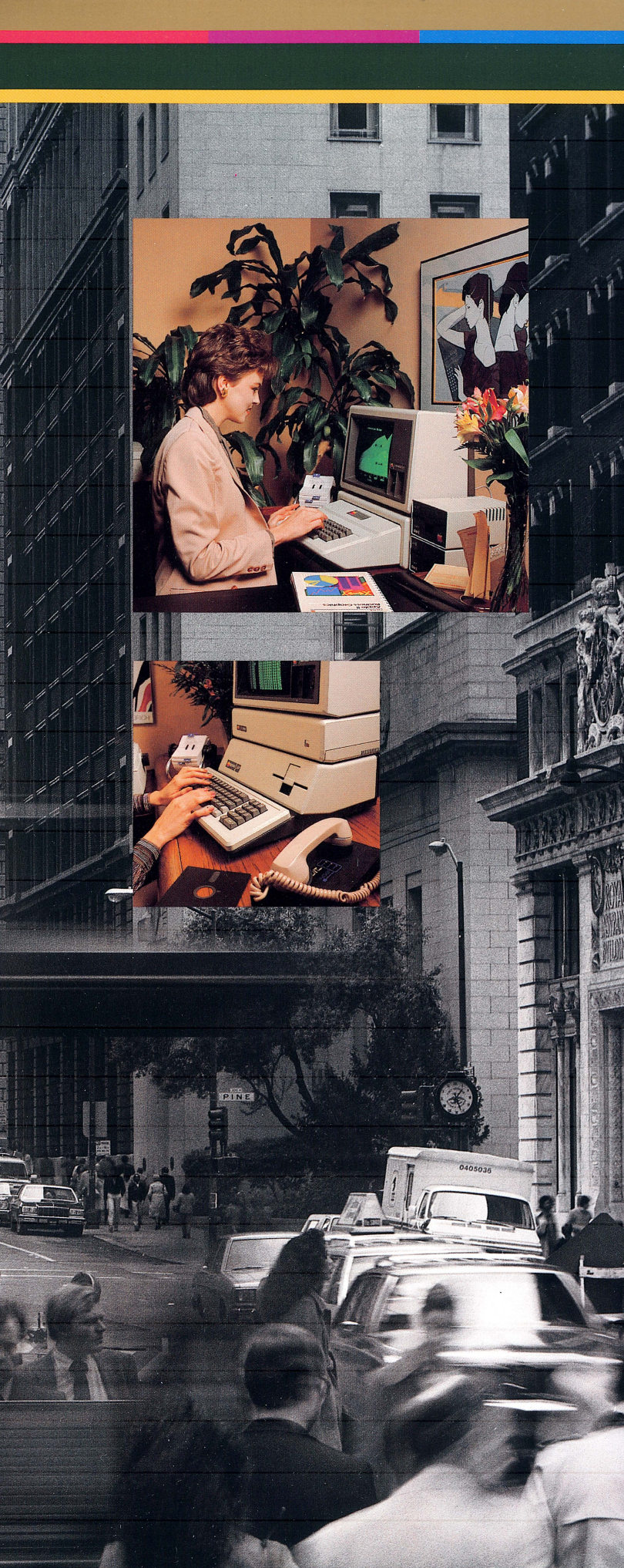
System flexibility. Apple systems adapt to your needs. In addition to our own complete line of peripherals and software, you can choose from a wide selection of Apple-compatible products manufactured and sold by other companies. Even if your requirements are highly specialized, the chances are good that Apple or another company already has the equipment you need.

Apple: A Total System Solution

Whatever your application may be, Apple has the system to fit your needs.

Processing Power. Whether you're looking for an executive work station to help you analyze your business, or for a reliable engineering tool, Apple's National Account Support Dealers can help you select the system that's right for you.





Apple's desktop systems are changing the way that business thinks about computers. About the same size as a typewriter, they pack more processing power than the largest computers did just a few years ago. You'll be impressed with their powerful built-in capabilities, including high-resolution color graphics and sound-generating capabilities.

In addition, you can add accessories to expand the capabilities of your computers, including disk drives, communications modems, and interface cards for instrument control. Store up to 140K bytes of information (about 40 typed, single-spaced pages) on floppy disks, or keep an abundant five million bytes of information handy (more than 1000 pages of text) with the ProFile Personal Mass Storage System, Apple's 5.25-inch hard disk.

And an Apple computer can give you professional results quickly. Attached to a letter-quality or draft printer or a plotter, an Apple computer can produce letters, reports, graphs, and other documents.



No knowledge of programming is necessary to use an Apple computer, because thousands of off-the-shelf programs are already available. Choose from a complete line of software, including:

- **financial modeling programs** like VisiCalc® that let you use computer power easily in a familiar row-and-column format;
- **word processing programs** with sophisticated features formerly found only on much more expensive word processors;
- **data base programs** that let you keep track of and manipulate valuable commercial information such as parts, prices, or employee lists;
- **graphics programs** to help you visualize data and communicate more clearly;
- **telecommunications programs** to tie you into other computers, either for accessing information that's important to your business, or for maintaining an electronic mail system that lets you send messages, reports, charts and graphics anywhere in the world, inexpensively, over regular phone lines.

*VisiCalc is the registered trademark of VisiCorp.



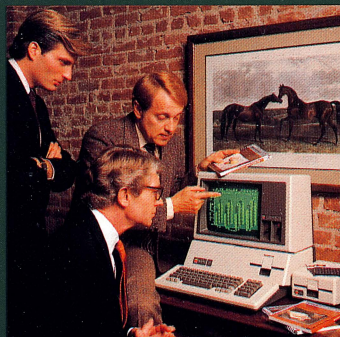
How Does Apple Back Up Your Purchase?

With coordinated orientation and follow-up support.

As you bring personal computers into your organization, you'll save money and time and get maximum results if you have the assistance of Apple professionals. Our National Account Program simplifies your transition to personal computers and helps provide the training and service you'll need afterwards.

Installation. Apple's support starts before installation, with preparation for the arrival of the computers. Next—usually 10 working days afterward—your local National Account Support Dealer will install the systems and get you up and running.

Orientation. Tools only make people more productive if they know how to use them. On the same day your systems are installed, your employees will receive a hands-on demonstration that teaches them how to operate their systems. National Account orientation gives your employees the information and confidence they need to immediately begin using their Apple systems.



Follow-up. One of the main reasons why the National Account Program works so well is that it helps you establish a professional relationship with the best resource available to you: your local National Account Support Dealer. After the initial orientation session, he'll check back with you to be sure everything is working smoothly, answer questions, and provide schedules for user training.

Apple User Training Increases the Return on Your Investment.

Whether you're looking for basic operating instructions, or a seminar that helps your employees select from the thousands of available programs, Apple has you covered—nationally.

Business training courses for Apple computers show your employees how to use application programs for decision analysis, word processing, and data base management. Apple provides training materials for many popular programs, ensuring that you get high-quality, consistent instruction wherever you need it.

During training, your employees will learn, step-by-step, the fundamentals of each program. They'll also learn about special program features that increase system efficiency. In some classes, instructors demonstrate how to develop customized databases and electronic spreadsheets that can be directly utilized in your business.

Most training classes give your employees practical experience in a matter of hours. At the end of class, they will have learned enough to start putting programs to work right away.

User training programs ensure that the investment you make in computer systems will lead to greater productivity and improved decisions. You'll see results that start paying off right away.

Reliable, Responsive Service

Apple's commitment to quality and reliability is reflected in a product repair record that is the envy of our industry.

Our quality assurance department inspects all components and materials prior to assembly, to ensure conformance to Apple's stringent quality standards. Then, after assembly, our manufacturing department tests every computer at least six more times, operating it continuously for four days to make sure it's functioning properly. Only then is it shipped.

Like many users, you may never have to call for service. But if you do, you can be sure that the response will be prompt and effective. Apple has always had a strong commitment to service. We support that commitment by requiring all our National Account Support Dealerships to maintain ample supplies of spare parts, and to staff Apple-certified technicians. In addition, Apple computers are designed with modular internal electronics that allow most repairs to be made quickly.

Apple has developed the most extensive service program of any personal computer company—a program that lets you choose the level of support that's right for your needs.

Level 1 Service. All parts and repairs on Apple systems are covered by our Level 1 service agreement—under the original warranty for the first 90 days, and thereafter under our One-Year Extended Limited Warranty, which you can purchase from your National Account Support Dealer. In both cases you get convenient, carry-in service, with fast turnaround.





The Apple One-Year Extended Limited Warranty.

Apple owners can also purchase an Extended Limited Warranty that protects them against service costs on Apple-manufactured products for one year, renewable in one-year increments. It provides a low-cost alternative for companies that don't require on-site attention.

On-site Service. As a National Account customer, you can arrange to obtain on-site service at your facilities. On-site service covers all Apple-manufactured products, *as well as* many non-Apple products. It's the most complete personal computer service package available today.

How to Get Started.

More questions? Your local Apple National Account Support Dealer or Apple Account Executive can demonstrate our systems, and help you develop a program that brings *your* organization up to speed with personal computers. For the address and phone number of a dealer near you, contact one of Apple's regional offices listed on the back of this brochure.





**Put personal computers to work for your
organization—with Apple's help.**

**Apple Computer
Regional Sales Offices**

Northern CA, Northern NV
1335 Bordeaux Drive
Sunnyvale, CA 94086
(408) 734-3202

AK, OR, WA, West MT, West ID
9450 S.W. Commerce Circle/
Suite 160
Wilsonville, OR 97070
(503) 682-3544

Southern CA, Southern NV
1301 Dove Street, Suite 950
Newport Beach, CA 92660
(714) 752-0303

**AZ, CO, NM, East MT, East ID,
UT, WY**
3760 Highland Drive
Salt Lake City, UT 84106
(801) 278-0433

AR, LA, OK, TX
12201 Merit, Suite 700
Dallas, TX 75251
(214) 385-3553

IA, KS, MO, NE, South IL
700 Office Parkway—Suite 27
St. Louis, MO 63141
(314) 432-7883

MN, ND, SD, WI, North IL
Two Crossroads of Commerce
Rolling Meadows, IL 60008
(312) 577-2143

**IN, KY, MI, OH, WV,
West PA, Pittsburgh**
9916 Carver Drive
Cincinnati, OH 45242
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