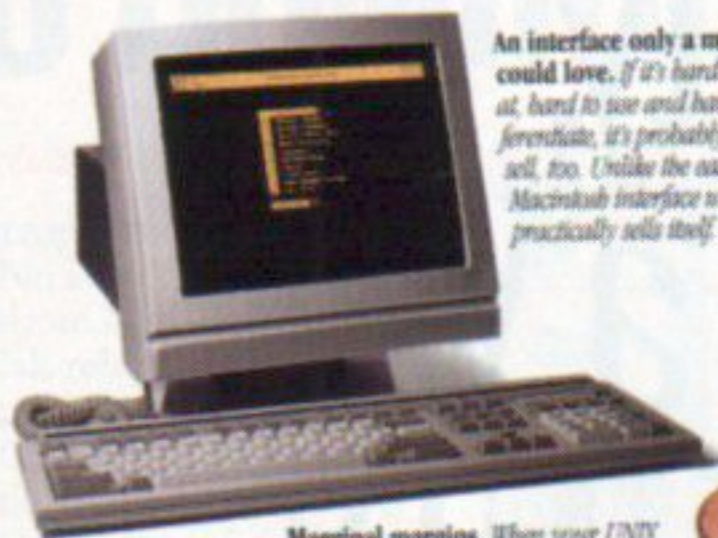


Today,
if you're a VAR
selling UNIX
solutions, there
are basically
only two ways
you can go.

The hard way.



An interface only a mother could love. If it's hard to look at, hard to use and hard to differentiate, it's probably hard to sell, too. Unlike the easy-to-use Macintosh interface which practically sells itself.



Print a page, lose a sale. Everybody likes the look of a high-quality printed page. And in UNIX, quality output is hard to find. With an Apple multiuser system, however, your customers can have access to multiple fonts and graphics on a host of completely compatible laser and color printers. And installing these peripherals is as easy as plugging them in.



Build a network, get a headache.

Building a single network is anything but simple. Matching up different vendors' computers, terminals, peripherals, network cards, networking software and cabling is known to cause serious head banging. In an Apple multiuser system, networking couldn't be simpler. Just plug everything in.

Marginal margins. When your UNIX system, peripherals and productivity software are all undifferentiated from your competition's, it's pretty hard to make a pretty penny. Isn't it time to see what Apple can do for your margins?



Notebook computing, UNIX style.

If your customers are interested in mobile computing, it may be hard to interest them in UNIX. But they will be very interested in the popular Apple PowerBook computer, which will give them remote access to everything on the network, including your UNIX application running on A/UX.



No name software may mean no sale. To complement your application, your customers want name brand, off-the-shelf productivity software. In the UNIX world, that's rare. On an Apple multiuser system, they'll have over 6,000 Macintosh applications to choose from.

Squeezing a profit from your UNIX solution may prove painful. You start with a great multiuser UNIX application. Then you put it on a system that looks just like every other system. And suddenly your solution looks just like everybody else's solution. Your customers can't tell why they should buy yours, or pay much for it. Put that same application on an Apple A/UX server, and they'll see the difference immediately.



Manual labor. To be a UNIX VAR, you have to live to read. Especially when installing and administering hardware, software and peripherals that all come from different vendors. With an Apple multiuser system, however, system administration is so easy, you'll probably never need to use a manual. But we have them if you do.

These days, selling multiuser UNIX applications and systems is a hard way to make a profit. Even if you have a great application, you sell it on pretty much the same hardware as everyone else, which tends to make everyone's offering look the same. With an Apple® A/UX® multiuser system, on the other hand, making a profit is a good bit easier. You can easily port your applications to Apple's A/UX operating system. You can choose from a broad family of Apple computer systems,

The easy way.

An Apple A/UX multiuser system combines the power of UNIX with the simplicity of a Macintosh. You'll be able to serve up your UNIX application to as many as 32 users — on everything from Apple Macintosh[®] and PowerBook computers to ASCII terminals and DOS PCs. You'll have dozens of high-quality plug-and-play printers and peripherals to sell. You'll have the most flexible and compatible networking connections in the business. And your customers will have access to over 6,000 name-brand, easy-to-use Macintosh productivity applications. Plus the ability to cut and paste between UNIX and Macintosh applications. And because your Apple multiuser system can do things your competitor's systems can't do, you'll soon find it easy to make more money than you're making now.



including the new Apple Workgroup Server 95. Which lets you sell a differentiated solution — all the advantages of your application, plus all the benefits of the powerful, yet easy to use Macintosh environment. And opens up a whole new market for your UNIX multiuser solutions. Call 1-800-782-0808, ext. 110 for a copy of our A/UX VAR QuickStart[™] Information Kit. And see the power of UNIX combined with the simplicity of Apple. The power to be your best.[®]

