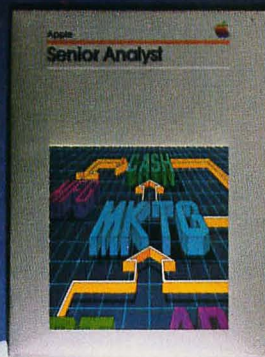


What if  
“what if”  
isn't  
enough?





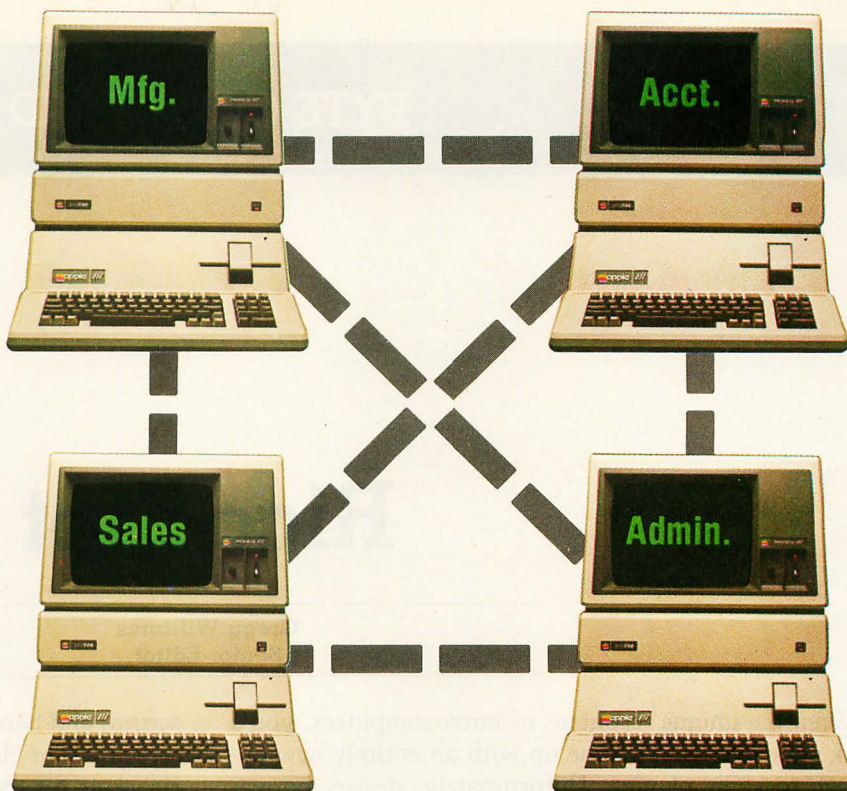
Just when the business world is up to its white collars in visiclones, calcalikes and other spreadsheet packages, Apple's® come out with something entirely different.

Introducing Senior Analyst. Like other financial modeling packages, it allows managers and professionals to ask all those proverbial "What If?" questions.

Unlike the others, this powerful financial planning tool was designed to be used in a corporate environment, by lots of people. So you get lots of advantages.

For example, you can transfer data (across diskettes) from one financial model to another. Or consolidate many models into one.

So sales, manufacturing, administration and any number of other departments (even in other cities) can easily share information. Giving each the power to create comprehensive and



Senior Analyst lets different departments share and consolidate data. That way the company doesn't make more pitchforks than it can sell.

Analyst, you can do it. And even print out a formatted report that includes only the information you need.

A report that anyone can understand. Because the headings are in English, not in code.

even allows you to continue working while a model is being printed.)

To complement all these accommodating features, you'll also find built-in functions for depreciation, linear regression forecasting, and other powerful virtues not found in most financial software packages.

All of which we'd like you to experience in person, at any of our 1300 authorized full-support dealers (they also offer a vast library of other quality software distributed by Apple for Apples).

And don't ask for just any spreadsheet package. Tell them you need to see an analyst.

```

RGH3 "REGION 3 NEXT MONTH UNIT FORECAS"
      CULTI-   PITCH   HOE
      UATOR   FORK
LOS ANGELES
98555      0      300      500
98555      100     200     400
98555      300     500     100
LA
98555      320     715     415
SAN FRANCISCO
98555      400     100     100
98555      700     500     100
98555      900     500     100
SFC
98555      1000    475     165
  
```

With Senior Analyst, you can now cultivate forecasts by merging reports from distant divisions.

flexible financial projections, budgets, cash flow statements and the like.

Want to combine selected data (such as important subtotals) from six different divisions? With Senior

```

MODE █ COL ROW GLB VAL PRT DSK XFR
      <<ESC>=RESTART>
-----
SENIOR ANALYST V2.3
-----
98555  98555  98555  98555  98555  98555
  
```

Easy to follow commands allow employees to create models without learning a second language.

You can also document and print out all those assumptions used to create your model, to give others a concrete understanding of how you reached your conclusion. (The program



The most personal software.