COMPUTER SYSTEMS FOR PROFESSIONALS

The micro computer boom in the past few years has resulted in many companies offering their products for sale to both small businesses and professional practices.

Most executives or professional people do not have the time or expertise to evaluate the many micros available and then choose the software that best suits their needs. (The micro is also known as the desk top, home computer or personal computer.)

Two years ago a Melbourne company with a national dealer network decided to take a different approach and simplify computer choices.

HiSoft Pty. Ltd. has concentrated on the development of software — the set of instructions that each computer needs to process data and provide output.

HiSoft recognised the need for vertical market software in which a common shell is modified to suit individual requirements.

Certain businesses have similar needs in particular areas. For example, most general practitioners have the same, or very similar, requirements of a computer system.

High quality software written especially for personal computers has been developed in the form of advanced computer programs. This is very expensive but because the same programs are sold in volume, development costs are diffused and the ultimate purchase price is low.

A professional person or small business can therefore buy a computer system off the shelf which has been thoroughly tested in a similar situation. Any individual requirements can be met by making simple modifications.

HiSoft's comprehensive range of programs are designed primarily for use with the IBM Personal Computer. HiSoft's expertise with the IBM PC has also resulted in the company obtaining several major contracts with corporate customers.

The HiSoft range of personal computer programs include:

- HiMed — GPs, Surgeons, Dentists etc;
- HiTrust — the legal profession;
- HiEstate — Real Estate Agents;
- HiRags — for the textile industry;
- HiFinance — for general business use (wholesalers, importers, retailers).

HiSoft provides a full maintenance and back-up service for its entire range. There are currently 20 employees including eight programmers.

Depending on the system (hardware and software) prices start from around $7,000.

COMPUTERS AND TAX

If a computer system is purchased for business purposes considerable tax benefits arise.

Outright purchase of the computer will generally entitle the buyer to an investment allowance of 18 per cent of the cost. In addition there is a depreciation entitlement of 33½ per cent of the cost.

The licence fee for application software acquired with the computer can, in most circumstances, be fully deducted in the year of purchase.

Lease payments on a computer for business use are deductible. The leasing company can assign the benefit of the investment allowance or retain it and reduce the lease payments accordingly.

HiSoft does recommend that clients consult with their accountant before purchasing a computer system.

A floppy disk, which can store up to nearly 320,000 characters.

COMPUTERS FOR WORK AND PLAY

Your purchase of a personal computer for your office is a sound business decision. But, if you become bored with the daily routine, it is possible to buy plenty of games to liven up your day.

Games vary from very difficult to arcade games and are played on a colour monitor which can also be used for graphic display.

The Flight Simulator game has radar, altitude, flight controls, ammunition and multi directional vision. Land contours include rivers, mountains and targets. And enemy planes attack you! The aeroplane simulation is so realistic that it has been recognised as an aid to pilot training.

Computers are becoming an increasingly large part of the education system and a personal computer at home is an asset for children's education.

Many people are recognising the business, educational and recreational advantages of personal computers and buying one for the office and one for the home.

This has been made possible by the rapidly increasing capacities of micros like the IBM Personal Computer combined with their very affordable and realistic pricing.

A good solution if one is not tempted to take work home or games to the office!

HiSoft's modern offices are located near St. Kilda Junction at 8-12 Alma Road. Off-street parking is available.

How to balance the books.

To maintain a strong foothold in financial and accounting matters, a businessperson could use the IBM Personal Computer.

It helps accounts payable by generating everything from suppliers' files to month-end credit records.

It saves time on accounts receivable by printing invoices and consolidating multiple transactions.

The computer even writes cheques.

And it uses general ledger packages that improve control and productivity today, so you won't be off balance tomorrow.

You'll find the quality of the IBM Personal Computer is what you'd expect. The price isn't.

The IBM Personal Computer
A tool for modern times

IBM USES CC TO SELL PC

When IBM, the giant of the computer industry, decided to enter the personal computer market it was presented with a dilemma.

People identified IBM with big business. Therefore the company had to modify its image to break into the small business market for computers.

To sell the latest high tech personal computer, IBM decided to use one of the 20th centuries most endearing and enduring characters — Charlie Chaplin's Tramp. The advertising campaign has been very successful with IBM gaining a large part of the personal computer market.

The Chaplin Tramp has also added a human quality to IBM's reputation for efficiency and reliability.

The outstandingly successful IBM PC.

WHAT IS A PC?

For many people the mention of a computer conjures images of complex equipment which is difficult to understand and even more difficult to operate.

However, the modern personal computer is simple to operate and can be broken down into easy to understand components. The very successful IBM PC is a good example. It consists of:

1. The system unit which is the heart of the computer. It decodes and executes the instructions that are fed into the computer. It has an extensive permanent memory and five expansion slots which are used to increase the capacity of the computer and adapt it to perform other functions.

2. A simple keyboard, similar to a common typewriter. It also has a 10 digit calculator pad and special keys for activating commonly repeated tasks.

3. A display screen. The IBM PC allows you to view up to 25 lines of 80 characters each.

4. A storage device. The basic IBM PC reads and writes on diskettes which can store up to nearly 164,000 characters or twice that number if they are double sided.

5. A printer can be attached to the PC for producing letters, reports and other documents.

The IBM PC comes with the BASIC programming language which is versatile and easy to use. More advanced languages are available for more demanding tasks.