Subject: The Amiga in business
Posted by cs195 on Fri, 24 Jan 1986 07:11:20 GMT
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When the Amiga PC was first introduced I wondered to
what degree such a machine could assault the business market
dominated by the IBM PC/xt/at, the Mac. and others.   I am
still wondering.

It takes time for a computer to establish itself in the
business market. IBM is very well positioned in the cor-
porate PC market. And Apple is working harder each day to
capture the small business market.

Most of the managers I talk to (or listen to) are con-
cerned only with buying established PC's with major
software/hardware support (read IBM). Like they say, no one
ever lost there job buying IBM.

On the other hand, it seems that most of the corporate
PC users are concerned mainly with having a good text
display, good graphics, and a fast spread sheet. And a good
spread sheet on the Amiga will knock there socks off. Busi-
ness PC users also seem very interested in the multi-tasking
features of the Amiga. At the top of the wish list for many
of these people is being able to have a spread sheet, a data
base, and terminal program on the screen and running all at
once. The Amiga, of course, answers this prayer.

It seems certain that the Amiga will never displace IBM
in most business markets. IBM's PC's will always be conser-
vative workhorses. And with big blue's tremendous marketing
power, they will no doubt be able to sell any quality PC in
the near future. But, I feel that the Amiga (and it's des-
cendents) will be used in business to a degree which will
surprise many people.

I have talked to several engineers (electrical, device,
etc.) who are very interested in using Amigas as inexpensive

graphic work stations as well as running stand-alone stuff such as SPICE. They are, of course, waiting for software.

In summary, I believe that the Amiga *will* have all the qualities of a fine business machine. It should have all the basic business software, as well as some totally new and innovative stuff. It will have a very difficult time competing with IBM and Apple in the traditional business computer market. So perhaps CBM is doing the right thing by marketing Amiga as the PC with a "creative edge" in the hopes of doing a little market creation.

                    -- Roger Bly.

"The most incomprehensible property of the universe is that it is so comprehensible."
                         - The Big "A"