Novell, Inc.

- **Networking Software Manufacturer**
- **Needed to standardize on a networked desktop publishing platform**
- **FrameMaker running on a network of Unix based workstations provided answer to their challenges**
- **Why NeXT? Third party software availability, ease of use, networking capabilities**

SBC/OC

- **Largest privately held options trading house**
- **Needed to improve employee communication and productivity**
- **Office automation solution included rapid deployment of custom applications and productivity applications**
- **Why NeXT? Development environment, connectivity, third party applications**

Marger Johnson McCollom and Stolowitz

- **Intellectual and patent law firm**
- **Wanted to improve office productivity and service to clients**
- **Replaced existing DOS network for increased speed, memory and true multi-tasking**
- **Why NeXT? Ease of Use, price/performance, third party applications**

Allegheny College

- **Liberal Arts College**
- **Needed a campus-wide, standardized computer platform**
- **Interactive learning environment combined with an easy to use custom application development environment**
- **Why NeXT? Speed, innovative development environment, multitasking and graphics capabilities**

SLAC

- **Stanford Linear Accelerator Center, major research institute**
- **Needed better access to data**
- **Object oriented development environment provided flexibility from mainframe**
- **Why NeXT? Development environment, ease of use, intuitive graphical user interface, speed**

City of Baltimore

- Large, metropolitan government agency
- Need to improve departmental efficiency and productivity
- "Downsized" to client/server computing model
- Why NeXT? Third party applications, connectivity

WilTel

- **$4B Telecommunications Company**
- **Needed to reduce development time of mission critical custom applications and improve user communication**
- **Replaced VAX with client/server computing model and moved to object oriented development environment**
- **Why NeXT? Faster development time, better development tools, third party applications**

UBS Securities

- **Subsidiary of the Union Bank of Switzerland, the largest bank in Switzerland**
- **Needed to improve ability to respond to customer needs**
- **Combination of NeXTSTEP and personal productivity applications**
- **Why NeXT? Development environment, integrated applications and ease of use**

Preferred Health Care

- **Healthcare management company**
- **Needed increased customer service and worker productivity**
- **Moved to client/server computing model to develop custom applications**
- **Why NeXT? Development environment and integrated tools, ease of use, third party applications**

Republic New York Corporation

- **International bank holding company**
- **Needed to increase productivity and communications in legal department**
- **Invested in a completely new computer system.**
- **Why NeXT? Collaboration, personal productivity applications, global computing**

University of Chicago

- **Division of Biological Sciences**
- **Wanted to standardize on one computer platform**
- **Unified Desktop: Office productivity and custom applications development environment on one computer**
- **Why NeXT?   Powerful development environment, ease of use, intuitive graphical user interface, speed**

First Chicago Bank

- **Tenth largest bank in the United States**
- **Needed to maintain competitive edge and ability to service its customers.**
- **Unified Desktop: Custom applications and personal productivity**
- **Why NeXT? Development environment, integrated applications and ease of use**

Northern States Power Company

- **Fortune 500 Gas and Utility firm**
- **Corporate legal department needed to improve quality and efficiency**
- **Custom Document Management System**
- **Why NeXT? Development environment, ease of use, superior communication capabilities**

Alain Pinel

- **High-end Real Estate Firm**
- **Needed a competitive edge in a commodity industry**
- **Custom Environment combining custom applications and productivity applications**
- **Why NeXT? Integrated solution, custom application development, price/performance**