

What a computer can do for your business

(NC)—Let's start with the two most important things you do not need to know about what a computer can do for your business:

- The technical workings of a computer.
- How to program it.

What you do need to know is which jobs you want your computer to do, and how those jobs are done. That's not as easy as it sounds. Like driving a car, much of what you do in your business you probably do automatically. Be prepared. It will take some thought and some time before the computer starts to work for your business as automatically as you drive.

Computers can work horizontally — doing general accounting for most businesses, for example, or vertically, doing advertising accounting for ad agencies only. The difference is in the programming. As a small business today, you have a wide choice:

- Computers can do things for many businesses — billing, inventory control, accounts receivable, sales analysis, regardless of what business you're in.
- Computers can do things for your specific type of business — like finding the right coverage for a client if you're an independent insurance agent.
- Computers can do things for your business only — tasks that are particular to your business and give you a competitive edge.

Simply by changing the program application, you can change what a computer is and what it does. It's like putting classical or pop records on your turntable changes the sound coming from your stereo system.

With the personal computer most of the programming for your business will come in the form of "records". Actually these are diskettes, 3-1/2 or 5-1/4 inches in diameter. And there is magic, not music in their magnetic tracks.

The magic is that you don't have to learn to program. This lets you get right down to the important question: what can a computer do for my business? The answer: just about anything you now do on paper, or on a calculator, or pay to have done that is important enough to do better or faster.

Benefits of computers

There are two other types of functions that computers can perform which can pay tremendous dividends for small business: word processing and business management systems.

Word processing programs can help organize your words like accounting programs help give order to your numbers.

For example, if you type a letter with

a typewriter and find an error, you re-type the letter. With word processing, you find the error on your computer screen and retype the word. The computer takes care of the correction.

Many programs help you edit, revise, and change words with a noticeable gain in productivity. You can move paragraphs between pages and between reports. You can do mass mailings by changing the address and the salutation. Or you can customize letters by combining and recombining paragraphs. Through word processing applications, the computer can check spelling, find a word, number pages, add footnotes, combine different typesets, align your words in columns (if you want to put out a newsletter) or justify your margins if you want a "squared-off" letter to impress a client. After you finish writing, the computer will count the words — if you care.

And, if you want to publish what you write, many printers can typeset directly from data stored on your computer diskette, saving you endless proofing, and lots of time.

The other key area where the com-



COMPUTER CORNER

puter can assist your business is by helping you make decisions.

The computer can connect you to data and people within your company or to massive files of data outside your company — Dow Jones® for financial information, to trade press libraries, and to airline and hotel guides. Yes, you can ask your computer what's the lowest



fare to Chicago.

And business management systems can now help you manage your office routines — your calendar, telephone, notepad, and an in-and-out box.

These benefits can all be delivered by generic ready-to-buy and ready-to-use computer programs. They are usually self-instructing, and oftentimes they are designed to have you up and running in a short period of time.

If they fit your business, the dividends of computerizing with ready-made programs are immense. If they don't, you still have two choices.

You can modify prepackaged programs to fit your business (that means hiring a programmer), or you can buy industry specific programs.

Prepared by the Information Programs Dept., IBM Canada Ltd., Markham, Ontario.



Picture perfect

Famed wildlife artist Christine Marshall was on hand for a special show and sale of her works at the North Halton Golf and Country Club Sunday. Ms. Marshall just recently returned from an expedition to Kenya, where she was

gathering research for future originals. The artist is seen here with one of her most recent works, entitled Tense Moments. Ms. Marshall also displayed her new limited edition book, the Romance of Nature at the show. (Herald photo)

Dining lounge view at Ravine restaurant

At The Ravine Dining Lounge, owners Edwin and Anne Bischoff appreciate the patronage of the Georgetown people.

The restaurant was formerly known as the Spot on Seven, but was sold to the present owners a few years ago.

One of the special features of dining at The Ravine is the beautiful view out back which makes it a perfect spot to bird watch. The lounge now has a liquor licence and serves lunches and dinners. The restaurant serves strictly Canadian food, all homemade. It's a family restaurant, the owners say.

There are two people working at the restaurant besides the owners. A granddaughter is one of the

waitresses. Sherry and Syndee Bischoff are the staff working with Edwin and Anne Bischoff.

The restaurant is located on Guelph Street in Georgetown.

AQUAFINE

fine watercentres inc.



SAVE \$100.00
(Till March 15/88)

LOOK AT WATER OUR WAY!

SOLVE ALL YOUR WATER PROBLEMS

With Aquafine Water -- Soft, Refined, and Iron Free.

★ Saves Time & Money

Finally Water With Results

Please call Pauline at 877-6242

Aquafine - Your LOCAL Water Treatment Company with over 20 years of experience

—SALES—INVESTMENT PLANS—LOW MONTHLY RENTALS



ANNE BISCHOFF

A SPECIAL OCCASION INN

Time to treat your family to a truly Intriguing Experience at the warm, charming and gracious Terra Cotta Inn.

Open Wed.-Sun.
Lunch 12-3
Afternoon Tea 3-5
Dinner 6-9

Fully Licensed 4 Dining Rooms
Catering to 100 & Less

Rediscover a family tradition with our Sunday Brunch. Over 40 delicious hot & cold items. 2 sittings - 11:00 a.m. & 1:30 p.m.

RESERVE EARLY FOR A FIRESIDE TABLE



453-8261
873-1904

175 King St., Terra Cotta