



PERSONAL COMPUTERS
IN THE CORPORATE
ENVIRONMENT: SOFTWARE

George A. Heidenrich
SOFQUAL CORPORATION

"How far are we from Farley, the automatic secretary and perfect butler?"

A. The Short, Happy History of PC Software (and sometimes not so...)

1. Generations and Life Cycles
2. Operating Systems: The Heart of the Issue
 - o Leading Contestants
 - o Where The Battle Will Be Fought
 - o And The Winner Is ...
3. Horse and Rabbit Stew, or "Will the REAL User-Friendliness Please Stand Up?"

B. Coping With The Whirlwind

1. Factors of Productivity
2. If You Understand the Problem, You Haven't Been Listening
3. Have We Been Here Before?