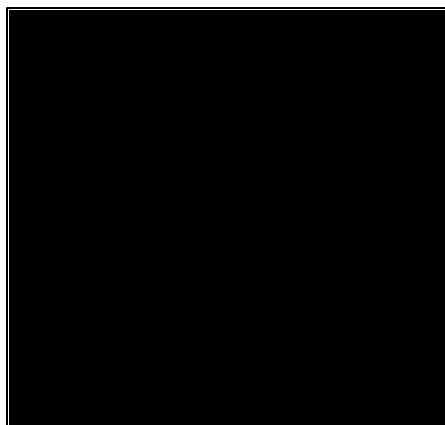# Chiat/Day Advertising, Inc. Connects Macintosh and Wang Systems with VSterm and NetSerial

One of the country's most acclaimed advertising agencies uses Macintosh computers and Wang VS minicomputers to create great ads for its clients...and great management systems for its business.

Chiat/Day Advertising, Inc. is integrating Macintosh computers, Dell PCs, and its Wang VS minicomputers into a network that will connect every office, in every department, touching virtually every element of the agency's business.

Chiat/Day's 700 employees, in offices worldwide, use more than 450 Macintosh computers and each office has a Wang VS minicomputer. VSterm, from MacSoft, integrates the Macintosh and Wang VS minicomputer. VSterm combined with NetSerial from Shiva, allows the Macintosh to emulate Wang terminals, exchange documents, and convert VS data into Macintosh formats.

Wang VS systems were used for business management, daily transactions and database functions, while Macintosh computers were used for word processing and graphics. Chiat/Day decided to integrate the Wang and Apple systems (by using the Macintosh as a terminal) to the Wang VS, to eliminate the need for two terminals on each desk.

The next challenge was to encourage Chiat/Day employees to take advantage of the integrated system. So, in true advertising agency style, Steve Alburty, MIS Director, and his staff created custom documentation. A Chiat/Day user manual became required reading.

Not long after distribution of Chiat/Day's user manual, "Introducing the world's first ad agency run by a mouse," the computer equipment was redistributed (some returned Wang terminals since they could log-on with the Macintosh). Alburty believes the Macintosh supplies more functionality to the user than Wang terminals do--for a lower price.

Alburty foresees the day when the Wang systems will be completely replaced at Chiat/Day offices. And beyond that? "I challenge Apple to show us what the future will be," Alburty concludes. "I know Chiat/Day will be right there to take advantage of the breakthrough."

The Macintosh--all in a day's work for Chiat/Day.