



At Hambrecht & Quist the power and flexibility of the Macintosh makes it the standard throughout the organization.

The Standard at Hambrecht & Quist Is Low-Cost, High-Quality Macintosh Technology

Hambrecht & Quist (H&Q) is an investment banking and brokerage house with 300 employees. The firm has its headquarters in San Francisco, California, and offices in New York, Chicago, Boston, London, and Taipei.

In late 1987, Hambrecht & Quist decided to streamline the process of producing financial reports. "We had four different systems: Macintosh personal computers, IBM PCs, NBI computers, and Sun workstations," says Information Center manager John Anderson. "That meant our information base was fragmented, so it was difficult to get our reports out on a timely basis."

Hambrecht & Quist decided to standardize on the Apple Macintosh personal computer because of its low-cost networking capabilities, high quality printer output, low training costs, and MS-DOS connectivity. "Though we do almost everything on the Macintosh, we realize that the rest of the world may not," says Anderson. "It is important that we have the ability to run applications that are not available for the Macintosh, and that we can share MS-DOS files from sources outside the firm."

Hambrecht & Quist uses two products to ensure Macintosh-to-PC connectivity: SoftPC and AppleShare PC. "We use SoftPC for applications that don't run on the Macintosh, such as on-line databases that provide financial information, and a database of publicly traded companies that run on an IBM-compatible CD-ROM. Using SoftPC, the Macintosh performs at least as fast as an IBM PC XT."

To share MS-DOS files received from outside the company, Hambrecht & Quist has installed one MS-DOS machine with an AppleShare PC card on every AppleTalk zone. Anderson explains, "With AppleShare PC, we can put MS-DOS files on the file servers so they are available to everyone."

Macintosh personal computers are used throughout the firm by analysts, secretaries, and brokers. Analysts and secretaries use Microsoft Word or Microsoft Works for producing financial reports, and Microsoft Excel for financial analysis, graphs, and financial statements. Brokers use Macintosh II personal computers as workstations for accessing stock information, news, and customer account information.

Case History

Anderson reports, "With Macintosh-to-IBM PC connectivity products, we have the best of two worlds: The Macintosh makes it easy to introduce new applications to our employees, and products such as SoftPC and AppleShare PC let us do anything an MS-DOS user can do."

"The Macintosh makes my life easier," concludes Anderson. "It's so easy to use that support issues are drastically reduced."