

Apple Wins-- IBM Buys Macs

Written by Nick Graves
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IBM is reported to be installing up to 50,000 Macs during 2015, according to an internal memo seen by 9to5 Mac. For the company that created the PC standard, and was sworn enemy of the 1980's Apple, this is a remarkable turnaround, and will have Steve Jobs laughing in his grave.

Those of a more mature generation will well remember the launch of the IBM PC in 1981, and Apple's "Welcome IBM, Seriously" response. Even more iconic was the 1984 ad to announce the Macintosh, with its series of English skinheads staring at big brother - a thinly-disguised reference to IBM.

Despite this, the PC effectively won for most of the ensuing two decades, relegating the Mac to a creative niche - albeit a large one. However IBM did not emerge as the beneficiary, swiftly losing control of its platform, thanks to the sleight of hand of Bill Gates, and the outsourced components used to create its PC template. An abortive effort to regain control with a more proprietary hardware platform - PS/2 - and operating system - OS/2 - proved too late - the cat was out of the bag.

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