Apple Training Alliance Program

Features and Benefits

Features	Benefits
• Delivered by professional training companies with top reputations.	• Assures you of a high-quality instructional experience, because training is their primary business. • Offers flexibility in meeting your training needs—at their site or yours, for one individual or your entire organization.
• Training materials developed by Apple	• Ensures consistency and high quality. • Offers the benefits of Apple's expertise to help you utilize the full potential of your Macintosh system. • Stresses integration of applications to maximize your productivity.
• Modular, solutions-oriented course design	• Provides in-depth training on a wide range of popular Macintosh business applications. • Enables ATA members to customize courses for your specific needs.
• Rigorous ATA provider qualifications	• Ensures that training will be held in fully equipped facilities by a dedicated, experienced staff.

Program Details

ATA Providers

To become Apple Training Alliance providers, organizations must meet a number of strict requirements.

First, they must have extensive experience and an excellent reputation in the microcomputer training industry. In addition, they must demonstrate a specific commitment to the Macintosh environment, including in-depth knowledge of the most popular Macintosh productivity applications.

Apple also expects ATA providers to have extensive proficiency with multi-vendor environments, so that they can assist you with networking and systems integration issues.

Finally, ATA members must maintain fully equipped Macintosh facilities. Depending on your requirements, they must also be able to provide training at your own site.
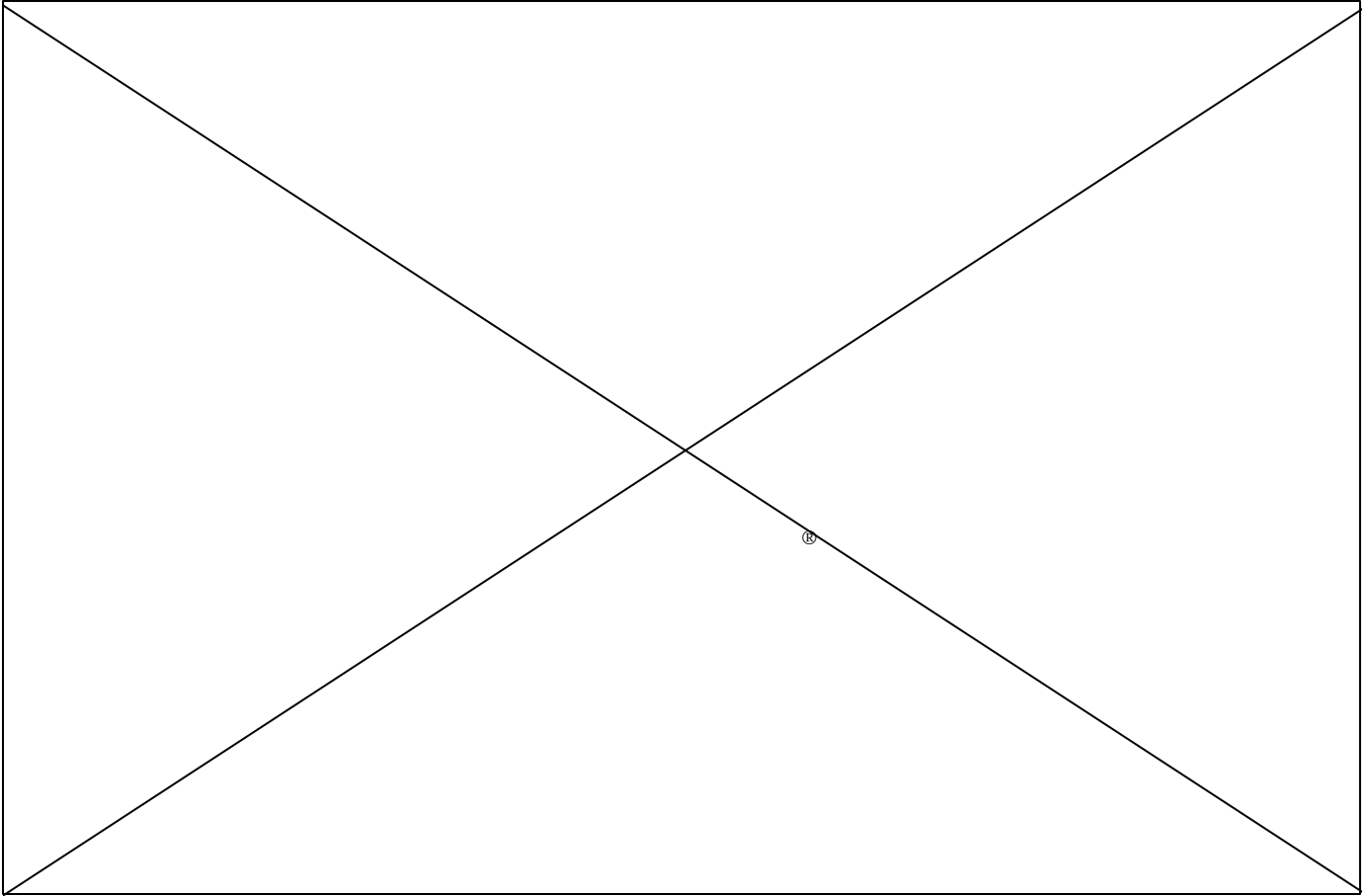
Enrollment Information

To obtain the name of the nearest Apple Training Alliance provider, or to find out more about the services offered by ATA members, call 1-800-732-3131 and ask for extension 300.

If your company is a professional training organization and you're interested in becoming an Apple Training Alliance member, please write to:

ATA Program Manager
c/o Customer Training
Apple Computer, Inc.
20525 Mariani Avenue
Cupertino, CA 95014

Apple Training Alliance Program

Overview

The Apple Training Alliance[SM] (ATA) Program was developed in response to the growing need for applications training on the Apple® Macintosh® personal computer. Through the ATA, Apple has formed alliances with selected third-party microcomputer training companies to provide Macintosh training to organizations and individuals.

In offering this program, Apple's objectives are twofold.

First, we want to make Apple training more accessible to users. The ATA program is intended to increase your productivity by providing training either on integrated software solutions or on a particular application. ATA members offer Apple-developed courses on the subjects most requested by our customers. These include word processing, spreadsheets, databases, graphics, page layout, and presentations.

Second, we want to actively support ATA members and ensure that the quality of the training meets our users' expectations. Participants in this program have met Apple's highest standards for excellence, having years of experience and solid reputations in the microcomputer training industry. Apple also regularly monitors training programs to evaluate their effectiveness.