Apple Training and Support Services for Macintosh System 7

Overview

To make our customers' transition to Macintosh® System Software Version 7 as smooth as possible, Apple has expanded its training and support programs to provide direct assistance to customers, support providers, and developers. This encourages current Apple® Macintosh users to upgrade, which in turn encourages developers to upgrade existing applications, and create new applications, that take advantage of the new features of System 7.

These new training and support services are designed for Macintosh users who have already invested in applications, utilities, desk accessories, and other software; Apple support will help ensure that they can continue to use their software with System 7. Purchasers of new Macintosh systems probably won't need direct assistance from Apple, because they are starting with new systems and have the benefit of the excellent documentation, self-paced training, and installation tools included with their new system.

Apple continues to rely on its resellers to offer a more comprehensive set of services. Resellers who already provide such services for other products will likely offer the following services for System 7:

· *Presale consultation and planning,* which includes evaluating the systems to be upgraded, listing hardware and software upgrades that customers will need to take full advantage of System 7, and planning the implementation of the upgrades with customers.

· *System 7 Upgrade Kit sales and installation,* which involves selling upgrade kits, selling additional memory and other hardware components needed to take full advantage of System 7, and installing System 7.

· *Postsale training and support*, which includes training for customers' in-house support staffs and end users, and ongoing System 7 support, including on-site troubleshooting and telephone support.

Support included with System 7 Upgrade Kits

Like every other Apple product, System 7 comes with built-in support resources. These include comprehensive instructional manuals; the Installer, which simplifies the process of upgrading any Macintosh to System 7; the Networking Basics self-paced tutorial; the Compatibility Checker, which checks customers' software for compatibility with System 7; Balloon Help, which provides information about Macintosh while customers work with the computer; and toll-free upgrade assistance.

Training for System 7

To meet the needs of customers, support providers, and developers, Apple has developed the following training programs. Courses are scheduled at facilities nationwide and can also be delivered on-site at customer locations.

System Software 7.0 Training
This course offers instruction in two segments. *Introduction to Macintosh System Software 7.0* provides basic instruction on installing System 7 and using its features, including the desktop, the System Folder, working with documents, virtual memory, and file sharing. *Supporting System 7.0* is designed to train Apple support providers in System 7, technology instal-lation support issues, and special topics such as Inter-Application Com-munication (IAC), AppleEvents, the Data Access Manager, and working with INITs and CDEVs.

Availability:
· Resellers interested in attending *Introduction to System 7.0* or *Supporting System 7.0* should call their Regional Sales Training Registrar.
· Customer training is offered by authorized Apple Training Providers; customers can call 1-800-732-3131 for the name of a provider in their area.
· Customers can purchase course materials from authorized Apple resellers.

Programming with System 7
Developers who want to incorporate new features of System 7 into their existing applications will benefit from *Programming with System 7*, which focuses on the IAC toolkit, the Data Publication Manager, file system tools, AppleEvents, human interface issues related to TrueType§ font capabilities, and virtual memory.

Availability:
· This course is offered regularly by Apple Developer University; for more information or to register, contact Apple Developer University at AppleLink® address DEVUNIV, or by calling (408) 974-6215.

System 7 telephone support services

System 7 Upgrade Answerline
This direct telephone assistance service for System 7 is designed to help customers:
· Plan their upgrade, including hardware requirements, compatibility issues, and backup strategies.
· Install System 7.0.
· Troubleshoot issues that arise during the upgrade process.
· Ensure that their Macintosh systems can recognize and use networked Apple peripherals, as well as applications that are compatible with System 7.0 (as indicated by the Compatibility Checker).

Upgrade assistance applies only to the customer's immediate workgroup; it does not cover routers, spoolers, hubs, bridges, unattended servers, or third-party hardware products. Upgrade assistance also does not include support for the ongoing use of System 7.

Availability:
· Customers can call Monday through Friday, 6 A.M. to 5 P.M. (Pacific time).
· Purchasers of the System 7 Personal Upgrade Kit receive 90 days of toll-free upgrade assistance.
· Purchasers of the System 7 Group Upgrade Kit receive 180 days of toll-free upgrade assistance.
· Customers who have questions about upgrading to System 7, but do not purchase an upgrade kit, can contact the System 7 Upgrade Answerline by calling 1-900-535-APPL at the cost of $2 per minute.

Through this service, Apple does everything possible to answer questions over the telephone. This includes providing off-line research, references to Apple Technical Communications, and, if necessary, assistance from Apple R&D. If a question cannot be answered over the telephone, the caller will be referred to an Apple reseller or other support provider.

Automated Q&A System

This automated, computer-based system allows callers to listen to recorded answers to the most frequently asked questions about installing and using System 7.0.

Availability:

- This service is available 24 hours a day, 7 days a week.
- Purchasers of the System 7 Personal Upgrade Kit receive 90 days of toll-free access.
- Purchasers of the System 7 Group Upgrade Kit receive 180 days of toll-free access.
- Customers who do not purchase an upgrade kit can call (408) 257-7700 to access the automated Q&A system, for the cost of the phone call.
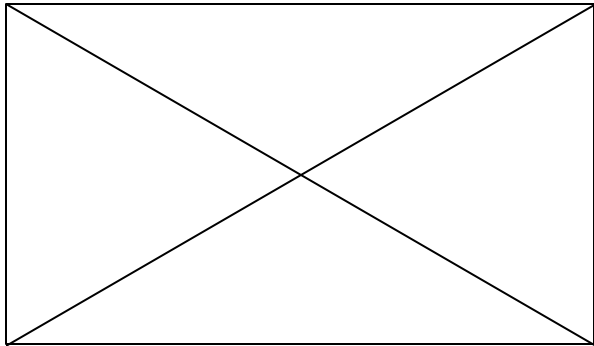
Apple Technical Assistance

For a broader level of ongoing assistance with System 7 and other Apple solutions, customers may be interested in these Apple-direct services.

Technical Coordinator Answerline

This product is designed for customers' in-house support staffs who provide daily assistance to Macintosh users and cannot find the support they require through resellers or other support providers. This service assists with:

- Configuring, installing, administering, troubleshooting, and using Macintosh operating systems, including System 7 and A/UX. ®
- The AppleShare® File and Print Server software, AppleTalk,® and other local area network solutions.
- Apple connectivity solutions for Digital, IBM, Ethernet, and Token-Ring environments.

Availability:

- Customers who want direct access to Apple support engineers for an unlimited number of questions during a 12-month period can subscribe to the Technical Coordinator Answerline.
- Customers who want assistance for six problem "incidents" during a 12-month period can subscribe to the Technical Coordinator Answerline 6.
- Beginning in June 1991, both products can be ordered directly from Apple at 1-800-950-2442. For more information, see the *Apple Technical Assistance Product Orientation Guide* in the System 7 Intro Kit, or look under the Apple Support icon on AppleLink.
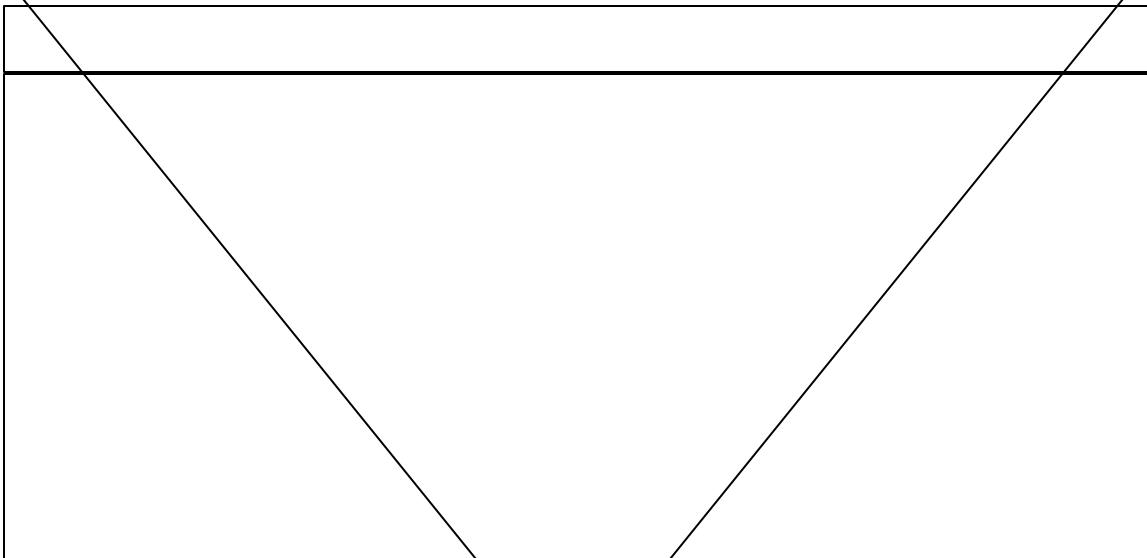
Software Development Answerline

Customers who develop software solutions for in-house use can use AppleLink or call the Software Development Answerline for development assistance with programming tools and languages, guidance in writing code, and user interface considerations. Support covers Macintosh operating systems, including System 7 and A/UX; Macintosh hardware; Apple networking and communications products; and Macintosh development products, such as MPW® and MacApp.®

Availability:

- Customers who want direct access to Apple support engineers for an unlimited number of questions during a 12-month period can subscribe to the Software Development Answerline.
- Customers who want assistance for six problem "incidents" during a 12-month period can subscribe to the Software Development Answerline 6.
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Competitive Environment