

INTEGRATED SUPPORT PLANNING

NEEDS SURVEY



TABLE OF CONTENTS

Section	Page Number
Customer Profile	1
Hardware Repair and Maintenance	4
Network and Communications Support	7
Product Usage Support	12
Development Support	15
Customized Support	19

Customer Representative:

Date:

CUSTOMER PROFILE

1. Company Name and Address

2. Key Customer Personnel:

Name	Title/Department	Phone/Link
------	------------------	------------

<hr/>		
<hr/>		

(e.g. Director, Information Systems)

_____ (e.g. Manager, Operations/Service Dept) _____

_____ (e.g. Manager, Data Communications) _____

_____ (e.g. Manager, End-user Computing) _____

_____ (e.g. Manager, Application Development) _____

_____ (e.g. Director, Training) _____

3. Key Apple Sales and Support Representatives:

Name	Title	Phone/Link
_____	_____	_____
_____	_____	_____

4. Please list any Apple programs in which you participate: _____

5. Does this office or agency have security restrictions that may affect service, support, and training? Yes No

If yes, please specify: _____

COMPUTING ENVIRONMENT

6. For each of the following, please name the predominant systems, operating systems, and networks in use at this location:

	System	Operating system	Network
Mainframe computers	_____	_____	_____

Minicomputers	_____	_____	

7. For each of the following, please identify the system, vendor, and number in use at this location:

	System	Vendor	Quantity
Personal computers/ workstations	_____	_____	_____
	_____	_____	_____
	_____	_____	_____
Terminals	_____	_____	_____
Printers	_____	_____	_____
Monitors	_____	_____	_____
Hard disks	_____	_____	_____
CD-ROM drives	_____	_____	_____
Other	_____	_____	_____

8. What applications are most commonly used on the Macintosh?

<input type="checkbox"/> Word processing	<input type="checkbox"/> Spreadsheets
<input type="checkbox"/> Database	<input type="checkbox"/> Desktop publishing
<input type="checkbox"/> Presentations	<input type="checkbox"/> Image processing
<input type="checkbox"/> Electronic mail	<input type="checkbox"/> Graphics
<input type="checkbox"/> Executive information systems	<input type="checkbox"/> Engineering
<input type="checkbox"/> Custom applications _____	<input type="checkbox"/> Other:

Please circle any of the above that are "mission critical" and may require special service, support, or training.

INFORMATION NEEDS

9. Do you wish to receive the following information?

- New product information and updates/upgrades
 - Comparision of features/functions
 - Macintosh vs OS/2
 - Unix vs Macintosh
 - Macintosh vs. Windows
 - Other, please explain:
-

- Compatibility with current or planned systems. Please explain current or planned needs:
-
-

10. Are you interested in a demonstration of solutions? Yes No

If yes, for what products?

- Macintosh hardware
 - Macintosh software
 - Networking
 - Other _____
-

And, for which functional area(s)?

- | | |
|-------------------------------------------------|--------------------------------------------------------|
| <input type="checkbox"/> Finance/administration | <input type="checkbox"/> Executive information systems |
| <input type="checkbox"/> Sales | <input type="checkbox"/> Multimedia |
| <input type="checkbox"/> Information systems | <input type="checkbox"/> Purchasing |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Distribution |
| <input type="checkbox"/> Human resources | <input type="checkbox"/> Other _____ |

HARDWARE REPAIR AND MAINTENANCE

OVERVIEW OF CURRENT SOLUTIONS AND NEEDS

Yes No

1. Do you perform repair and maintenance services for desktop computers
 in house?

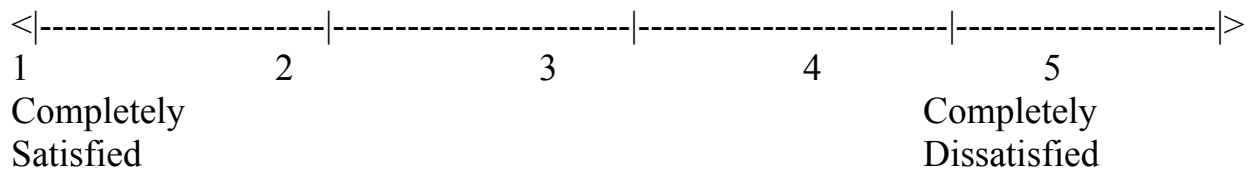
If yes: How many service technicians do you have? _____

Are they Apple trained/supported?

2. Do you use external providers for desktop computing repair and maintenance services?

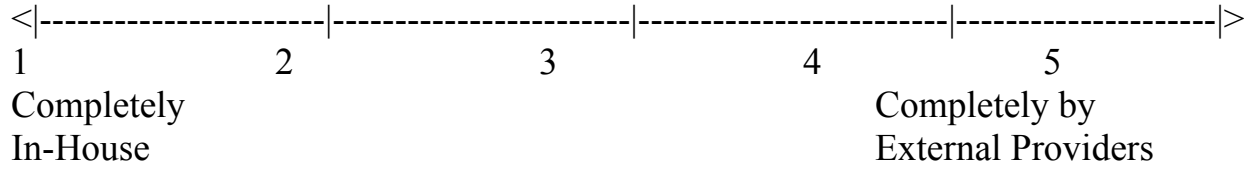
If yes: From which providers? Do they provide Macintosh hardware service?
 (Check if yes.)

3. How satisfied are you with your current hardware repair and maintenance?



Please explain: _____

4. Do you want repair and maintenance services for Macintosh computers delivered by your in-house personnel or by an external provider?



Please explain: _____

INFORMATION NEEDS

5. Which of the following information do you need for hardware maintenance and repair?

- Technical notes and bulletins
- Hardware upgrades
- Other: _____

6. How would you prefer to receive the above information? (Check all that apply.)

- On-line (via AppleLink)
- CD-ROM
- Newsletters, bulletins, data sheets
- Other: _____

INSTALLATION NEEDS

Yes No

7. Is hardware installation assistance needed?

If yes, please explain:

—

TROUBLESHOOTING NEEDS

8. Is hardware troubleshooting assistance needed from an external provider?

If yes: Preferred source? _____

Preferred form of delivery?

- Telephone
- On-site
- On-line
- Other _____

HARDWARE SERVICE REQUIREMENTS

9. Special needs for customers who perform hardware repair and maintenance with in-house resources (check all that apply):

- Service parts stocking
- Spare parts management system
- Repair/exchange
- Warranty reimbursement
- Diagnostics tools
- On-line remote diagnostics
- Multivendor hardware repair services:
On what other vendors' equipment? _____

Hardware Service Requirements Continued

10. Preferences for hardware service from external providers:

Preferred Source

- Per incident (time and materials)
- Carry-in
Desired turnaround time: _____
- On-site
Desired response time: _____
Desired turnaround time: _____
- Contract repair services
- Carry-in
Desired turnaround time: _____
- On-site
Desired response time: _____
Desired turnaround time: _____
- Preventive maintenance program
(scheduled) _____
Desired turnaround time: _____
- Preferred mode of billing? (Check one.)
- Monthly Quarterly
- Semi-annually Annually
- Loaners desired?

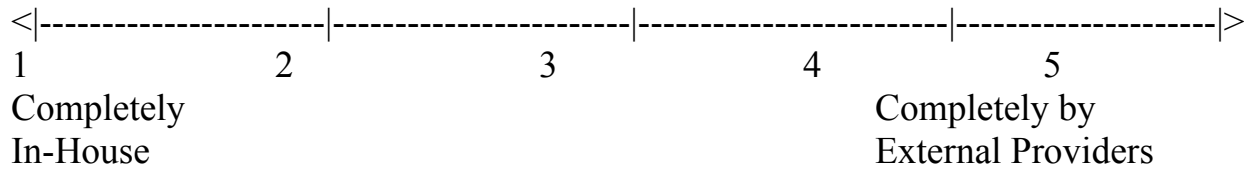
HARDWARE SERVICES TRAINING

11. If hardware troubleshooting and repair training is desired, indicate the subjects of interest and the preferred source.

Preferred Source

- Macintosh computers _____
- Other Apple computers _____
- Network products _____
- Printers _____
- Other: _____

12. In conclusion, please tell us about any other special needs and/or concerns you have about hardware repair and maintenance services.



Please explain: _____

BACKGROUND ON NETWORK CONFIGURATION—LOCAL AREA NETWORKS

- | | | |
|--|------------|-----------|
| | Yes | No |
|--|------------|-----------|
5. Are your Macintosh computers networked?
- If so, what file service is in use? Appleshare TOPS
- Other: _____
- Average number of nodes per Macintosh LAN at this location? _____
6. Are Macintosh computers on LANs with other computers?
-
- If so, with what other systems?
- | | |
|-----------------------------------------------|------------------------------------------|
| <input type="checkbox"/> IBM mainframes | <input type="checkbox"/> DEC |
| <input type="checkbox"/> IBM PCs/workstations | <input type="checkbox"/> Hewlett-Packard |
| <input type="checkbox"/> Sun workstations | <input type="checkbox"/> Tandem |
| <input type="checkbox"/> Other _____ | |
7. Average number of nodes per LAN at this location? _____
8. With which other networks do you need to communicate at this location?
- | | | |
|---------------------------------------|--------------------------------------------|---------------------------------|
| <input type="checkbox"/> SNA | <input type="checkbox"/> DECNET | <input type="checkbox"/> 3Com |
| <input type="checkbox"/> Token Ring | <input type="checkbox"/> TCP/IP | <input type="checkbox"/> Novell |
| <input type="checkbox"/> Ethernet | <input type="checkbox"/> Other UNIX: _____ | |
| <input type="checkbox"/> Other: _____ | | |

BACKGROUND ON NETWORK CONFIGURATION—WIDE AREA NETWORKS

9. List WAN equipment in place by supplier:
- | | | |
|--------|---------|---------|
| Modems | Routers | Bridges |
| | | |
| | | |
| | | |
| | | |
| | | |

10. Please check and list any network management tools in use:

Protocol analyzers:

Network administration tools:

Others:

11. Additional details on current network systems, such as connections to remote sites (switched or dedicated lines? line speed?) etc. Please attach any available diagrams, network maps, network plans, equipment lists, etc.

NETWORK AND COMMUNICATIONS SUPPORT INFORMATION NEEDS

12. Which of the following information do you need? (Check all that apply.)

- Network systems updates Bug workarounds
 Technical notes and bulletins Other _____

NETWORK INSTALLATION/CONFIGURATION NEEDS

- | | Yes | No |
|------------------------------------------------------------------------------------------------------------|--------------------------|--------------------------|
| 13. Is network installation assistance needed? | <input type="checkbox"/> | <input type="checkbox"/> |
| If yes, is assistance required at the level of the: | | |
| <input type="checkbox"/> Desktop <input type="checkbox"/> System software <input type="checkbox"/> Network | | |
| 14. Is network configuration assistance needed? | <input type="checkbox"/> | <input type="checkbox"/> |
| If yes, is assistance required at the level of the: | | |

Desktop System software Network

NETWORK TROUBLESHOOTING NEEDS

15. Is troubleshooting assistance needed from an external provider?

If yes: Preferred source? _____

Preferred form of delivery?

Telephone On-site

On-line Other _____

NETWORK REPAIR SERVICE OPTIONS

16. Special needs for customers that do in-house network and communications support:

- Service parts stocking
- Spare parts management systems
- Repair/exchange
- Warranty reimbursement
- On-line remote diagnostics
- Diagnostics tools
- Virus detection and eradication
- Multivendor hardware repair services:
On what other vendors' equipment?

17. Preferences for network and communications support from external providers:

Preferred Source

- Per incident (time and materials)

Desired response time: _____

- Contract network repair services

Desired response time: _____

Preferred mode of billing? (Check one.)

- Monthly
- Quarterly
- Semi-annually
- Annually

NETWORK AND COMMUNICATIONS CONSULTING SERVICES

18. Are any of the following network consulting services needed from an external provider? (Check all that apply.)

- Network planning
- Network configuration management services
- Network optimization and performance tuning
- Network performance and cost analysis
- Software migration assistance
- Other _____
- Multivendor network consulting/design
- Multivendor integration support
- Security consulting
- Compatibility (multivendor)
- Network control consulting

Preferred sources: _____

NETWORK TRAINING

19. Is network training needed from an external provider? (Check all that apply.)

- | | Preferred Source |
|-----------------------------------------------------------------|-------------------------|
| <input type="checkbox"/> Administrator/operations | _____ |
| <input type="checkbox"/> Troubleshooting/diagnostics | _____ |
| <input type="checkbox"/> Network management | _____ |
| <input type="checkbox"/> Network use | _____ |
| <input type="checkbox"/> Maintenance (for in-house technicians) | _____ |
| <input type="checkbox"/> Others: _____ | _____ |

20. In conclusion, please tell us about any other special needs and/or concerns you

have about network and communications support.

Customer Representative: _____

Date: _____

PRODUCT USAGE SUPPORT

OVERVIEW OF CURRENT SOLUTIONS AND NEEDS

Yes No

1. Do you perform software support for desktop computer users with in-house resources?

If yes: How many people provide software support? _____

Are they Apple trained/supported?

2. Do you use external providers for desktop computing software support?

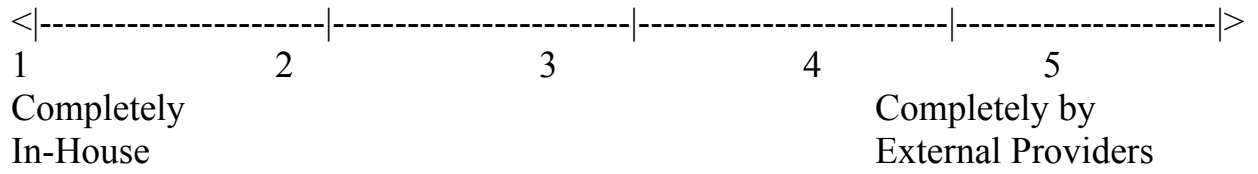
If yes: From which providers? Do they provide Macintosh software support?
(Check if yes.)

3. How satisfied are you with your current Macintosh software support?

<-----|-----|-----|----->
1 2 3 4 5
Completely Completely
Satisfied Dissatisfied

Please explain: _____

4. Do you want software support for Macintosh computers delivered by your in-house personnel or by an external provider?



Please explain: _____

INFORMATION NEEDS

5. Which of the following information do you need? (Check all that apply.)

- | | |
|--------------------------------------------------------|----------------------------------------------------------|
| <input type="checkbox"/> Updates | <input type="checkbox"/> User tips |
| <input type="checkbox"/> Upgrades | <input type="checkbox"/> Bug workarounds |
| <input type="checkbox"/> Technical notes and bulletins | <input type="checkbox"/> Virus detection and eradication |
| <input type="checkbox"/> Data interchange | <input type="checkbox"/> Other _____ |
| <input type="checkbox"/> Data recovery | |

6. How would you prefer to receive the above information? Check all that apply.

- | | |
|--------------------------------------------------|--------------------------------------------------------------|
| <input type="checkbox"/> On-line (via AppleLink) | <input type="checkbox"/> Newsletters, bulletins, data sheets |
| <input type="checkbox"/> CD-ROM | <input type="checkbox"/> Other _____ |

STARTUP SERVICES

7. Are you interested in the following software services? (Check all that apply.)

- | | |
|--------------------------------------------------|---------------------------------------------------|
| <input type="checkbox"/> Software installation | <input type="checkbox"/> Compatibility consulting |
| <input type="checkbox"/> Administration setup | <input type="checkbox"/> Software archiving |
| <input type="checkbox"/> Implementation planning | <input type="checkbox"/> Upgrade management |
| <input type="checkbox"/> Other: _____ | |

Preferred source: _____

SOFTWARE SUPPORT

	Yes	No
8. Do you need Macintosh operating system software support from an external provider?	<input type="checkbox"/>	<input type="checkbox"/>

Preferred source: _____

Preferred form of delivery: _____

9. Do you need Macintosh application software support for users from an external provider?	<input type="checkbox"/>	<input type="checkbox"/>
--------------------------------------------------------------------------------------------	--------------------------	--------------------------

Please list key Macintosh application software packages for which you wish support.

Preferred source: _____

Preferred form of delivery: _____

SOFTWARE TRAINING

Yes No

10. How many software applications trainers do you have? _____

Are they Apple trained/supported?

11. If software training is desired from an external source, indicate the subjects of interest and preferred source.

Preferred Source

Macintosh

A/UX

Applications (list packages):

Further details (e.g. number to be trained, how often, special requirements, etc.):

12. In conclusion please tell us about any other special needs and/or concerns you have about software support.

Customer Representative: _____
Date: _____

DEVELOPMENT SUPPORT

OVERVIEW OF CURRENT SOLUTIONS AND NEEDS

- | | Yes | No |
|------------------------------------------------------------------------------------------------------------------------------|--------------------------|----------------------------------|
| 1. Do you perform desktop computing applications development with in-house resources? | <input type="checkbox"/> | <input type="checkbox"/> |
| If yes: How many application developers/programmers do you have? _____ | | |
| Are they Apple trained/supported? <input type="checkbox"/> <input type="checkbox"/> | | |
| Is your company a member of the Apple Professional Developers Association? <input type="checkbox"/> <input type="checkbox"/> | | |
| 2. Are you interested in Macintosh application development support? | | <input type="checkbox"/> |
| <input type="checkbox"/>
If yes, continue to question 3. Otherwise, you are complete with this section. | | |
| 3. Do you want Macintosh application development support delivered by your in-house personnel or by an external provider? | | |
| < ----- ----- ----- ----- > | | |
| 1 2 3 4 5 | | |
| Completely In-House | | Completely by External Providers |
| Please explain: _____ | | |
| _____ | | |

BACKGROUND ON PROGRAMMING ENVIRONMENT

4. Which development/programming languages are you using?

5. What host/data servers are you connected to?

6. What data access tools are you using?

7. What CASE tools are you using?

8. What systems development methodology do you use?

9. For which functional areas are you designing solutions?

- | | | |
|--------------------------------------------------------|-----------------------------------------|------------------------------------------|
| <input type="checkbox"/> Engineering | <input type="checkbox"/> Sales | <input type="checkbox"/> Marketing |
| <input type="checkbox"/> Multimedia | <input type="checkbox"/> Distribution | <input type="checkbox"/> Human resources |
| <input type="checkbox"/> Manufacturing | <input type="checkbox"/> Finance/admin. | <input type="checkbox"/> Other |
| <input type="checkbox"/> Executive information systems | | |

DEVELOPMENT INFORMATION NEEDS

10. Do you need the following information on a regular basis? (Check all that apply.)

- | | | |
|--------------------------------------------|---------------------------------------------|--------------------------------------------|
| <input type="checkbox"/> Upgrades | <input type="checkbox"/> A/UX | <input type="checkbox"/> Program debugging |
| <input type="checkbox"/> Development tools | <input type="checkbox"/> Connectivity tools | <input type="checkbox"/> Workarounds |

- CASE Human interface design
- Object-oriented programming Other: _____

If yes, how do you wish to receive the above information? Check all that apply

- On-line Newsletters, bulletins, data sheets
- CD-ROM Other: _____

DEVELOPMENT SUPPORT AND TOOLS REQUIREMENTS

12. For which of the following Macintosh solutions do you need development assistance, and what source is preferred?

	Preferred Source
<input type="checkbox"/> Standalone	_____
<input type="checkbox"/> Host front-end	_____
<input type="checkbox"/> Terminal emulation _____	
<input type="checkbox"/> Network	_____
<input type="checkbox"/> Client/server _____	
<input type="checkbox"/> Peer-to-peer	_____
<input type="checkbox"/> CD-ROM	_____
<input type="checkbox"/> Other: _____ _____	

13. Do you need data access tools for:

<input type="checkbox"/> Terminal emulation	<input type="checkbox"/> Host front-end
<input type="checkbox"/> Client-server	<input type="checkbox"/> Peer-to-peer

14. For which of the following areas do you need development support, and to whom do you prefer to go for assistance?

	Preferred Source
<input type="checkbox"/> Human interface design and development _____	
<input type="checkbox"/> Environment development _____	
<input type="checkbox"/> Custom application design and development _____	

Connectivity application design and development

Others: _____

DEVELOPER TRAINING

15. If developer /programmer training is desired, indicate the subjects of interest and the preferred source.

Preferred Source

- Human interface design and development

- Custom application design

- Macintosh development

- A/UX development

- Connectivity application design

- Development languages and tools

- Others: _____

16. In conclusion, please tell us about any other special needs and/or concerns you have about Macintosh application development support.

Customer Representative: _____
Date: _____

CUSTOMIZED SUPPORT

OVERVIEW OF CURRENT SOLUTIONS AND NEEDS

1. Do you do needs analysis, system integration, prototyping, training and Yes No
 other desktop computing professional services with in-house personnel?

If yes: How many systems analysts/in-house consultants do you have? _____

Are they Apple trained/supported?

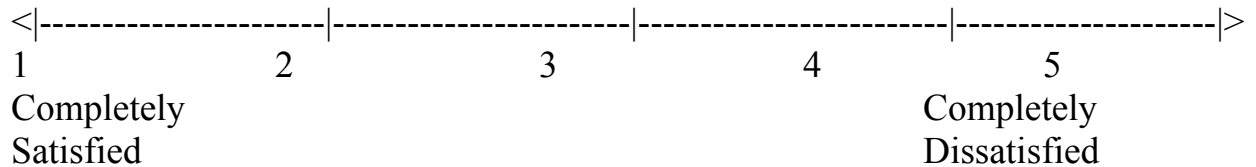
Also: How many desktop computing trainers do you have? _____

Are they Apple trained/supported?

2. Do you use external providers for desktop computing professional services?

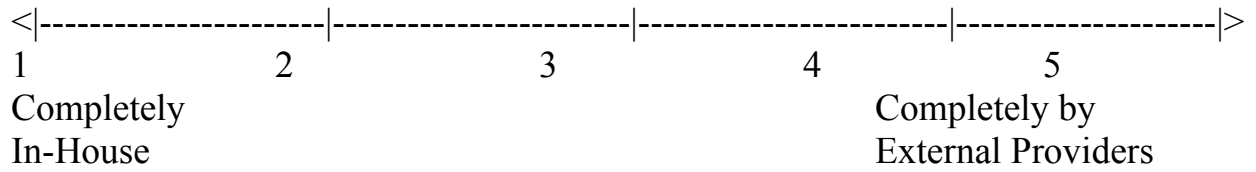
If yes: From which providers? Do they provide services for Macintosh?
(Check if yes.)

3. How satisfied are you with your current professional services providers?



Please explain: _____

4. Do you want professional services for Macintosh computers delivered by your in-house personnel or by an external provider?



Please explain: _____

CONSULTING SERVICES OF INTEREST

5. Please check all types of consulting services of interest:

- Needs analysis/feasibility studies
- Architecture planning/design
- System integration
- Custom prototyping/proof of concept
- Application development:
 - Macintosh
 - Other _____
- Custom training programs
- Disaster recovery planning and management:
 - Microcomputers
 - Other computers _____
- Coordination of multivendors' services
- Other _____

Preferred source for professional services:

Please explain specific needs:

Integrated Support Planning Needs Survey

The following survey is to be used to gather a customer's needs for service, support, and training on Macintosh computers. Completion of this questionnaire should enable you to create a comprehensive picture of the customer's installation and support needs. While we have attempted to create as complete and useful a survey as possible, you may find some areas that are overemphasized or others that are absent. Feel free to modify this survey to best meet your particular needs when gathering customer support information.

Why Use a Support Survey?

Developing a comprehensive profile of customer support needs can be a long and difficult task. However, this process of discovery can have two important results: First, it demonstrates to customers that Apple is serious about understanding their support needs. Second, it can uncover opportunities for developing superior support solutions for customers. Finally, the survey format will allow you to consolidate customer support information from a variety of sources within the Apple support team as well as within the customer organization.

How to Use This Survey

The survey is intended to be used in face-to-face meetings with several key customer support executives over time. It will most likely not be completed in a single session between you and the customer representative. Rather, it will be a process involving many different information gatherers and customer "experts." Gathering support information should be a team effort. Much of the information in the survey can be obtained from members of the account team who have already had dealings with the customer. In fact, you should complete as much of the survey from internal sources as possible before seeking information from the customer.

Once you have consolidated all known account information, we suggest you contact the following customer representatives for each of the survey sections:

Section	Customer Contact
Customer Profile	(titles are examples only) Information Technology executive Apple advocate/line manager
Hardware Repair and Maintenance Service	Data center operations manager Microcomputer service manager
Network and Communications support	Data communications manager Telecommunications manager Network manager Data center operations manager Network administrator
Product Usage support	Microcomputer support manager

	End-user computing manager
	Information Center/Help Desk manager
	Technical support manager
	Software support manager
Development support	Application development manager
	End-user computing manager
	Information Center/Help Desk manager
	Technical support manager
	Software support manager
Professional services	Information Technology executive
	Apple advocate/line manager
	Application development manager
	Systems planner
	Technical training manager
	Information Systems director

Assumptions

In developing this questionnaire, we made the following assumptions:

1. The questionnaire is intended to be used primarily with large business. It is probably not appropriate for K-12 customers without modifications, but is okay for large universities which are predominantly Macintosh users.
2. Questions are asked in such a way that a customer could define a non-Macintosh need, but the wording of questions should not make a customer believe Apple is intending to provide multivendor service, support, or training.
3. We have avoided identifying Apple as the provider for any service, support, or training need so as not to raise customer expectations. A customer contact may state that Apple is a *preferred provider* but Apple is not obligated to provide the desired support.
4. The questionnaire is location specific—needs for service, support, and training must be completed for each business unit. In some companies, a corporate information systems group may dictate how support is to be provided, but this situation is becoming rare.

Needs Survey Glossary

The following are definitions of some of the terms that appear in the ISP Needs Survey. These terms are subject to many interpretations. The following are our own. If you have

better/more accurate definitions, we'd love to hear from you.

Architecture planning/design: Assistance in developing system architecture plans and designs, encompassing workstations, networks, and software.

Compatibility consulting (multivendor): Assistance in determining compatibility requirements for multiple vendors' systems.

Computer-aided software engineering (CASE): Tools and techniques encompassing all or some subset of the following features: for the front-end conceptual stages of systems development such as analysis assistance, data modeling tools, data dictionaries, text and diagram editors; and for the back-end implementation stages of systems development, such as screen/report design aids, code generators, testing and debugging tools.

Configuration assistance: Assistance in installing and configuring software (application and/or networking) on Macintosh computers.

Connectivity application design and development: Assistance in the design and/or development of applications entailing connections across Macintosh computers or between Macintosh and other systems.

Custom prototyping/proof of concept: Development of a Macintosh-based solution to meet customer's preliminary requirements to prove that a solution can be accomplished.

Customized support: A range of support services tailored to a customer's unique requirements. Such support might include needs analysis, cost/benefit analysis, specifications, prototyping, implementation planning, training, consulting, etc.

Disaster recovery planning and management: Assistance in preparing a recovery plan for disastrous loss of workstation computing. Such assistance might also include the actual management of recovery from disaster using the disaster recovery plan.

Environment development: Programming and development using the Macintosh environment fundamentals.

Human interface design and development: Programming and development using the Macintosh environment fundamentals to surround a specific customer application.

In-house development: Development and programming by a customer's in-house application programmers and analysts. In-house development is distinct from contract development from outside vendors.

Installation assistance: Assistance in hardware installation including removing Macintosh computers from their boxes and physically installing hardware and communication components.

Mission critical: Term denoting that a particular application or set of applications are critical to the business; if these applications are not operational, essentially business halts.

Multivendor integration support: Assistance in integrating hardware, software, and communications components from multiple vendors.

Multivendor network consulting/design: Assistance in planning and design of networks encompassing multiple vendors' workstations, communications, and software.

Needs analysis/feasibility studies: Assistance in determining the technical and financial needs and feasibility of an Macintosh-based solution.

Network and communications support: A range of network and communications support services which might include network planning and design, configuration, management, and performance and cost analysis, among others.

Network configuration management services: Assistance in managing a network configuration to achieve optimization of communication resources.

Network performance and cost analysis: Assistance in assessing the performance of a network and in defining the optimal utilization to achieve cost requirements.

Network planning: Assistance in designing, configuring, and/or managing network utilization to achieve customer requirements.

Security consulting: Assistance in planning, design, and/or implementation of secure Macintosh-based systems.

Software migration assistance: Support in moving from one software generation to another which encompasses planning and/or implementation.

Spare parts management system: Computerized system to manage spare parts inventory to meet availability and cost requirements.

Systems development methodology: A formal approach to the analysis, design, and development of computer and communications systems.

Troubleshooting assistance: Telephone and/or on-site assistance for software, networks, and Macintosh computers.

Updates: Periodic changes to software.

Upgrade management: Assistance in managing the implementation of major changes (upgrades) to Macintosh hardware and/or software.