

 **APPLE COMPUTER, INC.**

**SUPPORT PROPOSAL**

**FOR**

**[COMPANY X]**

**PRESENTED BY**

**DICK JONES**

**NATIONAL ACCOUNT EXECUTIVE  
APPLE COMPUTER, INC.**

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**CUSTOMER SUPPORT ACCOUNT MANAGER  
APPLE COMPUTER, INC.**

**JANUARY 15, 1991**



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# SAMPLE LETTER

*Name*

*Title*

*Company Name*

*Address*

*City, State Zip*

Date

Dear Mr./Mrs./Ms. *[Name]*:

Apple Computer is committed to ensuring that your experience with our products is richly rewarding. We are aware that your satisfaction with your Apple solution will depend in part on your employees' ability to get support when and where they need it. Because of this, we have talked to *[name, title]* and have put together a support strategy designed specifically for your company.

Outlined in this support proposal are numerous resources (people, technologies, and services). During the first six months, and thereafter at regular intervals, we will monitor and revise this support plan as necessary to maintain our effectiveness and, ultimately, your satisfaction. Apple Computer takes full responsibility for the quality of the services rendered under the plan.

Thank you for the opportunity to provide your company with a support plan. We welcome the opportunity to work with you on this project and look forward to a mutually satisfying relationship.

Sincerely,

*[Your name]*

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# EXECUTIVE SUMMARY

*[This section, to be written by the field team, includes plan highlights reflecting key support deliverables, customer needs, and the roles the reseller or support team may play. Shown below is an example of the summary you might put together. The first paragraph can be used as an introduction to your own material.]*

Apple Computer's commitment to our business partnership is based upon products, programs, tools, and resources which are available to you from Apple and/or our network of authorized Apple resellers, authorized service providers, authorized training providers, systems integrators, and Apple Consultant Relations affiliates, as well as other members of the Apple community. The commitment set forth in this document is intended to solidify our relationship as you continue your investment in, and support of, Apple's technology platforms.

Based upon an analysis of your firm's operating environment and support needs, including interviews with key managers in the MIS, Microcomputer Support, and Employee Training departments, we have determined the following:

- At this location, Company X's computing environment consists of DEC™ VAX™ minicomputers connected to IBM® PCs and Sun™ Workstations via a DECNET™ network
- At this location, product usage and networking support is primarily delivered by in-house experts residing in the Microcomputer Support Group
- Key Company X support needs include:
  - Custom applications development support, specifically training on MacApp® and HyperCard®
  - Training on word processing, desktop publishing and spreadsheets applications
  - Hardware repair and maintenance provided by an outside organization

Based on the findings above, we have identified the following programs which will address your firm's support needs and enhance our business partnership:

- Apple will train *[number of]* Apple® Technical/Support Coordinators (ATCs/ASCs) on your staff
- AppleLink® addresses will be granted to all ATCs/ASCs
- Company X will become a member of the Apple Professional Developers Association
- Consulting, Inc. will provide programming assistance for custom sales automation software
- Training U, an Apple Training Alliance member, will deliver application training on site
- Computerland will provide hardware repair under an on-site contract

Apple has recommended a problem escalation path that will address your firm's special need for rapid problem resolution and make Apple Computer ultimately responsible for your satisfaction with the aforementioned programs. Apple will strive to continually monitor your level of satisfaction via the support services recommended in this plan.

# COMPANY X SUPPORT NEEDS

*[Customize this section based on information gathered from the customer. The following are only suggestions.]*

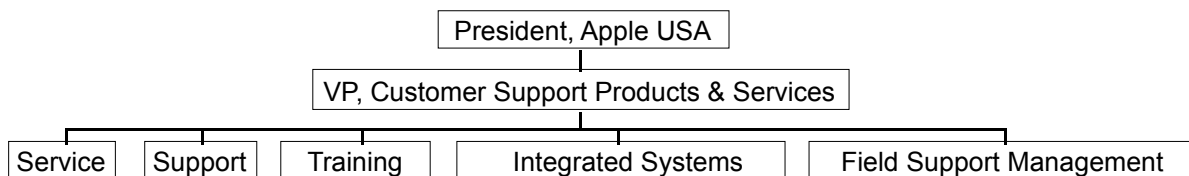
In discussions with your staff, including key managers in the MIS, Microcomputer Support, and Employee Training departments, we have identified the following support needs:

- Training, updates, and electronic support for your Microcomputer Support Group personnel
- High-level technical consultation
- Technical support (people)
- Custom application development support (training on MacApp and HyperCard)
- Custom application development by an outside consultant familiar with sales automation applications
- Hardware repair and maintenance provided by an outside organization
- Product and application training on word processing, desktop publishing and spreadsheet programs
- New product information

# INTRODUCTION

The Apple Macintosh computer is widely known to require significantly lower levels of support while providing users with higher levels of productivity. However, we realize that as our products become integral to your organization's operations, the need for comprehensive support, service, and training becomes even more critical. Furthermore, our products' growing sophistication and integration into increasingly complex multivendor environments will increase your organization's need for a customized support approach.

Apple Computer's support organization consists of the following individuals and organizations:



Apple's Customer Support organization is designed to focus resources on the critical areas of customer needs: service, support, training, and customized support (integrated systems). Unlike other companies, Field Support Management reports directly to the vice president of Customer Support Products and Services in order to provide input on customer support issues.

During our 12 years in the personal computing business, Apple has developed a worldwide network of support providers in addition to its staff. This support provider "family" has joined us in our commitment to ensure your satisfaction. They include resellers, network providers, consultants, developers, training organizations, user groups, and other service-oriented companies who have agreed to meet our high standards and expectations. Apple provides these partners with tools, information and backup to ensure their success in meeting your support needs.

You'll have access to this Apple support provider family, which can assist you in a variety of ways. Their assistance can involve tailoring a service and support program, setting up a system that meets the exact needs of your business, or providing information about training options.

# HARDWARE REPAIR AND MAINTENANCE RECOMMENDATIONS

As a result of our needs assessment and discussions with *[company representative]*, we have noted the following hardware repair and maintenance needs at *Company X*:

*[Note: 3 is a good number to use. If you only have 1 or 2, break them into smaller units. If you have more than 5, combine them into larger units.]*

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Given these needs, we recommend the following service programs.

## SERVICE DELIVERY

### Apple Authorized Service Resellers

The primary Service Providers for Apple products are the authorized Apple resellers. These organizations have been trained by Apple on hardware troubleshooting and repair of all Apple products. Apple resellers have a number of resources available to them, including a comprehensive parts inventory, diagnostic tools and current technical documentation. Most resellers are capable of providing on-site or carry-in service and offer either annual maintenance agreements or time and materials contracts. Apple provides only high-quality parts and is committed to timely delivery of these parts to Service Providers.

The Apple resellers in your area are *[names]*.

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### Dealer-Sponsored Service

Under this program, your technicians will receive the training and support necessary to service Apple products. This program is offered through the authorized Apple resellers, who will arrange the appropriate training at an Apple location, sell you the replacement parts you need, and answer technical questions.

The Apple resellers who support this program in your area are *[names]*.

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### Self-Servicing Account Program

Apple is working to ensure the availability of service options that can be tailored to meet your needs. This program is available to direct accounts with a large installed base and allows you to



service your own Apple equipment. As a self servicer, you will receive the same tools Apple provides authorized dealers: service training, diagnostic tools, service documentation, ongoing communications, manuals, and technical support. To qualify, you must keep service spare parts for all of your Apple equipment, plus have at least one Apple-trained and certified technician on your staff.

### **Third-Party Service Agreements**

You may request that Apple establish special relationships with specific third-party Service Providers. You must currently be working with or have selected a third party before the third party will be considered by Apple. This program is handled on a case-by case basis: You and Apple must agree that the third party can provide the level of service required. This option is particularly appropriate in the case of a third-party Service Provider who is already supporting a multivendor environment. A standard agreement will be completed and signed between Apple and the third party. Presently, Apple has formal trade agreements with Honeywell Bull and Digital Equipment Corporation.

We recommend that you use *[company name]*.

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## **WARRANTY/REPAIR PROGRAMS**

### **Apple Limited Warranty**

Every Apple hardware product purchased after January 1, 1990, carries a one-year limited warranty against defects in workmanship. Equipment purchased in the United States may be repaired in more than 80 countries worldwide. You are protected from repair expenses caused by defects in workmanship. Repair is available worldwide for U.S.-purchased equipment.

For more information, contact your reseller or your local Apple representative.

### **AppleCare**

AppleCare® service (available from your authorized Apple reseller) is an extended maintenance agreement that covers Apple products after their warranties have expired. You can purchase AppleCare coverage at any time, as long as you own the product. (Out-of-warranty equipment must be inspected by an authorized Apple reseller before the AppleCare service agreement begins.) AppleCare offers extended service coverage, allowing you to budget for all unexpected repairs. One year's coverage is less than the average cost of a typical repair. And if you move, or sell your covered equipment, you can transfer the contract.

For more information, contact your reseller or your local Apple representative.

### **Apple Missing Items Program**

The Apple Missing Items Program allows you to receive items missing from a product shipment free of charge. Apple will expedite any non-major item that is listed on the Finished-Goods Packing List but is missing from the box.

For more information contact your reseller or your Apple representative.

**Apple Media Exchange Program**

The Apple Media Exchange Program allows you to exchange defective and damaged diskettes and manuals free of charge. Apple will replace this damaged or defective media with the equivalent of the media you originally purchased.

For more information contact your reseller or your Apple representative.

# PRODUCT USAGE SUPPORT RECOMMENDATIONS

As a result of our needs assessment and discussions with *[company representative]*, we have noted the following product usage support needs at *Company X*:

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Given these needs, we recommend the following support programs.

## SUPPORT PROVIDER PROGRAMS AND PRODUCTS

The following support programs and products are available to your company:

### **Apple Support Coordinator Program**

In order to facilitate on-site problem resolution by your own staff, we have created the Apple Support Coordinator program. Apple provides baseline product and support services information to these ASCs. This program provides a constant flow of technical and program information to designated employees within your enterprise.

You can choose to classify Apple Support Coordinators as Apple Resource Coordinators (ARCs) or Apple Technical Coordinators (ATCs). Apple Resource Coordinators are generally those persons who need product information to support the development of simple solutions or who are responsible for product purchase, but do not provide day-to-day technical support to users. Apple Technical Coordinators are those individuals who, in addition to solutions recommendations, provide some level of day-to-day support assistance to users.

Services provided to ATCs/ARCs include regular mailing, software updates and tips, program information and procedures, and electronic bulletin board access to facilitate information flow. All Apple Support Coordinators (ARCs or ATCs) receive the same basic level of information; the ATC classification helps Apple target the additional technical information and special event requirements of this audience. Coordinators are invited to attend meetings hosted by Apple, allowing them to gain firsthand knowledge of new products and solutions from Apple and complementary third parties, as well as to network with coordinators from other organizations.

### **Apple Support Coordinator Training**

Apple Support Coordinators currently receive training through Apple Authorized Training Centers, Training Associates, and the Apple Training Alliance.

### **System Expansion Installation Program**

Through this program ASCs receive information describing how to install selected Apple products in your Macintosh® II computers and LaserWriter® II printers. These selected products

are: video cards, SIMMs (Single In-line Memory Modules), Pate Memory Management Unit, SCSI disk drives, and floppy disk drives. When you participate in this program you receive a Systems Expansion Guide (manual), and Electrostatic Discharge (ESD) Prevention Kit, optional training, and the ESD Video "The Shocking Truth."

### **AppleLink®**

AppleLink is the on-line information and communications service for the international Apple community, and gives users a direct line to Apple Computer. In addition to electronic mail, it provides Apple customers, resellers, developers, and other important business partners with up-to-date information on a variety of Apple and third-party products and programs. By accessing AppleLink electronic bulletin boards, users can read the latest press releases, find out about product compatibility, get specifications on the newest Apple products, locate third-party products and applications, check on product prices and program offerings, and troubleshoot technical problems. In addition, Developer University course information is posted on the AppleLink service.

For more information, contact your Apple representative or call the AppleLink HelpLine at (408) 974-3309.

### **Apple Technical Answerline**

An annual subscription fee entitles you to designate two contacts who may make an unlimited number of calls to the Answerline for technical assistance. You may purchase networking and communications support or A/UX® support. The Answerline minimizes downtime by providing immediate phone access to Apple support engineers, who assist users of Apple products in highly technical and complex environments. Quarterly call reports help you evaluate your organization's support and training requirements.

### **Apple Technical Information Library**

The Technical Information Library is a database of over 7,000 technical articles about Apple and third party hardware and software. It is accessible through AppleLink, and as a Support Provider, it is your primary vehicle for accessing critical, up-to-date technical support information. The technical articles, which are updated on a regular basis, provide valuable hardware and software information to assist you in troubleshooting and technical problem resolution.

### **Apple Technical Information Source**

This CD ROM-based technical support product provides you with diagnostics, system utilities, a software archive, a technical support database, technical reference stacks, and training stacks. A HyperCard front end, search and feedback capabilities, and on-line documentation help support providers find information quickly and easily. The series is updated twice a year.

### **Apple Software Update Program**

This program provides you with all updates and documentation released during the subscription period for various Apple system and networking and communications software. It also provides right-to-copy licenses and includes bundled options for network administrators as well as stand-alone update options. Covered are Macintosh system software, HyperCard, Apple IIGS® system software, AppleShare® File Server software, AppleShare Print Server software, Inter•Poll, MacTerminal, Apple IIe Workstation software, and Aristotle software. Other

software will be added as appropriate. The program provides a convenient way for you to budget for the expense of software updates, and takes care of legal right-to-copy issues and logistics (fees are required for some products). It ensures that you will always be up to date with the software you need for peak performance. Subscriptions include right-to-copy licenses.

### **A/UX<sup>®</sup> Software Update Program**

For one annual fee, you receive all software updates released during a one-year period for the A/UX operating system, Apple's version of the UNIX<sup>®</sup> operating system. Updates include product enhancements, system revisions, software updates, and all necessary documentation, including a description of the new features and installation procedures.

### **Apple User Groups**

User groups are organizations of people who want to enhance their computer enjoyment and proficiency by sharing information, support and insights. The groups provide an open forum for questions, answers and ideas. They are an excellent source of information about hardware and software. User groups provide many services for their members—most groups have monthly meetings and newsletters; some groups maintain a public-domain software library. A number of user groups also offer training.

User groups receive regular communications from Apple, have the opportunity to sign a system software licensing distribution agreement and can have access to AppleLink. To help facilitate the exchange of information, a User Group bulletin board exists on AppleLink. User groups have been established in many corporations, professional associations, government agencies, communities, universities and school districts. There are groups that focus on the Macintosh, groups that focus on the Apple II, and groups that encompass both.

For more information: Call 1-800-538-9696, extension 500 to locate a user group near you.

### **Apple Customer Assistance Center (1-800-776-2333)**

The Assistance Center provides you with a toll-free number to call when your support provider hasn't been able to resolve your problems or questions. It's an additional source of assistance. The Center is not a technical support line, but it is a way for you to resolve quickly issues about Apple policies, programs, and products.

## **APPLE TRAINING PROGRAMS**

As a result of our needs assessment and discussions with *[company representative]*, we have noted the following product usage training needs at *Company X*:

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Given these needs, we recommend the following training programs.

### **TRAINING DELIVERY**

Macintosh training with Apple-developed courseware is available from several sources. If your company has its own in-house training organization, Apple courseware can be purchased directly from the Apple Price List like other Apple products. Other authorized Apple Training Providers who meet Apple's standards for training excellence are located throughout the United States. These are professional training companies; some of them also sell Apple computers. They participate in one of three Apple programs: the Authorized Apple Training Center program, the Apple Training Alliance program, or the Training Associate program.

Training is provided on products such as the Macintosh computer; technical topics such as networks; and productivity applications such as word processing, spreadsheets, databases, graphics, publishing, and presentations. Customized classes are also available. Apple Training Providers generally teach in a standard, leader-led style or with materials allowing the user to work at his/her own pace. Both methods utilize the Macintosh computer, along with other materials appropriate for the specific course—print materials, self-paced guides and interactive video.

### **Apple Authorized Training Centers**

Members of the Apple Authorized Training Center Program (AATC) are authorized Apple resellers. In addition to selling Apple computers, peripherals, and software, they provide training in computer use, applications and other topics. Special training staff and facilities are dedicated to meeting your training needs, whether for individual users or entire departments and organizations. To locate an authorized Apple Training Provider, call 1-800-732-3131, extension 300.

Your local AATCs are *[names]*.

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### **Apple Training Alliance**

Apple Training Alliance (ATA) members are third-party training companies whose sole business is microcomputer training. They can provide training at your site or in their own facilities. In addition to applications training, ATA members have extensive expertise in consulting and multivendor computing environments. They can assist you with networking and systems integration issues, and develop customized solutions for your specific environment. To locate an authorized Apple Training Provider, call 1-800-732-3131, extension 300.

Your local ATA members are *[names]*.

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### **Training Associates**

Training Associates are companies that offer nationwide training on Apple products and multivendor computing topics. Courses cover material from basic applications to systems integration, networking and data communications. Training Associates can provide you with on-site consulting services, training staff, training facilities and equipment. To locate an authorized Apple Training Provider, call 1-800-732-3131, extension 300.

Associate members in your area are *[names]*.

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### **Customer Training Direct Sales**

If you have in-house training staff, courseware is available for purchase directly from Apple. A wide range of products is available—from *Introduction to the Macintosh System* to applications and technical training.

## **APPLE TRAINING COURSES**

Many authorized Apple training providers use Apple-developed courses in their training facilities. In addition, AATC providers are authorized to sell the Apple training products. Customers with in-house training facilities should purchase Apple products from the Apple price list.

Apple offers three types of training products:

### **Instructor-Led Courseware**

These products are intended for classroom use. The courseware is designed in a modular, solutions-oriented fashion that allows trainers the flexibility to customize their classes, depending on students' needs. Courseware is currently available on a variety of productivity subjects.

### **Interactive Video Courseware**

These products are HyperCard-based courses that utilize interactive video technology. Course materials are suited for self-paced, individual learning or classroom use. Course titles include *Macintosh Fundamentals*, *Network Administration Skills*, and *Introduction to Desktop Publishing and Presentations*.

### **Self-Paced Courseware**

These products are interactive HyperCard-based courses designed for self-paced, individual learning or classroom use. Current offerings include *Macintosh Applications Tutorials* and *LAN Literacy*.

## **MACINTOSH PRODUCTIVITY COURSES**

Productivity training courses provide experience with a number of Macintosh software applications including word processing, spreadsheets, databases, graphics, presentations, and desktop publishing.

### **Introduction to Desktop Publishing and Presentations (Self-Paced)**

This interactive videodisc course offers an overview of desktop publishing and presentation solutions. The student learns the advantages of desktop publishing and presentations over traditional publishing; who uses desktop publishing and for what. The user also learns about the wide range of Apple hardware and third-party software available for desktop publishing, and the relative advantages of each.

### **Macintosh Application Tutorials (Self-Paced)**

*Macintosh Application Tutorials* help the user attain basic proficiency with several popular

software programs for the Macintosh computer. The tutorials cover the following applications:

MacWrite® II

MacDraw® II

MORE II

FileMaker II

PowerPoint

Microsoft Excel

### **HyperCard Fundamentals (Leader-Led)**

*HyperCard Fundamentals* introduces the user to the basic features of HyperCard. Upon completion of this course, users will be able to add, modify and find information; create and move graphics between cards and stacks; and create new stacks with new fields and buttons. Some basic scripting is also covered.

### **HyperCard Stack Development (Leader-Led)**

More advanced HyperCard topics such as initial stack design, scripting, and stack development are covered in this course. The skills taught include reading and understanding scripts, writing simple scripts, creating stacks from shells, and importing and modifying scripts, graphics and resources from other stacks. The user makes decisions and performs the scripting operations necessary for the design and development of a successful stack.

### **Microsoft Excel (Leader-Led)**

In this course, the user learns to use Excel for creating worksheets and reports; integrating Lotus 1-2-3 documents; using absolute references and IF statements; and creating and manipulating databases.

### **Claris FileMaker Pro (Leader-Led)**

This course focuses on the features and applications of the database program FileMaker® Pro. The user creates files; changes existing files; selects, sorts and prints records; and exchanges information between FileMaker Pro and other applications. The course also includes additional exercises focusing on the more advanced features of the program.

### **Acius 4th Dimension (Leader-Led)**

Comprehensive training is provided on 4th Dimension, a relational database application. The course consists of creating a single-file database, modifying and sorting records, linking files, importing and exporting data, and many other functions. The user also creates procedures as an introduction to the programming tools of 4th Dimension.

### **Adobe Illustrator 88 (Leader-Led)**

This course covers basic-to-advanced features of Illustrator 88, including learning to draw and trace with text; scaling, rotating and reflecting objects; creating patterns and blends; and developing masks and complex objects. Upon completion of the course, the user will be able to use the tools of the program to create sophisticated graphics for use in publishing and presentations.

### **Aldus PageMaker (Leader-Led)**

This course is for users who wish to learn the features of this powerful page layout program.



Upon completion of the course, the user will be able to create memos, flyers, tabloid-sized newsletters, proposals, and long multi-chapter documents. The course also includes advanced features such as adding color to a publication, preparing a document for a service bureau, and image setting a camera-ready mechanical.

### **Microsoft Powerpoint (Leader-Led)**

This course covers the use of Powerpoint to create presentation materials. Users are introduced to the program's feature checker, find and replace function, and color capabilities. The course also includes supplemental exercises highlighting more advanced features.

### **Silicon Beach Software SuperPaint (Leader-Led)**

Users learn how to create both simple and complex graphics with SuperPaint. The program contains both drawing (object-oriented) and painting (bit-mapped) capabilities so that users learn how to work in both environments.

### **Microsoft Word (Leader-Led)**

Users learn the features and benefits of Word while obtaining practice in creating documents, customizing and formatting, creating style sheets, and working with complex documents.

## **MACINTOSH PRODUCT TRAINING**

Product training courses teach the skills required for using the Macintosh computer most efficiently.

### **Introduction to the Macintosh (Leader-Led)**

This course covers the basic skills of Macintosh use, including exercises that teach the use of the keyboard, mouse, windows, menus and other components of the Macintosh user interface.

### **Macintosh Fundamentals (Self-Paced)**

Macintosh Fundamentals is a videodisc-based course that provides comprehensive product training on the Macintosh family of computers. Upon completion, the user will be able to explain frequently-used functions of the machine and its operating system; maximize Macintosh productivity with good desktop organization and use of the MultiFinder®; and learn how to correctly set up and care for the hardware. Users also learn to make appropriate choices for configuring video monitors, peripherals and applications.

## **MACINTOSH TECHNICAL TRAINING**

Technical training courses provide working experience with advanced computing topics such as local area networks and network administration.

### **LAN Literacy (Self-Paced)**

LAN Literacy introduces networking terminology, concepts and design. The course combines in-depth information on a wide range of networking issues with actual exercises in an interactive format. Particular emphasis is placed on local area networks (LANs), but some discussion of wide area networks (WANs) is included. LAN Literacy is a useful course for beginning network designers or for anyone who wants to understand networking basics.

**Network Administration Skills (Self-Paced)**

This interactive videodisc course serves as an introductory network administration course for network administrators. Upon completion, users will be able to establish a network administrative structure; monitor and manage networks; maintain back-up strategies; modify an existing network; and solve common problems on an AppleTalk<sup>®</sup> network.

# DEVELOPMENT SUPPORT RECOMMENDATIONS

As a result of our needs assessment and discussions with *[company representative]*, we have noted the following in-house development support needs at *Company X*:

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Given these needs, we recommend the following in-house development support programs.

## EQUIPMENT LOANER PROGRAMS

To facilitate the development of key applications, Apple makes various types of equipment and/or programs available.

### **Pre-Announcement Equipment**

Within the limits of availability, Apple will make pre-announcement, production units available, on a “trial” basis, to evaluate within your departments and/or information networks.

### **Proof-of-Concept Equipment**

Apple products are available for trial periods, or in some cases, for longer terms, for proof-of-concept installations. The account team will work closely with you to determine when and where this would be appropriate within your environment.

### **Beta Test Equipment**

Where appropriate, Apple works closely with customers in evaluating beta, or pre-production equipment for feedback and product modifications. This equipment could include Apple as well as third-party products, as appropriate.

## APPLE DEVELOPER UNIVERSITY TRAINING

Apple Developer University provides expert instruction for beginning, intermediate and advanced Macintosh programmers. It currently offers twelve Macintosh programming courses designed to teach the user how to produce fast, efficient code that takes maximum advantage of the Macintosh Toolbox. Developer University instructors are experts in Macintosh programming. They enjoy working with students and sharing their development experience and expertise. You’ll benefit from their years of experience in human interface design and object-oriented programming.

Courses are offered at the corporate offices in Cupertino as well as the Apple sales offices around the country. For more information on any of the courses listed below, contact the Developer University Training Registrar, Apple Computer, Inc., 20525 Mariani Avenue, M/S 75-6U,

Cupertino, CA 95014, (408) 974-6215.

### **Macintosh User-Centered Design**

This self-paced course, which is a prerequisite for all other Developer University Courses, illustrates the user-interface techniques and worldwide design principles central to Macintosh software. Working at their own sites, students will use an entertaining videotape, a detailed workbook, and a HyperCard stack to discover the key elements that comprise successful Macintosh applications. This course can be purchased through APDA®.

### **Macintosh Programming Fundamentals**

*Macintosh Programming Fundamentals* is an intensive one-week introduction to Macintosh applications development, using the C and Pascal programming languages. The course is offered in two formats: An “A” track for programmers who have a minimum of six months Pascal or C experience, and a “B” track for the user with at least a year of Pascal or C experience (C programmers also need a reading knowledge of Pascal.)

### **MacApp and Object-Oriented Programming**

This five-day course comes in two flavors—one for Pascal programmers (with samples written in Object Pascal) and one for C programmers (with samples written in C++). Either seminar gives the user hands-on experience in developing a Macintosh application using the Macintosh Programmer’s Workshop (MPW®) and MacApp to structure a program as a hierarchy of objects.

### **Intermediate Macintosh Programming**

This three-day course is intended for those developers with 6 to 12 months of C or Pascal programming experience on the Macintosh. Students should have developed at least one complete Macintosh application. This course enriches the developer’s understanding of the more challenging areas of Macintosh development. It addresses issues faced by experienced programmers working at the heart of Macintosh system software and the Toolbox. The course uses lectures and labs to cover the MultiFinder environment, memory management, resources, file structures, printing, debugging strategies, MPW tips and compatibility with future Apple products.

### **Macintosh Programmer’s Workshop**

MPW 3.0 is a two-day programming course intended for Macintosh programmers with Macintosh User-Centered Design experience. Students become familiar with MPW command syntax; the shell editor and command interpreter; automated program and resource building tools such as Make, Rez, and DeRez; customization strategies; and Shell script development.

### **C++ for the Macintosh**

This three-day course provides an in-depth investigation of Apple’s object-oriented version of C. Lectures and labs will inform students about C++ enhancements to C, data abstractions, introductory object-oriented programming concepts, and using C++ with MacApp.

### **Object-Oriented Design/C++**

This two-day course gives programmers an understanding of the principles behind object-oriented programming and design in order to make design natural and intuitive. Programmers

use a mature design and implementation model as a framework to apply these programming principles.

### **Programming With System 7.0**

This three-day class focuses primarily on the Inter-Application Communications toolkit and related components (including the Data Publications Manager). With this class, developers can get a head start on Apple's newest release of the Macintosh operating system. The course is oriented towards the Macintosh applications developer who wants to add System 7.0 functionality to an existing System 6 application. During the class, students will modify an existing System 6 application to take advantage of several System 7.0 features.

### **Data Access Language (DAL)**

Integrate the power of popular minicomputer and mainframe relational databases such as Oracle, Sybase, DB2, INGRES and Infomix into Macintosh-based applications. This three-day class provides the user with a working knowledge of the DAL environment, the DAL query language and the application program interface.

### **Technical Introduction to AppleTalk**

This two-day course will explain the OSI model and AppleTalk system, as well as the LocalTalk®, EtherTalk®, and PhoneNET protocols. AppleTalk will be compared with the Token Ring, Token Bus, and Ethernet architectures.

### **MacWorkStation**

This four-day, hands-on course will give the user both understanding of the Client-Server architecture of the MacWorkStation program and detailed knowledge of how to use Director commands, Dialog Builder, the Communications Control Language (CCL), and Event Handler to build a working prototype.

### **Macintosh Programming Fundamentals**

This self-paced course is for the developer who wants to break into Macintosh programming and learn what it takes to build a highly functional Macintosh application. Narrated animations and interactive lessons provide the skills needed to program the Macintosh for a variety of purposes. During this course the student develops a simple graphics editor application using Toolbox routines from the Memory Manager, Resource Manager, QuickDraw, Menu Manager, Window Manager, Control Manager, Toolbox Event Manager, Print Manager, File Manager, and Standard File Package.

### **Introduction to Object-Oriented Programming**

This self-paced course elevates developers' performance and provides them with an edge on their competition by applying the principles of object-oriented programming. This course offers instruction in both Object Pascal and C++ and uses an interactive video tape to introduce the essential object-oriented programming concepts and demonstrate object-oriented design. The student receives a workbook and HyperCard stack, both on CD-ROM, which together form an integrated set of multimedia, self-paced, learning modules.

## **APPLE PROFESSIONAL DEVELOPERS ASSOCIATION (APDA)**

The APDA program is a starting point for anyone interested in developing products compatible with Apple computers. APDA is the best way for any developer to get fast, comprehensive, and reliable access to development tools, information, and resources from Apple and selected third parties. An APDA subscription provides one-stop shopping for more than 400 Apple and third-party development tools and information, offering the widest variety of Apple-compatible development products available from one source. Flagship products such as MPW, MacApp, APW, and host connectivity products are available, as well as supplemental debuggers and programming libraries. APDA carries development tools and documentation for all Apple development platforms.

Program requirements: a completed APDA application and a \$20 annual program fee. For more information, contact APDA at 1-800-282-APDA (United States), 1-800-637-0029 (Canada), or (408) 562-3910 (Elsewhere), fax (408) 562-3971.

# CUSTOMIZED SUPPORT RECOMMENDATIONS

As a result of our needs assessment and discussions with *[company representative]*, we have noted the following customized support needs at *Company X*:

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Given these needs, we recommend the following customized support programs.

## **Apple Consultant Relations**

Through Apple Consultant Relations, you have access to a nationwide network of skilled Macintosh consultants. These professional systems consultants, who participate in Apple's Consultant Relations program, have an established relationship with Apple and have recognized expertise in computer systems and their use in specific applications, markets, industries, and systems environments. Consultants are selected based on your specific needs, including custom application development, integration, installation and training.

For more information, contact your Apple representative.

## **Apple Integrated Systems (AIS)**

AIS can arrange for custom consulting services to high-end, large institutional customers. These services are offered on a contractual basis through one of our consulting partners (systems integrators) such as EXIS/KPMG, Andersen Consulting, and EDS.

For more information contact your Apple representative.

## **Exis (Executive Information Services)**

Exis is a strategic alliance between Apple Computer, Inc. and KPMG Peat Marwick that provides consulting and systems integration services to companies implementing executive information systems and decision support systems (EIS/DSS) on Macintosh personal computers. Exis provides a full range of systems integration services, including project management, systems planning and analysis, application and database development, system configuration, training and support. Solutions provided by Exis will integrate Macintosh systems with a variety of host systems, networks, off-the-shelf data base management systems (DBMS) and EIS/DSS software.

For more information contact your Apple representative.

## **Andersen Consulting**

Andersen Consulting is a 19,000-person, worldwide organization that provides a wide array of products and services to Fortune 500 organizations. Andersen is expert in implementing and managing all phases of large scale systems integration projects. Solutions provided by Andersen integrate Macintosh systems into the areas of document management, image

processing, distribution, engineering and retail systems, UNIX, training, and other advanced client/server applications.

For more information contact your Apple representative.

### **EDS**

EDS is a global supplier of information services, providing consultative, development, systems integration and system management type services on Macintosh and other platforms. They have offices throughout the United States and in 27 countries worldwide.

For more information contact your Apple representative.

### **Digital Equipment Corporation Enterprise Integration Services (EIS)**

For more than ten years Digital has been providing integration of its products with other systems. In 1989, it formally entered the systems integration business with the formation of a dedicated organization, Enterprise Integration Services. This group ranks among the leaders in system integration services. EIS has approximately 5,000 professionals and it can draw on more from the services organizations within Digital. EIS is organized around resource centers to provide major investments in products, tools, technology and methodology, consulting, and training to meet the full range of major accounts computer and networking needs. They are particularly strong in client/server applications involving the Macintosh and VAX Systems, but will provide services in any environment.

For more information contact your Apple representative.

### **Managing Apple Computers in Information Systems (MacIS)**

MacIS is an independent, not-for-profit organization that allows systems managers to share knowledge about integrating Macintosh computers into heterogeneous information systems environments. Members have the opportunity to exchange information and experiences with peers sharing similar concerns through an AppleLink bulletin board, newsletters, and biannual forums. A MacIS relationship with Apple gives you a voice in the future direction of Macintosh technology.

For more information contact MacIS, 111 East Wacker Drive, Suite 600, Chicago, IL 60601 or call (312) 644-6610.



# INFORMATION EXCHANGE

The following on-going programs are offered to ensure that our customers are informed about Apple's strategic direction and product development plans. Additionally, these programs provide you the opportunity to meet with a wide range of Apple personnel with whom you would not ordinarily have contact, such as executives, product development staffs, and program managers.

- **Executive Briefing**—Apple believes that your knowledge of our current and future plans is vitally important as you develop your own strategies. To meet this need, we coordinate high level briefings tailored to your specific technical and strategic interests. Depending upon the depth of information and level of disclosure required, these briefings are held at either our Operations Area headquarters, or at Apple Corporate in Cupertino, California.
- **Technical Briefing**—Regularly scheduled technical briefings focus on specific product capabilities. They may emphasize multivendor environments, developmental tools available on the Macintosh, significant software solutions, or other areas of key interest.
- **Non-Disclosure Product Briefing**—As appropriate, Apple will demonstrate and discuss unannounced products. This is generally a by-product of Apple/Customer planning sessions, and is an important tool used by our account team to provide relevant information for your strategic planning.
- **Technology Briefing**—As appropriate, Apple will coordinate briefings which focus on broad areas as opposed to specific products. The topics covered might include areas such as document imaging, database technology, or host application front ends.
- **Solution Seminar**—On a regular basis, Apple account teams will coordinate solutions seminars that highlight software/hardware combinations of particular relevance to specific functional areas. These are usually held in conjunction with technology fairs at your sites, but can be developed and delivered for specific areas with your enterprise.

# SUPPORT TEAM ROLES AND RESPONSIBILITIES

*[Note: The purpose of this section is to demonstrate the infrastructure behind our words. This list should be compiled by you because members and roles will vary by account. The roles and responsibilities below are only examples and do not reflect any official Apple definition.]*

Any commitment begins with people—at the account team level and beyond. Apple Computer’s leveraged business model assumes a broad range of partners working together to provide a complete service/support proposition for you. The following support team is dedicated to ensuring that your experience with Apple Computer meets or exceeds your expectations. These people are available to support you and your organization.

## APPLE COMPUTER SUPPORT TEAM

### **National Account Team Manager**

Account manager responsible for obtaining, managing and coordinating Apple and third-party resources required to successfully implement and support Macintosh technology into **Company X**.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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### **National Account Executive (NAE)**

The NAE works on your behalf to manage and direct all Apple sales and support resources responsible for developing mutually beneficial business opportunities in support of our on-going business partnership. The NAE is the focal point for all activities between our companies. In multilocation situations, the NAE may be assisted by other remote Apple account executives to provide consistency throughout your organization, while maintaining responsiveness on the local level.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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### **Marketing Support Representative (MSR)**

The MSR works with you and the NAE to identify and clarify specific application needs and develop solutions. The MSR serves as a resource by maintaining an in-depth knowledge of the latest Apple and third-party hardware and software products.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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 **Operations Technical Staff**

This group, located within the Operations group, provides an additional level of technical expertise to your account team. The group comprises experts in specific technical areas including: data communications, networking, mainframe computing environments, and operating systems. For escalation purposes, this staff has direct access into Apple’s Product Development and Research groups.

Person One	Title	Phone #/Link
Person Two	Title	Phone #/Link

 **Customer Support Account Manager (CSAM)**

The CSAM is responsible for working with support-providers, measuring customer satisfaction, and serving as the support programs expert.

Person One	Title	Phone #/Link
Person Two	Title	Phone #/Link

 **Operations Customer Satisfaction Manager (OCSM)**

The OCSM is responsible for managing the delivery of training and support within your Operations area to ensure that customer satisfaction is provided via Apple sales teams and reseller partners. The OCSM works with the Systems Engineers, Operations Technical Staff, and Customer Support Account Managers to ensure that proper and definable escalation exists for our customers.

Person One	Title	Phone #/Link
Person Two	Title	Phone #/Link

 **Apple Consultant Relations Specialist**

The Apple Consultant Relations Specialist (ACR) has the responsibility for identifying quality Apple-focused consulting organizations and individuals which specialize in vertical application solutions. He/she has access to a database of hundreds of consultants nationwide, both large and small, to ensure that our account teams and customers have access to expertise when specialized integration, project management, or software development needs extend beyond Apple’s capabilities. A directory of these consultants is available from your ACR specialist.

Person One	Title	Phone #/Link
Person Two	Title	Phone #/Link

 **District Manager**

The Apple District Manager is responsible for the management of the Apple field sales team as well as managing the relationship with *Reseller X* as a strategic Apple reseller. The Apple

District Manager is a excellent resource to call when you need to escalate support requests that fall beyond of the capabilities existing in the field. He/she also can act as a liaison in gaining access to Apple, reseller and third-party resources which you may require on a periodic basis.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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### **Support Manager**

**Company X** Support Manager is responsible for coordinating with the National Account Team Manager in tactical implementation and utilization of Apple and third-party resources. The Apple **Company X** Support Manager is in place to ensure that the proper support resources are readily available to you.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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### **Systems Engineer**

The SE serves as the major technical resource by providing a high level of support in areas such as data communications, networking, mainframe computing environments, and operating systems. The Apple Systems Engineer is a local resource responsible for providing technical support and recommendations resulting in the implementation of the best Apple and third-party solutions for you. The Systems Engineer is an excellent resource to consult in architecture and network design, system software and utilities support, and demonstration of Apple and strategic third-party products. His/her primary interface is with the your technical managers, engineers, project team engineers, and end user computing staff.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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### **Technical Trainer**

This local resource conducts a variety of Apple-developed courses that are available to your in-house MIS support coordinators and departmental support administrators. Classes taught by the Technical Trainer include *AppleTalk Network Products* and *Network Administrator Skills*.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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### **Operations Developer Specialist**

The Developer Specialist is a valuable resource to consult when identifying and determining the best Macintosh-based development techniques and tools to use and implement. He/she is also an ideal contact that is available to act as a design review resource for periodic check and balance on your development direction. He/she is also responsible for providing you with pre-release seeding of new Apple developer tools and operating systems.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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### **Operations Networking & Communications Specialist**

The N & C Specialist excels in understanding how Macintosh technology is best integrated into a multivendor environment. With in-depth expertise in Macintosh connectivity with DEC, IBM mini and host environments and LAN-based networking into Novell, Banyan and 3Com, this N & C specialist is an excellent resource to consult on what solutions work best. He/she is also the focal point for coordinating pre-release beta testing of Apple and strategic third-party N & C products.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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### **Operations AppleTalk Specialist**

The AppleTalk Specialist's primary focus is on the AppleTalk Networking and Print Services products. He/she is available for technical consulting on integrating AppleTalk into multiprotocol network environments, development paths, network diagnostics and AppleTalk Phase 1 to Phase 2 conversion.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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### **Multimedia Specialist**

The Multimedia Specialist is another outstanding operations resource, with advanced Macintosh-based multimedia expertise. He/she provides a wealth of knowledge for you on the latest in Multimedia development techniques.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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### **Apple Integrated Systems Manager**

The AIS Manager is responsible for working on projects within *Company X* that require technical and development specialists that will complement and add value to your in-house resources. AIS is the integration group within Apple working closely with systems integrators and may recommend such resources as well as suggest non-Apple hardware and software solutions to meet your specific company requirements.

Person One	Title	Phone #/Link
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Person Two	Title	Phone #/Link
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### **Apple Marketing Assistance Program Specialist**

 **Support Planning Proposal for Company X**

The Apple Marketing Assistance Program Specialist is a corporate resource whose goal is identifying strategic Macintosh vertical application solutions developed outside of Apple. He/she is responsible for matching these solutions providers with the right leveraged partner to provide the marketing resources needed to successfully sell solutions.

Person One	Title	Phone #/Link
Person Two	Title	Phone #/Link

 **Apple Dealer Relationship Coordinator**

The heart of Apple’s product and support delivery is our reseller distribution network—the focal point for resolving day-to-day distribution, service, and support issues. Your account team works closely with our resellers to facilitate development of a workable, on-going program that best meets your needs. We are firmly committed to enhancing our dealer capabilities, and will act—with your direction—to ensure that all issues are resolved quickly and to your desired satisfaction.

Person One	Title	Phone #/Link
Person Two	Title	Phone #/Link

## RESELLER SUPPORT TEAM MEMBERS

*Company X* has developed a close working relationship with *Reseller X* in relation to the procurement of Apple and third-party products and the pre- and post-sales support necessary to implement and maintain the growing *Company X* install base.

We have outlined the *Reseller X* resources that compliment those resources provided to *Company X* by Apple. You will find that Apple and *Reseller X* work closely in coordinating the proper resources and services that are required by *Company X*.

Person One	Company X Account Manager	Phone #
Person Two	Systems Engineer	Phone #
Person Three	Training Manager	Phone #
Person Two	Hardware Service Manager	Phone #

## PARTNER X SUPPORT TEAM MEMBERS

*Partner X* Support Resources are provided to you as part of the agreement between *Partner X* and *Company X*. *Partner X* offers high level professional consulting resources to our major customers needing specific expertise associated with Macintosh integration into core business applications and development.

**Partner X** provides consulting resources in areas such as executive information services, SQL database development, host front-end processing, client/server design as well as a developer training specialist.

Included in this support plan is additional information relating to **Partner X** and its services.

Person One	Title	Phone #
Person Two	Title	Phone #

## **CUSTOMER X SUPPORT TEAM**

As part of doing business with Apple, we expect that Company X play an active role on the support team. Apple's expectations are that Company X include the following:

- Provide support for the Macintosh platform as a "Standard Product Offering" throughout your organization.
- Establish a support infrastructure within your organization. This should include support for, but not be limited to, user operating environment training, user application training, network administration, and initial problem resolution for users.

Key Company X members of the support team include:

Person One	Microcomputer Service Manager	Phone #
Person Two	Apple Support Coordinator	Phone #
Person Three	Apple Technical Coordinator	Phone #
Person Four	Data Communications Manager	Phone #
Person Five	Network Administrator	Phone #
Person Six	Information Center Manager	Phone #
Person Seven	Technical Support Manager	Phone #
Person Eight	Application Development Manager	Phone #
Person Nine	Technical Development Manager	Phone #
Person Ten	Information Systems Director	Phone #

# PROBLEM ESCALATION PROCESS

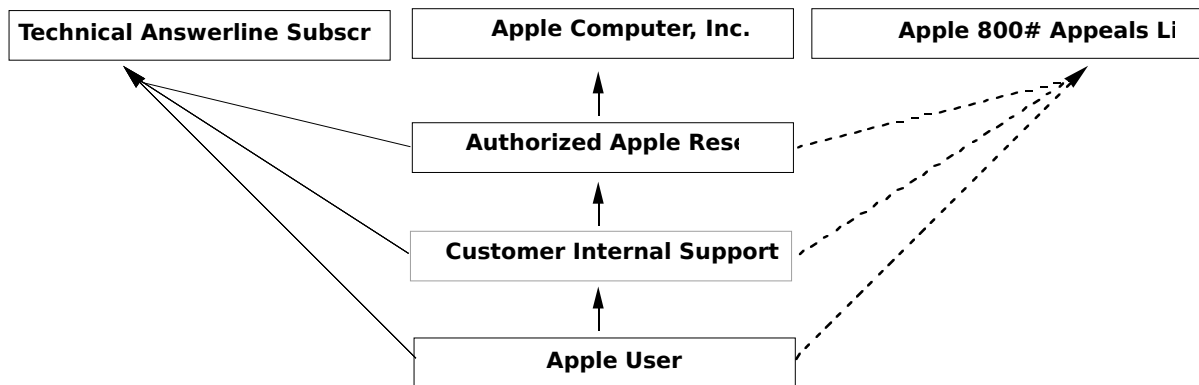
*[Note: This is only an example. Write this to reflect your organization's approach to problem escalation. The purpose is to let customers know that we care about their support, and that if necessary, there are higher channels available to help solve their problems.]*

Hardware or software problems can be resolved through the following escalation process.

In many organizations, the best assistance is available from the internal support staff or MIS group. If you don't have access to these resources or you need additional help, contact your authorized Apple Reseller. Occasionally you may have a problem or a question that your Reseller can't resolve. Then you should contact the Apple Customer Assistance Center, via the toll-free 800 number and talk to a specially trained staff member. This individual will work with you to solve your problems and answer your questions.

For A/UX or networking and communications technical assistance, you can subscribe to the Apple Technical Answerline.

## Customer Escalation Path





# PERIODIC PERFORMANCE MEASUREMENT

*[Note: State below your approach to measuring how well the support program implementation is performing. The purpose is to let customers know that we care enough about their continued business to assess regularly how our programs are meeting their needs. This is also a valuable feedback mechanism that allows us to modify our current support program offerings.]*

Apple Computer commits to regularly measuring how well our support programs are meeting the needs of Company X . . .

## **Integrated Support Planning Proposal Template**

This template is a tool intended to help you create comprehensive support plans for customers. It is designed to save you time and energy whenever you need to develop and present a support plan to a customer. It provides accurate information about Apple support, service and training products to incorporate into your support plans. This information will be updated on a regular basis via AppleLink. Although we've attempted to include as much useful information as possible, we are aware that much of your support plan will consist of information only your local support team will know. You should customize this document to meet the specific needs of your customers and to include information on local support resources and programs.

### **Why Develop A Support Proposal?**

Increasingly, our customers require information on the range of Apple Computer's service, support, training, and consulting products and tools (and those of our support partners). By clearly communicating how Apple can meet their support needs, we demonstrate our commitment to facilitating their long term satisfaction with both our products and the experience of working with Apple Computer. We know this because of the successful experiences of Apple teams that developed comprehensive support plans for major customers including CSX, Charles Schwab & Company, and the Miami Herald Newspaper.

### **How To Use This Template**

This template is designed to enable you to cut and paste the elements necessary to create a customized support plan for your key customers. Most support plans have some generic elements that can be used over and over again for each new customer. This template contains many such elements. Other elements, such as information about local support providers and specific customer needs must be adapted for each customer. This document contains the same information as is included in the ISP Reference Stack. You have the option of creating the support proposal from that tool as well. You will want to use this template in conjunction with the Proposal Presentation shown in the next section. With this presentation, you will be able to summarize your key recommendations into a format appropriate for a presentation to the customer.

### **We Want Your Ideas**

We are very interested in your ideas regarding how we can improve this tool or create others to help you perform your job. Send them to Doug Draper ([LINK: DRAPER](#))