
Seminar Overview - "Small Business Computing with iMac"

Index:

- √Target Audience
- √Seminar Description
- √Partners & Contact Info
- √Agenda
- √Seminar Dates & Locations
- √Web Site

TARGET AUDIENCE:

Small Businesses, 1-19. Major focus on SOHO, 1-4 employees.

SEMINAR DESCRIPTION

SMALL BUSINESS COMPUTING WITH THE IMAC

* Can a consumer Mac make it as a business tool?

* Through the miracle of third-party hardware and software add-ons you can transform the iMac making it the custom computer of your dreams.

* In this session we will explore the range of products and techniques that you can use to customize Apple's standard offering for the small business market.

The presentation and supporting documents may be found on the Internet at:

<http://www.seminars.apple.com/>

FEATURED SOLUTIONS

- Server software: AppleShare IP, FileMaker Pro, Oracle WebDB (via browser)
- Address book, calendar: AppleWorks, FileMaker Pro, Yahoo!, Calendarz
- Bookkeeping and accounting: Quicken, M.Y.O.B.
- Productivity: AppleWorks, MS Office 98
- Internet access: Vicom SurfDoubler, WebRamp, Netopia, iMacFloppy.com,
- Electronic mail: Outlook Express, Yahoo!, Hotmail
- Windows applications: SoftWindows, Timbuktu Pro, Citrix MetaFrame
- Business application: AppleWorks, FileMaker Pro

-Electronic Commerce: EarthLink, iCat, Yahoo! Store

VENDOR CONTACT INFORMATION

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SEMINAR AGENDA

1 hour 15 min.

Key technology trends for small business
iMac
Scaling up
Guiding principles
Server software
Tools for small business

SEMINAR VENUE

This event was a breakout session at MacWorld SF, 1999. The session is a 'webinar' via Apple's Seminar-On-Line website. "Small Business Computing with iMac" has also been videotaped and will shortly be available on VHS/CD (mid-March).

WEB SITE

Small Business Computing with the iMac will be posted as a Seminar-on-Line at seminars.apple.com. It also is tied into the soon-to-be release Small Business website (4/1/99).
