Doug McLean
Product Marketing Manager

The Revolution has begun!

- **The Personal Communications revolution is changing:**

  -How people work with Macintosh
  -How people work with each other
  -The industry (for ever)

The Revolution has begun!

- **Revolutionaries will prosper**

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- **Apple is the leading arms dealer**

Collaborative Application

Any application that allows people to work with one another faster, more easily, or with richer content.

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- **Common data**
- **Collaborative tasks**

One Last Definition

Network Application Tool

Software that empowers developers to design, build, test , and deliver group oriented, collaborative applications.

Examples: Prototypers, compilers, APIs, test tools, protocols, languages.

Why Develop for Macintosh?

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Links LocalTalk Token Ring???? Ethernet X.25 Serial Coax

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Protocols	AppleTalk LAT DECnet SNA TCP/IP APPC
Links	LocalTalk Token Ring???? Ethernet X.25 Serial Coax

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2. **Most receptive installed base.**
   - **Every Mac is pre-networked**
   - **> 2,000,000 networked Macs**

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1. Best connected personal computer.
2. Most receptive installed base.
   - Every Mac is pre-networked
   - > 2,000,000 networked Macs
3. The most complete suite of tools.

Apple's Strategy

1º Bundle commonly required functions into the operating system.

2º Broad range of special purpose, network tools

3º Training and documentation

Network Application Tools Model

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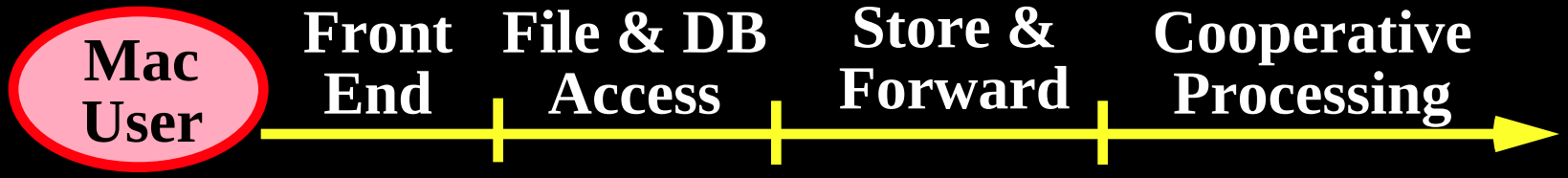

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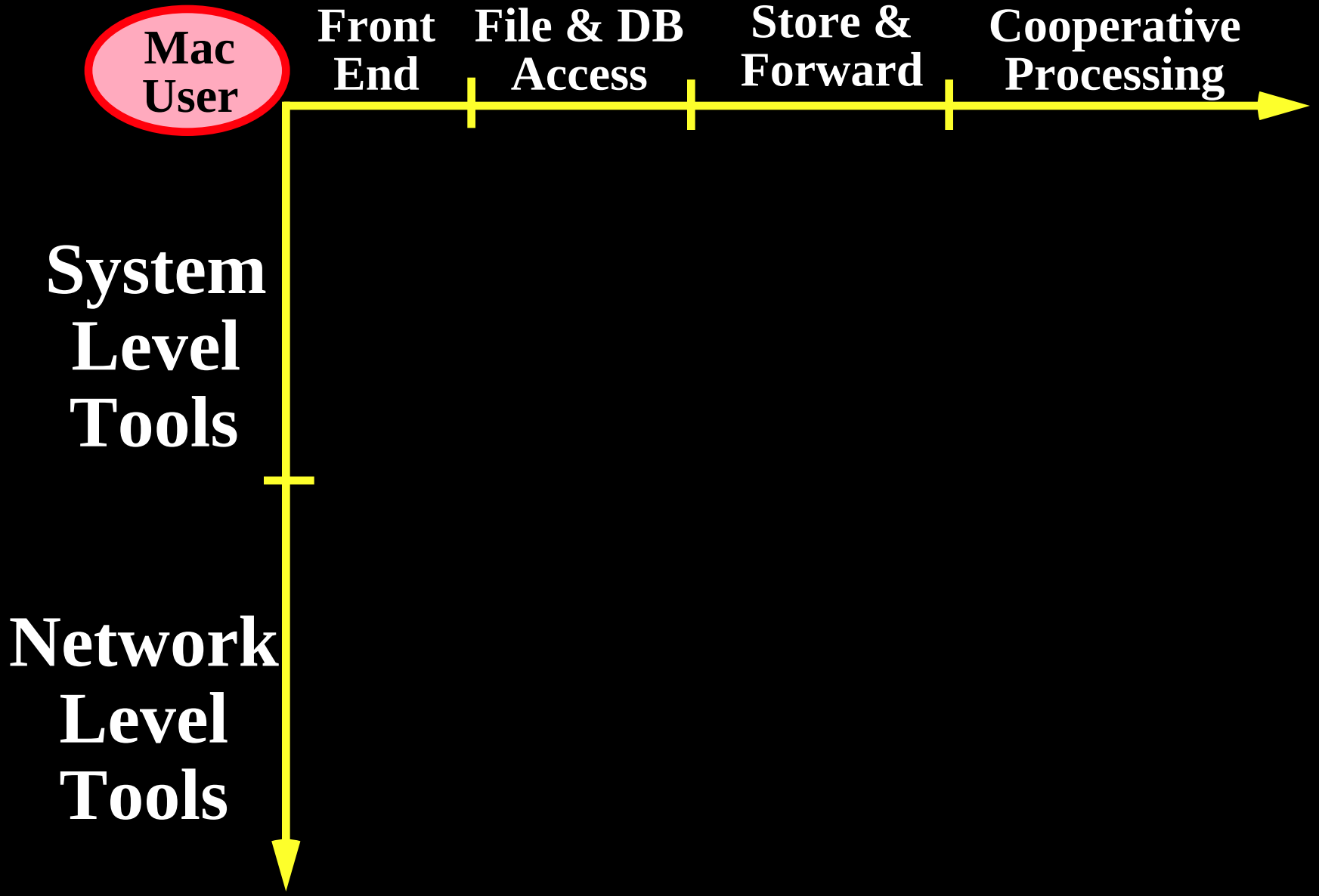

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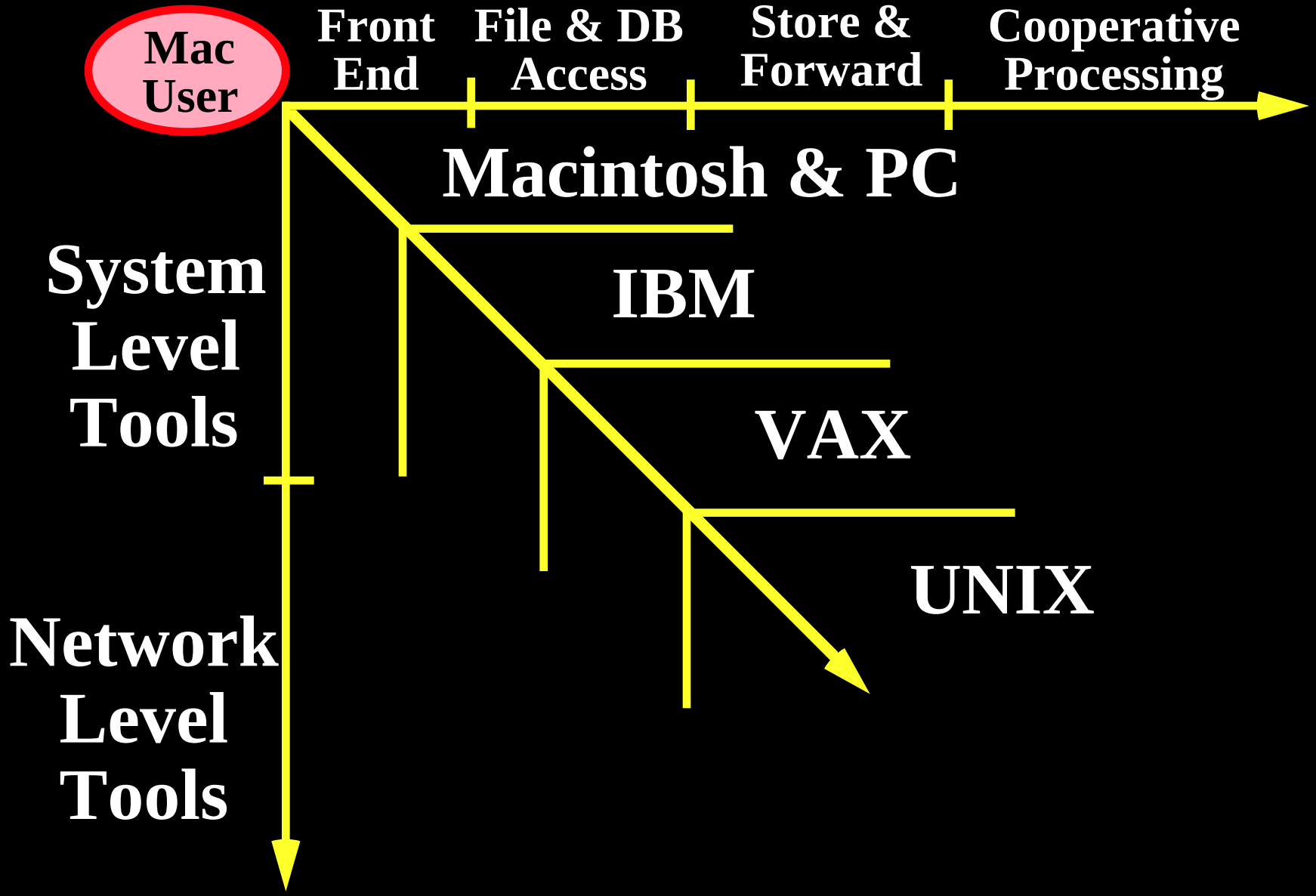

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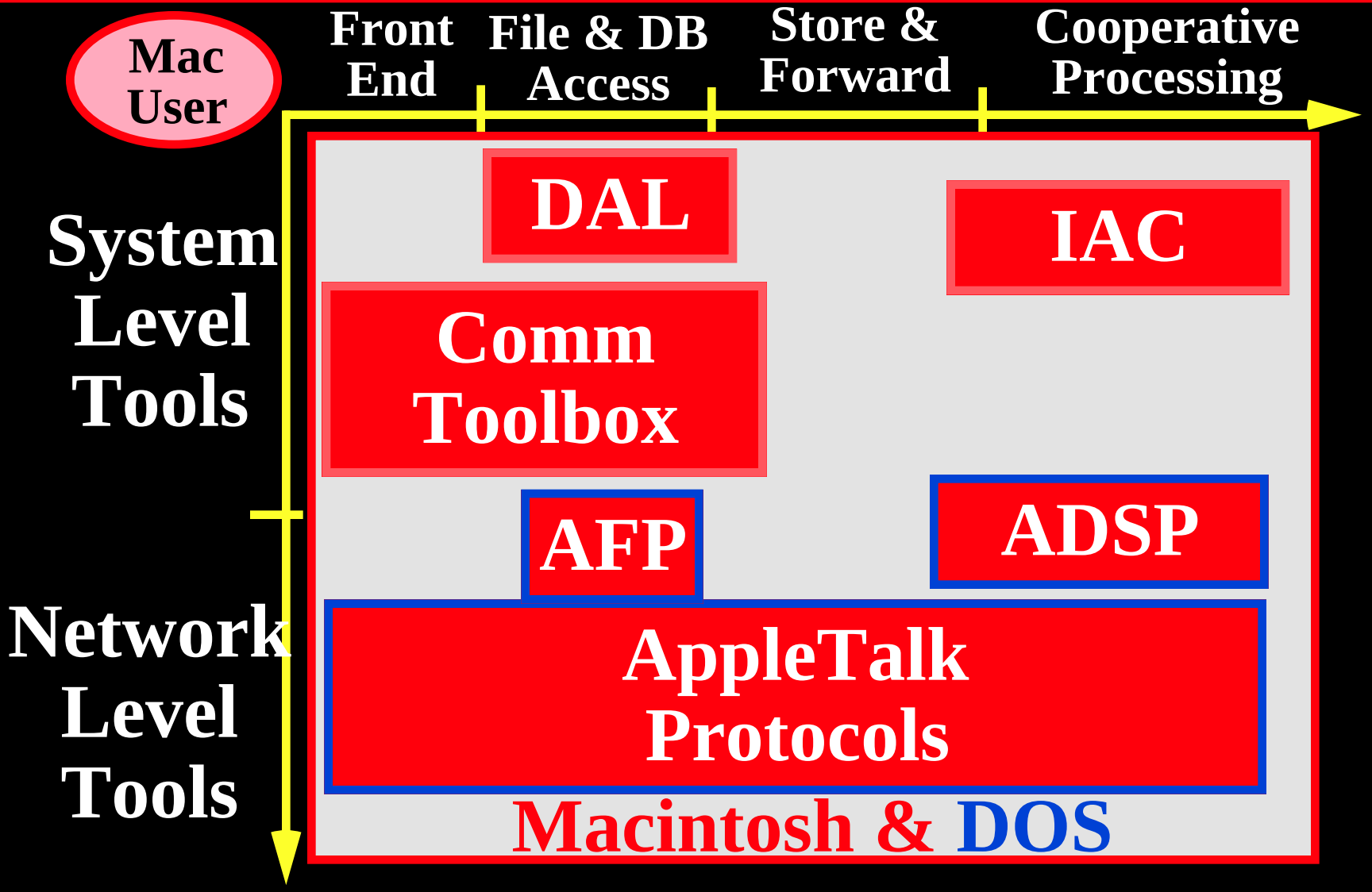

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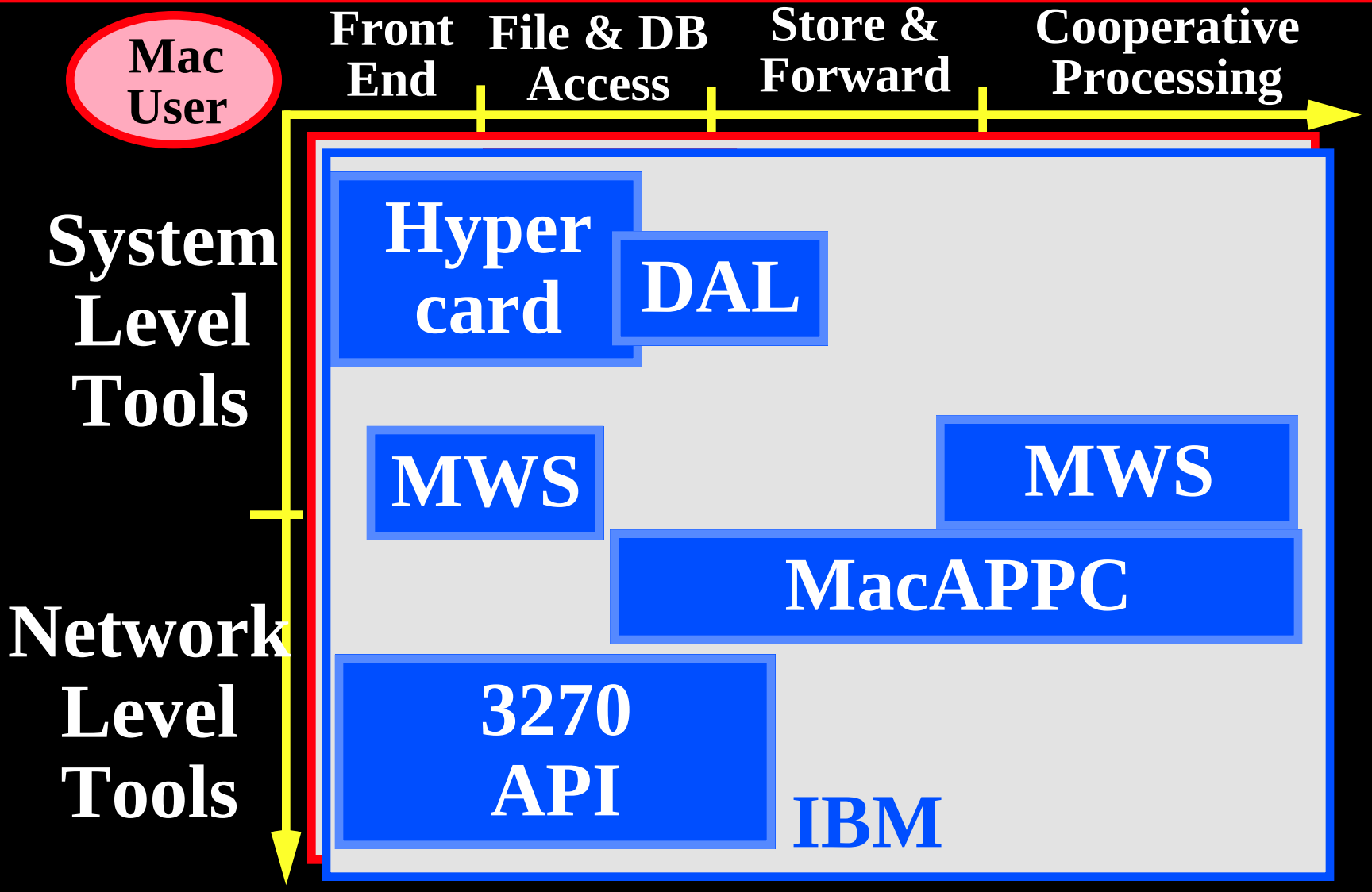

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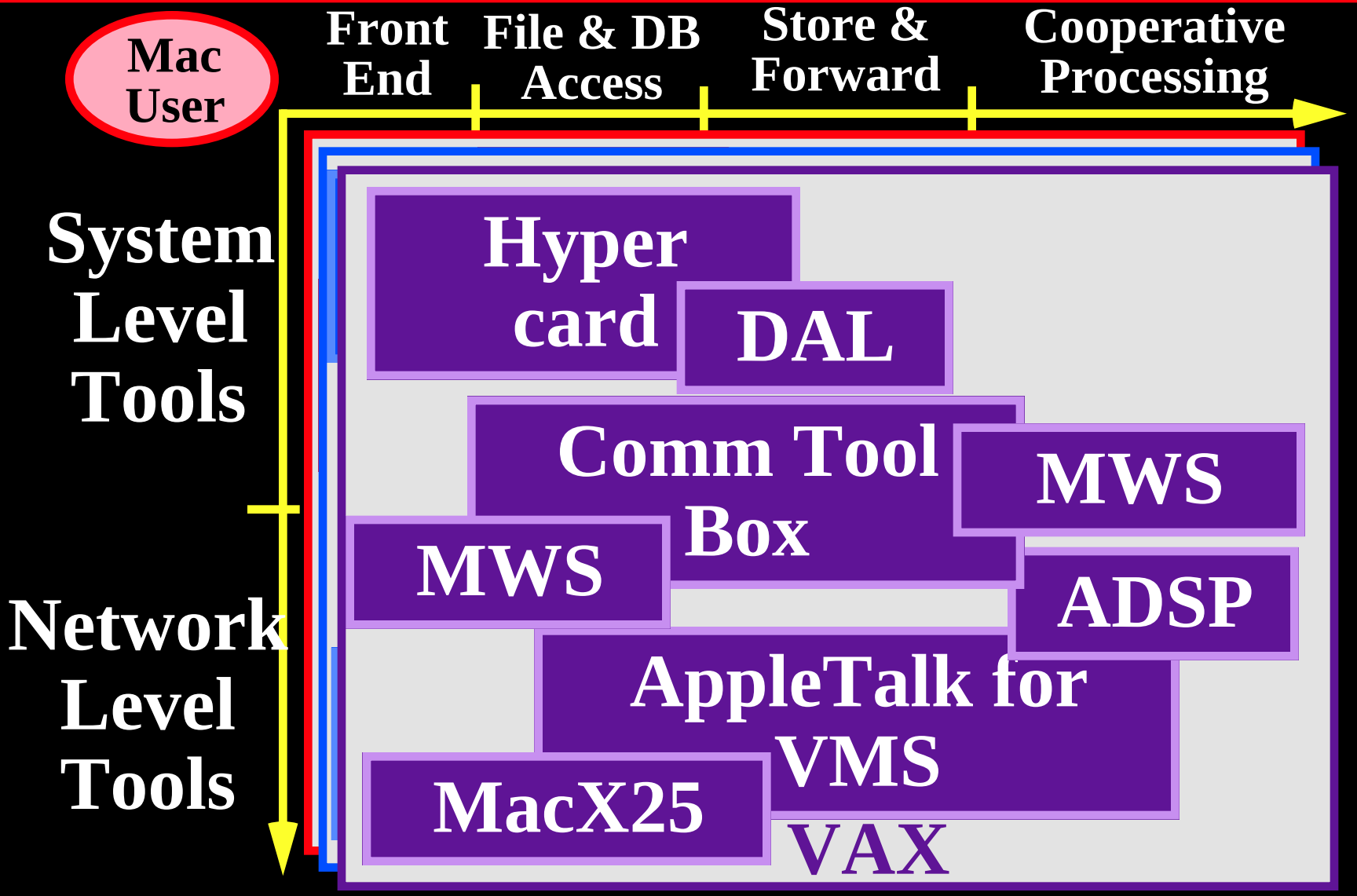

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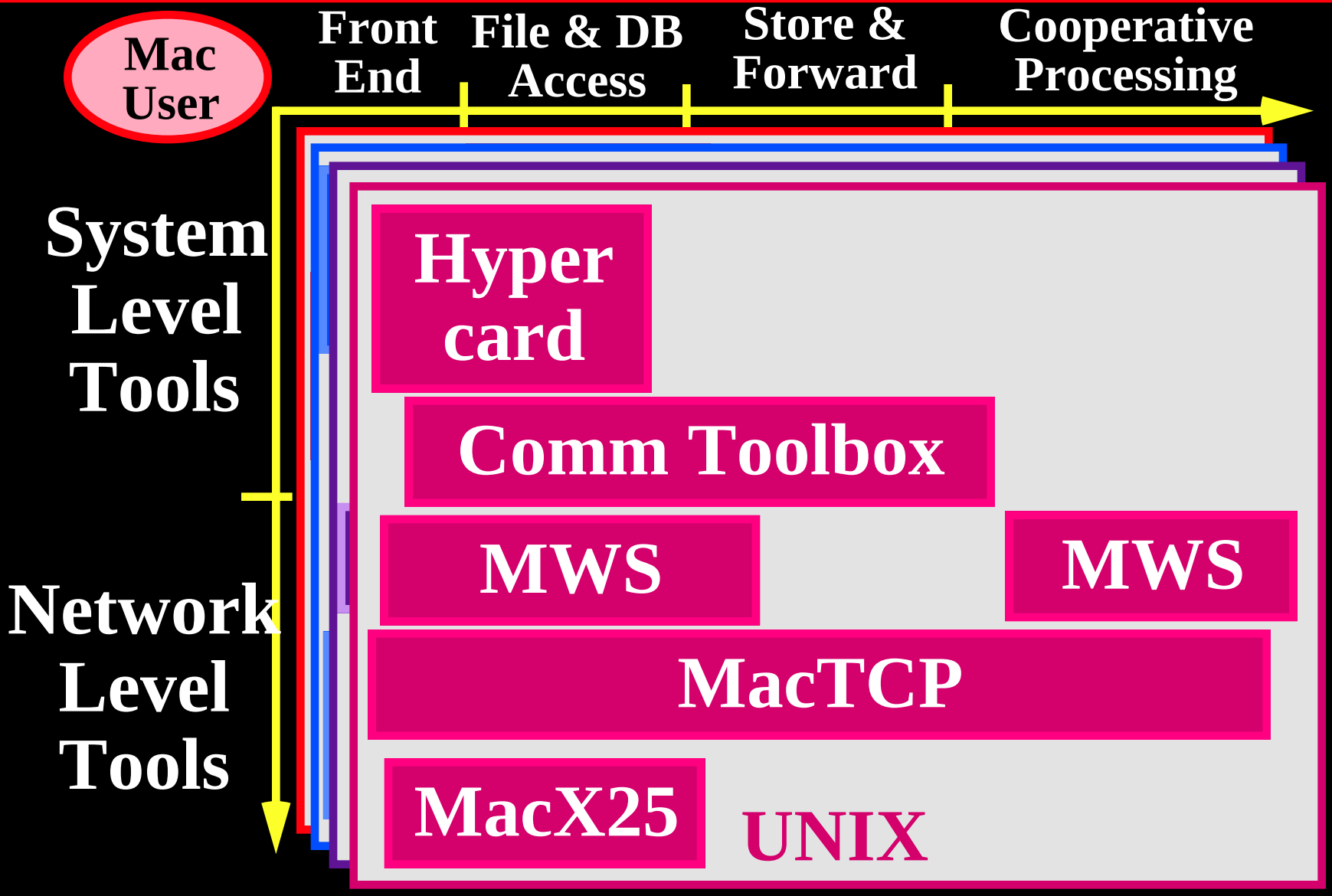


Seafirst Bank

Strategic Directions

- **Communications Toolbox**
- **New links and protocols**
- **Training**

Learning More

- Network Application Tools at Work
- Product View Tuesday
- APDA Publications
- Developer University Training

Network Application Tools Sessions

Tuesday

MacWorkStation Feedback: 2:45-3:45

N&C Announcement: 5:15-6:45

Wednesday

N&C Feedback Forum: 11:15-12:15

Network Application Tools Sessions

Thursday

AppleTalk Status: 8:45-11:15
Applications in a Shared Environment:11:30
Advanced CL/1 (DAL): 2:00-3:00
Communications Toolbox: 5:00-6:00
WAN Networking Tools : 6:15-7:15

Friday

Apple•Digital Update: 11:15-12:15
MCP & A/Rose: 1:45-2:45

Marco Polo

Mainstay

The Pearls

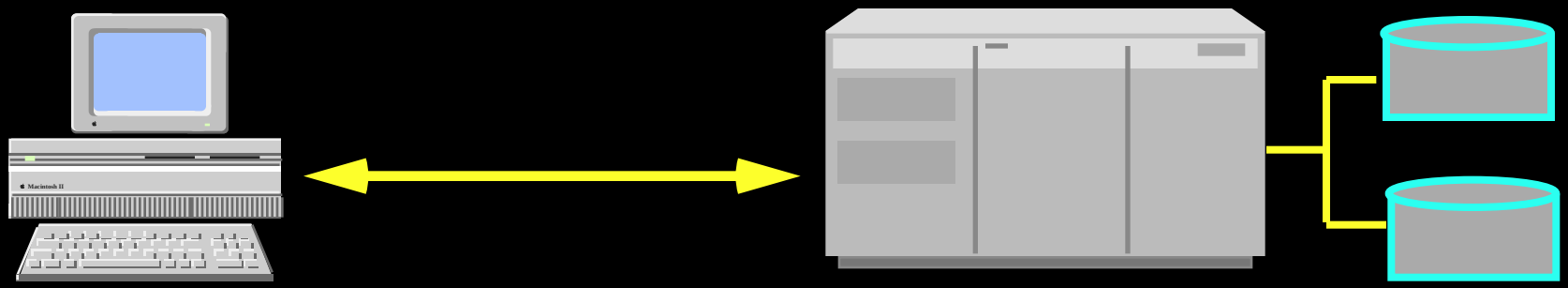
- **Personal communications revolution has begun**
- **Macintosh is the most networked personal computer with the best tools**

The power to be your best.

Icons

Mac

Host



Clear Access

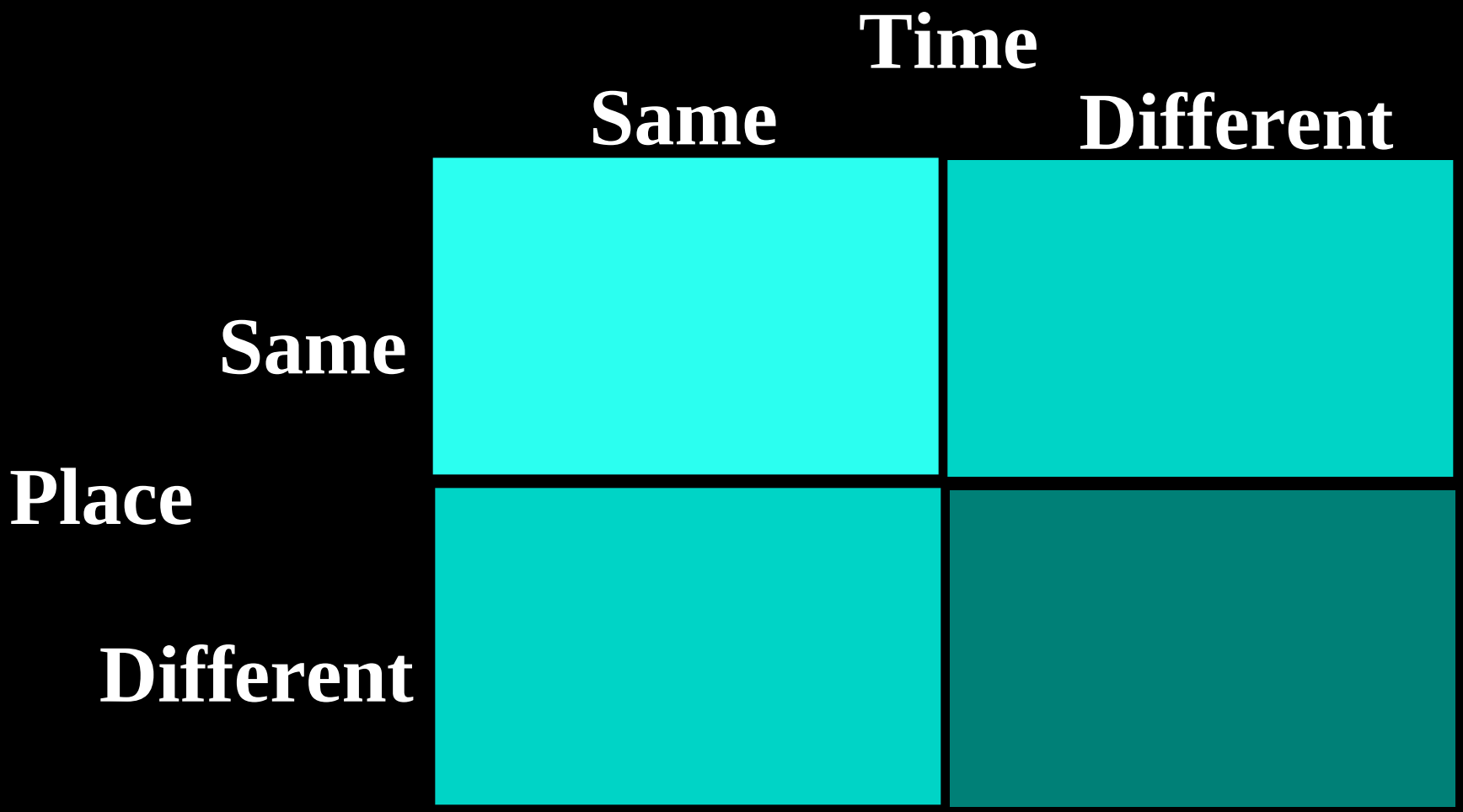
Data Access Mgr.

RDMS

CL/1 Server

Network Connection

Collaborative Application Classes



Source: Robert Johansen

Collaborative Application Classes

Place \ Time	Same	Different
Same	• Meeting facilitation • Decision support • Elec. white board	• Presentation S/W • Project Mgmt. • Document Mgmt.
Different	• Phone Mgmt. • Screen sharing • Conferencing	

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Different	• Phone Mgmt. • Screen sharing • Conferencing	• E-mail • Calendaring • Group editing • Coop Processing

Source: Robert Johansen