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# 1990 Worldwide Developers Conference

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**Martin Fishman**

Vice President,  
General Manager  
of Macamerica

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**Macamerica**

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# Key Apple Multiplier

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- Only distributor with a separate Macintosh division
- Only distributor with a Macintosh division physically located in the heartland of Apple

## Key Apple Multiplier (*cont.*)

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- Only distributor with local Macintosh product delivery
- Only distributor to maintain separate technical support
- Only distributor whose roots have evolved out of the Macintosh

# Strengths

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- Separate identity
- Separate dedicated sales force and entire national sales organization
- Separate marketing group
- Separate product management group
- Separate technical support

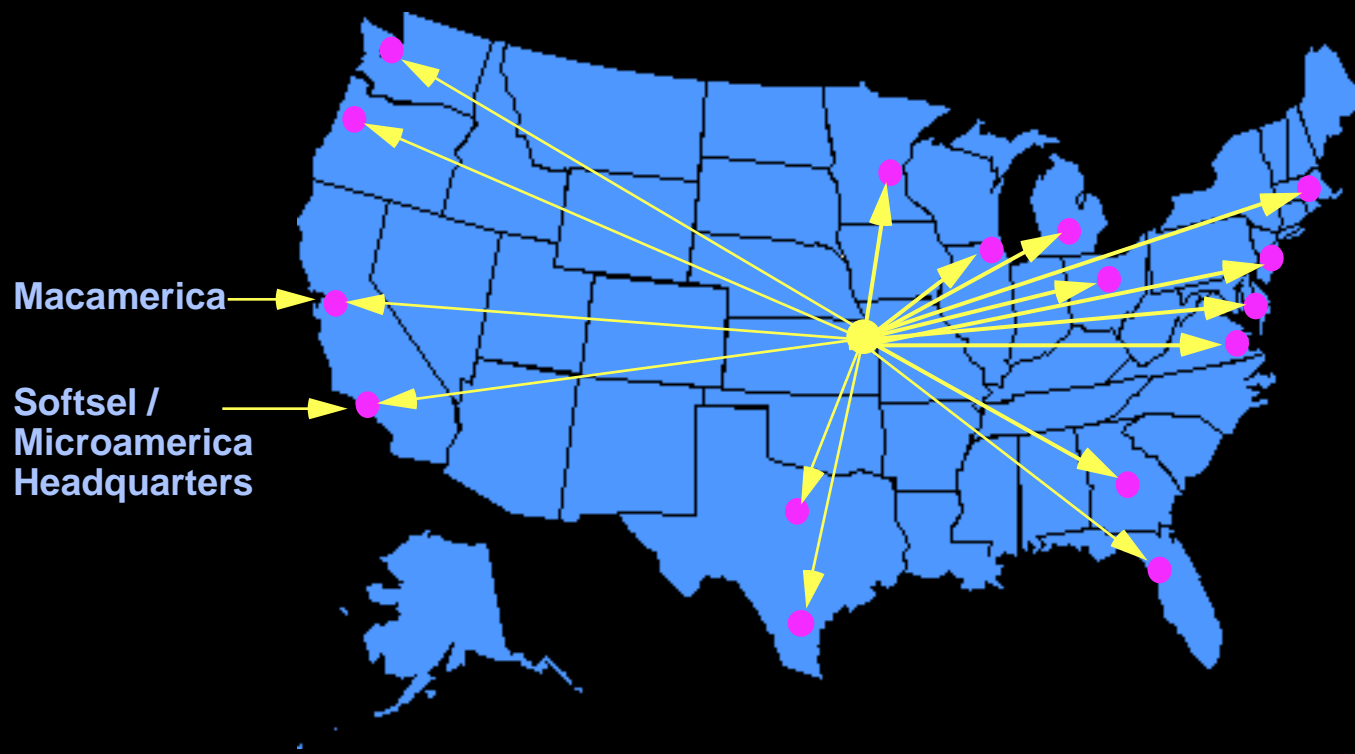
# Microamerica's/Softsel's Macintosh Division

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A Part of the World's Largest  
Microcomputer Distributor

- Continued focus on Macintosh market
- Close coordination
- Shared resources
- Shared product lines
- Shared delivery system

# Distribution Network





# Efficient Delivery System

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- Replenishment center
- 17 local distribution centers
- Local inventory
- Local product pickup capabilities

# Macintosh Distinctions

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- Fastest growing Macintosh—only distributor
- Only distributor with a separate Macintosh division
- Most complete offering of Macintosh products
- Most Macintosh product exclusives

# Product Line Objectives

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- CD-ROM products
- Color
- Presentation products
- Storage and security
- Connectivity
- Productivity accelerators

# Macintosh Product Sales

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- 1989 Macintosh sales—\$150 million (combined Microamerica and Softsel)
- 1990 projected sales—\$200+ million

# International Presence

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- Canada
- U.K.
- France
- Germany
- Switzerland
- Australia
- Latin America
- and more . . .

# How do I get My Products Distributed by this Exciting Organization?

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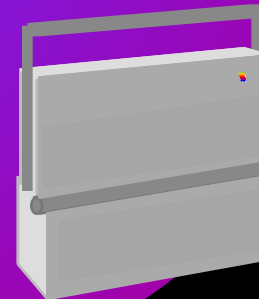
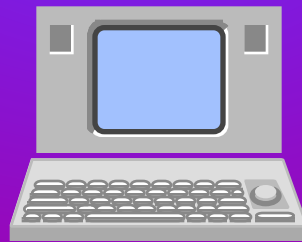
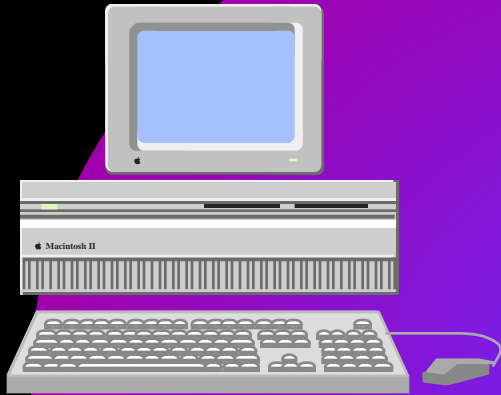
- Contact products group at (408) 434-0433
- Contact us early in the production cycle
- Send us a marketing or business plan

# How do I get My Products Distributed by this Exciting Organization? (*cont.*)

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- Have a beta, evaluation or finished copy of product available with complete documentation
- Enter contract discussions
- Marketing, purchasing and sales are involved immediately thereafter
- Launch

Thank You  
Apple!







The power to be your best