



1990 Worldwide Developers Conference



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Developer Programs
Manager



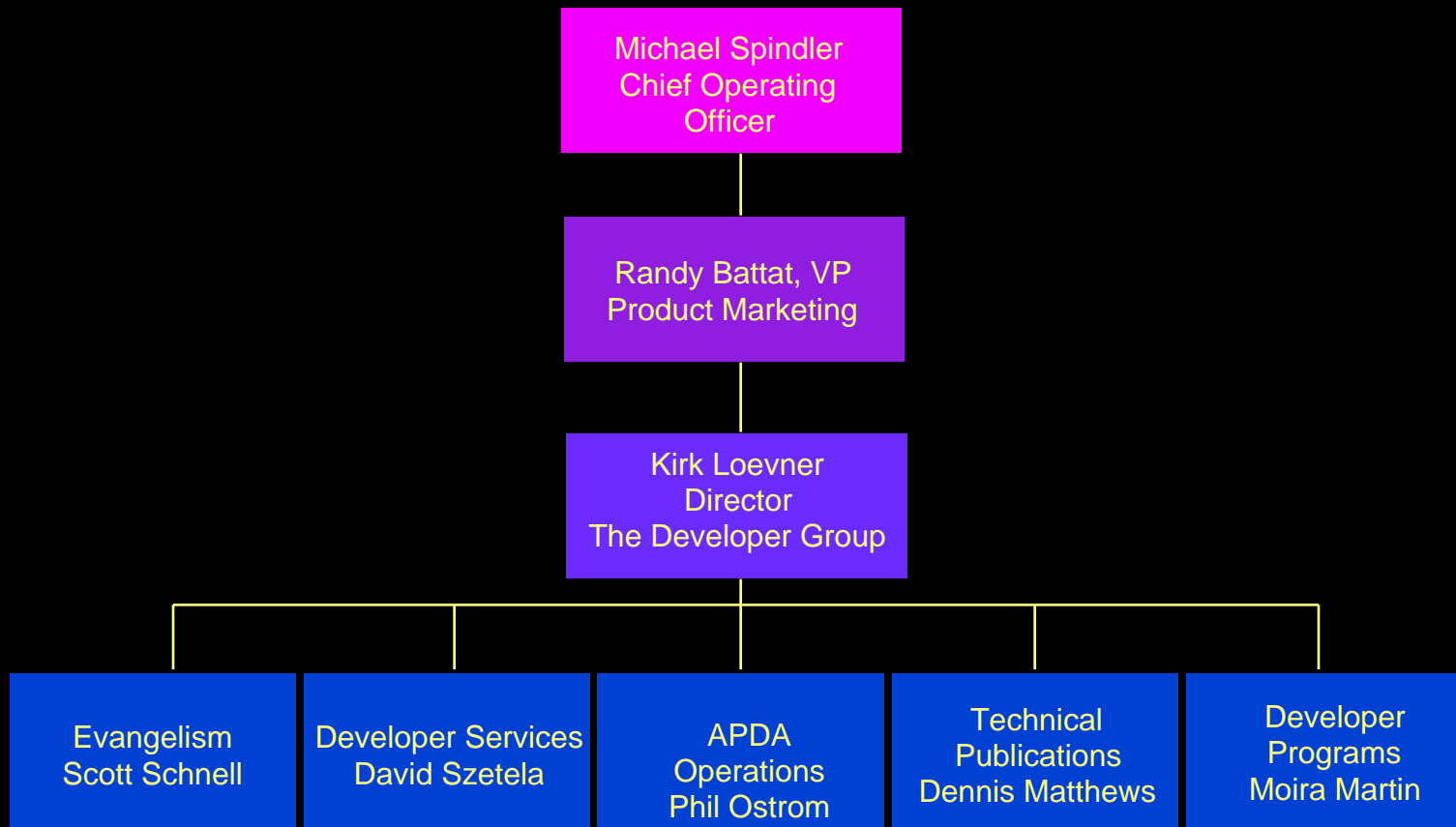
Navigating the Apple Maze

Programs and Services
for Developers

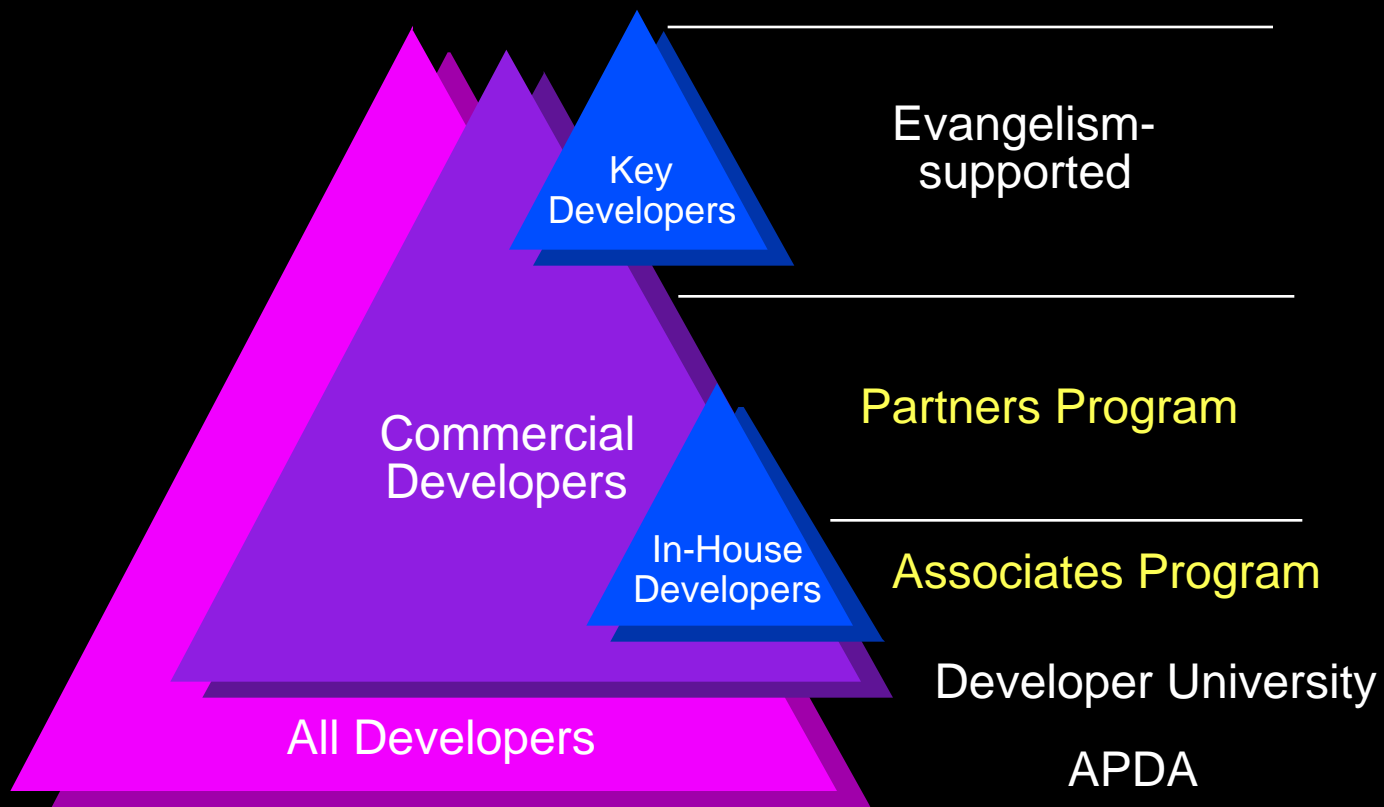
Agenda

- Overview of developer organizations
- How does Apple support different types of developers
- Program features today
- Services and support for developers
- Gems to take advantage of

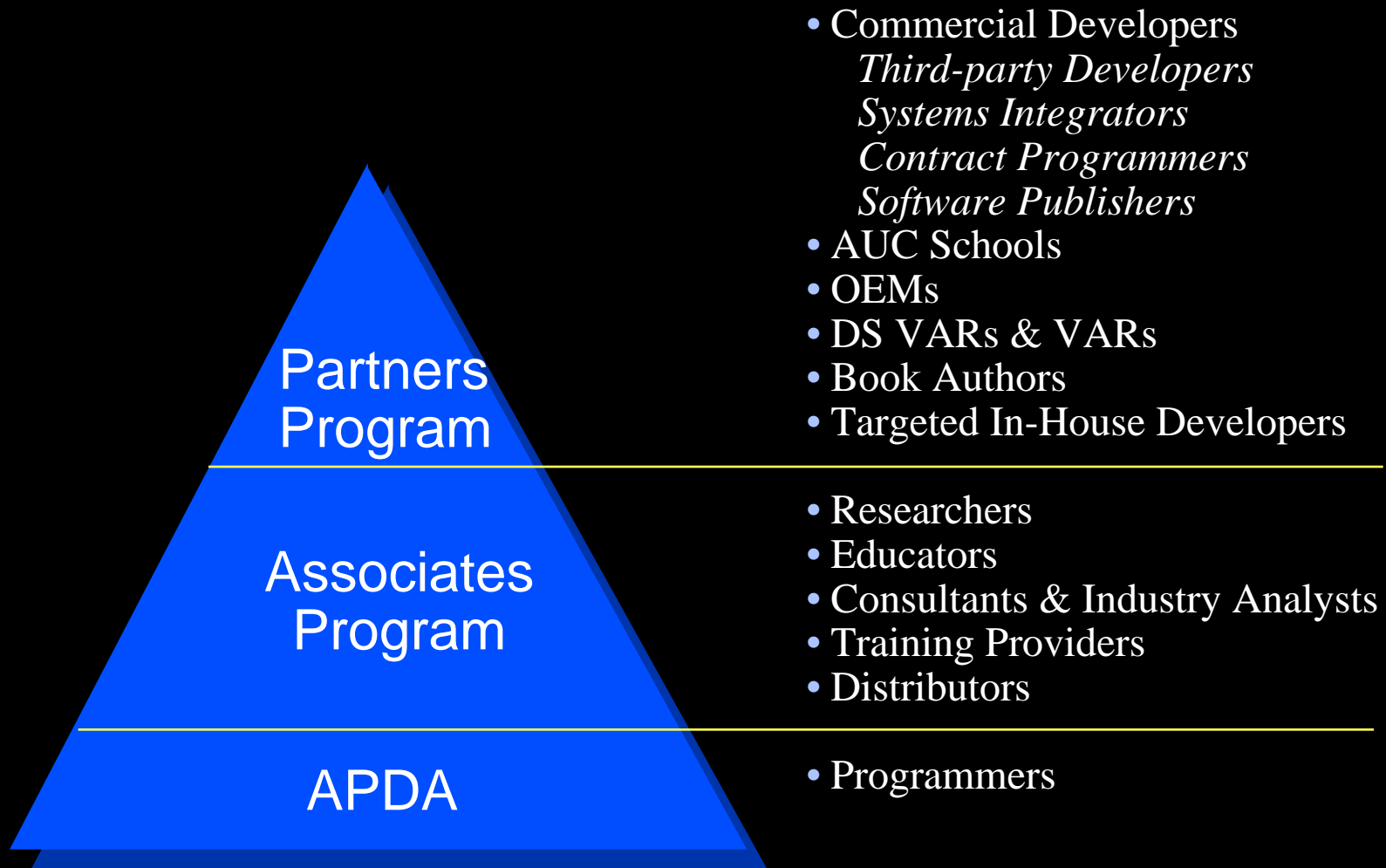
Developer Organizations



How Apple Supports It's Developers



Partners and Associates Members



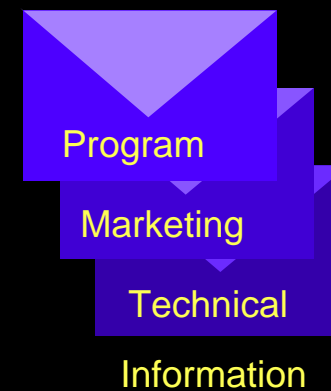
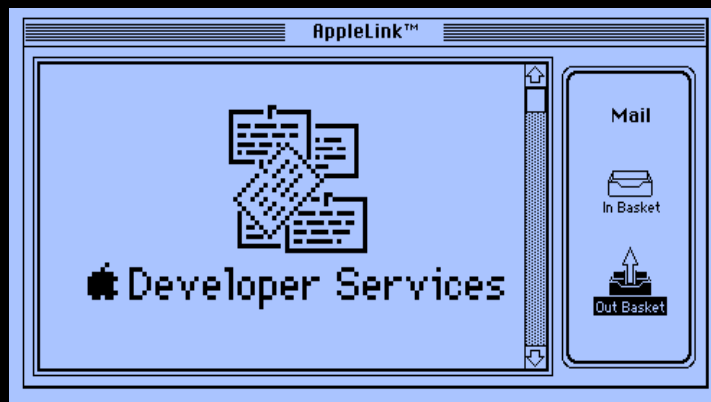
Program Features

Technical Support	Partners Program	Associates Program
Technical Support	X	
System Software with Upgrades	X	X
Sample Code	X	X
Monthly Technical Notes	X	X
Technical Monthly Mailings	X	X
Training Classes	X	X
Developer AppleLink		
Software, Annual and Connect Fees	X	X
Developer Bulletin Boards	X	X

Program Features (*cont.*)

APDA Membership	Partners Program	Associates Program
Information Resources		
Program Hotline	X	X
Monthly and Biweekly Newsletters	X	X
Developer CD Series	X	X
Annual Conference Invite	X	
Marketing Assistance		
Marketing Monthly Mailing	X	
Direct-Mail Program	X	
Third-Party Feature Guides	X	
New-Product Publicity	X	
Product Discounts	X	

An Overview of Program Benefits



Developer CD Series

Matching Media to Information Type

- Reference: the Developer Handbook
- Monthly changing info:
monthly mailings
- Rapidly changing information:
Developer AppleLink Bulletin Board
- Large/searchable info bases:
the Developer CD Series

Marketing Opportunities

- Business solutions guides
- Customer success stories
- Customer mailing program
- Education guides and programs
- AppleLink promotions, demonstrations, and updates

Tools and Hardware

- Apple and 3rd Party tools: APDA
- Hardware: Apple Partners Purchase Program
- Apple leasing program

Service

- Dealer Sponsored Servicing Owner (DSSO)
- AppleCare

Sources of Technical Support

- AppleLink Developer Services
Bulletin Board
- Developer CD Series:
Q &A stack
- Program/Dealer Level:
Developer Programs Hotline
- Development:
Developer Technical Support

For More Information

- Call the Developer Hotline
408-974-4897
- AppleLink: DEVHOTLINE



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