The Market Opportunity for A/UX 2.0

Howard Green
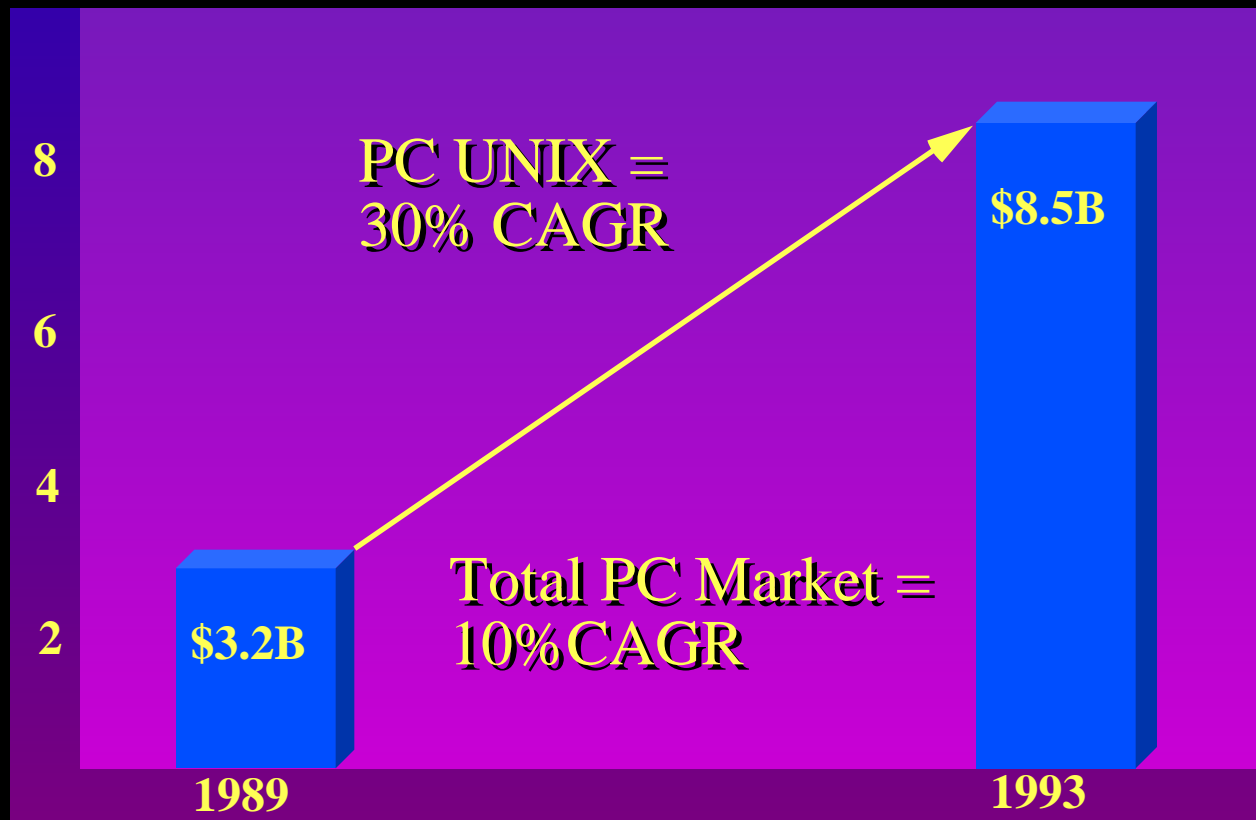
Market Growth UNIX PC Systems

$10 Billion

8

6

4

2

PC UNIX =
30% CAGR

$8.5B

$3.2B

Total PC Market =
10%CAGR

1989

1993

IDC 6/89

UNIX as a Percent of the PC Market
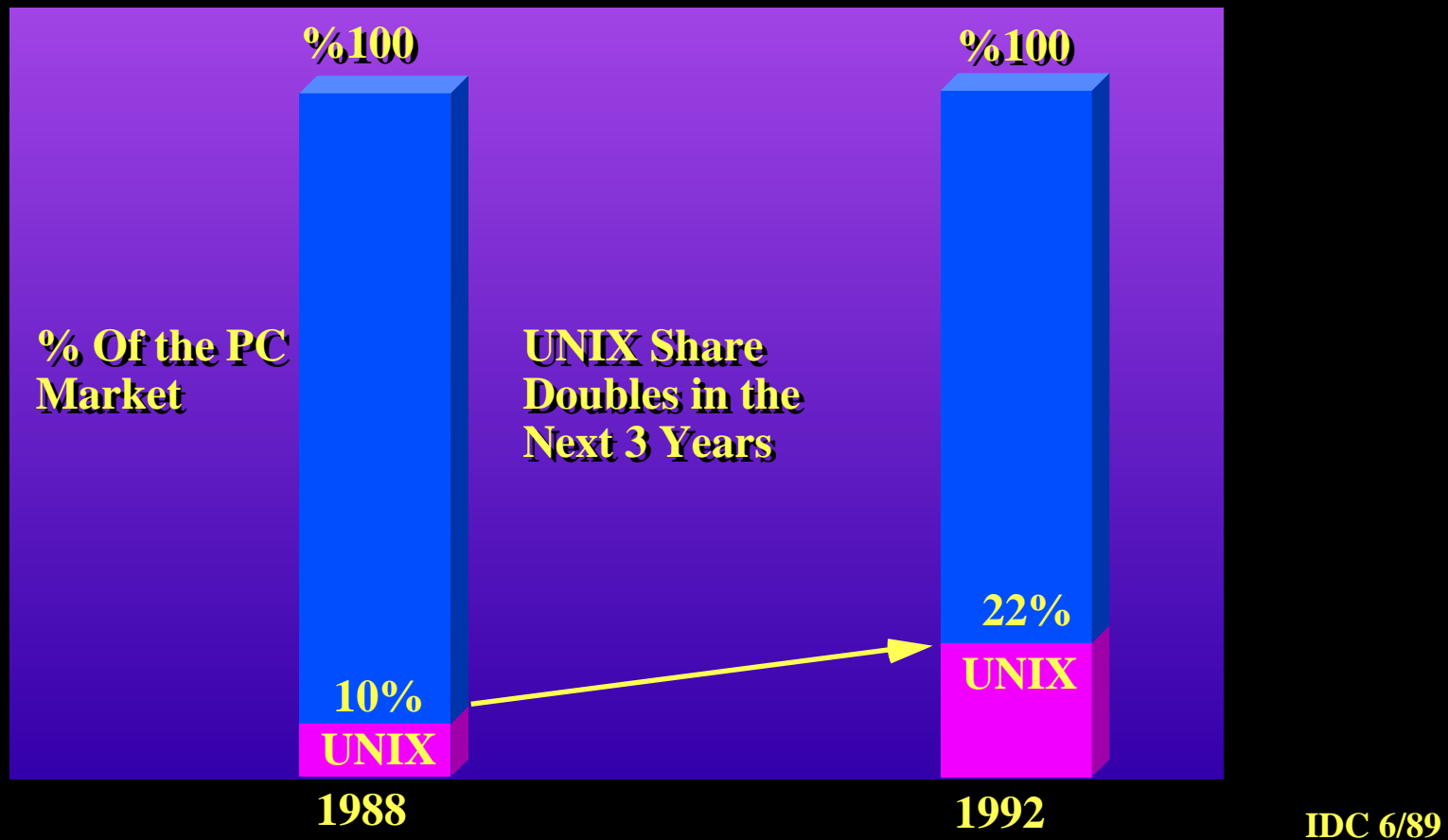
Why UNIX is Gaining Share in The PC Market

- Organizational mandate for standard operating system
- Flexible network connectivity
- Continuity using existing UNIX applications
- Disconnected migration from DOS to OS/2 - forcing users to reevaluate operating systems

Convergence of Apple Products

FASTER HARDWARE PLATFORMS → A/UX OPPORTUNITY ← A/UX RELEASE 2.0

SYSTEM 7.0 APPLICATIONS → A/UX OPPORTUNITY
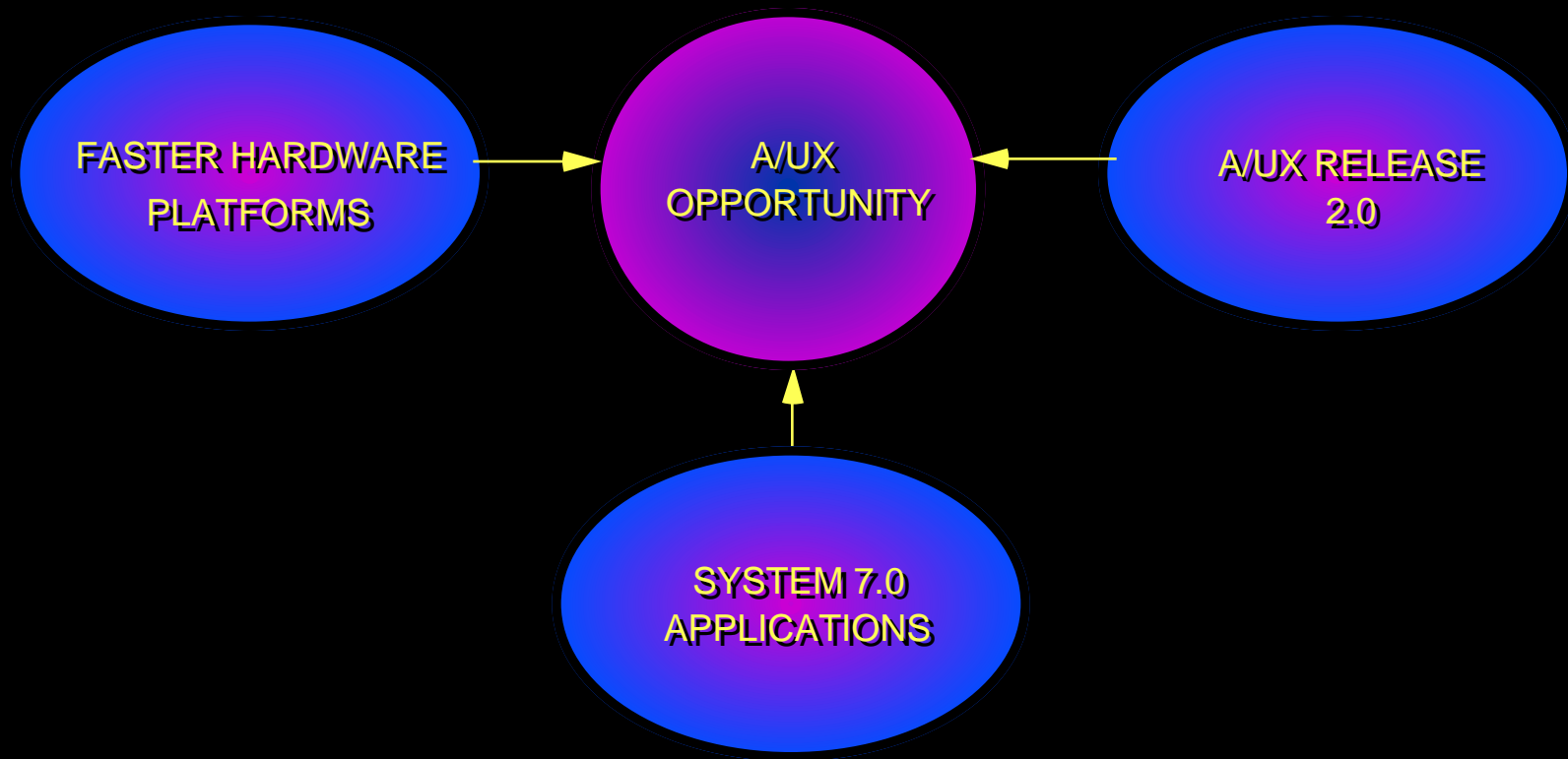
The Mac A/UX Differentiators

- Macintosh Experience
- Mac O/S Applications
- Macintosh Platforms
- Standard UNIX
- Integration

Who Are The Target Markets

- Large Business
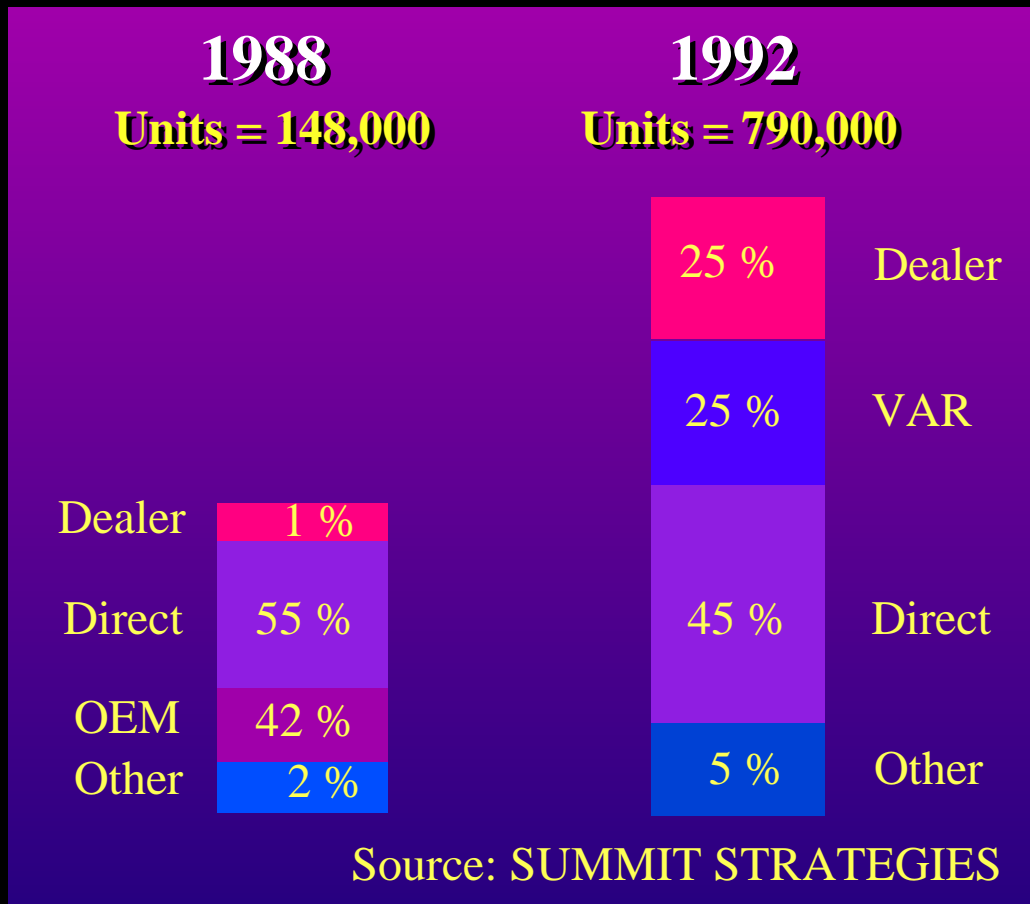- Government and Subcontractors
- Engineering
- Higher-Ed

The Channel

PC UNIX Distribution By Channel

1988
Units = 148,000

1992
Units = 790,000

- Price Points
- Product Complexity

- Dealer Training,
  Support
  Sales Tools

1988:
- Dealer — 1 %
- Direct — 55 %
- OEM — 42 %
- Other — 2 %

1992:
- Dealer — 25 %
- VAR — 25 %
- Direct — 45 %
- Other — 5 %

Source: SUMMIT STRATEGIES

How Apple Will Support the A/UX Reseller

- Programs
  - Reseller Training
  - Dealer and end user support
  - Innovative sales tools
  - Beta sites and seed units
  - Apple demand creation

| Market is Big and Growing | + | Mac A/UX has Unique Advantages | + | Apple Channel Capability | = | Opportunity Now ! |

The power to be your best