

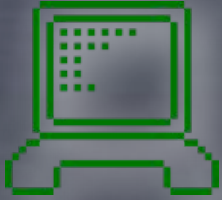


Taking Your Business to the Next Level with Leopard

Maximizing Mac OS X Technology in Your Business

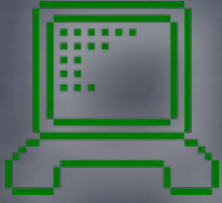
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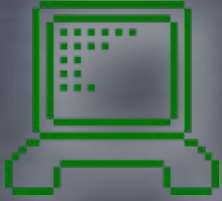
Focus

- ① Demonstrate Leopard Technologies that can take your business to the next level:
 - ① attracting/retaining customers/clients/patients
 - ① delivering personalized service
 - ① differentiating from your competition
 - ① reducing costs
 - ① keeping staff motivated
 - ① maximizing your technology ROI



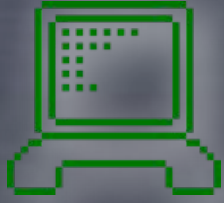
Agenda

- 👁 Context: Doing Business in 2009
- 👁 Small Business Technology Infrastructure
- 👁 Leopard Technology
- 👁 3 Strategies / 10 Opportunities
- 👁 Getting Started



Economic Woes

- 👁️ Recession
- 👁️ Tight Credit
- 👁️ Layoffs
- 👁️ Increased Competition
- 👁️ Opportunity!



What Should You Do?

- ① Prosper by investing in your own innovation
- ① Your business can:
 - ① Leverage Apple's investment
 - ① Pursue the opportunities that others are ignoring
 - ① Create new opportunities
 - ① Outsmart your competition
 - ① Take advantage of a more competitive marketplace



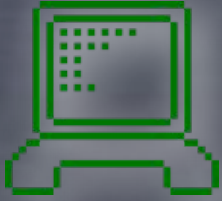
One Size Doesn't Fit All

- ① Every business has unique needs
 - ① Business proposition or concept
 - ① Philosophy of owners, investors, and staff
 - ① Location and target customers/clients/patients
 - ① Regulatory environment
 - ① Budget and cash flow



Technology Infrastructure

- ① EVERY business needs at least one server
- ① Businesses of all sizes must consider at least 40 distinct network services when planning technology investments
- ① For each of these services you must weigh advantages and disadvantages of:
 - ① outsourcing to a service provider or
 - ① maintaining your own server



Shopping List

- ① Power, Wiring, HVAC, Physical Security
- ① Phone and Internet Services (fixed / mobile)
- ① Local/Wide Area Network (LAN/WAN)
- ① Network Security
- ① Backup Services
- ① Email Services
- ① Web Services
- ① Resource Sharing
- ① Management Tools
- ① Technical Expertise



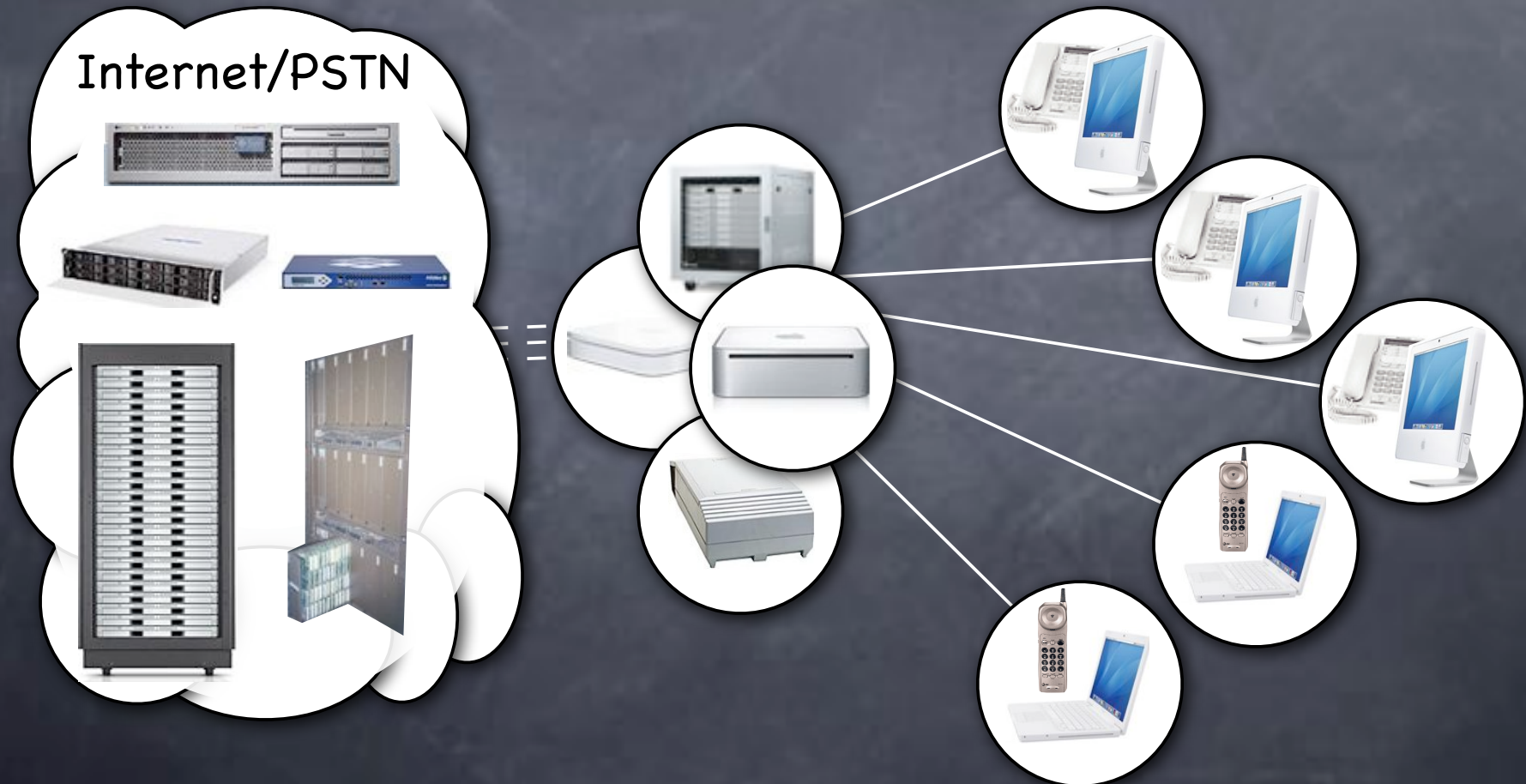
Small Business Technology Minimum Configuration

Internet/PSTN





Small Business Technology Local vs. Hosted Services





Small Business Technology Local vs. Hosted Services

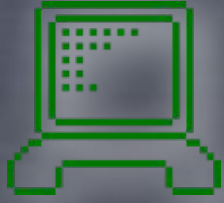


Hosted Services

- + Outsource maintenance
- + Low initial cost
- + High availability to public

Local Services

- + Fast and secure access
- + Total control and flexibility
- + High availability to staff
- + Customized to unique needs



Layered Approach to Backup Services

- ① Time Machine
- ① Mirrored Data Storage
- ① Daily Snapshots Offsite
 - ① Optical disc
 - ① Extra Mirrored Drives
 - ① Offsite online storage

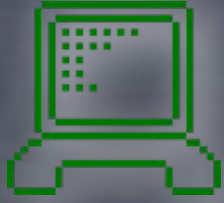


Leopard Technology



Leopard Software Suite

- 👁 Apple Software
 - 👁 Mac OS X 10.5
 - 👁 Mac OS X 10.5 Server
 - 👁 iLife 08
 - 👁 iWork 08
 - 👁 FileMaker and Bento
 - 👁 iPhone/iPod Touch 2.x
- 👁 Key Third Party Products



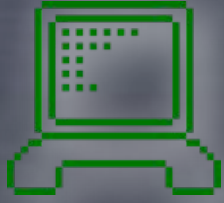
Leopard Productivity Tools

- 👁 System
 - 👁 Mail/iCal/iCal Server
 - 👁 Quicklook
 - 👁 Spotlight
 - 👁 Dashboard
 - 👁 Spaces
 - 👁 Stacks
 - 👁 Folder Sharing
 - 👁 Enhanced Help
- 👁 iWork Suite



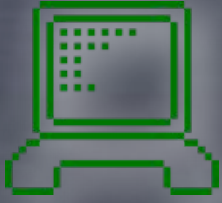
Leopard Solution Tools

- iWork
 - Pages
 - Keynote
 - Number
- iLife
 - iPhoto
 - GarageBand
 - iMovie
 - iWeb
- FileMaker
- Leopard Server
 - Wikis
 - Blogs
 - Streaming Server
 - Podcast Producer

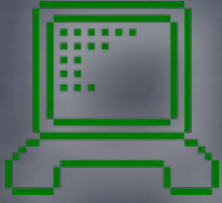


Leopard Integration Tools

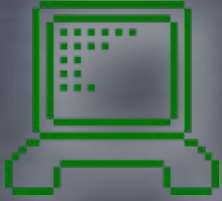
- 👁 Address Book
- 👁 Open Directory
- 👁 Sync Services
- 👁 Folder Actions
- 👁 Mail Rules
- 👁 iCal Scheduling
- 👁 URL Resolution
- 👁 Automator
- 👁 Applescript
- 👁 FileMaker scripts and plug-ins



Software Demo



3 Key Strategies 10 Big Opportunities



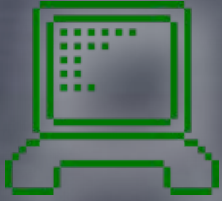
Universal Priorities

- ① Attracting/retaining customers/clients/patients
 - ① Differentiating from your competition
 - ① Delivering personalized service
- ① Reducing costs
 - ① Maximize your technology ROI
- ① Keeping team members motivated
 - ① Attracting/retaining
 - ① Training



Three Key Strategies

1. Consolidate and Integrate Data
2. Enhance Communication
3. Automate Workflow

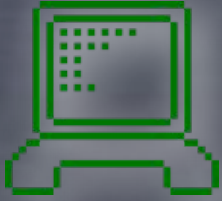


10 Big Opportunities

1. CRM Database
2. Address Book
3. Personalized Mailings
4. Website For One
5. 24x7 Customer Service
6. Screen Based Telephony
7. Robo-Dial
8. iChat
9. Automator
10. Dashboard

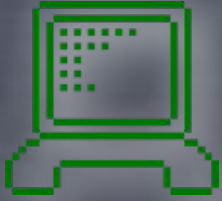


Getting Started



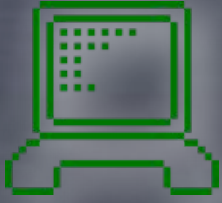
Prioritizing

- ① Technology decisions should support your unique business strategy – not drive it
 - ① Make a technology plan – even if you can't afford to do everything at once
 - ① Stay true to your philosophy
 - ① Put technology to work wherever you can
 - ① Do an ROI analysis



ROI Analysis

- ① Infrastructure is a cost of doing business
- ① Technology that will help you build your business is an investment
- ① Look at hardware, software, and integration costs
- ① Look at recurring costs like power, telephone and internet service, and maintenance
- ① Look at a 3-5 year timeframe
- ① Assess how key technologies will save you staff time, increase the number of customers you will serve, and the impact on your revenue

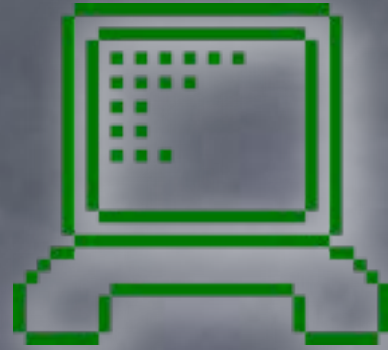


Making the Investment

- Mac OS keeps your costs low
 - Key technologies are built in
 - Mac OS X servers don't have per-user licenses
 - Open source software and shareware keep software costs low
 - Training and support costs are minimized
- Customized solutions
 - Leopard makes it easier/more affordable
 - An up-front investment
 - Improved ROI over off-the-shelf technology



Resources



Q&A

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Thank-you

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