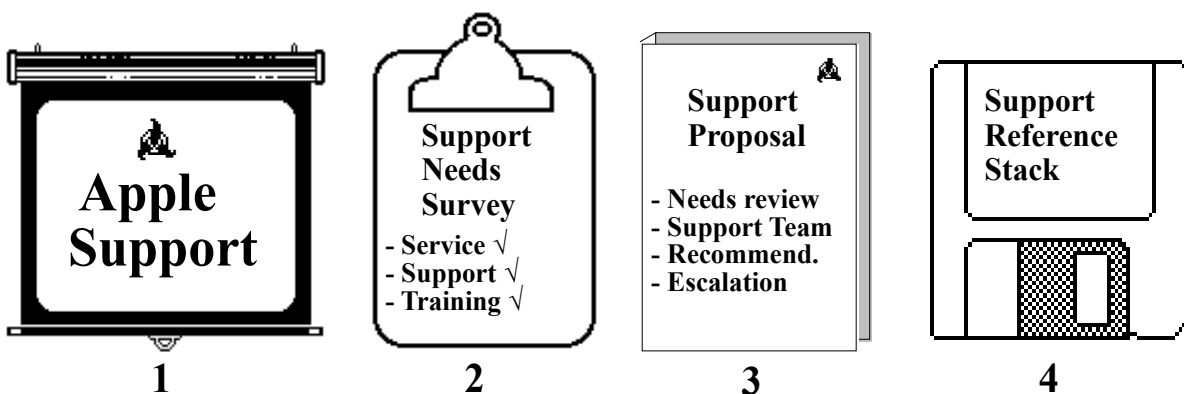


The Integrated Support Planning Program includes tools to help you explain Apple's approach to support, identify customer support needs, and recommend support solutions.

More and more customers are demanding that Apple clearly articulate its support strategy and offerings. The ISP tools were designed to help you meet this challenge.

What are the Integrated Support Planning Tools?

- 1. Support Presentation** - allows you to present information about Apple's support strategy, products and programs to customers (Persuasion 2.0 format)
- 2. Support Needs Survey** - allows you to develop a customer support profile and to analyze service, support and training needs (Word 4 and MacWrite II)
- 3. Proposal Template & Presentation** - enables you to develop a customized proposal document (Word 4.0 and MacWrite II formats) and presentation (Persuasion) recommending appropriate support solutions to your customer
- 4. Support Reference Stacks** - provide you with quick access to information about the range of Apple support offerings for customers, resellers and Apple field employees (HyperCard 2) and allow you to customize with locally available offerings



We want to continue to provide you with tools to help you meet the challenges you

face in successfully managing the support business. We will rely on you to let us know how we can improve the enclosed tools, tell us about successful approaches you have developed, and inform us of other needs you have.

We are excited about the opportunity to make support a competitive advantage for Apple through comprehensive support planning for our customers.

Doug Draper (LINK: DRAPER)
Sales Development Manager
CSPS Marketing and Operations

Included in the ISP tools:

Needs Survey

MS Word 4.0 and MacWrite II formats

Proposal Template

MS Word 4.0 and MacWrite II formats

Proposal Presentation

Persuasion 2.0 format

Support Reference Stacks

- Customer Version

- Reseller Version

- Apple Employee Version

HyperCard 2.0 V2 format (Requires System SW 6.05 or above)

Customer Support Presentation

Persuasion 2.0 format

Up-to-Date Electronic Versions Can be Found on AppleLink:

- 1) open the Apple Support icon
- 2) open the Service & Support icon
- 3) open the Service & Support folder
- 4) open the Integrated Support Planning Program folder.