

Wooded Isle
ComputerConsultants

**Apple systems support in
Chicago 773.256.1099**

Charlie Havens, Presents:

with input from 18 of my Apple related colleagues.
(See all their comments at: <http://bit.ly/d6msvh>)

Apple, where does it fit?
And, why would you
want it to?

“The day is coming when only one out of every few people will need a traditional computer.

When we were an agrarian nation, all cars were trucks, because that's what you needed on the farms. Cars became more popular as cities rose, and things like power steering and automatic transmission became popular.

PCs are going to be like trucks, they are still going to be around, however, only one out of x people will need them."

Steve Jobs at D8, June 1, 2010

“From mainframes (70s) to minicomputers (80s) to PCs and LANs (90s) to Cloud 1-the desktop Internet (2000s) to Cloud 2-the mobile Internet (2010+)”

*From an article written for CNNMoney by Marc Benioff,
Chairman of Salesforce.com.*

**We are moving from Cloud 1 to Cloud 2,
and the iPad is the accelerator.**

Marc Benioff.

My real question— Where does my skill set fit in this?

- In 3-5 years, what will I need to know to be relevant in my business, or in the job market?
- It won't have anything to do with past wars between desktop computing models.
- To define those needed skill sets, as Cloud 2 skills, seems ill defined and too transient. It's like learning MS Word— it didn't make you technologically relevant, it just kept you from getting kicked out the door.

Three Significant Events Occurred within Last Three Months.

- The 271st piece of Apple targeted malware was released into the wild.
- iPad sales total more than \$1 Billion in less than 60 days.
- Apple's 'enterprise value' now equals Microsoft's.

But how is this relevant to the “enterprise” environment?

- Isn't Cloud-2 all about consuming, not producing?
- What does an iPad have to do with creating business value?
- What did Apple's “Digital Hub” have to do with business, other than something the marketing department played with?

9 Yrs Ago, Steve Jobs Announced Apple's then Roadmap: The Mac PC = The Digital Hub

- Apple is a **HARDWARE** company, that also provides its own operating system, applications, cloud space, & marketing/vision.
- 9 years ago, Apple dramatically defined the power of this combination with iMovie— a free application, that together with a Mac and a camcorder and a .Mac account allowed the user to record, edit, and display a movie on the internet within minutes to hours, not days to weeks.

Digital Hub- Hardware and Software and Cloud!

- iTunes and iDVD: DVD and CD burners
- iPhoto, Garage Band: iPod
- Hubs— Macs/devices: Spokes— Software & MobileMe/
Mac.com

The iPad, an Appliance for the new Hub?

- Whether this iPad's version, the next version, or some other company's device finds fuller use; the iPad has sprouted new possibilities.
- It came on the scene without purpose, appealed to the desire for doing some computer type things, but without having to have a "computer" to do it. It is the Hub of the Mobile Internet -Cloud 2.
- Most of us, whether for business or personal use, will discover one, or two purposes for it, but our purposes will be different than those of our neighbors.

What does Apple bring to the table?

- Whether the original Apple IIe, or the Digital Hub of 9 years ago, or the iPad of today, Apple focus is on the “User Experience”.
- People like their experience of Apple products, it feels good, they feel empowered to do things... Apples controls its hardware, operating system, applications, cloud services, and marketing message for the purpose of creating a pleasing “user experience”,

Where does Apple fit in business?

- Anywhere that you want to improve the “user experience”.
- Anywhere that you want employees to feel empowered.
- Many user environments in which you wish to reduce support costs.

Why would you want to find a place for Apple?

- Your customers and your customer facing staff will feel empowered. Everyone will have more fun!
- We live in a multi-platform world and need to understand its potential benefits.
- In many environments, Apple's Total Cost of Ownership will be less than other computing choices.

Is it secure and robust enough?

- It is robust enough for use by NASA.
- It is secure enough to be used by U.S. Army Intelligence.
- It is robust and secure enough that Google announced a switch from WinTel to Apple computers!
- It is secure enough to be used by NSA.
- It is robust enough to be used by astrophysicists and dna modeling scientists for grid computing.

...why is Apple a bigger
threat to Google than
Microsoft is?”

*Jordan Zoot, June 7, 2010, LinkedIn Group—
Official Group of NTEN:
The Nonprofit Technology Network*

“Apple is defining mobile technology. They are creating their own market share with the iPad. They are way ahead of their competitors because they see the behavioral changes that are occurring in how people communicate, i.e., social networking. I equate the mobile technological revolution that is occurring to the PC and laptop revolutions in the early 90s and early 2000s.”

*Michael Vallez, June 8, 2010,
LinkedIn Group—
Apple Professionals*

Will it cost me my job?

- If you do Desktop Support, there will be fewer of you needed.
- If you support end user malware issues, fewer of you will be needed. (No platform is secure, but UNIX has a long history with built-in security being a high requirement.)
- If you are a developer writing very efficient very small applications, there is a high demand for your skills.
- If you make this new world understandable to the rest of us and tell us how to use it, for awhile, you will have work.

Will Steve Jobs take over the world?

- The next phenomena that happens along at the right place at the right time with the right vision for that place and time will replace him.
- How long will I have to contend with his vision of computing? Probably, only until Google gets its act together and we all have dumb terminals with brains provided by Google, whose staff will be using Apple devices.

Where does Apple fit, and why would you want it to be there?

- You want it there because its pleasing!
- Because it fits into most of your environments with lower support costs.
- You want it there, because in the computing evolution that has accumulated: a main frame, a personal computer, internet computing, digital hubs, social connections via digital devices; the next step isn't yet known... But, Apple likely will be there. Limited function appliances like the iPad will be there. User-pleasing experiences will be there. And, at this moment, Apple is at the right place at the right time!

Charlie, do you drink the Apple “kool-aide”?

- Only once a year... except last year, twice. Oh, this year it was three times...
- As an antidote, I use a Dell for running my business' Quickbooks application.
- As an antidote to the Dell, I connect to Quickbooks from my MacBook Pro running XP Pro SP 3 via Parallels' virtual machine. And, no, I haven't bought anything newer, yet.

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