How Support Professional Differs From Free WWW Access (11/96)

Article Created: 30 January 1996
Article Reviewed/Updated: 27 November 1996

TOPIC ---

Why should I subscribe to Apple's Support Professional program when I can find
some of the same information on Apple's World Wide Web (WWW) page at
www.info.apple.com? How do the two services compare to each other?

DISCUSSION ---

Apple's Support Professional Product
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Apple's Support Professional Solution Series is a new approach to the delivery
of vital Macintosh support information. Combining CDs, Support Notice! email
service on important support issues, product and technology teleconferences, and
fax transmissions, Support Professional is a comprehensive solution that helps
you assist Macintosh users more efficiently and cost effectively.

With Support Professional, support administrators can reduce training costs,
improve response time, and manage support resources more efficiently. It frees
you to spend more time analyzing long-term support needs and strategies instead
of dealing with day-to-day crises. It also provides information on new products
and technologies and their impact on your support operations.

Both the Support Professional Solution 500 Series and 700 Series offer a wide
variety of essential Apple technologies.

The quarterly Support Briefing System brings you a CD-based presentation on the
latest Apple technologies. Each CD mailing is followed by teleconferences where
your questions are answered by Apple engineers, third-party engineers, and other
subject-matter experts.

The Support Information System (SIS), based on AppleSearch technology, gives you
access to Apple's extensive support resources for fast, thorough problem
resolution. You can set up an information server for your organization that
supports natural-language or Boolean searches of Apple's Support Library and
other Wide Area Information Server (WAIS) libraries. You can also store your
organization's own support information. The SIS includes bimonthly CDs
containing a wealth of information on Apple products, including product
specifications, a current Apple software archive for disaster recovery and

testing purposes, configuration and compatibility information, Apple's Technical Information Library (Apple's official technical support database), software updates, and Apple product manuals. Also included are archives of all previous program and support information.

The Skill Module System features modular, self-paced training for your help-desk staff, technology coordinators, and other support personnel.

If you choose the Support Professional Solution 700 Series, you'll also get direct, unlimited access to senior Apple support engineers through the Support Professional Escalation Line. Your designated contact people will have toll-free access—with a 60-second target response time—from 7:00 a.m. to 7:00 p.m. Central Time, Monday through Friday. (Upgrade options are available for extended hours.)

Ordering Information

If you would like to receive ordering information and/or a free Support Professional Preview Kit on the Support Professional program, you may call 1-800-745-2775 between the hours of 7 a.m. and 10 p.m. Central Time.

The Internet - Apple Support & Information Web
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The Apple Support & Information Web provides a wide range of services. The URL (universal resource locator) is: http://www.info.apple.com (IP address is: 204.96.16.2). The focus is support information, but it's also a part of the greater Apple web site.

1) Apple Technical Information Library

The public subset of the Apple Tech Info Library, which is the Apple Assistance Center's official technical support database. Over 13,000 articles on Apple products, past and present can be searched by simply typing a word or several words into a text field and clicking a search button. The information is indexed by a Wide Area Information Server (WAIS) which is updated daily with new and revised information.

2) Apple Software Updates

All "freely" distributed Apple software updates, including printing software, system updates, network software updates and utilities are published to several ftp sites. Compared to commercial online services, an ftp site handles three to four times the file transfers in a given period.

This area points to the Apple Software Updates library on ftp.info.apple.com (formerly ftp.austin.apple.com). This library contains all free software updates. This is the same software that is posted to American Online, CompuServe, and the Support Professional CD's and ftp site.

3) Apple Product and Support Information

A variety of information is posted, including:

- How to contact Apple Support by telephone, fax and online services.
- Apple fee-based support programs and services information.
- Top Ask Apple FAQ's, covering top questions and answers on Apple
  products.*
- Apple Press Releases and selected new product information.
- Apple product datasheets in both text and Adobe Acrobat format.
- All issues of the "Information Alley," Apple Support's daily
  electronic magazine, focusing on answering the questions asked
  of the Apple Assistance Center.

* Also available in the Tech Info Library by using the keyword, kfaq.

Comparison Chart
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	Support Pro	Apple Support & Info Web
Apple Tech Info Library	Yes*	Yes
Apple Software Updates	Yes@	Yes
Apple Product Datasheets	Yes&	Yes
Apple White Papers	Yes	Yes
Information Alley	Yes	Yes
Apple Fax Documents	Yes	Yes
Top Tech Info Library articles	Yes	Yes
Apple Corporate Timeline	No	Yes
Press Releases	No	Yes
Apple Software Archive £	Yes	No
Apple Product Manuals	Yes	No
Support Notice! email service $	Yes	No
Skill Module Developer Kit	Yes	No
Skill Module Library	Yes	No
Support Briefing CD	Yes	No
Support Briefing Teleconference#	Yes	No
Phone Escalation Support (700 series)	Yes	No

* Includes the most complete Apple Tech Info Library containing "restricted
access" articles, and is pre-indexed for use with AppleSearch (client & server
included with Support Professional).

@ Included on the bimonthly CD-ROM discs AND through a Support Library Remote
server accessible with Apple Remote Access or FTP clients, password protected
only for Support Professional subscribers.

& Support Professional subscribers receive them via fax and through the Apple
Tech Info Library.

£ Complete backup of all Apple software on one CD for disaster recovery.

$ Includes proactive email messages on hot and emerging Apple product issues,
announcements about new software update postings.

Subscribers can participate in a quarterly teleconference with Apple product managers and engineers to learn about new products and technologies that Apple is working on.

Article Change History:
27 November 1996 - Updated with current information.

Keywords: supt,kol

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This information is from the Apple Technical Information Library.

19961127 14:16:41.00
Tech Info Library Article Number: 19281