MacX 1.2: Positioning, Objectives, and Issues

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TOPIC ---

This article describes the marketing positioning, objectives, and issues
related to the release of MacX 1.2 with System 7.1 and A/UX 3.0.

DISCUSSION --

Positioning

MacX 1.2 provides compatibility with System 7.1, Apple's newest release of
the Macintosh operating system, with additional features including Backing
Store and Save Under to help regulate the frequency of screen updates and
to improve client application display accuracy and performance.

FOR A/UX CUSTOMERS: Customers using MacX with A/UX 3.0 can choose to
upgrade to MacX 1.2 by purchasing the MacX 1.2 update product. The next
version of A/UX due by January will incorporate MacX 1.2.

Objectives

• Revise MacX to version 1.2 and provide the full and update MacX products
  for Macintosh Operating System customers by early October 1992 since all
  systems shipped after that date will be incompatible with version 1.1.7

• Provide a solution for A/UX customers by either declaring MacX 1.2 not
  necessary for their use or providing MacX 1.2 to all A/UX customers.

Issues

Due to the incompatibility of MacX 1.1.7 with System 7.1 and the decision
to release the new version 1.2 immediately, the recently-built inventory of
MacX 1.1.7 has to be reworked and transitioned by early October into MacX
1.2

Since A/UX 3.0 includes MacX 1.1.7, we needed a solution for customers
purchasing A/UX after October. Given limited resources and inventory
management issues, here is the resolution:

- CURRENT A/UX CUSTOMERS: Customers can purchase the MacX 1.2 update
  product, which can be installed on A/UX 3.0 by simply dragging the MacX
  application from the floppy.

- CUSTOMERS WHO PURCHASE A/UX from October 1992 to January 1993. This is
  the transition period in which some A/UX customers may decide that they
  would like to receive the latest release of MacX. We do not expect any
  significant number of users to be in this category, since MacX is
  primarily positioned to be a System 7.1 release with only one major new
  feature: Backing Store. The final decision is to help such customers by
  providing them with the update floppy through the Customer Assistance
  Center or equivalent on an exception basis.

- CUSTOMERS WHO PURCHASE A/UX after January 1992. Good news! A/UX will be
  revised in January to include both A/UX 3.O's (C2-Security) and MacX 1.2.

Due to the expanding size of the MacX binary application, we will be
switching over to a High-Density floppy for the application. Based on
initial research we have conducted, there are very few instances where MacX
customers lack a SuperDrive. The Customer Assistance Center or equivalent
will be ready to ship these customers a compacted version of the
application on an exception basis.
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