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Mactivity 1991: Jim Groff's Keynote Address

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TOPIC ---

This article summarizes the Mactivity keynote address titled "Macintosh
Connectivity: Perspective and Directions" delivered by Jim Groff, Director
of Marketing, Enterprise Systems Division.

DISCUSSION --

Jim opened with a brief review of 1991 so far:

- Apple Ethernet cabling system
- AppleTalk and DAL licensing programs
- The formation of ESD to address large organizations' needs
- System 7.0 with file sharing and IAC
- Additional developments in the Apple/DEC alliance such as Desktop ACMS
- The introduction of Mac SNA•ps
- The recently announced letter of intent with IBM

Next, he reviewed the roots of the business from Apple's perspective--
PERSONAL computing.

In reality, there are two sets of expectations forming around personal
computers, the end-users, and IS. End-users say "I want connection to my
organization and my organization's data." IS says "I want a graphic
delivery platform for existing host applications, and I want more, cheaper
MIPS." Jim noted that these expectations in today's organizations were
either overlapping or colliding, depending on your point of reference.

Thus, Apple believes that personal computing is splitting into two
businesses: individual personal computing (where miniaturization and
mobility are the keywords), and enterprise personal computing (where

standards and control are key).

Broadly speaking, Apple's N&C goals are:

- To address a wide range of users' needs (from very small and mobile, to
  plug and play LAN, to enterprise-wide).
- To provide the best user experience.
- To build architectures and core products.
- To enable and evangelize network application development.

Jim made a specific point of the "architectures" issue versus products.
In reference to the whole, he said "We can't do this all ourselves;
no one vendor can."

Next, Jim outlined our four major areas of N&C investment:

1) AppleTalk Network System

   Is a benchmark for Macintosh network experience.
   Is the de facto standard.

   • Directions:

     • New and enhanced AppleTalk services
     • AT network management
     • Remote network access

   • AT services in a "standards" context:

     • "Standards" context includes both OS and net protocol issues.
       Aggressive AppleTalk licensing.
     • Cross platform integration is a key goal of this program.
     • Macintosh, DOS, Windows, VAX, UNIX, Novell, DEC.
     • LANManager is a key goal.

   • Both client/server and peer-to-peer architecture support:

     • A/UX will have a strong role in future client/server architectures.

2) Macintosh in Enterprise-Wide Computing

   Four platforms: IBM, Digital, TCP/IP, OSI

   • Apple/DEC:

     • No backing away from this relationship is implied in the IBM
       announcement.
     • PATHWORKS as core product.
     • Highlight DEC's announcement of Desktop ACMS (an on-line
       transaction processing tool) with strong System 7.0 DAM support.

   • Apple/IBM:

- Letter of intent.
- One key goal is to bust myths (only one part of wide ranging goals).
  that Macintosh is a toy.
  that Macintosh can't connect.
  that Macintosh isn't a standard.
- There will be products from Apple, IBM, and ISVs.

- Apple/TCP/IP:

  - Foundation is MacTCP.
  - X, net management are development directions.
  - Customer asked about ship date for MacTCP under System 7. Jim
    responded "It's on a schedule."

- Apple/OSI:

  - X.25 today.
  - X.400, X.500, X transports, X net management are "areas of
    significant investment."

3) Standards-Based Systems and Networking

- Many very tough issues from customers in this area:

  - Cross platform development
  - Network and systems management
  - Multi-vendor networking

- Both OS and net protocol issue: UNIX, TCP/IP and OSI

- Customers want standards without compromising user experience!

  - It must look like a Macintosh and act like a Macintosh.
  - It must walk, talk, and smell like a standard.

- The problem is that today's standards are "heavy on the plumbing"
  and "light on the services," whereas today's Macintosh and AT are so
  much heavier on the services.

- Investing very heavily in this area with A/UX gives the best of
  Macintosh plus the best of open systems.

- This will also be an area of joint development with IBM.

4) Client/Server Tools and Target Applications

- Jim positioned existing products like MacX, MacWorkStation, DAL, APPC
  on a standard graph showing terminal emulation, front-ending,
  database access, and full cooperative processing.

- When asked during Q&A "Will Apple step to the client server model
  fully with a diskless Macintosh and a server to support it?" Jim
  answered "You will see Apple step up much more strongly to the

client-server proposition in the future, as the relationship with IBM moves from letter of intent to contract."

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