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Apple Remote Access: Competitive Profile (11/93)

Revised: 11/16/93
Security: Everyone

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Article Created: 15 November 1993

TOPIC -----

Why should customers buy Apple's Remote Access solutions over other competitive solutions? Why should customers buy the Apple Remote Access MultiPort Server over other competitive products?

DISCUSSION -----

- 1) Ease of setup and use: Apple Remote Access products excel over the competition in terms of ease of setup, use and administration—reflecting Apple's well-known user-centered design principles.
- 2) Very scalable: The fact that Apple's remote access products are software-only solutions both protects customers' investment and allows for easy scalability: Customers can choose to move to a higher-performance system or expand their system to offer additional ports as needed. In contrast, competing dedicated hardware systems generally require customers to commit to a particular level of remote access support, so expansion necessitates purchase of an entire new system.
- 3) Wide Connectivity Options: The Apple Remote Access MultiPort Server can connect to any AppleTalk network (for example, LocalTalk, Ethernet, or Token Ring, and so on.), giving customers wider network connectivity options than is provided by competitive products.
- 4) Extremely Secure: The Apple Remote Access MultiPort Server includes the most comprehensive security offerings available. It is designed to allow administrators to augment its built-in security features with additional security modules. This allows administrators to choose the level of security best suited to their organization.
- 5) Variety of Solutions: Apple offers a family of products, which provide different solutions to meet the range of needs from the individual user

to workgroups of any size.

- 6) Integrated/Flexible Solutions: Apple is more than just a "remote access" provider and can offer customers a set of workgroup solutions, such as AppleShare, Apple Internet Router, AppleSearch, Apple Remote Access, PowerTalk, PowerShare, and the Apple Workgroup Servers. Since all of these services work together, customers do not need to dedicate a single system for each service. They can choose to consolidate one or more of Apple's services on a single Macintosh computer or Apple Workgroup Server to maximize their system investment.
- 7) Affordable: With competitively priced products and integrated workgroup services that have an overall lower cost-of-ownership than the competition, Apple Remote Access products are extremely cost-effective.
- 8) Market Leadership: Apple is considered a technology leader in the area of remote access and our new product family offering shows our continued commitment to maintain this technology leadership.

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Tech Info Library Article Number:13965