

# NeXT Reseller Market Profile: Custom Applications

**Status:**

Approximately 50% of NeXT's commercial sales derive directly from NeXT's custom applications advantage. NeXT's custom applications market encompasses a broad range of customers cutting across many vertical markets.

During the past year, NeXT has gained a reputation for leadership in object oriented applications development. In May 1992, the Delahaye Group released a press audit concerning object oriented solutions. The most prominent vendor named was Sun, featured in 16% of the stories. The second most prominent company was NeXT, featured in more than 14% of the stories. "NeXT is clearly seen as a leader in object-oriented technology." And Steve Jobs was tied with Chris Stone (head of OMG) as the object-oriented industry's most quoted spokesperson.

**Segments Today:**

Today, NeXT's primary vertical markets for custom applications are Financial Services and Government, although NeXT has customers developing their own mission-critical applications in markets as diverse as entertainment, advertising and real estate.

**Why They Buy:**

NeXT is perceived as having the best 'real' object development environment today, particularly for customers for whom time = money. NeXTSTEP is perceived as the best OO development environment because of the completeness and integration of its development tools, the quality and leverage provided by the AppKit, and the richness of the applications which NeXTSTEP enables developers to build. The typical NeXTSTEP custom application includes a powerful GUI, rich media, client/server databases, and integrates with productivity software.

Virtually all of NeXT's custom applications customers are using NeXTSTEP to build custom environments composed of a custom application, a client/server database, productivity tools, and networked collaboration tools. NeXT is bought because NeXTSTEP is viewed as providing the richest development environment plus the best environment for both custom applications development and using productivity tools, and integrating all of them with other critical parts of the environment including databases, legacy systems, and other networked resources. NeXT will focus explicitly on this combination of custom applications and existing information resources by communicating a broadened marketing message, emphasizing 'Desktop Unification' and 'Custom Environments.'

**Competition:**

Sun today; Windows NT tomorrow

**Key Solutions:**

<b>Area</b>	<b>Shipping</b>
<b>NeXTSTEP Foundation Tools</b>	NeXTSTEP 3.0 (beta)
<b>Object Toolkits</b>	See the ObjectWare Catalog for a complete listing; vertical market object palettes are emerging: Financial Objects: Lotus Realtime IB, MathPalette, Money & Number, TradeKit (AFS), Spreadsheet-Vue, ProFuSERule; Publishing: Archetype Engine; the University of Houston is maintaining a public network archive of higher education-specific objects
<b>Database Access</b>	dbKit (beta), Sybase, Oracle, NeXT Form Kit
<b>CASE Tools</b>	Project Builder, BugByte
<b>Integration and Networking</b>	NFS, TCP/IP, Ethernet, AppleTalk, Novell, Netinfo

**Existing Tools:**

*NeXT ObjectWare Catalog*

*NeXTSTEP vs. Other Development Environments* (Booz • Allen & Hamilton study)

*The NeXTSTEP Decision: Developing Object Oriented Custom Applications* white paper

NeXT vs. Sun Video

*Developing Object Oriented Database Applications* white paper

*NeXT vs. Sun Development Tools* white paper

*Desktop Integration* white paper (in process)

*How to Sell and Market Custom Applications* training presentation

“What Customers Are Doing With NeXTSTEP” video (in process)

“Introduction to NeXTSTEP” video (in process)