

NeXT Reseller Market Profile:

Emerging Professional Markets

Status:

Emerging Markets are NeXT's newest commercial markets. These markets accounted for approximately 1,400 systems booked in 1991: 625 Health Care systems, 225 systems for the Legal market, 410 systems for Office Automation (including Document Management & Wang Replacement foci, which does not include the thousands of systems booked for more general interpersonal computing), and 145 for the Real Estate market. Active accounts currently in the sales cycle offer the potential of two to three times this number of sales in 1992.

By definition, emerging market activity starts before solutions are complete, for the goal is to marry early customer adopters who do not require 100% complete solutions to begin development and implementation, with early developers to build a beachhead. NeXT selects emerging markets for focus when customers self-select, when NeXT can demonstrate early on an obvious and easily differentiated benefit to customers, when the solution is relatively complete for at least some segments of the market, and when the potential of the market is high. Except in Real Estate, where the solution is complete, some elements of the solution for other markets are in beta testing now, or are character-based applications or run via SoftPC. NeXT's overall integration and ease of use benefits are powerful enough for these markets so as not to require that all elements of each solution be 'first class' NeXTSTEP GUI applications.

Segments Today:

NeXT's emerging market customers today, almost by definition, are classic early adopters and risk takers, innovators in each market who believe that technology offers a clear competitive advantage: hospitals (with greater than 150 beds) needing internally developed information management systems to keep them competitive, or medical centers having links to higher education; law firms (25-100 staff) reacting to billing pressure from clients, owners of dinosaur office automation technology (greater than 20 seats) looking for new technology systems that are easy to use, and real estate firms (2+ offices, greater than 25 staff) wanting to differentiate their image and increase agent and management productivity.

Why They Buy:

Health Care: Access to multimedia information from multiple sources to build database-intensive patient records/managed care systems spanning all patient care, diagnostic research, state and federal compliance and accounting/billing functions. Other markets: Collaboration and shared data solutions which are extremely ease to use.

Competition:

Health Care: Mainframes (IS) and Sun/HP (clinical systems). All others: DOS/Windows, and to lesser extent Macintosh office automation (Document Management, Wang Replacement

Key Solutions:).

Market Segment	Shipping
Office Automation (Document Management & Wang Replacement focus)	Boss Logic, Electrofile, WordPerfect 5.1, Frame, Pencil, Me In, Fujitsu high speed scanner, Xerox high-end OCR, Diagram!, Who's Calling, SoftPC, MacSoft Wang connec- tion (terminal based); other standard NeXT pro- ductivity solutions.
Law Office Management	WordPerfect 5.0, NeXT- mail, Electrofile, SoftPC
Health Care: Electronic Patient Records / Managed Care	NeXTstep development environment, ImLogix, Trego Healthbase (needs dbKit)
Real Estate	Adamation AREAS real estate software suite

Existing Tools:

Wang Replacement

Wang Replacement Selling Guide and Customer Presentation

Health Care

Health Care Market Audio Tape (in process)

Health Care Seminar Kit and Selling Guide (to be completed in August)

Legal

Legal Market Selling Guide (in process)

Legal Market Customer Presentation (in process)

Document Management

Document Management Selling Guide (in process)

Document Management White Paper (in final review)

Real Estate

Real Estate Selling Guide and Testimonial Video

Real Estate Customer "Take-away" (1-page) (in process)

Real Estate Customer Presentation (in process)

Announcement that Alain Pinel / Adamation software was finalist in 1992
Computerworld competition for best business use of OO technology

Other

DBkit Selling Guide