The NeXT Advantage Presentation Script
August 26, 1992

Target Audience: F500 Executives

1. The NeXT Advantage

(NeXT Logo)

Good afternoon. I'm (name and title)
Welcome to today's presentation.

Today's presentation is about:
- A better way of working.
- How to use technology to gain a competitive edge.

2. Agenda
- *Challenges in the 90s*
- *Building a Competitive Edge*
- *The NeXT Advantage*

Agenda Review:
- Discuss business challenges you'll be facing in the next few years.
- Challenges defined in conversations with our customers and technology leaders in all types of industry.
- To meet these challenges, it is critical for you to achieve and maintain an edge on the competition.
- The components we believe are essential to do this, how NeXT technology can help.

3. Business Challenges of the 90s
- ***Increased competition***

- Opening of global markets = increase in competition. Competing with company around the corner, as well as companies around the world.
- Competing for customers, better technologies, supplies, staff, and products.

4. Business Challenges of the 90s
- *Increased competition*
- ***Global communications***

- Second challenge is communications.
- The more efficiently you connect and communicate, the more productive your business can be.
- Challenge is to create an environment that encourages people to communicate and collaborate with co-workers, service providers, suppliers and with customers.

5. Business Challenges of the 90s

- *Increased competition*
- *Global communications*
- ***Faster time to market***

- Need to get things done faster to remain competitive.
- Need ability to adjust quickly to customer demands and changes in marketplace. New technology must help you do things faster.

6. Business Challenges of the 90s

- *Increased competition*
- *Global communications*
- *Faster time to market*
- ***Information overload***

- Most important challenges = getting right info to right people.
- No shortage of information in business today.
- Challenge is accessing right information in corporate systems in usable form. Quickly.

7. Special IS Challenges

- *Improving user access to data*
- *Downsizing*
- *Integration*
- *Connectivity*
- *Decreased resources*
- *Preserve investment in hardware*

- To address challenges, rely more and more on technology -- provides MIS departments with special set of challenges.
- Respond to their end users... get information to the desktop in usable form.
- Many organizations downsizing from mainframe/minis to network of desktop/servers (client/server computing.)
- Leaner staff and fewer resources.
- MIS challenged with building the organizations information architecture: computers, networks and software based on the ability to connect. To integrate. To work seamlessly in multi-vendor environments.

8. Technology Evolution: Hardware

graphic

- Let's look at how technology has evolved to meet some of these challenges.
- Need for better information access has driven the evolution of computing -- great strides in hardware.
- Arrival of PC in the 80's accelerated the move from centralized mainframe to distributed computing.
- First through individual desktop, then networks, then client/server model = hardware technology closer to end user.
- One drawback: great productivity software on desktop - but still need to get to corporate applications, databases and info on mainframe or department computer.
- Many businesses re-engineering computers systems. Goal used to be get a computer on everyone's desk- now it's just get ONE computer on desktop.
- Hardware is yesterday's revolution. The real revolution is happening in....

9. Technology Evolution: Software

Competitive advantage through software

- ....software. Because a gap exists between the needs of businesses today and the software available to address them.
- And there is still a bottleneck in software development...the application backlog still exists. By time an applications is developed and deployed, it's less useful and not as competitive.

10. Building a Competitive Edge

- *Unified desktop*
- *Networking*
- *Seamless database integration*
- *Object-oriented system software*

- How do you use software to your advantage?
- How do you build a competitive edge?
- We believe four components required.

11. Unified desktop

- Customize your work environment to match the way you do business.
- Take advantage of low-cost and effectiveness of tremendous productivity tools. Combine with your custom applications. Databases. Networks. All work together.

12. Unified desktop

(graphic of integrated screenshot)

- A good example is the traders workstation, accessing a P&L Report through productivity app, managing trading portfolio through a custom applications, realtime data feed. A single unified desktop.

13. Networks

- Networks are the second critical component.
- "Glue" that makes it all work - that integrates heterogeneous environment into one "transparent" desktop for user.
- Increase collaboration between offices, around the country and around the world.
- Share information and services with mixed networks and platforms.

14. Seamless database integration

- Right data exists, but in different databases, dispersed throughout organization. Need access to data - flexible - yet fully integrated with custom apps.
- Ability to extract *useful* info easily and quickly from corporate databases (aka legacy systems.)
- Customize your data access, to exactly meet needs.
- The world is multi-media, your database should be too.

15. Object-Oriented System Software

- Software Building blocks.
- Challenge is to produce apps more quickly, at less cost - *requires* an object oriented development environment and operating system.

- Through the use of standard, reusable software building blocks -- easy to develop, integrate, reuse, maintain.

16. Industry Trends

1984 Apple introduces Macintosh
1988 NeXT introduces object-oriented OS
1991 Microsoft introduces Windows
1992 IBM and Apple join forces to create Taligent

- Last software revolution was graphical user interfaces. This one is object oriented operating systems.
- Many companies believe in Object Oriented System Software (OOSS.)
- Apple, IBM and Microsoft have acknowledged this and are beginning to invest in this technology.
- Earlier this year, IBM and Apple joined forces to create Taligent, formed expressly to begin the development of Unix-based system with multi-tasking and object oriented environment. Much like the product NeXT introduced in 1988. Only NeXT computers are available today.

17. *Object-oriented programming will be one of the most fundamental software advancements of the 90s...*
--IDC

- Acknowledged by IDC as the biggest advancement in software development of the 90s.
- Let's look at the advantages of object-oriented programming that are creating this trend.

18. The Object-Oriented Advantage

Simplicity and Power

- Simplicity = Object oriented system software relies on simple, self-contained, reusable blocks of software. They can be combined to create large, complex applications.
- Power = Developers quickly create high-quality apps. A block of software to access database is only programmed once, and then used in dozens of apps.

- Powerful, reliable, customized apps in fraction of time at fraction of cost.

19. Customers

- Many organizations now realizing benefits. Organizations moved to OOSS to get customization in timely and cost-effective way.

- *County of Los Angeles:* The Los Angeles County Sheriff's Department, with 13,000 employees and an annual budget topping $1 billion, is the third-largest law enforcement agency in the country. They are using NeXT to automate the entire Sheriff's Department's executive offices and the fiscal operations.

- *Suisse Banc/O'Conne*r - Swiss Bankcorp is the largest privately held options trading house in the world with 850 employees.They use NeXT for productivity applications and custom apps as part of their office automation strategy to improve communication among the company's managers, secretaries, accountants and lawyers, in addition to traders.

- *First Chicago* is the tenth largest bank in the US with assets of $49 billion and more than 17,000 employees worldwide. The bank's trading operation is conducted primarily on a single 250+ position floor located in Chicago, with some trading done on other floors in London and Tokyo. NeXT is used on the company trading floor.

- *BJK&E (aka Bozell)* is the 14th largest advertising agency in the world with accounts such as American Airlines, JC Penney and Chrysler. BJK&E wanted to move from their traditional cut and paste method for ad development to an electronic integrated system for design, production and database management of information needed in their business.

- *Morrison Knudsen Corporation* is an Engineering firm with a Mining Division famous for such projects as the Hoover Dam and Saturn Plant in Nashville. They are using NeXT for financial

applications and Wang replacement.

- *Sterling Winthrop* is a billion dollar pharmaceutical company owned by Kodak. Sterling is using NeXT to re-engineer their desktops in the development of new drugs and for office productivity.

- *Motorola* is a computer systems, semiconductor and telecommunications products manufacturer. They are using NeXT as part of an Executive Information System and for document approval using Sybase.

- *UBS Securities, Inc*. is a subsidiary of the Union Bank of Switzerland, the largest bank in Switzerland. UBS uses NeXT to develop proprietary trading applications

- *Phibro Energy, Inc*. is a multi-billion dollar global commodities trading firm and full service energy company. Phibro uses NeXT computers to design custom trading applications as part of their new information systems architecture.

- *U S WEST* is a large regional telecommunications company. Their legal department provides in-house counsel for all aspects of the company's business.

- *Preferred Health Care* provides health management services to Fortune 500 companies. They provide corporations with psychiatric and substance abuse health benefits to supplement a company's regular health benefits plans. They are using NeXT's for a custom application for processing claims

- *William Morris* is the oldest and largest talent agency in the world, located in Beverly Hills, California. They are using NeXT to develop a custom application for multimedia talent databases and productivity applications

- *Republic New York Corporation* is a bank holding company with assets of $27 billion They are using NeXT for productivity applications to increase office productivity and customer service.

- *WilTe*l is the fourth largest phone company in the

US. They provide long-distance fiber-optic connections, primarily to MCI, Sprint & AT&T.
They are using NeXT for productivity applications as part of an Executive Information System and for network modeling

20-23....Customers

- Pick appropriate customers from Reference Account Module.

24. The NeXT Advantage

- *NeXTSTEP*
- *Unified Desktop*
- *Interpersonal Computing*
- *Coexistence*
- *Price/Performance Hardware*

- Five components of NeXT's technology to help you build competitive edge.

25. What is NeXTSTEP?

- *Object Oriented Operating System*
- *User Environment (GUI)*
- *Complete Development Environment*

26. NeXTSTEP Development Environment

- *Object-Oriented Architecture*
- *Based on Standard UNIX*
- *Powerful Development Tools*
- *Great Graphical User Interface*
- *Unified imaging model*

- There are many benefits to using NeXTSTEP, the only true object-oriented system software shipping today.

- UNIX based: Means multitasking and easy networking.

- Complete and integrated object oriented operating system allows the development of mission critical custom apps 2-5 times faster than other platforms.

- Combines great development environment with best industry GUI.

- NeXTSTEP simplifies everything. For example, a

unified "what you see is what you get" imaging model, Display PostScript, for display and printing.

27. Cover of Booz/Allen study

- Independent study compares NeXTSTEP with Sun, Mac and PC environments, NeXTSTEP top in all areas.
- 82% of programmers in survey ranked NeXTSTEP higher than other systems. In quality. Completeness. Development time.
- Apps they developed performed better with less code.

28. NeXTSTEP Development Architecture

- *Based on Mach*
- *Real Objects. Right Now.*
- *Standards support*
- *Global language support*
- *Interface Builder*
- *Database Kit*

- Why NeXTSTEP rated highest?
  - Mach is the best version of Unix for object environment.
  - Built-in tools - makes application development easier and faster.
- Real Objects. Right Now.
  - Objects built into NeXTSTEP speed development, including *AppKit* (user interface objects, media objects, interapplication communication, system functionality, application management), *DBKit* (object oriented toolkit for database access and applications construction. DBMS independent,) *3D Kit* (photorealistic Renderman, interactive Renderman, integrated 2D and 3D printing.)
  - Consistency in application interface and behavior.
  - Industry forming around objects - commercially available objects developed specific to your business.
- Support for industry standards such as NFS, Novell, TCP/IP and more.

- Global system software makes it incredibly easy for a user to switch to French, German, Japanese, or other languages within an application.

- Interface Builder...Graphical object editor allows to connect objects, rapidly build user interface and, prototype apps.

- NeXTSTEP tools are tightly integrated.

- NeXTSTEP provides services so NeXTSTEP apps work together. Not just tools to produce apps but an environment for apps to work together consistently, an integrated environment.

- Some of the best database interface tools in the industry...

29/30. NeXTSTEP Database Kit

Oracle/Sybase Screenshot and DBKit Screenshot

- ....such as NeXTSTEP's Database Kit. A set of tools for creating database-oriented apps with NeXTSTEP.

- Smooth, consistent interface to SQL databases

- Whether using Oracle, SYBASE, DB2, or other SQL databases,extend power of object oriented programming to database system.

- Develop core functionality once and reuse over all database applications.

- Integrates all kinds of data like images, sound, text, customized to your environment.

31. The NeXT Advantage

- *NeXTSTEP*
- ***Unified Desktop***
- *Interpersonal Computing*
- *Coexistence*
- *Price/Performance Hardware*

32. Unified Desktop

(3rd party icons)

- Select from a wide variety of powerful off-shelf

apps.

- Develop your mission critical custom application - combine with 3rd party apps, cut and paste between apps - interoperability.

33. Unified Desktop
(screen shot, multiple screens)

- The unified desktop brings together of several different applications: mainframe sessions, shrink-wrapped apps and perhaps a custom app. Also access to corporate databases and collaboration.

- On the unified desktop, applications all communicate with each other via services, share data formats, allow you to drag and drop, cut and copy and even object link.

34. The NeXT Advantage
- *NeXTSTEP*
- *Unified Desktop*
- ***Interpersonal Computing***
- *Coexistence*
- *Price/Performance Hardware*

35. Interpersonal Computing
(mail)

- NeXT environment that fosters collaboration and communication with tools like multi-media email. An important element of the unified desktop.

36. The NeXT Advantage
- *NeXTSTEP*
- *Unified Desktop*
- *Interpersonal Computing*
- ***Coexistence***
- *Price/Performance Hardware*

- NeXT designed to fit in as well as it stands out.

- Out of the box, NeXT interoperates with more standards (AppleTalk, Novell); more file systems (Unix, DOS and Macintosh); emulates environments (DOS, X and Windows); is client/server compatible (TCP/IP built-in); interoperates with standard Unix servers.

- As standard UNIX workstations, adheres to industry standards.

- Set many standards for innovation, but also support most standards. Help you preserve current investment.

37. Show screen from brochure
with five screens running SoftPC, xwindows, 3270 emulation

- PC app, X-Windows, 3270 app, customized database app, terminal emulation at same time.
- Power of Unix.

38. NeXT Standards Support
standards support including NFS, TCP/IP, AppleShare, Novell..

- NeXT also supports a wide variety of standards. From Novell to AppleShare, from NFS to EPS and more.
- .....including the ability to read and write to Macintosh and DOS disks.
- Every NeXT system features built in Ethernet. Wide Area Network support. And built-in terminal emulation.

39. Connectivity
graphic of shelf with Novell and AppleShare network icons

40. The NeXT Advantage
- *NeXTSTEP*
- *Unified Desktop*
- *Interpersonal Computing*
- *Coexistence*
- ***Price/Performance Hardware***

- NeXT has a system to meet your needs.

41. Graphic of NeXT hardware

- NeXTStation Turbo rated by *Byte Magazine* as industry price/performance leader.
- Each system:
  - Based on Motorola's 68040 microprocessor.
  - Includes Motorola 56001 DSP for CD quality

sound.
- 3.5 inch, 2.88 mb floppy drives which give you twice the capacity of standard drives and read MS-DOS disks.
- Hard drive options include a wide variety from 105 mb to 2.88 gb.
- Expandable memory from 8 mb to 64 with optional main memory parity checking.

Optional Product Slides pulled from end of presentation

NeXTstation/NeXTstation Turbo
- 25 mghz NeXTStation/33 mghz NeXTstation Turbo
- 17" MegaPixel Display
- Compact design

NeXTstation Color/NeXTstation Turbo Color
- 25 mghz NeXTStation Color/33 mghz NeXTstation Turbo Color
- 16 bit color
- Can display 4,096 colors simultaneously

NeXTdimension Color Board
- 32-bit true color that incorporates 8-bits of transparency.
- Can display 16.7 million colors
- Integrated video capabilities...video-in and out
- Intel i869 graphics accelerator
- Suitable for high-end color graphics applications.

42. NeXT Printers

NeXT Printers
- 2 printers available...400 dpi black and white laser; 360 x 360 dpi color laser.
- Black and White Printer
  - 400 dpi..almost twice the resolution of 300 dpi printers.
  - 8 pages per minute
  - Display PostScript
- Color Printer
  - laser quality, 360 x 360 dpi
  - Can print up to tabloid size (11"x 17")
  - Combined with NSC, offers powerful yet affordable color system.

43. NeXTSTEP logo

- Not just NeXT hardware.

- NS486 = same OOSS as NeXT, same advanced software development environment and bundled apps.

44. NeXTSTEP 486
(graphic of Intel box)

- Also available on PCs.....

45. NeXTedge
- *Support*
- *Service*
- *Education*

- Support you after the sale.

- Extensive support network.
  Toll-free Technical support hotline
  Published support bulletin w/tips and info

- Service program, includes 1-year on-site warranty for every computer, extendible to 3 years.

- Wide ranging 3p network of service providers

- Education program to take advantage of NeXT power. Includes Developer Camp and programming courses, held in NeXT centers around country.

46. NeXT Computer, Inc.
- *Global company*
- *Award winning products*
- *Solid financial backing*
- *Strong technology partners*

- NeXT is positioned to be leading vendor of OOSS for developers and end-users for the years to come.

- Global company, strong sales in North America, Europe, Asia.

- Won many awards for superior technology including:
  - 1992 - Datapro Workstation Product Honor Roll Award
  - 1991 - Computerworld Smithsonian Award for Best Scientific Application (Zilla)
  - 1991 - Software Publishers' Association Fluegelman Award
  - 1991 - Computer Language's Productivity Award

- 1990 - G-Mark Grand Prize
- 1990 - Byte Magazine Award of Distinction

- Financial partners include Ross Perot, Canon Corp, Steve Jobs, Stanford U, Carnegie Mellon U. Wide-ranging source of funds.

- Technology partners - System development partners include Sony, Motorola, Panasonic

47. Summary

- *Challenges of the 90s*
- *Building a competitive edge*
- *The NeXT advantage*

- NeXT designed to provide competitive edge.

- It all goes back to the challenges you face: global competition, communication, time to market, and information access.

- To meet these challenges, you have to use the right technology

- To make your own applications, faster, better.

- To integrate and connect.

- To unify your desktop.

- To make the best use of your mainframes, PCs, WS

Thank you. Stay tuned for demo.