

# Colophon, or, How We Made This CD-ROM

The seeds for Solutions Suite were planted in February 1994. CD-ROMs could be a more cost-effective media than floppies for delivering GS Corp's library of software. Research demonstrated significant savings in printing, packaging, and freight costs – while saving a few trees.

Since acquiring the distribution rights for Altsys Virtuoso, the GS product library offers a wide range of information-processing, publishing, graphics, and printing solutions to NEXTSTEP users. We wanted to complete these solutions by adding a basic suite of office-automation tools – just one title for each important category.

We made a round of calls to leading NEXTSTEP developers and found a spreadsheet, word-processing and page-layout packages, presentation-graphics software, PostScript tools, connectivity and rehosting solutions, and a relational database. The Solutions Suite CD was born.

With the demise of NeXTWORLD magazine in April 1994, we wondered how GS and third parties would reach current and potential customers. We decided to produce an interactive magazine on the CD that would present the NEXTSTEP story, the GS story, and our partners'

products in an engaging way.

The GS team began to envision a quarterly multimedia publication, offering product information and self-running demos so users could "try before they buy." The CD would also be a powerful distribution channel, because products could be unlocked with a license key. Our motto became, "The literature is the demo is the product is the distribution channel."

We got the thumbs up from customers, and our strategic partners. Canon's ATO group agreed to help fund and distribute the CD. DupliFAX, a wholly owned subsidiary of Canon, early Object Channel partner, and important reseller of GS products, also jumped on board.

Support and distribution assistance was obtained from NeXT. Other important GS channel partners such as ITS, MeXT, and Shinmyung Computer endorsed the idea. Hewlett-Packard also joined.

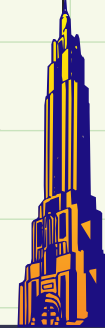
The Solutions Suite focuses on re-engineering fictional companies

modeled after actual companies making the transition from mainframe to NEXTSTEP-based client/server systems. The first issue picked an environmental-services company, while future issues of Solutions Suite will cover important markets such as health care, telecommunications, publishing, retail and advertising.



As proof of the power of NEXTSTEP, GS designed and wrote a multimedia authoring program in two months. Internally called "eXTRABUTTON," the CASE-like authoring tools will be turned into a marketed product later this year.

After Expo – and a chance to catch our collective breath – work will begin on the October edition.



SOLUTIONS SUITE



Canon

engineering  
fictional  
companies