



Apple

The Fall and Rise

21st January 2009

Reiner Deichmann

Senior Manager Certification Training Europe, Middle East, India, Africa

Apple

The McGraw-Hill Companies

BusinessWeek

WORLDWIDE EDITION | WASHINGTON, DC | 2000

www.businessweek.com



THE FALL OF AN AMERICAN ICON

WIRED

June 1997

Internexus es!

Starwave's
Jocks Score

The Summer's
Best Special
Effects

Telco
Terrorism

Exclusive:
Jacking Into
China



Pray.

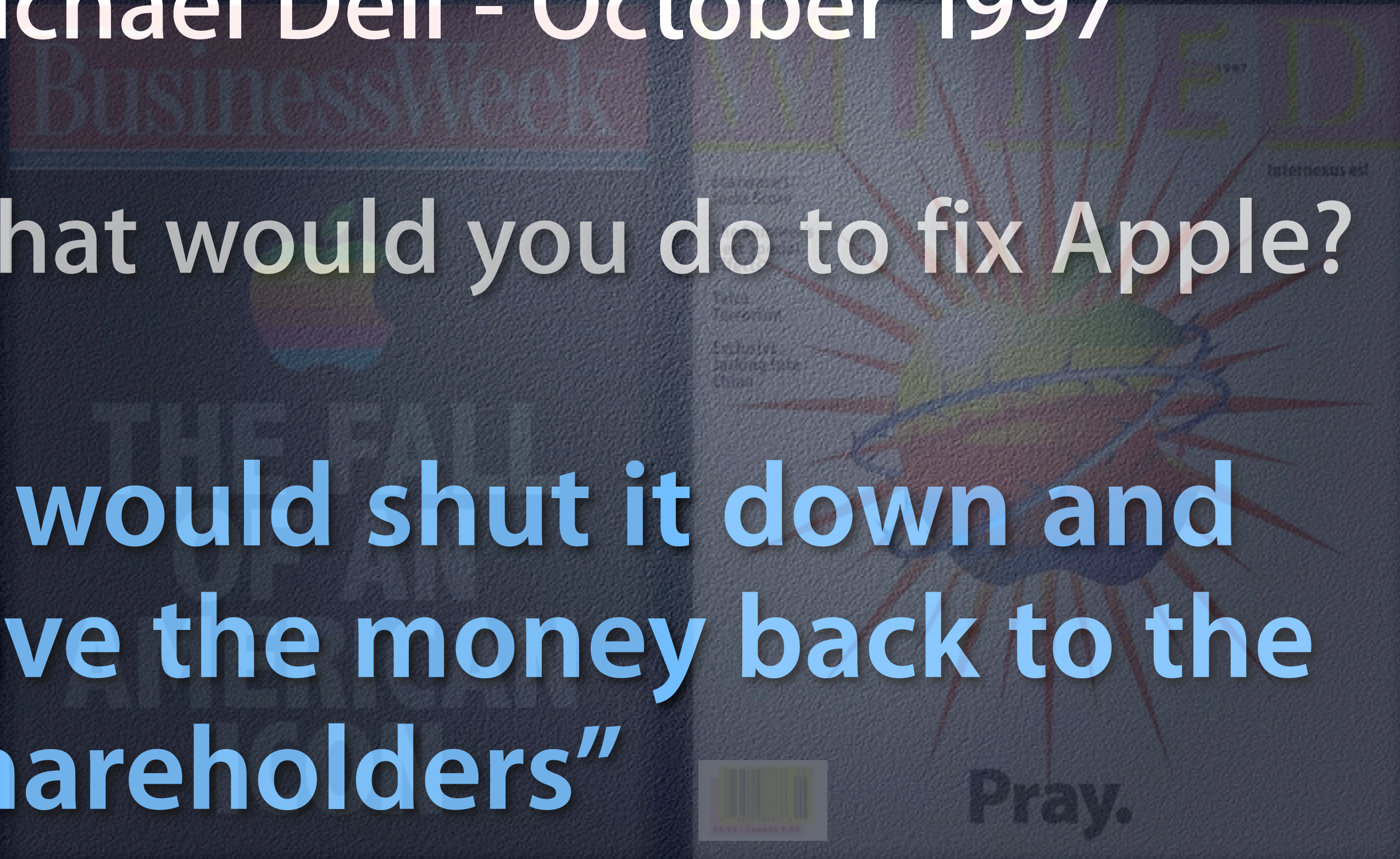


\$4.95 / Canada \$5.95

Michael Dell - October 1997

What would you do to fix Apple?

“I would shut it down and give the money back to the shareholders”





Thin
erent.



iMac

Products: bringing focus

From 500 to 4 references



Manifesto

Re-establishing a Sense of Purpose

Pragmatism

“If you can’t beat them, join them...”



Diverging Roads

Apple
Innovation



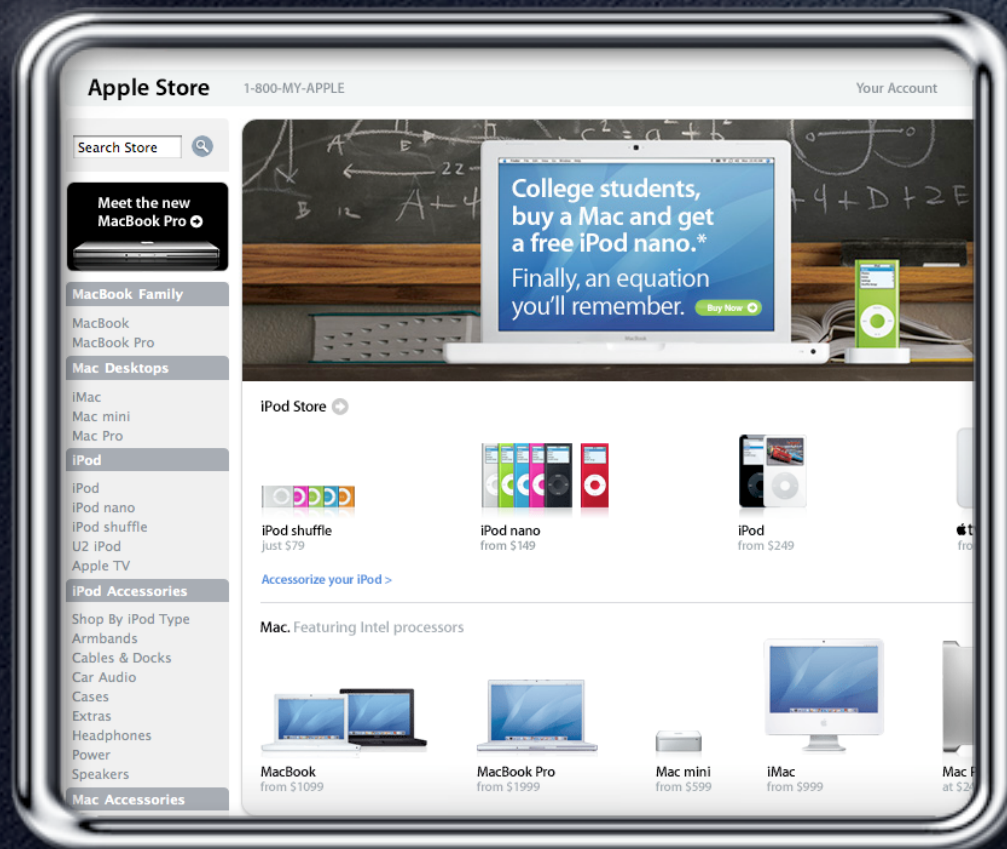
Dell, etc.
Commodity



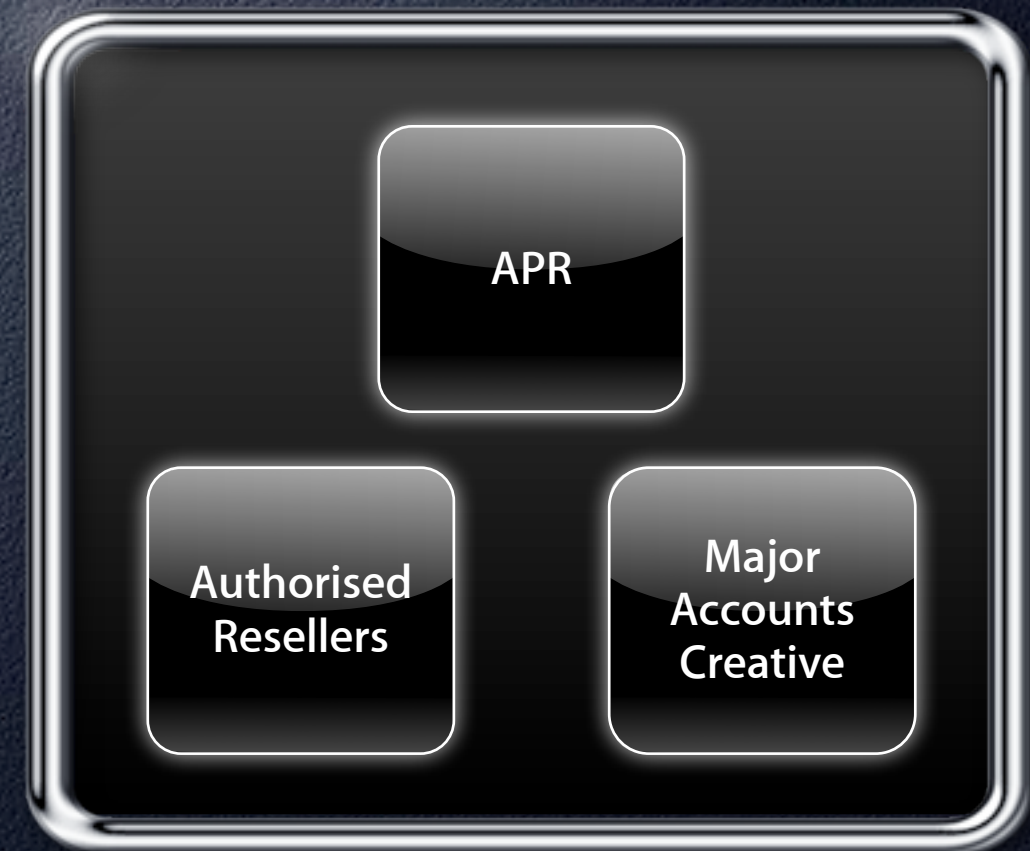
Retail Stores



Retailers



Online Store



Prosumer



Results

Revenue: best year ever!

WW Revenue (\$B)

+35%
YoY Growth



CPU: Best year ever !

Worldwide CPU Units (k)

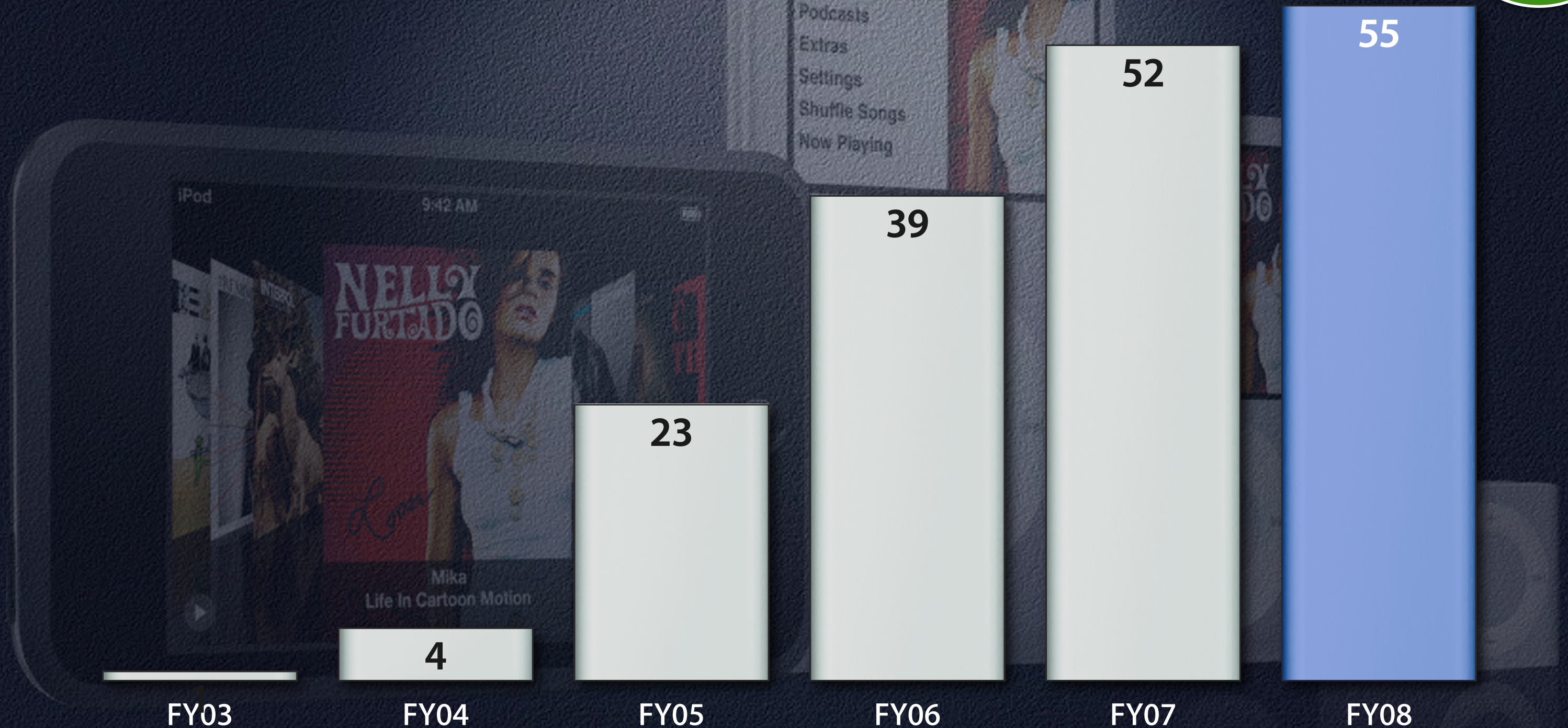
+38%
YoY Growth



iPod: Best year ever !

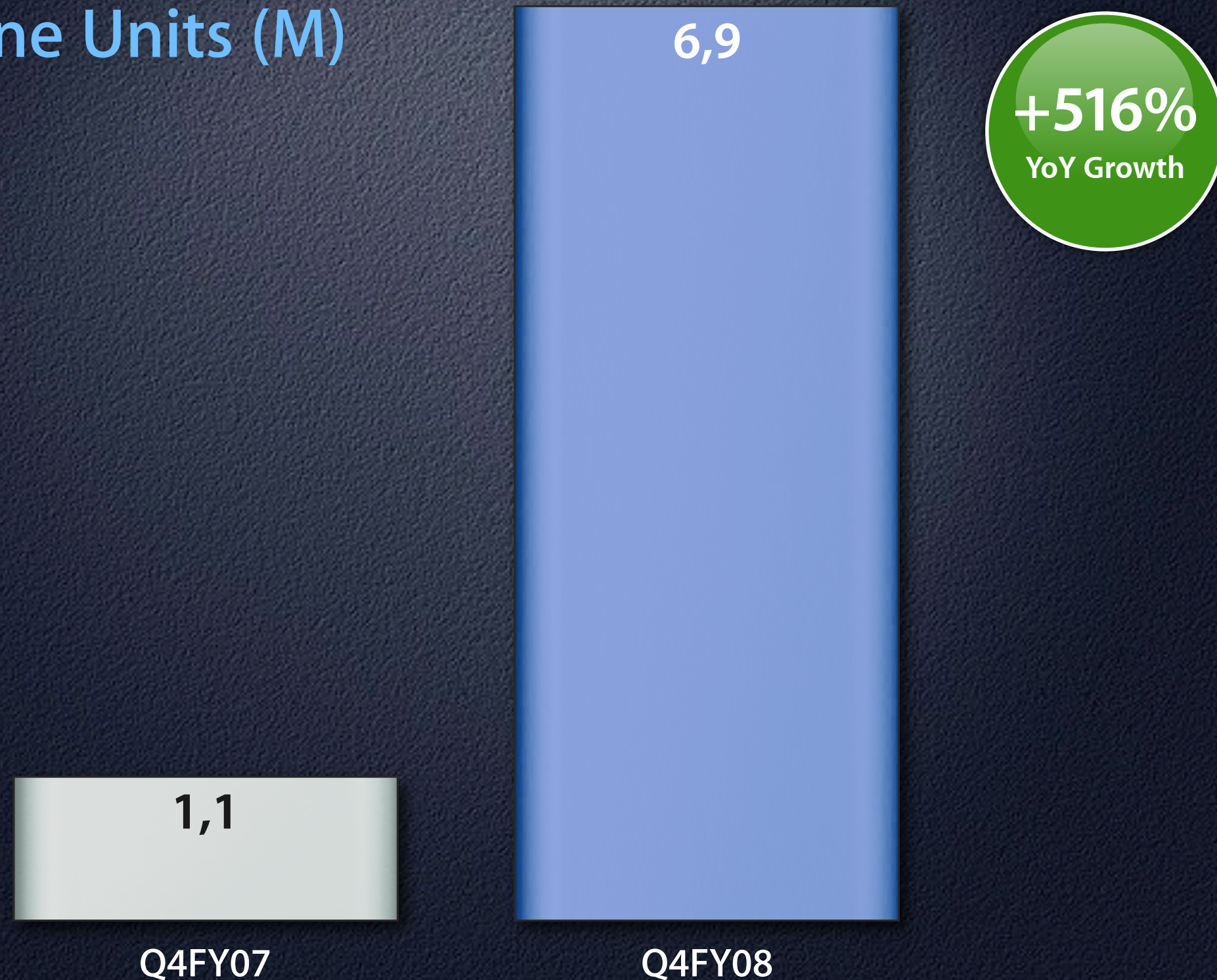
Worldwide iPod Units (M)

+ 6%
YoY Growth



iPhone: 3G a great success!

Worldwide iPhone Units (M)



2 Key Success Factors

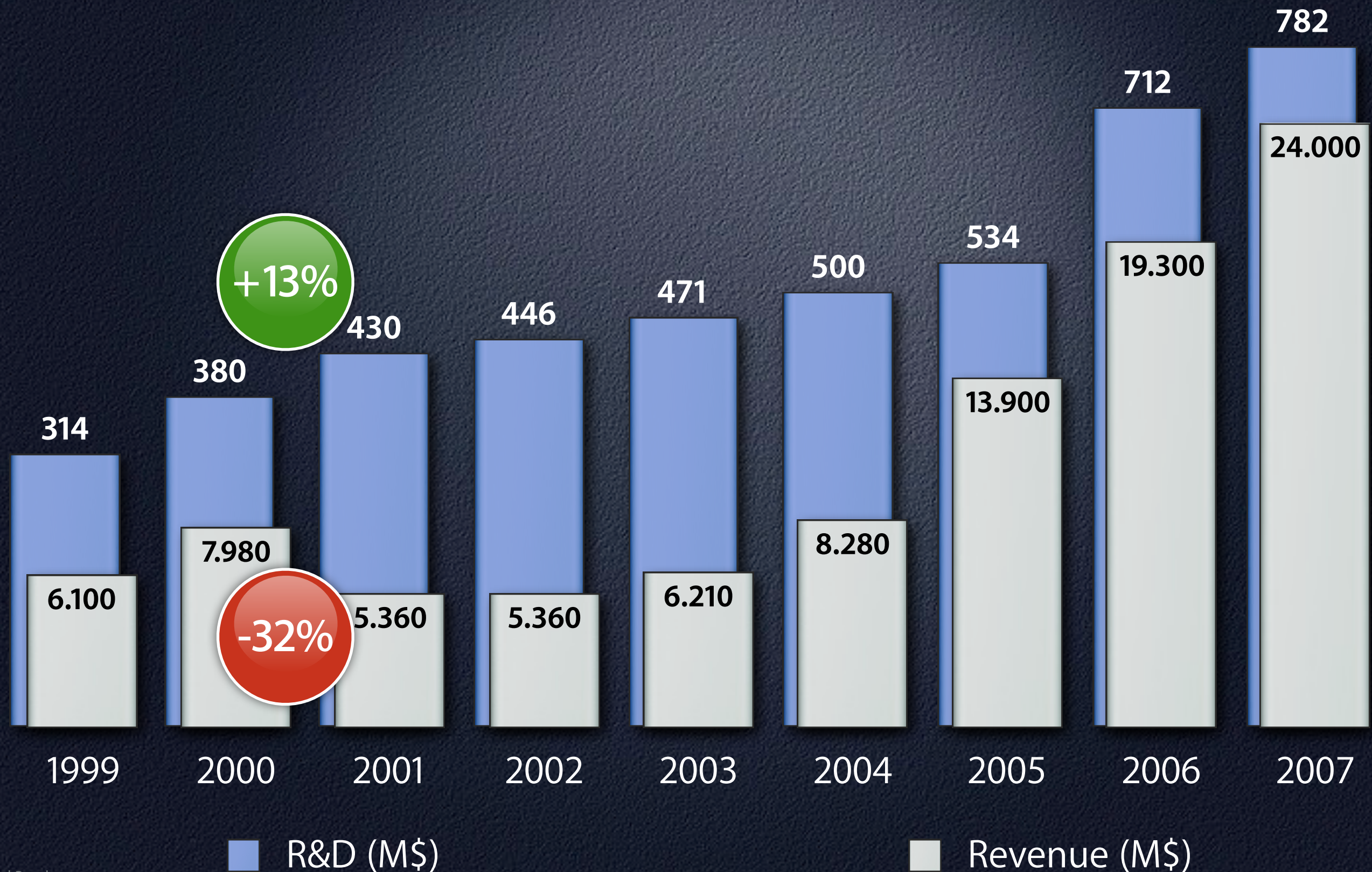
 Innovation

 Multi-channel strategy



Innovation

Innovating through tough and good times



Productive innovation





45



6



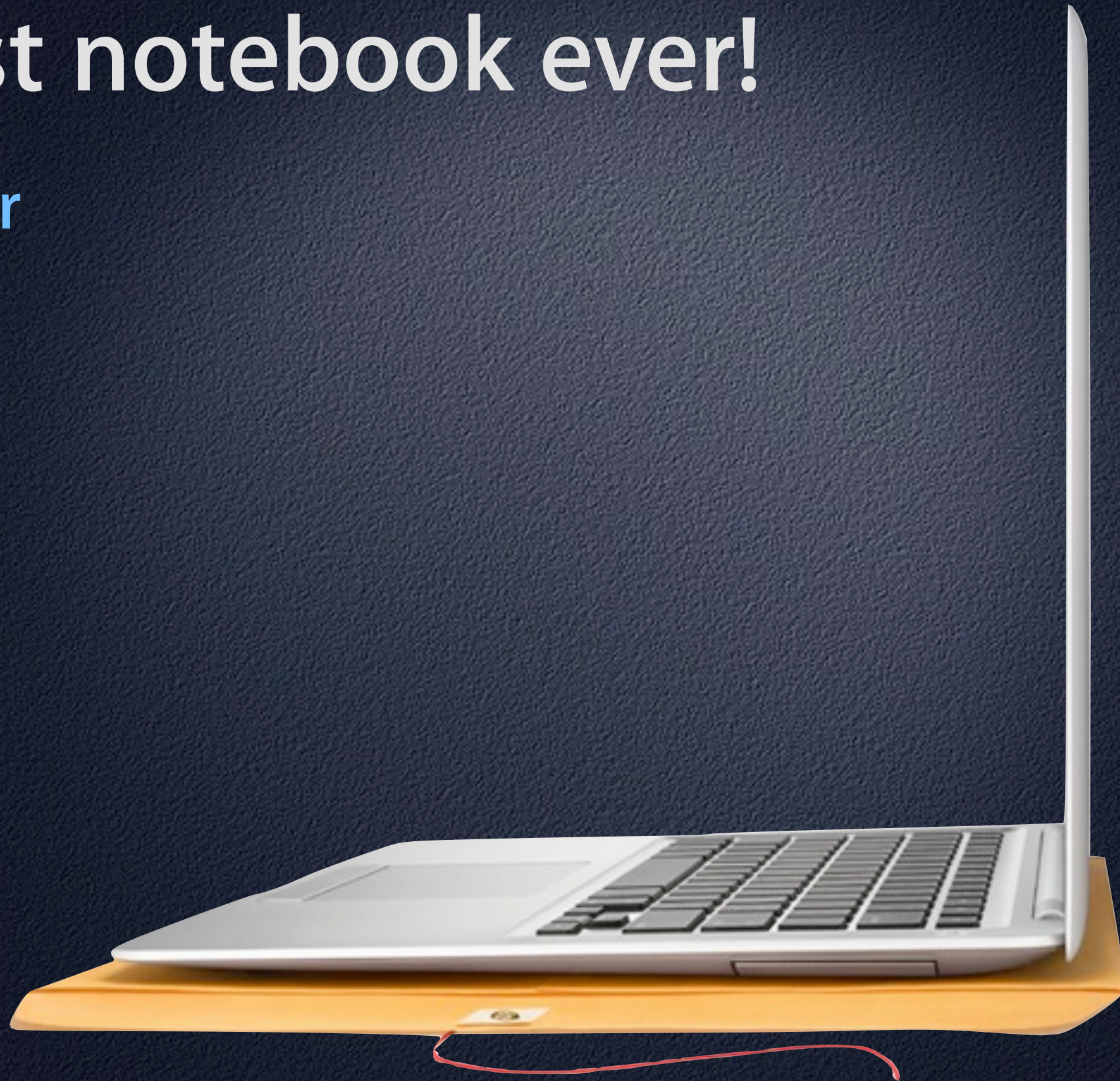
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Thinnest notebook ever!

MacBook Air





The Politics Of Food

Why you need to care about the farm bill

Joe Klein on The Obama-Clinton Dustup

Hollywood's Top Guns

Streep, Cruise & Redford take on the war



TIME

From the phone that has changed phones forever, to futuristic cars, to a building made of water, to a remote-controlled dragonfly—a dazzling display of ingenuity

Plus:
The Tech Buyer's Guide



New iPod Nanos
New iPod shuffles
iWork '08
iLife '08
Mac OS X Leopard
Mac OS X Leopard Server
iPhone
New iMac
New MacBook Pro

2007 • **36** new products in 52 weeks.

Final Cut Studio 2
Final Cut Studio Server
iPod touch
New MacBook
Safari for Windows
Final Cut Express 4
Apple TV
New .mac

...



Société la plus innovante au monde pour la 3eme année consécutive



Multi-channel Strategy



Packard Bell



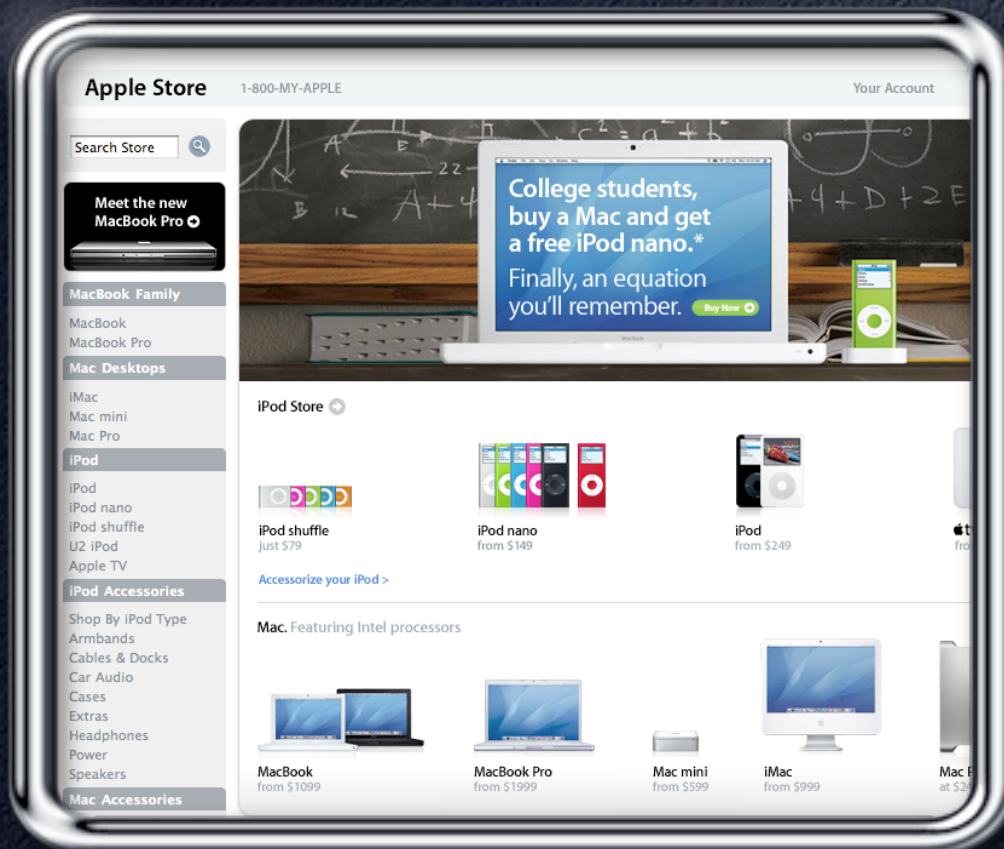
DELL



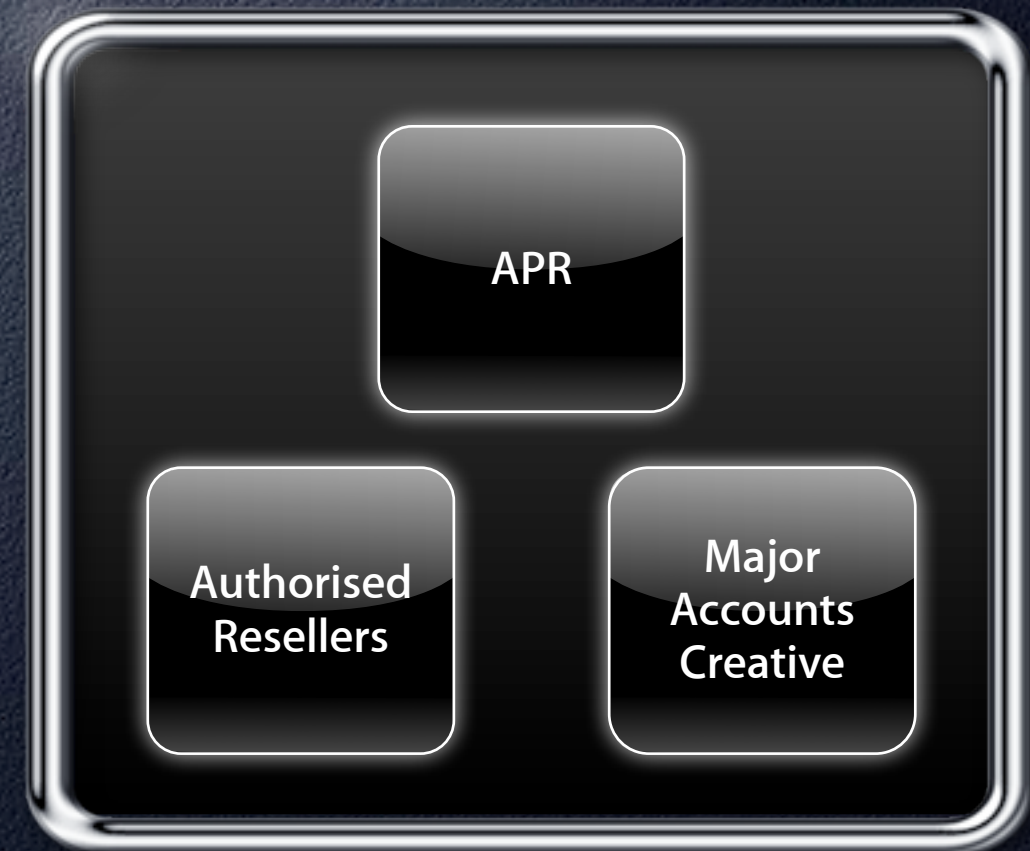
Retail Stores



Retailers



Online Store

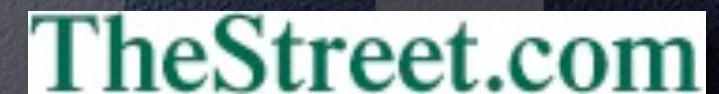


Prosumer

“Sorry Steve, Here's Why Apple Stores
Won't Work”



“It's desperation time in Cupertino, Calif.”



“I give [Apple] two years before they're
turning out the lights on a very painful
and expensive mistake”

David Goldstein,
Financial Analyst



190 magasins

171 Apple Retail Store WorldWide
(148 in the US-7 in Japan- 4 in
Canada)

12 in Europe (11 in the UK-1 in
Roma)

source: www.apple.com/retail









one to one

Personal training at
the Apple Store.



one to one programme features

£79

Complete Set-up

When you buy a Mac at a retail Apple Store, we'll transfer your mail, calendar, address book, photos, music, movies and other files from your old computer (PC or Mac) to your new Mac. We'll also install and set up any additional software. Turn on your Mac and you're ready to go.

Personal Training

Enjoy weekly one-hour personal training sessions at the Apple Store. In-depth learning sessions cater to all levels of experience. And your trainer will work with you to design a programme around your interests and abilities. You can schedule your training sessions up to 14 days in advance.

And if you ever have a question or need some advice in the middle of a project, just come in. Your trainer is here with all the answers.

Popular one to one personal training sessions

123

Getting Started on Your Mac

We'll customise your Mac by setting your preferences, familiarise you with the Mac environment and get you connected to the Internet.

Mac Basics

We'll set up your contacts and calendar and show you how to email, video chat and instant message on a Mac. We'll also help you get to know the Mac and built-in iLife software.



Digital Photography

We'll teach you everything from the basics of taking better pictures and sharing them using iPhoto, to more advanced photo management tools in Aperture.



Moviemaking

We'll show you everything from how to turn your clips into a movie with iMovie, to how to use the high-performance features of Final Cut.



Podcasting

We'll help you tackle podcasting basics, like recording and adding sound effects, and pretty soon you'll be telling your stories to the world.

www

Building Your Own Website

We'll help you share all of your great movies and photos by teaching you how to create blogs and instant websites with iWeb.



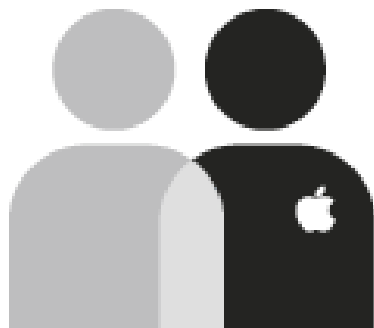
Present and Publish

We'll show you how to produce dynamic presentations and professional publishing projects using Keynote and Pages.



Open Project

Bring in your photos, movies, sketches, or just an idea for a project, and your trainer will give you tips, tricks and creative advice to help you get from start to finish.



Personal Shopping at the Apple Store.

The best way to learn about and test drive new products is with a face-to-face shopping appointment at the Apple Store. Pick a time online, come into the store, and we'll be here with all the help and information you need.



What is Personal Shopping?

Personal Shopping is a whole new way to shop at the Apple Store. A free service where you and a dedicated Mac Specialist explore and test-drive products to find out which ones are best for you. We know the store can be busy, so when you're ready to talk, Personal Shopping is a way for us to give you our undivided attention.

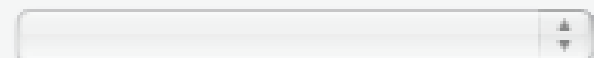
How should I prepare for my Personal Shopping session?

Start by registering online, then select which product or products you'd like to learn more about. You're welcome to come in with a list of questions, but it's not necessary. When you arrive at the store, a Mac Specialist will be waiting for you.

Personal Shopping Reservations

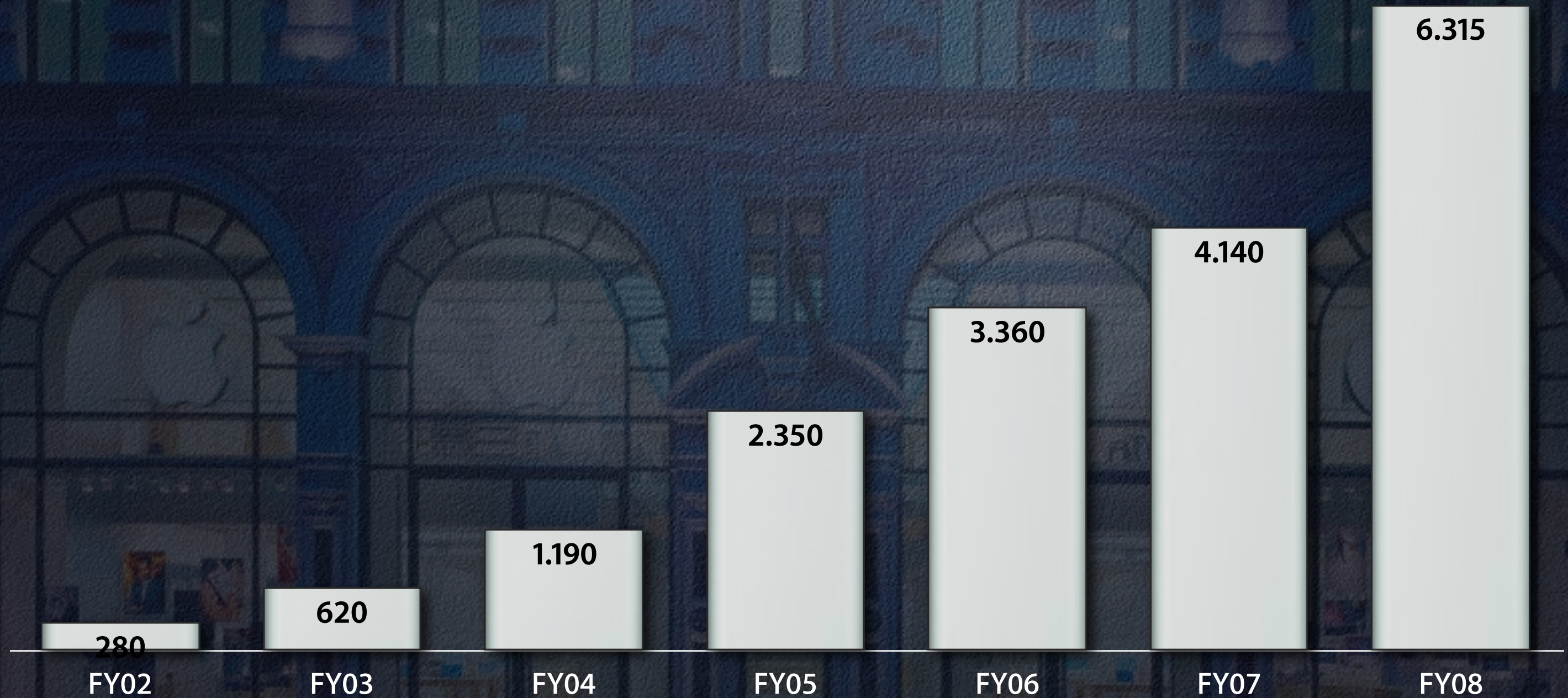
Book reservations up to 14 days in advance.

Select a State 



\$6.3 B revenue in FY08

Apple Retail revenue WW (\$M)



Most efficient retail performance

Annual sales per square foot (FY07)

