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## Macworld Daily News

Thursday - July 21, 2005

### Momentum builds for Apple in the enterprise

By Macworld staff

Apple isn't just enjoying success with music products driving Mac sales - the reborn company is attracting interest from enterprise customers, too.

The environment has changed. A report from [Computer Dealer News](#) describes corporate IT customers as recognising the company's credibility, "like a 180-degree U-turn".

Willi Powell, strategic development manager for Apple Canada said: "We're finding [channel partners] that really never thought of selling or servicing Apple in a data centre space."

#### Open source opens doors

It's Apple's focus on offering broad support for popular open source solutions, such as SpamAssassin, within its Mac OS X 10.4 and Mac OS X 10.4 Server systems that is drawing new customers into the fold.

"What we're finding is any company with a firm IT infrastructure setup really seems to be opening their doors to Apple servers, and that's been a bit of a change over the last 12 months," one reseller said.

#### Look into the Oracle

Apple's relationship with Oracle is also helping build momentum in the market, as that company will sell its software to large companies and follow that sale up by suggesting they use an Apple server, such as Xserve. The killer argument for IT infrastructure managers is price and power.

In the past, IT managers have argued that while they like Macs, they "do not fit into our corporate policy management, which is based on Active Directory."

Stephan Pinheiro, president of Montreal-based reseller Mac 911 said: "This is no longer an excuse, period."

Third parties are developing bespoke solutions that integrate Macs, and Apple's Xsan-supporting products - which are significantly cheaper than the

#### Macworld reader poll

I am more likely to play computer games...

- Specially ported for Mac
- PC games on Mac via Boot Camp
- On a PC
- On a Playstation
- On an Xbox
- On a Nintendo
- On something else
- Never

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competition - are "exploding" on the market, the report claims.

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