



# The Web. Sink or Swim.

Apple's cross-platform approach to create dynamic, profitable websites.





Swim Well.





# Finish First.

The leading platform for creating dynamic profitable websites. **WebObjects.**

When it comes to extending their businesses to the web, many companies are, well, treading water. Many have launched websites, yes, but the typical website presents the cyberspace equivalent of a corporate brochure, perhaps with a spinning logo and flashing text. Other innovative companies—like the ones featured in these pages—are putting the web to genuinely profitable use. Exactly what do they know that you should pay attention to? They know that success on the web does not begin with static HTML pages, but with a strong corporate brand image that can be deployed across multiple media, including digital media. And they know that a strong brand image combined with thoughtful attention to customer service can attract new business. Shorten the sales cycle. Forge closer ties with customers. And save—and make—money. Like thousands of other companies, the businesses

in these pages are using Apple® Macintosh® computers and Apple® technologies to create digital assets and deliver them over the Internet across geographical boundaries, language barriers, and different computing platforms. What sets these organizations apart is their application of Apple's award-winning cross-platform WebObjects object-oriented development environment. With WebObjects they're building dynamic, interactive websites that are tied to the same services and data that run their businesses.

Customizing information to meet the needs of their customers, one-on-one, in real time. Making it easier for the customer to buy. And transforming the web into a new source of revenue.





www.cythere.com

JACQUES HERVÉ ROUBERT  
President Cythere



“We don’t want to make  
the most websites  
just the best ones.”



Cythere, Paris, France. Founded 1995—First website 1996. With its ability to deliver “interactive solutions for the global village,” this advertising agency has attracted the attention—and business—of high-profile clients such as Evian, L’Oreal, Dannon, and Club Med.

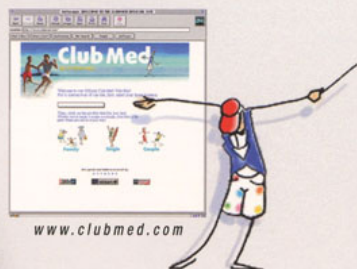
## WIN/WIN RELATIONSHIP

When it comes to extending branding and business over the web, the advantage lies with the company that can personalize the channel—and with the advertising agency that knows how to do it.

That’s why, for Cythere, Inc. and its clients, it’s a win/win situation. With its ability to go beyond animated web brochures, Cythere helps clients stay ahead of the competition. And by offering services only cutting-edge agencies provide, Cythere enjoys its own advantage in the hotly competitive advertising world.

Cythere’s forward-thinking approach extends beyond simple website creation. Recognizing the strategic importance of digital assets, Cythere provides services that include strategic planning, performance monitoring and analysis, marketing and hosting. That’s why, for multinational organizations such as L’Oreal, Evian, and Club Med, Cythere was the natural choice for helping them convert traditional content into digital assets, and extend their already-worldwide presence through the web.

Cythere’s key to success? Apple technologies—and particularly the WebObjects



C Y T H E R E

SOLUTIONS INTERACTIVES POUR LE VILLAGE PLANETAIRE

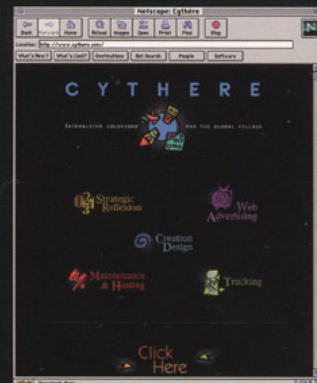
development environment. From the beginning, Cythere’s designers have relied on Macintosh systems as the standard for digital content creation and asset management. But WebObjects is the key strategic weapon, because it enables Cythere to create dynamic websites that reflect the unique needs of each client.

Because WebObjects is scalable, Cythere can start small—for example, build a first-generation website with a single interactive application—and expand later on simply by reusing and adding components. “WebObjects helped us win the Club Med account,” noted Eric Vieilleigne, Cythere’s Chief Technology Officer. “WebObjects permits everything. The development is not difficult; the challenge is to understand individual needs.”

**Only Apple** | WebObjects is the only web platform that lets developers and designers combine their talents without the solution getting in the way. HTML layouts for applications built in WebObjects are separate from the script and code of the application, so graphic designers don’t have to tiptoe around database code or other technical complexities. They can focus on what they do best.

## Apple Technologies—Tools for Modern Times

Cythere’s entire creative staff, including 15 in-house designers and a raft of freelancers, rely on networked Macs for creative development and HTML scripting. Says Vieilleigne: “Because of the nature of the Internet, we have to achieve both quality and fast response time. So we use what works, which is the Mac. We change the pages on our sites weekly, but with WebObjects we can change things instantly if we want to try a new avenue.”



## Zero Downtime

Thanks to WebObjects, Club Med’s cyber travel agents are dependably available 24 hours a day, seven days a week, worldwide. Says Vieilleigne, “WebObjects has both the power and stability that we need to run an interactive site like this. The Club Med site hasn’t crashed once since it has been online, and it only uses about three percent of our CPU power.” Using WebObjects, Club Med can administer content from an Internet browser and update club information, such as new restaurants and black-out periods, on the fly.





www.clubmed.com

**ANDREW JORDAN**  
President, Club Med Sales, Inc.



“Personalizing  
content is key  
to our business.”



**Club Med, Worldwide. Founded 1950—First Website 1994. With more than 100 villages in 33 countries, Club Med offers vacation packages that do everything but pack your suitcase.**

## THE VIRTUAL GLOBAL VILLAGE

The web isn't all about work. At Club Med's website, you can plan your ideal vacation. Log on at your convenience, 24 hours a day. Club Med will gather personal information—such as your location and status as a single, couple, or family—and, based on your responses, will be able to provide a list of clubs that meet your specific criteria, give you a cybertour of the various facilities, and respond to your online questions, all with the click of the mouse.

The dynamic new Club Med website, built using the WebObjects development environment, has tremendous strategic value to Club Med. At the same time the website helps customers sort through products to find the one that's right for



them, it reinforces Club Med's larger brand image positioning and reputation for friendly, personalized service on a global scale.

Before Club Med launched its own interactive website, visitors could reach a static site through a third-party. But third-party sponsorship wasn't giving Club Med the brand reinforcement it needed, so the company launched out on its own. It recognized that the demographics of web users closely corresponds to that of Club Med's customers, and viewed a dynamic website as a valuable strategic tool.

Because it's based on WebObjects, the new Club Med website can deliver targeted ad banners, customized "Good Deals" that compress the sales cycle, and a weekly contest that encourages users to spend time learning about—and purchasing—Club Med packages. And because WebObjects' monitoring tools allow Club Med to measure site performance—for instance, identify the villages that receive the most attention—it can more accurately focus marketing efforts to segments of online visitors.

**Only Apple** | With its localization support, WebObjects lets developers rapidly build applications that support multiple languages and character sets—including Kanji—without rewriting the application. This way, the same application can easily deliver appropriate information to multiple markets around the globe.

## Speaking Your Language

Club Med's website currently handles some one million hits per week, and as many as 300 simultaneous hits from visitors in 33 countries. In the future, it won't matter which language you speak, because the object-oriented architecture of WebObjects allows web developers to add language components with a simple drag-and-drop. There's no need to rebuild the core application.



## Web Surfing for Windsurfing

One of the major advantages of using WebObjects is the speed and ease with which webmasters can build sites, maintain them, and extend applications across the web. Andrew Jordan, president of Club Med Sales, explains: "Being in touch with anyone, anywhere, anytime in our global villages has been a dream for almost 50 years. Now on the web we can fully integrate our global marketing strategy, better serve our global customers, and achieve clearer branding, better communication, and increased sales."





www.cybermeals.com



“WebObjects is powerful  
enough to do  
what we want to do.”



cybermeals, Seattle, Washington. Founded 1996—First Website 1996.

Inspired by a scene in "The Net"—when Sandra Bullock orders pizza from her Apple PowerBook® computer—cybermeals gives "To Go" a whole new meaning in its role as the world's first online restaurant service.

## TASTY SITE

It might be considered a crazy marketing idea—maybe just as crazy as drive-thru or 30-minute delivery was years ago—but Tim Glass is on a mission to change the way we order food. cybermeals guides you to the menus of restaurants within a certain radius of your home or office, remembers that you don't like olives on your pizza, gives you a shortcut to your favorite combination of Chinese takeout, and notes that you don't want to drive more than three miles to get it.

For cybermeals founders, pioneering the world's first interactive restaurant service didn't mean posting a few menus and some flashing text on the web. To give visitors information they can really act on, they needed to create a website that could integrate databases, provide links to mapping systems, support multilingual voice recognition, and facilitate confirmations with an e-mail or a fax. They also had to find a way to manage frequent changes in menus, menu sizes, menu categories, order entries, restaurant reviews, specials, hours of operation, and

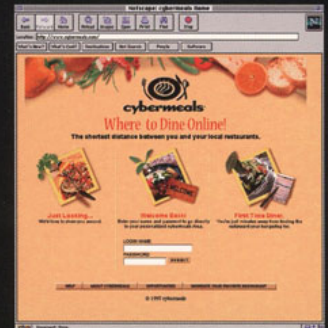
related services of 100,000 restaurants. And connect to customer service and merchant support systems.

WebObjects makes cybermeals possible. It provides the environment cybermeals needs to rapidly build dynamic websites that are fully integrated with data and complex back-end business applications. Which explains why HTML pages can be built automatically as customers make requests. Why a price that's changed in the database instantly appears on the website. And why cybermeals founders were able to launch an entirely new industry in just nine months.

**Only Apple** | WebObjects Enterprise helps organizations make the most of their digital corporate assets. Its Enterprise Objects Framework™ (EOF) provides the bridge to multiple legacy business systems—including Oracle, Sybase, Informix, and ODBC databases, mainframes, external systems and real-time data—and to the future of sophisticated distributed client/server Web capabilities.

## Bon Appetit

WebObjects enables cybermeals to give web visitors a fun, easy way to compare menus, check web-only specials, order from nearby restaurants—even order in advance for special events like Super Bowl Sunday. It also gives restauranteurs an opportunity to increase business by reaching a new, untapped market of sophisticated, Internet-savvy customers. Restaurants don't need a computer to take advantage of cybermeals, because WebObjects links the website to a voice response system that delivers orders over the phone.



## A Solution for the Future

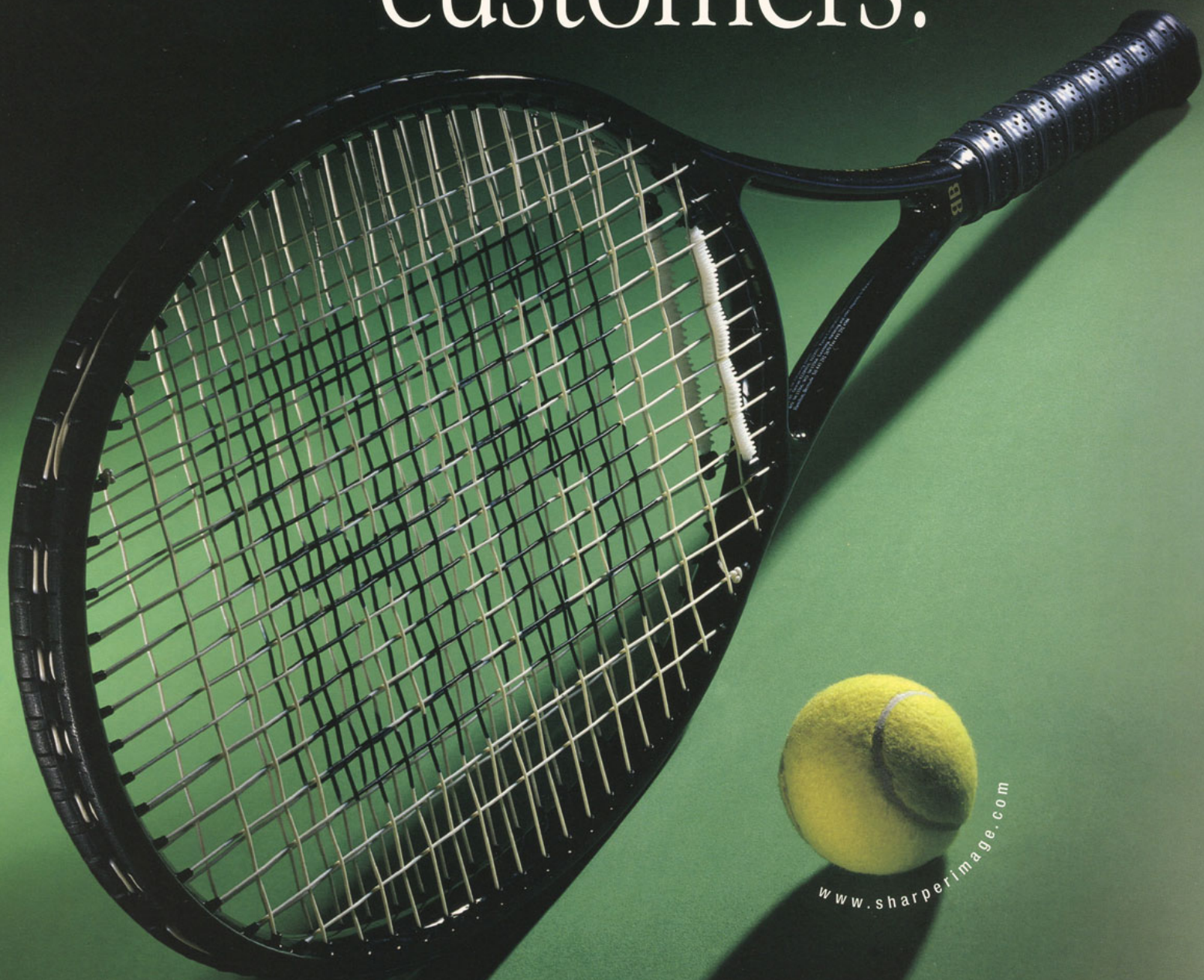
Brian Cupps, cybermeals co-founder and chief technology officer, chose WebObjects as the foundation for the Internet-exclusive business because it keeps the website flexible and easy to maintain.

"I thought, 'Well, we'll choose the technology. We'll spend all this money building this app, and then I'm going to find something better.' But to this day, we think this platform is very solid. I don't see anything out there that comes close. In fact, the challenge has come less from the technical challenges than from trying to integrate with real life."





“We really have an obligation to our customers.”



[www.sharperimage.com](http://www.sharperimage.com)



The Sharper Image®, San Francisco, California. Founded 1978—First website 1994. This specialty retailer sells innovative quality products through retail stores and catalogs—and now through a dynamic, interactive website as well.

## SHARPER MARKETING

Static product lists and brochures still have their place, but The Sharper Image has gone beyond. Sharper Image customers like to stay on the cutting edge. That's why it was an obvious decision for the popular retailer to upgrade its website into an interactive store that could market products on a one-to-one basis. The demographics made too much sense for the company not to.

Relying on WebObjects to provide the enterprise-wide platform for the new web effort, Sharper Image had the interactive site up and live in 30 days. The first

month, web-based sales jumped more than 200 percent, accompanied by an increase in order sizes. And the company's website went from a pop culture artifact to the fastest-growing, most profitable segment of the business, doubling itself every three months.

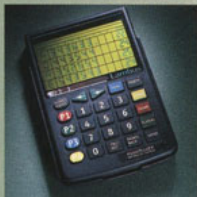
For Sharper Image customers, the new website offers a truer shopping experience—especially in terms of convenience, selection, and service. Visitors now have the power to find what they want, put the site's intelligent Gift Finder to work, take advantage of web-only coupon incentives, and get faster responses to their e-mail. Most importantly, visitors can now see more products than ever, including the new products not yet published in the print catalogue.

For The Sharper Image, WebObjects offers the ultimate tool for managing complexity. Webmasters can change anything—price, product, special offer—and instantly propagate the change out across the enterprise. They can add hundreds of products at a time, without worrying about space limitations or production costs—and without

having to pay programmers to write and revise thousands of HTML pages. This kind of efficiency brings another important benefit: the freedom to inexpensively test new products and promotions before committing them to ink.

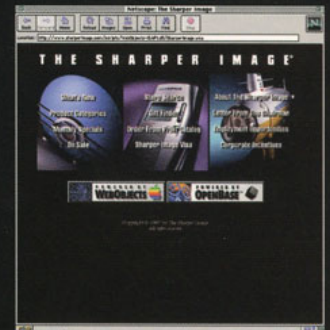
## THE SHARPER IMAGE®

**Only Apple** | WebObjects makes it possible for retail businesses to manage the baffling complexities inherent in maintaining an interactive virtual store. WebObjects reusable components make it easy for developers to build multiple front ends to the core logic of an application so it can be used both internally and externally. The WebObjects application automatically builds appropriate pages according to the visitor access level.



## Managing Complexity

With advances in WebObjects itself, The Sharper Image will be able to mature its complex site, at its own discretion. It can move to another database in minutes, for example, using WebObjects' built-in adapters. Or add a component that analyzes customer behavior. Or generate one-to-one custom catalogs based on visitor responses. The beauty of WebObjects is that its pre-built components give users the power to build dynamic network applications with a simple drag-and-drop, whenever they're ready.



## Points of Growth

WebObjects gives The Sharper Image the potential to do more and more—a subtle but big difference from websites that depend on time-consuming HTML programming. To gain that flexibility, Alternative Media Manager Joshua Tretakoff says, "We needed something that was automatic, that was scalable, that would grow with us. We started to get a lot of pitches where people said 'I've got this cool catalog application,' or 'I've got this great shopping basket application.' But we didn't want pieces. We wanted a comprehensive framework, an enterprise-level solution that would grow and provide us with a jumping off point from any one of a number of ways. WebObjects gave us that."





“Speed is our  
competitive  
weapon.”

**TIM FLEMING**  
VP of Systems Architecture, E\*TRADE



[www.etrade.com](http://www.etrade.com)



E\*TRADE Group, Inc., Palo Alto, California. Founded 1992—First Website 1995.  
A leading provider of online investing services, E\*TRADE lets customers control their investments through secure, online trading and portfolio management.

## REINVENTING AN INDUSTRY

Between 6:30 a.m. and 7:30 a.m. on a typical business day, the website belonging to E\*TRADE Group hops. That's when thousands of E\*TRADE customers—all individual investors—go online to check quotes, execute transactions, and take advantage of financial services normally available only to full-service stockbrokers. Best of all, customers use E\*TRADE services at a fraction of the price charged by traditional brokers.

How does E\*TRADE do it? By building a web-based business so innovative that it is changing the entire DNA of the financial services industry. The keys to E\*TRADE's phenomenal success are, first, its dedication to an all-electronic business model that rapidly adapts to changing needs. And, second, speed. The simple reality is that other guys are going to grab a piece of this new online pie if another web-based



trader isn't on its toes building new products, developing better, more intuitive websites, and finding faster ways to execute transactions.

That's why E\*TRADE is using WebObjects to build prototypes of advanced web-based financial services. "A lot of other companies have object-oriented technology," says vice president of systems architecture Tim Fleming, "but WebObjects has a framework that gives us a lot of flexibility to change things as we move downstream." In its first evaluations, E\*TRADE is using WebObjects to create a web-based front end that can be customized for 20 different languages and countries, simply by dropping a few templates into a development framework. This way, E\*TRADE can move from a U.S.-based business to an international model, sustain a personalized service environment for customers—and continue reaping the rewards of its own bull market.

**Only Apple** | With WebObjects it's easy to multiply the power of web applications. With a few mouse clicks, an application can be distributed across multiple servers with dynamic load balancing. And fail-over protection means that visitor requests will always be served, even if one server is temporarily unavailable.

## Load Balancing for Peak Performance

E\*TRADE processes tens of thousands of trades a day, but most transactions—as well as hundreds of thousands of information requests—hit during market hours each day. "What I really like about WebObjects are its monitoring tools for load-balancing across our servers," says Fleming. "WebObjects isn't just a collection of objects—it's a tool that lets us manage, maintain, and adapt our Internet environment to our unique situation."





# Swim with Fins.

Build profits on your own strengths with Apple solutions.

Apple's technologies and products give you something no other platform can: The world's simplest, most open, and most powerful way to extend your brand and your business.

Kick hard. Swim fast. Don't let anyone catch up.

## Digital Brand Building

The Macintosh platform has always been the premier computing platform for multimedia developers, graphic artists, web developers, and print production professionals. Most wouldn't use anything else when they want to capture, create, and communicate brand content consistently across multiple media.

With its ease of use, power, and seamless system flexibility, Apple's Mac OS 8 operating system gives you complete creative control. Not only does it put powerful design, print production, new media, and video capabilities at your fingertips, it also lets you communicate your ideas quickly and with the highest quality—in print or on screen.

With the Apple Power Macintosh® 9600 series of computers, you'll fly through photo retouching, color manipulation, 3-D modeling, and video editing tasks. Specifically engineered for design professionals, the Power Macintosh 9600 series combines blindingly fast PowerPC™ processing with improved graphics performance in a new, easy-access tower design. The Power Macintosh 9600 MP boosts performance with an additional PowerPC processor. In addition, with built-in Apple technologies such as ColorSync® you can count on consistent color reproduction from scan to screen to printout to press to web.

Best of all, applications that support Macintosh multiprocessor capabilities—for instance, Adobe Photoshop®, Strata StudioPro Blitz, Deneba Canvas, and ElectricImage Animation System—translate into performance gains of more than 50 percent. With these leading design tools, and the extensions that complement them, you'll find that turning creative ideas into profitable digital assets is limited only by: *your imagination.*

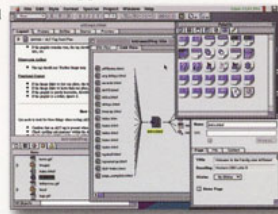
Design

## Web Content Authoring

There's good reason why nearly two-thirds\* of all web sites are created on Macintosh systems. Professionals who use Macs to create digital media are more profitable and more productive—and they get products to market faster.\*\* Which is good news, whether you're a small business building your first web site, or an established corporation deciding on your web strategy.

The Apple Power Macintosh 8600 series is ideal if you're a media author, because with near-broadcast-quality video input/output capabilities, it lets you easily give new life to text, sound, graphics, and images by re-expressing it as QuickTime® media. With QuickTime VR, for instance, you can take still photographs and create a 360-degree, fully navigable, fully interactive virtual reality environment for the web. Like the Apple Power Macintosh 9600 series, the Power Macintosh 8600 features fast PowerPC processing, the new tower design, built-in Iomega Zip drive, and built-in graphics acceleration.

Image capture devices such as the Apple QuickTake® digital camera and the Apple OneScanner® make it easy to digitize brand assets for the web. And applications such as GoLive CyberStudio give you unprecedented creative control and flexibility when authoring a website. GoLive CyberStudio allows simultaneous access to WYSIWYG tools and raw source editors for HTML and JavaScript, and provides support for Netscape plug-in compatible media, Java applets, and WebObjects from drag-and-drop palettes.



\*The Macintosh has a 64% market share of the web authoring industry, according to Web Week magazine. \*\*A recently completed five-year study by GISTICS Inc. of Lakespur, California, found that professionals who create digital media realize higher profitability, higher productivity, and faster product cycles when using a Macintosh computer. The study shows that these professionals enjoy profits 32% higher than the industry average, 73% higher than those using SGI systems, and 108% higher than those using Windows-based systems.

Author





# Develop

## Web Application Development

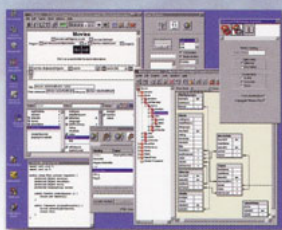
WebObjects Developer gives you incredibly powerful tools that bring web sites to life. Use this cross-platform development environment to build scalable, server-based applications that generate "live" interactive web pages tailored to each visitor's needs. In a fraction of the time you'd need with other methods.

No wonder WebObjects Developer earned the prestigious PC Magazine Editors Choice award—and the comment, "A very impressive product with a lot of depth."\*

Develop WebObjects Applications on Windows NT, OPENSTEP for Mach, and soon the new advanced Apple operating system, code-named Rhapsody. You also can build applications using such familiar scripting and programming tools as Java, C, C++, and Objective C. Support for server-side Java integration means you can write WebObjects applications entirely in Java, with full client-side interactivity for Java applets. And you can vend web media types—for instance, Java, ActiveX, Acrobat, Shockwave, VRML, RealAudio, and QuickTime in your documents.

Simplify and speed the development process, thanks to WebObjects integrated project management capabilities and a visual development environment. Unlike typical code-generating tools, WebObjects' Database Wizard makes the connections between your application and database to provide a solid starting point from which to build. And it's as easy as drag-and-drop when you want to reuse components in a new application.

WebObjects Developer also lets you integrate web applications with legacy data without having to rewrite data and applications. And adapters for Oracle, Sybase, Informix, and ODBC databases and mainframes let you develop multitier applications that are truly data-source independent.



\* PC Magazine, September 10, 1996

# Deploy

## Web Application Deployment

The well-proven WebObjects Enterprise provides a highly reliable, secure environment for delivering and maintaining interactive, scalable, server-based web applications for both the Internet and the enterprise. Which is why Infoworld editors describe WebObjects as "the Rolls Royce of web application server tools."\*

WebObjects Enterprise builds pages on the fly, collecting data from online forms, keeping track of users simultaneously through state and session management, and distributing requests across servers for dynamic load balancing and maximum performance. Deploy applications across platforms to servers running Windows NT, Solaris, HP-UX, and OPENSTEP for Mach, with support available soon for Rhapsody servers. For performance tuning and server independence, an adapter connects the WebObjects application to HTTP servers that support CGI, Netscape's NSAPI or Microsoft's ISAPI. Open client support makes it possible to deploy to any browser, push system, or applet.

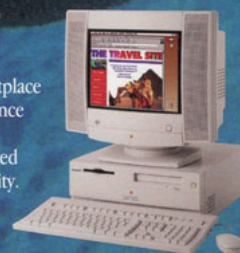
Unlike other environments, WebObjects Enterprise provides simultaneous access to multiple data sources. It also separates business logic from the user interface and data so you're not tied down by procedures stored in your database. Because applications and business objects are integrated with existing business assets, you enjoy a flexible business model, realizing huge savings in maintenance. Changes made by editing one object, for instance, ripple instantly through all applications. And databases can be added without modifying application code or interrupting service. Tools are also provided to monitor and track application servers across your network.



\* Infoworld, February 24, 1997

## Multimedia Network-Ready Systems

The Power Macintosh 4400 Series is the marketplace leader in value. It brings outstanding performance to the table with the PowerPC 603e RISC chip, advanced multimedia capabilities, fully integrated communications, and trademark Apple simplicity. The Power Macintosh 4400 exemplifies the synthesis of power, straightforward thinking, and affordability valued by business customers.



## Alliances, Support and Services

Apple value-added resellers and dealers can help you get Power Macintosh solutions, support and training for design and authoring projects today. And when you choose WebObjects, Apple's professional services teams are available to work toward your success. Highly skilled support engineers, trainers, and consulting teams (formerly of NeXT) offer their assistance along each step of a project. In addition, hundreds of Apple Enterprise Alliance members offer turnkey packages, specialized integration and training. Let our experienced people help you transform your ideas into content. Content into systems. And systems into profits in your markets, around the globe.





*For additional information on Apple Internet solutions including WebObjects visit:*



[www.apple.com/internet](http://www.apple.com/internet)

Master the Media. Extend your Business.

Start today, contact a representative about enterprise products and services.

If you would like to build WebObjects based solutions for resale or consulting services, join Apple's Enterprise Alliance Program.

*Visit [enterprise.apple.com](http://enterprise.apple.com) or call 1-800-879-6398 (1-415-424-8500 outside of the U.S.)*

For information on upcoming Apple seminars:

*Visit [www.seminars.apple.com](http://www.seminars.apple.com) or call 1-800-776-2333.*

For more information on the merits of digital brand building  
and content authoring with Apple technologies:

*Visit [www.masters.media.apple.com](http://www.masters.media.apple.com).*

For more information on Apple products:

*Visit [www.apple.com](http://www.apple.com), call 1-800-776-2333 or by fax, call 1-800-896-3407.*

To talk to an Apple value-added reseller or dealer:

*Visit [var.apple.com](http://var.apple.com) or call 1-800-538-9696.*



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