



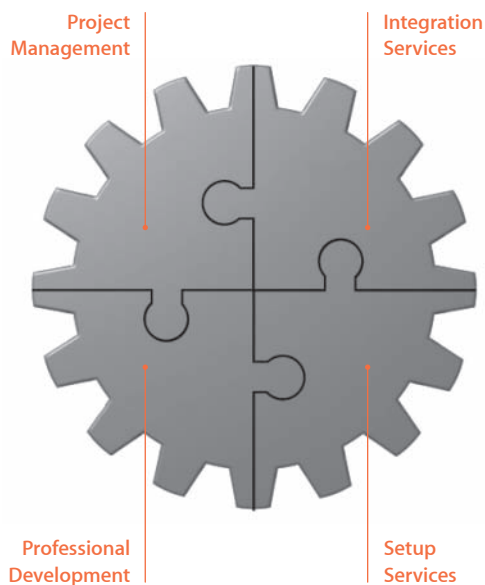
Apple Education Professional Services
Turning technology into educational solutions.



Professional services from true professionals.

Apple Education Professional Services is uniquely qualified to help your institution deliver on the promise of educational technology—more effective faculty and higher student achievement. We've been committed to providing innovative technology solutions and professional services to education for more than 25 years.

Today, our technical services and professional development experts are among the industry's most experienced and respected, drawing on both technical and educational backgrounds. They are dedicated to helping you leverage your technology investments to make an educational difference.



Services tailored to your specific educational needs.

Whether you are in a K–12 school district or on a university campus, Apple Education Professional Services has a complete array of service offerings to meet the diverse needs of education. Our services include Professional Development, Project Management, Integration Services, and Setup Services. Within those services, you will find all the help you need.

Here are a few examples. We can help you plan and implement a full Apple 1 to 1 Learning Program, or deploy a high-performance computing (HPC) cluster for a research lab. We can help you create a campuswide technology solution, or integrate our technology with your existing systems. We can help your faculty integrate technology into their curriculum, or provide technical training to help your staff get the most out of Mac OS X and Mac applications. In other words, whatever your educational technology needs, we can help.

Apple Professional Development. Teaching technology solutions.

If technology is to enhance education, faculty and administrators must know how to make the most of it. They must understand its capabilities, how to integrate it into the curriculum, and how to leverage it to improve student engagement and achievement.

You can choose Apple Professional Development (APD) options from within each of four strands:

- **Assessment and Consulting Services**—Provides custom professional development solutions, including preparing educators to implement a 1 to 1 Learning Program, assessing technology skills and competence, and evaluating progress
- **Leadership Development**—Prepares school leaders to better manage change and become more effective innovators
- **Digital Literacy**—Provides new and experienced educators the opportunity to learn about new hardware and applications, all from an educational perspective
- **Technology Infused Learning**—Designed for educators already familiar with technology in the classroom, emphasizes leveraging digital tools to engage students, enhance learning, and meet state content standards



Apple Project Management.

Ensuring successful deployments.

Educational technology deployments require expertise to minimize risk and ensure success. Apple project managers provide that expertise. They coordinate and oversee the entire deployment process.

Apple Project Management services are especially valuable in large-scale or complex deployments, such as Apple 1 to 1 Learning Programs and HPC clusters, servers, and network storage. For example, in 1 to 1 deployments, project managers coordinate all predeployment activities, from imaging and configuring IP addresses and security settings to asset tagging, staging warehousing, and student deployment. Similarly, in cluster engagements, our project managers keep track of the project scope, schedule, and budget, while coordinating racking, stacking, and benchmarking. Our expertise in managing these detailed logistics reduces your risk by ensuring timely, successful deployments that meet your educational goals—and your budget.

Apple Integration Services.

Add our experts to your staff.

If your IT staff is already stretched to its limits, you'll understand the value of Apple Integration Services. Our highly trained technical services consultants make your life easier by efficiently handling any or all of your integration needs. They'll work hand in hand with your staff or handle your entire implementation, according to your unique needs.

Our services encompass a wide variety of complex system implementations and include technical mentoring, knowledge transfer, and technology assessments. Our integration expertise extends to client management, directory services, Active Directory, iTunesU, and other technologies that may exist in the heterogeneous environments of your institution.

Apple Setup Services.

Ready, set up, go.

Your deployment of new computers is almost ready to go. All that's left is to set up the computers, connect the cables, and take out the trash. Do you have time to do that? Apple Setup Services provides skilled and efficient technicians to unpack and set up your computers, install applications, upgrade hardware, install and configure AirPort Extreme networks, connect all cables and printers, and even remove all packing materials from your site. When we're done, you're ready to run.

AppleCare Protection Plan for Education.

Long-term peace of mind.

With the purchase of an AppleCare product, you get extended hardware warranties and access to Apple experts who are knowledgeable in all aspects of your Apple solution—from Apple hardware to the Mac OS to Apple applications.

We design our AppleCare products to scale according to your needs, providing expert service and support to students, educators, and educational institutions alike. And because Apple builds the entire computing solution—from hardware to software to the operating system—AppleCare can provide the kind of integrated support that you can't get anywhere else. Choose AppleCare—one phone call can address almost all of your technical needs. To learn more, visit www.apple.com/education/products/applecare.html.

Technical training.

Creating gurus.

The more technical personnel understand about Mac OS X products and applications, the more success they'll have supporting them. We offer a variety of technical training programs, including certification, that will make your staff more knowledgeable, self-sufficient, and effective in the support of Apple products and technologies for education. Apple Authorized Training Centers are located throughout the country. To learn more about Apple technical training, visit www.apple.com/training.



Planning for a successful implementation.

Thinking it through.

You've talked and dreamed about transforming your learning environment. Now is the time to capture those ideas and turn them into reality. Apple is here to help.

Leadership—Before you start planning, you need to identify the members of the planning committee. Each member of your group must have a common understanding of the purpose of the planning effort. Systematically communicating with key influencers and major constituents throughout the process will be crucial to your success. Let Apple education experts facilitate workshops to help you create a shared vision.

Assessment—The next step is to assess your current situation by developing a collection of baseline information that clarifies what it will take to reach your goals. The result of that assessment, along with your shared vision and goals, forms the basis for developing a plan. Apple can assist by assessing teacher skills and knowledge of technology within your school and analyzing your needs.

IT and infrastructure—A survey of your current IT infrastructure assets provides essential information about your readiness to support increased information and instructional services. Apple can help in assessing your architecture and IT needs and can provide core IT services, as well as custom Integration and Setup Services.

Curriculum—Transforming teaching and learning is at the core of creating a 21st-century learning environment. Apple focuses on supporting your teachers through skills development, project-based learning strategies, and differentiated instruction and by providing content and collaboration resources.

Deployment—A good project plan is perhaps the most important consideration for a successful deployment. Apple is prepared to help manage your project's scope, schedules, costs, and communications and to think about all the details. We can assist with project logistics—images, asset tags, or even an asset management system.

Postdeployment—Once your implementation is up and running, it's time to start planning for a summer refresh—product cleaning and repair, new images, and a reevaluation of your infrastructure. This is also a good time to prepare your plans for new faculty development and continuing IT skills development. As always, Apple is ready to help.

See the difference we can make.

You've invested in innovative Apple technology to accelerate learning and raise achievement. Apple Professional Services is uniquely qualified to help you maximize the return on that investment. To learn more about the difference we can make, please visit www.apple.com/education/services or call 800-800-2775 to speak to an Apple Education representative.