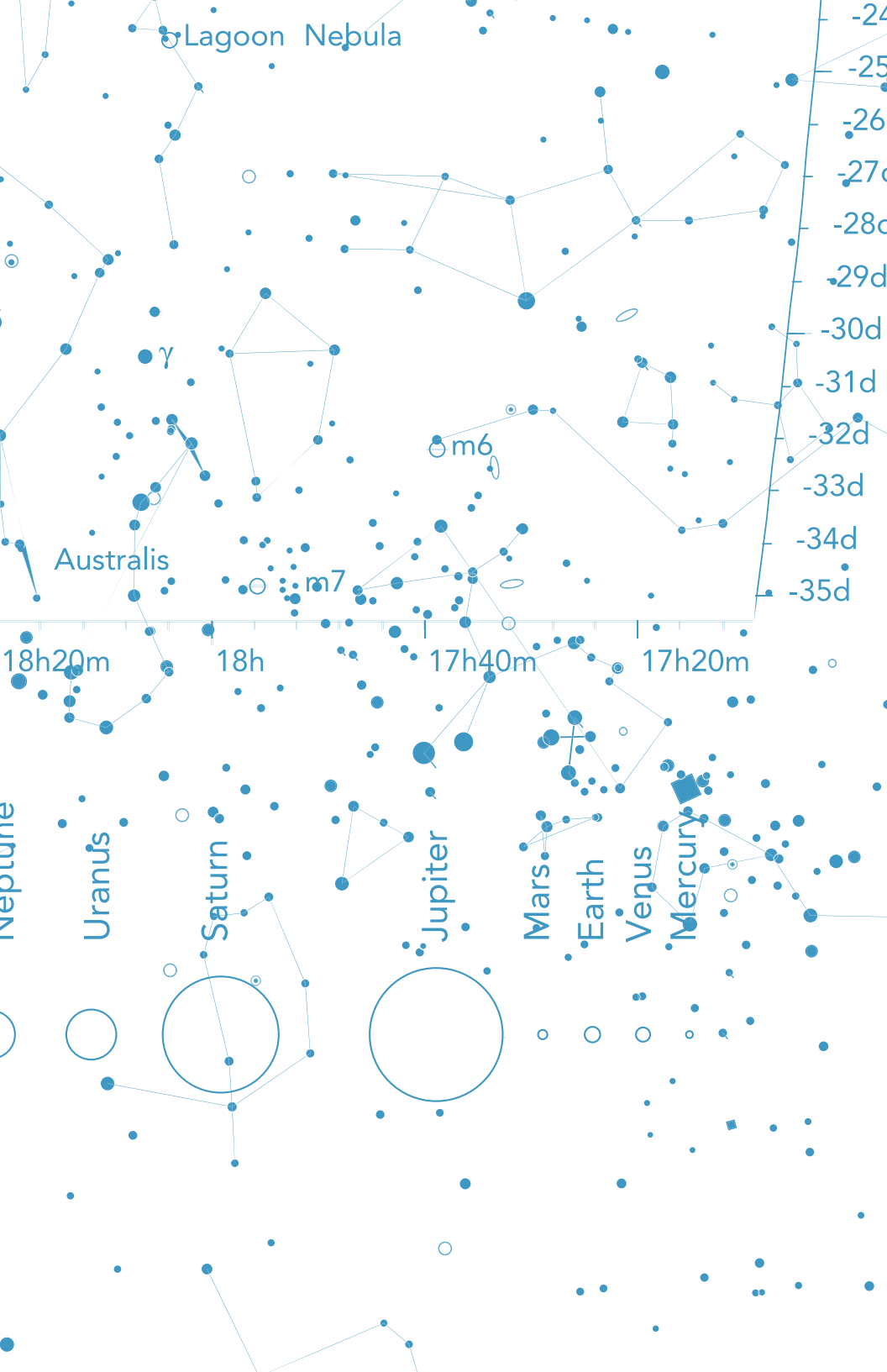




THE OFFICIAL

**MACFORCE
HANDBOOK**



THE OFFICIAL MACFORCE HANDBOOK



100 SE SALMON ST
PORTLAND, OR 97214

503.231.7707

WWW.MACFORCE.COM

My fellow adventurer,

Welcome to MacForce.

To us, this is more than a business. It's an ever-growing passion. Everyone here is doing what we love. When we're not working on Macs, we're using them at home.

For the past decade, MacForce has succeeded through the ups and downs of the Apple market, and we've clung to the ideals shared by Apple and its users: Computers are tools, not puzzles. They should be simple to use and powerful in execution.

So go ahead, ask us anything Mac-centric. On the rare occasion that we don't have the answer, we'll search high and low until we find it.

We consistently exceed customers' expectations by providing them with superior service and by becoming a partner in their pursuit of seamless technology that gets the job done.

It's the MacForce way.

Sincerely,



Shane Spiess
Founder, President
MacForce

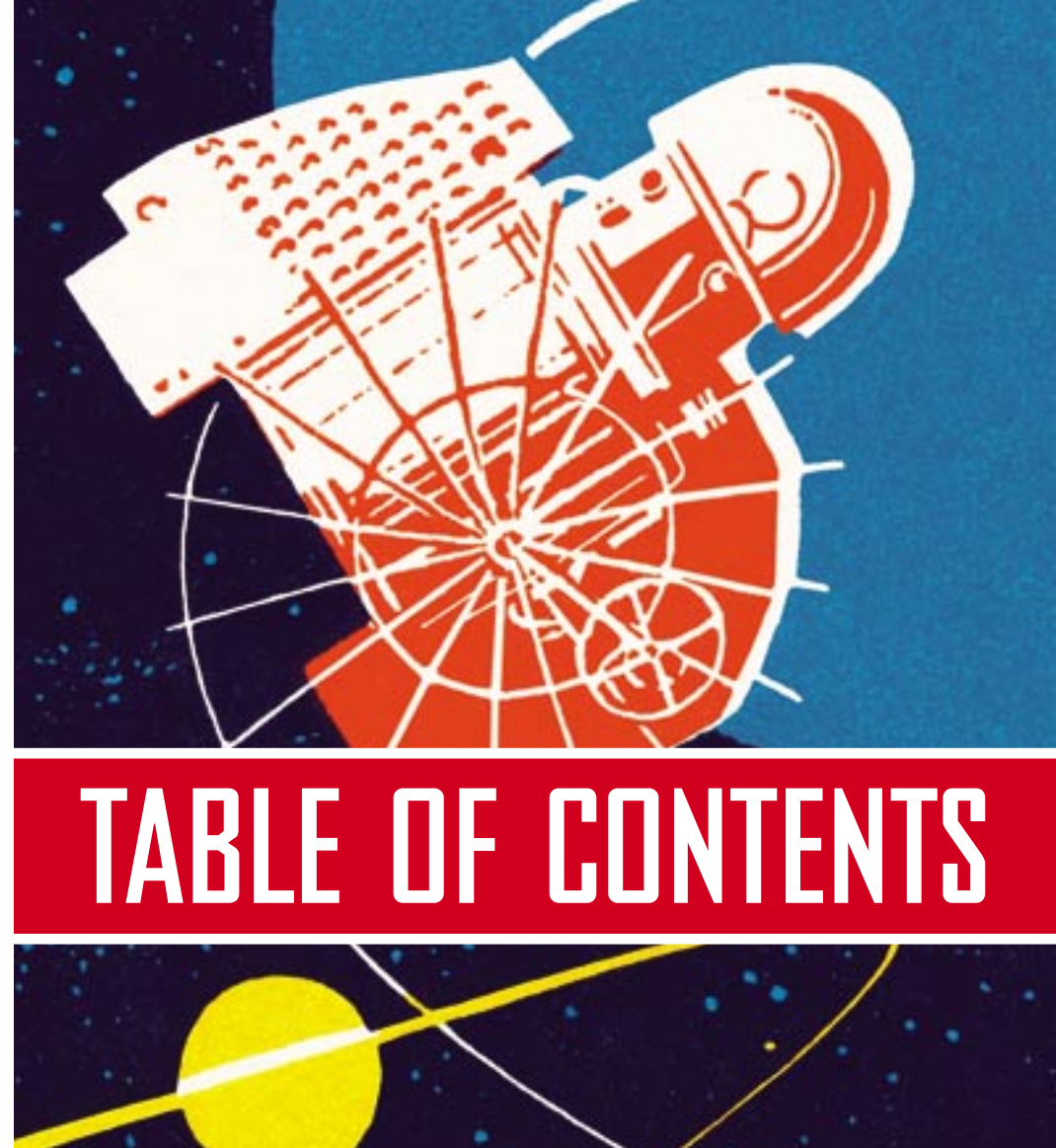


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ELITE TECHNICIANS,

BUT NOT ELITIST



Our staff is made up of like-minded Mac jockeys: lively, creative individuals who live to explore the frontiers of technology. And we've grown by offering our honest opinions, years of expertise, hands-on training, speedy service and no-nonsense sales approach.

Apple awarded MacForce with the coveted Apple Specialist status — the highest level possible — for being fanatically focused on everything Mac. Apple provides us with the best possible support and resources available, and we pass that on to our customers. And as an Apple Specialist, we're among the first to have access to all Mac-related products. Plus, we can offer competitive pricing.

A MACFORCE TECHNICIAN IS ...

Truthful	Telling it like it is, whatever "it" might be.
Brave	We have opinions, and we're not afraid to share them.
Kind	Like one big, Mac-happy family.
Communicative	What you want to know, in words you understand.

ARTICLE ONE: NO-PRESSURE SALES

Before we even think of offering you a product, we make it our mission to know what your mission is. Whether it's design, multimedia, law, architecture or some other endeavor, knowing your business is our business.

THE MISSION COMES FIRST

We started as a service center, not a reseller, and we wear that fact like a badge of honor. We sell Apple products because our customers asked us to. And to make sure we're living up to customer expectations, the MacForce crew lives by strict orders: Listen to the customers' needs first, then match them to the right technology.

Our sales team doesn't work on commission, so the focus is on making you happy, not squeezing your budget. We don't just sell you Macs and send you on your way. We listen to your needs and use that information to offer customized hardware, software and service solutions to match. And, as an Apple Specialist, we have access to competitive prices, and we happily share that with our customers.

THE MACFORCE SALES PROCESS

1. Listen	Learn about the customer's needs.
2. Explain	Tell them about options.
3. Listen again	Get specific.
4. Recommend	Offer a customized solution.





YOUR OUTPOST FOR ALL THINGS MAC

Our Apple-Authorized Reseller status allows us to offer the latest custom machines straight from the source. So if you love the machine but need twice the hard drive space, or you'd like to upgrade to a Superdrive, consider it done.

What's more, our engineers can come out, set it all up and answer those inevitable "How do I make this cool new thing work?" questions. We provide customers with face-to-face post-sales support, too. Got a problem with your Mac? We want to know about it. It's an ongoing relationship.

TRY BEFORE YOU BUY

The moment you step into the gleaming MacForce Headquarters, our devotion to the Apple will be obvious. Sit down at a Demo Pod to experiment with the latest machines, peripherals, software and accessories. See how everything works together. Play around with Adobe Photoshop or Final Cut Pro. It's all here to explore.

LEADERSHIP: NAMES YOU TRUST

Here at MacForce, we're entrenched in the technology trends of our industry and yours. But then, it's easy when we work with software and hardware leaders like these:

HARDWARE

- Apple
- Wacom
- LaCie
- Canon
- Xerox
- Microtek
- HP

SOFTWARE

- Apple
- Microsoft
- Adobe
- Macromedia
- Extensis
- Intuit
- Quark

TO PROTECT AND SERVE EVERY MAC ON THE PLANET



When you sign up for a service contract with MacForce, you're creating a partnership with us to increase your company's uptime. It's like hiring an IT department without paying the extra rent.

You can focus on what you do best — running your business — while we keep your Macs, and everyone using them, happily productive. Depending on how you use your machines, you can customize a service contract to suit your needs.

Here are a few of the options we offer:

- Monthly system software updates
- Emergency on-site and service center repairs
- E-mail, Web and phone help-desk support
- Discounted and customized training
- Preferred pricing on sales and network services
- Loaner machines

ARTICLE TWO: SPEEDY SERVICE

No one better understands the “we need it yesterday” urgency of businesses. Our Apple-Authorized Service Center is streamlined to get your Mac back into action — FAST.

DONE RIGHT! DONE FAST!

As your service partner, we’ll also evaluate your systems and recommend a preventative maintenance program that works to keep everything humming along nicely. Sure, that might mean you’ll call us less, but we won’t take it personally.

You’ll also get our monthly e-newsletter, *The Rocket Report*. It’s chock full of helpful tips and solutions to common Mac-related problems, and it can be sent to anyone (or everyone) in your company.

We’re so dedicated to warp-speed service that we’ll pick up and deliver your machine. We can even zoom over to your offices to make a repair. And if you’d rather drop it off, we’re just seconds away from I-5 and I-84 in southeast Portland. Just tell us what’s easiest for you.

And we don’t use the conveyor-belt approach to repair. Instead, we talk to you about what you’re experiencing so we can get to the root of the problem. Then we quickly analyze the whole system, work our magic and put your Mac back where it belongs: in front of you.

Our Apple-trained technicians take an oath when they join MacForce: to give each Mac (and its owner) the personal care they deserve. It’s not just about fixing machines. It’s about providing answers to people’s technology challenges.

Simply put, our technicians are the best Apple minds in the Northwest. On average, they’ve worked in the business 10 years.



Our Mac experts perform warranty and non-warranty work and have solved practically every hardware, software and networking problem under the stars.

ARTICLE THREE: TRAINING FOR MENTAL FITNESS

New software, new technology, new machines: None of them are useful unless you know how to make them go. That's where the MacForce Academy comes in.

Our experienced faculty provides hands-on training for your staff so that they can sharpen their hardware and software skills in just a few hours. We'll even come to your offices if you prefer.

And if your software needs an update, your staff's knowledge base will, too. No problem — MacForce technicians can come in and update each machine while your employees work with our faculty to learn the new software.



SHIFT YOUR SKILLS INTO HYPERDRIVE

Naturally, we offer instruction on the software we sell. Examples of recent classes include:

- Introduction to Mac OS X
- Microsoft Office
- Introductory and advanced classes for all Adobe software
- Final Cut Pro
- FileMaker Pro
- MYOB FirstEdge and AccountEdge

Your employees' time is a valuable commodity, and we promise not to waste it. People learn by doing. So we put the tools in their hands and then lead them through real-world exercises. Upon completion of our class, your staff will be able to instantly apply their newfound knowledge.

The MacForce Academy faculty has years of experience in their field. We only use respected pros with a knack for quickly communicating the hows and whys.

REMEMBER: A FIRST-CLASS STUDENT ...

- Thinks fast
- Comes to class on time
- Studies hard
- Does the homework
- Asks smart questions
- Wears a helmet at all times

INTERNET SERVICE THAT REALLY FLIES



To simplify your life, MacForce offers complete Internet services. Our in-house Internet service provider, MacForceGo, offers all the connection options you need to bring the Web to your fingertips, whether you want the speed of DSL or the raw power of a dedicated T1 and T3. And we provide reliable Web hosting with plenty of bandwidth to send your message to the masses.

MacForce can also help you install your in-office network regardless of other machines you're using. Our specialty is helping Macs, Windows and UNIX talk to one another seamlessly — something made much simpler by Mac OS X's ability to speak natively with each of them.

We can help you design and install your entire network, with or without wires. The stability, security and speed of new wireless standards mean you might be able to save money on extensive rewiring.

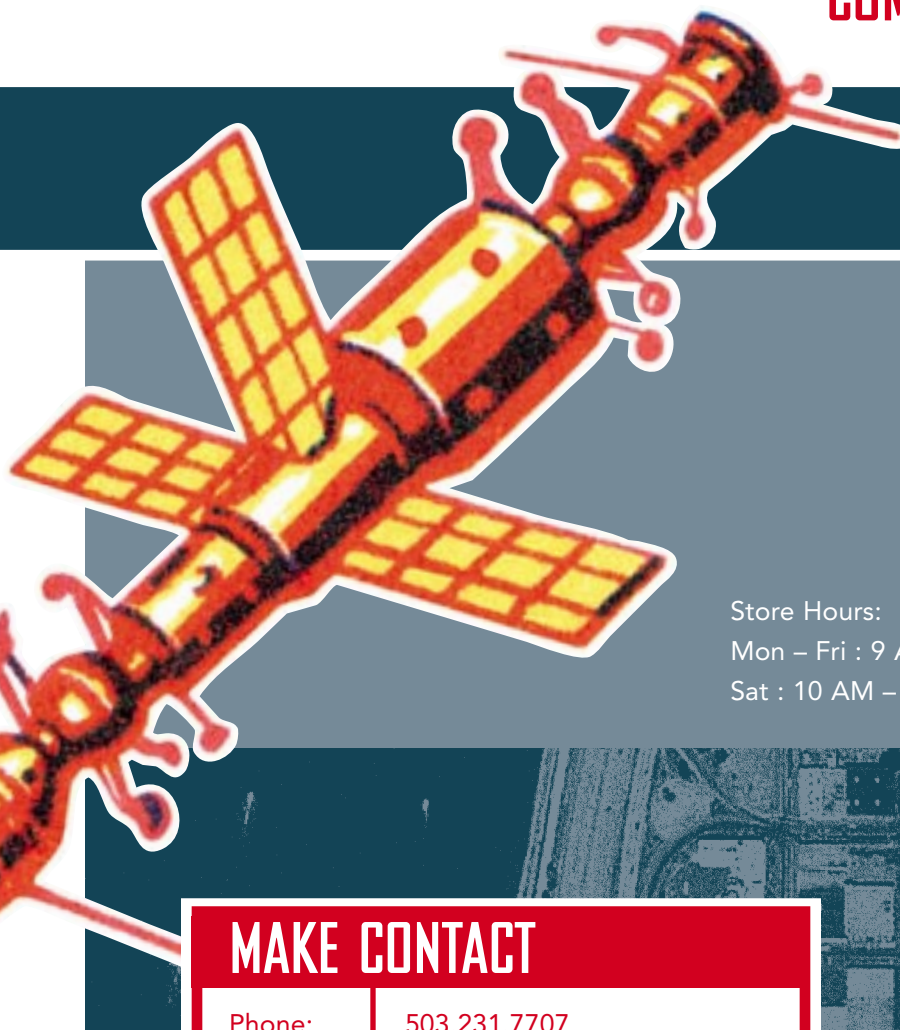
OUR EXTENDED FAMILY

While MacForce provides the widest range of Mac offerings in the Northwest, we can't do it all. Some services are best provided by other experts and specialists. So, for the convenience of our clients, we've rounded up a network of consultants to serve you.

You'll find we're very open to fresh ideas and outside opinions — if the answer you seek would be best handled by a consultant, we'll involve them early. And, to keep things simple, MacForce will remain your single point of contact.

Our consultants specialize in:

- Hardware and software engineer/certifications: MS Windows, Sun, Linux, Cisco, Internet, etc.
- Network/Internet security audits: the proverbial ounce of prevention.
- Software and database development: powerful but easy-to-use design.
- Web development: launching your brand on the Internet.
- Training: the best teaching minds in the business.



Store Hours:
Mon – Fri : 9 AM – 6 PM
Sat : 10 AM – 4 PM

MAKE CONTACT

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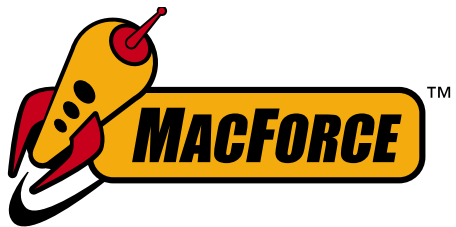
HAWTHORNE BRIDGE

WATER AVE.

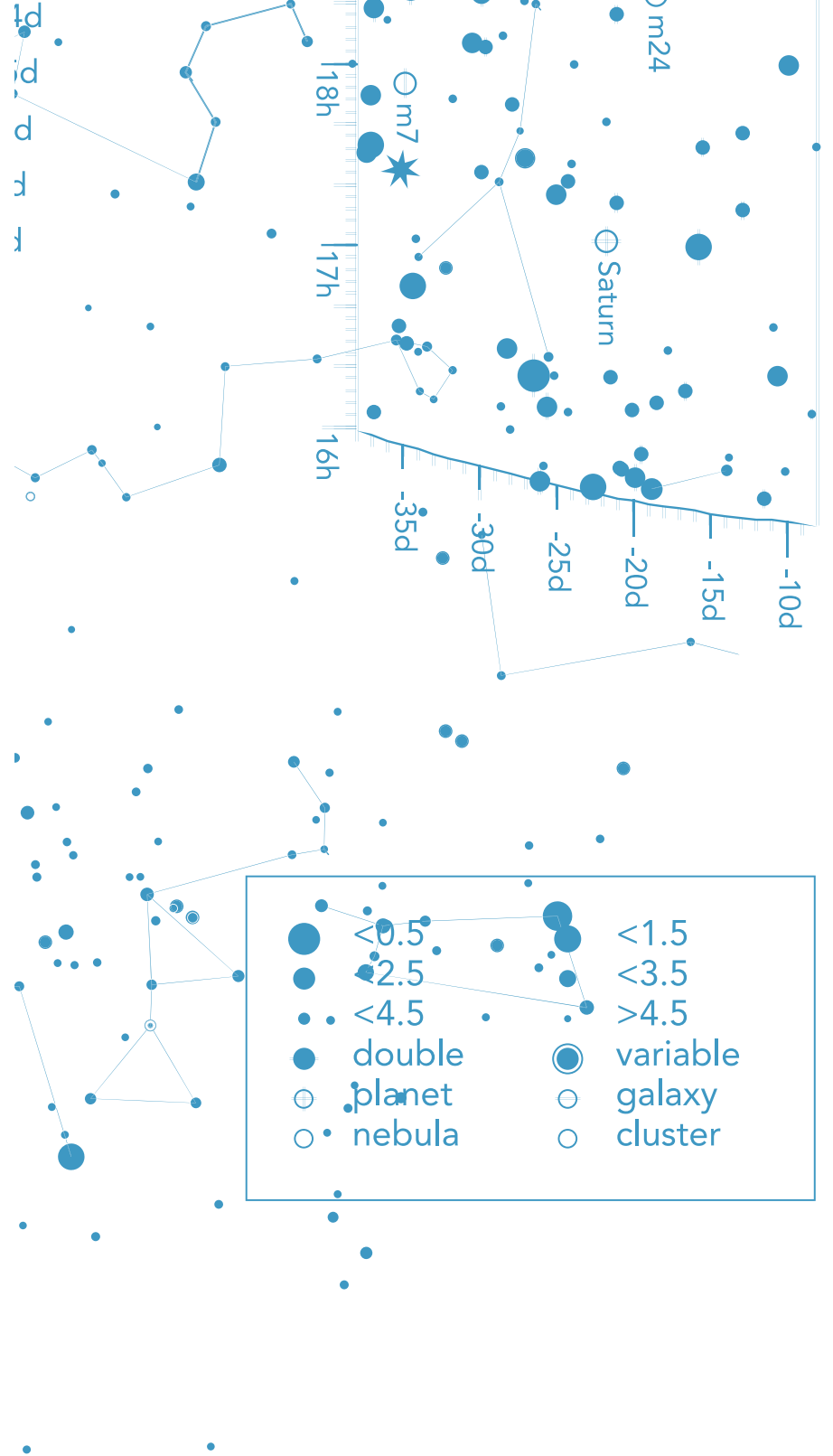
SE SALMON ST.

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SE 2ND ST.



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THIS HANDBOOK BELONGS TO

NAME

COMPANY

E-MAIL ADDRESS