Ignition of Apple's presence in the Press & Media
&
Creation of an ecosystem of partners and solution providers

(1990-1998)

Context

Apple is able to aggregate solutions from independent software vendors to enable the full Digital production of newspapers and magazines but receives very little interest from the market. Apple France General Manager creates a team in charge of Press & Media in order to focus on this market opportunity. I'm joining this team on day one during my 4th year with Apple, changing position from System Engineer to pre-sales engineer.

Mission

My mission is to assemble all pieces necessary to produce newspapers and magazines into a consistent offer, evangelize the market, convince general managers, technical directors, and all staff producing their products that the use of Macintosh and appropriate software can replace analog production as well as proprietary editing systems.

Action

I start with the education of technical directors who are chemical ink specialists (zero knowledge of computers nor software). Then I convince General Managers of the business value of Digital production, to create product differentiation. Together with the GMs we gradually carefully distill appropriate information toward the unions (producers and journalists). I co-write a book together with a journalist, concretely presenting how Digital production is driving the evolution of their activities. I organize study trips in California and Apple Europe production plant, and major events to show Media senior executives how Digital production is addressing their challenges.

Accountability

Success is measured with each additional newspaper and/or magazine embracing the Apple platform, and deploying across all production sites.

Result

- Apple went from zero to 90% market share in the publishing industry in France and Europe in 3 years.

- The French Press industry (newspapers and magazines) was first in the world to move from Analog to Digital production with editorial systems based on micro-computers (vs Atex and CCI systems in US).

- I extended the model from France to UK, then Germany and the rest of western Europe, and brought the value proposition to the Middle-East.

- Apple's strategic relationship with IFRA (technical) and the WAN (business/marketing) industry unions is managed from France (I'm in charge), receiving funding support and responsibility from Apple HQs in US.