

From: Alisa Morningstar  
To: Charles Sprayberry  
Date: Thu, Jul 15, 2004 11:21 AM  
Subject: Fwd: Re: Gartner Rating

for discussion...

Alisa Morningstar  
Purchasing Agent  
Cobb County School District  
6975 Cobb International Blvd.  
Kennesaw, GA 30152  
Phone: 770-590-4592  
Fax: 770-426-3371

\*\*\*\*\*  
The information transmitted is intended only for the person or entity to which it is addressed and may contain confidential, proprietary, and/or privileged material. Any review, retransmission, dissemination or other use of, or taking of any action in reliance upon, this information by persons or entities other than the intended recipient is prohibited. If you received this in error, please contact the sender and delete the material from all computers.  
\*\*\*\*\*

>>> Jim Dudenhofer <jimdude@apple.com> 7/15/2004 11:19:29 AM >>>  
Alisa;

We are not rated with Gartner, as Gartner currently only rates PC vendors.

As an alternative, I might suggest you look at "ISO 9000" Certification.

ISO 9000 Certification - Apple's Sacramento Operations Center is certified to ISO 14001. Sacramento has also attained registration to ISO 9002:1994 for Quality Management and for the Irish Standard 310:1994 for Environmental Management. Apple's Cork and Singapore manufacturing sites are also certified to ISO 9002:1994 for Quality Management.

Other considerations might be:

- Manufacture Exceeds Annual Worldwide Sales of \$5 Billion Dollars
- Vendor Manufactures, Markets, and Distributes computer hardware worldwide with worldwide service and support
- Vendor ranks in the top 5 or 10 Computer Hardware Manufactures for the US Education Market. (Apple is currently ranked 2nd in the top 5 Computer Hardware Manufactures for the US Education Market by IDC).

Hopefully this information will be helpful.

Please let me know if I can answer any other questions.

Regards,

Jim

**STATE'S EXHIBIT**

98

019814

Jim Dudenhoefer  
Apple Education  
404-888-9879

- > From: Alisa Morningstar <Alisa.Morningstar@cobbk12.org>
- > Date: Wed, 14 Jul 2004 10:12:34 -0400
- > To: <jimdude@apple.com>, <mkole@apple.com>
- > Subject: Gartner Rating
- >
- > Is Apple rated by Gartner? PC manufacturers can fall into several
- > different categories identified by Gartner such as:
- > Gartner Group Enterprise Tier,
- > Gartner Group Regional Business, Education and Government Tier (within
- > North America) manufacturers
- >
- > Thanks,
- >
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019815

**From:** Alisa Morningstar  
**To:** Jim Dudenhofer  
**Date:** Thu, Jul 15, 2004 11:22 AM  
**Subject:** Re: Gartner Rating

Thanks.

Alisa Morningstar  
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019816

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