



Press Release

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## **Apple Ends Apple Business Affiliate Program**

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As of Friday, October 12<sup>th</sup> Apple Inc. has closed the Apple Business Affiliate Program. A new program for consultants to participate in will become live in the U.S. later this Autumn with Canadian participation to follow in 2019.

Precursor Systems has been long an integral part of our clients purchasing processes. Precursor was an Authorized Apple Value Added Reseller from 2003 to 2013 but with the overwhelming success of the Apple Store, Apple Canada was looking for a program that could better match consultants with customers who need specialized purchase support. When the Apple Business Affiliate program came to Canada, Precursor was one of the first Canadian consultants to become involved in May, 2014.

Under the Business Affiliate program smaller, simpler purchases could enter the Apple Store for Business through Precursor's special links to self-serve and custom configure their purchases with all the convenience of the Apple Store online. And for larger, more complex purchases, customers who contacted Precursor in advance would benefit from a special Apple rep assigned to Precursor to provide the very best in service and pricing.

Earlier in 2018, Apple moved the Apple Consultants Network from the Apple Retail division to Apple's Enterprise division to reflect the critical role that certified consultants can play in business implementations of Apple technologies. With that move it made sense to end the Business Affiliates program that existed under Apple Retail and create a new program that better integrates within Apple's Enterprise efforts.

Stay tuned to [precursor.ca](http://precursor.ca) in 2019 for the latest details!

Precursor Systems was founded in March 1994 by Alex Narvey to provide support for computer-based professionals in the Publishing, Printing, Prepress, Digital Imaging, Audio and Video industries.

More information is available at our web site:

<http://www.precursor.ca/>

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