



What is AppleScript?

AppleScript is a scripting language that is installed with the operating system onto every Macintosh computer. Scripting differs slightly from programming. Programming generally allows you to write a compiled application that directly controls the behavior of a computer. Scripting allows you to write a set of instructions to control existing applications on a computer. On a Macintosh, this includes the operating system.

AppleScripts are written in an editor application, and Apple has included a script editor in the operating system. Simply called "Script Editor," this application can be used by anyone to write, compile, and save AppleScripts.

Not all Macintosh applications are AppleScriptable. However, there are many well-known applications that are scriptable. It is up to software developers to implement scriptability in their products. Some applications provide little or no support for scripting, while others provide a lot of support. In addition, the quality of AppleScript support can vary greatly from application to application, making some applications easy to script, and others more difficult.

Uses for AppleScript

Whether you know it or not, you have probably used AppleScripts in the past. AppleScript is primarily used to automate repetitive tasks that are performed at regular intervals. Many programs such as application installers and email programs use AppleScripts to perform specialized tasks.

The following are some commonly automated tasks:

- Image manipulation and conversion
- Desktop and database publishing
- Database maintenance
- Server maintenance
- File/Folder maintenance
- CD/DVD duplication

Benefits of AppleScript

There are many benefits resulting from the implementation of AppleScripts in daily routines, including:

- Increased Consistency
- Increased Efficiency
- Increased Productivity
- Increased Speed
- Increased Profit
- Reduced Errors

Getting Started

There are many resources available on the Internet that can help you to find out more about AppleScript:

- Apple's AppleScript Page – <http://www.apple.com/applescript>
- AppleScript News, Books, Links, Examples, and more! – <http://macscripter.net>



This document was created by Automated Workflows, LLC, AppleScript and workflow automation consulting specialists.

For information about Automated Workflows, please visit <http://www.automatedworkflows.com> or email applescriptguru@mac.com.

AppleScript Saves Time and Money, Increases Profit

Facts and Figures

AppleScript allowed **NASA** to have the largest archive of daily radar animations available anywhere in the world.

In **TV Guide's** Editorial Graphics department, it took 4 - 5 designers one week to lay out the pay-per-view listings section of the magazine. Today, using AppleScript, it takes 1 designer about 20 minutes.

In just three years, AppleScript allowed **TV Guide's** Ad Production department to increase their advertising volume by over 20,000 ads a year.

TV Guide's Ad Production department saved approximately \$52,000 per year in supplies by utilizing AppleScript to automate the process of digital ad printing and proofing.

According to a return on investment study done by *Gistics*, in one year alone, **Hallmark** generated \$3.6 million in profits from their investment of \$150,000 in an AppleScript-based automation system.

At **Piermed, Inc.**, the process of manually converting PDF form files for client delivery would take approximately 1 hour and 10 minutes of non-stop processing. Using an AppleScript-based solution, this process now takes approximately 10 minutes.

After an initial investment of approximately \$75,000, it is estimated that a company experienced as much as \$1.2 million in annual savings.

Companies that implement fully automated workflow systems typically generate a 4.3 times return on their investment during the first year alone.

Using AppleScript to automate a small workflow system can often result in an initial 2.8 times return on investment in the first year alone.

It has been estimated that AppleScript generated over \$100.6 million in savings across North America in 1998.

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Businesses Using AppleScript to Revolutionize Their Workflows

"You certainly can write a success story based on this. I am truly grateful for your help! So is NASA!!"

- David B. Wolff, NASA - TRMM Ground Validation Manager, Science Systems and Applications Inc.

AppleScript is helping companies from across the globe to increase accuracy, consistency, and efficiency, all while reducing mistakes and spending. The bottom line is that companies become more cost effective through the implementation of AppleScript-based workflow automation. Below is a brief list of companies taking advantage of AppleScript-based workflow automation:

A&E	Fidelity Investments	NASA
Accuweather	Forbes	NASA Langley
Adobe Systems, Inc.	Georgia Dept. of	Primerica
AIG	Community Affairs	Prentice Hall
Alpine Electronics	Hallmark	Nikon
American Chemical Society	Harmonia Mundi	Ogilvy & Mather
Apex Radiology, Inc.	Home Depot	Palm
Apple Computer, Inc.	Honeywell	PC World Magazine
Associated Press	Image Info, Inc.	Penny Saver Group
AT&T	J.C. Penney	Poets House
Atlantic Records	J. Walter Thompson	Rainier Color
Autoshopper	J&R Music World	Random House
Avatar Data	LA Times	Readers Digest
Publishing Solutions	Lockheed Martin	RR Donnelley
Aviation Week	London Free Press	Rutgers University
Avid Technology, Inc.	Lowe Lintas & Partners	Saatchi & Saatchi
Barrons	Lucent	Simon & Schuster
Bear Stearns	KraftMaid Cabinetry	Showtime
Bigfoot	Macy's East	Smithsonian Institute
Billboard Magazine	Mayo Clinic	Sony Music
Boston Globe	McCann-Erickson	Staples
BMG Direct, Inc.	McGraw/Hill Publishing	Time Warner
Citibank	McGregor Publishing	Trident UK
Clarinda Co.	Merck & Co., Inc.	TV Guide Magazine
Crain Communications	Miami Herald	U.S. Balloon
Data Wizard	Microsoft	Manufacturing Co.
Dreyfus Corporation	Morgan Stanley	USA Today
East West Creative	MYOB	Verizon
Entertainment Weekly	Nabisco	Viacom
Epson America	National Oceanic and	Weather Central
FAA	Atmospheric Administration	World Color, Inc.



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Businesses Rave About AppleScript!

"We used to have three people working part time to do menus for the services. Now, we're down to one person."

- SHOWTIME

"I love AppleScript. It's such a productivity enhancer. It truly is the only integrated system-level architecture for inter-application scripting."

- THE SMITHSONIAN INSTITUTE

"The ability to automate all of this in Illustrator with AppleScript from a FileMaker database saves us an immense amount of time and money".

- TRIDENT UK

"It used to take us four hours to draw it up by hand and enter it. Now it takes us about half an hour."

- NATIONAL OCEANIC AND ATMOSPHERIC ADMINISTRATION

Thanks to "AppleScript, we're continually becoming more efficient, enhancing our product, and retaining happy clients"

- WEATHER CENTRAL

AppleScript "saved my staff considerable time and effort."

- PIERMED, INC.

"It seemed that before AppleScript, our system promoted mistakes and failure; with AppleScript, we eliminated the most error-prone tasks and tedium."

- LA TIMES

"I select the products I want to include in the catalog, click a single button, and walk away... When I come back an hour later, the whole catalog is laid out."

- ALPINE ELECTRONICS

We look "for ways to do things better, faster, cheaper. Automation of redundant activities does that; AppleScript is there."

- PRENTICE HALL

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"Automated Workflows did not just meet my expectations, they exceeded them! The project was finished ahead of schedule and under budget. The script works flawlessly and has saved my staff considerable time and effort."

- Doug Pierce, Piermed, Inc.

Our Mission

Automated Workflows' mission is to enhance essential workflows of business professionals across the globe by developing powerful, effective, and efficient solutions designed to ensure consistency and accuracy while reducing redundancy and expenditure.

Our Experience

Our Developers have had the opportunity to work with many companies, including the following:

AdCritic.com	Image Quest	PC World
Adobe Systems	KraftMaid Cabinetry	Piermed, Inc.
Apple Computer, Inc.	Library Video Company	Random House
Avatar DPS	Lowe Lintas & Partners	Saatchi & Saatchi
Bancroft School	McCann-Erickson	Sony Music
BMG	McGraw-Hill	The Associated Press
Crain Communications	Micah Diamond	The Virtual Training
Data Wizard	Photography	Company
East West Creative	MotorCoach.com	TV Guide Magazine
Epson	MYOB	U.S. Balloon
FindaNet, Ltd.	NASA	Widstrand Photography
Howland Design	nFinity, Inc.	Write Track Media, Inc.

Our Services

Primarily focusing on servicing Macintosh-based clients, Automated Workflows offers a wide range of professional AppleScript and workflow automation services to corporations, developers, and software companies. With the use of automation, we help companies to achieve more efficient use of their time and resources.

- Workflow Analysis and Planning
- Custom AppleScript and Automated Workflow Solution Development
- AppleScript and Software Developer Services and Assistance
- Custom AppleScript Training
- AppleScript and Workflow Automation Seminars and Presentations



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"Thanks a million for your help. I can see from the script that you have lots of experience at this stuff."

- David B. Wolff, NASA - TRMM Ground Validation Manager, Science Systems and Applications, Inc.

Why should you hire Automated Workflows?

We're Experienced - Our developers have had years of experience planning, developing, and implementing automated solutions that interact with a variety of applications and processes.

We're Qualified - For many years, our developers have been creating simple and complex automated solutions for companies ranging from small firms to Fortune 500 companies.

We're Prompt - Request a proposal from us, or send us an email, and we will make every effort to respond to your request within 24 hours. In addition, we strive to ensure that all timelines and budgets we provide are accurate.

We're Professional - We strive to make sure that you are treated in the professional manner you deserve. Therefore, we will do whatever it takes to make sure that we meet and exceed your needs and expectations.

We're Respected - We have received prominent recognition and praise for our solutions and services from many companies we have worked with in the past, as well as throughout the professional community.

We Do Quality Work - All of our solutions are designed to be effective, reliable, and expandable, giving you a quality solution you can depend on for years.

We're Budget Conscious - We strive to meet your company's budget. We will work with you to ensure that we can deliver a reliable solution, at a price that's right.

We're A Member of the Apple Consultants Network - As a client, you want the most knowledgeable consultant possible. Members of the Apple Consultants Network are experts who have access to a number of valuable resources, including the latest technical information concerning Apple Computer and its technologies.

Information about professional memberships

Automated Workflows holds memberships in the following professional organizations:

- Apple Consultants Network
- Apple Developer Connection
- Netopia Partner Program
- Macintosh Business Users Society of Greater Philadelphia

Benjamin S. Waldie

Business Workflow Automation Specialist, President and CEO of Automated Workflows

For many years, Benjamin S. Waldie, president and CEO of Automated Workflows, LLC, has been an evangelist of AppleScript, and a developer of professional AppleScript-based solutions for businesses across the globe. Automated Workflows, LLC was created from his strong desire to provide clients with solid, reliable AppleScript-based solutions, complete with impeccable customer service and support. Benjamin is revolutionizing business workflows with his expert knowledge of AppleScript-based automation, while providing his clients with the customer service that they deserve.

Prior to the formation of Automated Workflows, LLC, Benjamin resigned from his position as the AppleScript Project Manager for Write Track Media, Inc. His role as AppleScript Project Manager enabled him to accomplish many notable automation tasks. While employed by this firm, he was solely responsible on a daily basis for the management, planning, development, and deployment of a variety of real-world AppleScript-based solutions. Some of his most notable accomplishments included:

- Automating the construction and distribution of maps and charts for the **Associated Press** during the 2000 and 2002 elections
- Writing the OfficeLink Processor for distribution with **MYOB's** popular accounting software
- Building multiple server-based processing solutions for clients
- Automating daily web site, graphic, and video creation and distribution for the **Associated Press**
- Writing advanced sample workflow scripts for inclusion on the **Adobe** InDesign 2.0 CD
- Automating file and folder maintenance for **Random House**
- Updating and maintaining internal structures at Write Track Media, including Write Track Media's AppleScript code templates and server-based products
- Automating internal workflows and asset management systems for **BMG Direct**
- Building an automated server-based website construction solution for **Epson**
- Developing a complex database publishing system for **KraftMaid Cabinetry's** catalog construction

Benjamin began his career as the lead AppleScript Engineer for **TV Guide** Magazine. There, he developed revolutionary technology allowing TV Guide to save an incredible amount of time, money, and resources. Some of his most notable accomplishments included:

- Enabling TV Guide to launch a whole new digital advertising department
- Increasing TV Guide's advertising volume by over 20,000 ads a year
- Providing automated solutions to internal departments including Advertising Production, Prepress, Editorial Graphics, and Information Technology
- Providing a solution to dramatically reduce the number of designers and time needed to lay out the pay-per-view listings

Benjamin is frequently featured as a presenter at various seminars and events, including MacWorld Expo and Seybold Seminars. Benjamin is a columnist for MacTech Magazine, providing articles each month for the AppleScript Essentials column. In addition, Benjamin has been teaching custom AppleScript training classes for years, and is the author of an AppleScript training CD for The Virtual Training Company.

Benjamin is the president and founder of The Philadelphia Area AppleScript User's Group, the country's first AppleScript User's group, and is currently a contributing editor on the MacScripter.net web site. He has also received recognition on several prominent web sites, including Apple Computer's AppleScript web page.

"Ben's performance has been nothing less than outstanding... Without Ben's knowledge, experience, drive and determination, it's safe to say that our digital project would not have the capabilities or organization required for a successful launch. A lot was accomplished through his knowledge, insight and hard work."

- Tim Davis, TV Guide Magazine



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Clients speak out about Automated Workflows

"It's been a pleasure doing business with you and your firm. Your 'script' worked exactly as we had envisioned. Your expertise (in scripting) and professionalism (as a business person) has allowed us to add a significant new feature to our QuickVoice product in the most efficient and cost effective manner possible. We look forward to doing business with you in the future!"

-Michael Corcoran, President, nFinity, Inc.

"The script works wonderfully. I am beginning to realize/appreciate how much time this will save me. I used to make these movies manually, which was quite time consuming and laborious. Your script will make it possible for us to have QT movies available for all of our sites in near-real-time... Given that each radar performs one scan every 6-10 minutes, 24 hours per day, the ability to animate these images is extremely important. As far as I know, we will have the largest archive of daily radar animations available anywhere, once your script has been utilized."

- David B. Wolff, NASA - TRMM Ground Validation Manager, Science Systems and Applications Inc.

"I wanted to let you know that we have been using your script to produce our near-real-time movies now for several weeks and it works wonderfully. Thanks again!"

- David B. Wolff, NASA - TRMM Ground Validation Manager, Science Systems and Applications Inc.

"Thanks for the very quick turn-around. Thank you very much for your great service!"

- Paul Brokenshire, Image Quest, Australia

"The script worked properly the whole way through!! Thanks so much for this, it's certainly going to change my workflow!"

-Micah Diamond, Micah Diamond Photography

"The AppleScript you wrote for ImageReady processing is running great. The script works like a charm. Thanks for the quick turn around and a nice script."

- Steven Howland, Howland Design

"Service from Mr. Waldie and his company was not only fast, but courteous, and I would not hesitate to deal with them again."

- Laing MacDowell