

SLIDE STATUS SHEET

PROJECT NAME CSPA - PL1

NUMBER	DONE(Y/N)	NUMBER	DONE(Y/N)	NUMBER	DONE(Y/N)	NUMBER	DONE(Y/N)
1	✓ X	14	✓ X	28	✓ X		
2	✓ X	15	✓ X	29	✓ X		
2.1	✓ X	16	✓ X	30	✓ X		
2 times 3	✓✓ X	17	✓ X	31	✓ X		
1 for PL2	✓ X	18	✓ X	32	✓ X		
4	✓ X	19	✓ X	33	✓ X		
5	✓ X	20	✓ X	34	✓ X		
6	✓ X	21	✓ X				
7	✓ X	22	✓ X				
8	✓ X	23	✓ X				
9	✓ X	24	✓ X				
10	✓ X	25	✓ X				
11	✓ X	26	✓ X				
12	✓ X	27	✓ X				
13	✓ X						

INPUT

European Customer Service Overview

Peter Lines
Director, European Research
INPUT



Customer Services Outlook Western Europe

- 1989 - Issues
- Current trends
- Strategic factors - 1998

INPUT

Notes:

CSPA-PL1-2



Customer Service Challenges

- Independent maintenance
- Engineer skills
- Cost of spares
- Logistics
- Professional services

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Notes:

CSPA-PL1-2.1



Market Structure

Hardware

Customer service

Software products

Professional services

Processing services

INPUT

NOTES:

CSPA-PL1-3



Customer Service Market

- Hardware maintenance
- Systems software support
- Professional services
- Training and education

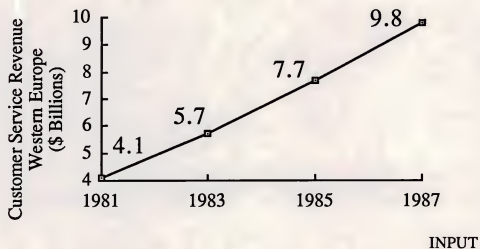
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Notes:

CSPA-PL1-4



Revenue Growth of the Customer Services Market, 1981-1987



NOTES:

CSPA-PL1-5



Western European Computer Systems Market 1988

Sector	\$ Billions	87/88 % Growth
Equipment	44	10
Customer service	11	8
Software products	14	24
Professional services	13	22
Processing services	8	11
Total	90	14

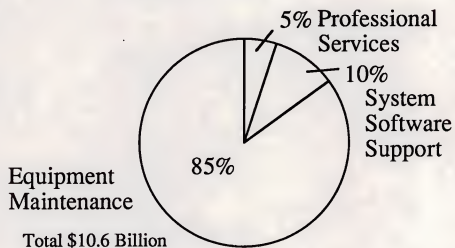
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NOTES:

CSPA-PL1-6



Western European Customer Service Market, 1988



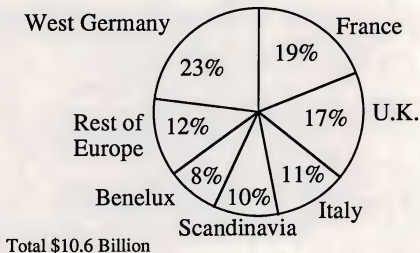
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NOTES:

CSPA-PL1-7



Western European Customer Service Market, 1988



NOTES:

CSPA-PL1-8



Customer Service Issues

- Competition
- Marketing
- User satisfaction

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Notes:

CSPA-PL1-9



Customer Service Issues

- Skill needs
- Professional services

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Notes:

CSPA-PL1-10

Customer Service Issues

- Pricing/costs
- Automated service
- Self maintenance

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Notes:

CSPA-PL1-11



**Current Trends
1988-1993
European Customer Service**

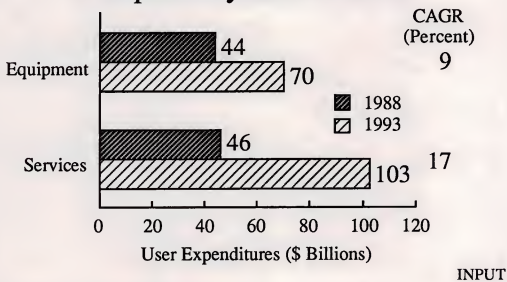
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Notes:

CSPA-PL1-12



Western European Computer Systems Market

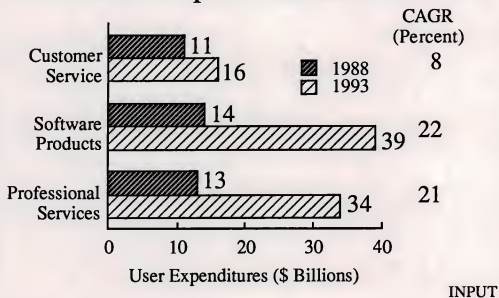


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CSPA-PL1-13



Western European Service Markets

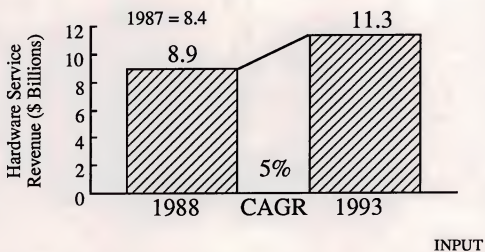


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CSPA-PL1-14



Customer Services Market Western Europe

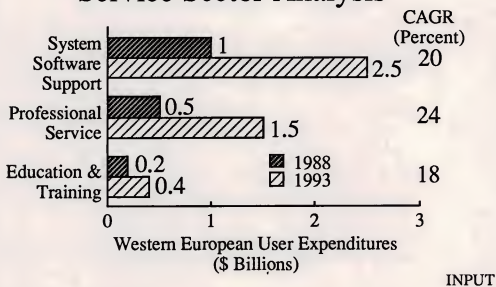


NOTES:

CSPA-PL1-15



Customer Service Market Service Sector Analysis



NOTES:

CSPA-PL1-16



Key Trends Influencing Customer Service

- Repair → replacement
- Remote/automated services
- Logistics

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Notes:

CSPA-PL1-17

Key Trends Influencing Customer Service

- Unit → system support
- Changing skill mix
- Professional services

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Notes:

CSPA-PL1-18



The Customer Service Challenge



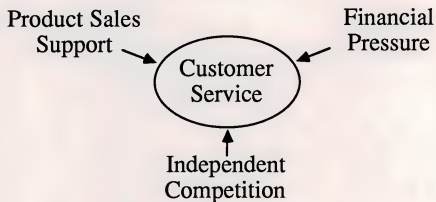
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CSPA-PL1-20



The Customer Service Challenge



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CSPA-PL1-19



Strategic Factors
1988-1998

Customer Service
Western Europe

INPUT

NOTES:

CSPA-PL1-21



Strategic Factors

- Technology
- Commercial/organizational
- Information systems

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Notes:

CSPA-PL1-22



Technology Drivers

- Semiconductor technology
- Data storage
- Telecommunications
- Input/output

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Notes:

CSPA-PL1-23



Software Drivers

- Relational data structures
- Open systems standards
- Multiplatform software

INPUT

Notes:

CSPA-PL1-24



Fundamental Driving Forces

Key Business Trends:

- Shorter product lifecycles
- More customization/specialization
- Narrower market segments
- Higher impact of technology
- More competition

INPUT

Notes:

CSPA-PL1-25



Key Trends for the 1990s

- Product and service markets blurring
- Changing market structure
- Internationalisation

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Notes:

CSPA-PL1-26



Fundamental Driving Forces Are Restructuring the Role of IS

- Technology-driven to user-driven
- Centralised to heterogeneous

INPUT

Notes:

CSPA-PL1-27



Information Systems—Major Issues

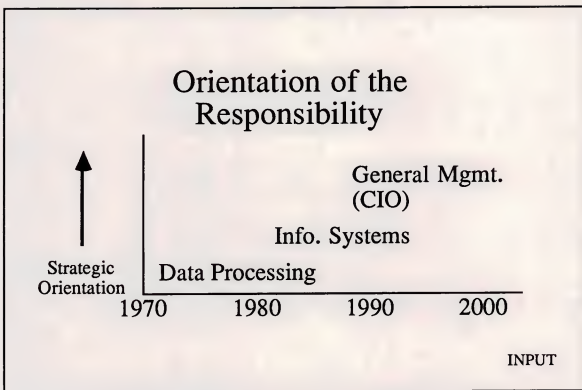
- Rising management expectations
- User demands for increasingly complex solutions
- Managing the technology investment
- Integration of data/technology/applications
- Delivery of "mission critical" systems

INPUT

Notes:

CSPA-PL1-28



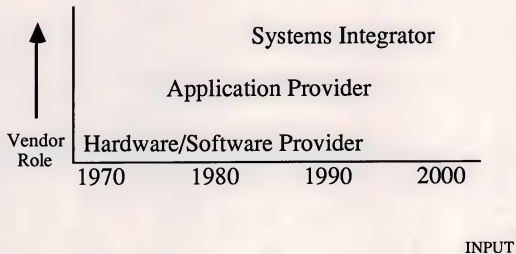


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CSPA-PL1-29



Role of the IS Vendor



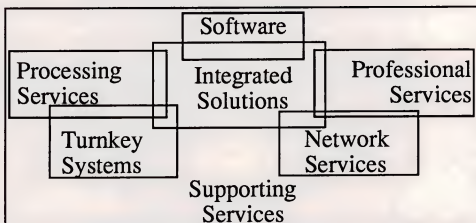
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CSPA-PL1-30



IS Market Structure—1990s

Emphasis on Supporting Services



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NOTES:

CSPA-PL1-31



Implications for Customer Service Hardware Maintenance

- Reactive → proactive
- Service automation
- Logistics
- Repackaging

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Notes:

CSPA-PL1-32



Implications for Customer Service

User Satisfaction

- Quality
- System responsibility
- Skill profile

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Notes:

CSPA-PL1-33



Implications for Customer Service

Supporting Services—The Opportunity

- Redefinition
- Professional services
- Independents

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Notes:

CSPA-PL1-34



Peter Lines
Director
INPUT

Peter Lines has 20 years of experience in the information industry. He has held various market research, systems analysis, marketing support, and planning management positions with Sperry Univac, International Computers Ltd., and English Electric Computers.

Mr. Lines earned a B.Sc. degree in economics from the London School of Economics.



QUALITY CONTROL PROOFREADING SIGNOFF

DESCRIPTION European Customer Service Overview

PROJECT CODE CSPA-PL-1

AUTHOR PETER LINES

DATE TO PROOFREADER	TO BE PROOFED BY	INITIAL	DATE
<u>4/7/89</u>	<u>Steven Eng</u>	<u>SE</u>	<u>4/7/89</u>
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☐ READY FOR PRINTER

INPUT

PRODUCTION WORK ORDER

(Please fill out both sides)

DATE IN: _____ DATE DUE: 4/19/89 PROJECT CODE: CSPA-PL1
AUTHORIZED BY: Peter Lines ☐ NEW ☐ REPEAT ☐ REPEAT W/CHANGE

WORK SPECIFICATIONS

DATE OF PRESENTATION: _____

Additional Information

- ☐ 35mm Slides _____
☐ Foils _____
☐ Exhibits _____
☐ Questionnaire _____
☐ Letter _____
☐ Business Card _____
☐ Note Paper _____
☐ Newsletter _____
☐ News Release _____
☐ Form _____
☐ Brochure _____
☐ Cover Design _____
☐ Other _____

Number of pages submitted _____ Text _____
_____ Graphics _____

PRINTING SPECIFICATIONS

- Quantity/Slides/Foils _____
Quantity/Hard Copy _____
Paper Size _____ X _____
Finished Size _____ X _____
Number of Pages _____
☐ Outside Printer _____
☐ Photocopy _____
☐ Single side _____
☐ Double side _____
☐ Three hole punch _____
☐ Velobind punch _____
☐ Trim to _____ X _____
☐ Binding _____
☐ Cover _____
☐ Paper Color _____
☐ Ink Color _____
☐ Copyright Paper _____
☐ Fold ☐ 1/2 fold ☐ 1/3 fold _____
☐ Pad _____
☐ Saddle Stitch _____
☐ Box _____
☐ Shrink Wrap _____
☐ Staple ☐ Corner ☐ 2 on side _____

SPECIAL INSTRUCTIONS

MAILING SPECIFICATIONS

Envelope: ☐ No. 10 ☐ 9 x 12 ☐ 10 x 13 ☐ Reply Envelope Quantity _____
☐ First Class ☐ Bulk ☐ Address Labels (Zip Code Order)

Enclosures:

- ☐ Letter _____
☐ Questionnaire _____
☐ Newsletter _____
☐ News Release _____
☐ Form _____
☐ Brochure _____
☐ Business Reply Envelope _____
☐ Other _____

Distribution:

Quantity

- ☐ Initial Mailing _____
☐ Shelf Stock _____
☐ NJ _____
☐ DC _____
☐ London _____
☐ Paris _____
☐ Japan _____

TOTAL _____

MAIL _____ COPIES DIRECTLY TO: _____

1.

EUROPEAN CUSTOMER SERVICE
OVERVIEW

PETER LINES

DIRECTOR, EUROPEAN RESEARCH

CSPA - PL1-1

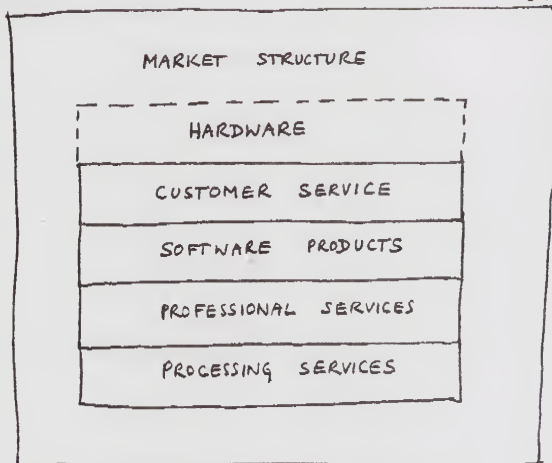
2.

CUSTOMER SERVICE OUTLOOK
- WESTERN EUROPE

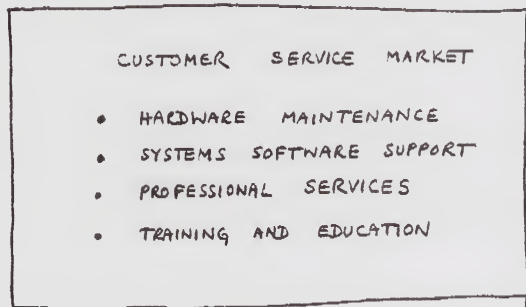
- 1989 - ISSUES
- CURRENT TRENDS
- STRATEGIC FACTORS - 1998



3.

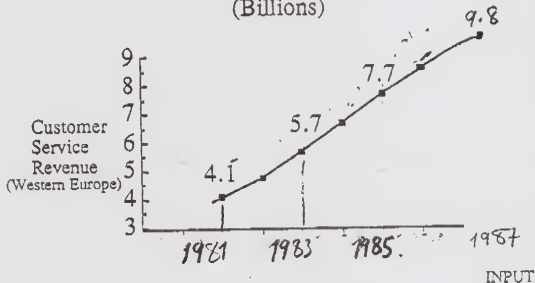


4.



5.

Revenue Growth of the Customer Services Market, 1980-1986 (Billions)



NOTES:

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- He Rline Tax factor.

CSPE PL-6

4



6.

WESTERN EUROPEAN COMPUTER SYSTEMS SERVICES MARKET

1988

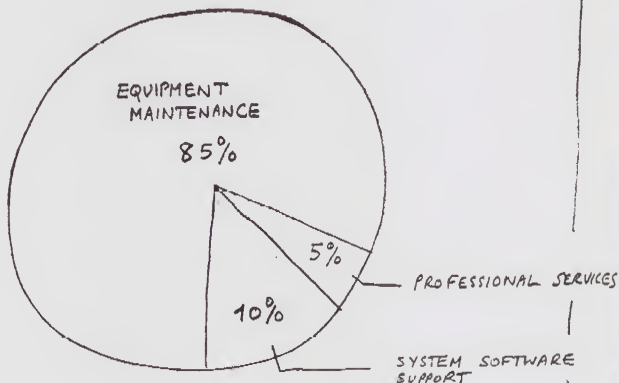
SECTOR	\$ BILLION	87/'88 GROWTH %
EQUIPMENT	44	10
CUSTOMER SERVICE	11	8
SOFTWARE PRODUCTS	14	24
PROFESSIONAL SERVICES	13	22
PROCESSING SERVICES	8	11
TOTAL	90	14

⑤

<u>Year</u>	<u>Amount</u>	<u>Remarks</u>
1911	100	Received from ...
1912	200	Received from ...
1913	300	Received from ...
1914	400	Received from ...
1915	500	Received from ...
1916	600	Received from ...
1917	700	Received from ...
1918	800	Received from ...
1919	900	Received from ...
1920	1000	Received from ...
1921	1100	Received from ...
1922	1200	Received from ...
1923	1300	Received from ...
1924	1400	Received from ...
1925	1500	Received from ...
1926	1600	Received from ...
1927	1700	Received from ...
1928	1800	Received from ...
1929	1900	Received from ...
1930	2000	Received from ...
1931	2100	Received from ...
1932	2200	Received from ...
1933	2300	Received from ...
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1936	2600	Received from ...
1937	2700	Received from ...
1938	2800	Received from ...
1939	2900	Received from ...
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1941	3100	Received from ...
1942	3200	Received from ...
1943	3300	Received from ...
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1954	4400	Received from ...
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1963	5300	Received from ...
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1988	7800	Received from ...
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1990	8000	Received from ...
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1996	8600	Received from ...
1997	8700	Received from ...
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1999	8900	Received from ...
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2001	9100	Received from ...
2002	9200	Received from ...
2003	9300	Received from ...
2004	9400	Received from ...
2005	9500	Received from ...
2006	9600	Received from ...
2007	9700	Received from ...
2008	9800	Received from ...
2009	9900	Received from ...
2010	10000	Received from ...

7.

WESTERN EUROPEAN CUSTOMER SERVICE
MARKET - 1988

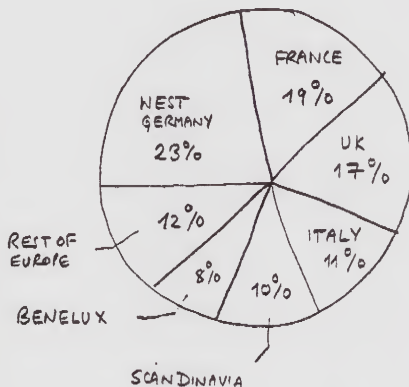


TOTAL \$10.6 Billion.



8

WESTERN EUROPEAN CUSTOMER SERVICE MARKET - 1988



TOTAL \$10.6 Billion.



9

CUSTOMER SERVICE ISSUES

- COMPETITION
- MARKETING
- USER SATISFACTION

10

CUSTOMER SERVICE ISSUES

- SKILL NEEDS
- PROFESSIONAL SERVICES

11

CUSTOMER SERVICE ISSUES

- PRICING / COSTS
- AUTOMATED SERVICE
- SELF MAINTENANCE

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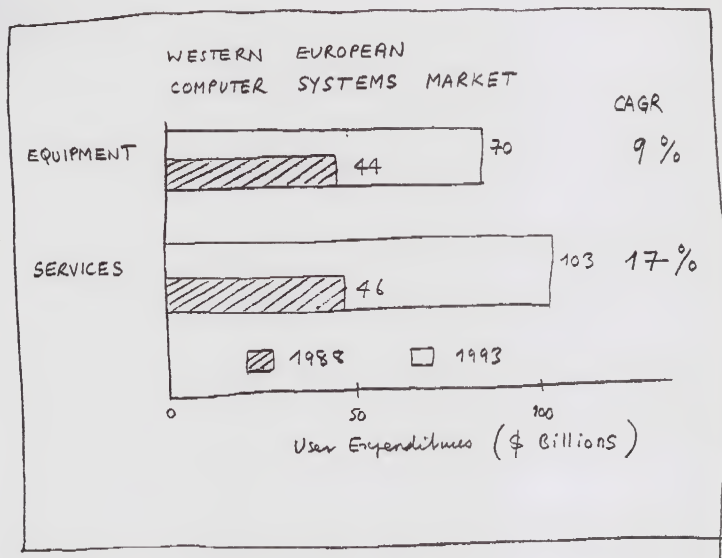
CURRENT TRENDS

1988 - 1993

EUROPEAN CUSTOMER SERVICE



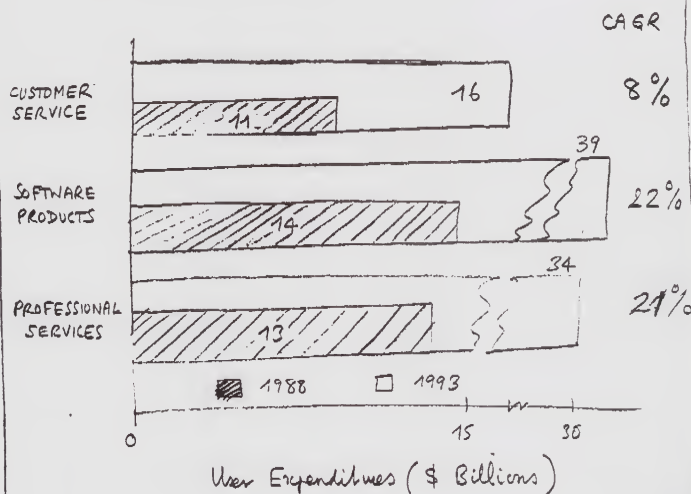
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14

WESTERN EUROPEAN SERVICE MARKETS



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187

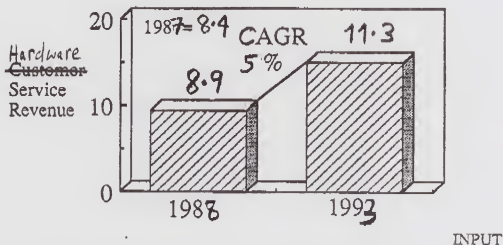
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188

189

15

Customer Services Market Western Europe (\$ Billions)



NOTES:

CSPE PL-5

12

THEORY OF THE EARTH

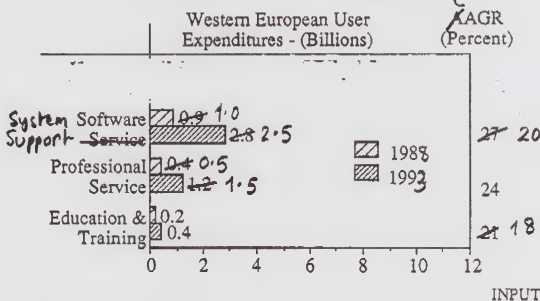
BY J. H. VAN DIJK



Diagram illustrating the internal structure of the Earth.

16

Customer Service Market— Service Sector Analysis



NOTES:

CSPE PL-7

(13)



17

KEY TRENDS INFLUENCING
CUSTOMER SERVICE

- REPAIR → REPLACEMENT
- REMOTE / AUTOMATED SERVICE
- LOGISTICS

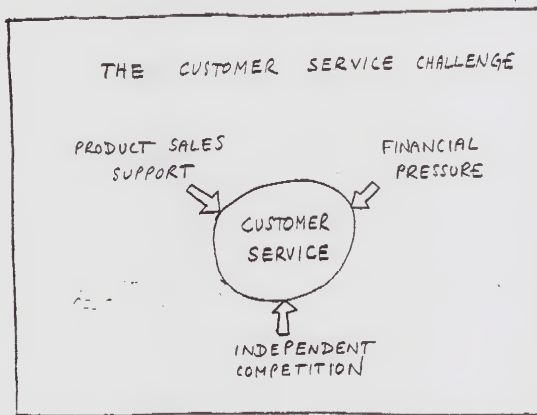
18

KEY TRENDS INFLUENCING
CUSTOMER SERVICE

- UNIT → SYSTEM SUPPORT
- CHANGING SKILL MIX
- PROFESSIONAL SERVICES



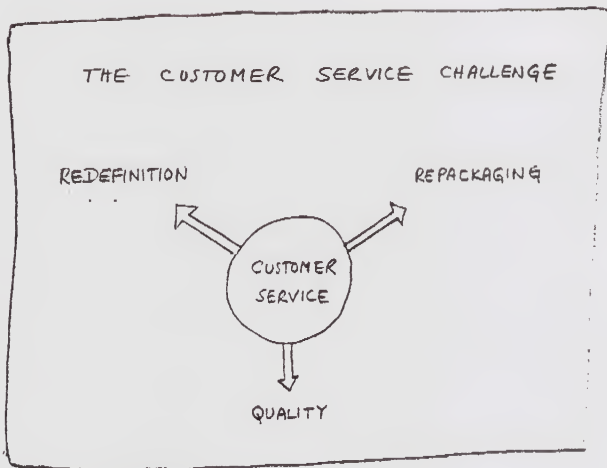
19



The current challenge is thus to



20



21





22.

STRATEGIC FACTORS

- TECHNOLOGY
- COMMERCIAL / ORGANISATIONAL
- INFORMATION SYSTEMS

23.

TECHNOLOGY DRIVERS

- INTEGRATED CIRCUITS
- DATA STORAGE
- TELECOMMUNICATIONS
- INPUT / OUTPUT

24.

SOFTWARE DRIVERS

- RELATIONAL DATA STRUCTURES
- OPEN SYSTEMS STANDARDS
- MULTIPLATFORM SOFTWARE

THE UNIVERSITY OF CHICAGO

DEPARTMENT OF CHEMISTRY

PHYSICAL CHEMISTRY

PHYSICAL CHEMISTRY

PHYSICAL CHEMISTRY

PHYSICAL CHEMISTRY

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PHYSICAL CHEMISTRY

25.

Fundamental Driving Forces

Key Business Trends:

- Shorter Product Lifecycles
- More Customization/Specialization
- Narrower Market Segments
- Higher Impact of Technology
- More Competition

INPUT

NOTES:

JJ88-DW1-3

(3)



26.

KEY TRENDS FOR THE 1990'S

- PRODUCT & SERVICE MARKETS
BLURRING
- CHANGING MARKET STRUCTURE
- INTERNATIONALISATION

NOTES

Market Structure — Small v Big
— New v Old.

Affects both IS Industry
& Industry in general.

INTERNATIONALISATION — 1992



27.

FUNDAMENTAL DRIVING FORCES
ARE RESTRUCTURING THE ROLE
OF IS

- TECHNOLOGY-DRIVEN
TO USER-DRIVEN
- CENTRALISED TO
HETEROGENEOUS



28.

Information Systems—Major Issues

- Rising Management Expectations
- User Demands for Increasingly Complex Solutions
- Managing the Technology Investment
- Integration of Data/Technology/Applications
- Delivery of "Mission Critical" Systems

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NOTES:

The challenges to IS Management
are to :

- : Adopt the New Technology
- : Integrate Δ Technologies
(COMPLEXITY)
- : Maintain Existing Systems.

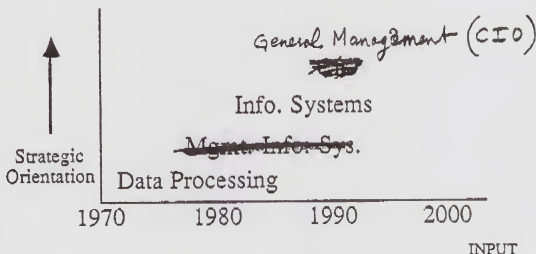
JJ88-DW1-5A,B

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29.

Orientation of the Responsibility



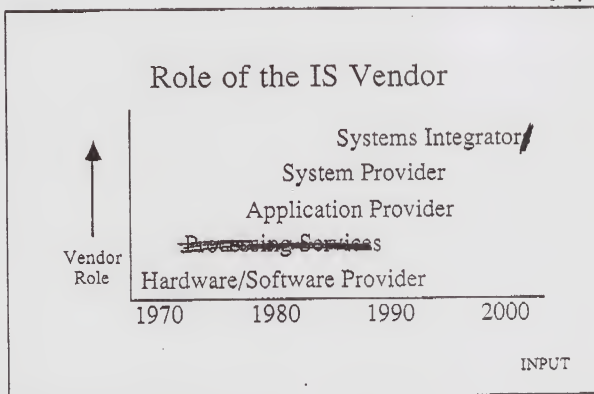
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(7)



30.



NOTES:

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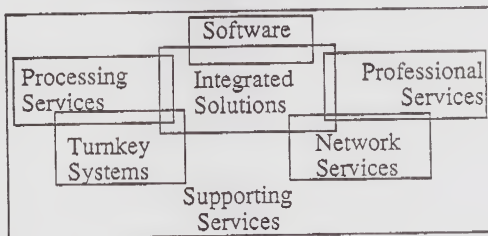
8



31.

IS Market Structure—1990s

Emphasis on Supporting Services



INPUT

NOTES:

JJ88-DW1-18

9



32.

IMPLICATIONS FOR CUSTOMER SERVICE

HARDWARE MAINTENANCE

- REACTIVE → PROACTIVE
- SERVICE AUTOMATION
- LOGISTICS
- REPACKAGING

Service Automation

→ Labour → Capital Intensive.

Repackaging

- Warranty / Bundling.



33.

IMPLICATIONS FOR CUSTOMER SERVICE

USER SATISFACTION

- QUALITY
- SYSTEM RESPONSIBILITY
- SKILL PROFILE

Higher level responsibility for system

— problems management

H/W → Solution emphasis. —

Skill profile Δ types low level
centralised etc.

implied
knowledge
of
applications.



34.

IMPLICATIONS FOR CUSTOMER SERVICE

SUPPORTING SERVICES - THE OPPORTUNITY

- REDEFINITION
- PROFESSIONAL SERVICES
- INDEPENDENTS

Supporting Services → Growth Rate implications
 Blurring Boundaries
 ∴ what business sector do you want to be in.

→ ∴ Redefinition and (Relate to other services)
 the ever-increasing presence of independents. ——— 4LL Buty
 not just TPM in other sectors even more
 will continue. by prof-services / ST

But Eye Supply will always have support role.

12

Solution emphasis

