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The report outlines approaches for both independent software developers and computer systems vendors to maximize product opportunities within this changing environment.

U.S. Software Products Market, 1989-1994	
Market Size and Forecasts	
• Overall Market, 1989-1994 • Applications Software - Overall Market Size and Growth - Industry-Specific Applications Market - Cross-Industry Applications Market - Leading Applications Software Products Vendors	• Systems Software - Market Size and Growth by Principal Sub-Delivery Modes - Leading Systems Software Products Vendors • Market Forces • Market Opportunities
Issues and Trends	
• Software Products Technology/Market Trends - Client/Server Implementation - Application Development Tool Technology - Voice Recognition - Image Processing/Document Management - Multimedia Applications - Mergers and Acquisitions - Alliances - Standards - Project Management Software - Decision Support Systems/Executive Information Systems	• Principal Software Industry Issues - Migration - Standards - Multi-platform Support - Product Obsolescence - Downsizing - User Confusion - Return on Investment (ROI)
Competitive Environment	
• Software Markets Structural Change • Competitive Strategies	• Software Company Profiles

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The content of the report addresses the following questions related to the structural changes of the software products industry.

What are the largest application software products markets, and what markets represent the higher growth opportunities?

Much of the historical product development emphasis in the software products industry was on cross-industry (horizontal) solutions. Certain of these cross-industry markets now represent the larger, more mature software product sectors. However, there are still high growth market opportunities in several of the cross-industry sectors, which are identified in the report.

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Why the systems software products market will reflect a higher growth rate than the application software software markets in the 1990s

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CASE, image processing, and voice recognition all represent technologies in early stages of development, with large market potential over the next ten years.

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About INPUT

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Continuous-information advisory services, proprietary research/consulting, merger/acquisition assistance, and multiclient studies are provided to users and vendors of information systems and services (software, processing services, turnkey systems, systems integration, professional services, communications, and systems/software maintenance and support).

Many of INPUT's professional staff members have more than 20 years' experience in their areas of specialization. Most have held senior management positions in operations, marketing, or planning. This expertise enables INPUT to supply practical solutions to complex business problems.

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U.S. Software Products Market, 1989-1994

Current and Prospective Software Vendors:

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Best regards,

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Senior Consultant

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Overall Market Size and Growth
Industry-Specific Applications Market
Cross-Industry Applications Market

lay out properly so whole exhibit is on one page

Leading Applications Software Products Vendors
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TOTAL SOFTWARE PRODUCTS EXPENDITURES, 1989-1994

(The above exhibit is from Exhibit II-3 in the U.S. Software Products Report, 1989-1994

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Products, 1989-

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Competitive Environment	
• Software markets structural change • Competitive strategies	• Software company profiles

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