

INPUT

PRODUCTION WORK ORDER

(Please fill out both sides)

DATE IN: 9/28 DATE DUE: 9/29 PROJECT CODE: FSEM

AUTHORIZED BY: SHEILA 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 FOLLOW-UP MAILER
- Cover Design _____
- Other _____

Number of pages submitted _____ Text _____ Graphics _____

PRINTING SPECIFICATIONS

- Quantity/Slides/Foils _____
- Quantity/Hard Copy _____
- Paper Size 8 1/2 x 11
- 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 GREEN STRIPE
- Ink Color _____
- Copyright Paper _____
- Fold 1/2 fold 1/3 fold
- Pad _____
- Saddle Stitch _____
- Box _____
- Shrink Wrap _____
- Staple Corner 2 on side

BOTTOM CENTER

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 800
- Shelf Stock 13
- NJ _____
- DC _____
- London _____
- Paris _____
- Japan _____
- INTERNAL 12
- TOTAL 825

MAIL _____ COPIES DIRECTLY TO:

mailed 9/29

**QUALITY CONTROL
PROOFREADING SIGNOFF**

DESCRIPTION FOLLOW UP MAILER

PROJECT CODE FSEM

AUTHOR _____

DATE TO PROOFREADER	TO BE PROOFED BY	INITIAL	DATE
<u>9/29</u>	<u>ANNA</u>	<u>A</u>	<u>29/9</u>
_____	_____	_____	_____
_____	_____	_____	_____
_____	_____	_____	_____
FINAL Q.C.	_____	_____	_____
_____	_____	_____	_____

READY FOR PRINTER

CONFERENCE OVERVIEW

Companies that provide service and support in the information processing industry face many challenges today and in the years ahead. Information processing users are demanding high availability for their systems and networks around the world. The providers of service are responding by broadening the scope of the services they offer and by offering multivendor support services. The complexity of the market in the 1980s will be compounded in the 1990s due to factors such as trade imbalances and the lifting of European trade restrictions.

This INPUT planning conference is both research and experience based and is designed to provide an excellent understanding of customer service around the world.

Presentations include:

- How users view service
- Trends in service around the world
- Service offering alternatives

WHAT TO EXPECT

For one and a half days, INPUT consultants, outside speakers, and conference attendees will define how they see customer service today and in the 1990s.

The sessions are interactive and participatory. You will be in the company of senior service executives from the leading vendor and third-party service companies. This means networking and sharing visions of the future. There is ample time for one-on-one discussions in addition to the structured meetings where key subjects are discussed.

REGISTER TODAY!
CALL INPUT
415-961-3300
FAX 415-961-3966

CONFERENCE AGENDA

Day 1—Wednesday, October 25

1:15-2:15 **European Service Overview**—Peter Lines, Director of Research, INPUT - Europe. Major trends, opportunities, and issues in the Europe of the 1990s will be identified and discussed. INPUT's forecasts for the major sectors of the industry will also be presented.

2:15-2:45 **Future Directions in National Service Agreements**—Ron Brown, Senior Vice President, Businessland.

3:00-4:00 **U.S. Service Overview**—H.W. Stigler, Manager, INPUT Customer Service Program - U.S. Key customer service issues in the U.S. will be examined. Software support, third-party maintenance, and the impact of IBM's actions will also be examined.

4:00-5:00 **Asia/Pacific Overview**—David M. Micka, Independent Consultant and formerly Director of Service Operations, IBM Japan. Key service trends in the Asia/Pacific area will be identified, and the primary emerging issues and opportunities in this rapidly growing market area will be discussed. Service will be examined from both a technical and a business standpoint.

Day 2—Thursday, October 26

8:30-9:45 **1989 U.S. User Survey Results**—The results of the Spring 1989 user surveys for large systems, midrange systems, and PC/workstations will be reviewed. Hardware services, software services, and ancillary services will be examined from the standpoint of service level required, service level received, and the percent of satisfied users.

10:15-11:15 **Independent Maintenance Market in Europe**—Peter Lines, INPUT - Europe.

11:15-12:00 **Service Offering Alternatives**—H.W. Stigler, INPUT. The major alternative approaches to offering service will be examined in detail, and pros and cons discussed for each. Based on the analysis of future industry trends, an optimum offering approach will be suggested.

2:00-3:15 **Key Issues and Future Trends Prioritized**—H.W. Stigler, Moderator. Attendees will speak out on their views of the environment and key issues.



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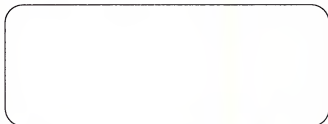
INPUT's Annual Executive Conference for Customer Service Industry Vendors

CUSTOMER SERVICE:

A GLOBAL PERSPECTIVE

October 25 & 26, 1989

Mark Hopkins, San Francisco



KEY BENEFITS OF ATTENDING THIS CONFERENCE

- Plan for the changes needed in customer services in the coming decade
- Understand the size and growth rates of various markets
- Identify major trends and driving forces affecting customer service
- Provides an opportunity for informal discussion with your peers and INPUT consultants

HOW TO REGISTER

To register for this important conference, simply call Christine Carter, Conference Coordinator, at INPUT, 415-961-3300

CONFERENCE FEES

Fee: \$750 for the first registrant
\$595 for each additional registrant from the same company

For INPUT Customer Service Program clients, 2 representatives may attend as part of your service contract.

For more information on INPUT's Customer Service Program, call us. We will be pleased to inform you of our complete services package for the Customer Service Industry.

CUSTOMER SERVICE: A GLOBAL PERSPECTIVE

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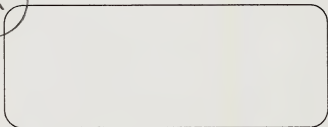
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MODEL (A)



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CUSTOMER SERVICE: A GLOBAL PERSPECTIVE

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This INPUL planning conference is both research and experience based and is designed to provide an excellent understanding of customer service around the world.

Presentations include:

- How users view service networks around the world.
- The providers of service are responding by broadening the scope of the services they offer and by offering multivendor support services. The complexity of the market in the 1980s will be compounded in the 1990s due to factors such as trade imbalances and the lifting of European trade restrictions.

WHAT TO EXPECT

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CONFERENCE AGENDA

Day 1—Wednesday, October 25

1:15-2:15 European Service Overview—

Peter Lines, Director of Research, INPUL -

Europe. Major trends, opportunities, and

issues in the Europe of the 1990s will be

identified and discussed. INPUL's forecasts for

the major sectors of the industry will also be

presented.

2:15-2:45 Future Directions in National

Service Agreements—Ron Brown, Senior Vice

President, Businessland.

3:00-4:00 U.S. Service Overview—

H.W. Stigler, Manager, INPUL Customer

Service Program - U.S. Key customer service

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impact of IBM's actions will also be examined.

4:00-5:00 Asia/Pacific Overview—

David M. Micka, Independent Consultant and

formerly Director of Service Operations, IBM

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emerging issues and opportunities in this

rapidly growing market area will be discussed.

and a business standpoint.

Day 2—Thursday, October 26

8:30-9:45 1989 U.S. User Survey Results—

The results of the Spring 1989 user surveys for

large systems, midrange systems, and PC/

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services, software services, and ancillary

services will be examined from the standpoint

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and the percent of satisfied users.

10:15-11:15 Independent Maintenance

Market in Europe—Peter Lines, INPUL -

Europe.

11:15-12:00 Service Offering Alternatives—

H.W. Stigler, INPUL. The major alternative

approaches to offering service will be

examined in detail, and pros and cons

discussed for each. Based on the analysis of

future industry trends, an optimum offering

approach will be suggested.

2:00-3:15 Key Issues and Future Trends

Priority—H.W. Stigler, Moderator.

Attendees will speak out on their views of the

environment and key issues.

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CONFERENCE AGENDA

Day 1—Wednesday, October 25

11:00-12:00 Registration

12:00-1:00 Lunch

1:00-1:15 Welcome, introductory remarks—Peter Cunningham, President, INPUT

1:15-2:15 *Peter Lines, Director of Research,* European Service Overview—~~Ken Carter, Senior Consultant and Project Manager,~~ INPUT Customer Service Program Europe. Major trends, opportunities, and issues in the Europe of the 1990s will be identified and discussed. INPUT's forecasts for the major sectors of the industry will also be presented.

2:15-2:45 *2:15-2:45* U.S. Service Overview — H.W. Stigler, Manager, INPUT Customer Service Program - U.S. Key customer service issues in the U.S. will be examined. Software support, third-party maintenance, and the impact of IBM's actions will also be examined. (Break at 3:00)

4:00-5:00 Asia/Pacific Overview—David M. Micka, Independent Consultant and formerly Director of Service Operations, IBM Japan. Key service trends in the Asia/Pacific area will be identified, and the primary emerging issues and opportunities in this rapidly growing market area will be discussed. Service will be examined from both a technical and a business standpoint.

5:30-7:00 Cocktail Reception

*Future Operations in National Service Agreements
Ken Brown,*

Day 2 Thursday, October 26

8:00-8:30 Coffee

8:30-9:45 1989 U.S. User Survey Results—The results of the Spring 1989 user survey for large systems, midrange systems, and PC/workstations will be reviewed. Hardware services, software services, and ancillary services will be examined from the standpoint of service level required, service level received, and the percent of satisfied users.

9:45-10:15 Coffee

10:15-11:15 Independent Maintenance Market in Europe—~~Ken Carter,~~ INPUT - Europe. *Ken Carter, IBM - Europe*

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1:00-2:00 Service Offering Alternatives—continued

2:00-3:15 Key Issues and Future Trends Prioritized H.W. Stigler, Moderator. Attendees will speak out on their views of the environment and key issues.

3:15-3:45 Wrap-up, conclusions

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Senior VP *of Customer Service, Business Unit*

