INPUT PRODUCTION	N WORK ORDER (Please fill out both sides)
DATE IN: $9/28$ DATE DUE: $9/3$	29 PROJECT CODE: FSEM
AUTHORIZED BY: SHELLA	NEW D REPEAT D REPEAT W/CHANGE
WORK SPECIFICATIONS DATE OF PRESENTATION: Additional Information 35mm Slides	PRINTING SPECIFICATIONS Quantity/Slides/Foils Quantity/Hard Copy Paper Size \$\frac{\frac{1}{2}}{2} \times \frac{1}{2} \times \frac{1}{2}
Foils Exhibits Cuestionnaire Letter Business Card Note Paper Newsletter News Release Form	Finished Size X Number of Pages Outside Printer Photocopy Single side Double side Three hole punch Velobind punch Trim to X
Recordure FOLLOW - UP MALER Cover Design Other Number of pages submitted Text Graphics	Binding Cover Paper Color Ink Color Copyright Paper See Fold 20 1/2 fold Pad
SPECIAL INSTRUCTIONS	Saddle Stitch Box Shrink Wrap Staple Comer 2 on side Bottom CENTER
MAILING SPECIFICATIONS Envelope: No. 10 9 x 12 10 x 13 Reply Env	Code Order)
Enclosures: Letter Questionnaire Newsletter News Release Form Brochure Business Reply Envelope	Distribution: Initial Mailing Sheff Stock NJ DC London Paris Japan Jap
MAIL COPIES DIRECTLY TO:	mailed 9/29

QUALITY CONTROL PROOFREADING SIGNOFF

DESCRIPTION PROJECT CODE AUTHOR	FOLLOW UP MAILER		
DATE TO PROOFREADE	R TO BE PROOFED BY	INITIAL	DATE
9/29 FINAL Q.C.	ANNA	# # # # # # # # # # # # # # # # # # #	29 9

☐ 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.

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.

3:004:00 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.

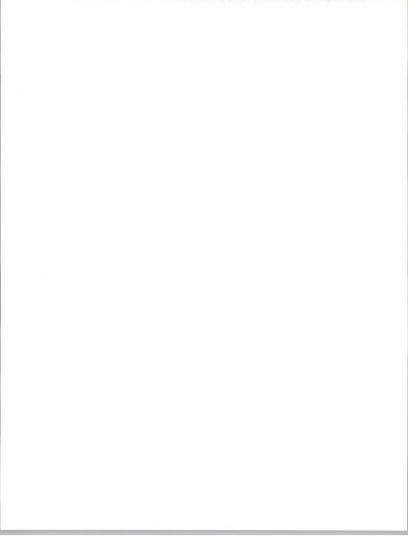
Day 2-Thursday, October 26

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.





FIRST CLASS MAIL U.S. POSTAGE PAID PERMIT NO. 141 MOUNTAIN VIEW,

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

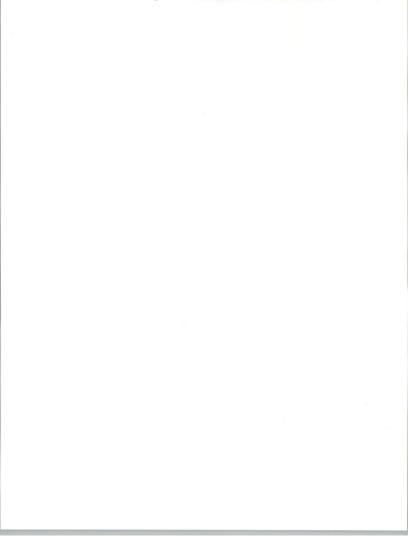
\$595 for each additional registrant from the

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 INPLIT



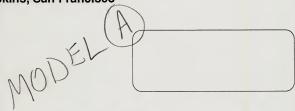
FIRST CLASS MAIL U.S. POSTAGE PAID PERMIT NO. 141 MOUNTAIN VIEW, CA

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.



CONFERENCE OVERVIEW

addition to the structured ui suoissuosib ano-no There is ample time for onesharing visions of the future. This means networking and party service companies. leading vendor and thirdservice executives from the be in the company of senior and participatory. You will The sessions are interactive

meetings where key subjects

are discussed.

415-961-3300 CALL INPUT REGISTER TODAY!

5965-199-314 XAT

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

Presentations include:

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

WHAT TO EXPECT

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

> responding by broadening The providers of service are networks around the world. for their systems and demanding high availability processing users are years ahead. Information challenges today and in the industry face many information processing service and support in the Companies that provide

European trade restrictions. imbalances and the litting of due to factors such as trade pe compounded in the 1990s the market in the 1980s will services. The complexity of multivendor support offer and by offering the scope of the services they

AGENDA CONFERENCE

Day 2-Thursday, October 26

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

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

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

environment and key issues. Attendees will speak out on their views of the Priorifized-H.W. Stigler, Moderator. Key Issues and Future Trends SI:6-00:2

Day 1-Wednesday, October 25

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

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

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

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

and a business standpoint.

RCV BY: XEROX TELECOPIER 7010 ; 9-29-89 SENT BY: INPUT H W STIGLER ; 9-29-89 7:09AM: 4159603966;# 2

CONFERENCE AGENDA

Day 2 Thursday, October 26 Day 1-Wednesday, October 25 8:00-8:30 Coffee Registration 11:00-12:00 1989 U.S. User Survey Results-8:30-9:45 12:00-1:00 Lunch. The results of the Spring 1989 user survoye for large systems, yvelcome, introductory 1:00-1:15 midrange systems, and PC/ remarks-Peter Cunningham, workstations will be reviewed. President, INPUT Hardware services, software services, and ancillary services 1-15-7-15 Furnnean Service Overviewwill be examined from the Con Carrer, Service Constantant Peter Line standpoint of service level and Project Manager, INPUT Director of required, service level received, Customer Service Program Regesta, Europe. Major trends, and the percent of satisfied users. opportunines, and issues in die 9:45-10:15 Coffee Europe of the 1990s will be identified and discussed. Independent Maintenance 10:15-11:15 INPUT's forecasts for the major Market in Europe Her Enter sectors of the industry will also be 2:15 - 2:45 2 Service Offering Alternatives-U.S. Service Overview -11:15-12:00 2:15 4:00 H.W. Stigler, INPUT. The major H.W. Stigler, Manager, INPUT 3,00 alternative approaches to offering Customer Service Program - U.S. service will be examined in detail, Key customer service issues in the and pros and cons discussed for U.S. will be examined. Software each. Based on the analysis and support, third-party maintenance, future industry trends, an and the impact of IBM's actions optimum offering approach will will also be examined. be suggested. (Break at 3:00) Lunch 12:00-1:00 4:00-5:00 Asia/Pacific Overview-David M. Micka, Independent Service Offering Alternatives-Consultant and formerly Director 1:00-2:00 continued of Service Operations, IBM Japan. Key service trends in the Asia/ Key Issues and Future Trends 2:00-3:15 Pacific area will be identified, and Prioritized H.W. Stigler, the primary emerging issues and Moderator. Attendees will speak opportunities in this rapidly out on their views of the growing market area will be environment and key issues. discussed. Service will be examined from both a technical Wrap-up, conclusions 3:15-3:45 and a business standpoint. Cocktail Reception

Filtre Operations in

Asthern Service

Agreements

Man Brown, 5:30-7:00 REGISTER TODAYI CALL INPUT 415-961-3300 FAX 415-961-3966

UP attantangance, Businessiana Senior

