QUALITY CONTROL PROOFREADING SIGNOFF

DESCRIPTION JJJJ Flyer JMKT

PROJECT CODE JJJJ

AUTHOR Randy Paul

DATE TO PROOFREADER	TO BE PROOFED BY	INITIAL	DATE
	cut 12 lines	HG	8/22
	Anna	AR	8/22
FINAL Q.C. 8/23	Bob Goodwin	BG	8/23

☐ **READY FOR PRINTER**

ADM 400/03 7/88

INPUT

PRODUCTION WORK ORDER

(Please fill out both sides)

DATE IN: 8/21/89 DATE DUE: 8.23.89 PROJECT CODE: JJJJ JuGT

AUTHORIZED BY: [illegible] 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
- ☐ Cover Design
- ☐ Other

Number of pages submitted _____ Text _____ Graphics

SPECIAL INSTRUCTIONS

PRINTING SPECIFICATIONS

Quantity/Slides/Foils 6500

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

White INDEX

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:

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Globalization of Information Services Markets

INPUT's Eleventh Annual Executive Conference to be held October 23-25 in San Francisco

Vendors of information services, as well as users of those services, face many challenges in the coming decade. Increasing competition in all market sectors, rapid globalization of product requirements and marketing strategies, continuing mergers and acquisitions by major players, and the increasing rate of technological innovation make intelligent market planning and analysis mandatory for all participants.

The INPUT Executive Conference is based on significant primary research, and provides vital planning information for senior staff of Information Services vendors, and Information Systems Managers and CIOs in user organizations. INPUT's consultants will present analyses and forecasts on many pertinent subjects, including:

- Globalization of information services markets
- Major trends, issues, opportunities, and vendor strategies
- U.S. five-year forecasts
- New developments in mainframe-micro connectivity
- Systems integration markets, forecasts, and trends
- U.S. federal government markets
- Electronic data interchange
- "Demassification" in manufacturing industries
- UNIX software markets
- Merger and acquisition strategies
- Pacific Rim information services markets
- Information systems management in the 1990s

The 3-day conference will examine all these topics and more. The conference provides crucial information on strategic opportunities, driving forces, issues, trends, vendor strategies, and market shares. For market positioning and competitive response during the 1990s, this INPUT conference can be invaluable.

Yes! Please confirm my registration for the
INPUT Annual Client Conference, October 23-25, San Francisco, California.

Company

Name

Title

Address

City State Zip

Phone

Signature

- ❑ YES! I am registering for this conference. Bill my company $1,395.
- ❑ I am registering as an additional attendee. Bill my company $995.
- ❑ I am registering as an INPUT subscriber at no charge. (Max 2)
- ❑ I am registering as an INPUT subscriber/ additional attendee. Bill my company $495.

Name

- ❑ Have a representative call me.

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JMKT/89

Monday, October 23, Day 1

Keynote: Globalization of Information Services Markets. Peter Cunningham, INPUT President: the rapid development of a global market for information services and recommends appropriate actions for vendors.

U.S. Information Services Forecasts, 1989-1994. Bob Goodwin, INPUT VP: forecasts of all service delivery modes.

Demassification of Manufacturing. Mel Stuckey, Chairman and CEO of Fourth Shift Corp.: trend toward demassification of manufacturing operations.

Systems Integration Markets. Doug Wilder, INPUT Program Manager for Systems Integration: trends, events, vendor strategies and alliances, and recommendations in the fastest-growing information services delivery mode.

European Information Services Markets. Keith Hocking, INPUT Europe VP: information services markets, the environment for each major country, implications of the 1992 trade barrier removal, and recommendations to vendors considering expansion into Europe.

Concurrent Roundtable Sessions

■ **Processing/Network Services Markets, 1989-1994**—Bruce Hadburg, INPUT Senior Consultant: analysis of these diverse markets.

■ **U.S. Federal Government Markets**—John Frank, INPUT VP for Federal Programs: U.S. government information services spending, forecasts, growth, vendor opportunities, and trends.

■ **Electronic Data Interchange**—Victor Wheatman, INPUT Program Manager for EDI: EDI markets, growth, issues, leading vendors and their activities, and future directions.

Tuesday, October 24, Day 2

Mergers and Acquisitions in the Information Services Industry. Bob Goodwin: INPUT's 1989 M&A study focusing on strategies of major players, changes to industry structure, acquisition methods, historical results, and the outlook for continuing "merger mania."

U.S. Software Products Markets. Mary Raymond, INPUT Program Manager for Vendor Analysis: software product market forecasts, trends, leading vendors, IBM strategies, and the impact of technology drivers such as 4GL, CASE, networking, RDBMSs, and image processing.

The Mainframe-Micro Connectivity Revolution. Al Berkeley, President, Rabbit Software: recent development of powerful, high-functionality software that makes connectivity a reality, not just a buzzword.

UNIX Software Markets. Dennis Wayson, INPUT VP: UNIX software market as covered in a recent INPUT study.

Concurrent Roundtable Sessions

■ **Artificial Intelligence Markets**—Dennis White, INPUT Director of Custom Research: research on the AI segment, discusses leading vendors and strategies, reports the likely incorporation of AI into mainstream applications, and predicts future directions.

■ **Turnkey Systems Markets, 1989-1994**—Mary Raymond: turnkey systems markets, which continue to be impacted by declining equipment prices, manufacturers' reduced discounts, and direct competition from manufacturers and software suppliers.

■ **Systems Operations (Facilities Management) Markets**—Bob Goodwin: analysis of this mature market's renewed growth cycle.

Wednesday, October 25, Day 3

Professional Services Markets, 1989-1994. Bruce Hadburg: INPUT's forecasts for this market segment—including alliances, mergers, service/product expansion, market position and share, and overlap with systems integration vendors.

Pacific Rim Information Services Markets. Bob Goodwin: opportunities in the world's fastest-growing region for these services—the Pacific Rim. Included are regional forecasts; discussions of political, economic, and technology environments; and strategies for market entry.

Information Systems Management in the 1990s. Dennis Wayson: results from INPUT's research into the information systems management/CIO community.

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