

INPUT®

Information Services Industry

Worldwide Information Services
Market Forecasts

Positioning for Global Competitiveness

- A Multiclient Study Proposal
- Offered Exclusively by INPUT
- Project Launch— June 1, 1989



About INPUT

INPUT provides planning information, analysis, and recommendations to managers and executives in the information processing industries. Through market research, technology forecasting, and competitive analysis, INPUT supports client management in making informed decisions.

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, 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.

Formed as a privately held corporation in 1974, INPUT has become a leading international research and consulting firm. Clients include more than 100 of the world's largest and most technically advanced companies.

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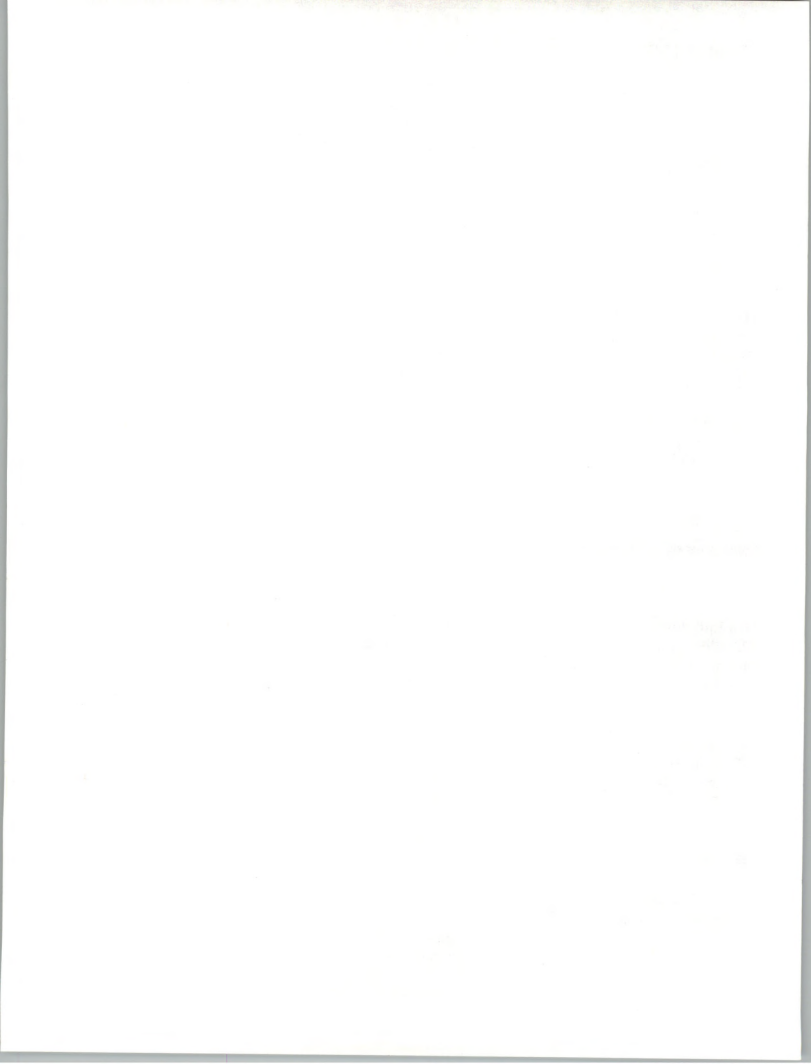
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A Multiclient Study

STUDY AUDIENCE

- Information services vendors who are considering expansion into new geographic markets.
- Vendors wishing to accurately measure market shares in current geographic markets.
- Planners who need to understand the size and scope of specific market opportunities, within targeted country markets and service delivery modes.

STUDY TIMING

- Study will commence upon full sponsorship by a minimum of ten companies; expected commencement date—June 1, 1989.
- Research/analysis will be conducted June through September, 1989.
- Results will be presented October, 1989 in San Francisco. This presentation will be repeated on the East Coast approximately 30 days following.
- Final report will be delivered to sponsor companies fourth quarter, 1989.

SPONSORS WILL RECEIVE:

MARKET FORECAST REPORT
<ul style="list-style-type: none"> • More than 30 geographic markets covered • Eight service delivery modes forecasted • Five year forecast, 1989-1993 • Country service mode market trends and analysis
PRESENTATION OF FINDINGS
<ul style="list-style-type: none"> • East Coast—U.S. • West Coast—U.S.
FORECAST ON FLOPPY DISK
<ul style="list-style-type: none"> • D-Base III+



Worldwide Information Services Market Forecasts

DEMAND FOR WORLDWIDE VIEW

Information services vendor globalization demands analysis of worldwide markets. INPUT's proposed multiclient study provides country-by-country worldwide 5-year market forecasts for unique service categories. The study is based upon a common set of accepted industry definitions and segmentation and will employ a proven research methodology.

INPUT is the sole source of this worldwide market information.

SCOPE OF STUDY

More than thirty geographic markets will be surveyed and reported on. Eight service delivery modes will be covered (see below). Global summary will be provided.

Technology status, driving forces, trends, issues and business conditions in major countries* will be included. Revenue opportunities will be identified.

GEOGRAPHIC MARKETS COVERED

Africa/Middle East	Korea
Australia*	Mexico
Austria	Netherlands*
Argentina	Norway*
Belgium*	Other Asia
Brazil	Other W. Europe
Canada*	Singapore
Denmark*	Spain
Eastern Europe	Sweden*
England*	Switzerland
Finland	Taiwan
France*	United States*
Italy*	Venezuela
Japan*	West Germany*

SERVICE DELIVERY MODES

FORECASTED

- Processing Services
- Network Services
- Software Products
- Turnkey Systems
- Systems Integration
- Professional Services

INPUT CREDENTIALS

- Strongest information services market analysis team in the world
- Conducted research in all major worldwide marketplaces
- Ten year history of U.S. and Western European industry forecasts—with common/proven definition set
- Proven research/forecast methodology enabling timely forecast and analysis turnaround

METHODOLOGY

INPUT has performed extensive information service vendor telephone and on-site surveys in the United States and Western Europe. These surveys provide vital information on vendors' prior year revenues and growth rates by specific service delivery modes (e.g., Processing Services, Professional Services, etc.). This survey methodology will be expanded into additional countries.

Other sources of information will be used to supplement the primary research described above. Trade associations, government agencies, industry consultants and reliable trade and business publications will be utilized as sources to build the worldwide market data base.

Proven quality control methods will be employed to ensure the highest quality of information.

INPUT's information services market analysis team, experts in the industry, will analyze data gathered, develop market forecasts, identify trends, and provide specific recommendations for action.



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Worldwide Information Services Market Forecasts

The globalization of the information systems and services markets will be one of the most important trends of the 1990s. To remain competitive and to ensure continued financial success, vendors of information services will need to become well informed on developing opportunities and exposures in international markets, as well as U.S. markets.

INPUT has launched a unique study of the global information services industry, and will provide 5-year market forecasts for over 30 countries, many of them covered in this depth for the first time. This worldwide analysis can be invaluable to executives planning an international expansion or considering the impact of globalization on their own businesses.

The enclosed brochure describes the study in more detail.

I know you will find the report to be of high quality and to contain exclusive new market research and analysis on a vital topic.

Best wishes,



Robert L. Goodwin
Vice President, Research
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INPUT's Worldwide Information Services Market Forecasts

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The total fee is due and payable upon authorisation. UK prices exclude VAT.

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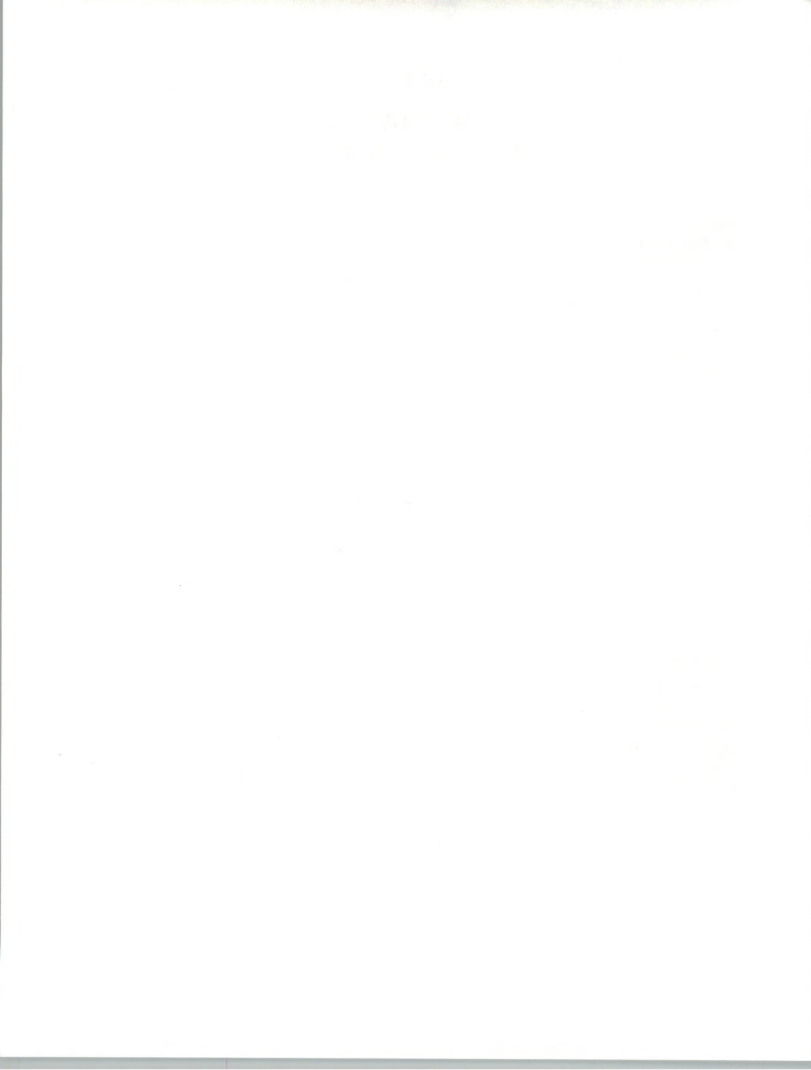
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