memo:

Date: January 4, 1989
To: Keith Hocking, John Frank, Randi Paul, Tetsuo Imai
From: Andrea Jeris
Subject: 1989 Brochures

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- ☑ Corporate Capabilities 1·6·89
- ☑ Mergers & Acquisitions 1·4·89
- ☑ Custom Research & Consulting 1·12·89
- ☑ Multinational Network 1·18
- ☑ National Network 1·18
- ☑ Electronic Data Interchange 1·18
- ☑ Electronic Data Interchange—Europe 1·18
- ☑ Systems Integration 1·18
- ☑ Federal Systems & Services 1·18
- ☑ Information Systems 1·18
- ☑ Market Analysis 1·18
- ☑ Market Analysis—Europe—PRINTED 12/88
- ☑ Market Analysis—Europe for U.S.—"
- ☑ Customer Service 1·18
- ☑ Customer Service—Europe—PRINTED 12/88
- ☑ Customer Service—Europe for U.S.—"
- ☑ Vendor Analysis 1·18
- ☑ Vendor Analysis—Europe 1·18

CORPORATE CAPABILIT

QUALITY CONTROL PROOFREADING SIGNOFF

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DESCRIPTION CORPORATE CAPABILITIES

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AUTHOR ~~CORPORATE~~ PAC

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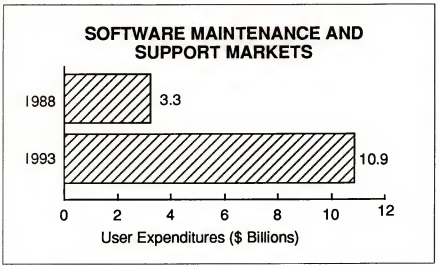
INPUT®

Information Systems and Services Industry

Corporate Capabilities

Proposed Programs

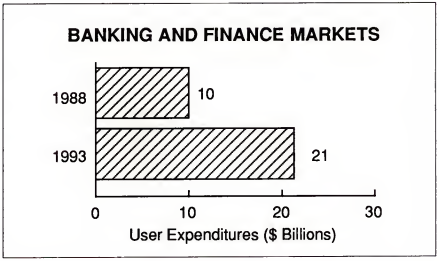


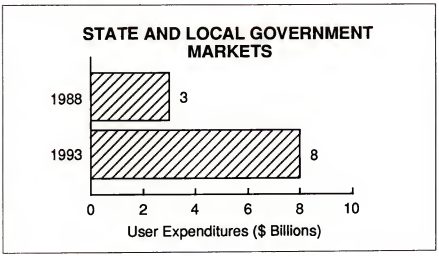
Software Maintenance and Support

The Software Maintenance and Support Program focusses on the 'nuts and bolts' of managing software support. Customer needs and vendor directions are presented. Pricing, problem identification and resolution, and warranty issues are among those analyzed.

Banking and Finance Information Systems

System and services developments in the banking and finance industries are analyzed and forecast by the Banking and Finance Information Systems Program. Fee-generating services such as payroll, ACH, and POS are examined. Vendor offerings and customer requirements are analyzed. New technologies and their impacts are presented.





State and Local Government Information Systems

System and services developments in state, city, and county government agencies are examined by the State and Local Government Information Systems Program. Vendor offerings and customer requirements are analyzed. Major federally-funded programs are tracked and their impact forecast. New technologies and their impacts are presented.

Corporate Capabilities

BUSINESS

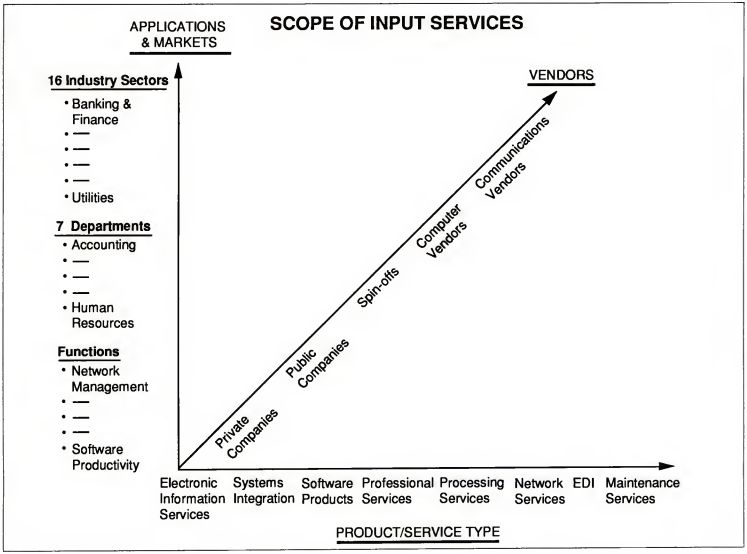
INPUT's objective is to provide clients with the highest quality intelligence and advice on computer/communications systems and services. Founded in 1974, INPUT emphasizes the analysis and forecasting of the application of technology to customer needs.

INPUT offices in "Silicon Valley", Ca. , New York, London, Paris, Tokyo, and Washington D.C. provide research and support. Other offices will open. INPUT wants to be close to its clients to give the best service possible.

SERVICES

Clients receive services through:

- Continous Advisory Services that provide information and support to clients on an annual subscription basis.
- Custom research and consulting projects that address clients' individual needs.
- Multiclient studies, which are shared studies on individual topics for groups of clients.



INPUT®

Client-Specific Services

- Market/Product Strategies
- Customer Satisfaction
- Competitive Analysis
- Marketing
- Customer Buying Plans

Custom Research and Consulting Services

INPUT recommends solutions to specific vendor problems and opportunities. Projects are based on INPUT's extensive data base of market and vendor information plus effective primary research. Recommendations are provided from experienced, industry-knowledgeable professionals.

Information Systems Planning and Consulting Services

For Information Systems (IS) organizations, INPUT carries out specific projects by experienced professionals based on primary research and INPUT's data base. Particular emphasis is on situations requiring immediate choice or action.

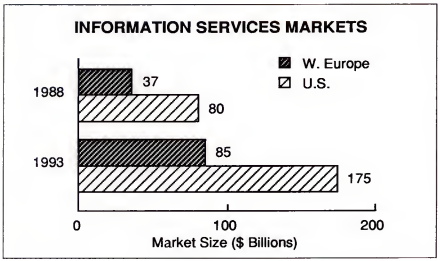
- Vendor Analysis
- End-User Requirements
- End-User Satisfaction
- Office Systems Planning
- Information Systems Strategies

- Acquisition Strategies
- Acquisition Search
- Introduction Services
- Negotiation and Valuation
- Due Diligence
- Divestiture Strategies

Acquisition Services—U.S. and Europe

Through its 14 years of experience in the Information Services Industry, its extensive data base, and unparalleled contacts around the world, INPUT offers its clients effective support in their acquisitions process.

Advisory Services

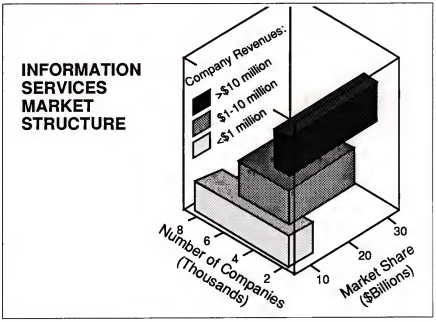


Information Services Markets—U.S. and Europe

Computer/communications software and services (processing services, network services, software products, systems integration, professional services, and turnkey systems) markets are forecast through the Market Analysis Programs in U.S. and Europe. Key issues and emerging markets (e.g., CASE and EIS) are analyzed. Market share data are presented.

Information Services Vendors—U.S. and Europe

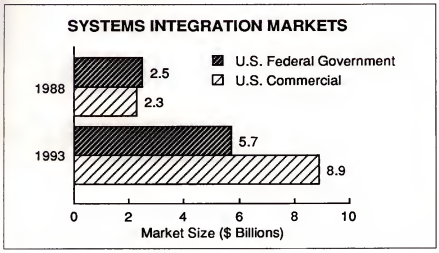
Profiles on leading and emerging companies are presented through Vendor Analysis Programs in the U.S. and Europe. Private companies, 'spin-offs' and other 'hidden' vendors are analyzed as well as public companies.



- Demographics
- Environmental Trends
- IS Issues
- Application Needs
- Software and Services Markets
- Vendor Data

Vertical Markets

Each of over 20 industry sector and cross-industry functional markets are analyzed in the Vertical Markets component of the Market Analysis Program. Demographics and overall information systems expenditures form the framework for the analyses of specific application needs and markets. Typical vendors are described and market share data presented.

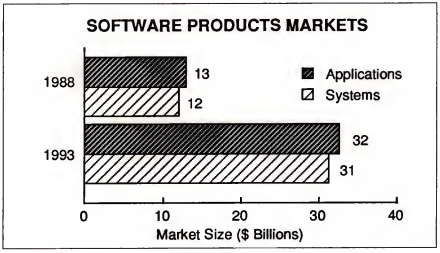


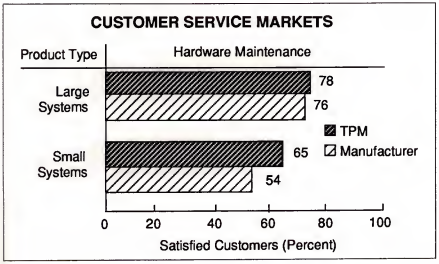
Systems Integration

The Systems Integration Program analyzes and forecasts this rapidly developing system deployment method. It provides analysis of government and commercial procurements. Competitive positions and specific markets (such as network systems integration) are analyzed.

Software Products Markets

The Software Products Market Program provides detailed system and applications software market forecasts. It analyzes issues such as pricing, marketing, and distribution. Impacts of initiatives such as UNIX, SAA, and OSI are examined.





Customer Service

The Customer Service Program is offered in the U.S. and Europe. It compares customer needs and vendor performance for hardware maintenance and support services, such as education and training. Third-party maintenance and other markets and issues are analyzed. System sizes from large to PC/workstations are covered.

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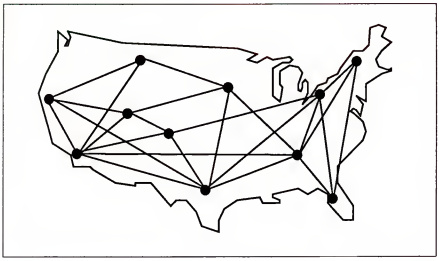
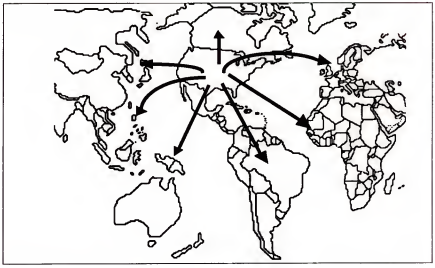


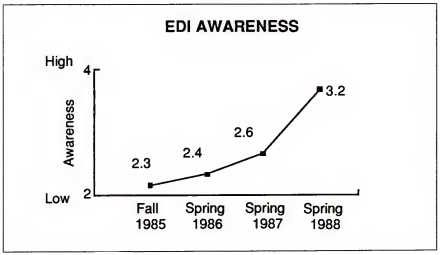
U. S. Networks

The application of telecommunications technology and services to business requirements are addressed in the National Network Program. It addresses user needs, product/service trends, telecommunication costs, and vendor offerings. Competitive profiles on network hardware, software, maintenance, and support services vendors are provided. Network management and integration are topics which are emphasized.

Multinational Networks

Profiles of telecommunications services and their costs are provided for 40 countries through the Multinational Network Program. National and regional development trends are reported. The program provides essential information for network planners and vendors.

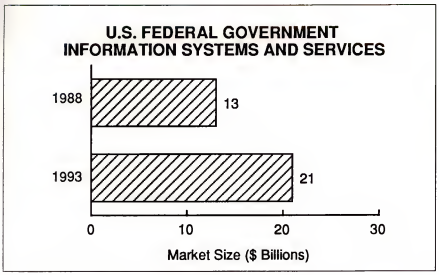




Electronic Data Interchange (EDI)

The EDI Program tracks this emerging business method that will radically change the way organizations interact. It forecasts the major computer/communications opportunities. Users and vendors are informed of important developments. EDI vendors and their technologies are analysed. North American and European developments are included.

INPUT®



U.S. Federal Government Markets

The Federal Information Systems and Services Program provides a data base of over $16 billion of computer/communications systems and services procurement plans by federal agencies. Market segments analyzed include systems integration, software products, and network, processing and professional services. Key agency plans are reviewed.

Information Systems Planning

The Information Systems Program provides strategies and support for IS planning. It focuses on new approaches and technologies and how to use them to advantage. Particular emphasis is on the use of external solutions. Software and services vendor information is provided.

EMERGING SOLUTIONS

- Systems Integration
- Network Management
- Software Engineering
- Data Architecture
- Management

Advisory Service Contents

Each "program" contains deliverables such as reports, newsletters, conferences, and support services to answer client questions and to provide consultation on issues.

These programs are a consistent source of intelligence and knowledge for planning and evaluation.

About INPUT

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

Continuous 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 services, 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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- ❑ Form _____
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10/19	Rebecca G. A.		
10/25	PAC	[illegible]	10/26
	final sign off by PAC		
FINAL Q.C.			
~~11-23-88~~	~~George D. Hunter~~	~~[illegible]~~	~~11-23-88~~
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- ☐ Other

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Number of Pages 4

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INPUT®

Information Systems and Services Industry

Acquisition Services

Acquisition Services

According to the 1987 ADAPSO/Broadview Index, there were 358 merger/acquisition transactions valued at $4.9 billion in the U.S. Information Systems and Services industry.

In Europe, major acquisitions have taken place in 1988, resulting in the emergence of large services companies such as SD-Scicon, Cap Gemini Sogeti, and Sema Group. The pace in Europe is accelerating as '1992' looms on the horizon.

Through its 14 years of experience in the Information Services Industry, its extensive data base and unparalleled contacts around the world, INPUT offers its clients effective support in their acquisition processes.

INPUT can support its clients in all stages in the acquisition process:

1. *Preparation*
2. *Searching and Screening*
3. *Conclusion and Implementation*

INPUT is particularly well-equipped to assist companies in trans-Atlantic searches because of its offices in London, Paris, New York, Washington, and California.

INPUT's RELATIONSHIP WITH CLIENTS

For "Preparation" projects involving selection of markets and establishment of objectives, INPUT usually performs a consulting study on a fee basis. Based on the extent of the work, this may or may not be credited to a contingency fee.

On completion of the study or where the client already has established objectives, INPUT works through "Conclusion and Implementation" on a monthly retainer and contingency fee basis.

INPUT will not accept a retainer from another company with similar objectives while a retainer project is in process.

1. *PREPARATION*

INPUT can help initiate the acquisition process by carrying out a project to:

- Set Objectives
- Establish Strategy
- Define Method of Approach
- Select Target Characteristics
  - Size, Type, Location, etc.

In this project, INPUT will:

- Provide intelligence on the structure, size, and growth of the target market
  - Competitive position—leaders
  - Impact of new technology
  - Technical and marketing criteria for success
  - Successful and unsuccessful strategies
- Analyze characteristics of the client relative to acquisition:
  - Objectives/hopes/plans
  - Culture, management philosophy
  - Financial resources
  - Customer base
  - Resources, products, services, technology
  - Distribution/marketing/sales capability
  - Strengths and weaknesses
  - "Unfair advantages"

This project usually takes 2 to 4 weeks: A comprehensive industry plan can take 10 to 12 weeks.

2. *SEARCHING AND SCREENING*

- From the Objectives and Strategy INPUT forms a 'Rough Screen' of target characteristics.

Typical Screen Characteristics	
Type of Business	Services
Ownership	Market Position
Revenue Size	Technology
Profitability	Distribution
Growth	Support
Customer Base	Geography
Products	Staff

- This screen is used for preliminary analysis. INPUT reviews its data base and contacts to identify candidate companies.
- These candidates are reviewed with the client to determine preferences and priorities.
- In the next stage, a 'fine screen' is used. Each selected company and its competitors are contacted. Company data is totally reevaluated.
- INPUT then presents and reviews the 'fine screen' results.
- With client approval, INPUT initiates the transaction process by making introductions to selected target(s).

3. *CONCLUSION AND IMPLEMENTATION*

- INPUT helps get the deal done— "closing!"
- INPUT helps in 'selling' the target company on being acquired. The amount and type of assistance varies from case to case. INPUT works with client's financial and legal personnel.
- INPUT can also carry out 'due diligence' projects:
  - Analysis of contracts
  - Customer satisfaction survey
  - Competitive analysis survey
  - Product and service assessment
- INPUT can prepare, or assist in the preparation of an implementation and operation plan:
  - 'Trauma' control
  - Method of operation
  - Reporting
  - Financial structure
  - Staff changes
  - Organizational changes
  - Market changes

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ED1

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DESCRIPTION EDI BROCHURE – US

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DATE OF PRESENTATION: _____

Additional Information

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- ☐ Foils _____
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1989 EDI PROGRAM

Number of pages submitted _____ Text

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Quantity/Slides/Foils _____

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INPUT®

Information Services Industry

Electronic Data Interchange Program—U.S.

Electronic Data Interchange Program—U.S.

PLAN FOR SUCCESS

INPUT's EDI Program is a continuing service that provides timely and accurate intelligence on a quickly growing network service application. How much you know about EDI and when you find out could spell the difference between success or failure in your EDI endeavors.

ANALYSIS REPORTS

EDI Intertrends—North America/Europe
Two studies, results of in-depth interviews with EDI users, network service companies, software firms, and professional service providers, analyze the EDI market for 1989 to 1994. User expenditures for EDI services and products are forecast. Examines trends and directions.

Advanced EDI Services
Examines user needs and vendor directions in providing a range of value-added services in association with EDI, including: graphics, EDI/EFT, data bases and catalogs, on-network translation, interactive EDI, priority delivery options, hardcopy and FAX conversions, etc.

EDI User Case Studies
Drawing on INPUT's experience with our 1988 *User Case Studies Report*, this user-oriented report describes developments at several companies implementing EDI solutions. Characteristics of success and failure are analyzed.

U.S. Federal Government Impact on EDI
The Federal Government will be a major force in the implementation of EDI in the U.S. This report examines its direct role in implementing EDI with its 500,000 suppliers and also its influence through standards and regulation.

EDI STANDARDS REFERENCE GUIDE

This compendium of EDI standards in U.S., Europe, and other geographic sectors is constantly updated. It provides a reference guide to relevant standards, significant changes, and responsible standards organizations.

EDI REPORTER NEWSLETTER

The latest information on vital EDI issues, events, vendor actions, and user experiences are presented in this monthly, international newsletter. First published in early 1987, *EDI Reporter* has become the most relied-upon source of timely EDI information.

EDI CONFERENCES

INPUT will conduct *two* EDI conferences in 1989—one in San Francisco and one in London. Each conference presents forecasts, trends, and directions from EDI users, vendors, and INPUT consultants. Each conference includes a unique social event for informal information interchanges.

MULTICLIENT STUDY

INPUT proposes to carry out a multiclient research project on Electronic Medical Claims. This project will include a seminar.

INPUT®

CLIENT SUPPORT

Access to INPUT Consultants
Clients receive continuous support from INPUT's consultants and executives. Call them for reactions and opinions.

"Hotline" Inquiry Service
The "Hotline" Inquiry Service provides fulfillment of 'short-term' research needs (requiring less than two hours) as well as clarification/amplification of report and presentation data.

Client Conference
This annual conference enables INPUT's clients to be updated on key strategic industry trends and developments, as well as to meet senior staff from other INPUT clients. Attendance at this conference is available at a reduced fee for full subscribers.

RELATED SERVICES

- Multinational Network Program provides information for planning and operating multinational telecommunications networks.
- Market Analysis Program analyzes the computer/communications software and services markets in the U.S. and Europe.
- Custom Research and Consulting projects analyze market opportunities, user needs, competitive environment, acquisition targets, etc.
- Consultant Presentations—INPUT's consultants are available to provide presentations for planning meetings, user groups, or other functions.

PROGRAM DESCRIPTION

EDI ANALYSIS REPORTS

- EDI Intertrends—North America
- EDI Intertrends—Europe
- Advanced EDI Services
- EDI User Case Studies
- U.S. Federal Government Impact on EDI

EDI STANDARDS REFERENCE GUIDE

- U.S., Europe, and Other Areas
- Standards Organizations
- Standards and Changes

***EDI REPORTER* NEWSLETTER**

- Monthly
- Issues, Events, Interviews
- Users, Vendors
- International Scope

EDI INDUSTRY CONFERENCES*

- Two-Day, Users/Vendors, San Francisco
- Two-Day, Users/Vendors, London

CLIENT SUPPORT

- Access to INPUT Consultants
- "Hotline" Inquiry Service
- Client Conference

* U.S. clients may attend the London EDI Conference at an incremental fee.

About INPUT

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

Continuous 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 services, 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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INPUT®

Information Services Industry

Electronic Data Interchange Programme—Europe

Electronic Data Interchange Programme—Europe

PLAN FOR SUCCESS

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Two studies that analyse the EDI market for 1989 to 1994 as a result of in-depth interviews with EDI users, network service companies, software firms and professional service providers. User expenditures for EDI services and products are forecast. Examines the entire North American and Western European EDI market, trends and directions.

Advanced EDI Services
Examines user needs and vendor directions in providing a range of value-added services in association with EDI, including: graphics, EDI/EFT, databases and catalogs, on-network translation, interactive EDI, priority delivery options, hardcopy and FAX conversions, etc.

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Joint Client Conference
Held in London during the fourth quarter of 1989, this annual conference enables INPUT's clients to be updated on key strategic information industry trends and developments, as well as to meet senior staff from other INPUT clients. Attendance at this conference is available at a reduced fee for full subscribers.

RELATED SERVICES

- Multinational Network Program provides information for planning and operating multinational telecommunications networks.
- Market Analysis Programme analyses the computer/communications software and services markets in the U.S. and Western Europe.
- Vendor Analysis Programme provides company profiles and support data on U.S. and European software and services vendors.
- Custom Research and Consulting projects analyze market opportunities, user needs, competition, acquisition targets, etc.
- Consultant Presentations—INPUT's consultants are available to provide presentations for planning meetings, user groups or other functions.

PROGRAMME DESCRIPTION

EDI ANALYSIS REPORTS

- EDI Intertrends—North America
- EDI Intertrends—Europe
- Advanced EDI Services
- EDI User Case Studies

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- Two-day, Users/Vendors, San Francisco
- Two-Day, Users/Vendors, London

CLIENT SUPPORT

- Access to INPUT Consultants
- "Hotline" Inquiry Service
- Joint Client Conference

* European clients may attend the San Francisco EDI Conference at an incremental fee.

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1989 PROGRAM

MAP

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Enclosures:

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PROJECT CODE MMKT

AUTHOR

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2nd 1/11/89		MAC	1/11
		MM	1/12
FINAL Q.C. 1/12/89			

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INPUT®

Information Services Industry

Market Analysis Program—U.S.

Market Analysis Program—U.S.

INFORMATION SERVICES OPPORTUNITY

The Information Services market in the U.S. is over $90 billion in 1989 and will reach over $180 billion by 1994. The Market Analysis Program provides market intelligence and expert opinion on the developments and factors that affect your business in this dynamic, fragmented market.

MARKET ANALYSIS REPORTS

Each report contains market forecasts for 1989-1994, overall and by market component. Where appropriate industry sector and cross-industry market forecasts are included with corresponding trend analysis. Leading vendors are profiled and market shares presented. Market forces, trends, and issues are analyzed.

Applications Software Products and Turnkey Systems
Markets are forecast by target platform. Lease/purchase, maintenance, support, and pricing issues are analyzed.

System Software Products
Markets are forecast by target platform. Pricing, distribution, and marketing issues are analyzed.

Professional Services
Industry issues, such as the impact of systems integration and trends in contracting methods, are examined.

Systems Integration
Systems Integration markets are analyzed by component and by type (application, network, and data). Focus is on commercial markets, which are analyzed by industry sector.

Processing Services
Market dynamics vis-a-vis in-house vs. processing services are examined as well as the impact of distributed processing.

Network Services
Network Services markets are analyzed by application and delivery mechanism. Network management components are forecast.

INDUSTRY SECTOR/CROSS-INDUSTRY REPORTS

Each of 15 industry sectors and 7 cross-industry functional areas are examined in this series of reports. Market specific forecasts by type of service, market share data, and profiles of leading vendors are included in each report. IS trends, industry demographics, major user issues and expenditure patterns by customer size are presented.

ISSUE STUDIES

Acquisitions in the Information Services Industry
This report predicts the impact of acquisitions on the industry structure over the next 5 years. It examines the role of specific third parties, the acquirors' objectives and specific programs, and the reasons for acquisition by acquired companies.

Personal Computer Software Products Markets, 1989-1994
Forecasts are provided by type of software, target platform, and distribution channel. The impact of networked systems, minicomputers, market saturation, new pricing strategies and other key factors are analyzed.

UNIX and UNIX-related Product Markets, 1989-1994
The plans of software product developers and major expenditures for the use of UNIX are analyzed. Strategies of vendors such as IBM, DEC, Sun Microsystems, and AT&T are considered and market forecasts provided by type of product.

User Requirements in Network Management
Analyzes user requirements for network management. It considers methods and procedures, tools used and needed, needs for outside services, and major trends in management of digital networks.

INPUT®

CLIENT SUPPORT

Access to INPUT Consultants
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"Hotline" Inquiry Service
The "Hotline" Inquiry Service provides fulfillment of 'short-term' research needs (requiring less than two hours) as well as clarification/amplification of report and presentation data.

On-Site Visit
An INPUT consultant presents research results and industry forecasts at your site. Your issues and interests are discussed together with industry trends.

Client Conference
This annual conference enables INPUT's clients to be updated on key strategic industry trends and developments, as well as meet senior staff from other INPUT clients.

RELATED SERVICES

- Information Services Industry Seminar—this 2-day seminar covers industry trends, issues, and forecasts.
- The Vendor Analysis Program provides company profiles and support data on information services vendors in North America and Europe.
- Market Analysis Program—Europe analyzes the computer software and services markets in Europe
- Custom Research and Consulting projects analyze market opportunities, user needs, competitive environment, acquisition targets, etc.
- Consultant Presentations—INPUT's consultants are available to provide presentations for planning meetings, user groups, or other functions.

PROGRAM DESCRIPTION

INDUSTRY SECTOR/CROSS-INDUSTRY REPORTS

- 15 Industry Sectors
- 7 Cross-Industry Functions
- Market Forecasts, 1989-1994
- Competitive Analysis
- Issue and Trend Analysis

MARKET ANALYSIS REPORTS

- 7 Major Types of Service
  - Applications Software Products
  - Systems Software Products
  - Turnkey Systems
  - Professional Services
  - Systems Integration
  - Processing Services
  - Network Services
- Market Forecasts, 1989-1994
- Competitive Analysis
- Issue and Trend Analysis

ISSUE STUDIES

- Acquisitions in the Information Services Industry
- Personal Computer Software Products Markets, 1989-1994
- User Requirements in Network Management
- UNIX and UNIX-related Product Markets, 1989-1994

CLIENT SUPPORT

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About INPUT

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INPUT®

International Telecommunications Industry

National Network Program—U.S.

National Network Program—U.S.

TELECOMMUNICATIONS NETWORK SERVICES WILL CHANGE THE WORLD

Networks are critical to the future of government, industrial, commercial, and consumer development. Organizations can do it themselves or buy services. But what services? when? for how much? from whom? are questions that must be answered in planning telecommunications networks. The National Network Planning Program addresses these questions.

The National Network Planning Program focusses on U.S. telecommunications services. It provides information and support on vendor capabilities and offerings, as well as trends for individual telecommunications services. User needs and service opportunities are identified.

This program provides essential intelligence for network planners and managers operating U.S. networks or selling services to meet user needs.

SCOPE

MEDIA
- Voice
- Data
- Message
- Image/Video

NETWORK SERVICES
- Network Management
  - Systems
  - Software
  - Services
- Value Added Services
  - Electronic Mail Services
  - EDI Services (summarized from INPUT's EDI Program)
  - Other Services

CONTINUOUS SERVICES

Connectivity U.S.
This publication provides intelligence on developments in U.S. network services. New services (and discontinued ones), changes in laws/regulations, vendor alliances and contracts, and key events are reported with INPUT commentary.

Network Services Trends Assessments
Network services are assessed and their markets forecast through a series of publications on subjects such as network management, ISDN, VSAT, WANs, LANs, etc.

Telecommunications Services Vendor Profiles
Descriptions of the products, services, structure, marketing characteristics, operational characteristics, and financial performance of public and 'hidden' vendors (subsidiaries, private companies, etc.) are provided through vendor profiles.

NETWORK ISSUE REPORTS

Network Management—User Requirements
This report analyzes user requirements for effective network management. It considers methods and procedures, tools used and needed, needs for outside services, and major trends in management of integrated, digital networks.

Network Management—Vendor Initiatives
Vendor initiatives to meet the growing need for effective network management are presented. Major software and hardware tools available are analyzed, and tools needed to meet future requirements identified. Tools such as NetView are considered as well as the use of standalone network management facilities.

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Telecommunications Network Conference
INPUT analyses and forecasts of network services trends are presented and discussed: client issues are discussed in group forums/ working sessions.

RELATED SERVICES

- Multinational Network Program provides vendor and service data for over 40 countries.
- Electronic Data Interchange Program provides information on EDI developments and markets in North America and Europe.
- Custom Research and Consulting projects provide analysis of user needs, competitive analysis, vendor selection, partnering/ acquisition services, etc.

PROGRAM DESCRIPTION

CONTINUOUS SERVICES

- *Connectivity U.S.*
- Telecommunications Services Vendor Profiles
- Network Services Trends Assessments

NETWORK ISSUE REPORTS

- Network Management— User Requirements
- Network Management— Vendor Initiatives

CLIENT SUPPORT

- Access to INPUT Consultants
- "Hotline" Inquiry Service
- On-Site Visit
- Telecommunications Network Conference

About INPUT

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

Continuous 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 services, systems/software maintenance and support).

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SIP

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1/11/89	STEVE S.	SAS	1/11
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INPUT®

Information Systems Industry

Systems Integration Program

Systems Integration Program

THE SYSTEMS INTEGRATION OPPORTUNITY

Systems Integration (SI) is the provision of a total solution for complex information systems requiring multiple products and services. It is of strategic interest and importance to both users and vendors.

The urgency of large-scale project development requirements, the multivendor nature of engagements, the absence of acceptable off-the-shelf solutions, and the user desire for single-vendor interfaces are all contributing to the shift to the SI approach. In this approach vendors take responsibility for systems development and implementation. This can also lead to systems operations contracts.

INPUT's Systems Integration Program provides answers to the questions raised in this rapidly changing market. It is based on over 5 years of research into this area: INPUT characterized 'Systems Integration' in 1983 as "the two magic words that could change the whole information systems industry."

CONFERENCE AND SEMINARS

Systems Integration Industry Conference
This conference provides competitive and market information. Key industry trends and developments are examined. Buyer issues and opinions are presented.

Systems Integration Program Seminar
This seminar is an interactive work group session for program clients only. The results of current research are reviewed. Discussions on industry developments, market acceptance of the concept, and marketing factors are included.

MARKET ANALYSIS REPORTS

Systems Integration Market Analysis—U.S.A.
Systems Integration Market Analysis—Europe
These two reports examine Systems Integration industry trends and issues in the U.S. and Western Europe. User expenditures are forecast for the next 5 years by type of SI (application, network, data) by component (computer equipment, telecommunications equipment, software packages, professional services, and associated services) and by industry sector. Particular attention is paid to commercial opportunities: federal systems integration is covered in detail in another report. The European report contrasts experiences in Europe with those in the U.S.

Competitive Analysis of Systems Integration Vendors
This report analyzes vendors by industry sector served, annual revenues, contract size, and contract type. In-depth vendor profiles are provided. Vendor strategies and implementation approaches are analyzed, particularly sub-contract and partner relationships. The importance of various service components, such as financing and systems operations, is examined.

Case Studies in Systems Integration
Vendor and user perspectives are presented in this report. The focus is on approach selection, initial negotiations, vendor selection and contract considerations, alliances, implementation, and post-implementation relationships. Characteristics of success and failure are determined. Strategies and recommendations resulting from analysis of these case studies are presented.

Project Management in Systems Integration
The role of project management capabilities in winning and operating SI contracts is examined in this report. It analyzes user expectations of vendor project management skills. The role of project management technology (proprietary and public) in vendor offerings is analyzed.

INPUT®

CLIENT SUPPORT

Access to INPUT Consultants
Clients receive continuous support from INPUT's consultants and executives. Call them for reactions and opinions.

"Hotline" Inquiry Service
The "Hotline" Inquiry Service provides fulfillment of 'short-term' research needs (requiring less than two hours) as well as clarification/amplification of report and presentation data.

On-Site Visit
An INPUT consultant presents research results and industry forecasts at your site. Your issues and interests are discussed together with industry trends.

Joint Client Conference
This annual conference enables INPUT's clients to be updated on key strategic industry trends and developments, as well as meet senior staff from other INPUT clients. Attendance at this conference is available at a reduced fee for full subscribers.

RELATED SERVICES

- Market Analysis Program analyzes the computer/communications software and services markets in the U.S. and Europe.
- Vendor Analysis Program provides company profiles and support data on information services vendors in North America and Europe.
- Custom Research and Consulting projects analyse market opportunities, user needs, competitive environment, acquisition targets, etc.
- Consultant Presentations—INPUT's consultants are available to provide presentations for planning meetings, user groups, or other functions.

PROGRAM DESCRIPTION

MARKET ANALYSIS REPORTS

- Systems Integration Market Analysis—U.S.A.
- Systems Integration Market Analysis—Europe
- Competitive Analysis of Systems Integration Vendors
- Case Studies in Systems Integration
- Project Management in Systems Integration

SYSTEMS INTEGRATION INDUSTRY CONFERENCE

SYSTEMS INTEGRATION PROGRAM SEMINAR

CLIENT SUPPORT

- Access to INPUT Consultants
- "Hotline" Inquiry Service
- Joint Client Conference
- On-Site Visit

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PROJECT CODE

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1/10	STEVE S.	SAS	1/10
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INPUT®

U.S. Information Systems and Services Industry

Federal Information Systems and Services Program

Federal Information Systems and Services Program

FEDERAL MARKET OPPORTUNITY

The federal government will spend more than $18 billion dollars annually on computer systems, computer services, software, and communications by 1992.

The majority of these dollars will be won by vendors well informed about federal procurement plans and practices. INPUT's Federal Information Systems and Services Program can help you win federal business.

PROCUREMENT ANALYSIS REPORTS

These reports, issued monthly, identify and track individual Defense and Civil Agency procurement opportunities up to five years in advance of RFP release; indexed by agency, fiscal year of start, and system/service mode.

PROCUREMENT ANALYSIS REPORTS

Agency Name
Program Title
Funding by Fiscal Year
Procurement Schedule Target Dates
- Draft
- CBD Announcement
- Pre-Bid Conference
- RFP-RFQ Release
- Bid Due Date
- Award Date

Description of Program
Systems/Services to Be Acquired
Contract Types
Contract Duration
Contracting Office (Name and Address)
Program Office (Name and Address)
Background/Function
Analysis
Acquisition Plan
Awards to Date

MARKET ANALYSIS REPORTS

Each Market Analysis Report contains 5-year market forecasts.

Federal Microcomputer Market
Analyzes the federal market for microcomputers. Discusses applications, organizational, targets and software strategies. Assesses the growth of government contracts for microcomputers and the impact on competition.

Defense Logistics Agency Information Services Market
Addresses the growing importance of automation in providing logistics support. Discusses the status and future of the Logistics System Modernization Program, as well as the degree of systems standardization throughout DLA.

Federal Computer Security Market
Analyzes the market for hardware, software, and services to support federal security concerns. Assesses present and future compliance with the Computer Security Act of 1986, and its impact on market trends.

Federal Professional Services Market
Forecasts the professional services market, including consulting, education, training, programming and analysis, operational support (facilities management), and additional areas.

Federal Systems Integration Market
Forecasts the federal systems integration market by component. Analyzes agency trends toward fewer and larger procurements and the resulting impact on teaming arrangements among vendors.

Federal Processing Services and Operational Support Markets
Discusses the forecasts and relationship of these two market segments. Analyzes trends, agency strategies, and procurement opportunities.

Federal Software Products and Related Services Market
Forecasts software products and related services markets. Analyzes the impact of the emphasis OMB is placing on software products, as well as governmentwide trends in software certification.

INPUT®

FEDERAL SYSTEMS AND SERVICES CONFERENCE

Two-day conference, held in Washington, D.C., covers INPUT federal market research. Expenditure forecasts are presented together with presentations by government and industry leaders on trends, policies, and methods.

CLIENT SUPPORT

Access to INPUT Consultants
Clients receive continuous support from INPUT's consultants and executives. Call them for reactions and opinions.

"Hotline" Inquiry Service
The "Hotline" Inquiry Service provides fulfillment of 'short-term' research needs (requiring less than two hours) as well as clarification/amplification of report and presentation data. It handles FOIA requests (at nominal additional fees).

Federal Information Center
Clients have access to INPUT's Federal Information Center which houses hundreds of agency planning, budget, and procurement documents, and a wide array of government-related research sources and all other INPUT program reports.

INPUT Client Conference
This annual conference for all INPUT's clients is on key strategic industry trends and developments. INPUT forecasts are presented and discussed. Attendance at this conference is available at a reduced fee for full subscribers.

RELATED SERVICES

- Custom Research and Consulting projects can provide agency research, competitive analysis, acquisition search, contract award research, agency selection practice assessment, and specialized forecasting.
- Consultant Presentations—INPUT's consultants are available to provide presentations for planning meetings, user groups, or other functions.

PROGRAM DESCRIPTION

PROCUREMENT ANALYSIS REPORTS

- Defense & Civil Agencies
- Indexed by Agency, Fiscal Year Start, and Systems/ Service Mode
- Monthly Reports

MARKET ANALYSIS REPORTS

- Federal Microcomputer Market
- Defense Logistics Agency Information Services Market
- Federal Computer Security Market
- Federal Professional Services Market
- Federal Systems Integration Market
- Federal Processing Services & Operational Support Markets
- Federal Software Products & Related Services Market

FEDERAL SYSTEMS & SERVICES CONFERENCE

- 2-day, Washington, D.C.

CLIENT SUPPORT

- Access to INPUT Consultants
- "Hotline" Inquiry Service
- Client Conference
- Federal Information Center

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INPUT®

Information Systems Industry

Information Systems Program

Information Systems Program

CRITICAL ROLE OF INFORMATION SYSTEMS

Information systems will play a critical role in an organization's competitive position, often making the difference between profit and loss. The Information Systems (IS) organization must respond to this challenge as well as meet demands for quality, fast response, and controlled spending.

INPUT's Information Systems Program has been operated for 10 years to provide IS managers and planners with industry intelligence to assist them in addressing these issues. This year's program emphasizes the analysis of external sources of solutions.

REPORT SERIES

Information Systems Management in the 1990s
This report analyzes technological development, business factors, and other issues that will significantly affect Information Systems management in the 1990s. Changes in expenditure patterns and organizational responsibilities are examined, particularly with reference to the management of technology deployment.

Data Base Systems Developments
Experiences with, and plans for, the use of relational and distributed DBMS are evaluated in terms of applications use, functions affected, organization units using them, and results of their use.

Application Solutions Buying Process
Approaches being used by buyers to identify, select, and acquire applications solutions (software products, turnkey systems, processing services, etc.) are researched for this report.

Customer Service Market Developments
This report examines one of the areas of most significant change, that of equipment and software maintenance and support. Trends and expenditure patterns in these functions are presented.

Personal Computer Software Developments, 1989-1994
The impact of networked systems, minicomputers, market saturation, new pricing strategies, and other key factors are analyzed.

UNIX and UNIX-related Product Developments, 1989-1994
The plans of software product developers and major organizations for the use of UNIX are analyzed. Strategies of vendors such as IBM, DEC, Sun Microsystems, and AT&T are presented.

User Requirements for Network Management
This report analyzes user requirements for network management. It considers methods and procedures, tools used and needed, needs for outside services, and major trends in management of digital networks.

Case Studies in Systems Integration
Vendor and user perspectives are presented in this report. Characteristics of success and failure are determined.

Project Management in Systems Integration
The role of project management capabilities in systems integration contracts is examined in this report. The role of project management technology (proprietary and public) is analyzed.

Information Services Developments, 1989-1994
This report examines changes in each information service over this period: applications software products, systems software products, turnkey systems, systems integration, professional services, processing services, and network services.

Acquisitions in the Information Services Industry
This report predicts the impact of acquisitions on the industry over the next 5 years. It examines the acquirors' objectives and specific programs, and the reasons acquired companies were acquired.

INPUT®

VENDOR INFORMATION

You have access to information in INPUT's files on over 4,000 information services vendors in U.S., Europe, and elsewhere. Hundreds of the most significant companies are profiled. Most of these companies are 'hidden' vendors—private companies or divisions of large companies.

You may select from the profiles that have been produced: use the "Hotline" service to get information when you need it.

CLIENT SUPPORT

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PROGRAM DESCRIPTION

REPORT SERIES

- Information Systems Management in the 1990s
- Data Base Systems Developments
- Application Solutions Buying Process
- Customer Service Market Developments
- Personal Computer Software Developments, 1989-1994
- UNIX and UNIX-related Product Developments, 1989-1994
- User Requirements for Network Management
- Case Studies in Systems Integration
- Project Management in Systems Integration
- Information Services Developments, 1989-1994
- Acquisitions in the Information Services Industry

VENDOR INFORMATION

- Company Profiles
- Access to 4,000 Vendor Files
- Inquiry Service

CLIENT SUPPORT

- Access to INPUT Consultants
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Market Analysis Program—Information Systems Module

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Information Systems Module

CRITICAL ROLE OF INFORMATION SYSTEMS

Information systems play a critical role in a company's competitive position, often making the difference between company profit and loss. The Information Systems (IS) organization must respond to this challenge as well as meet demands for quality, fast response, and controlled spending.

Vendors, particularly software suppliers, must understand the factors influencing the IS organization and its interactions with users. The Information Systems Module of INPUT's Market Analysis program provides insight into these areas.

The module is designed and supported by experienced IS executives who also understand the vendor environment.

CLIENT SUPPORT

Access to INPUT Consultants
As a client to the Information Systems Module of the Market Analysis Program, you receive the special attention of INPUT's IS experts. They will interpret your marketing questions vis-a-vis IS organizations and deliver measured responses.

On-Site Visit
An INPUT consultant presents research results and analysis at your site. Your issues and interests are discussed together with industry trends.

REPORT SERIES

Information Systems Management in the 1990s
This report analyzes technological development, business factors, and other issues that will significantly affect Information Systems management in the 1990s. Changes in expenditure patterns and organizational responsibilities are examined, particularly with reference to the management of technology deployment.

The impact on vendor marketing and sales strategies are evaluated. Recommendations for action are presented, particularly with reference to organizational and strategy responses.

Data Base Systems Developments
Experiences with, and plans for, the use of relational and distributed DBMS are evaluated in terms of applications use, functions affected, organization units using them, and results of their use. The impact on software-based vendors of all types is examined. Recommendations for the effective use of such products are presented.

Application Solutions Buying Process
Approaches being used by buyers to identify, select, and acquire applications solutions (software products, turnkey systems, processing services, etc.) are researched for this report. Particular attention is paid to integration factors. Specific issues examined include standards implications, maintenance and support, user involvement, and evaluation criteria. Recommendation for making this a

CSP

QUALITY CONTROL PROOFREADING SIGNOFF

DESCRIPTION 1989 CSP PROGRAM BROCHURE

PROJECT CODE EMKT

AUTHOR

DATE TO PROOFREADER	TO BE PROOFED BY	INITIAL	DATE
FIRST DRAFT 1/6/89		PAC	1/9/89
2nd 1/11/89	STEVE S.	SAS	1/11
		PAC	1/12
FINAL Q.C. ~~1/24/89~~ 1/24/89	R. Paul		

☒ **READY FOR PRINTER**

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WORK SPECIFICATIONS

DATE OF PRESENTATION: _____

Additional Information

- ☐ 35mm Slides
- ☐ Foils
- ☐ Exhibits
- ☐ Questionnaire
- ☐ Letter
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- ☐ Newsletter
- ☐ News Release
- ☐ Form
- ☒ Brochure
- ☐ Cover Design
- ☐ Other

1989 PROGRAM
CUSTOMER
SERVICE

Number of pages submitted _____ Text
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SPECIAL INSTRUCTIONS

PRINTING SPECIFICATIONS

Quantity/Slides/Foils _____
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- ☐ Cover
- ☐ Paper Color
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- ☐ Other

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INPUT®

Information Systems Industry

Customer Service Program—U.S.

Customer Service Program—U.S.

EFFECTIVE PLANNING FOR EFFECTIVE PERFORMANCE

The Customer Service Program—U.S. evaluates, projects, and recommends changes in the computer equipment maintenance and software support fields. It emphasizes the determination of user needs and vendor performance in meeting these needs.

Through research-based studies and support services the program provides information you need to forecast service requirements, analyze competition, and address the challenges of new technology.

SCOPE

The program provides an overall examination of the computer customer service industry through a major market report, user requirements reports, vendor analysis reports, newsletters, and support services. It contains four modules, each of which addresses one segment of the industry in detail:

Large Systems
Midrange Systems
PCs/Workstations
Third-Party Maintenance

Based on your needs, you may select all or any combination of the four modules.

"CUSTOMIZED" CUSTOMER SATISFACTION SURVEY

INPUT conducts a customer satisfaction survey for each subscribing company. INPUT surveys up to fifty customers from names you provide. You receive a proprietary report, and the data is incorporated into INPUT's data base.

CUSTOMER SERVICE MARKET REPORT

This major report:

- Presents forecasts of user expenditures for service for each market category
- Examines key customer service issues
- Identifies trends that could help or hinder success
- Pinpoints new opportunities for service revenue
- Recommends specific action to increase revenue

CUSTOMER SERVICE USER REQUIREMENTS REPORTS

Four Customer Service User Requirements Reports are produced: Large Systems, Midrange Systems, PCs/Workstations, and Third-Party Maintenance (TPM). Each report measures the importance of service components and user satisfaction with vendor performance for:

- Equipment maintenance
- Software support
- Professional services
- Education and training services
- Documentation

CUSTOMER SERVICE VENDOR ANALYSIS REPORTS

Four Customer Service Vendor Analysis Reports are produced: Large Systems, Midrange Systems, PCs/Workstations, and TPM. Each report:

- Profiles key service vendors
- Analyzes service discounting, warranty, and pricing practices and trends
- Addresses marketing tactics and strategies
- Examines specific service offerings

INPUT®

CLIENT SUPPORT

Access to INPUT Consultants
Clients receive continuous support from INPUT's consultants and executives. Call them for reactions and opinions.

"Hotline" Inquiry Service
The "Hotline" Inquiry Service provides fulfillment of 'short-term' research needs (requiring less than two hours) as well as clarification/amplification of report and presentation data.

Customer Service Newsletter
Questions posed by our clients through the "Hotline" Inquiry Service along with answers are reported. Current topics in the U.S. and Europe in customer service are analyzed—e.g., new vendor pricing strategies or service offerings.

On-Site Visit
An INPUT consultant presents research results and industry forecasts at your site. Your issues and interests are discussed together with industry trends.

Customer Service Conference
INPUT analyses and forecasts are presented and discussed. Vendor strategies and key industry trends will be presented.

Joint Client Conference
This annual conference enables INPUT's clients to be updated on key strategic industry trends and developments, as well as to meet senior staff from other INPUT clients. Attendance at this conference is available at a reduced fee for full subscribers.

RELATED SERVICES

- Customer Service Program—Europe covers the European equipment and software maintenance and support industry.
- Custom Research and Consulting projects analyze market opportunities, user needs, competitive environment, acquisition targets, etc.
- Consultant Presentations—INPUT's consultants are available to provide presentations for planning meetings, user groups, or other functions.

PROGRAM DESCRIPTION

CUSTOMER SERVICE MARKET REPORT

- Contains Market Forecasts (1989-1994)
- Customer Service Market Categories:
  - Large Systems
  - Midrange Systems
  - PC/Workstations
  - Third-Party Maintenance

LARGE SYSTEMS MODULE

- User Requirements Report
- Vendor Analysis Report

MIDRANGE SYSTEMS MODULE

- User Requirements Report
- Vendor Analysis Report

PCs/WORKSTATIONS MODULE

- User Requirements Report
- Vendor Analysis Report

THIRD-PARTY MAINTENANCE MODULE

- User Requirements Report
- Vendor Analysis Report

CLIENT SUPPORT

- Access to INPUT Consultants
- "Hotline" Inquiry Service
- On-Site Visit
- Customer Service Newsletter
- Customer Service Conference
- Joint Client Conference

About INPUT

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

Continuous 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 services, 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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– REPORT –
PRODUCTION QC SCHEDULE

PROGRAM: C-MKT (US) PROGRAM YEAR: 1989

REPORT: C-MKT (EUROPE) PROJECT CODE: C-MKT (US) C-MKT (E)

AUTHOR: PAC QC PERFORMED BY:

		Date Sent	Initial	Date Rcvd	Initial
RESEARCH	1. Author's ~~MSWord~~ Draft to QC				
	2. QC'd Draft to Author				
	3. Revised Draft to QC (If Required)				
	4. QC'd Revised Draft to Author				
GRAPHICS/PRODUCTION	5. ~~Final MSWord~~ Draft to Report Production ☐ Printed Written Draft ☐ MSWord Disk ☐ Exhibits ☐ Abstract ☐ Transmittal Letter ☐ Thank-You Package Transmittal Letter ☐ Interview Respondent Name/Address List ☐ Press Release Draft ☐ INPUT/OUTPUT Article Draft ☐ Questionnaire Blank ☐ Reverse Side of Form Completed	1/3/89	PAC	1/3/89	AJ
	6. First MAC MSWord Draft to Author	1/10/89	AJ		
	7. First Draft to Proofreader				
	8. First Draft to Production				
	9. Second Draft to Proofreader				
	11. Second Draft to Production	1/11	PAC		
	12. Final Page Maker Draft to Proofreader	1/11/89	MC	1/11/89	MC
	13. Final Draft to Author	1/11/89	AJ	OK	PAC 1/11/89.
	14. Final Report to Printer				
	15. Report to UK ☐ Client ☐				
	16. Thank-You Package Shipped				

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10/88

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AUTHOR TO COMPLETE: Proj. Code: _____

COVER TYPE: VELOBIND ☐ SOFTBIND/STITCHED ☐

COVER TITLE - Exactly how it is to appear on the Report Cover:
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INPUT®

Information Services Industry

Vendor Analysis Program—U.S.

Vendor Analysis Program—U.S.

GUIDE TO A FRAGMENTED INDUSTRY

The Information Services industry is highly fragmented. It is also intensely competitive and has a rapidly changing market structure. Participating in this industry requires access to information and knowledge on vendors and their characteristics. Through the Vendor Analysis Program, clients are able to satisfy this need.

The Vendor Analysis Program is based on INPUT's 14 years of tracking vendors in the information services industry. It provides access to files on thousands of vendors and detailed profiles on hundreds of the most important companies.

Information from the Vendor Analysis Program is critical for competitive analysis and purchase, acquisition, and alliance decisions.

VENDOR PROFILES

Profiles of public and private information services vendors are the cornerstone of the Vendor Analysis Program. Profiles focus on 'hidden' vendors: divisions of large companies, private companies, and small fast-growing vendors. They include:

- General information (company name, address, telephone, chief executive's name, public/private, employees, revenues)
- Summary of company origin, merger/acquisition history, events impacting company growth
- Financial data, where available
- Revenue distribution by delivery mode
- Employee and organization data
- Key products and services
- Industry markets served
- Geographic markets served

TYPES OF VENDOR COVERED

- Professional Services
  - Consulting
  - Education/Training
  - Software Development
  - Systems Operations (FM)
- Systems Integration
  - Commercial
  - Federal Government
- Applications Software Products
  - Vertical Industry Specific
  - Cross-Industry
- Systems Software Products
  - Systems Control Software
  - Data Center Management Software
  - Applications Development Tools
- Processing Services
  - Transaction Services
  - Utility Services
  - Systems Operations (FM)
  - Other Processing Services
- Network Services
  - VANs
  - EDI
  - Electronic Mail
  - Electronic Information (Data Base) Services
- Telecommunications Services
- Turnkey Systems
  - Vertical Industry Specific
  - Cross-Industry
- Third-Party Maintenance

INPUT®

CLIENT SUPPORT

Access to INPUT Consultants
Clients receive continuous support from INPUT's consultants and executives. Call them for reactions and opinions.

"Hotline" Inquiry Service
The "Hotline" Inquiry Service provides fulfillment of 'short-term' research needs (requiring less than two hours) as well as clarification/amplification of profile data.

Access to Files on 4,000 Vendors
INPUT maintains files on over 4,000 information services vendors. Access is through the "Hotline" or by visiting the Mountain View information center.

Client Conference
This annual conference enables INPUT's clients to be updated on key strategic industry trends and developments, as well as to meet senior staff from other INPUT clients. Attendance at this conference is available at a reduced fee for full subscribers.

RELATED SERVICES

- The Vendor Analysis Program—Europe provides company profiles and support data on European information services vendors.
- Market Analysis Program analyzes and forecasts the computer/communications software and services markets in the U.S. and Western Europe.
- Custom Research and Consulting projects analyze market opportunities, user needs, competitive environment, acquisition targets, etc.
- Consultant Presentations—INPUT's consultants are available to provide presentations for planning meetings, user groups, or other functions.

PROGRAM DESCRIPTION

VENDOR PROFILES

- Information Services Vendors
  - Public Companies
  - Private Companies
  - Divisions of Large Companies
- U.S. and Canada
- Company Background
- Products and Services
- Revenue and Employee Data

CLIENT SUPPORT

- Access to INPUT Consultants
- Access to Files on 4,000 Vendors
- "Hotline" Inquiry Service
- Client Conference

About INPUT

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

Continuous 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 services, 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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75008 Paris, France
(16) 44-80-48-43 Fax (16) 44-80-40-23

Japan
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DESCRIPTION VAPE 1989 PROGRAM BRO

PROJECT CODE CMKT-E

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DATE OF PRESENTATION:_____

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Paper Size _____ X _____
Finished Size _____ X _____
Number of Pages _____

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INPUT®

Information Services Industry

Vendor Analysis Programme—Europe

Vendor Analysis Programme—Europe

GUIDE TO A FRAGMENTED INDUSTRY

The Information Services industry is highly fragmented. It is also intensely competitive and has a rapidly changing market structure. Participating in this industry requires access to information and knowledge on vendors and their characteristics. Through the Vendor Analysis Programme, clients are able to satisfy this need.

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- Financial data, where available
- Revenue distribution by delivery mode
- Employee and organisation data
- Key products and services
- Industry markets served
- Geographic markets served

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- Professional Services
  - Consulting
  - Education/Training
  - Software Development
  - Systems Operations (FM)
- Systems Integration
- Applications Software Products
  - Vertical Industry Specific
  - Cross-Industry
- Systems Software Products
  - Systems Control Software
  - Data Center Management Software
  - Applications Development Tools
- Processing Services Vendors
  - Transaction Services
  - Utility Services
  - Systems Operations (FM)
  - Other Processing Services
- Network Services
  - VANs
  - EDI
  - Electronic Mail
  - Electronic Information (Database) Services
- Telecommunications Services
- Turnkey Systems
  - Vertical Industry Specific
  - Cross-Industry
- Third-Party Maintenance

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Client Conference
This annual conference enables INPUT's clients to be updated on key strategic industry trends and developments, as well as meet senior staff from other INPUT clients.

DIRECTORY OF INFORMATION SERVICES VENDORS

Directory of approximately 400 European information services vendors along with summary data. Indexed by country market served and mode of services offered.

RELATED SERVICES

- The Vendor Analysis Programme—U.S. provides company profiles and support data on U.S. and Canadian vendors.
- Market Analysis Programmes analyse and forecast the computer software and services markets in the U.S. and Europe.
- Custom Research and Consulting projects analyse market opportunities, user needs, competitive environment, acquisition targets, etc.
- Consultant Presentations—INPUT's consultants are available to provide presentations for planning meetings, user groups or other functions.

PROGRAMME DESCRIPTION

VENDOR PROFILES

- Information Services Vendors
  - Public Companies
  - Private Companies
  - Divisions of Large Companies
- Western Europe
- Company Background
- Revenue and Employee Data
- Products and Services

VENDOR DIRECTORY

CLIENT SUPPORT

- Access to INPUT Consultants
- "Hotline" Inquiry Service
- Client Conference

About INPUT

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

Continuous 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 services, systems/software maintenance and support).

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CSPE - UK

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PRINTED 12/88

INPUT®

Computer/Communications Systems Industry

Customer Service Programme—Europe

Customer Service Programme—Europe

EFFECTIVE PLANNING FOR EFFECTIVE PERFORMANCE

INPUT's Customer Service Programme provides the detailed customer service information you need to forecast service requirements, analyse competition and address the challenges of new technology.

You receive research-based studies and support services which address questions such as:

- What services do your users really require and how can you meet their needs most efficiently?
- What is the competition doing and how should you respond?
- Where are the sources of service revenue growth for the next five years?
- How will increases in hardware reliability and software complexity affect your personnel mix?
- What are the new service techniques and how are they being received in the marketplace?

VENDOR COVERAGE	
IBM	Siemens
Olivetti	Digital
Honeywell-Bull	Nixdorf
Unisys	Hewlett-Packard
ICL	NCR
Wang	Amdahl
Concurrent	

CUSTOMER SERVICE ANALYSIS REPORT

Presents the results of 2,000 interviews of users of service by system size, country and vendor. Service and support functions analysed include response time, satisfaction levels, and 'fix' time.

COUNTRY COVERAGE	
West Germany	France
U.K.	Italy
Belgium	Netherlands
Norway	Sweden
Spain	Switzerland

MARKET/ISSUE REPORTS

Independent Maintenance Markets, 1989-1993
Analyses and forecasts individual 'third-party' maintenance markets in Europe as well as profiling vendors and user reactions to independent maintenance.

Customer Service Pricing Trends
Examines customer perceptions and trends in pricing for systems software and hardware support.

Software Maintenance and Support
Examines vendor strategies for pricing and delivery; forecasts trends in this fast-changing market.

The Impact of Service Quality Standards
Looks at the impact of quality standards BS 5750 and ISO 9000.

Fourth-Party Maintenance Opportunities
Surveys this growing market and identifies opportunities for maintenance vendors.

Vendor Service Revenue Analysis
Analyses vendor revenue streams in service and forecasts the growth areas and opportunities.

One other 'topical' issue report—to be defined.

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An INPUT consultant presents research results and industry forecasts at your site. Your issues and interests are discussed together with industry trends.

Bimonthly Customer Service Newsletter
Topical news is provided about customer service in Europe and the USA (e.g., new vendor service policies, service offerings, vendor performance).

RELATED SERVICES

- Customer Service Programme—U.S. covers the U.S. hardware and software maintenance and support industry.
- Custom Research and Consulting Projects on particular customer service issues such as customer satisfaction, pricing, competition, etc.

PROGRAMME DESCRIPTION

CUSTOMER SERVICE ANALYSIS REPORT

Contains Analysis by:
- Country
- Vendor
- System Size
  - Small Systems
  - Mid-Range Systems
  - Large Systems
  - Associated Systems Software

Based on a survey of 2,000 service users

MARKET/ISSUE REPORTS

- Independent Maintenance Markets
- Customer Service Pricing Trends
- Software Maintenance and Support
- The Impact of Service Quality Standards
- Fourth-Party Maintenance Opportunities
- Vendor Service Revenue Analysis
- To Be Defined

CLIENT SUPPORT

- Access to INPUT Consultants
- "Hotline" Inquiry Service
- On-Site Visits
- Bimonthly Newsletter

About INPUT

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

Continuous 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 services, 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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INPUT®

Information Systems Industry

Customer Service Program—Europe

Customer Service Program—Europe

EFFECTIVE PLANNING FOR EFFECTIVE PERFORMANCE

INPUT's Customer Service Program provides the detailed customer service information you need to forecast service requirements, analyze competition, and address the challenges of new technology.

You receive research-based studies and support services which address questions such as:

- What services do your users really require and how can you meet their needs most efficiently?
- What is the competition doing and how should you respond?
- Where are the sources of service revenue growth for the next five years?
- How will increases in hardware reliability and software complexity affect your personnel mix?
- What are the new service techniques and how are they being received in the marketplace?

VENDOR COVERAGE	
IBM	Siemens
Olivetti	Digital
Honeywell-Bull	Nixdorf
Unisys	Hewlett-Packard
ICL	NCR
Wang	Amdahl
Concurrent	

CUSTOMER SERVICE ANALYSIS REPORT

Presents the results of 2,000 interviews of users of service by system size, country and vendor. Service and support functions analyzed include response time, satisfaction levels, and 'fix' time.

COUNTRY COVERAGE	
West Germany	France
U.K.	Italy
Belgium	Netherlands
Norway	Sweden
Spain	Switzerland

MARKET/ISSUE REPORTS

Independent Maintenance Markets, 1989-1993
Analyzes and forecasts individual 'third-party' maintenance markets in Europe as well as profiling vendors and user reactions to independent maintenance.

Customer Service Pricing Trends
Examines customer perceptions and trends in pricing for systems software and hardware support.

Software Maintenance and Support
Examines vendor strategies for pricing and delivery; forecasts trends in this fast-changing market.

The Impact of Service Quality Standards
Looks at the impact of quality standards BS 5750 and ISO 9000.

Fourth-Party Maintenance Opportunities
Surveys this growing market and identifies opportunities for maintenance vendors.

Vendor Service Revenue Analysis
Analyzes vendor revenue streams in service and forecasts the growth areas and opportunities.

One other 'topical' issue report—to be defined.

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"Hotline" Inquiry Service
The "Hotline" Inquiry Service provides fulfillment of 'short-term' research needs (requiring less than two hours) as well as clarification/amplification of report and presentation data.

On-Site Visits
An INPUT consultant presents research results and industry forecasts at your site. Your issues and interests are discussed together with industry trends.

Bimonthly Customer Service Newsletter
Topical news is provided about customer service in Europe and the USA (e.g., new vendor service policies, service offerings, vendor performance).

RELATED SERVICES

- Customer Service Program—U.S. covers the U.S. hardware and software maintenance and support industry.
- Custom Research and Consulting Projects on particular customer service issues such as customer satisfaction, pricing, competition, etc.

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- Bimonthly Newsletter

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Continuous 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 services, systems/software maintenance and support).

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INPUT®

Software and Services Industry

Market Analysis Programme—Europe

Market Analysis Programme—Europe

PLAN FOR SUCCESS

INPUT's Market Analysis Programme is a service that provides timely and accurate intelligence on the computer software and services markets, some of the fastest-moving markets in the world. How much you know about them and when you find out could spell the difference between profit and loss for your firm.

USE THIS POWERFUL SERVICE

This powerful service for tracking and anticipating market trends provides the information you need, including:

- An incisive view of European information services markets.
- In-depth analysis of the dynamics of the user and competitive environments.
- Invaluable advice for vendors seeking to address or re-evaluate their strategy for market opportunities.

COUNTRY MARKETS COVERED	
France	West Germany
United Kingdom	Italy
Belgium	Netherlands
Denmark	Finalnd
Norway	Sweden
Switzerland	Spain
Austria	Ireland

FORECAST AND ANALYSIS REPORT

European Information Services Industry Analysis and Forecast 1989 - 1994
This report provides an analysis and five-year forecast for computer software and services markets in each European country covered.

Major industry trends, issues and growth factors are reviewed together with an analysis of successful vendor strategies, the competitive environment and key opportunities available to industry players.

MARKET REPORTS

Professional Services
Emphasises Systems Integration, major project contracting and the role of the sub-contractors.

Workstation Application Software
Analyses markets for applications packages in this fast-growing market. Evaluates the impact of standard operating system environments, particularly UNIX.

Electronic Information Services
This report examines the converging markets of Electronic Data Interchange (EDI), Electronic Mail and On-Line Information Services.

Turnkey System Opportunities
Examines new opportunites for turnkey systems in industry, commerce and administration. Analyses the changing delivery modes chosen by vendors.

Software Maintenance and Support
Vendor strategies for the pricing of software support and maintenance are analysed in the context of fast-changing market and competitive conditions.

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Client Conference
This annual conference enables INPUT's clients to be updated on key strategic industry trends and developments, as well as meet senior staff from other INPUT clients. Attendance at this conference is available at a reduced fee for full subscribers.

RELATED SERVICES

- The Vendor Analysis Programme provides company profiles and support data on European vendors.
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PROGRAMME DESCRIPTION

FORECAST AND ANALYSIS REPORT

- Market Forecasts, 1989-1994
  - Systems Integration
  - Professional Services
  - Software Products
  - Turnkey Systems
  - Processing Services
  - Network Services
- Industry Issues and Trends
- Competitive Environment and Vendor Strategies

MARKET REPORTS

- Professional Services (Includes Systems Integration)
- Workstation Application Software
- Electronic Information Services
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AUTHOR PAC

DATE TO PROOFREADER	TO BE PROOFED BY	INITIAL	DATE
1st 1/13/89		PMC	1/13
2nd 1/17/89	HG	HG	1/17
1/18/89	STEVE S.	SAS	1/18
		PMC	1/20

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~~1/18/89~~	RANDI		
1/24/89	Randi Paul		

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AUTHORIZED BY:_____ ❑ 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

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PRINTING SPECIFICATIONS

Quantity/Slides/Foils _____
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

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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	_____

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INPUT®

Summary of Services

CUSTOM RESEARCH AND CONSULTING SERVICES

For over 14 years INPUT has provided objective and proprietary analysis of clients' problems and opportunities. These projects are based on INPUT's extensive data base of market and vendor information plus effective data gathered by primary research.

Data are analyzed by professionals who know the dynamics of clients' situations. From the data and analysis, INPUT develops recommendations for client action.

Custom research projects are normally charged on a fixed-price basis. Over 80% of INPUT's projects are sole source and provide a high level of client satisfaction.

Typical projects include:

- Information Systems Strategy
- Market/Product Strategy Research
- Marketing (e.g., Pricing Strategies)
- Acquisition Search and Support
- Customer Satisfaction Analysis
- Competitive Analysis

INPUT executive staff.

ACQUISITION SERVICES

Through its 14 years of experience in the Information Services Industry, its extensive data base and unparalleled contacts around the world, INPUT offers clients effective support in their acquisition processes.

INPUT can support clients in all stages of the acquisition process:

1. Preparation
2. Searching and Screening
3. Conclusions and Implementation

INPUT is particularly well equipped to assist companies in trans-Atlantic searches because of its offices in London, Paris, New York, Washington, and California.

For "Preparation" projects involving selection of markets and establishment of objectives, INPUT usually performs a consulting study on a fee basis. Based on the extent of the work, this study may or may not be credited to a contingency fee.

On completion of the study or in cases where the client already has established objectives, INPUT works through "Conclusion and Implementation" on a monthly retainer and contingency fee basis.

INPUT will not accept a retainer from another company with similar objectives while a retainer project is in progress.

RESEARCH METHODOLOGY

INPUT conducts primary research. The company makes conclusions and stands behind them. How does INPUT differ from others? Methodology and analysis.

INPUT research methodology uses two fundamental and complementary approaches:

1. INPUT conducts on-site, telephone, and mail interviews with decision makers in companies that purchase information services and information systems. INPUT interviewers are trained and professional. Survey results are checked and cross-checked.

2. INPUT has continual contact at a high level with vendors. Through these contacts and formal interview processes INPUT monitors vendor development. Emphasis is on significant companies, including small, emerging vendors in new areas.

INPUT augments this research with a formal literature monitoring system that captures secondary data—from more than 150 publications and data bases—for the INPUT information centers. INPUT tracks over 4,000 vendors, and data bases are continually updated.

These efforts mean that reliable planning data is consistently captured and updated in an organized manner.

Data and information collected through research are then analyzed on the basis of INPUT's experience, knowledge, and staff capabilities.

ABOUT INPUT

INPUT is an independent, international market research and consulting firm focusing on the information systems and services industries.

INPUT provides planning information, analysis, and recommendations to managers and executives in user and vendor organizations. Clients receive services through:

- Continuous (Subscription) Advisory Services
- Custom Research and Consulting Projects
- Acquisition Services and Support
- Multiclient Studies
- Conferences and Seminars
- Executive Presentations
- Research-Based Reports and Newsletters

Formed as a privately held corporation in 1974, INPUT has become a key source of information and support for more than 200 of the world's most advanced systems and services companies.

INPUT founder and president, Peter Cunningham

OTHER INPUT SERVICES

Multiclient Studies
INPUT conducts multiclient studies that meet the common needs of several companies. Multiclient studies enable firms to share costs while meeting their specific research requirements.

INPUT Conferences
INPUT conducts conferences and seminars covering information systems and services industry issues. The basic purpose of INPUT meetings is sharing information with INPUT consultants and industry peers.

Consultant Presentations
INPUT's consultants are available to provide presentations for planning meetings, user groups, or other functions.

INPUT Reports
INPUT produces detailed market reports and issue studies in the advisory planning services. These reports are also available to companies that are not yet INPUT planning service subscribers.

INPUT staff at headquarters, Mountain View, CA.

Advisory Services

- *Market Analysis Programs* analyze the computer/communications software and services markets in the U.S. and Europe.
- *Vendor Analysis Programs* provide company profiles and support data on information services vendors in North America and Europe.
- *The Systems Integration Program* analyzes and forecasts this rapidly developing system deployment method.
- *Customer Service Programs* analyze equipment and software maintenance and support services in the U.S. and Europe.
- *Electronic Data Interchange Programs* provide information on EDI developments and markets in North America and Europe.
- *The Multinational Network Program* profiles telecommunications services and their costs for over 40 countries.
- *The Federal Information Systems and Services Program* analyzes the U.S. Government market and procurement plans.
- *The Information Systems Program* provides strategies and support for IS planning, particularly for the use of external services.

INPUT ADVISORY SERVICES

INPUT offers a family of advisory services, each of which is supported by its own professional staff. These services are provided on an annual fee basis.

Advisory Service Contents
Each program contains deliverables such as reports, newsletters, conferences, and support services to answer client questions and to provide consultation on issues.

These programs are a consistent source of intelligence and knowledge for planning and evaluation.

Client Support
Client support aspects of the services are particularly important and typically include:

- *Access to INPUT Consultants*—Clients receive continuous support from INPUT's consultants and executives. Call them for reactions and opinions.
- *"Hotline" Inquiry Service*—The "Hotline" Inquiry Service provides fulfillment of 'short-term' research needs (requiring fewer than two hours) as well as clarification/amplification of report and presentation data.
- *On-Site Visit*—An INPUT consultant presents research results and industry forecasts at your site. Your issues and interests are discussed, along with industry trends.

STAFF & ORGANIZATION

INPUT's most valuable asset is its staff of experienced professionals. Many have held senior management positions in the computer/communications industry.

Their backgrounds include positions in information services, telecommunications, software products, information systems, customer service, processing services, marketing and planning. This diverse experience mix offers perspectives that enable INPUT to supply practical solutions to complex business problems.

INPUT's offices are located close to major client centers. Each office has a sales, research, and support capability. U.S. headquarters in 'Silicon Valley', in Mountain View, CA, supports many of the U.S. advisory services and custom research. The New York area office focuses on custom research and U.S. customer services.

INPUT, Inc. in the Washington D.C. area addresses the U.S. federal government markets for computer/communications systems.

INPUT, Ltd. in London and INPUT s.a.r.l. in Paris provide research in many European countries on information services vendors and markets, customer service trends, and telecommunications markets (such as EDI).

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INPUT

PRODUCTION WORK ORDER

(Please fill out both sides)

DATE IN: 11/4 DATE DUE: _____ PROJECT CODE: ICPS-IMKT

AUTHORIZED BY: _____ ☐ 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 MNP 1989
- ☐ Cover Design _____
- ☐ Other _____

Number of pages submitted _____ Text
_____ Graphics

SPECIAL INSTRUCTIONS

_____

_____

_____

PRINTING SPECIFICATIONS

Quantity/Slides/Foils _____
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

_____

_____

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:

_____

_____

_____

_____

ADM 400/03 7/88

MNP
no change

INPUT®

– REPORT –
PRODUCTION QC SCHEDULE

PROGRAM: MULTINATIONAL NETWORK PROG PROGRAM YEAR: 1989

REPORT: BROCHURE PROJECT CODE: I-MKT

AUTHOR: PAC QC PERFORMED BY: PAC

		Date Sent	Initial	Date Rcvd	Initial
RESEARCH	1. Author's MSWord Draft to QC				
	2. QC'd Draft to Author				
	3. Revised Draft to QC (If Required)				
	4. QC'd Revised Draft to Author				
GRAPHICS/PRODUCTION	5. Final MSWord Draft to Report Production ☐ Printed Written Draft ☐ MSWord Disk ☐ Exhibits ☐ Abstract ☐ Transmittal Letter ☐ Thank-You Package Transmittal Letter ☐ Interview Respondent Name/Address List ☐ Press Release Draft ☐ INPUT/OUTPUT Article Draft ☐ Questionnaire Blank ☐ Reverse Side of Form Completed				
	6. First MAC MSWord Draft to Author				
	7. First Draft to Proofreader				
	8. First Draft to Production				
	9. Second Draft to Proofreader				
	11. Second Draft to Production				
	12. Final Page Maker Draft to Proofreader				
	13. Final Draft to ~~Author~~ PRODUCTION	1/3/89			
	14. Final Report to Printer				
	15. Report to UK ☐ Client ☐				
	16. Thank-You Package Shipped				

Dist: ORIG: Report Draft/Orig. File COPY: Fulfill./Shipping

ADM400/01
10/88

BINDING/PRINTING SPECIFICATIONS

AUTHOR TO COMPLETE: Proj. Code: _____

COVER TYPE: VELOBIND ☐ SOFTBIND/STITCHED ☐

COVER TITLE - Exactly how it is to appear on the Report Cover:
(Maximum 41 Letters Plus Spaces)

FRONT: 1st Line: _____

2nd Line: _____

3rd Line: _____

SPINE: (1 Line): _____

EXECUTIVE OVERVIEWS:
No. Required for Thank-You Packages: _____

Program Manager Approval: _____ Date: _____

FULFILLMENT TO COMPLETE:

!. FULFILLMENT: No. REPORT Copies: _____
No. EXEC. OVERVIEWS: _____

2. STOCK: No. REPORT copies: _____
No. EXEC. OVERVIEWS: _____

PRINTING TO COMPLETE:

1. REPORT: No. TOTAL COPIES: _____
No. Pages: _____

2. EXEC. OVERVIEW: No. TOTAL COPIES: _____
No. Pages: _____

3. PRINTER SELECTED: _____

4. BINDING: COVER COLOR: _____ DIVIDER COLOR: _____

5. DATE SHIPPED: _____

INPUT®

International Telecommunications Industry

Multinational Network Program

Multinational Network Program

PROGRAM SUMMARY

Increasing competition at home and abroad is causing corporations to extend their network operations to countries throughout the world. This trend greatly adds to the difficulties of designing, implementing, and operating corporate systems and networks.

INPUT's Multinational Network Program provides information for planning and operating multinational telecommunications networks. It analyzes the complexities of multinational network design and management.

This program provides essential intelligence for network planners and managers operating on a worldwide basis.

COUNTRIES COVERED*

Africa (South)	Korea
Argentina	Kuwait
Australia	Luxembourg
Austria	Mexico
Bahrain	Netherlands, The
Belgium	New Zealand
Brazil	Norway
Canada	Panama
Chile	Philippines
China (Taiwan)	Portugal
Colombia	Puerto Rico
Denmark	Saudi Arabia
Finland	Singapore
France	Spain
Germany (West)	Sweden
Hong Kong	Switzerland
Ireland	Thailand
Israel	United Arab Emirates
Italy	United Kingdom
Japan	United States

* Representative Sample

CONTINUOUS SERVICES

***Connectivity World*™**
Quarterly report provides a summary of developments in multinational network services. Identifies new services, changes in regulations and tariffs, and general developments for countries throughout the world.

Handbook of International Public Data Networks
Descriptions of packet switch network services in approximately 40 countries; continually updated.

Country Service Profiles
References for information about operating regulations, restrictions, costs, and business practices in 40 countries; continually updated.

Regional Telecommunications Service Reports
Clients receive analysis and five-year projections of service requirements and trends for services in a major geographic area. Changing user requirements, national/regional development trends, and regulatory trends that could affect telecommunications planning and management are analyzed in each of five regions.

These major analyses are published periodically; once published, they are continually updated.

INPUT®

CLIENT SUPPORT

Access to INPUT Consultants
Clients receive continuous support from INPUT's consultants and executives. Call them for reactions and opinions.

"Hotline" Inquiry Service
The "Hotline" Inquiry Service provides fulfillment of 'short-term' research needs (requiring less than two hours) as well as clarification/amplification of report and presentation data.

On-Site Presentation
An INPUT consultant presents research results and industry forecasts at your site. Your issues and interests are discussed together with industry trends.

Telecommunications Network Conference
INPUT analyses and forecasts are presented and discussed; sessions of specific interest to multinational clients are held.

RELATED SERVICES

- National Network Program covers U.S. telecommunications services.
- Electronic Data Interchange Program provides information on EDI developments and markets in North America and Europe.
- Custom Research and Consulting projects on particular market opportunities, national and international developments, international partners, etc.

PROGRAM DESCRIPTION

CONTINUOUS SERVICES

- *Connectivity World*™
- Country Service Profiles
- Handbook of International Public Data Networks

REGIONAL TELECOMMUNICATIONS SERVICE REPORTS

- Asia/Pacific
- Europe
- Middle East/Africa
- North America
- Central/South America

CLIENT SUPPORT

- "Hotline" Inquiry Service
- On-Site Presentation
- Access to INPUT Consultants
- Telecommunications Network Conference

About INPUT

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

Continuous 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 services, 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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