

**INPUT's
Ninth Annual
Executive
Conference**
for Information Services
Vendors and Users

15-16 November, 1989
Café Royal
Regent Street, London

COMPUTER
SOFTWARE AND
SERVICES
MARKETS

**TOTAL SERVICE SOLUTIONS
FOR THE 1990s**

INPUT



Computer Software and Services

Markets—Total Service Solutions for the 1990s

KEY BENEFITS OF ATTENDING THIS CONFERENCE

- Begin to plan for the growth of information services in the coming decade.
- Understand the size and growth rate of your target markets.
- Identify major trends and driving forces within your target markets.
- Identify and profile leading users and vendors in all market segments.
- Ideal opportunity for informal discussion with your peers and INPUT consultants.

WHO SHOULD ATTEND THIS CONFERENCE

- ☛ Senior Managers in software and computer service companies who are involved in:
 - strategic planning
 - sales and marketing
 - mergers and acquisitions

CONFERENCE SUMMARY

Vendor companies involved in the information services industry face many challenges in the coming decade. These challenges range from questions about integration to the total size and scope of the market. INPUT analyses and forecasts trends in information systems and services, sector by sector, and is highly qualified to comment on the 1990s, a decade whose changes will offer many opportunities. Competitive advantage is an issue that all technology companies are concerned with. The complexity of the market in the 1980s will be compounded in the 1990s due to factors such as trade imbalances and European economic community trade restrictions being lifted. The competitive advantage will be won by companies that look now at the issues and trends of the 1990s. INPUT's Annual Executive Conference research based and provides vital planning information for the senior staff of software and services companies. INPUT's senior consultants will present data on many subjects, including:

- Trends in software and services in the 1990s in Europe and the USA
- Marketing opportunities in the next decade
- Total service solutions
- Systems integration and systems operation
- Mergers and acquisitions
- Turnkey markets
- Professional services
- Software products
- Electronic data interchange

This two-day conference will examine driving forces, issues and trends that will help you position your company for the next decade. This conference is essential for senior managers in the software and services industry.

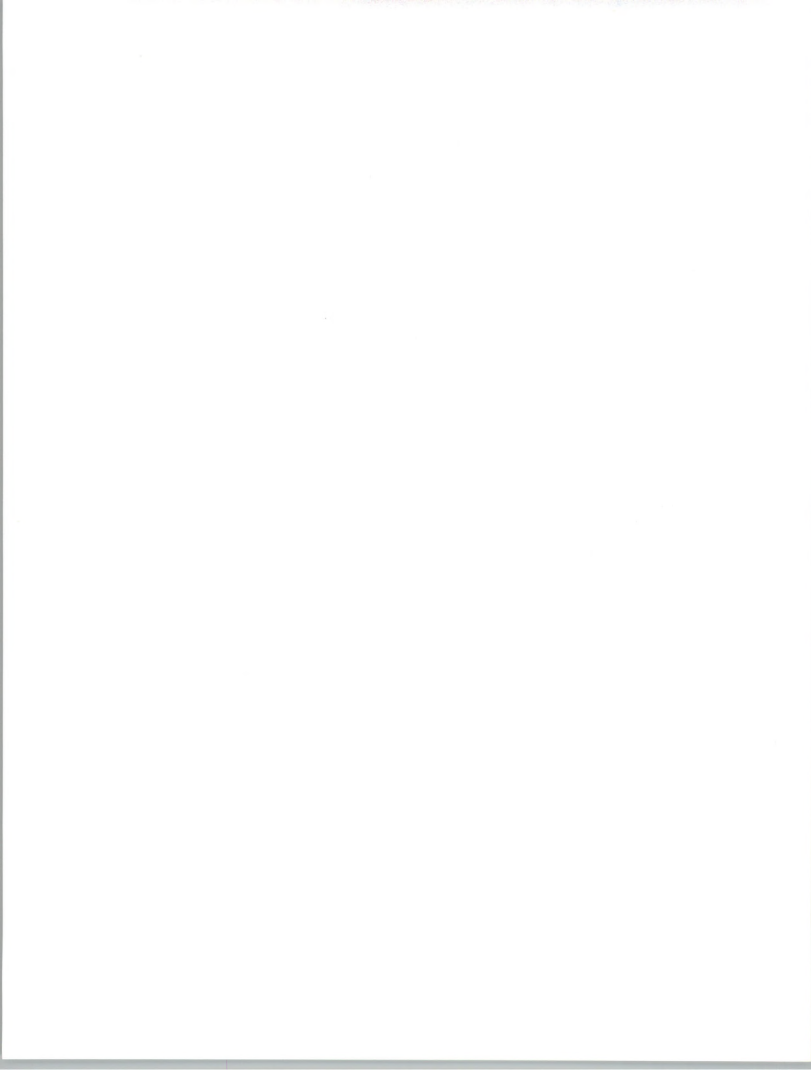
WHAT TO EXPECT

For two days senior INPUT consultants will define the market of the 1990s in relation to what you can do today to be a dynamic part of it. The sessions are interactive. You will be with senior executives from other leading vendor companies and there is ample time for individual discussions in a relaxed environment, as well as structured presentations where important data will be revealed in an easy-to-assimilate format.

INPUT'S CREDENTIALS

Planning for the future is an INPUT specialty and a constant focus. INPUT's forecasts and analyses of information services markets are part of the most comprehensive and timely planning service available.

For 14 years, INPUT has focused exclusively on the information services industry, and has built expertise and databases that are major assets to our clients. INPUT's senior consultants have all held high-level management positions in the industry, and are able to analyse and synthesise specific events into the broader context of a worldwide industry environment. INPUT's conclusions and recommendations to clients are based on the real-world experience of the consulting staff, plus primary research, proprietary databases, and unique methodology.



INPUT CONFERENCE AGENDA

Day 1, Wednesday, 15 November 1989

8:30 - 9:30 *Registration and Coffee*

9:30 - 9:40 **Welcome**—Keith Hocking

9:40 - 10:30 **Total Service Solutions for the 1990s**—Peter Cunningham, INPUT's President, will review key trends and issues in the computer software and services industry, in particular the challenge for vendors to plan for the needs of a total service solution market in the 1990s.

10:30 - 11:00 *Coffee*

11:00 - 12:00 **Systems Integration Markets in the 1990s**—The fast growth of this market in Western Europe and the U.S. is a clear indication of the demand for total service solutions. Peter Lines, INPUT's European Research Director, and Peter Cunningham will examine the dynamics of this opportunity, in particular the skills required for effective participation.

12:00 - 12:45 **The Professional Services: Opportunities**—The key component of service solutions is the provision of skilled people. Henry Trull, an INPUT Principal Consultant, will review this sector and its growing importance.

12:45 - 2:15 *Lunch*

2:15 - 3:00 **Total Service Solutions: Turnkey Systems**—The provision of complete hardware and software systems that provide a standard or partly standardised solution to a user's application represents a significant marketing challenge. Mike Ratcliffe, an INPUT Principal Consultant, will describe this sector, its competitive dynamics and its overall significance as a market opportunity.

3:00 - 3:15 *Tea*

3:15 - 4:00 **Software and Support Services: The Next Decade**—Providing total service solutions demands availability of software and service components. Peter Lines will review the software products market, the market for processing services, and the need for innovative support services.

4:00 - 4:15 *Tea*

4:15 - 4:45 **Systems Operations (Facilities Management) Markets in the 1990s**—Once considered a limited opportunity in Western Europe, the market for systems operations is now emerging as a key opportunity for growth. Peter Cunningham and Peter Lines will describe INPUT's view of the strategic significance of this sector.

4:45 - 5:30 **Discussion Forum**

5:45 - 7:30 *Cocktail Reception*

Day 2, Thursday, 16 November 1989

8:30 - 9:30 *Coffee*

9:30 - 10:15 **Network Service Markets: Towards 2000**—The provision of application and electronic information services over networks is one of the most challenging opportunities facing the industry over the next decade. Tim Stevens, an INPUT Senior Consultant, will identify the structure of this apparently confusing marketplace, highlight key opportunities (such as EDD), and define vendor requirements for successful participation.

10:15 - 10:45 *Coffee*

10:45 - 11:30 **Mergers and Acquisitions in the Computer Software and Services Industry**—Peter Cunningham will focus on the implications of M&A in the computer software and services industry. Strategies of the major vendors, probable changes to industry structure, preferred acquisition methods, historical results and the outlook for continuing merger mania will be discussed.

11:30 - 12:15 **Europe and Information Services Strategy**—Sergio Utli, Vice President, Finsiel Group, will present his observations on the software and services industry in Europe. He will discuss how companies must now look towards the whole of Europe for their markets.

12:15 - 1:45 *Lunch*

1:45 - 2:15 **Conclusions/Observatory 2000**—Peter Lines will present conclusions to the 1989 Conference and will describe INPUT's plans for the 1990 research programme. The impact of the Single European Market Initiative and the continuing dynamics of the software and services industry will be related to clients' research requirements over the next decade.

2:15 - 3:00 **Discussion Forum**

REGISTER TODAY!
CALL INPUT
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About INPUT

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

Continuous-information advisory services, proprietary research/consulting, merger/acquisition assistance, and multicient studies are provided to users and vendors of information systems and services (software, processing services, turnkey systems, systems integration, professional services, communications, systems/software maintenance and support).

Many of INPUT's professional staff members have more than 20 years' experience in their areas of specialisation. 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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CONFERENCE REGISTRATION

INPUT subscription service clients from all programmes may attend at the reduced price of £295 for the first delegate and £195 for second and subsequent delegates.

Companies not subscribing to the above services:

- First delegate£550
- All additional delegates£395

PAYMENT AND CANCELLATION POLICY:

You may cancel your reservation without a 25% cancellation fee until the 1st November. Cancellations must be in writing. INPUT will consider purchase order numbers or company cheques as proper reservations. Credit cards cannot be accepted. INPUT reserves the right to make changes to this conference without notice.

ACCOMMODATION

INPUT has negotiated special rates with two hotels, both within easy reach of the Café Royal. Early booking is advisable, as available rooms will be taken quickly. Please contact INPUT for further details.

To register for this important conference, simply call London (01) 493-9335 or mail or fax the business reply card today! FAX (01) 629-0179

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