

1988 INPUT Customer Service Program Library

U.S. Customer Service Market Analysis: 1988-1993

Illustrates the size of the current market for customer services in the U.S. and growth expectations over a five-year forecast period. Also discusses key trends and occurrences that will affect service growth and delivery over the next 5 years.

Analysis of Large-Systems Service

Analyzes the performance of leading large-systems vendors in the areas of hardware maintenance, software support, and professional services. Third-party maintenance issues, such as system availability and the key elements of service and support, are also identified.

Analysis of Small-Systems Service

Analyzes the service requirements of users of the following small-systems products: AT&T 3B, Concurrent Computer Corporation 32XX, Data General MV Series, DEC PDP 11/XX, DEC VAX 8XXX, HP 3000, IBM 9370, IBM Systems 38, Prime 9X5X, and Wang USSS. Each analysis examines contracted service coverage, product reliability, and vendors' abilities to optimize system availability.

Analysis of Third-Party Maintenance

Examines the ever-changing requirements for service and support, as reported by third-party maintenance users. Measures TPMs' ability to satisfy service and support needs, both in traditional hardware maintenance activities and in the increasingly important areas of software support and professional services. Analyzes what draws users to TPM and points out future growth areas for TPM organizations.



1988 INPUT Systems Integration Program Library

Systems Integration Buyer Issues and Trends Report

Assesses the driving forces behind systems integration and the issues facing this systems development process from three points of view: corporate/senior management, the Information System function, and the users of the resulting system. INPUT draws on its ongoing assessment of the IS environment of large organizations and numerous systems integration case studies.

Systems Integration Competitive Analysis Report

Examines competitive environment, prime and subcontractor relationships, primary and secondary marketplaces, and alliances.

Systems Integration Forecast and Trends Report

Forecasts user expenditures for systems integration over the next five years; also covers industry segmentation and SI component service segmentation. Includes reconciliation of prior forecasts. Identifies trends and forces driving growth.

Systems Integration Project Profiles

Systems Integration Project Profiles identify and track both federal and nonfederal systems integration projects. The data base covers important projects already awarded and also contains preaward Systems Integration project information.

Project Profiles include:

- Contractor Information
- Business Problems
- Major Tasks
- Contract Information
- Project Component Analysis
- INPUT insights



1988 INPUT Customer Service Program—Europe Library

Western European Service Market Analysis Report, 1988-1993

This annual report presents and summarizes the data collected from INPUT's annual survey of the customer service users in the European computer industry. Presents customer service data that Service/Marketing management can use to compare their company performance to that of their competitors and to contrast varied performance factors between different country markets (hardware systems are categorized as Small, Medium, or Large). Covers Service/support for both information systems and software, including importance and satisfaction levels for response times, fix times, and systems availability. Market size and vendor share information, user preferences on bundling, training requirements, and future service needs are also included.

Independent Maintenance (TPM), Western Europe, 1988-1993

Examines and analyzes trends and opportunities for TPMs in Europe. The report includes evaluation of the largest individual-country markets and TPM vendor profiles. User attitudes toward TPM are analyzed.

Pricing Trends: Western European Customer Service

This report examines and analyzes customer perceptions of the level of importance and acceptability of service pricing for software and hardware support.

Information Systems Education and Training, 1988-1993

The education and training market will exceed \$3 billion in Western Europe by the early 1990s. Growth is fostered by increased awareness of skilled human resources as a corporate asset, rapid technology changes, increased range of software productivity tools, and the growth of end-user computing. The report examines this market in detail and identifies areas of future growth, marketing strategies being adopted, and user attitudes/needs in an area with a scarcity of skilled people but a burgeoning need.

Automated Service Systems

This concise report provides a synopsis of the state of the art and opportunities for implementing automated service systems.

Disaster Recovery in Western Europe

Hot and cold recovery services are examined, together with an analysis of customer importance perceptions for these backup services. Market opportunities are discussed.

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1988

INPUT Electronic Data Interchange Program Library

EDI Service Analysis, 1988-1993

Examines trends demonstrated in the strategies and past performance of established service providers, and the intentions and prospects of new entrants. Alliances, enhanced services directions, and how users' needs are being met are discussed. Segmented EDI services forecasts provide projections on user expenditures for the various components of EDI.

EDI Service Provider Profiles—Update

Discusses all present and several potential providers, breaks down their 1987 market shares by revenue and number of customers, describes their competitive positions, and reports on their EDI successes and failures.

EDI Software Analysis, 1988-1993

Evaluates the directions and prospects of EDI software providers. User needs, market alliances, and directions toward integration with cash, manufacturing, inventory, and transportation management software are discussed. Forecasts are provided.

EDI Software Company Profiles—Updates

Describes the functionality of specific EDI products, including those supporting purchasing/logistics, insurance, and other applications. Market share information based on revenues and number of customers, competitive positions, and wins and losses is reported.

Vertical Market EDI Potentials and Directions

Discusses EDI usage in approximately 30 vertical markets, identifying major users' issues and industry-specific issues. Vertical market user expenditures are broken down for "mainline" (i.e., purchasing/logistics) EDI; health, property, and casualty insurance implementations; and other forms of EDI.

Value-Added Network and Data Services European Market Directions

Examines growth opportunities for VAN and applications services, including EDI, on-line data bases, EFT/POS, and others. Key issues affecting vendors and users are discussed and the European telecommunications environment analyzed. Market sizes and forecasts are provided with recommendations for existing and future participants.

X.400 Products and Services

Describes the nature of this emerging international messaging standard, its relationship to electronic mail and voice and video communications, and its implications for EDI. Directions toward universal messaging through internetworking are discussed, as are services and software supporting the standard.

EDI and Professional Services

Examines software customization, systems integration, education/training, and facilities management in relationship to EDI implementations. Vendor offerings are described, opportunities identified, and recommendations to users and providers offered.

EDI/15/89



Information Systems Industry

Electronic Data Interchange Module

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.

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.

RELATED SERVICES

- Companies subscribing to this module may attend INPUT's EDI Conference at a reduced fee. Conference will be held in San Francisco, CA.
- Custom Research and Consulting projects analyze user needs, competitive environment, etc.
- Consultant Presentations—INPUT's consultants are available to provide presentations for planning meetings, user groups, or other functions.



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INPUT Federal Information Systems and Services Program Library

Federal Large-Scale Systems Market

Covers the federal market for large-scale systems, including supercomputers. Discusses the growing importance of software in accommodating federal mission needs.

Agency strategies for large-scale systems, including the risks associated with major acquisitions, examined and specific procurement opportunities identified.

Federal Mid-Size Systems

Focuses on the federal market for midsize systems, with a view toward both mission and procurement trends affecting the market.

Digital's market dominance is compared with IBM's ongoing efforts to penetrate the market, and efforts of the other vendors are covered.

Discusses agency strategies and identifies specific procurement opportunities.

NASA Information Services Market

Focusing on the National Aeronautics and Space Administration (NASA), the report analyzes information resources, applications, requirements, and acquisition plans for both headquarters and field offices. The agency's mission orientation and use of advanced information technology are discussed as they relate to future opportunities.

Federal Professional Services Market

Forecasts the professional services market, including consulting, education, training, programming and analyses, facilities management, systems integration, and

additional specific opportunities. Contains discussion of the agencies' and vendors' perspectives of the market and factors influencing the marketplace.

Federal Systems Integration Market

Examines industry trends, market sizes and forecasts for the federal systems integration market. Discusses the federal government's replacement of obsolete information systems and acquisition of integrated and turnkey systems. Analyzes economic, competitive, and regulatory factors that will impact the systems integration market.

Federal Telecommunications Market, 1988-1993

Reports on the telecommunications market; discusses current and planned acquisitions of networks and new telephone systems in anticipation of future cost increases and mission requirements. Major issues covered include standards, technology impact, competitive trends, and industry reactions to GSA telecommunications initiatives.

Federal Office Information Systems Market

Identifies and discusses federal office information systems hardware and services being procured by the federal government. Agency strategies and specific procurement opportunities are identified; products and marketing strategies of the major industry vendors in the office information systems market are examined.



1988 INPUT Market Analysis Program—Europe Library

European Information Services Industry Analysis and Forecast, 1988-1993

This report provides an analysis and five-year forecast for information services in the major European geographical markets of France, Italy, United Kingdom, West Germany, Benelux, and Scandinavia. In addition, an assessment of the market in other European countries is also included.

Value-Added Data Services

Value-added services continue to develop as an area of high focus as information services vendors seek to exploit the opportunities of computer communications convergence. The strategic importance of VADs is also reflected by the high levels of commitment shown to this market by government bodies and telecommunications operators. Building upon previous INPUT research in this important sector, this report focuses on key application development areas for services vendors, for example EDI and EFT/POS.

Commercial Systems Integration Markets

Systems Integration is an area market focus that came to prominence in 1987 as major vendors have begun to stake out their strategic positions in this potentially very large marketplace. Although to date the growth of this sector has primarily been driven by the large development needs of the defense sector, new opportunities are beginning to emerge in the commercial and civil government sectors. This report examines the scale of these opportunities in the commercial sector within Western Europe.

Education and Training

INPUT has estimated that this market will reach over \$3 billion in Western Europe by the early 1990s. The phase of buoyant growth is fostered by increased awareness of skilled human resources as a corporate asset, rapid technological change, increased range of software productivity tools, and the growth of end-user computing. This report examines the market in detail, identifies the areas of fastest growth and the marketing strategies being adopted, and studies user attitudes and needs in an area with a scarcity of skilled people and a burgeoning need.

Key Application Software Opportunities

Software products continue to remain the fastest growing market within information services. Equipment manufacturers are paying increasing attention to the development of application software revenues, thus creating an increasingly competitive environment for independent software product vendors and standard turnkey system suppliers. The development of successful products within this fast-changing market is thus one of the most challenging planning questions for information service vendors. This report examines the area of key growth and profit potential; looks at the marketing strategies adopted by both equipment manufacturers and independent vendors; and provides insights into user attitudes, needs, and requirements.

MAPE/15/89

1988
INPUT Market Analysis Program—Europe
Library
Continued

Fifth-Generation Software Engineering

The efficient production of software to meet business requirements on time and within budget has now emerged as a partial reality through the emergence of Computer-Aided Software Engineering Techniques and Tools. As computer systems themselves incorporate ever-increasing functionality, so have the

opportunities for advanced system software grown. This report examines the key opportunities in the areas of advanced languages, data base systems, and the overall development environment. The dynamics and evolutionary trends in the competitive environment, together with analyses of leading products and vendors, are examined.

1988

INPUT Information Systems Program Library

Annual Information Systems Planning Report

A comprehensive analysis of critical business trends, technology, and information systems issues and budgets.

Data Base Management: Current Trends and Challenges

Thorough assessment of progress made in relational and distributed data base management technology and state-of-the-data administration process.

Workstation Strategies Report Series

Four reports that analyze the workstation technology within the general business systems environment. Topics include:

- Integration of PCs into the central information network
- Use of computers as workstations
- Application design
- Workstation vendor strategies and plans

ISDN and Voice/Data Integration

Concise management perspectives on two critical telecommunications issues.

CASE and Application Development Productivity

Analyzes the application development challenges and examines opportunities offered by Computer-Assisted Software Engineering (CASE) technology.



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U.S. Professional Services Markets, 1988-1993
Includes Consulting, Education, and Training; Software Development; Systems Integration; and Systems Operations markets. Also includes industry sector segmentation

U.S. Software Products Markets, 1988-1993
Includes Systems Software markets (Systems Control, Data Center Management, and Applications Development Tools) and system environment (workstation/PC, minicomputer, mainframe) segmentation. Also includes Applications Software markets and industry sector and systems environment (workstation/PC, minicomputer, mainframe) segmentation.

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Includes Processing Services (transaction Services, Utility Services, Other) markets and industry sector segmentation. Also includes Value-Added Network Services, Electronic Data Interchange, Electronic Mail, and Electronic Information Services (data bases, news services, and videotex) markets; the report contains industry sector segmentation.

U.S. Turnkey Systems Markets, 1988-1993
Includes Turnkey Systems equipment, packaged software, and customized software markets; the report also covers industry sector segmentation.

ISSUE STUDIES

IBM Systems Application Architecture—Impact on the Industry
A complete review of IBM's Systems Application Architecture (SAA): development progress made, potential challenges/successes, expectations and impact, and market forecast.

CASE—Markets and Opportunities, 1988-1993
Examines issues, trends, and events shaping the Computer-Assisted Systems Engineering (CASE) market; recommends best vendor actions.

Impact of Systems Integration on Professional Service Vendors
Shows how systems integration (SI) is changing the professional services vendor role; examines user requirements and opportunities available to both traditional and full-service professional services vendors.

Emerging Network-Based Information Services Markets
Includes voice and image services, network backup, network operations, network distribution/support for software, business bulletin boards, and consumer information service markets. Vendor opportunities and recommended actions are presented.

Alternate Distribution Channels
Investigates the viability of Value-Added Resellers (VARs) as a channel of distribution for traditional information services.

1988
INPUT Market Analysis Program Library
Continued

INDUSTRY SECTOR REPORTS

15 industry-specific market sectors and 7 cross-industry market sectors are forecasted/analyzed in 22 separate Industry Sector Reports.

Market Analysis Program
Industry Segmentation

Industry-specific sector forecast and analysis

Banking/Finance
Discrete/Process Manufacturing
Distribution (Retail/Wholesale)
Education
Medical
Insurance
Utilities
Government (Federal/State/Local)
Transportation
Telecommunications
Service Industry
Other industry-specific sectors

Cross-industry sector forecast and analysis

Engineering/Scientific
Human Resources
Education/Training
Planning and Analysis
Accounting
Office Systems
Other cross-industry sectors

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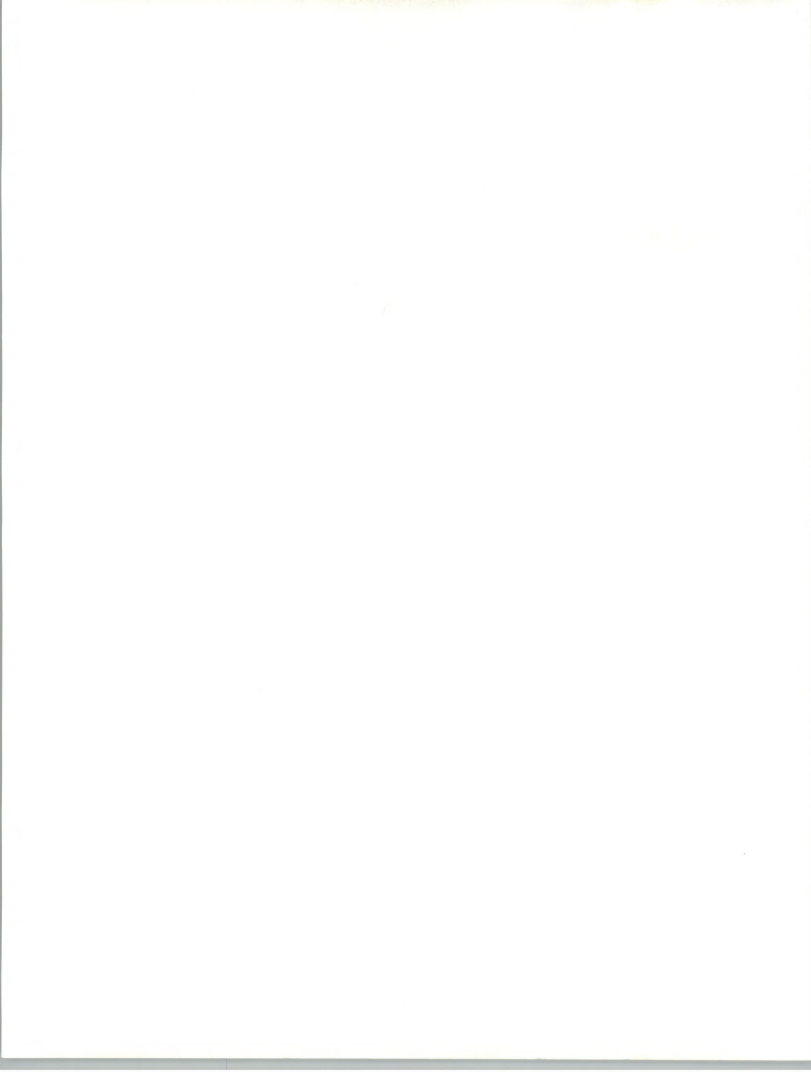
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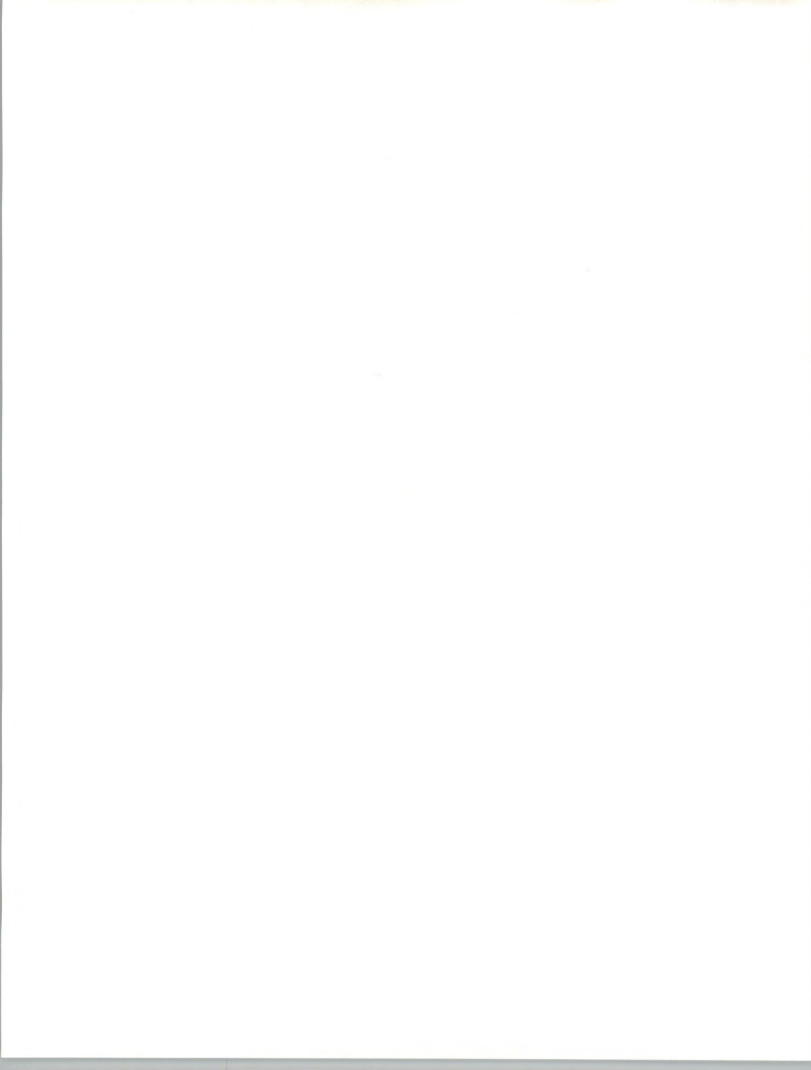
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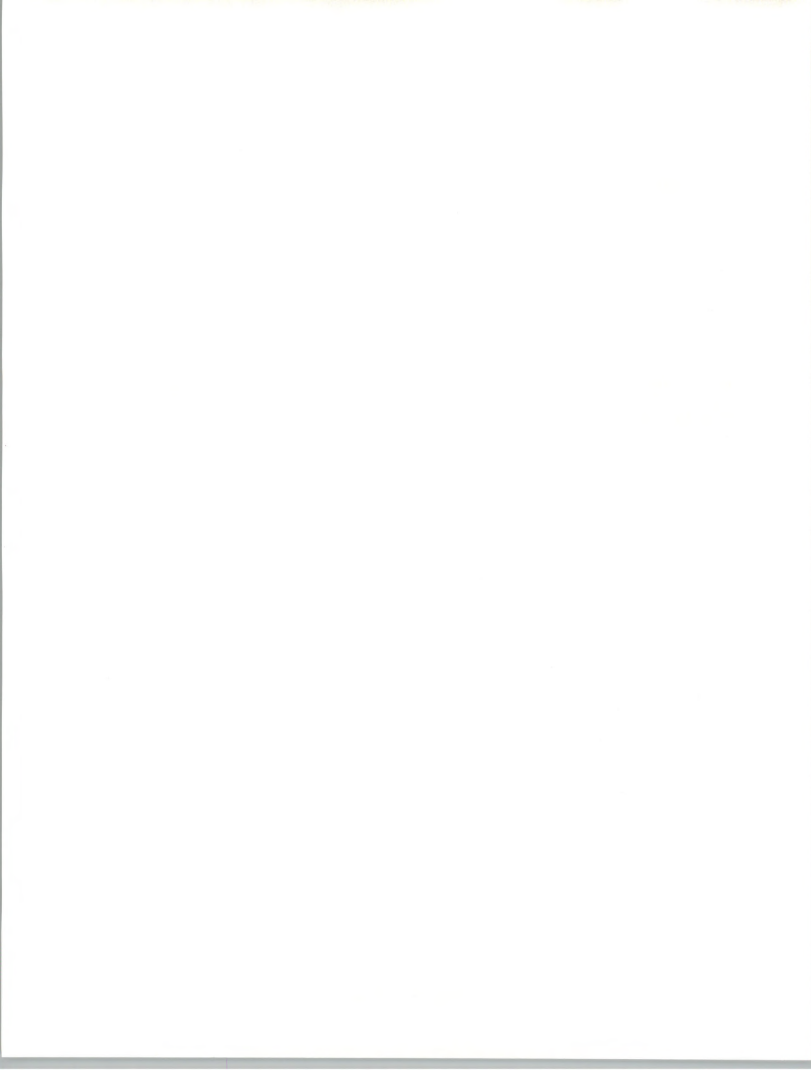
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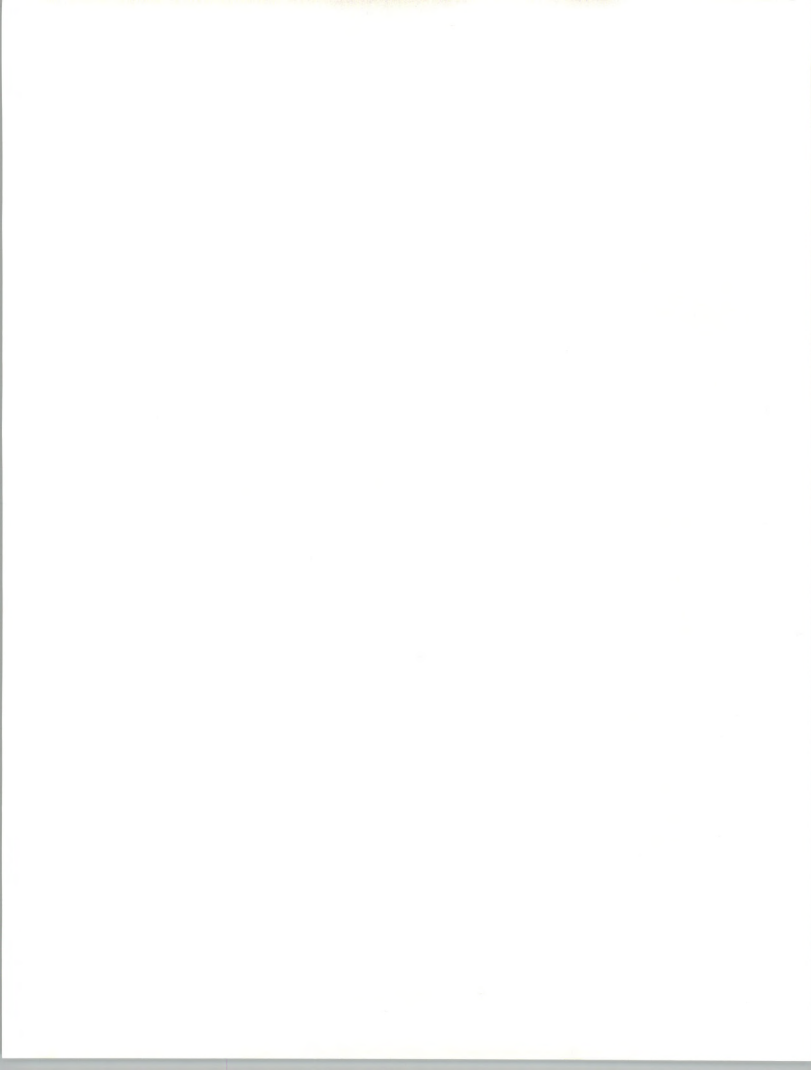
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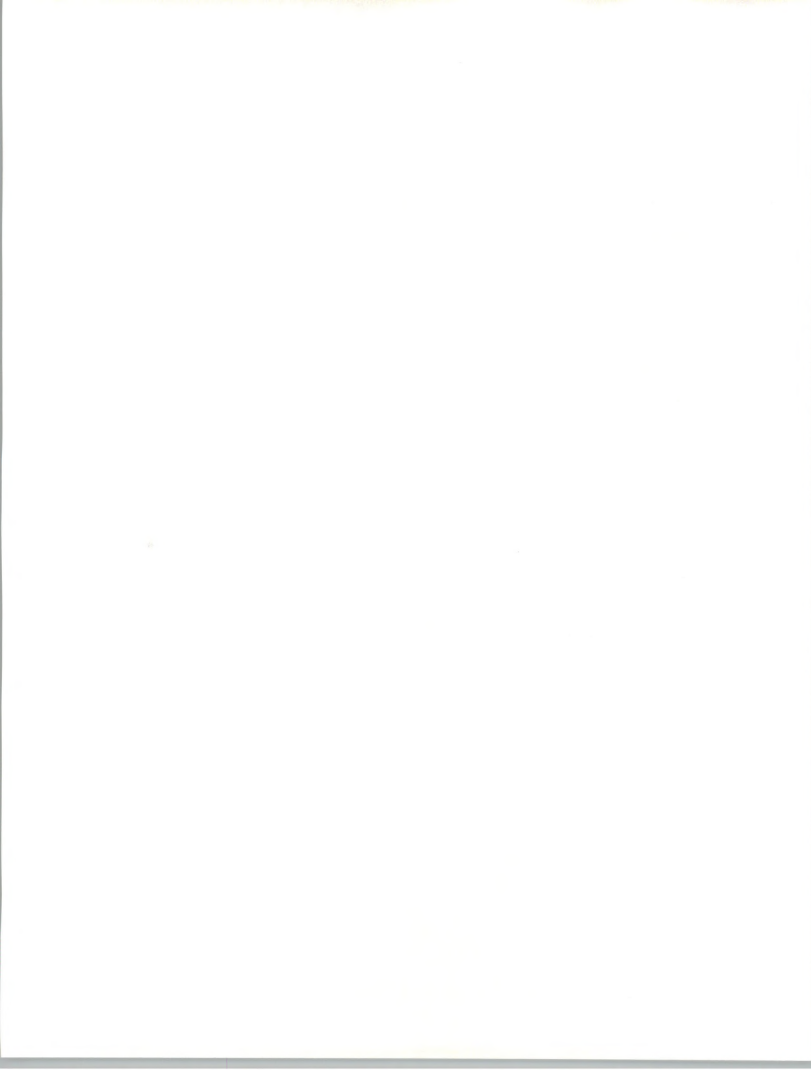
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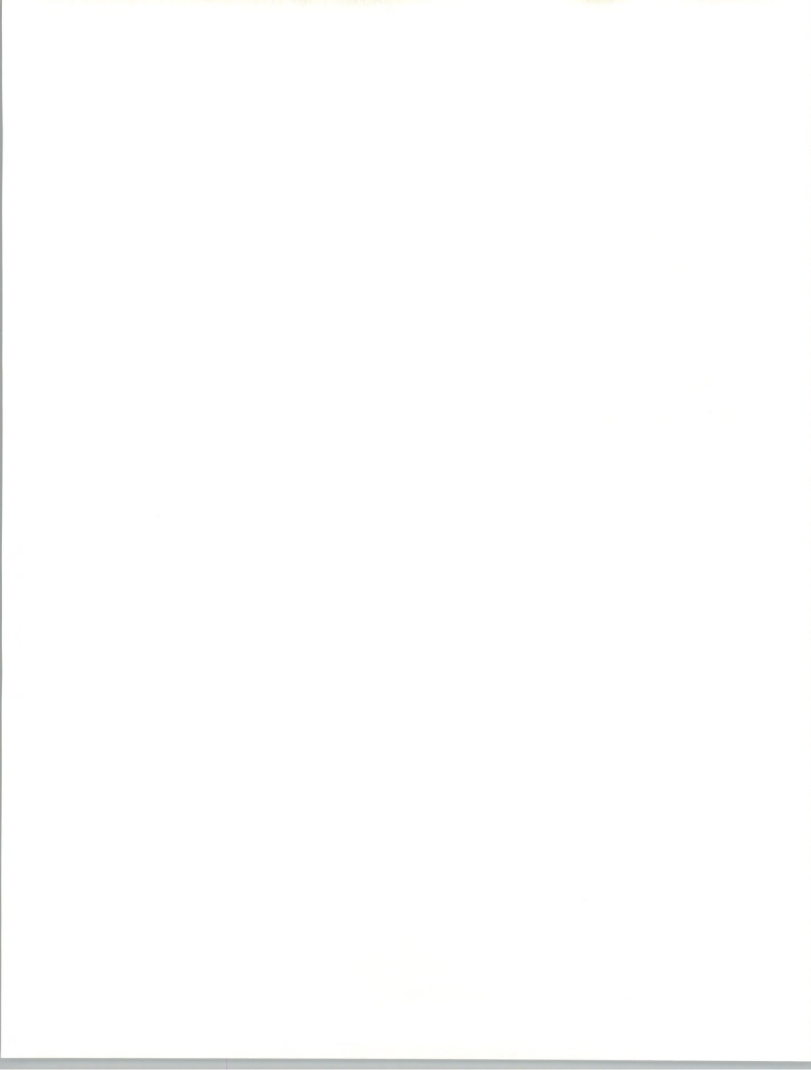
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CSR/15/89



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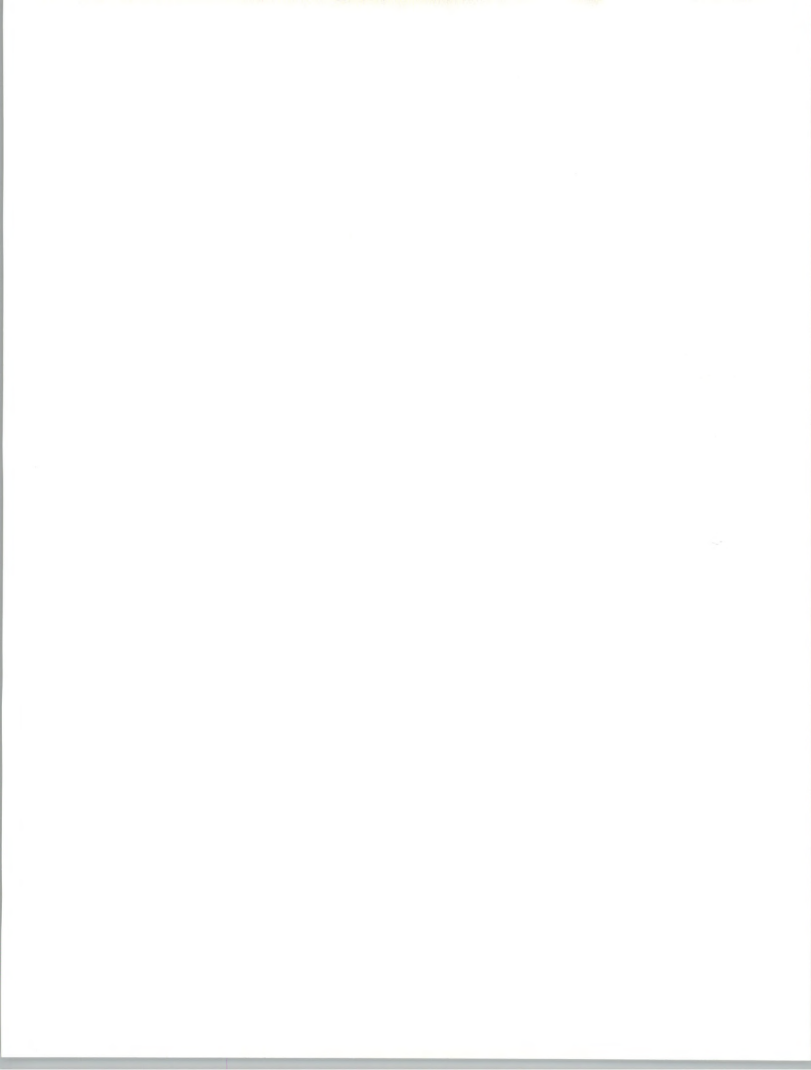
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Alternate Distribution Channels

Investigates the viability of Value-Added Resellers (VARs) as a channel of distribution for traditional information services.



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INDUSTRY SECTOR REPORTS

15 industry-specific market sectors and 7 cross-industry market sectors are forecasted/analyzed in 22 separate Industry Sector Reports.

**Market Analysis Program
Industry Segmentation**

Industry-specific sector forecast and analysis

Banking/Finance
Discrete/Process Manufacturing
Distribution (Retail/Wholesale)
Education
Medical
Insurance
Utilities
Government (Federal/State/Local)
Transportation
Telecommunications
Service Industry
Other industry-specific sectors

Cross-industry sector forecast and analysis

Engineering/Scientific
Human Resources
Education/Training
Planning and Analysis
Accounting
Office Systems
Other cross-industry sectors

