INPUT's 1986 INFORMATION SYSTEMS EXECUTIVE PANEL

Dear Executive Panel Member:

We thank you for your continued support of INPUT's ongoing research efforts. Your reliable and consistent participation lends continuity to our research and helps us identify directions and trends in the computer services industry.

As you know, the computer industry is in turmoil. INPUT, an authoritative source on trends and directions in the computer industry, needs your thoughts and observations on what is happening. Your participation in this Information Systems Executive Panel will help identify these trends.

In return for your participation, INPUT will provide you with the results as they apply to your industry. Please be assured that all answers are held confidential and the data you supply will only be reported in the aggregate.

Please help us report accurately what is happening in the industry, enabling us to provide you with this valuable information.

Thank you in advance for your participation.

Sincerely,

Peter A. Cunningham

Peter A. Cunningham
President

MASTER VISA

Company Name _____

Address _____

City, State, Zip _____

Telephone No. _____

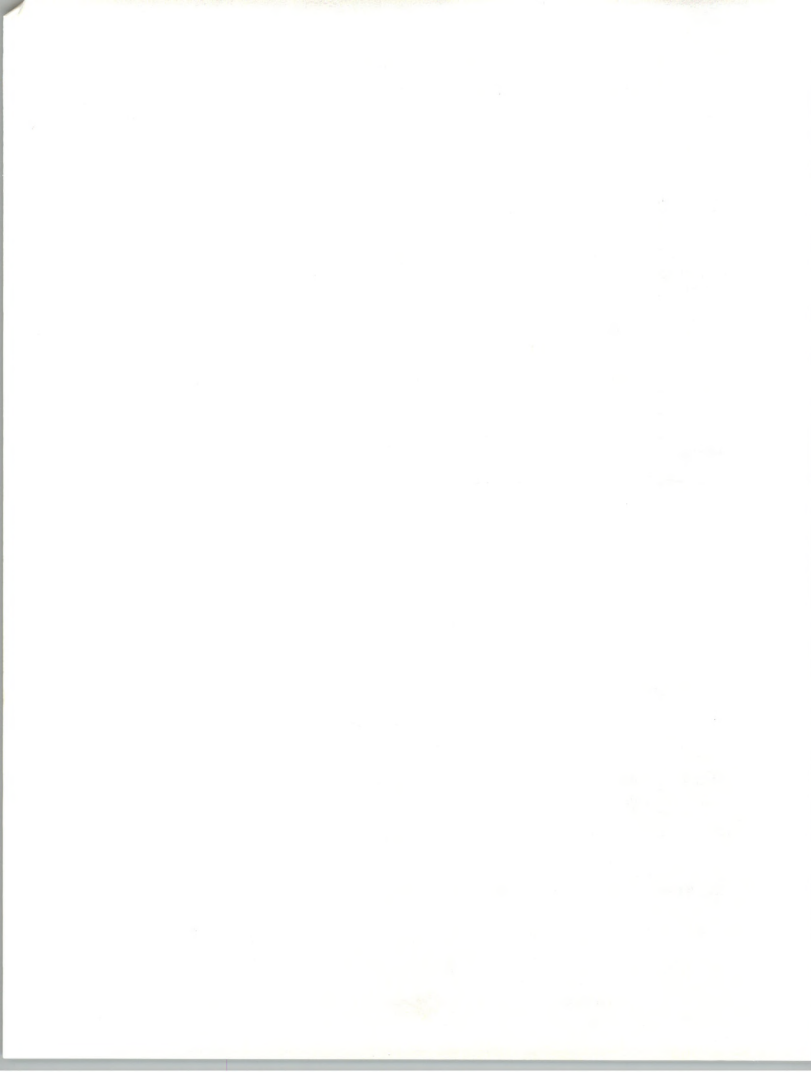Respondent Name/Title _____

Total No. of Employees _____ Annual Sales ($ million) _____

If size is measured by
some other scale, please
indicate size and scale _____

Is this a division or
subsidiary? Yes _____ No _____

Industry Company
Belongs To _____

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1a. How much does your corporation spend on information systems (IS)?

1985	1986	1987 (Est.)
_____	_____	_____

1b. What percent of corporate revenue is this year's IS budget? _____%

2a. What factors caused your budget to change/not change in 1986?

1. _____

2. _____

2b. What factors will affect your 1987 budget?

1. _____

2. _____

3. What percent of your 1986 and 1987 budget is for:

	1986	1987
Central Site	_____%	_____%
Remote Site	_____%	_____%
End User	_____%	_____%

4. For your total corporate IS expenditures, please break out for 1986 and your estimates for 1990:

	1986	1990
Corporate IS Budget	_____%	_____%
Other IS Organizations	_____%	_____%
End-User Departments	_____%	_____%
Total	100%	100%

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5. For your 1986 budget, what are your annual expenses and your anticipated changes in 1987 for the following categories?

CATEGORIES	1986 I.S. BUDGET AMOUNT ($000)	ANTICIPATED PERCENT CHANGE 1986-1987
PERSONNEL	$ _____	_____ %
COMPUTER SYSTEMS (include Processors, Storage, Peripherals) Mainframes	$ _____	_____ %
Minicomputers	$ _____	_____ %
Micros	$ _____	_____ %
Maintenance	$ _____	_____ %
Systems Software	$ _____	_____ %
Other _____	$ _____	_____ %
Total Computer Systems	$ _____	_____ %
COMMUNICATIONS Data Communications	$ _____	_____ %
Voice Communication (only if IS is responsible)	$ _____	_____ %
Total Communications	$ _____	_____ %
EXTERNAL SERVICES/PRODUCTS Professional Services (systems development/consulting)	$ _____	_____ %
Education and Training	$ _____	_____ %
Processing Services (include COM, data entry, disaster recovery)	$ _____	_____ %
Facilities Management	$ _____	_____ %
Application Software Products	$ _____	_____ %
Turnkey Systems	$ _____	_____ %
Other _____	$ _____	_____ %
OTHER (Utilities, etc.)	$ _____	_____ %
TOTAL ALL CATEGORIES	$ _____	_____ %
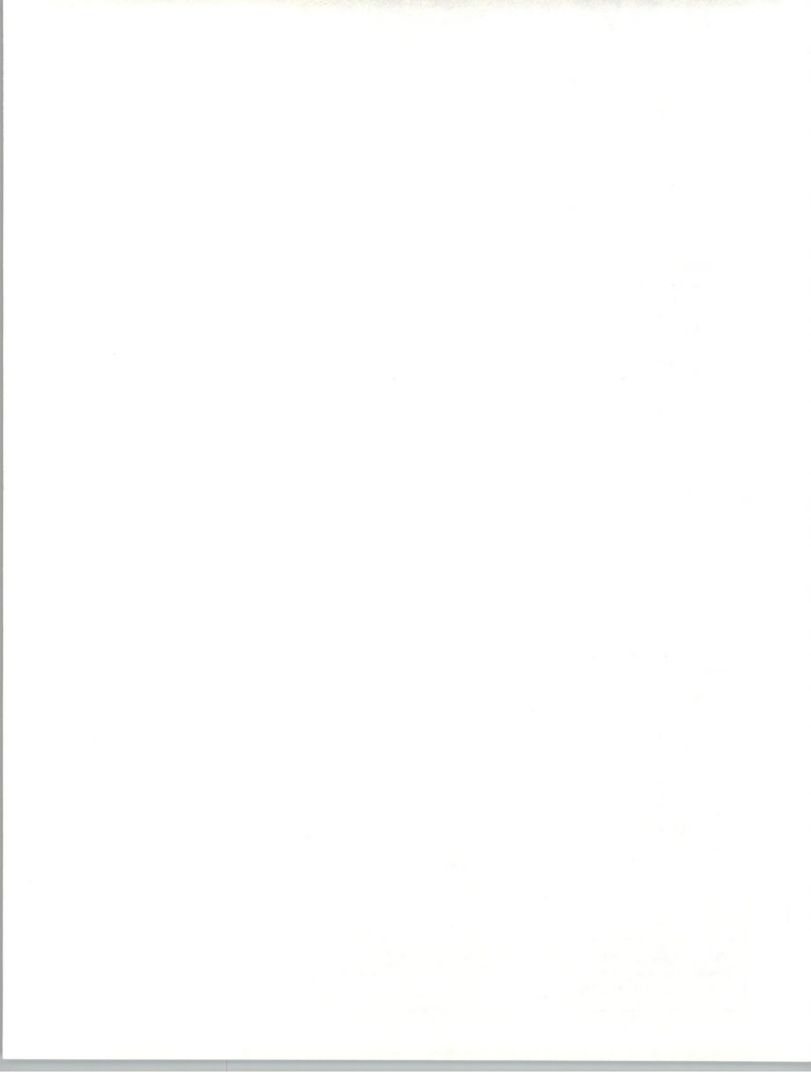
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6a. How many people work in the IS department?

1986 _____   1987 (est.) _____

6b. What percent of your applications development staff are assigned to:

Development of new systems   _____%

Maintenance of existing systems   _____%

Enhancement of existing systems   _____%

7. During the next 12 months, what are the most important applications that you will be implementing? What is the estimated development cost of each? What resources will you use for each: internal staff only, software package, external professional services, or a combination?

RESOURCES USED (%)

Application	Cost ($000)	Internal Staff	Software Package	Profess'l Services	Combi- nation
a. _____	$_____	_____	_____	_____	_____
b. _____	$_____	_____	_____	_____	_____
c. _____	$_____	_____	_____	_____	_____
d. _____	$_____	_____	_____	_____	_____
e. _____	$_____	_____	_____	_____	_____

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8. Please rate on a scale of 1-5 (5 being very important and 1 being not important at all) the following IS issues.

Personnel staffing and skills   _____

Connectivity   _____

System integration   _____

Standards   _____

Management understanding   _____

User expectations   _____

Inadequate IS funding (budget)   _____

Communications management   _____

Hardware/software management   _____

IBM directions   _____

Other vendor directions   _____

   Who? _____

Application development delays and overruns   _____
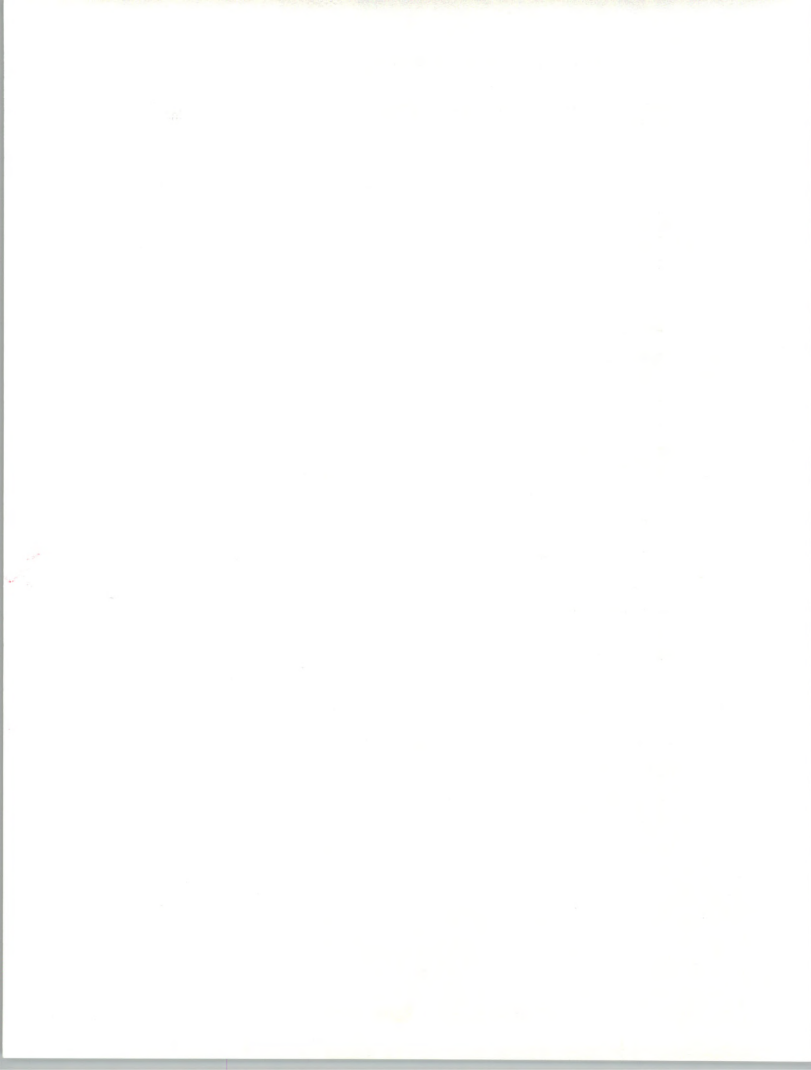
End-user computing   _____

Micro-mainframe links   _____

AI/expert systems   _____

Departmental systems   _____

Office systems   _____

Other (please list)

_____   _____

_____   _____

_____   _____

_____   _____

9. Please rank your most important strategic, tactical, and operational issues starting with the most important. Please comment on each if appropriate.

ISSUE   COMMENT (reason for ranking)

Strategic (2-5 years or longer)

1 _____   _____

2 _____   _____

3 _____   _____

Tactical (1-2 years)

1 _____   _____

2 _____   _____

3 _____   _____

Operational (Now)

1 _____   _____

2 _____   _____

3 _____   _____

10. What has been the most significant event within your company's industry that has, or will, affect your IS department?

_____

_____

_____

11. How is information technology being used to give either your company or your competitor a competitive advantage?

_____

_____

_____

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12.   What will the impact of new technology development be on your company or industry?

_____

_____

_____

13.   What needs of yours are not being satisfied by the vendors?

_____

_____

_____

14.   What additional information on your industry's use of IS would be useful to you?

_____

_____

_____

THANK YOU FOR RESPONDING TO INPUT's 1986 INFORMATION SYSTEMS EXECUTIVE PANEL

Call me if you would like to discuss any of these issues further. Please enclose these pages in the accompanying postage-paid envelope and mail as soon as possible.