

Rec'd file  
Hand copy  
of T. Cannon's  
EXPO '84. Pict.  
→ 10/14/84

## WHY USE MARKET RESEARCH?

INPUT



## COMPUTERWORLD

August 31, 1981



INPUT



Everything is  
changing

But  
feel

- **Markets Are Changing Fast**
- **Objective**
- **Cost Effective**
- **Efficient**
- **Expert**
- **A Solid Second Opinion**

INPUT



## **MARKETS ARE CHANGING FAST**

- **Changing Technologies Fuel Some, Derail Others**
  - **The Micro and Timesharing Services**
  - **Optical Memory and Magnetic Media**
  - **IBM PC AT and Multi-User Software Market**

**INPUT**





## **MARKETS ARE CHANGING FAST**

- **User Needs Are Evolving**

- **Telecommunications**
- **Banking Services**
- **FGLs**
- **Videotex**

**INPUT**



## **MARKETS ARE CHANGING FAST**

- **Competitive Environment in a State of Flux**
  - **Foreign Incursions**
  - **Recent Business Failures**
  - **Deregulation**

**INPUT**



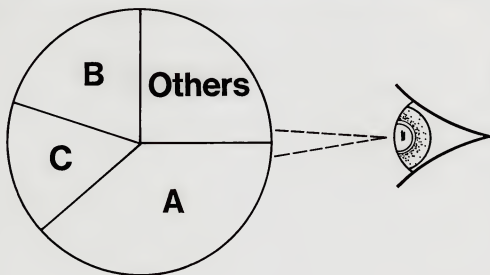
## **MARKETS ARE CHANGING FAST**

- **User Needs Are Evolving**
  - **Voice**
  - **Artificial Intelligence**
  - **Systems Integration**

**INPUT**



## YOUR PERCEPTION OF MARKET

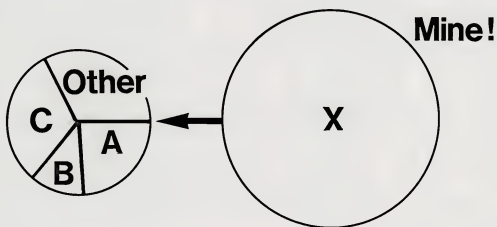


INPUT





## **X's PERCEPTION OF MARKET**



**INPUT**



## **MARKET INFORMATION SOURCES**

### **INTERNAL**

- **Employees**
- **Senior Management, Board Members**
- **Information Resource Centers**

**INPUT**



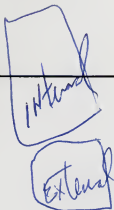
## **MARKET INFORMATION SOURCES**

### **EXTERNAL**

- **Newspapers, Magazines, Directories**
- **Product Brochures and Price Lists**
- **Specialized Financial Publications**
- **Trade Associations, Conferences**
- **Government Sources**
- **Research Firms**
- **"Friends" in the Industry**

**INPUT**





## OBJECTIVE

- **Market Research Firms:**

- **No Stake in the Results Except Their Accuracy**
- **Jobs, Careers, Divisions and Organizations Do Not Impact the Actual Research**
- **Not Swayed by Office Politics**
- **Specific and Reliable Competitive Information**

INPUT





## **COST EFFECTIVE**

- **Fixed Contract**
- **No Add-Ons**
- **Less than In-House**
- **Distribute Costs of Research over Large Base**
- **Greater Results in Less Time**
- **Pool of Expertise**

**INPUT**



## **EFFICIENT**

- **Professional Interviewers and Analysts**
- **Sole Purpose – Effective Research**
- **Known and Trusted in Industry –  
Track Record of Sound Research**
- **Organized to Get Reliable Information  
Fast**
- **No Impact on In-House Workload**
- **Information Delivered in Usable Form**

**INPUT**



## **EXPERT**

- **Bring Broad Perspective to Specific Questions**
- **Past Research into Present Expertise**
- **Analysis by Senior Experienced Consultants**

**INPUT**



## **EXPERT**

- **Draw from a Multitude of Research Projects Covering Entire Market**
- **Hundreds of Person-Years of Executive-Level Experience**

**INPUT**





## **LEVEL OF EXPENDITURES FOR MARKET INFORMATION**

- **Attitude Varies Significantly**

- **Skepticism**
- **Reluctance**
- **Mild Acceptance**
- **Enthusiasm**

**INPUT**



## **LEVEL OF EXPENDITURES FOR MARKET INFORMATION**

- **Budget Considerations**
  - **Treat as Investment**
  - **Extension of Internal Staff**
  - **Additional Justification**

**INPUT**



## **INPUT ANALYZES**

- **Vertical Markets**
- **Cross-Industry Markets**

**INPUT**



## **INPUT FOCUS**

- **Market Forecasts - 5 Years**
- **User Requirements**
- **Vendor Market Share**
- **Vendor Strategies**
- **Competitive Environment**
- **Recommendations for Action**

**INPUT**





## **INPUT SPECIALTIES**

- **Software**
  - **Systems**
  - **Applications**

**INPUT**



## **INPUT SPECIALTIES**

- **Processing Services**
- **Professional Services**
- **Turnkey Systems**
- **Acquisitions and Mergers**

**INPUT**



**WE STUDY AND OFFER  
SUBSCRIPTION PROGRAMS FOR :**

- **Vendors of Information Services**
- **Users of Information Systems**
- **Customer Service Management  
(including Field Service and TPM)**
- **U.S. and European Markets**

**INPUT**



**YOU MAY BE IN A  
“ONE MISTAKE” BUSINESS**

**INPUT**





**WE STUDY AND OFFER  
SUBSCRIPTION PROGRAMS FOR :**

- **Competition**
  - In Depth
  - 4,500 Companies
  - U.S. and European
- **Acquisition Analysis**

**INPUT**

