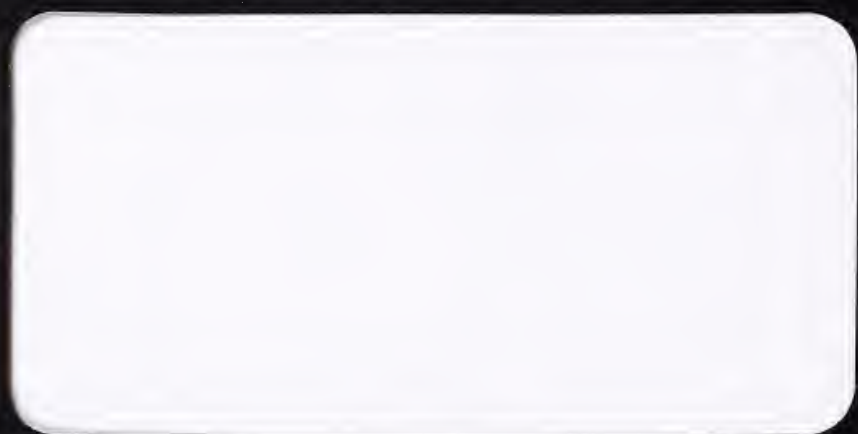


The Services Market and  
the User Revolution

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# The Services Market and the User Revolution

Church House, London  
Thursday 3 June 1993

Roger Fulton  
Software and Services  
Programme Manager, Europe

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**Information Services Market Analysis  
Programme—Europe  
(MAP)**

***The Services Market and the User Revolution***

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# Agenda

- IT Industry Revolution
- The New Software and Service Vendors
- Service Opportunities for Technology Change

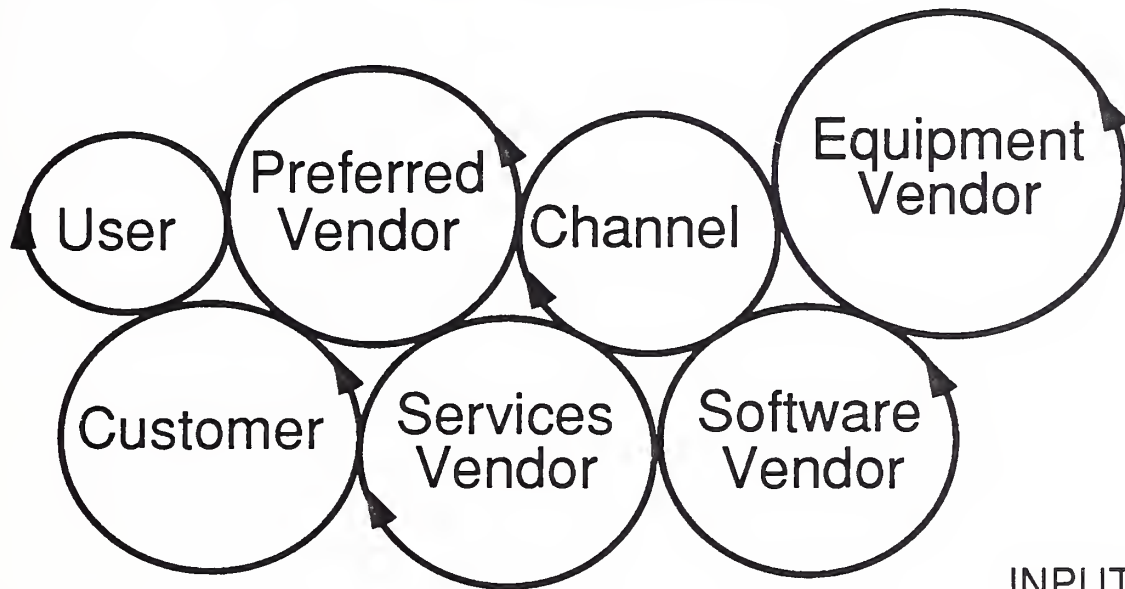
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Notes



# IT Revolutions



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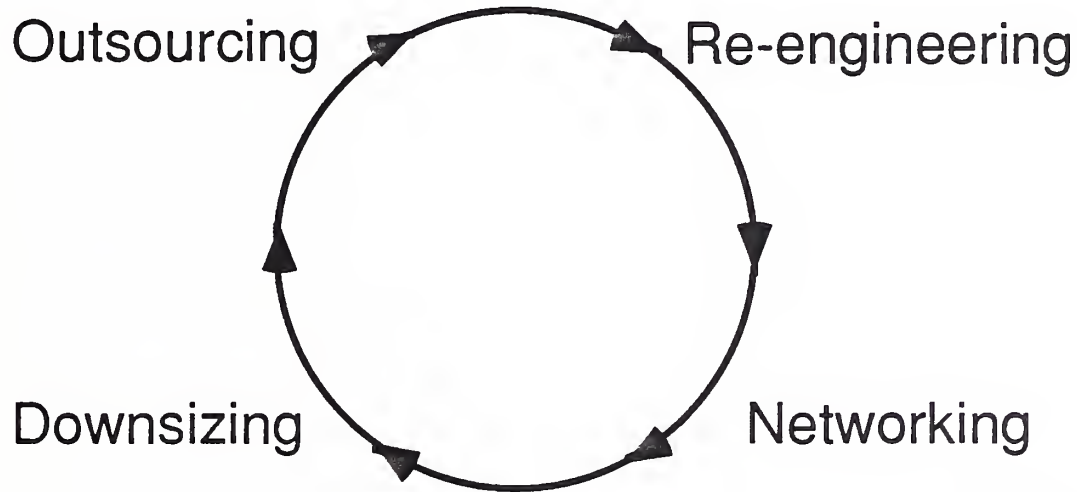
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Notes



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# Customer Revolution



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Notes



# Customer Needs

- Results
- Solutions and tools
- Vendor responsibility
- Global and local support
- Business knowledge
- Simpler decisions

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Notes



# Preferred Vendors

Software Tools  
Vendor

Database  
Vendor

Hardware  
Vendor

Full Service  
Vendor

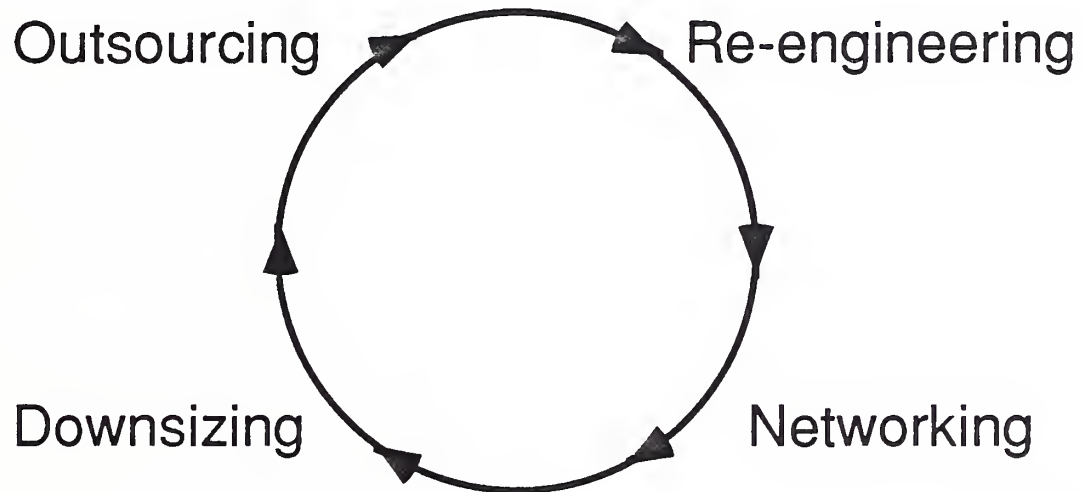
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Notes



# Vendor Revolution



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## Notes



# Vendor Needs

- Face the customer
- Deliver business benefits
- Easier to buy and use
- Deliver services value
- Win market share
- Profit

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Notes



# Vendor Roles

—	Operations
—	Solutions
—	Packaging
—	Technology

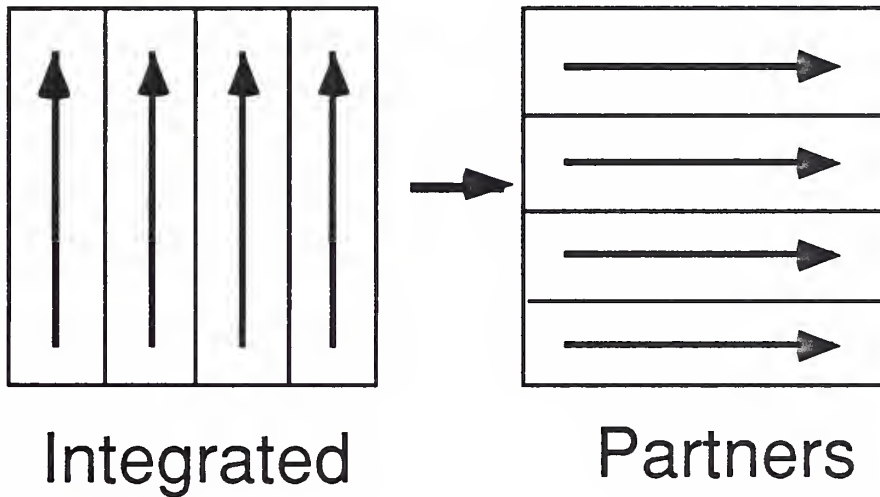
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# Industry Restructuring



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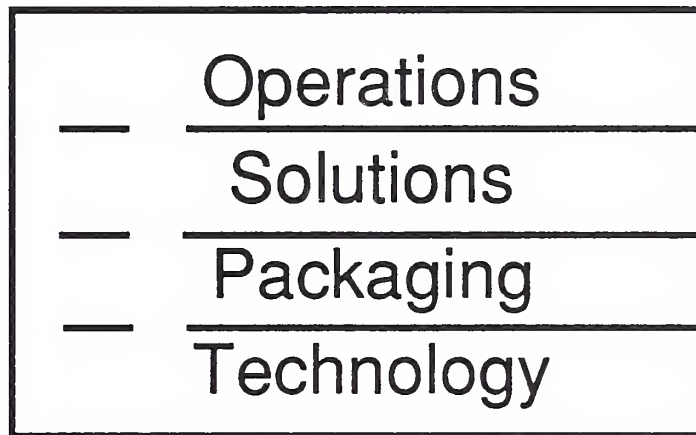
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# IT Value Chain

Vertical  
Integration



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Notes



# Channels

—	Operations
—	Solutions
—	Packaging
—	Technology

On-Site —————> Catalogue

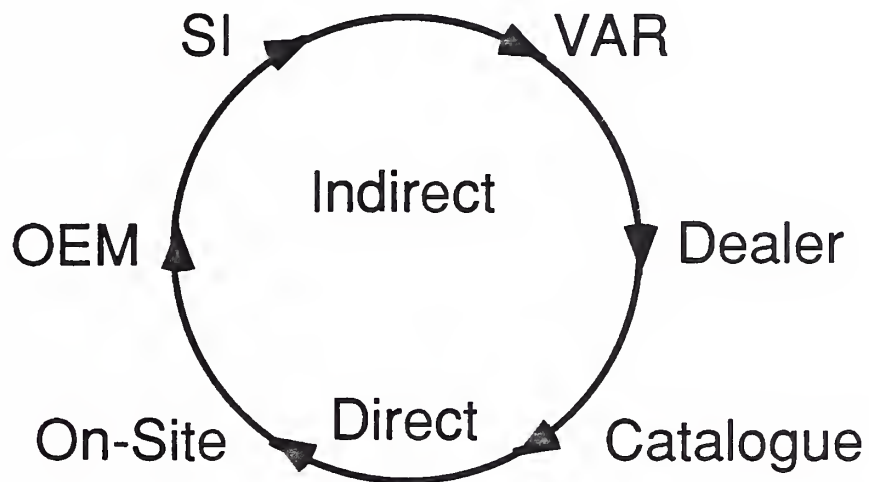
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Notes



# Channel Revolution



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## Notes



# Cultures

—	Operations
—	Solutions
—	Packaging
—	Technology

Support  
Projects  
Products



Custom → Commodity

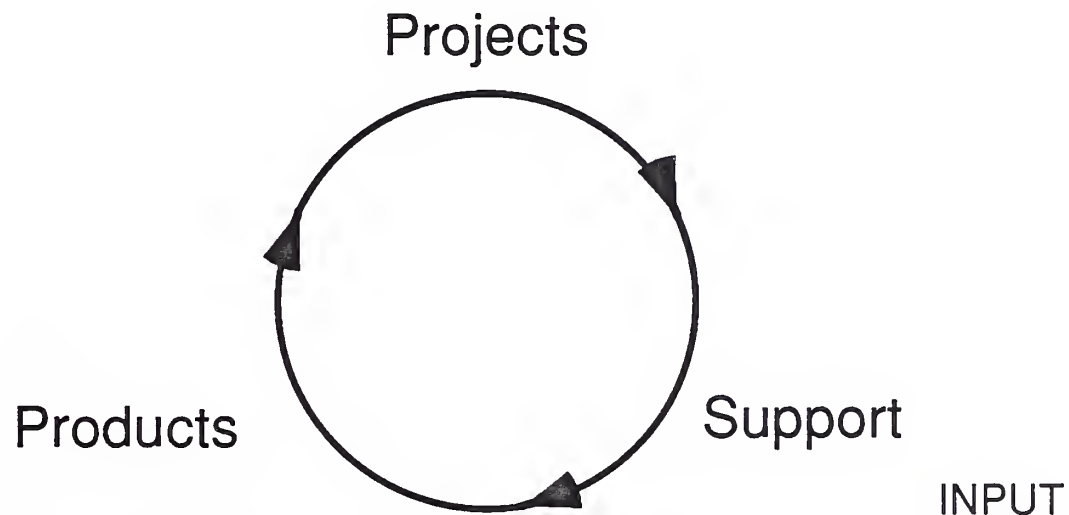
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# Integrated Services Co-working



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Since 1974, information technology (IT) users and vendors throughout the world have relied on INPUT for data, objective analysis and insightful opinions to support their plans, market assessments and technology directions, particularly in computer software and services. Clients make informed decisions more quickly and save on the cost of internal research by using INPUT's services.

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#### *EUROPEAN*

- Outsourcing
- Systems Integration
- Customer Services

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