About INPUT®

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About INPUT

Company Profile

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 multiclient studies are provided to users and vendors of information systems and sevices (software, processing services, turnkey systems, systems integration, professional services, communications, and systems/software maintenance and support).

Many of INPUT's professional staff members have more than 20 years' experience in their areas of specialization. Most have held senior management positions in operations, marketing, or planning. This expertise enables INPUT to supply practical solutions to complex business problems.

Staff Credentials

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.

INPUT's professional staff have backgrounds in marketing, planning, information processing, and market research in some of the world's leading organizations. Many of INPUT's professional staff have held executive positions in the following business sectors:

- Computer systems
- Software
- Turnkey systems
- Field service (customer service)
- Processing services
- Professional services
- Data processing
- Network services
- Communications

Educational backgrounds include both technical and business specializations, and many INPUT staff hold advanced degrees.

Domestic and European Advisory Services

INPUT offers ten basic information services: eight covering U.S. information industry markets and two covering European information industry markets.

1. Market Analysis Program—U.S. (MAP)

Provides up-to-date U.S. information services market analyses, five-year forecasts, trend analyses, vertical/cross-industry market reports, on-site presentation, annual conferences, hotline inquiry service, and recommendations for action. Covers software, processing and network services, turnkey systems, and professional services markets. MAP is designed to satisfy the planning and marketing requirements of current and potential information services vendors.

2. Market Analysis Program—Europe (MAPE)

Analyzes and forecasts European software and services markets. Clients receive timely planning information through research-based studies, conferences, client meetings, and continuous client support.

3. Vendor Analysis Program (VAP)

Is a comprehensive reference service covering more than 4,000 U.S. information services vendor organizations. VAP is often used for competitive analysis and prescreening of acquisition and joint venture candidates. Profiles on leading vendors are updated regularly, and hotline inquiry service provided.

4. Electronic Data Interchange Program (EDIP)

Focusing on what is fast becoming a major computer/communications market opportunity, INPUT's EDIP keeps you informed. Through monthly newsletters, timely news flashes, comprehensive studies, a joint user/vendor conference, and telephone inquiry privileges, you will be informed and stay informed about the events and issues impacting this burgeoning market.

5. Systems Integration Program (SIP)

Focus is on the fast-moving world of systems integration, and the provision of complex information systems requiring multiple products and services. Covers this emerging segment in-depth by tracking both the federal and commercial markets via market analysis reports, a monthly newsletter, seminars, conferences, a presentation, and hotline inquiry service privileges.

6. Federal Information Systems and Services Program (FISSP)

Presents highly specific information on U.S. federal government procurement practices, identifies information services vendor opportunities, and provides guidance from INPUT's experienced Washington professionals to help clients maximize sales effectiveness in the federal government marketplace.

7. Information Systems Program (ISP)

Is designed for executives of small, medium, and large information systems organizations and provides crucial information for planning, procurement, and management decision making. The program examines new service offerings, technological advances, user requirements for systems and services, IS spending patterns, and more. ISP is widely used by both user and vendor organizations.

8. Integrated Communications Program (ICP)

Provides management insight to ensure effective use of telecommunications. This program provides a comprehensive set of services, including major vendor profiles, market/service trends assessment, service quality assessment, national service profiles for 40 countries, quarterly service news reports, a handbook of international public data networks, issue study reports, conferences, and hotline client inquiry services.

9. Customer Service Program—U.S. (CSP)

Provides customer service organization management with data and analyses needed for marketing, technical, financial, and organizational planning. The program pinpoints user perceptions of service received, presents vendor-by-vendor service comparisons, and analyzes and forecasts service markets for large systems, minicomputer, and personal computer systems, telecommunications systems, software maintenance, and third-party maintenance.

10. Customer Service Program—Europe (CSPE)

Parallels the U.S. Customer Service Program, dealing with comparable issues in European markets.

Merger & Acquisition Services

INPUT also offers merger and acquisition services that are tailor-made for your requirements. Our years of experience and data base of company information about information systems and services companies have helped many companies.

Customized Advisory Services Available

In addition to standard continuous-information programs, INPUT will work with you to develop and provide a customized advisory service that meets your unique requirements.

An Effective Combination

INPUT'S Executive Advisory Services are built on an effective combination of research-based studies, client meetings, informative conferences, and continuous client support. Each service is designed to deliver the information you need in the form most useful to you, the client. Executive Advisory Services are composed of *varied combinations of the following* products and services:

Research-Based Studies
Following a proven research methodology, INPUT conducts major research studies throughout each program year. Each year INPUT selects issues of concern to management. Topical reports are prepared and delivered throughout the calendar year.

Information Service Industry Reports
INPUT's Executive Advisory Services address specific issues, competitive environment, and user expenditures relative to:

- Software
- Processing/Network Services
- Systems Integration
- Telecommunications Service
- Office Systems
- Professional Services
- Turnkey Systems
- Small-Systems Service
- Third-Party Maintenance
- Large-Systems Service

Industry-Specific Market Reports
Detailed analyses of market trends, forces driving the markets, problems, opportunities, and user expenditures are available for the following segments:

- Discrete Manufacturing
- Process Manufacturing
- Transportation
- Utilities
- Telecommunications
- Retail Distribution
- Wholesale Distribution
- Banking and Finance
- Insurance
- Medical
- Education
- Services
- Federal Government
- State and Local Government
- Other Industry Sectors
- Consumer

Cross-Industry Market Reports

- Accounting
- Education and Training
- Engineering and Scientific
- Human Resources
- Office Systems
- Planning and Analysis
- Other Cross-Industry Sectors

Hotline: Client Inquiry Services
Daily, weekly, monthly, quarterly, and annual client planning questions are answered quickly and completely through use of INPUT's Client Hotline. Clients may call any INPUT office (California, New Jersey, Washington D.C., or London) during business hours or they may call a unique voicemail service to place questions after-hours. This effective Hotline service is the cornerstone of every INPUT Executive Advisory Service.

The Information Center
One of the largest and most complete collections of information services industry data, the Information Center houses literally thousands of up-to-date files on vendors, industry markets, applications, current/emerging technologies, and more. Clients have complete access to the Information Center. In addition to the information contained in its files, the center maintains an 18-month inventory of over 130 major trade publications, vendor consultant manuals, economic data, government publications, and a variety of important industry documents.

Access to INPUT Professional Staff
Direct access to our staff, many of whom have more than 20 years of experience in the information industry, provides you continuous research and planning support. When you buy INPUT, you buy experience and knowledge.

Annual Client Conference
Each year, you can attend INPUT's Annual Client Conference. This three-day event addresses the status and future of the information services industry, the competitive environment, important industry trends potentially affecting your business, the impact of new technology and new service offerings, and more.

You will attend with top executives from many of the industry's leading, fastest-growing, and most successful vendor companies, and with top Information Systems (IS) managers from some of the world's most sophisticated user organizations.

On-Site Presentation by INPUT Executive
Many of INPUT's Planning Services offer an informative presentation at your site. Covering the year's research, this session is held in the fourth quarter of each calendar year.

Proprietary Research Service

INPUT conducts proprietary research that meets the unique requirements of an individual client. INPUT's custom research is effectively used:

For Business Planning
Planning for new products, planning for business startups, planning expansion of an existing business or product line—each plan requires reliable information and analysis to support major decisions. INPUT's dedicated efforts and custom research expertise in business planning ensure comprehensive identification and analysis of the many factors affecting the final decision.

For Acquisition Planning
Successful acquisition and divestiture of information services companies requires reliable information. Through constant contact with information services vendor organizations, continuous tracking of company size, growth, financials, and management "chemistry," INPUT can provide the valuable insight and analysis you need to select the most suitable candidates.

For the Total Acquisition Process
INPUT has the credentials, the data base of company information, and most importantly, the contacts to assist you with the total acquisition and/or partnering relationship processes:

- Due Diligence
- Schedules and Introduction
- Criteria & Definitions
- Retainer and Fee-Based
- Active Search

For Competitive Analysis
Knowing marketing and sales tactics, product capabilities, strategic objectives, competitive posture, and strengths and weaknesses of your competition is as critical as knowing your own. The career experience of INPUT's professionals, coupled with its collection and maintenance of current financial, strategic, tactical, and operational information about more than 4,000 active companies, uniquely qualifies INPUT to provide the best competitive information available today.

For Market and Product Analysis
Developing new products and entering new markets involves considerable investment and risk. INPUT regularly conducts research for clients to identify product requirements, market dynamics, and market growth.

More About INPUT...
- More than 5,000 organizations, worldwide, have charted business directions based on INPUT's research and analysis.

- Many clients invest more than $50,000 each year to receive INPUT's recommendations and planning information.

- INPUT regularly conducts proprietary research for some of the largest companies in the world.

- INPUT has developed and maintains one of the most complete information industry libraries in the world (access is granted to all INPUT clients).

- INPUT clients control an estimated 70% of the total information industry market.

- INPUT analyses and forecasts are founded upon years of practical experience, knowledge of historical industry performance, continual tracking of day-to-day industry events, knowledge of user and vendor plans, and business savvy.

- INPUT analysts accurately predicted the growth of the information services market—at a time when most research organizations deemed it a transient market. INPUT predicted the growth of the microcomputer market in 1980 and accurately forecasted its slowdown in 1984.

For More Information . . .
INPUT offers products and services that can improve productivity, and ultimately profit, in your firm. Please give us a call today. Our representatives will be happy to send you further information on our services or to arrange a formal presentation at your offices.

For details on delivery schedules, client service entitlement, or Hotline support, simply call your nearest INPUT office. Our customer support group will be available to answer your questions.

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