

**Status Briefing for
Boeing Computer Services**



**STATUS BRIEFING
FOR
BOEING COMPUTER SERVICES**

BY

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INPUT

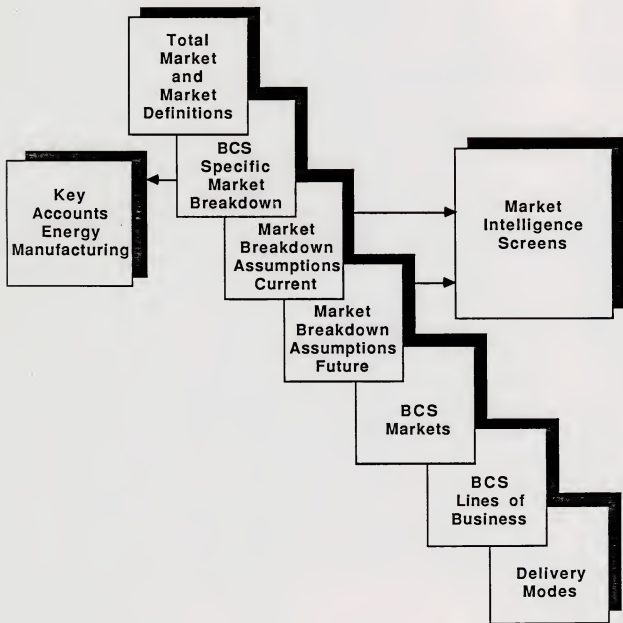
**1943 Landings Drive
Mountain View, CA 94043**



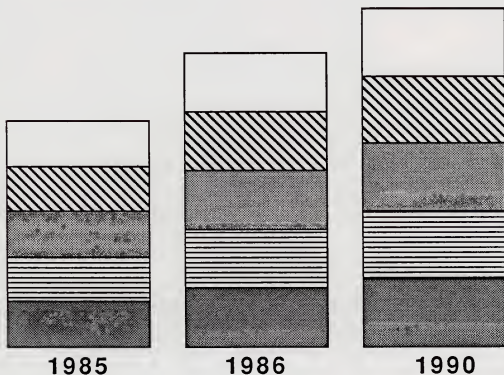
AGENDA

- **Review the Structure for the BCS Specific Market Sizing**
- **Solicit Feedback to Ensure the Model Reflects the Need**
- **Review Project Schedule**

PRESENTATION OF MARKET DATA



FIVE-YEAR FORECAST BREAKDOWN STRUCTURE



- Total Information Services Market
- Total Available Market
- Addressable Market
- Competitive Market
- Competitive Market Available

COMPETITIVE MARKET AVAILABLE BREAKDOWN STRUCTURE

Delivery Mode

Processing Services
Professional Services
Software Products

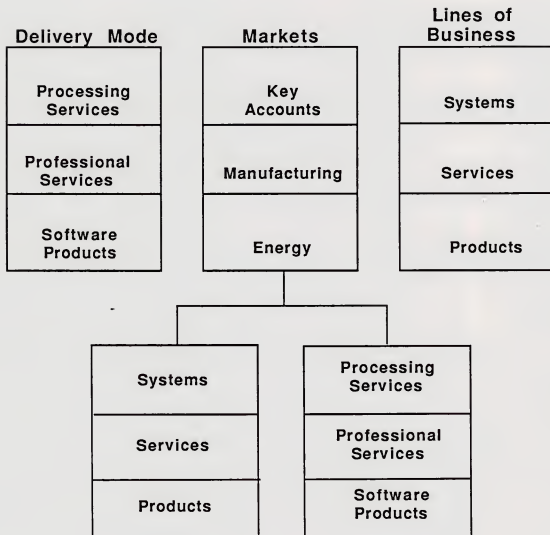
Markets

Key Accounts
Manufacturing
Energy

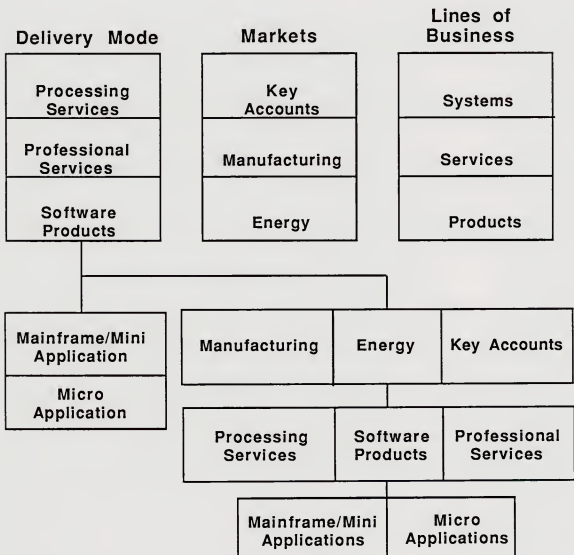
Lines of Business

Systems
Services
Products

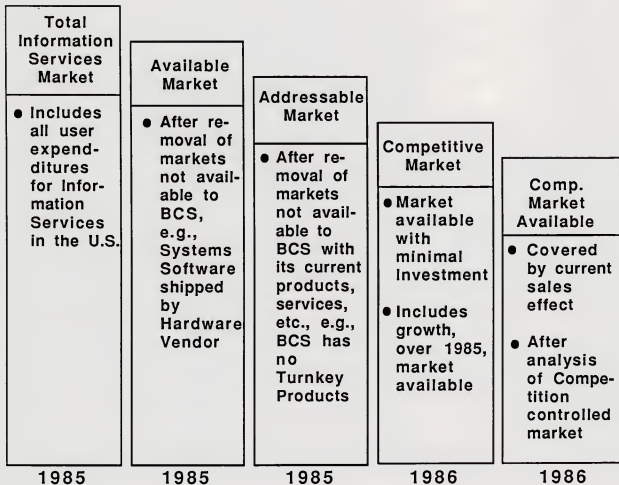
COMPETITIVE MARKET AVAILABLE BREAKDOWN STRUCTURE



COMPETITIVE MARKET AVAILABLE BREAKDOWN STRUCTURE



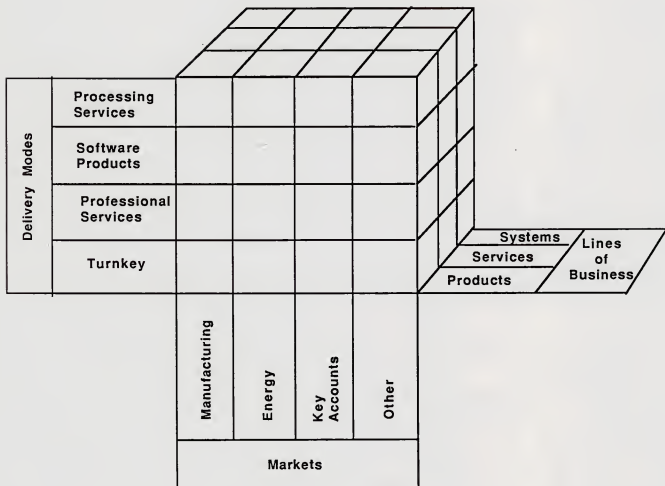
DEFINITION OF MARKET BREAKDOWN STRUCTURE



MARKET DECOMPOSITION FACTORS CREATE INTELLIGENCE SCREENS

ASSUMPTIONS	INTELLIGENCE SCREEN
AVAILABLE Systems Software from Hardware Vendor	Hardware vendor policies on systems software. New systems software vendors
ADDRESSABLE Turnkey Systems	Competition/Market for Turnkey Systems
COMPETITIVE Geographic Coverage	Competitive coverage. Key account locations vertical market distribution
COMPETITIVE AVAILABLE Competitor Controlled	Competitor contracts, pricing changes

MARKET SIZING MATRIX



PROJECT SCHEDULE 1986

