

1986 QUARTERLY SCHEDULING PLAN (Q4)

PROJECT: U156

DATE: \_\_\_\_\_

PROJECT LEADER: GK

(Conf'd)

|                                     |         | CORPORATE/WEEK ENDING |          |            |      |               | OCTOBER     |             |             |             |            | NOVEMBER    |             |                | DECEMBER   |             |             |             |              |
|-------------------------------------|---------|-----------------------|----------|------------|------|---------------|-------------|-------------|-------------|-------------|------------|-------------|-------------|----------------|------------|-------------|-------------|-------------|--------------|
| ACTIVITY                            | PROJECT | NAME                  | MAN DAYS | EFFICIENCY | ESMD | CORP WEEK END | 40<br>10/10 | 41<br>10/17 | 42<br>10/24 | 43<br>10/31 | 44<br>11/7 | 45<br>11/14 | 46<br>11/21 | 47(3)<br>11/28 | 48<br>12/5 | 49<br>12/12 | 50<br>12/19 | 51<br>12/26 | 52(1)<br>1/2 |
| PROJECT AUTHORIZATION/SPECIFICATION |         |                       |          |            |      |               |             |             |             |             |            |             |             |                |            |             |             |             |              |
| Q DESIGN/QC                         |         |                       |          |            |      |               |             |             |             |             |            |             |             |                |            |             |             |             |              |
| Q APPROVAL/REVIEW MEETING           |         |                       |          |            |      |               |             |             |             |             |            |             |             |                |            |             |             |             |              |
| INTERVIEWS ON SITE ( ) NO.          |         |                       |          |            |      |               |             |             |             |             |            |             |             |                |            |             |             |             |              |
| INTERVIEWS PHONE ( ) NO.            |         |                       |          |            |      |               |             |             |             |             |            |             |             |                |            |             |             |             |              |
| DATATAB AND ANALYSIS                |         |                       |          |            |      |               |             |             |             |             |            |             |             |                |            |             |             |             |              |
| WRITING                             |         | TT                    |          |            |      |               |             |             | 4           | 4           | 4          |             |             |                |            |             |             |             |              |
| ABSTRACT                            |         |                       |          |            |      |               |             |             |             |             | 1/2        |             |             |                |            |             |             |             |              |
| QC                                  |         |                       |          |            |      |               |             |             |             |             | 1/2        |             |             |                |            |             |             |             |              |
| REPORT PROD. AND SHIPPING           |         |                       |          |            |      |               |             |             |             |             |            |             |             |                |            |             |             |             |              |
| PRESENTATION                        |         |                       |          |            |      |               |             |             |             |             |            |             |             |                |            |             |             |             |              |
| TOTALS                              |         |                       |          |            |      |               |             |             |             |             |            |             |             |                |            |             |             |             |              |

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PROJECT SPECIFICATION STATEMENT

A. Project Code: U156 B. Program MAPS

C. Project Title: CD ROM User Applications

D. Objective: Explore the practical uses of CD ROM in end user applications, analyze the productivity and economy of the technology and measure end user acceptance and plans for CD ROM use.

E. Audience (order of priority)

| User/<br>Vendor | Job Function            | Type<br>Company | Company<br>Characteristics |
|-----------------|-------------------------|-----------------|----------------------------|
| 1 User          | V.P Information Systems | Fortune 1000    |                            |
| 2               |                         |                 |                            |
| 3               |                         |                 |                            |
| 4               |                         |                 |                            |
| 5               |                         |                 |                            |

F. Reasons for Choosing the Subject.

- Large number of end user applications already in use
- Broad applicability of CD ROM technology
- Uncertainty in vendors minds as to how soon users will embrace the technology.



## G. Scope of Study

1. Includes: Current and potential CDROM applications  
as well as user receptivity to CDROM in regard  
to existing or new requirements. Also what is the  
timing of such requirements and what are the barriers  
to CDROM market entry.
2. Excludes: Vendors (analyzed in vol III of companion study)  
\_\_\_\_\_  
\_\_\_\_\_  
\_\_\_\_\_

- ## H. Uses of Report:
- Provides down to earth evaluation of end user  
planning for CDROM use, evaluation of success of current  
CDROM products and services and provides a basis  
for a detailed forecast of CDROM markets.
- \_\_\_\_\_

## I. Issues

1. Perceived advantages and disadvantages of CDROM  
services and products
2. Relationship of CDROM storage to magnetic and  
paper storage
3. EDP manager attitudes to CDROM and PC users  
attitudes to CDROM.
4. Interaction with end users (role in the purchase  
process, support currently provided, future  
support required
5. User expectations and price sensitivity
6. Analysis of user application needs
7. Recommended strategies for users in choosing  
between alternatives and implementation techniques.



J. Market Forecast  No  Yes

1986 - 1991

Period

K. Delivery Modes Covered

- |  |   |
|--|---|
| <input checked="" type="checkbox"/> Remote Computing (RCS)                           | <input checked="" type="checkbox"/> Systems Software - Mainframe/mini         |
| <input type="checkbox"/> Batch Processing  | <input checked="" type="checkbox"/> Systems Software - Personal Computer      |
| <input type="checkbox"/> Facilities Management                                       | <input type="checkbox"/> Application Software - Mainframe/mini                |
| <input checked="" type="checkbox"/> Professional Services - Programming and Analysis | <input checked="" type="checkbox"/> Applications Software - Personal Computer |
| <input checked="" type="checkbox"/> Professional Services - Education and Consulting | <input type="checkbox"/> _____  |
| <input checked="" type="checkbox"/> Integrated Systems                               | <input type="checkbox"/> _____  |
| <input type="checkbox"/> _____   | <input type="checkbox"/> _____  |

L. Interview Profile

1. Type of Interview:

| Type of Respondent        | Type of Interview |               |        |               |        |               |        |               |
|---------------------------|-------------------|---------------|--------|---------------|--------|---------------|--------|---------------|
|                           | On-Site           |               | Phone  |               | Mail   |               | Total  |               |
|                           | Number            | R/A or Senior | Number | R/A or Senior | Number | R/A or Senior | Number | R/A or Senior |
| User                      |                   |               | 65     | RA            |        |               | 65     | RA            |
| <del>Vendor</del><br>User |                   |               | 15     | sr            |        |               | 15     | sr            |
| Other (Specify)           |                   |               |        |               |        |               |        |               |
| Total                     |                   |               | 80     |               |        |               | 80     |               |





2. Respondent Characteristics

| Number of Interviews | Job Function                | Company Characteristics (e.g., SIC, Size, etc.) |
|----------------------|-----------------------------|---|
| 50                   | VP Information Svcs/Systems | Fortune 1000                                    |
| 10                   | "                           | Publishers (McGraw, DeBets)                     |
| 20                   |                             | Top ten applications                            |
|                      |                             |   |
|                      |                             |   |
|                      |                             |   |
|                      |                             |   |
|                      |                             |   |
|                      |                             |   |
|                      |                             |   |
|                      |                             |   |

M. Page Allocations

|             |                   |
|-------------|-------------------|
| Text        | <u>80</u>         |
| Exhibits    | <u>35</u>         |
| Sub-total   | <u>115</u>        |
| Appendices  | <u>5</u>          |
| Total Pages | <u><u>120</u></u> |



Q. Other Research

1. Library: Source: CD Rom - The New Papyrus  
 Objective: End user company names

2. Reports:

| Code         | Title  | Objective   |
|--------------|--|---|
| <u>MPSS</u>  | <u>Project of CD Rom on Information Svc.</u>     | <u>Consistency</u>                                |
| <u>UVD S</u> | <u>Impact of Upcoming Optical Memory Systems</u> | <u>↓</u>  |
| <u>XDCM</u>  | <u>Selling PCs to Large cos. Vol I.</u>          | <u>Updated formats - format &amp; methodology</u> |

3. Other Sources:

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

P. Project Management

- Project Manager GK
- Initiation Date \_\_\_\_\_ Start Date \_\_\_\_\_
- Midpoint Review \_\_\_\_\_
- First Draft Due \_\_\_\_\_
- Word Processing Begin Date \_\_\_\_\_
- Shipping Date \_\_\_\_\_

Q. Other Comments and Direction \_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

\_\_\_\_\_

R. Detailed Table of Contents Attached? Yes \_\_\_\_\_ No \_\_\_\_\_



PROJECT: U156

DATE: 6/27/86

PROJECT LEADER: GK

| CORPORATE/WEEK ENDING                 |         |          |          |            | JULY |               |            |            |            | AUGUST    |           |            |            |            | SEPTEMBER |            |            |            |            |              |
|---------------------------------------|---------|----------|----------|------------|------|---------------|------------|------------|------------|-----------|-----------|------------|------------|------------|-----------|------------|------------|------------|------------|--------------|
| ACTIVITY                              | PROJECT | NAME     | MAN DAYS | EFFICIENCY | ESMD | CORP WEEK END | 27<br>7/11 | 28<br>7/18 | 29<br>7/25 | 30<br>8/1 | 31<br>8/8 | 32<br>8/15 | 33<br>8/22 | 34<br>8/29 | 35<br>9/5 | 36<br>9/12 | 37<br>9/19 | 38<br>9/26 | 39<br>10/3 |              |
| PROJECT AUTHORIZATION/SPECIFICATION   | GK      |          |          |            | 1    | DONE          | 1          |            |            |           |           |            |            |            |           |            |            |            |            |              |
| Q DESIGN/QC                           | GK      |          |          |            | 1    | DONE          | 1          |            |            |           |           |            |            |            |           |            |            |            |            |              |
| Q APPROVAL/REVIEW MEETING             | GK      |          | -        |            | 1/2  | DONE          | 1/2        |            |            |           |           |            |            |            |           |            |            |            |            |              |
| INTERVIEWS ON SITE ( ) NO.            | -       | -        | -        |            | -    | -             |            |            |            |           |           |            |            |            |           |            |            |            |            |              |
| INTERVIEWS PHONE ( ) NO.              | 55      | CW<br>TG | 8<br>12  | 43<br>63   | 10   |               | 1/2<br>1   | 2<br>1     | 1 1/2<br>2 | 2<br>2    |           |            |            |            |           |            |            |            |            |              |
| DATATAB AND ANALYSIS                  | CG      |          | 4        |            | 2    |               |            |            |            |           |           | 2          |            |            |           |            |            |            |            |              |
| WRITING                               | TT      |          |          |            | 12   |               |            |            |            |           |           |            |            |            |           |            |            |            |            | 4            |
| ABSTRACT / <i>Printed / index etc</i> | GK      |          |          |            | 1/2  |               |            |            |            |           |           |            |            |            |           |            |            |            |            |              |
| QC                                    | MD      |          |          |            | 1/2  |               |            |            |            |           |           |            |            |            |           |            |            |            |            |              |
| REPORT PROD. AND SHIPPING             | -       |          |          |            | -    |               |            |            |            |           |           |            |            |            |           |            |            |            |            |              |
| PRESENTATION                          | GK      |          |          |            | 1/2  |               |            |            |            |           |           |            |            |            |           |            |            |            |            | (conference) |
| TOTALS                                |         |          |          |            | 28   |               | 2 1/2      | 1 1/2      | 3          | 3 1/2     | 2         | 2          |            |            |           |            |            |            |            |              |

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1000  
1000

Long Foster (Becker)  
7683258

## USER QUESTIONNAIRE

### Introduction

CD ROM (Compact Disk Read Only Memory) and other optical memory systems have begun to create excitement because of their capacity and price advantages over magnetic, micrographic and even paper storage of data, text, images and sound.

1. Does your company currently have any CD ROM or other videodisk products installed or on order ?
  - a. If yes, for which applications ? .....
  - .....
  - .....
  - .....
  - b. If not, are there any plans for such products in the near future ? .....
  - .....
  - c. If not, why ? .....
  - .....
  
2. Have any hardware vendors proposed CD ROM products or systems to you ? If so , which vendors, products and for which applications ?.....
- .....
- .....
  
3. In your company who has responsibility for the selection and installation of the following:
  - a. DP Equipment .....
  - b. Personal Computers .....
  - c. Micrographic/COM equipment .....
  - d. CD ROM/Videodisk products .....
  - e. Records Management of paper files .....
  
4. Who do you think should evaluate and select videodisk products ? .....
- .....
- .....
  
5. When do you think that CD ROM will be implemented by your company ? .....
- .....
- .....





6. CD ROM and videodisk products in general have a number of limitations at present. Please rate the importance of these on a scale of 1= not important, 5= very important for both data storage and retrieval and information storage and retrieval.

|   | <u>Data</u><br><u>Processing</u> | <u>Information</u><br><u>Processing</u> |
|---|----------------------------------|---|
| a. Erasability  | .....                            | .....                                   |
| b. <del>Write</del> <sup>Read</sup> -Only                 | .....                            | .....                                   |
| c. Slow file conversion                                   | .....                            | .....                                   |
| d. Expensive file conversion                              | .....                            | .....                                   |
| e. Access time (1000ms)                                   | .....                            | .....                                   |
| f. Lack of standards                                      | .....                            | .....                                   |
| g. Lack of software                                       | .....                            | .....                                   |
| h. Absence of IBM/knowledge<br>of direction IBM will take | .....                            | .....                                   |

7. Are there other limitations that affect you or that you see limiting the use of CD ROM ? .....

.....

.....

.....

8. Given the current state of CD ROM technology, which of the following general applications of CD ROM do you consider to be the most attractive ? ( 1= not attractive, 5= most attractive ).

|                             | <u>Now</u> | <u>1991</u> |
|-----------------------------|------------|-------------|
| a. Replace magnetic storage | ....       | ....        |
| b. Archival Storage         | ....       | ....        |



- c. On-line reference search .....  
 ( e.g publications/documentation)
- d. Image and graphics storage(COM) .....
- e. Education/Training .....
- f. Multimedia storage(text/data/  
 image and sound) .....

9. Are there other general applications that you feel are attractive for CD ROM use ? .....

10. Specifically in your company, which general areas would be most appropriate ? .....

11. How much of a savings would CD ROM have to demonstrate in order to be attractive in the following areas :

|  | <u>Percent savings</u> |
|--|------------------------|
| a. Magnetic storage replacement                                    | .....                  |
| b. Archival Storage  | .....                  |
| c. On-line reference search<br>( e.g. publications/documentation ) | .....                  |
| d. Image and graphics storage (COM)                                | .....                  |
| e. Education/Training  | .....                  |
| f. Multi-media storage   | .....                  |

12. Can you summarize your feelings about CD ROM and when you think it will have a role to play in your company ?

A copy of the Executive Summary of this report is available to you as a token of our appreciation for your co-operation. May we send it to you ?

THANKYOU FOR YOUR TIME !



U156

- I. Introduction
  - A. Background
  - B. Scope
  - C. Methodology
- II. Executive Summary
- III. Current Applications Assessment
  - A. IS Familiarity with CD ROM
  - B. General Applications
    - 1) Current
    - 2) 1991
  - C. Company Specific Applications
  - D. Assessment of Potential
- IV. Technological Assessment
  - A. Evaluation of Limitations
  - B. The Lovelace Cycle
  - C. The McLuhan Message
  - D. Show Biz and Software
  - E. Big Biz and San Jose
- V. Systems Implications
  - A. "Publishing" Systems
  - B. Standalone Image Systems
  - C. Electronic Filing and Retrieval Systems
  - D. Integrated Image Processing Systems
  - E. Mainframe Optical Storage Systems
  - F. Distributed Information Management Systems
  - G. Network Store and Forward Reservoirs
- VI. Projected Technological Impacts



A. The Dominant Role of IBM

B. Think Little?

CD-ROM

PAGE: 2

C. Paper Products and Systems

D. Micrographics

E. Magnetic Storage

F. Systems Software

G. Data/Information/Knowledge

VII. Systems Requirements

A. Peripherals

B. Intelligent Software

C. Process Control

D. Quality Control

E. Human Components





Ziekaw:

U156

M1152

Name BoyerDate 7/15/26

## COMPLETED INTERVIEWS:

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 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_  
 \_\_\_\_\_

|                          |   |
|--------------------------|---|
| Outcome of calls:        |   |
| Appointment set up       |   |
| Mail                     |   |
| Call back                |   |
| Refused-no time          |   |
| Refused-too many surveys |   |
| Other <u>MAIL ONLY</u>   | I |
| <u>NO ANSWER</u>         |   |
| <u>LEFT MESSAGE</u>      |   |

# times dialed phone 12Hours worked 4

Met goal ( ) YES ( ) NO

U156

M1152

Name BoyerDate 7/16

## COMPLETED INTERVIEWS:

- Allegheny Power System  
 - Georgia Pacific - Fort Bragg Div  
 - Consolidated Freightways  
 - Georgia State Univ  
 - American News Company

|   |   |
|---|---|
| Outcome of calls:                                 |   |
| Appointment set up                                | I |
| Mail <u>ONLY</u>                                  | I |
| Call back   |   |
| Refused-no time                                   | I |
| Refused- <sup>no knowledge</sup> too many surveys | I |
| Other <u>No answer</u>                            |   |
| <u>Left message</u>                               |   |
| <u>Left message #2</u>                            |   |

# times dialed phone 38Hours worked 6.5

Met goal ( ) YES ( ) NO

