Conclusions
and Wrap-Up

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Vice President
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Environment for Information Services in Year 2000

- Worldwide Network Infrastructure in Place (ISDN)
  - Voice
  - Data
  - Text
  - Graphics

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Environment for Information Services in Year 2000

- Simultaneous Language Translation/ Transmission

- Active Home/Consumer Use of Videotex, Data Base Access

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Environment for Information Services in Year 2000

- Image Processing Is Routine

- Portable, Desktop Computers Used by All Professional/Clerical/ Managerial Workers

- Standards in Place for OS, Graphical Interfaces

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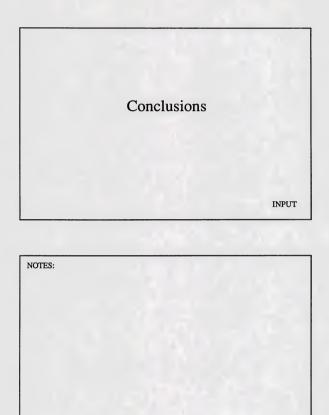# 1999: Environment for Information Services

- Fewer Hardware Vendors

- Solutions Delivered, Not Products

- Software Customized by Nonprogrammers

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Conclusions

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Conclusions

- Overall Market Remains Vital

- Opportunities Will Require Targeted
  Marketing and Support

- Paradoxically, Breadth of Services/
  Products Enhances Market Position

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Conclusions

- Shorter Lifecycle Calls for Fast Response

- People Skills/Retention Are Key

- End Users Becoming Decision Makers

- Systems Integration Expands

- Technology Creates Opportunities

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Recommendations to Vendors

- Focus on Marketing

- Establish and Protect Account Base

- Expand Scope of Services to Customers
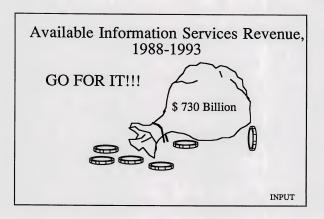
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Recommendations to Vendors

- Deliver Complete Solutions

- Be Aware of Standards, Leverage Them

- Develop Multiplatform Solutions

- Consider International Markets

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Available Information Services Revenue, 1988-1993

GO FOR IT!!!

$ 730 Billion

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