# Information Systems & Services Industry Forum, 1988-1993

## CONFERENCE AGENDA

**Wednesday, September 28, Day 1**

| TAB | | | ROOM |
|---|---|---|---|
| | 7:30 - 8:30 | *Registration and Continental Breakfast* | *F and G* |
| 1 | 8:30 | **Introduction, INPUT Research Methodology**<br>Robert Goodwin, INPUT Director of Vendor Research | |
| 2 | 9:00 | **Trends for the 1990s**<br>Dennis Wayson, INPUT Vice President of Research | |
| | 10:00 | *Break* | |
| 3 | 10:15 | **Market Position, Leading Equipment and Software Products**<br>Wally Papciak, Computer Intelligence Corporation<br>Vice President of Marketing | |
| 4 | 11:00 | **Software Products Forecasts, Issues, and Trends—1988-1993**<br>Dennis Wayson | |
| | 11:45 | *Break* | |
| 5 | 12:00 | **Information Systems Management in the Year 2000**<br>Doug Tayler, INPUT Director of User Research | |
| | 12:30 | *Lunch* | *ARROYO* |
| 6 | 1:30 | **Digital Equipment Corporation Update**<br>Mike Mancuso, Digital Equipment Corporation<br>Group Marketing Manager | |

*Material for the Round Table Session will be found in a separate spiral notebook.*

| | 2:30 - 4:00 | **Round Table Sessions** | |
|---|---|---|---|
| | | ■ **Customer Service and Support**<br>H. W. Stigler, INPUT Customer Service Program Manager | *DUNNES* |
| | | ■ **Federal Markets**<br>John Frank, INPUT Vice President of Federal Programs | *F and G* |
| | | ■ **Electronic Data Interchange (EDI)**<br>Victor Wheatman, INPUT EDI Program Manager | *REGENCY A* |
| | 4:00 - 6:00 | *Free Time* | |
| | 6:00 - 7:00 | *Cocktail Reception* | *PALM GROVE* |
| | 7:00 | *Dinner Extravaganza* | |

**INPUT**

# CONFERENCE AGENDA

| TAB | | | ROOM |
|---|---|---|---|
| | 7:30 -8:30 | *Registration and Continental Breakfast* | *F and G* |
| 7 | 8:30 | **Processing/Network Services Forecasts, Issues, and Trends**<br>Vic Wheatman | |
| 8 | 9:30 | **User Research Findings**<br>Doug Tayler | |
| | 10:15 | *Break* | |
| 9 | 10:30 | **Systems Integration Forecasts, Issues, and Trends**<br>John Frank | |
| | 11:15 | *Break* | |
| 10 | 11:30 | **Arthur Andersen: A Vendor's Look at Systems Integration**<br>Robert Ahern, Arthur Andersen Senior Partner | |
| | 12:30 | *Lunch* | *ARROYO* |
| 11 | 1:30 | **Telecommunications Plans and Trends**<br>Alex Graham, INPUT Principal Consultant | |

*Material for the Round Table Sessions will be found in a separate spiral notebook.*

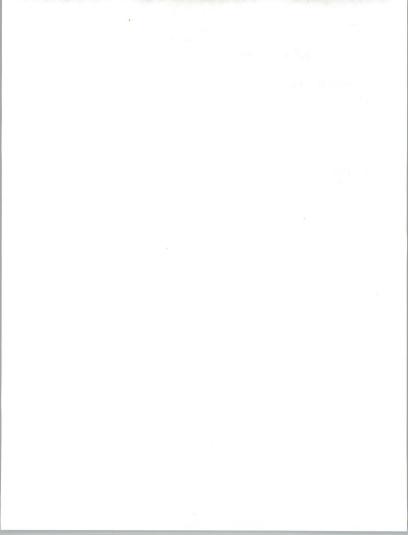| | | |
|---|---|---|
| 2:30 - 4:00 | **Round Table Sessions** | |
| | ■ **European Markets**<br>Robert Goodwin | *HYATT* |
| | ■ **Systems Integration**<br>John Frank and Dennis Wayson | *F and G* |
| | ■ **User Research Programs**<br>Doug Tayler | *MARKLAND* |
| 4:00 - 6:30 | *Free Time* | |
| 6:30 - 7:30 | *Cocktail Reception* | *POOLSIDE* |
| 7:30 | *Free Evening* | |

**INPUT**

# CONFERENCE AGENDA

## Friday, September 30, Day 3

|  | 7:30 - 8:30 | *Registration and Continental Breakfast* | *F and G* |

| 12 | 8:30 | **Turnkey Systems Forecasts, Issues, and Trends**<br>Robert Goodwin |

| 13 | 9:15 | **Professional Services Forecasts, Issues, and Trends—1988-1993**<br>Dennis White, INPUT Director of Custom Research |

|  | 10:00 | *Break* |

| 14 | 10:15 | **IBM Application Systems Division Update Report**<br>Howie Hunger, IBM's Application Systems Division<br>Vice President |

| 15 | 11:15 | **CASE Outlook**<br>Doug Tayler |

| 16 | 12:00 | **Wrap-Up, 1989 Programs**<br>Robert Goodwin |

|  | 12:30 | *Adjourn* |

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## Information Systems & Services Industry Forum, 1988-1993

# CONFERENCE
# EVALUATION

We ask your help in evaluating the conference. Please complete this brief questionnaire and return it to Christine Carter at the end of the conference session or leave it on the table outside of the meeting room. Thanks!!

The 1989 Conference will be held October 4-6, 1989. Please rank your first, second, and third (etc.) choice for conference location:

| | | | |
|---|---|---|---|
| San Diego | _____ | Palm Springs | _____ |
| San Francisco | _____ | Philadelphia | _____ |
| Washington, D.C. | _____ | Other | _____ |

Please rate the following presentations on a scale of 1 (low) to 5 (high):

| Wednesday, September 28 | Presentation | Usefulness of Materials |
|---|---|---|
| 1. Introduction | _____ | _____ |
| 2. Trends for the 1990s | _____ | _____ |
| 3. Market Position, Leading Equipment | _____ | _____ |
| 4. Software Products Forecasts | _____ | _____ |
| 5. IS Management in the Year 2000 | _____ | _____ |
| 6. Digital Equipment Corp. Update | _____ | _____ |

Round Table Sessions:

| | | |
|---|---|---|
| a) Customer Service and Support | _____ | _____ |
| b) Federal Markets | _____ | _____ |
| c) EDI | _____ | _____ |

Comments on the above sessions: _____
_____
_____

**INPUT**

| **Thursday, September 29** | Presentation | Usefulness of Materials |
|---|---|---|
| 7.   Processing/Network Services Forecasts | _____ | _____ |
| 8.   User Research Findings | _____ | _____ |
| 9.   Systems Integration Forecasts | _____ | _____ |
| 10.  Arthur Andersen's Look at SI | _____ | _____ |
| 11.  Telecommunications Plans and Trends | _____ | _____ |

Round Table Sessions:

| | | |
|---|---|---|
| d)  European Markets | _____ | _____ |
| e)  Systems Integration | _____ | _____ |
| f)  User Research Programs | _____ | _____ |

Comments on the above sessions: _____

_____

| **Friday, September 30** | Presentation | Usefulness of Materials |
|---|---|---|
| 12.  Turnkey Systems Forecasts | _____ | _____ |
| 13.  Professional Services Forecasts | _____ | _____ |
| 14.  IBM Application Systems Division | _____ | _____ |
| 15.  CASE Outlook | _____ | _____ |
| 16.  Wrap-Up | _____ | _____ |

Comments on the above sessions: _____

_____

Please rate the following on a scale of 1 (low) to 5 (high):

_____   Quality and usefulness of material presented

_____   Overall format of the conference

_____   Hotel accommodations

_____   Responsiveness of INPUT staff

_____   Conference location

_____   Overall conference rating

What did you like most about the conference? _____

_____

What did you like least about the conference? _____

_____

What changes/improvements would you suggest? _____

_____

*Thank You.*

## Information Systems & Services Industry Forum, 1988-1993

# RESEARCH SURVEY

INPUT would appreciate your "input" regarding 1989 research topics. What areas, either vendor or user related would provide you the most value in 1989. Please take a minute to indicate your preference below.

| Topic | Rating (Circle One) | | | | |
|---|---|---|---|---|---|
| | (Low) | | | | (High) |
| UNIX/AIX | 1 | 2 | 3 | 4 | 5 |
| Image Processing Markets | 1 | 2 | 3 | 4 | 5 |
| Globalization of Support | 1 | 2 | 3 | 4 | 5 |
| Alliances and Partnerships | 1 | 2 | 3 | 4 | 5 |
| Office Systems in the 1990s | 1 | 2 | 3 | 4 | 5 |
| Voice Services Markets | 1 | 2 | 3 | 4 | 5 |
| Executive Information Systems | 1 | 2 | 3 | 4 | 5 |
| End User Computing in the 1990s | 1 | 2 | 3 | 4 | 5 |
| Managing Data Centers and Networks | 1 | 2 | 3 | 4 | 5 |
| Systems Integration - Impact on Information Systems | 1 | 2 | 3 | 4 | 5 |
| EDI Case Studies II | 1 | 2 | 3 | 4 | 5 |
| Electronic Medical Claims | 1 | 2 | 3 | 4 | 5 |
| Advanced EDI Services | 1 | 2 | 3 | 4 | 5 |
| Insurance Industry and EDI | 1 | 2 | 3 | 4 | 5 |
| Application Software Directions | 1 | 2 | 3 | 4 | 5 |
| Other _____ | 1 | 2 | 3 | 4 | 5 |
| _____ | 1 | 2 | 3 | 4 | 5 |

**INPUT**

August 10, 1988

Dear INPUT Client:

It is my pleasure to announce INPUT's annual client conference for 1988. It will be held September 28-30 in Scottsdale, Arizona and will prove to be one of the most informative conferences our firm has offered. The theme this year is *Information Systems & Services Industry Forum, 1988-1993*. This conference will address the changing environment of the information services business in the next decade and help you understand the impact of these changes on your business. The primary objective of the conference is to present planning information that can help your organization succeed in the 1990s.

We have exciting sessions scheduled for this executive gathering. Please review the enclosed agenda for the topics and times. As always, there will be adequate opportunity for informal networking with your colleagues, outside of the more structured meetings. We will deliver our 1989 forecasts, 1988 research findings. and plans for 1989 programs. INPUT is at peak performance this year with new staff and program content. Attendance at this conference is included as part of your subscription service, and I urge you to take advantage of this opportunity.

This letter, with attached agenda, is your invitation to attend. INPUT advisory service subscription clients may send two representatives at no charge, as part of the service. Additional attendees from client firms may attend for $495 per person. A spouse program is also available for $150 which includes meals and activities.

The conference will be held at the Hyatt Regency Scottsdale, one of Arizona's most beautiful resort hotels. Room reservations should be made directly with the hotel by calling 602-991-3388. Ask for the INPUT group discount.

To register, please call 415-961-3300 and ask for Jan McDaniel. Or you may confirm your place by returning the enclosed business reply card. I look forward to seeing you!

Very Truly Yours,

Peter Cunningham
President

**LIST OF ATTENDEES**

| | |
|---|---|
| ADAPSO | JOHN W GRACZA<br>DIR, RESEARCH<br>& STATISTICS |
| ADVANCED TECHNOLOGY | DONALD FITZPATRICK<br>VP & GRP GEN MGR |
| ALCATEL SERVCOM | BETSY LABA<br>MKT COMM<br>SPECIALIST |
| AMDAHL CORPORATION | JOHN AHRENS<br>PRINCIPAL<br>COUNSULTANT |
| | RAY FRENCH<br>SR STAFF PLANNER |
| AMERICAN MANAGEMENT SYSTEMS | JAMES SHEAFFER<br>VICE PRESIDENT |
| AMERITECH CORPORATION | KEN THOMPSON<br>MGR, CORP STRATEGY |
| AMERITECH COMMUNICATIONS INC | JEROME CHANEY<br>DIR MKT INDUSTRY |
| | EILEEN WALLACE<br>COMM CONSULTANT |
| AMP INC | DOUGLAS SMITH<br>MGR, SYSTEMS<br>INTEGRATION |
| APPLIED COMMUNICATIONS | DOUG OSBORN<br>VICE PRESIDENT |

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|---|---|
| ARTHUR ANDERSEN & COMPANY | KENT SCHMECKPEPER<br>MKT CONSULTANT |
| | C. THOMSON ROSS<br>PARTNER |
| | TRACY DZIEDZIC |
| | JOAN FRAZEE<br>MGR, SOFTWARE<br>INDUSTRY |
| | PHIL YORK<br>MGR, INTEGRATION<br>SERVICES |
| ARTHUR YOUNG | DICK WELSH<br>MANAGING DIR<br>INFO TECH GRP |
| AT&T | AL MILES<br>DISTRICT MGR |
| | DAVE ATKINSON<br>DIV MGR-BUS DEV |
| | CRAIG RIECK<br>DISTRICT MGR |
| AT&T FEDERAL SYSTEMS | JOAN D. HOGARTH<br>BUSINESS PLANNER |
| AUTOMATED SCIENCES GROUP | LINDA ALLAN<br>VICE PRESIDENT |
| | ARTHUR HOLMES<br>VICE PRESIDENT |
| BECHTEL POWER<br>CORPORATION | THOMAS F DOLL<br>MGR, INFO<br>TECH PRODUCTS<br>& SERVICES |
| BOEING COMPUTER SERVICES | BARBARA FLAHERTY<br>MKT ANALYST |

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|---|---|
| BROADVIEW ASSOCIATES | ED METZ<br>PARTNER |
| CANADA SYSTEMS GROUP | JAMES MARSHALL<br>MGR, MKT RESEARCH |
| CINCINNATI<br>BELL INC | B. STONEBRAKER<br>VP CORPORATE DEV |
| | DEBRA SULLIVAN<br>STRATEGIC PLNG |
| CINCINNATI BELL<br>INFORMATION SERVICES INC | PETER W SAWN<br>MKT OPERATIONS<br>MGR |
| COGNOS INC | BRIAN ANDREW<br>VP, SUPPORT<br>& SERVICES |
| COMPUTER ASSOCIATES | MARK WASILKO<br>SR VP - APD MKT |
| | RICK KREYSAK<br>ASST VP MKT |
| COMPUTER SCIENCES CORPORATION | BRYAN BACH<br>MKT ANALYST |
| | ANN FRIEL<br>MANAGER |
| | GAIL R. LEPARD<br>DIR, CORP MKT<br>RESEARCH |
| | SAM STEPPEL<br>VP TECHNOLOGY |
| COMPUTER TASK GROUP | ROSEMARY GOHN<br>MKT ANALYST |
| CONCURRENT COMPUTER CORPORATION | KIRA SPELLMAN<br>GROUP MGR<br>CUSTOMER SERVICE<br>INT'L MKT |

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| COOPERS & LYBRAND | GARD LITTLE<br>SUPERVISORY<br>CONSULTANT |
| DATA DESIGN ASSOCIATES | MICHAEL W. LODATO<br>VP SALES & MKT |
| | SYLVIA LODATO<br>MKT RESEARCH |
| DELOITTE, HASKINS & SELLS | JOE MASI<br>PARTNER |
| | DON SNYDER<br>PARTNER |
| DIGITAL EQUIPMENT CORP | CAMILLE AHERN<br>MGR, MKT INFO<br>RESOURCES |
| EASTMAN KODAK | DENISE JACOBS<br>MARKETING MGR |
| ELECTRONIC DATA SYSTEMS | BOB MOZELEWSKI<br>MKT RESEARCH<br>SUPERVISOR |
| | LAM PADBERG<br>STRATEGIC PLANNER |
| FEDERAL HOME LOAN BANK | GARY BUCKNER<br>SR VICE<br>PRESIDENT |
| | JERRY TONEY<br>ASSIS VP TECH |
| GE CONSULTING SERVICES | ALAN PRENOVEAU<br>VP TECHNOLOGY |
| GE INFORMATION SERVICES | BARRY J.M. CLARKE<br>MGR, BUS PLNG |

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|---|---|
| GRUMMAN DATA SYSTEMS | JUDY F. CAVANAUGH<br>SR MKT ANALYST |
| | ED OFFENHARTZ<br>DIR, STRATEGIC PLNG |
| | ROBERT WOLF<br>DIR, MKT PLNG |
| GTE DATA SERVICES INCORPORATED | MARCI NORRIS<br>PRODUCT PLANNING<br>& DEV MGR |
| GTE SERVICE CORPORATION | MICHAEL RICHARME<br>STAFF MANAGER |
| HARRIS CORPORATION,<br>CUSTOMER SUPPORT DIV | JAMES R. GILLIGAN<br>DIR, MKT & SALES |
| | MERRILL POLLEY<br>MKT MANAGER |
| HOGAN SYSTEMS | PAUL MANN<br>MKT MANAGER |
| IBM SID | CARRIE NEWBY<br>MARKETING<br>REPRESENTATIVE |
| | EARL W. WELLS<br>DIRECTOR,<br>ACCT DEVELOPMENT |
| | ERIC SMITH<br>MKT MANAGER |
| | ANDY POLCHA<br>SI DIVISION<br>ENGINEER |
| IBM CORPORATION | KEN GAMBON<br>MGR, SITE<br>SERVICES |
| IBM CANADA | DAN BESSO<br>MGR, PLANS &<br>CONTROL |

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|---|---|
| IBM CANADA LABORATORIES | PAUL CULE<br>MGR, STRATEGY |
| | ANDRE BOIFVERT<br>MGR, MKT DEV<br>& SUPPORT |
| IBM INFORMATION NETWORK | RON HARGREAVES<br>SR IND ANALYST |
| INFORMATION ASSOCIATES | ANN FRISINA<br>MGR OF STRATEGIC<br>BUSINESS PLANS |
| | JAMES MINNO<br>MGR MKT RESEARCH |
| INPUT OUTPUT COMPUTER SERVICES INC | EDWIN RACHLIS<br>VICE PRESIDENT |
| | ISAAC CRAWFORD<br>DIR MKT & SALES |
| KIDDER, PEABODY & CO | SAMME THOMPSON<br>VICE PRESIDENT |
| LITTON COMPUTER SERVICES | RALPH BAIN<br>DIR, ADV PROGRAMS |
| MANAGEMENT SCIENCE<br>AMERICA, INC | GRAHAM WOOD<br>STAFF ANALYST |
| | VICKI FASH |
| MCDONNELL DOUGLAS<br>FEDERAL SYSTEMS | DENNIS A. BREKHUS<br>MGR, WASHINGTON<br>OPERATIONS |
| MCDONNELL DOUGLAS<br>INFORMATION SYSTEMS<br>COMPANY | GARY L. HENDERSON<br>MGR, MKT PLNG |

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|---|---|
| METAPHOR COMPUTER SYSTEMS | VIC BURGESS<br>MGR, TECHNICAL<br>SUPPORT |
| | BRUCE CASTILE<br>MGR, CUSTOMER<br>ENGINEERING |
| | TIM GISLASON<br>MGR, PRODUCT<br>RELIABILITY |
| | DAVE GUERCIO<br>DIR, FIELD<br>ENGINEERING &<br>TECHNICAL SUPPORT |
| MICROTEL PACIFIC RESEARCH | CURT A SMECHER<br>MGR COMPUTER<br>SERVICES |
| | ROY SMYTH |
| MOORE CORPORATION | ROBERT E. GRABAU<br>PROGRAM MGR |
| | BERNARD GUSTINA<br>MGR, TECH PLNG |
| | PHILIP C. WILSON<br>MGR, STRAT PLNG |
| | EVERIS COUTROUBIS<br>DIR CORP PLNG |
| NATIONAL ADVANCED SYSTEMS | DAVID HYAMS<br>DIRECTOR,<br>CUS SERVICE<br>INTERNATIONAL |
| | HARRY TURNBULL<br>PROGRAM MANAGER |

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| NATIONAL SYSTEMS AND RESEARCH | LAURENCE LENSKI EXEC VICE PRESIDENT |
| | ALDONNA THOMPSON CORP DEV ANALYST |
| NETWORK SOLUTIONS | JOHN MARSHALL, JR. ASST VICE PRESIDENT |
| NORTHROP CORPORATION | PAUL ELKINS MGR, MRP SYSTEMS |
| NYNEX | FRANK KNIGHT STAFF DIRECTOR |
| | BOB TAKACS ASSOC STAFF DIRECTOR |
| PACIFIC TELESIS GROUP | SANDY KOVOWITZ ASSOC CORP STRATEGY |
| SAATCHI & SAATCHI CONSULTING LTD | ROBERT ISAAK EXEC. ASSISTANT |
| SCHERING-PLOUGH CORPORATION | MICHAEL STUDNEY DIR INFO SERVICES STANDARDS |
| SCIENCE MANAGEMENT CORP | DOUG A DAVIDSON EXEC VICE PRESIDENT |
| SEARS COMMUNICATIONS NETWORK | RICHARD ROSS PLNG MANAGER |
| | DIRK VAN ALSTYNE SR COMMUNICATIONS SPECIALIST |
| SYSTEMS CONTROL | LAURA E. BAKER MGR, BUS PLNG |
| TRW INFORMATION SERVICES | DONNA DOLAN |

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|---|---|
| U.S. WEST | SALLY SHULER<br>EXEC DIRECTOR<br>COMMERCIAL<br>DEVELOPMENT |
| | HERB ALSTON<br>STRAT PLNG MGR |
| | ASH BIZZUL<br>DIR MKT DEV |
| | BILL ROUDEBUSH<br>VICE PRESIDENT |
| UNISYS CORPORATION | JOYCE D. FINN<br>DIR, MKT<br>INFORMATION |
| | RAY MCINNIS<br>DIR, PLNG AND<br>MAJOR PROGRAMS |
| | JEFF CALDWELL<br>CORP PLNG |
| VANGUARD | JOHN REED<br>VICE PRESIDENT |
| XEROX CORPORATION | NATHAN K. RUBIN<br>MGR BUS PLNG |
| | JUAN BULNES<br>MGR INTEGRATED<br>DOCUMENTATION |
| ZIFF DAVIS | DEBRA HOLLAND<br>MGR - DATA SERVICES |