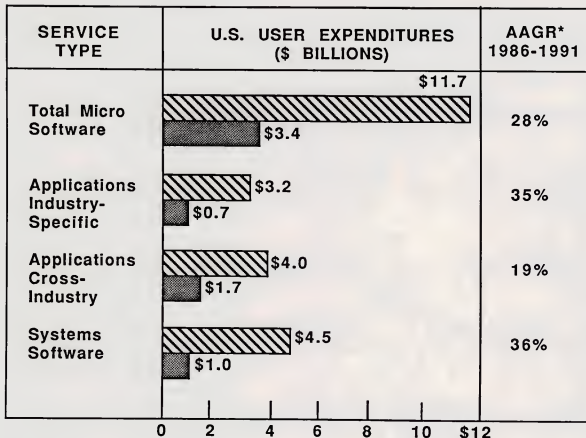


EXHIBIT II-16

**STRONG MICRO SOFTWARE MARKET  
1986-1991**



▨ 1991

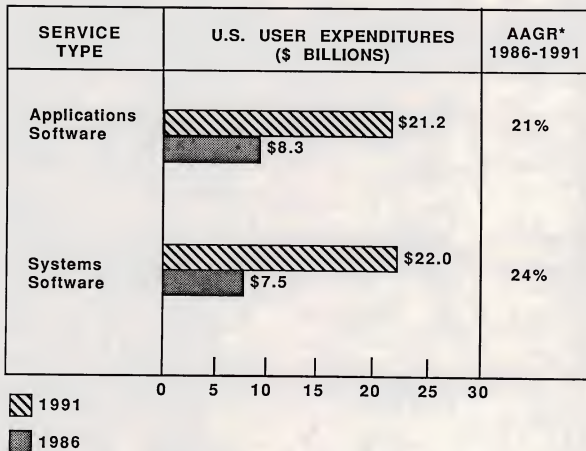
■ 1986

\* AAGR = Average Annual Growth Rate



## EXHIBIT II-13

## SOFTWARE PRODUCTS MARKETS

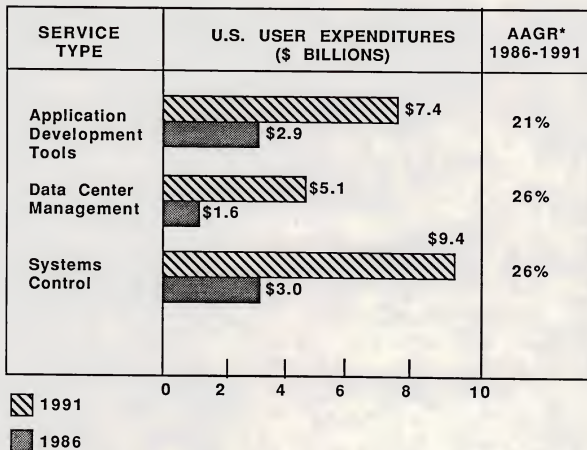


\* AAGR = Average Annual Growth Rate



EXHIBIT II-17

**TOTAL SYSTEMS SOFTWARE MARKET BY SOFTWARE TYPE  
1986-1991**



\* AAGR = Average Annual Growth Rate



**INDUSTRY DIRECTIONS  
AND  
FORECASTS, U.S.**

**Bonnie Digrius  
Senior Consultant  
INPUT**

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1863

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## **CONTENTS**

**Introduction**

**Market Forecasts, 1986-1991**

- **Processing/Network Services**
- **Software Product**
- **Professional Services**
- **Turnkey Systems**

**Driving Forces**

**Conclusions**

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## RESEARCH BASE

### Primary Research

- **Vendor Interviews/Analysis**
  - **Over \$10 Million**
  - **Under \$10 Million**
  
- **Buyer Interviews/Analysis**
  - **IS Manager Surveys**
  - **Specialized Surveys**

### Secondary Research

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1000

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## FORECAST PARAMETERS

- **Current Dollars**
  - **GNP - Steady Growth**
  - **Inflation Assumptions:**
    - 1986: 2%
    - 1987: 3%
    - 1988: 4%
    - 1989: 5%
    - 1990: 6%
    - 1991: 6%
-



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# MARKET FORECASTS

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1. 5/2

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2. 5/2

3. 5/2

4. 5/2

5. 5/2

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12. 5/2

13. 5/2

14. 5/2

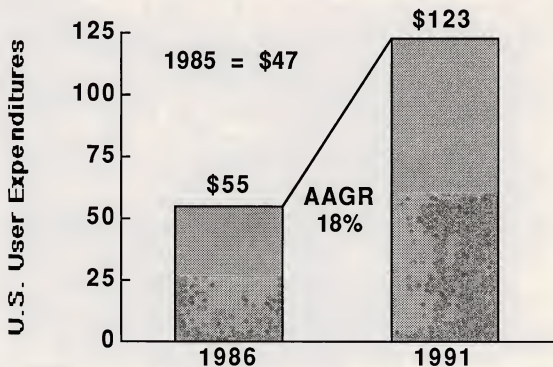
15. 5/2



**INFORMATION SERVICES INDUSTRY:  
DRIVING FORCES**

- **Systems as Competitive Edge**
  - **Implementation Bottleneck**
  - **Saturation Towards End of Decade**
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**INFORMATION SERVICES MARKET  
(\$ Billions)**

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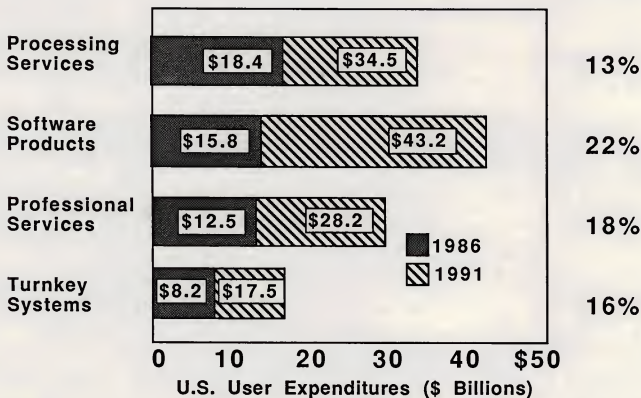
1890

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1891

INFORMATION SERVICES INDUSTRY  
BY DELIVERY MODE

AAGR





## "HOT" VERTICALS BY AAGR: USER EXPENDITURES

	\$ Billions			PERCENT AAGR
	1985	1986	1991	
Medical	\$1.7	\$2.1	\$5.9	23%
Discrete Manufacturing	\$2.8	\$3.4	\$9.0	22%
Telecommunications	\$0.6	\$0.7	\$1.9	22%





**"HOT" VERTICALS BY 1991 SIZE:  
USER EXPENDITURES**

	\$ Billions			Percent AAGR
	1985	1986	1991	
<b>Banking/Finance</b>	<b>\$4.9</b>	<b>\$5.8</b>	<b>\$12.5</b>	<b>17%</b>
<b>Discrete Manufacturing</b>	<b>\$2.8</b>	<b>\$3.4</b>	<b>\$9.0</b>	<b>22%</b>
<b>Medical</b>	<b>\$1.7</b>	<b>\$2.1</b>	<b>\$5.9</b>	<b>23%</b>

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**PROCESSING/  
NETWORK  
SERVICES**

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1897

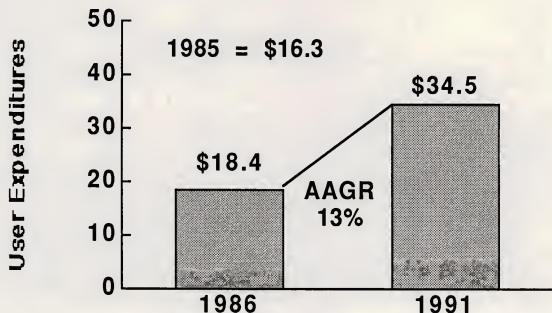
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**PROCESSING/NETWORK SERVICES MARKET**  
**(\$ Billions)**



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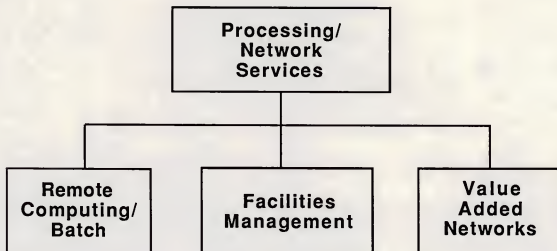
1893

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**PROCESSING/NETWORK SERVICES  
MARKETS**



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1891

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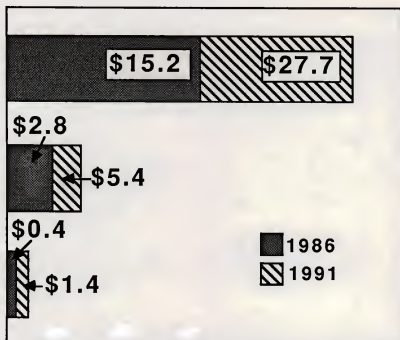
1892



**PROCESSING/NETWORK  
SERVICES MARKETS, 1986-1991**

**AAGR**

**Remote  
Computing/  
Batch  
Services**



**13%**

**Facilities  
Management**

**14%**

**Value-Added  
Network  
(VAN)**

**28%**

**0 5 10 15 20 25 \$30**  
**User Expenditures (\$ Billions)**



**PROCESSING/NETWORK SERVICES:  
DRIVING FORCES**

- **Decrease in Hardware Prices**
  - + **EDI**
  - + **On-Line Data Base Segment Strong**
  - + **Niche Opportunities**
-



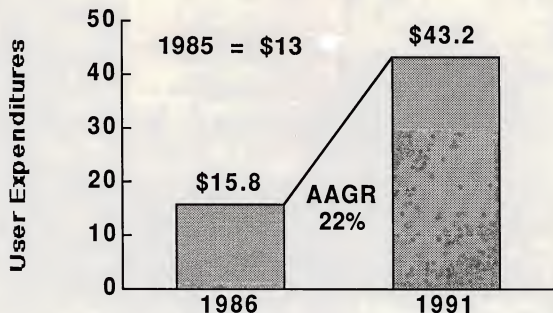
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## SOFTWARE PRODUCTS

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**SOFTWARE PRODUCTS MARKET  
(\$ Billions)**



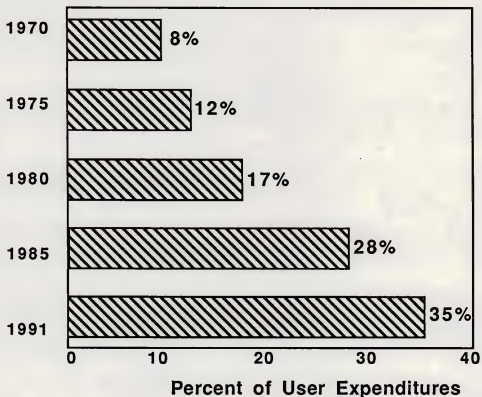


**SOFTWARE PRODUCTS MARKET:  
DRIVING FORCES**

- + Hardware Base Increase**
  - + Drive to Connectivity**
  - Micro-Mainframe Confusion**
  - + Accelerated Obsolescence**
-

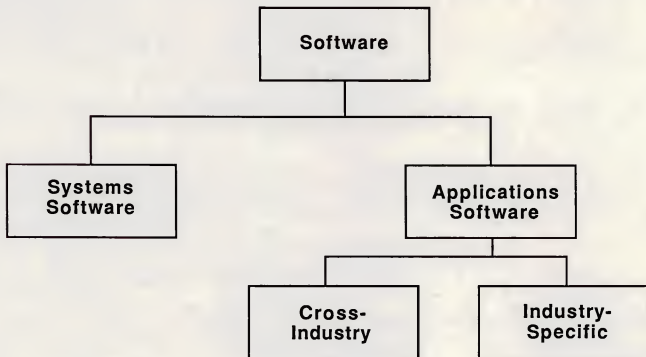


**SOFTWARE PRODUCTS PORTION  
OF INFORMATION SERVICES  
1970-1991**





## SOFTWARE MARKET STRUCTURE



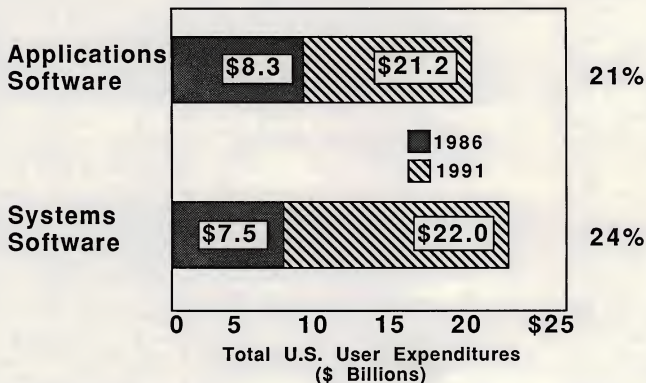
1875

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1875

## SOFTWARE PRODUCTS MARKETS

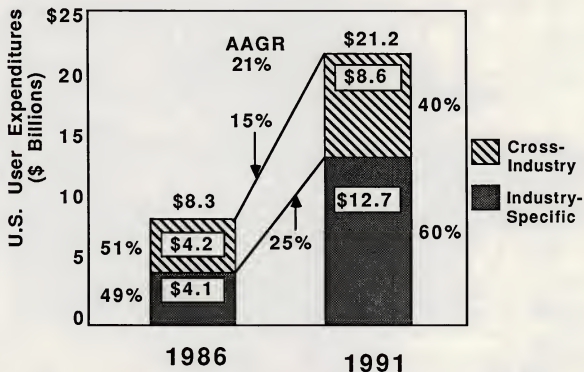
AAGR



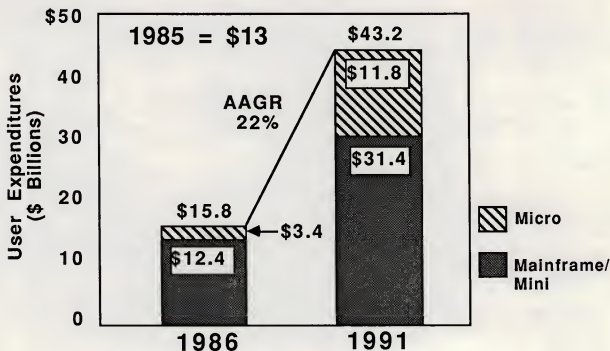




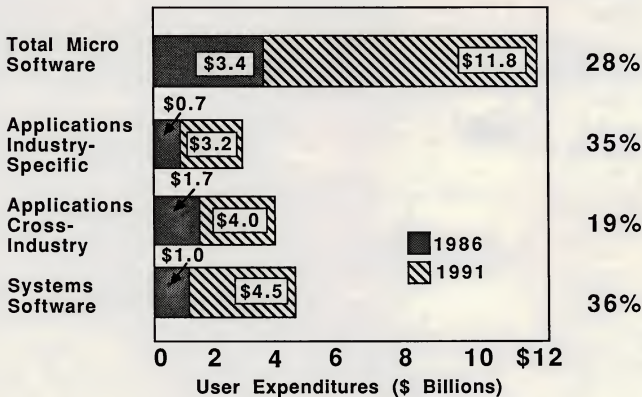
## INDUSTRY-SPECIFIC APPLICATIONS SOFTWARE TO INCREASE SIGNIFICANTLY





**SOFTWARE PRODUCTS MARKET FORECAST,  
MAINFRAME/MINI AND MICRO: 1986-1991**



**STRONG MICRO SOFTWARE MARKET  
1986-1991****AAGR**

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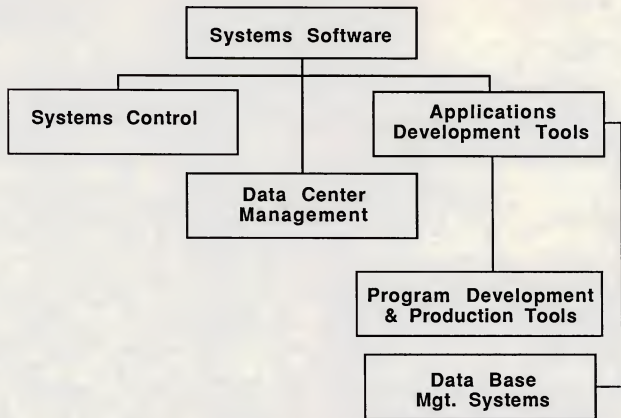
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## SYSTEMS SOFTWARE PRODUCTS MARKET STRUCTURE



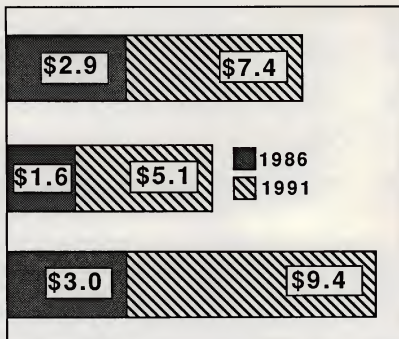




**TOTAL SYSTEMS SOFTWARE MARKET  
BY SOFTWARE TYPE, 1986-1991**

**AAGR**

**Application  
Development  
Tools**



**21%**

**Data Center  
Management**

**26%**

**Systems  
Control**

**26%**

**0 2 4 6 8 \$10  
U.S. User Expenditures (\$ Billions)**

July 1st - 1880

Went to the mill and saw the  
mill. The mill is a small  
mill and is used for  
grinding grain. The mill is  
run by a water wheel. The  
water wheel is a large wheel  
and is turned by the water.  
The mill is a very old mill  
and is in good condition.  
The mill is a very interesting  
sight and is worth a visit.  
The mill is a very old mill  
and is in good condition.  
The mill is a very interesting  
sight and is worth a visit.

July 2nd - 1880

Went to the mill and saw the  
mill. The mill is a small  
mill and is used for  
grinding grain. The mill is  
run by a water wheel. The  
water wheel is a large wheel  
and is turned by the water.  
The mill is a very old mill  
and is in good condition.  
The mill is a very interesting  
sight and is worth a visit.

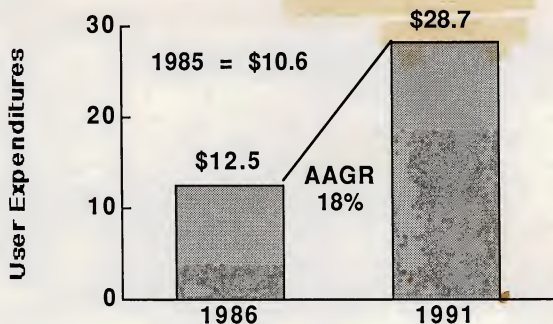
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## PROFESSIONAL SERVICES

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**PROFESSIONAL SERVICES MARKET  
(\$ Billions)**



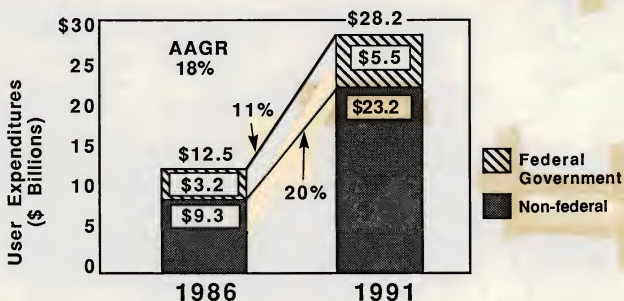
**PROFESSIONAL SERVICES:  
DRIVING FORCES**

- **More User Willingness to Compromise on Uniqueness**
  - + **More Software Product Related**
  - + **More Focus on Internal Productivity**
  - + **Increased Industry Specialization**
  - + **Federal Government Vendors Becoming Commercial Vendors**
-





# FEDERAL GOVERNMENT/NON-FEDERAL PROFESSIONAL SERVICES MARKETS



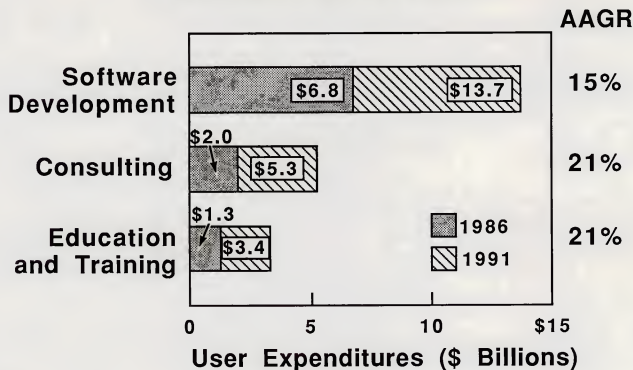


## PROFESSIONAL SERVICES MARKET STRUCTURE



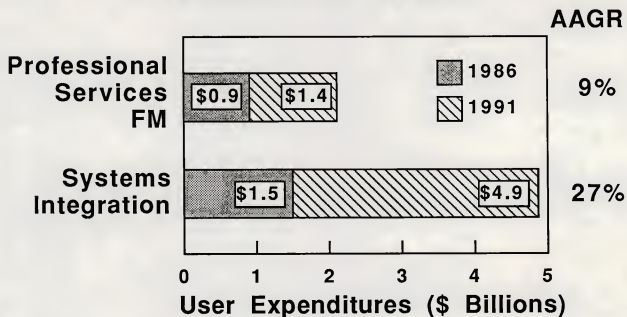


## PROFESSIONAL SERVICES MARKET BY MODE





## PROFESSIONAL SERVICES MARKET BY MODE







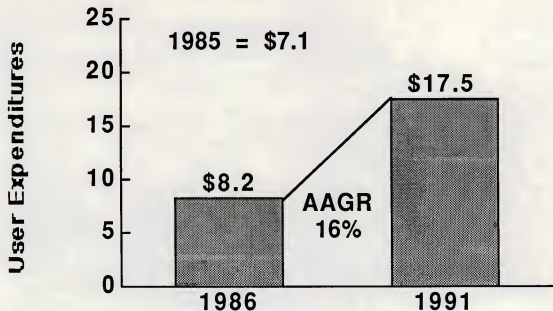
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## **TURNKEY SYSTEMS**

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**TURNKEY SYSTEMS MARKET**  
(\$ Billions)

1800

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**TURNKEY SYSTEMS:  
DRIVING FORCES**

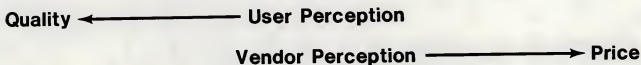
- + Increase in Range and Complexity of Computing Choices**
  - + Standard Hardware**
  - Rapid Obsolescence of Products**
  - + VAR Approach**
-



## VENDORS MISPERCEIVING USER ATTITUDES

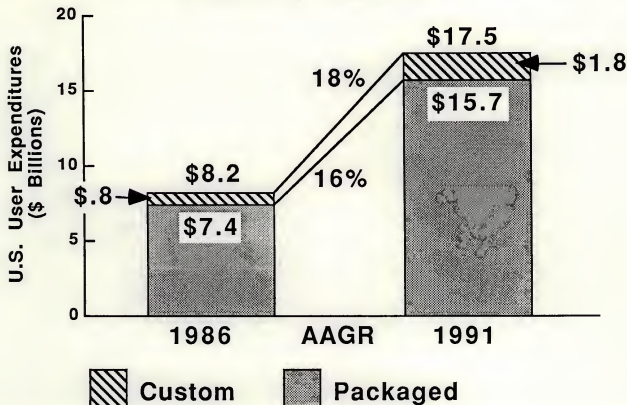
Buying Criteria	User Perception	Vendor Perception
Breadth of Applications Software	A	C
Flexibility of Applications Software	A	C
Scope of Software Not Reduced in Future Releases	A	C
Price	C	A

### Buying Criteria







**CUSTOM VS. PACKAGED TURNKEY SYSTEMS  
MARKET, 1986-1991**



## CONCLUSIONS

- **Slowdown Temporary**
  - **Greater User Sophistication**
-



## INFORMATION SERVICES

- **Rate of Change Is Accelerating**
    - **Products**
    - **Technology**
    - **Market Strategy**
    - **Vendor Complexion**
-



**EMERGING NETWORK DIRECTIONS**

SERVICE	CHARACTERISTICS
Virtual Private/ Software Defined Networks	Cost-Effective, Shared Network with User Management Features
ISDN	Promises Universal Services, with Bandwidth on Demand
Fiber Optics	High Capacity Links, Currently Offered on a Bulk Basis
FM-SCA	Uses Satelites and FM Radio Station Subcarriers for Broadcast Data Applications
Mobile Satellite	Depending on FCC Approval of Specific Vendors, Will Offer Cellular-Like and Rural Services

