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Research Bulletin

Route to:

A Publication from INPUT's Customer Services Programme—Europe

Olivetti Moves into the Open Support Services Market

Olivetti has already made a name for itself in the area of Multivendor Maintenance. It has now moved beyond the stage where a purely remedial hardware service was being offered, and is coming to market with a comprehensive set of services which enable it to claim to offer a portfolio which caters to all types of users:

- Whatever size their business might be

- Irrespective of the industry sectors in which they operate
- Whatever phase of the system life-cycle they need their vendor to address.

The breakdown by country of the 1992 revenues derived from Olivetti's total customer services operations, including services provided on both proprietary and open systems platforms, are contained in Exhibit 1.

Exhibit 1

Customer Services Revenues—Olivetti Western Europe—1992

Country	Revenues (\$ Millions)	Percent of Total Customer Services Revenues
France	130	12
Germany	95	9
U.K.	150	14
Italy	440	42
Nordic Countries	75	7
Benelux	70	7
Spain	65	6
Rest of Europe	35	3
Total Customer Services Revenue	1,060	100

Source: INPUT

Olivetti is still the market leader within the multivendor maintenance market, but its position is being increasingly attacked by Digital Equipment. It achieved its current position by adopting a strategy of acquisition targeted at commercially viable companies which pos-

essed the skills required to expand Olivetti's capability.

Exhibit 2 lists the original constituent companies within the Olivetti independent maintenance operation with a brief description of their principal areas of activity.

Exhibit 2

Olivetti Acquisitions Operating in the European Open Support/Multivendor Maintenance Market

Company	Mission	Location
Decision Systems International	To provide maintenance and systems support in the IBM and DEC mini markets To sell useful, life-enhancing add-ons, peripherals and second-user systems in the IBM and DEC markets To provide single-source maintenance for selected customers with multivendor environments	Belgium France Spain U.K. Germany Holland Italy Australia
Testpoint	Third-party maintenance	Canada
C.T.S. Comtech Service	Third-party maintenance with particular skills in network and communications	Belgium
Dansk Data Installation	Network installation and maintenance specialist	Denmark
Oakley Computer Ltd.	Third-party maintenance in a Wang environment	U.K.
O.A.S.	Third-party maintenance in the AES, Wordplex and Wang environments	U.K.
Datronic Peripheral Systems	Third-party maintenance in the DEC environment To sell useful, life-enhancing add-ons, peripherals and second-user systems	Switzerland
Ing. F. Iachiello & Co. Spa	Network installation and maintenance specialist	Italy

Source: INPUT

Although initially the companies brought into the group were managed at arms length, in the major country markets where Olivetti trades significantly INPUT expects to see an ongoing policy of rationalisation to be undertaken, in order to mould the operation into a coherent marketing unit. For instance, in France, Olivetti is now marketing its customer services operation alongside PC hardware and add-on sales as a total desktop services capability, under the brand name of Oliservice.

The extensive acquisition programme undertaken to develop the multivendor maintenance service business has at the desktop level made the use of service partnerships largely unnecessary. Indeed the development of the company's skills base has been designed to provide most of the professional services capability alongside the traditional service contract business elements.

Exhibit 3 illustrates the elements of the total managed service which the French Olivetti company is marketing. The services cover:

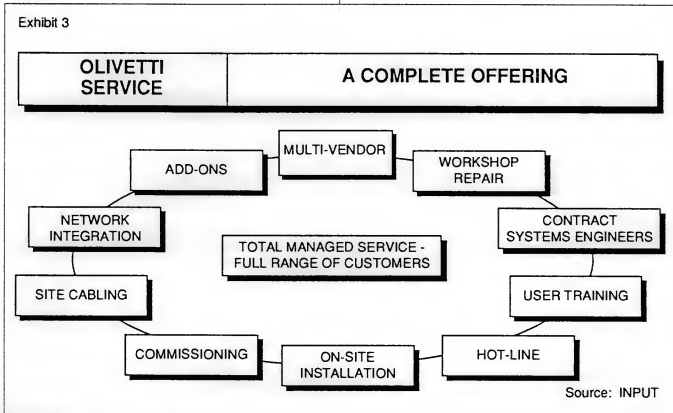
- Traditional remedial contract services
- Professional and installation services involving PC supply and upgrades and their integration into office networks.

In the French model the only areas not undertaken by Oliservice are those of planning and design for PC networks and UNIX based client/server systems, and even here in some instances the activity is joint with the Olivetti Technical Services division, which specialises in systems integration at the platform level.

Exhibit 4 explains the capabilities of the Open Services division in terms of a matrix of hardware components and the equivalent services available at different points in the life-cycle:

- Planning and design
- Installation
- Operation and maintenance.

Exhibits 5 and 6 show the range of hardware platforms and of software environments respectively on which support can be offered.



Source: INPUT

OLIVETTI
SERVICE

SERVICE PORTFOLIO

Exhibit 4

		PCs/ Portables	Mini- computers (UNIX)	Client/ Server Solutions	LANs	Cabling Systems	Advanced Products Active Badges Wireless LAN Video- conferencing
Planning and Design	Requirements Analysis						
	Project Management						
	Hardware Architecture Design						
	Software Architecture Design						
	Configuration						
Installation	Site Preparation						
	Commissioning						
	Implementation						
Operations	Facilities Management						
	Software Support						
	Equipment Maintenance						
	Workshop Repair & Spare Parts						
		Olivetti Equipment (IBM, DEC, HP)					



Olivetti Technical Services



Oliservice Division

**OLIVETTI
SERVICE****MULTI-VENDOR MAINTENANCE
Makes Supported**

Exhibit 5

PC/PORTABLES

- | | | |
|-----------|-----------|------------|
| - A.D.D.X | - COMPAQ | - LEANORD |
| - AMSTRAD | - DEC | - OLIVETTI |
| - APPLE | - GROUPEL | - SIEMENS |
| - A.S.T. | - HERMES | - TANDON |
| - BULL | - IBM | - ZENITH |

MINICOMPUTERS

- OLIVETTI - AT&T - IBM (AS/400, S/36, S/38, 43XX) - DEC - MEMOREX, MACDATA (CONTROLLERS)

NETWORKING

- SYNOPTICS - FIBRONICS - RCE - AT&T
- PROTEON - CISCO

PRINTERS

- | | | |
|--------------|-----------|--------------|
| - AMSTRAD | - EPSON | - MANNESMANN |
| - APPLE | - FACIT | - NEC |
| - BULL | - FUJITSU | - OLIVETTI |
| - CANON | - GENICOM | - OKI |
| - CENTRONICS | - H.P. | - SEIKOSHA |
| - CITIZEN | - IBM | - SIEMENS |
| - KYOCERA | - LOGABAX | - STAR |

EFT/EPOS

- EFT: INGENICO, CROUZET, ESD, SCHLUMBERGER
- POS: STRATOR, PRODATA, EGT, OLIVETTI-LOGABAX
- ATM: BULL, OLIVETTI, TRANSAC

Source: INPUT

OLIVETTI SERVICE	SOFTWARE SUPPORT Products Supported
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Operating Systems
SCUNIX-ODT-XENIX
UNIX V 4.0
UNIX AT&T
MS OS 2
MSDOS
DC/OSX
X/OS
OSX
VOS
FTX

Network Software
MS LAN MANAGER
OLINET LAN MANAGER
LAN MANAGER X SVR4
NOVELL
TCP/IP
NFS
LAN SERVER IBM

WAN Protocols
X25
SNA
DSA

LAN/WAN products
SYNOPTICS
CISCO

Database Management
ORACLE
INFORMIX
SQL SERVER

PC Software Products
MICROSOFT
SCO
PAGEMAKER

Solutions
IBISYS
ODIS
PB
NCC
RETAIL
ATN's

Source: INPUT

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