

**Systems Management
Research Programme
Briefing**

INPUT[®]

Systems Management Programme

Europe

Systems Management
Programme—Europe

Systems Integration Studies:

- Market analysis
- User analysis
- Vendor strategies

INPUT
SEMKT-KH-2

Notes

Systems Management
Programme—Europe

Systems Operation (FM) Studies:

- Market analysis
- User analysis
- Vendor strategies

INPUT
SEMKT-KH-3

Notes

Systems Management
Programme—Europe

Client Support:

- Access to consultants
- Hotline inquiry service
- Client meetings
- On-site visits

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SEMKT-KH-4

Notes

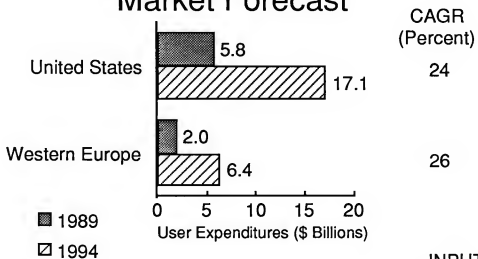
Current SI Definition

- A business offering
- Complete solution to complex requirement for:
 - Information systems
 - Networking
 - Automation
- Custom selection and implementation of products and services

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EJ89-PL1-2*

Notes

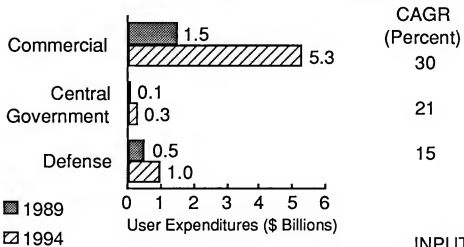
Systems Integration Market Forecast



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EJ89-PL1-3*

Notes

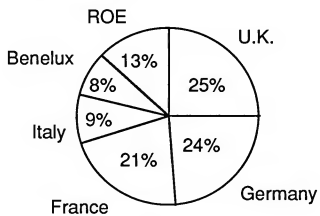
Systems Integration Western Europe, 1989-1994



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Notes

Commercial SI—Western Europe

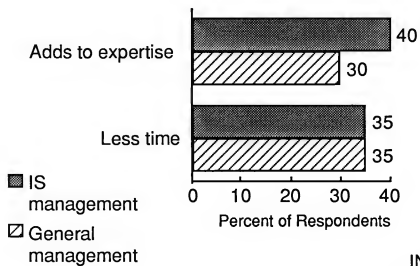


1989 Market: \$1.5 Billion

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Notes

Benefits from Contracting

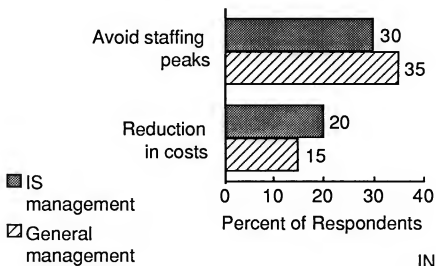


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Notes



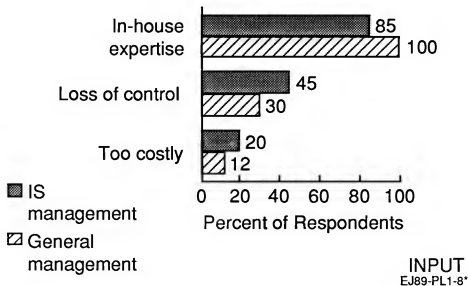
Benefits from Contracting



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Notes

Subcontracting Resistance



Notes

Major Vendor Issues—1989

- Full service suppliers
 - "Business change" consulting
 - Systems operation
- Increasing competition
 - Skills
 - Clients

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Notes



SI Competition Ranked by Vendors

- Commercial
 - Andersen Consulting
 - EDS
 - IBM
 - DEC

By number of mentions

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Notes

SI Projects Are Successful When:

	Rating
Well-disciplined program management system	4.3
Clients establish project offices	4.0

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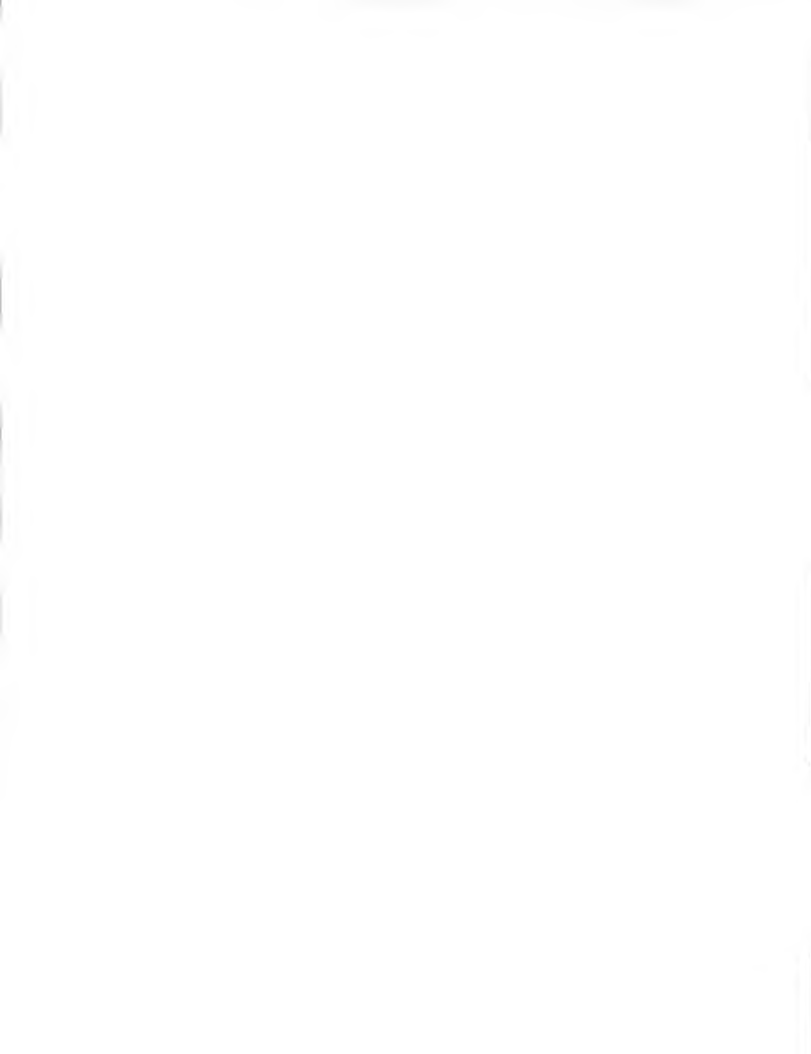
Notes

Major Causes of SI Failure Are:

	Rating
Integrators bid jobs with inadequate specifications	4.2
Integrators bid jobs beyond resources/capabilities	4.1
Clients not involved in implementation process	4.1

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Notes



Conclusions

- SI business acquisition
 - Opportunity qualification
 - ° Review and screening
 - ° Analysis
 - ° Market focus
 - Employ risk mitigation in proposal development

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Notes

Vendor Recommendations

- Develop/expand business consulting skills
- Involve program managers in business acquisitions
- Use repeatable processes, strive for end-to-end methodologies

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Notes



Systems Management
Programme
Western Europe (1990)

The Management Problem

Topics

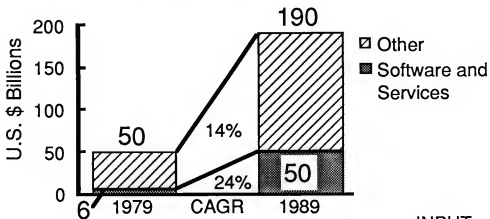
- Market size
- Market structure
- Management problem
- Business implications

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SEMKT-HT-2

Notes



Total IT Expenditure— W. Europe

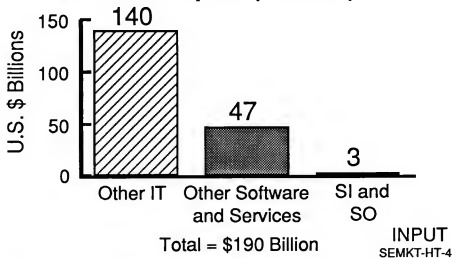


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Notes



Total IT Expenditure— W. Europe (1989)



Notes



Market Structure Consulting



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Notes



Market Structure Developing



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Notes



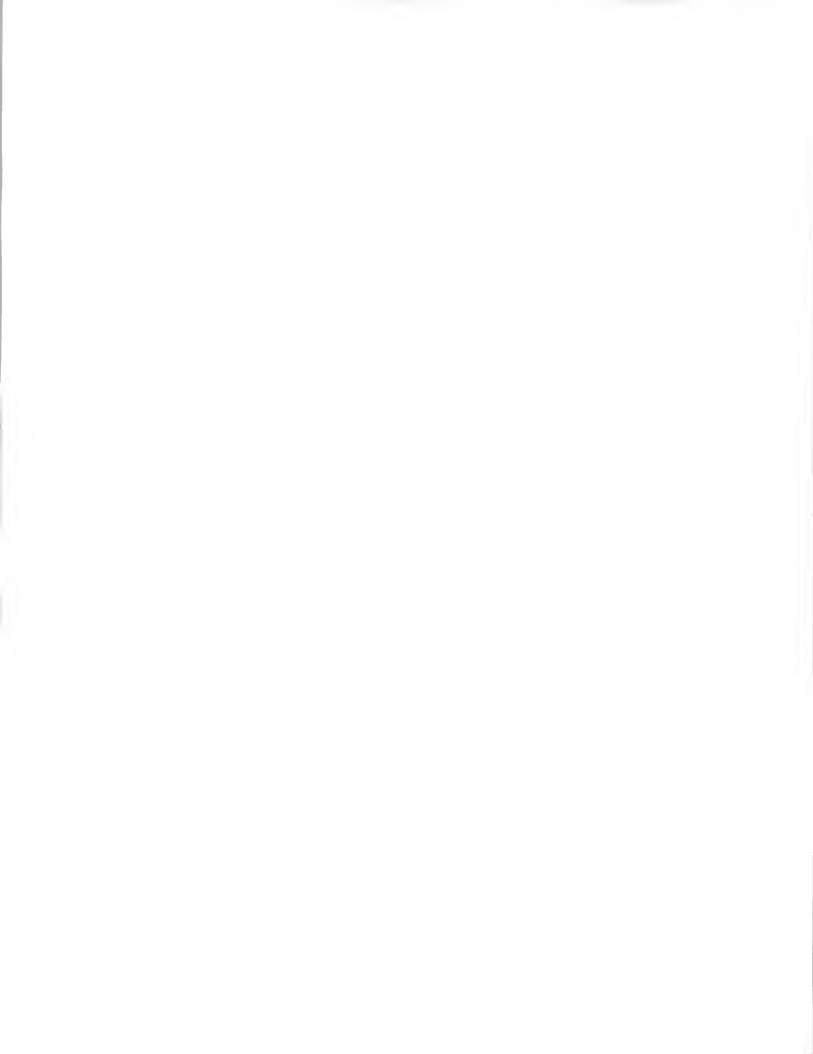
Market Structure



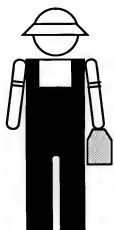
Operating

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Notes

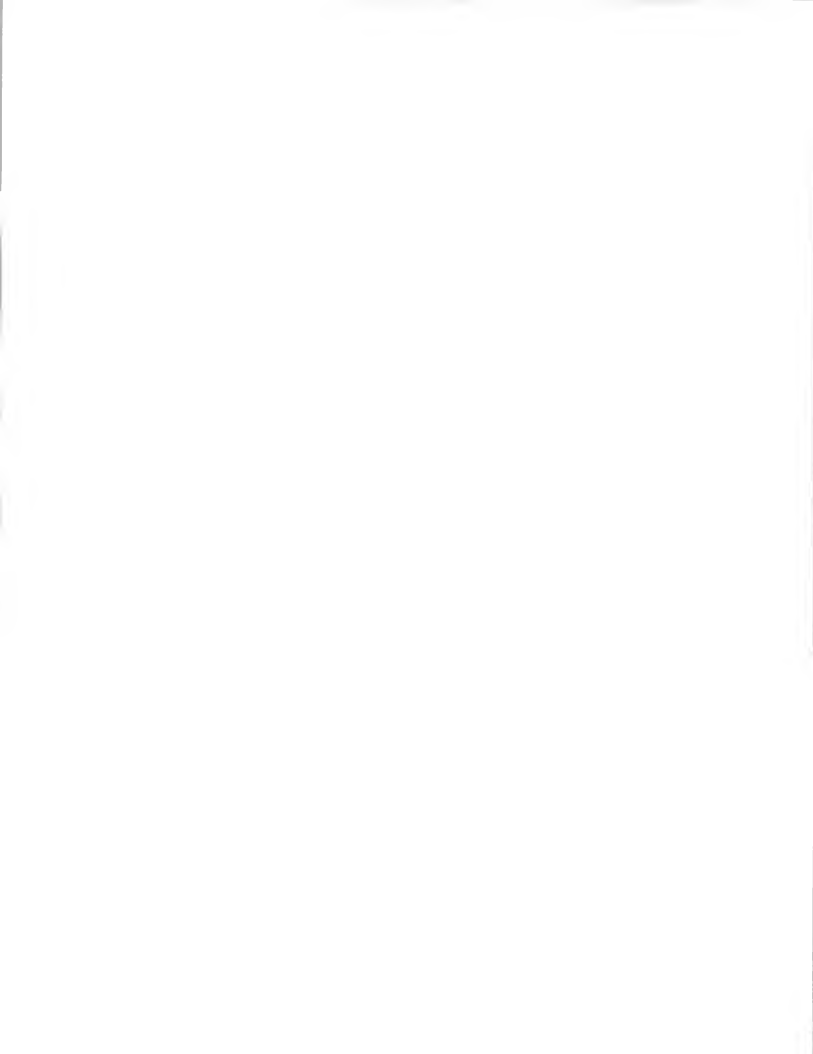


Market Structure Maintaining



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Notes

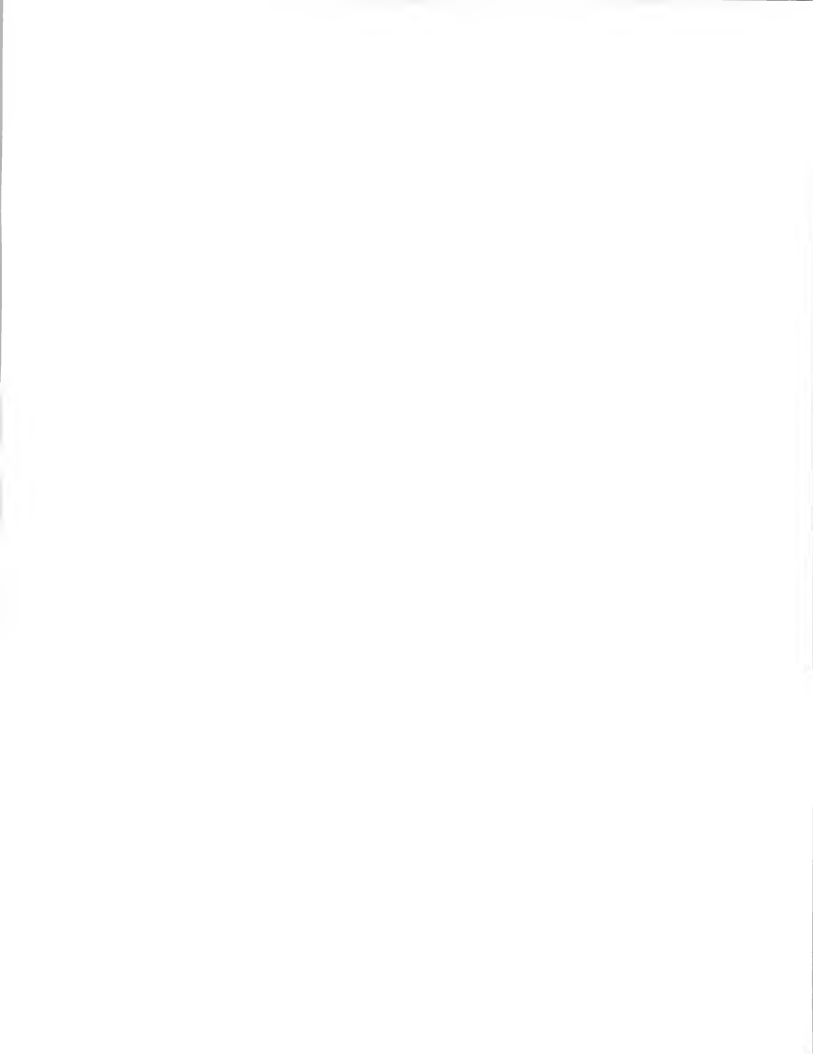


Market Structure

- Consulting
- Developing
- Operating
- Maintaining

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Notes



Changing Market

- Growth
- Protect client base
- Response to client
- Door-opening

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Notes

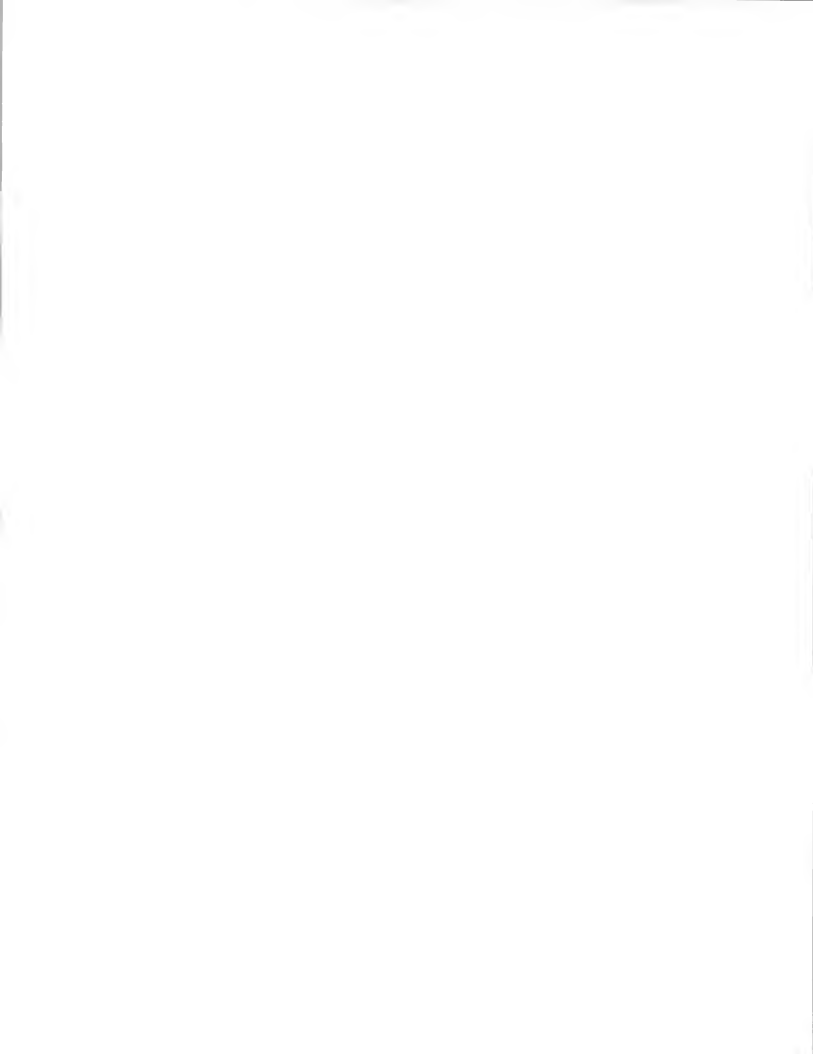


The D.P. Management Problem

- Database
- Methodology
- Quality assurance
- Development tools
- Staff

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Notes

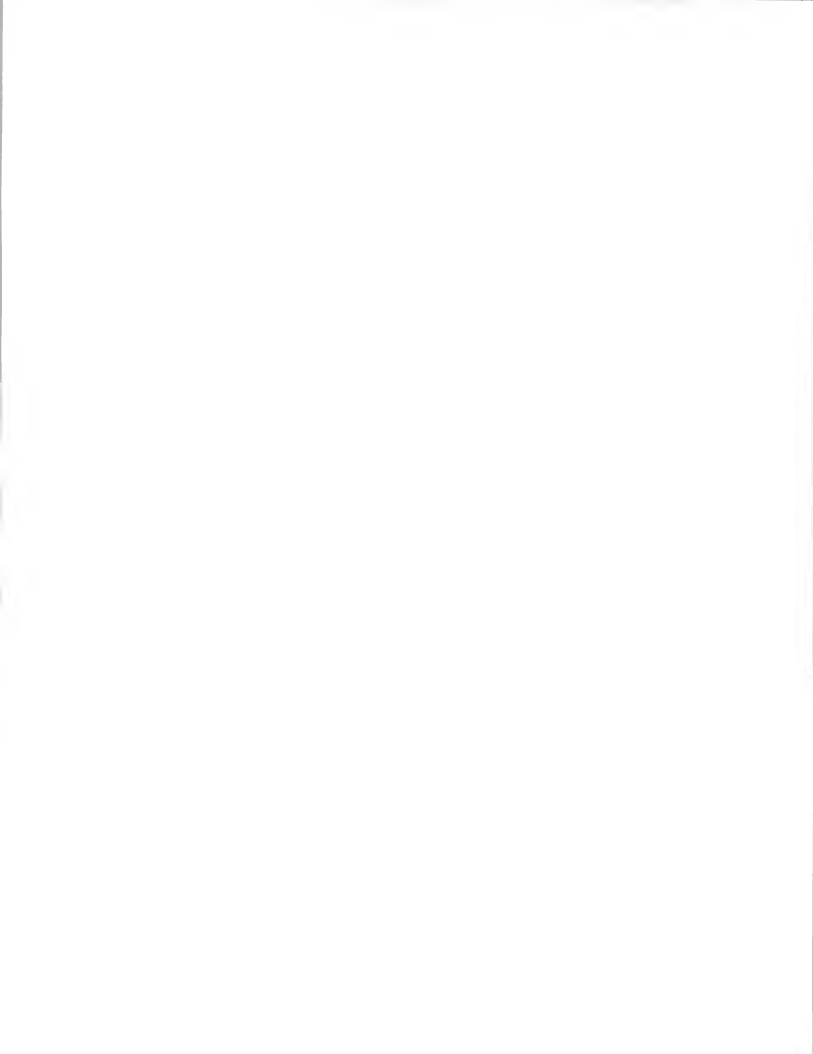


The Corporate Management Problem

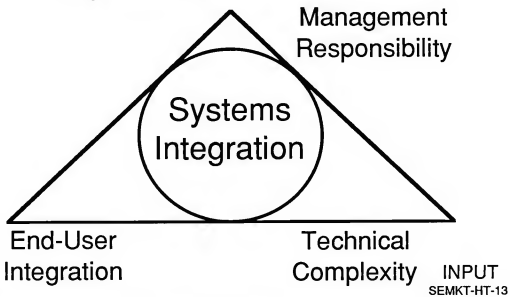
- Changing markets
- Differentiation
- Technology
- Scope
- D.P. department

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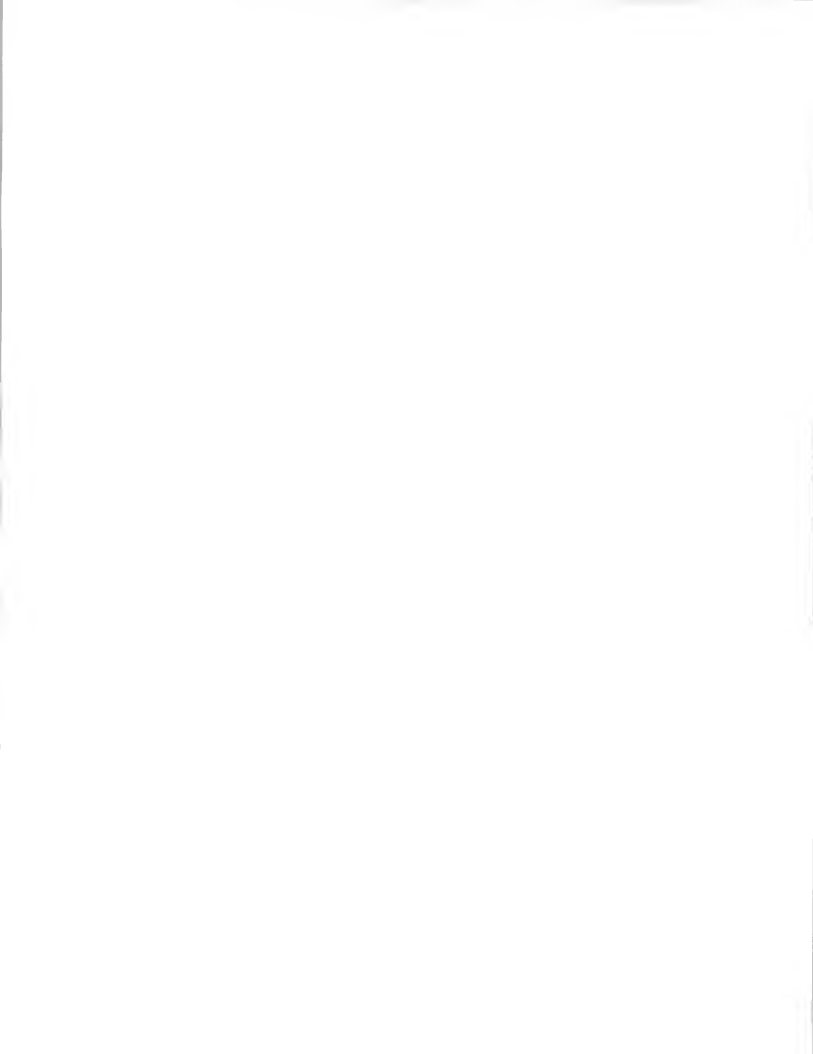
Notes



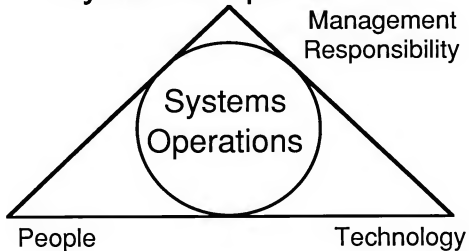
Systems Integration



Notes

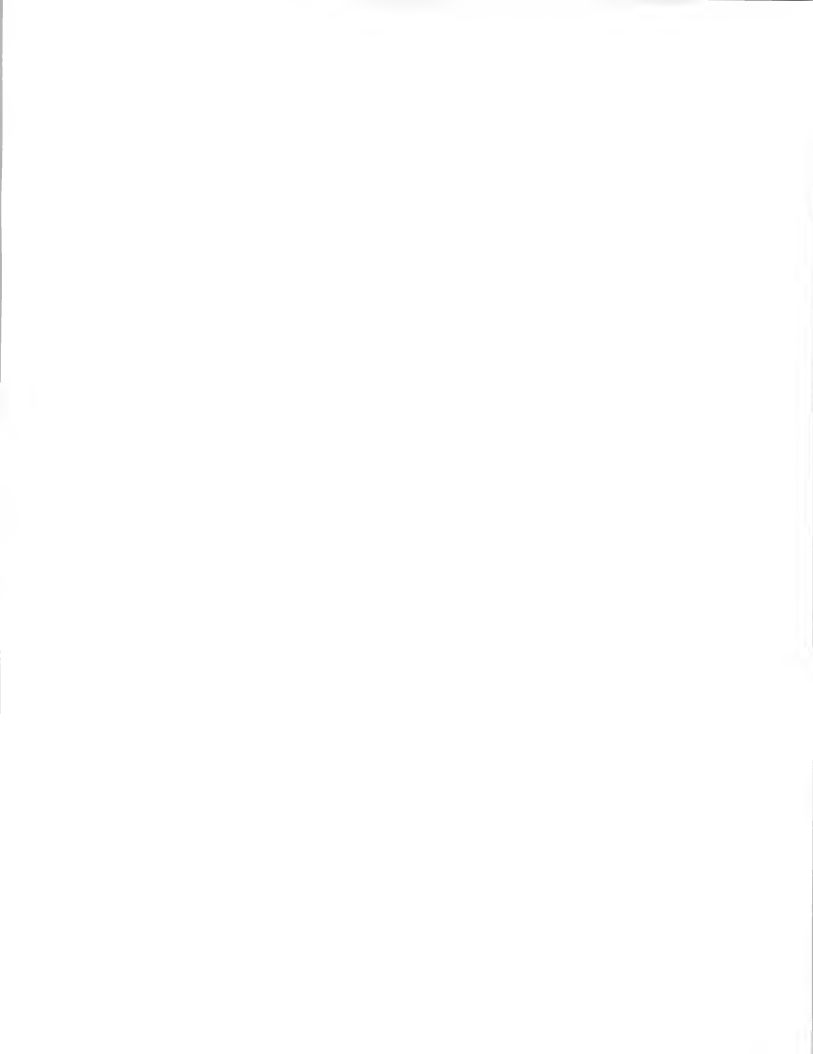


Systems Operations

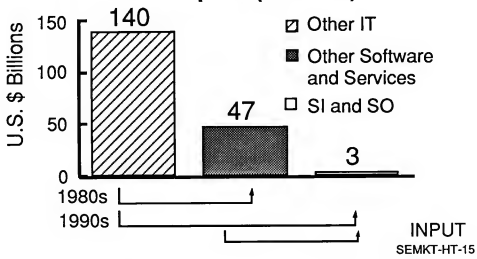


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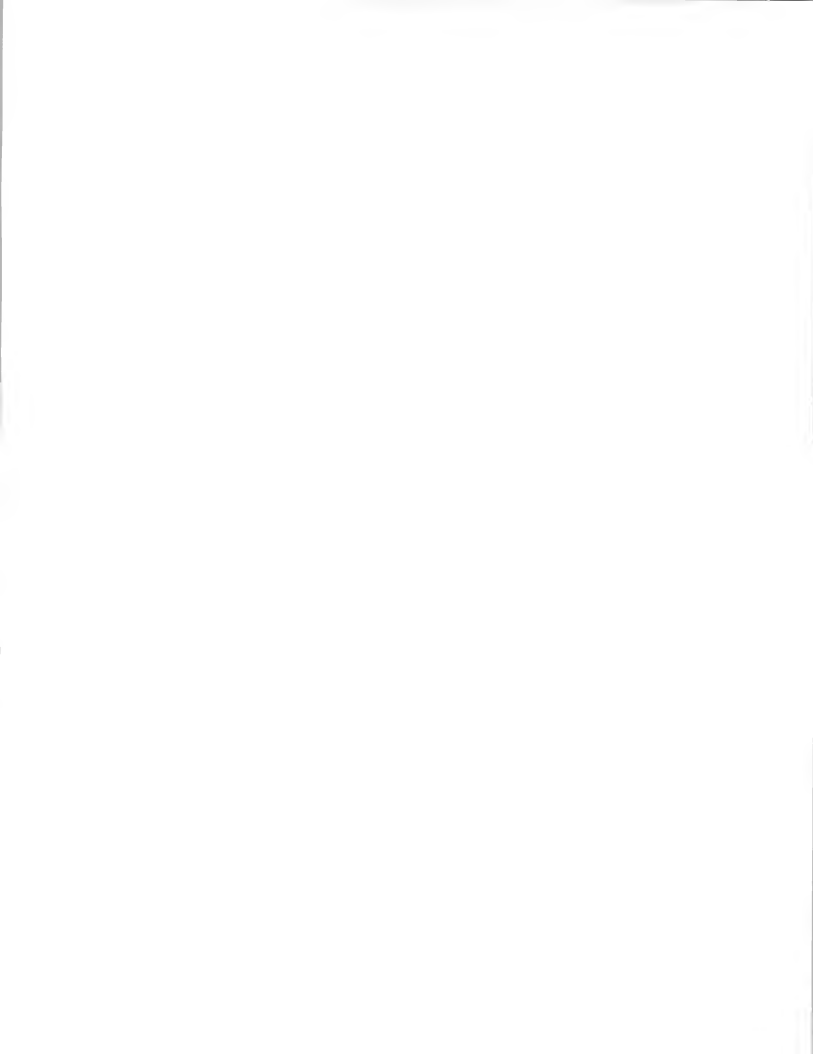
Notes

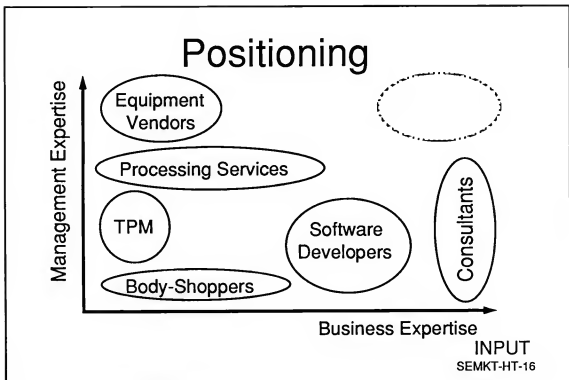


Total IT Expenditure— W. Europe (1989)



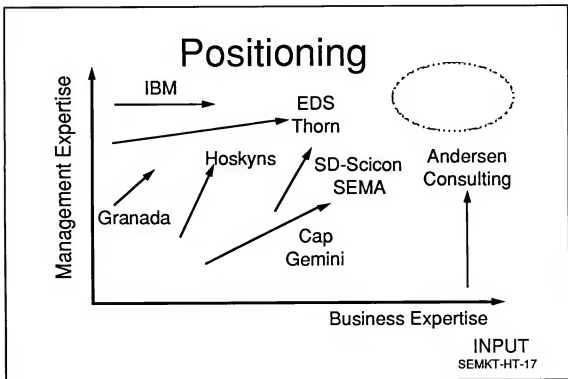
Notes





Notes





Notes

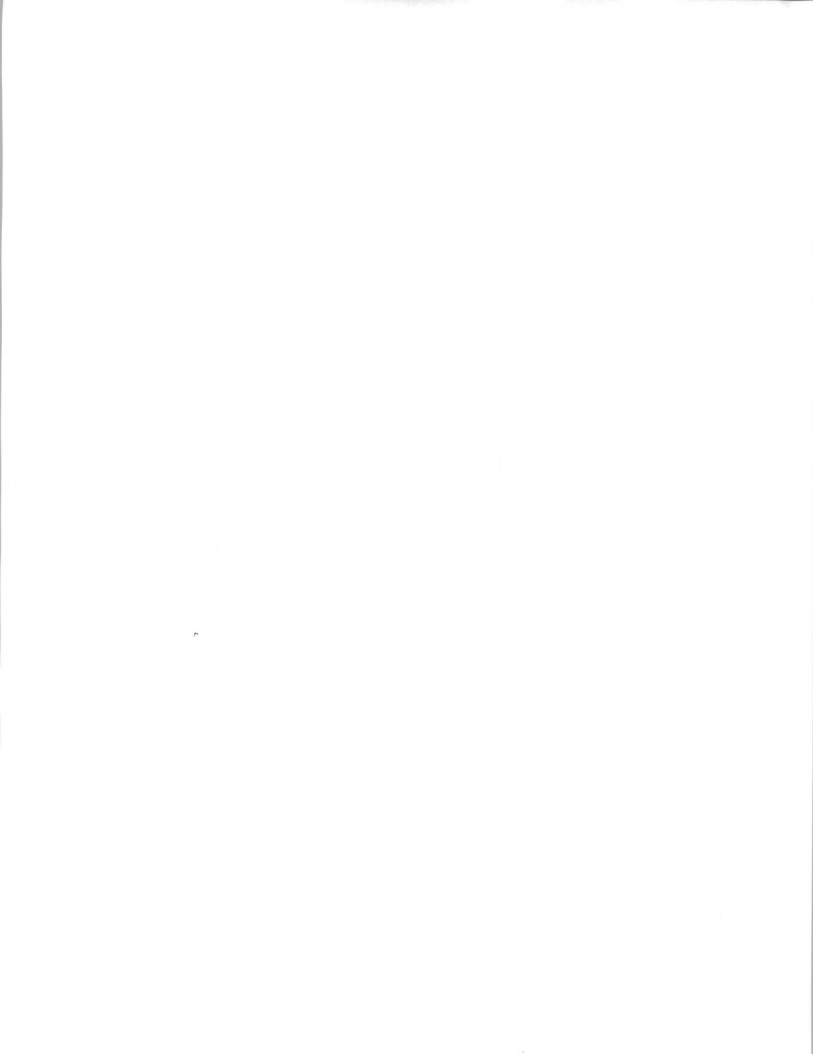


Business Implications— Opportunities

- High value
- Strong client relationship
- Account development
- Account protection
- Market leadership
- Industry markets

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Notes

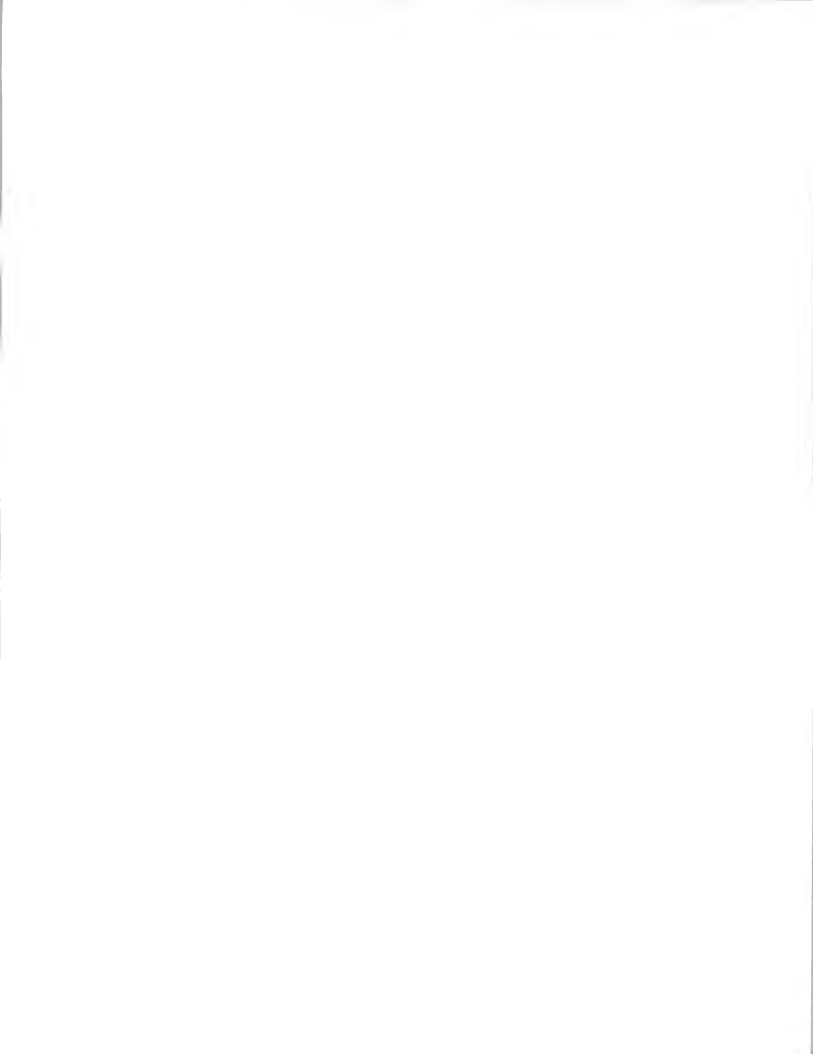


Business Implications— Challenges

- Long-term
- High investment
- High risk
- Skills
 - Project management
 - Functional management
 - Account management
 - International capability

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Notes

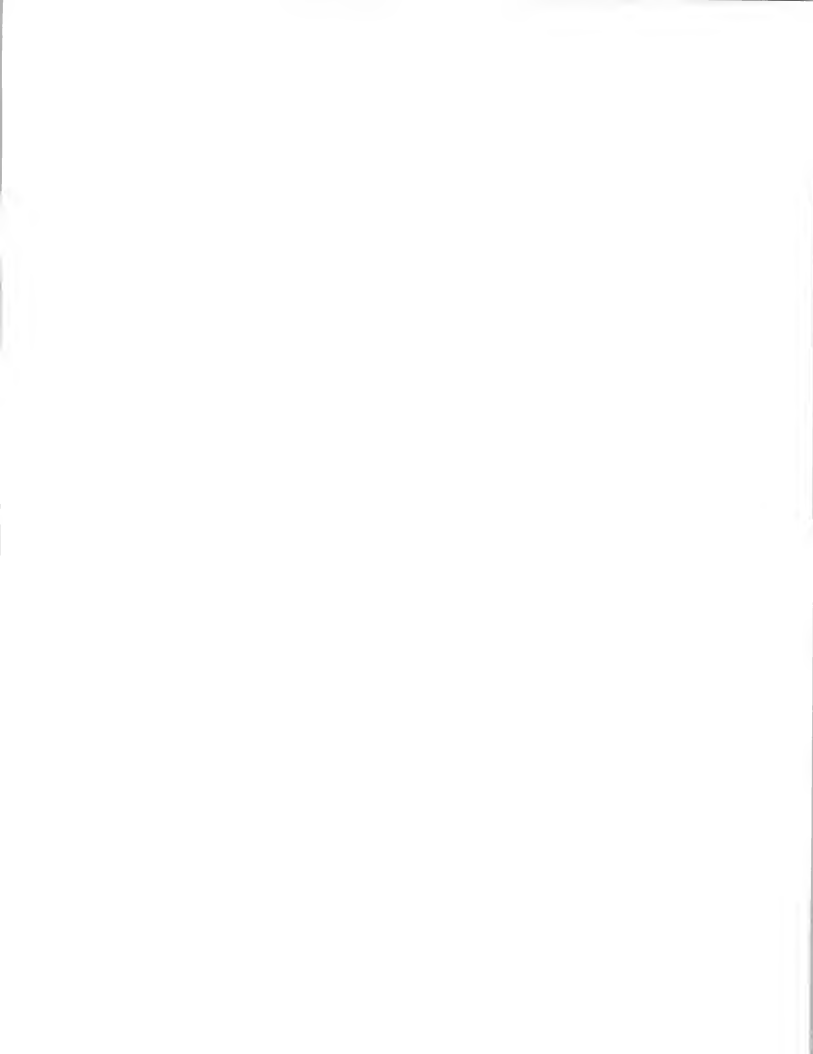


Systems Management Programme

- Systems Integration and Systems Operations
 - Size
 - Structure
 - Forecast
 - Country markets
 - Industry markets

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SEMKT-HT-20

Notes

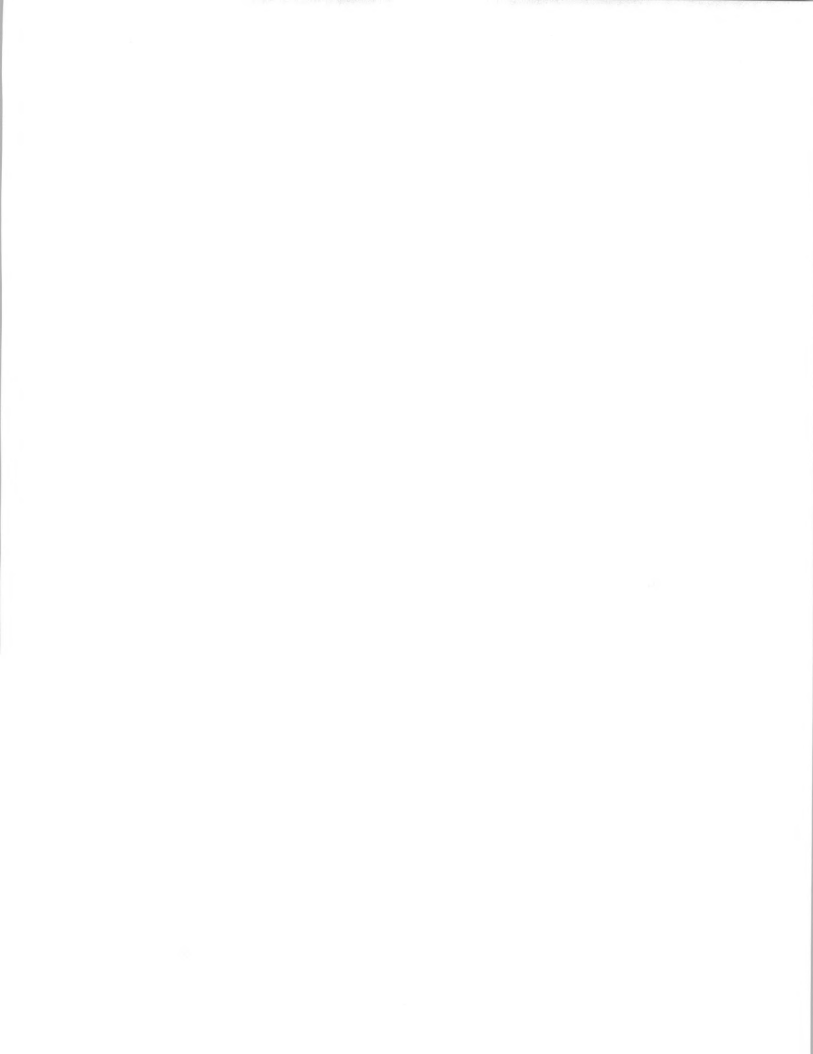


Systems Management Programme

- Systems Integration and Systems Operations
 - Trends
 - Technology
 - Profitability
 - Skills
 - Other issues

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SEMKT-HT-21

Notes



Systems Management Programme

- Systems integration and systems operations
 - User attitudes
 - User experiences
 - Vendor activities
 - Vendor profiles

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SEMKT-HT-22

Notes



Conclusion

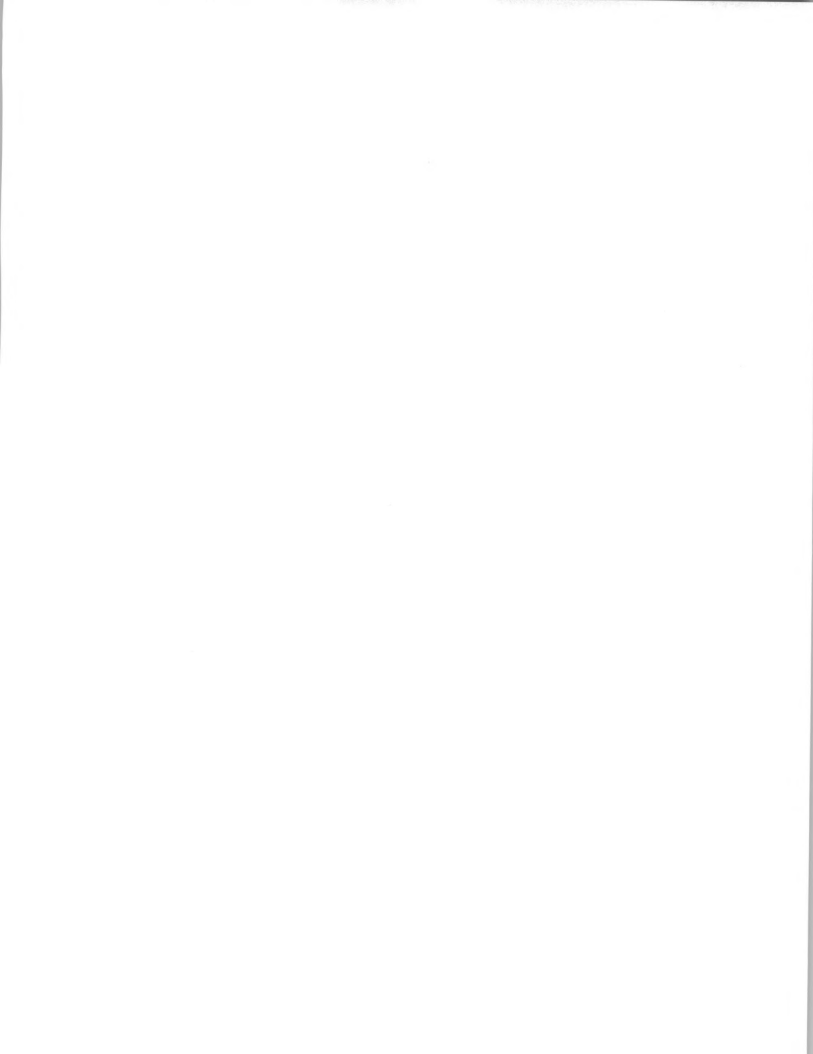
Management Problem



Management Opportunity

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Notes



About INPUT

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Formed as a privately held corporation in 1974, INPUT has become a leading international research and consulting firm. Clients include more than 100 of the world's largest and most technically advanced companies.

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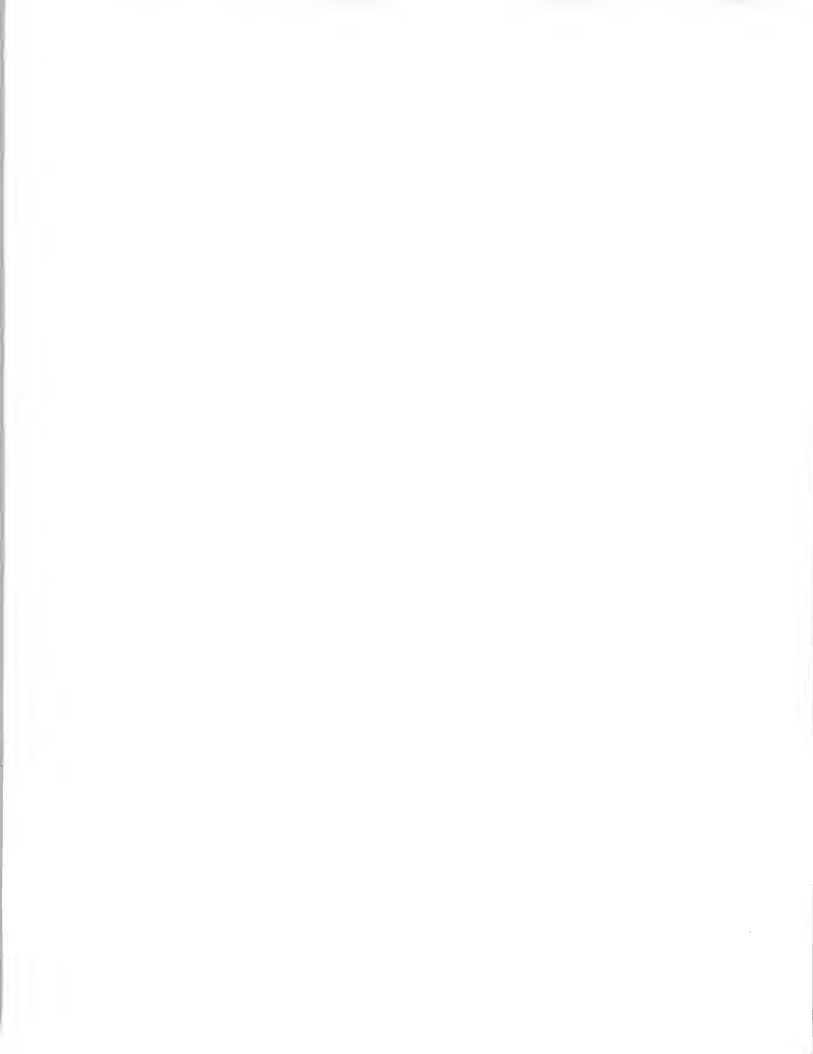
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System Management Programme

Europe

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SYSTEMS

System Management
Programme—Europe

Systems Integration Studies

- Market analysis
- User analysis
- Vendor strategies

INPUT
SYSTEMS

CLIENT

System Management
Programme

System: Operation (T.M) Studies:

- Market analysis
- User analysis
- Vendor strategies

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SYSTEMS

System Management
Programme—Europe

Client Support:

- Access to consultants
- Hotline inquiry service
- Client meetings
- On-site visits

INPUT
SYSTEMS

X



SYSTEMS MANAGEMENT

PROGRAMS - ENRAPS



SYSTEMS MANAGEMENT PROGRAMME

EUROPE

SYSTEMS INTEGRATION ACTIVITIES :-

0 MARKET ANALYSIS

1 USER ANALYSIS

2 VENDOR STRATEGIES





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SYSTEMS MANAGEMENT PROGRAMME

EVALUATE

SYSTEMS OPERATIONS STUDIES

◦ MARKET ANALYSIS

◦ USER ANALYSIS

◦ VERSION STATE VIEWS

L



SYSTEMS MANAGEMENT PROGRAMME

EUROPE

CLIENT SUPPORT :-

- ACCESS TO CONSULTANTS
- 'HOTLINE' INDUSTRY SERVICE
- CLIENT MEETINGS
- ON-SITE VISITS



On [unclear] day [unclear] [unclear]
chr [unclear] d from [unclear] to [unclear]

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13/17 REGENT STREET, LONDON W1G 9NF
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TELEPHONE NUMBER: [unclear]

COMBINATION: **1 18**
PROPERTY: AL CORE PROPERTY YES
URGENT YES

NO
 NO

DISCUSSION

Andrea
? How could I have these made into
slides by the end of next week, I need them for
our seminar.

If it is no trouble, a set of overheads
would be handy too.

Thanks,

Henry Trull

INPUT

Paving Services for Management

HENRY TRULL
Principal Consultant

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SYSTEMS MANAGEMENT PROGRAMS

W. EUROPE (1990)

THE MANAGEMENT PROBLEM



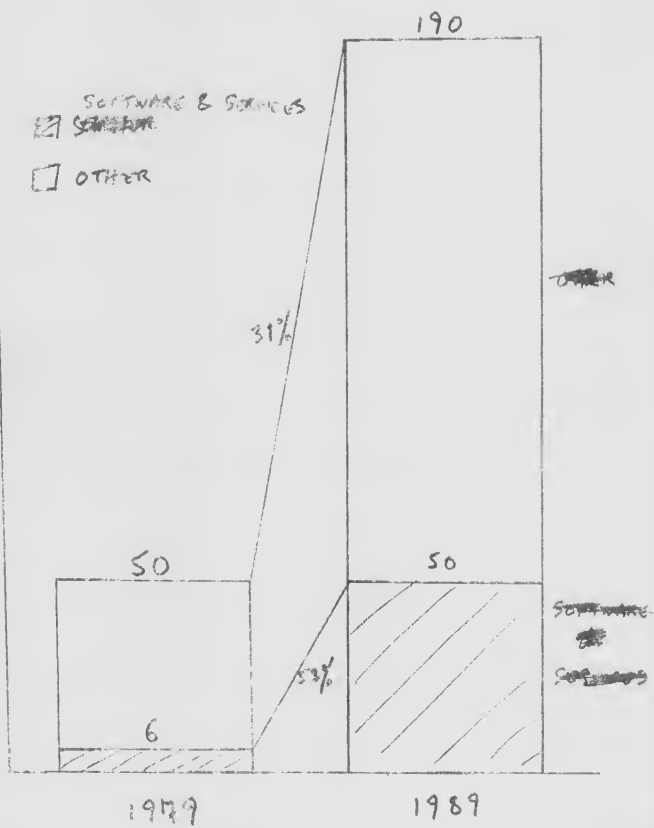
Topics

- MARKET SIZE
- MARKET STRUCTURE
- MANAGEMENT PROBLEM
- BUSINESS IMPLICATIONS



1. EXPENDITURE - WEAR DE

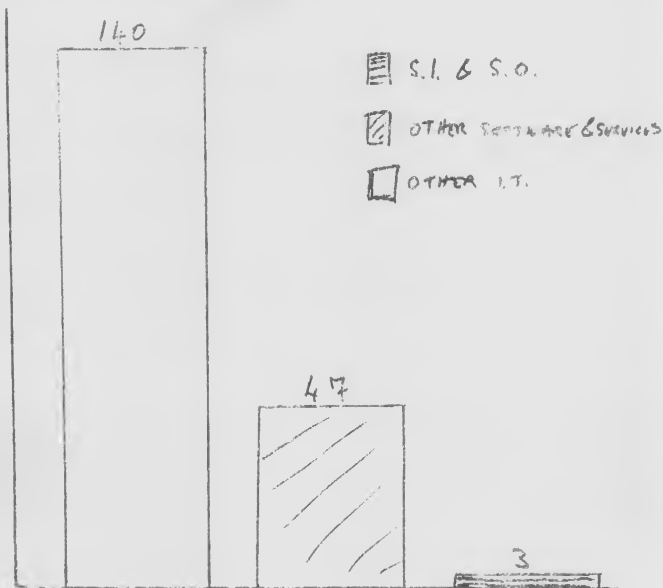
US \$
Billions





IT EXPENDITURE EUROPE (1959)

US \$
BILLION



TOTAL = \$190 BILLION




Andrew

It would be great if you could do the next slide with graphics instead of words.

In the first box instead of CONSULTING could you put pictures of smart guys and gals in suits with brief-cases.

In the second box instead of DEVELOPING ^{Programmer} could you put smart casual guys and gals typing in on V.D.'s.

In the third box instead of OPERATING could you put guys in tee-shirts and jeans holding ^{Computer}  tapes. or disks?

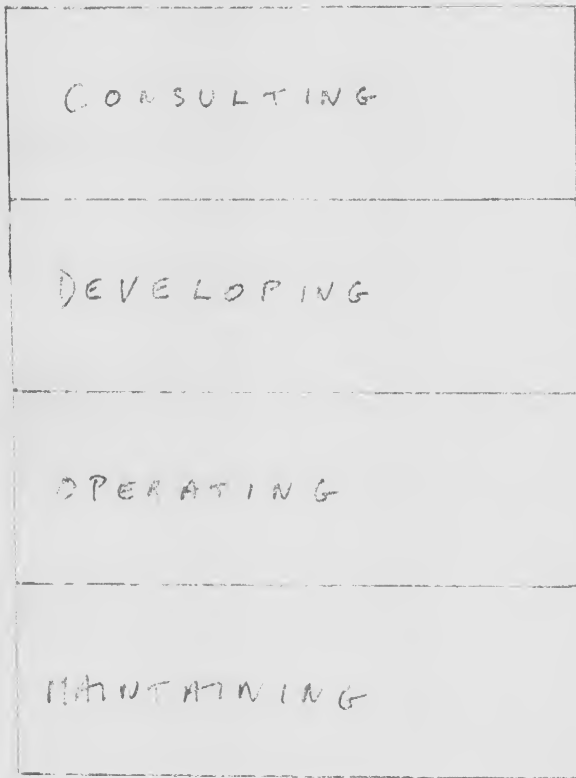
In the fourth box instead of MAINTAINING could you put guys in coveralls with tool-box.

If this is not possible, just leave it as it is.

Thanks.



MARKET STRUCTURE





REPORT

1998 171

FILE

CHANGING MARKETS

- GROWTH
- PROTECT CLIENT BASE
- RESPONSE TO CLIENT
- DOOR-OPENING



TH D.P. MANAGEMENT PROFILE

- DATABASE
- METHODOLOGY
- QUALITY ASSURANCE
- DEVELOPMENT TOOLS
- STAFF

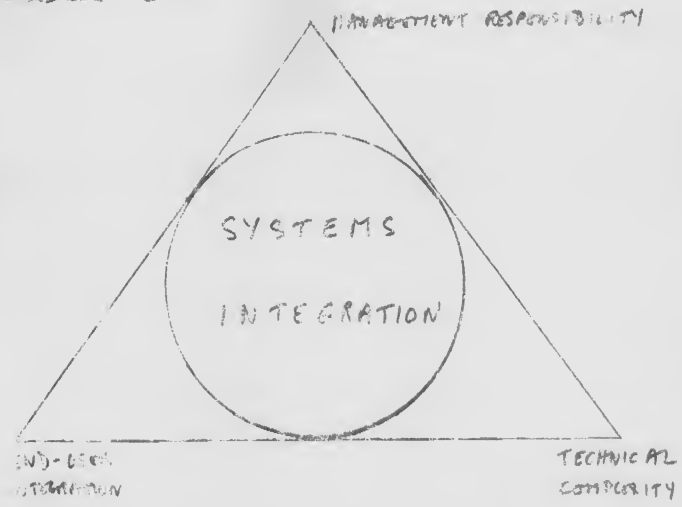


THE CORPORATE MARKETING PROGRAM

- CHANGING MARKETS
- DIFFERENTIATION
- TECHNOLOGY
- SCOPE
- D.P. DEPARTMENT

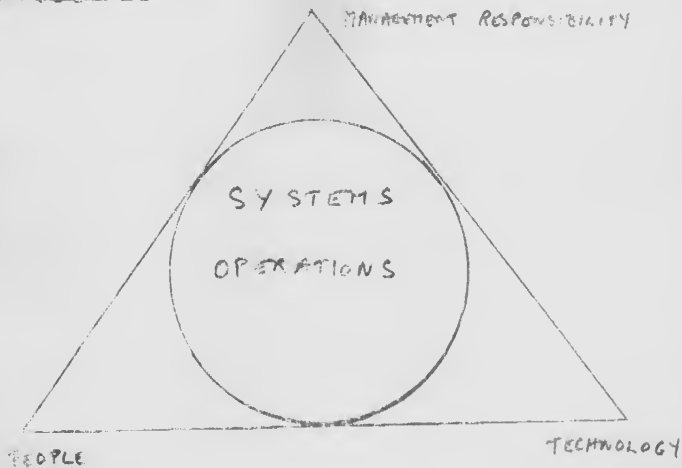


SYSTEMS INTEGRATION





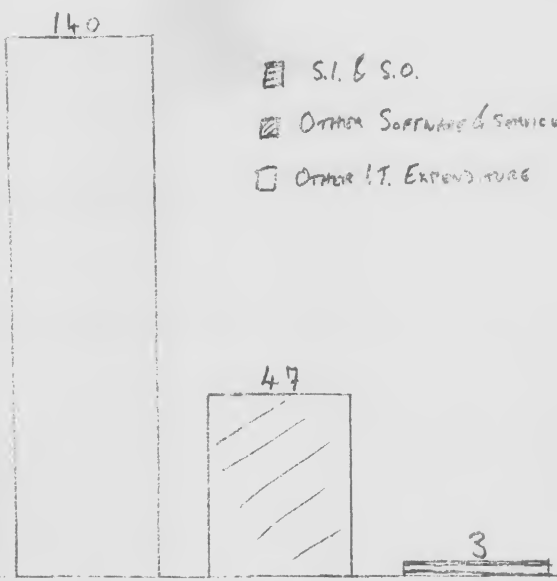
SYSTEMS OPERATIONS



192

Total IT Expenditure Worldwide (1989)

US \$
Billions

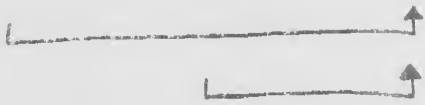


- S.I. & S.O.
- ▨ Other Software & Services
- Other IT Expenditure

1980's

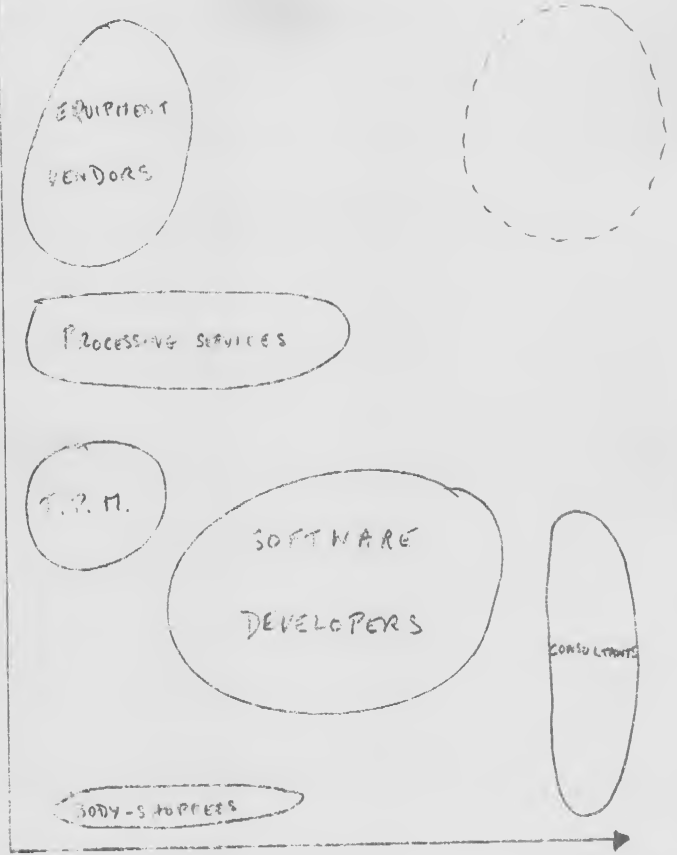


1990's





POSITIONING
MANAGEMENT
EXPERTISE

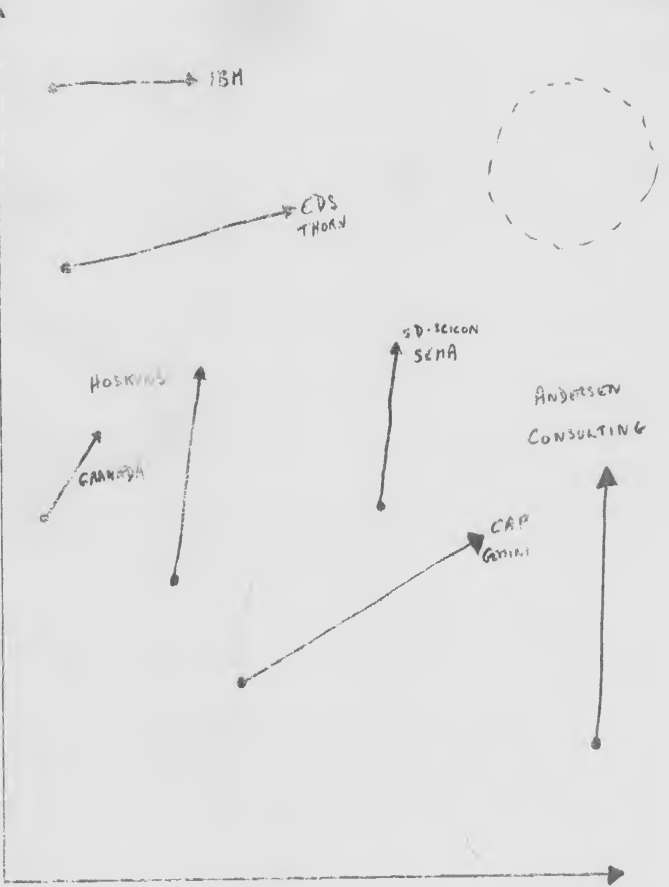


BUSINESS
EXPERTISE



POSITIONING

MANAGEMENT
EXPERTISE



BUSINESS
EXPERTISE



IPUC 10/11/10 171 0 4/1/10

Business Implications - Opportunities

- High Value
- Strong Client Relationship
- Account Development
- Account Protection
- Market Leadership
- Industry Markets

Business Implications - Challenges

- LONG-TERM
- HIGH INVESTMENT
- HIGH RISK
- SKILLS
 - PROJECT MANAGEMENT
 - FUNCTIONAL MANAGEMENT
 - ACCOUNT MANAGEMENT
 - INTERNATIONAL CAPABILITY

Systems Management Programs

• Systems Integration & Systems Operations

- Trends
- Size and Structure
- Industry Markets
- User Attitudes
- User Experiences
- Technology
- Vendor Activities
- Profitability
- Skills
- Other Issues



CONCLUSION:

MANAGEMENT PROBLEM



MANAGEMENT OPPORTUNITY

