

IMPACT OF CD ROM
ON INFORMATION SERVICES

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Market Analysis and Planning Service (MAPS)

Impact of CD ROM on Information Services

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August 4, 1986

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Letter
Original

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Dear

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CD ROM has burst upon the information storage market with order-of-magnitude advantages in storage costs and on-line data availability—and some drawbacks. INPUT believes that this technology and the impact it will have is equal in importance to the arrival of the personal computer, and consequently, we have responded by launching a major multiclient study in three parts to provide users and vendors alike with the vital information they need. Questions needing answers include which services and products will be impacted, which new capabilities will emerge, how far and how fast CD ROM will progress, who the key players and partnerships are that will dominate this new technology, and what do you need to do now and in the near future to respond to the arrival of CD ROM.

All of these and more are covered in our three volume CD ROM multiclient study.

- Volume I concentrates on providing an overview of the total CD ROM market, the principal applications, and the strategic opportunities that are available. It also provides a preliminary forecast of the size and growth of CD ROM markets.
- Volume II examines user needs in detail with a survey of Fortune 1000 companies' plans and current CD ROM applications and a forecast of the development of these needs. Each application category is explored and forecast to 1991.
- Volume III provides an analysis of CD ROM vendors and the current plans, products, and services of information services vendors to incorporate CD ROM into their services. Case studies of the most important players and/or partnerships are covered.

As usual, we welcome your comments and suggestions. These should be addressed to Graham Kemp at (415) 960-3990.

Sincerely,

Graham Kemp
Principal Consultant

GK:ml

Enclosure

