

BOCs IN EDI ISSUES

- ⊖ **Deregulation**
- ⊖ **ONI/CEI**
- ⊖ **Marketing!**
 - How to sell it
 - Who to sell to

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Notes:

EQUAD-BS1

BOCs IN EDI
AMERITECH SERVICES

- ⊙ **DOMINI**
 - **EDI, E-Mail, Computer conferencing**
 - **Minitel environment**
 - **Joint R&D trial with GFI**

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Notes:

EQUAD-BS2

BOCs IN EDI OPPORTUNITIES

- ⊖ **Local area EDI via LADT**
- ⊖ **Wide area EDI agents**
- ⊖ **Industry association clearinghouse**
- ⊖ **As users**

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Notes:

EQUAD-BS3

Dear Reader:

I thought you would appreciate the enclosed copies of INPUT's EDI Reporter. They contain news about Sterling Software's Ordernet services.

The EDI Reporter provides valuable information on trends, directions, enhancements to basic services, user case studies, software offerings, and international EDI developments. Each month's issue of 8-12 pages contains insightful articles, news, and analysis:

- **Interviews** with network and software vendors about their products and the market for them.
- **Mini case studies** describing real life EDI implementations.
- **Backgrounders** on EDI enhancements and future directions.
- A comprehensive calendar of **EDI seminars**, association meetings, and international conferences, with reports on many of these events.

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If you are serious about EDI, you will appreciate, and look forward to receiving, the EDI Reporter each month. Let us hear from you soon.

Sincerely,



Victor S. Wheatman
Manager, EDI Planning Service

P.S. Now is a particularly opportune time to subscribe. To better reflect the value contained in its pages, INPUT's Executive Committee has approved a substantial price increase for the EDI Reporter effective with the new year. Subscribe (or renew) now to lock in a career enhancing investment in EDI information. Return your order form immediately or, for faster service, call our offices: (415) 961-3300 in California or (201) 299-6999 in New Jersey.



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Eleventh Annual Study

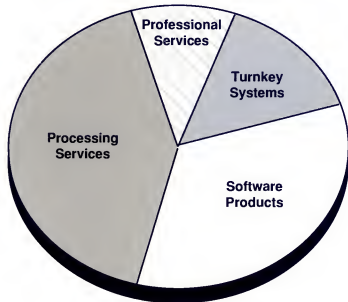
1987

**Information Services
Industry Report**

Processing/Network Service • Software Products • Professional Services • Turnkey



*Increase your share of this
\$55 billion market . . .*



Information Services Industry
User expenditures 1986

For more than ten years, leading information services vendors have relied upon INPUT's research-based analysis and forecast of this fast changing industry.

This eleventh annual industry report analyzes the plans and performance of hundreds of market participants to reveal:

- The size of the information services industry.
- The size of your target market.
- What services yield the highest growth.
- How your growth rate compares to industry averages.
- Which markets offer the greatest potential for future growth.
- Effective marketing strategies.
- Analyses of key vendors within each service type.
- Revenue and net income of public companies by service type.
- Performance comparisons by size of company.

INPUT is the sole source of this comprehensive industry examination.

STUDY CONTENTS

Executive Overview

Information Services Vendors, 1986
 Industry Trends and Directions
 Public Company Analysis
 Industry Forecasts, 1987-1992

Information Services Marketplace

Overview
 Revenue Distribution by Mode
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 Growth Rates by Type and Size of
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Public Company Analysis

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**Processing/Network Services
Sector Analysis**

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 EDI Market and Trends
 VAN Market and Trends
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Software Products Sector Analysis

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 Cross Industry Market Trends
 Revenue and Net Income Performance
 Public Company Competitive Analysis

**Western Europe Information
Services Marketplace**

Western European Market, 1986
 Western European Market by
 Delivery Mode
 Western European Markets by
 Major Country

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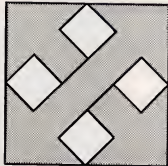
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INPUT[®]
EDI
Reporter

A Monthly Publication from INPUT'S EDI Planning Service

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There is no doubt about it--EDI is getting bigger. One of our U.S. network clients confided that if you annualized his increased revenue over two months late this year, his company would have a 1,000% growth rate! While it is unlikely (but not impossible) that such momentum will be sustained, the pattern is clear:

- EDI is **big news**.
- It will **change** the way you do business.
- In many industries, it will be **required**.
- **You need market-based information** to plan your response.

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Letter #1
04/11/88

Dear Reader:

You are facing a major challenge. It is a challenge to the way you handle your most fundamental department and corporate functions. It's called **Electronic Data Interchange (EDI)**, the computerization of routine intercompany business documents such as purchase orders and invoices. In response to this challenge, people are filling EDI seminars, mulling EDI plans and wondering how EDI will change the way they do their jobs.

Increasing numbers of network service providers and new software companies are coming to sell you their "solution." Large users are telling their suppliers to get on the EDI bandwagon...or else. Companies of all sizes are deciding how they will comply and how they will gain a competitive advantage--will it be mainframe, mini-, or micro-based? What network (if any) and what standards?

There is no doubt about it--EDI is getting bigger. One of our network clients confided that if you annualized his increased revenue over two months late this year, his company would have a 1,000% growth rate! While it is unlikely (but not impossible) that such momentum will be sustained, the pattern is clear:

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Back of
letter #1

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