ROUTING AND RECORD SHEET

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IDC Seminar – 3 March 1982				*53-0486*

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TO: (Officer designation, room number, and building)	DATE RECEIVED	DATE FORWARDED	OFFICER'S INITIALS	COMMENTS (Number each comment to show from whom to whom. Draw a line across column after each comment.)
1. Harry Fitzwater, DDA BX-4	2 0 FEB 1982		⟋	Harry: This is the agenda for the one day briefing on 3 March, for your information and use in discussing with John McMahon. We have a complimentary reservation for you and can obtain one for John if he is interested in attending.
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The Most Important One-Day Seminar of the Year

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Information Industry Briefing Session

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How You Can Benefit From IDC's 1982 Information Industry Briefing Session

IDC experts will examine:

☐ **Key Economic and Technological Trends**
☐ **Basic Forecasts, Market Share and Shipment Revenue Data**
☐ **Analysis of User Spending and Concerns**
☐ **IBM Strategies and Possible Directions**
☐ **Major Issues in Office Automation and Communications**

IDC's Briefing Session will offer you:

☐ **Commentary and Insights from the Leading Market Research Staff**
☐ **Personal Contact with Senior IDC Staff Consultants and Managers**
☐ **Interaction with Other Attendees Representing Major User and Vendor Organizations**

Day-at-a-Glance

Time	Event	Time	Event
7:30 AM	On-Site Registration	1:45 PM	Communications
8:30 AM	Program Begins	2:15 PM	Office Automation
8:45 AM	Trends in Technology	2:45 PM	The New Electronic Media
9:15 AM	User Spending	3:15 PM	Questions
9:45 AM	Primary CPUs and Operating Systems	3:35 PM	Coffee
10:15 AM	Questions	3:55 PM	IBM Strategy
10:40 AM	Coffee	4:30 PM	Questions
11:00 AM	Desktops, Micros and Minis	4:45 PM	Cocktail Reception
11:30 AM	Software and Services		
12:00 PM	Questions		
12:20 PM	LUNCH		

Here's a rundown of the topics to be covered:

Trends in Information Processing Technology...presented by William F. Zachmann, IDC's Director of Research and well-known technology watcher. Trends and advances in hardware and microcircuitry, computer architecture, software design, implementation techniques, and communications technology will affect the information processing marketplace for years to come. Some technologies will be winners, some losers—with attendant fallout for their backers, both internal and external factors—economics of production, past investment, marketplace characteristics, and, certainly, the economy.

User Spending Patterns and Concerns...the annual IDC review of user 1982 spending plans and 1981 results, especially interesting in these days of tightened budgets and delayed projects and acquisitions. Ellen Rogers, Director of Client Services for IDC's user program, will also discuss the major issues facing today's MIS directors, drawn from IDC's extensive contacts with computer users. Included will be new data on spending and spending potential by industry group.

Primary CPUs and Operating Systems...a mix of IDC's traditional coverage of mainframe hardware shipments and installed base and five-year forecast with new discussion of operating system migration and trends. Presented by Harold Henry, IDC's Director of Product Marketing and veteran forecaster. Included: Mainframe shipments and installed base; acquisition modes; U.S. versus International breakouts; operating system migration; leading vendor revenues and market share. The core of IDC's statistical information—blended with enough analysis to tell a story.

Desktops, Micros, and Minis...a standalone look at the world of smaller systems. Aaron Goldberg, Senior Research Analyst and IDC's most quoted watcher of the micro scene, will not only present IDC's latest market numbers and forecasts for small business, personal, and minicomputers, but will also lay out the latest trends in this fast-growing, turbulent sector of the information processing marketplace. A fresh look at recent happenings—IBM's personal computer, new marketing channels, OEM markets, the spread of CP/M operating system and Unix, cost and price trends.

Software and Services Markets...Carol Weiszmann's fast-paced treatise on one of the fastest growing marketplaces in the information processing industry. As Program Manager of IDC's Software and Services Information Program, she will lead attendees through a discussion of the major trends in the value-added marketplace: computer services as software distribution, turnkey systems for plumbing market niches, acquisitions for financial strength and entry into new markets, microsoftware publishing. In many ways the software and services market will be key to the next decade in information processing—this session should be revealing and thought-provoking.

Communications: The New Economics...a title borne of the coming of age of the communications industry. Technology rasping against a 100-year old infrastructure is causing radical changes in communications techniques—and costs. John Gantz, IDC's Director of Publications and long-time follower of the communications scene, will trace the next decade's developments as a new AT&T subsidiary is launched, as satellite capacity is more than doubled, as intracity wide-band networks sprout, as rate changes motivate users to change equipment and procedures. Gantz will probe behind the surface of events—to their cause and likely effect.

Office Automation/Hybrid Systems...an awkward but meaningful caption for Dave Terrie's discussion of the latest in office systems. As Manager of IDC's Office Automation Services and former editor of the Office Automation Reporting Service, Terrie has watched office automation evolve from the application of word processing to clerical tasks to a free-for-all between word processing, computer terminal, and desktop computer manufacturers seeking to automate all white collar workers. With standalone word processors that look like personal computers which look like yesterday's mainframes, tomorrow's advances in office automation will come from the application of hybrid technology. For vendors it means positioning to enter new markets and building new distribution channels, for users it means automating with enough wisdom to provide for tomorrow's migration.

The New Electronic Media...again covered by Haines Gaffner, President of IDC's LINK Resources subsidiary and a world-class follower of events in the emerging areas of viewdata/videotext, electronic publishing, mass market systems and delivery methods, videodisk and cable-TV in information processing. With handheld computers coming ashore from Japan in droves, with AT&T getting serious about viewdata and electronic shopping, and with the networks nosing around cable-TV delivery of programming, this session may be a bellwether for the whole program five years from now.

IBM Strategy...presented again by Jack Hart, Director of IDC's Information Industry Technology Service and a long-time veteran of IBM. As the industry leader, IBM is in microcosm much of what the macrocosm is all about. Hart will review IBM's actions over the past year—reorganization, personal computers, new operating systems, to name a few—and predict where they will lead. As usual he will present IDC's "10 Predictions" and score IDC on last year's forecasts. Most attendees consider this session the capstone to the day and, by looking at IBM, a way to focus much of the information imparted during the previous sessions.

Registration Fact Sheet

Cost:

$375 for the first person (standard non-client attendance fee)

$325 for each additional attendee from your organization

This registration fee entitles each attendee to the full one-day program including coffee and danish before the meeting, lunch, and cocktails following the session. You will also receive a personal copy of IDC's 1982 Briefing Session binder complete with facts, figures, forecasts, and key data for improved planning through 1986.

Registration:

Simply return the enclosed reply card as soon as possible so that we can plan for your attendance! If you have any questions, or would prefer to register by telephone, contact Laura Greenfield or Terri LeBlanc at IDC, 5 Speen Street, Framingham, MA 01701 (617) 872-8200.

Hotel:

A limited number of rooms have been reserved at the hotel site for each session should you decide to stay overnight. Please note that these rooms may not be available after February 15, so be sure to contact the hotel as soon as your plans are finalized. Be sure to mention IDC when you make your reservations.

BOSTON
March 1

Marriott Hotel
Commonwealth Ave. at
   Rte. 128
Newton, MA 02166
(617) 969-1000

WASHINGTON, D.C.
March 3

Hyatt Regency on
   Capitol Hill
400 Jersey Ave. NW
Washington, DC 20001
(202) 737-1234

LOS ANGELES
March 8

Marriott Hotel
5855 W. Century Blvd.
Los Angeles, CA 90045
(213) 641-5700