

Central Intelligence Agency

Ref. 88-1531X



Washington, D.C. 20505

*(Signature)*

22 JUL 1988

DD/A Registry  
88-1596X

Gartner Group, Incorporated  
56 Top Gallant Road  
Post Office Box 10212  
Stamford, Connecticut 06904-2212

Attention: Mr. Helmut Alpers  
President  
RAS Continuous Services

Dear Mr. Alpers:

Your letter has been referred to our office as having a possible interest in making your products and/or services available to us. In order to be placed on our Bidders Mailing List, we would appreciate your completing and returning the enclosed Solicitation Mailing List Application and Certificate Pertaining to Foreign Interests (TO BE COMPLETED BY THE PARENT COMPANY), along with your descriptive literature to the address below:

Procurement Management Staff  
Office of Logistics  
Central Intelligence Agency  
Washington, D.C. 20505

Upon receipt of your completed forms and brochures, Procurement Management Staff will route your material to components within this Agency who may have an interest in your capabilities. If a need or a requirement exists, the interested component will contact you directly.

Thank you for making your products and/or services known to the Central Intelligence Agency.

Sincerely,

STAT

[Redacted Signature Box]

Procurement Management Staff  
Office of Logistics

Enclosures

DD/A REGISTRY  
45-1

Logs-20-AR

Front Road  
206904-2212  
4-0096  
643 528

DD/A Registry  
88-1531X

**GARTNER GROUP, INC.**

June 22, 1988

Dear Client:

As you are aware, on Tuesday June 21, IBM announced the Application System 400 (Silverlake).

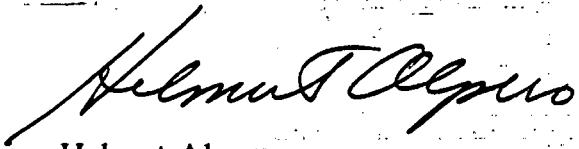
We at Gartner Group view this announcement as much more than a major midrange systems announcement. We believe it reflects IBM's full recognition of the need for a range of data processing equipment capable of performing distributed processing with high functionality, communications capability and with significant improvements in ease of use with the associated savings in required skilled customer support.

We, therefore, feel that the AS/400 announcement is of interest not just to our Small Computer Systems clientele, but to all our clients across our continuous service segments.

I am, therefore, pleased to enclose a copy of this relevant and timely Small Computer Systems (SCS) Strategic Analysis Report for your review. SCS will be producing additional analysis in the coming month expanding upon the enclosed evaluation, providing updated midrange residual values, migration costs and implications, initial user experiences and additional competitive analysis.

If, in the interim, you have any questions or need further advice, please do not hesitate to contact your Gartner Group sales representative.

Cordially,



Helmut Alpers  
President  
RAS Continuous Services

HAA/jym

45-1

DDA-1596X-88

Central Intelligence Agency



Washington, D.C. 20505

22 JUL 1988

Gartner Group, Incorporated  
56 Top Gallant Road  
Post Office Box 10212  
Stamford, Connecticut 06904-2212

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Sincerely,

[Redacted Signature Box]

STAT

Procurement Management Staff  
Office of Logistics

Enclosures

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4096  
643 528

DD/A Registry  
88-1531X

**GARTNER GROUP, INC.**

June 22, 1988

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Cordially,



Helmut Alpers  
President  
RAS Continuous Services

HAA/jym

DDA 1531X-88

**ROUTING AND TRANSMITTAL SLIP**

Date  
18 July 1988

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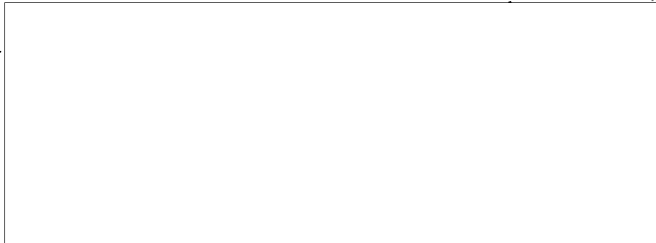
**REMARKS**

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SUSPENSE: 29 JULY 1988

DDA REGISTRY

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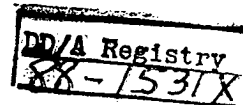
Room No.—Bldg.

Phone No.

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U.S. DUA 10212  
Stamford, CT 06904-2212

(203) 964-0096  
Telex: 643 528



GARTNER GROUP, INC.

June 22, 1988

Dear Client:

As you are aware, on Tuesday June 21, IBM announced the Application System 400 (Silverlake).

We at Gartner Group view this announcement as much more than a major midrange systems announcement. We believe it reflects IBM's full recognition of the need for a range of data processing equipment capable of performing distributed processing with high functionality, communications capability and with significant improvements in ease of use with the associated savings in required skilled customer support.

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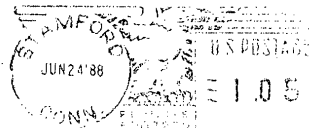
Cordially,

Helmut Alpers  
President  
RAS Continuous Services

HAA/jym

Declassified in Part - Sanitized Copy Approved for Release 2013/09/12 : CIA-RDP90M01364R000700140075-4

56 Top Gallant Road  
P.O. Box 10212  
Stamford, CT 06904-2212



GARTNER GROUP, INC.

**HOT**

7D-18

~~Mr. [Name]~~  
Director of Administration  
CIA  
Washington, DC 20505



FIRST CLASS

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*DDA Subject*

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★ U.S. Government Printing Office: 1987-181-246/60000

**OPTIONAL FORM 41 (Rev. 7-76)**  
 Prescribed by GSA  
 FPMR (41 CFR) 101-11.206

STAT

DDA REGISTRY  
 FILE: 45-1



F.O. BOX 10212  
Stamford, CT 06904-2212

(203) 964-0096  
Telex: 643 528



DD/A Registry  
88-1548X

GARTNER GROUP, INC.

June 30, 1988

Dear Client:

As you have no doubt heard, we recently announced that we expect to join the British firm of Saatchi & Saatchi PLC, the world's largest advertising group destined to be the world's best, if not largest, consulting company. Several factors lead to our deciding to agree to this, but most important was the fact that Saatchi's strategy to become the world's leading consulting company was consistent with our own aggressive goals. Also of importance was Saatchi's recognition of the qualities of our business, which led to an offer which was in the shareholders' best interest to accept.

I would like to emphasize to you, our client, that we will retain our reporting integrity and you will see no change in our service except for the better. I believe that Saatchi supports our prudent business objectives, which of course implies product quality and customer service first!!

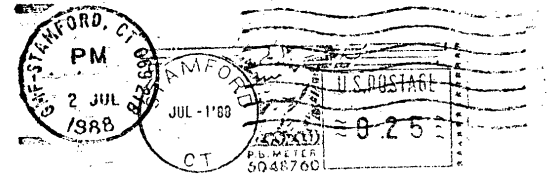
All in all, we feel that this merger provides us with greater resources with which to build and grow. We have always been sensitive to our foreign clients and are now in a position to expand further into international markets; also we now see more sources for information on international markets, which is crucial to our multinational clients. Saatchi's member firms in the market research and general consulting areas will also aid our development. And Saatchi capital may be available to us to acquire other activities which would strengthen us. Saatchi has already demonstrated its commitment to retain our management team and other outstanding people and has created incentives for professionals who stay on into the future.

If you have any questions about the implications of the impending merger with Saatchi, please direct them to any member of management.

Sincerely,

Gideon I. Gartner  
President and  
Chief Executive Officer

56 Top Gallant Road  
P.O. Box 10212  
Stamford, CT 06904-2212



GARTNER GROUP, INC.

~~Director of Administration~~  
CIA  
Washington, DC 20505

7D18

AP A  
10/11/88

Date  
4 October 1988

**ROUTING AND TRANSMITTAL SLIP**

TO: (Name, office symbol, room number, building, Agency/Post)	Initials	Date
1. DIRECTOR OF COMMUNICATIONS		
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As Requested	For Correction	Prepare Reply
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Coordination	Justify	

**REMARKS**

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FPMR (41 CFR) 101-11.206

U.S. Government Printing Office: 1987-101-240-0000

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P.O. Box 10212  
Stamford, CT 06904-2212  
(203) 964-0096  
Telex: 643 528

3 OCT 1988

DD/A Registry

88-2091X



GARTNER GROUP, INC.

September 14, 1988

Dear Friend,

We are pleased to enclose preliminary agendas for our contiguous telecommunications conferences to be held November 14-18, 1988 at the Registry Hotel in Naples, Florida.

Both conferences focus on "Planning and Managing Corporate Networks," a theme that encompasses the complex issues and decisions with which data and voice communications management must contend. We will approach these issues from two viewpoints:

- **An Enterprise Perspective**, which focuses on wide-area voice and data networks, transport facilities and equipment, network management and organizational implications; and
- **An Establishment Perspective**, which concentrates on corporate network architectures within single building, campus or extended campus environments, including LANs, PBXs, media and bandwidth requirements, and network management.

The conferences are being coordinated by Gartner Group's Enterprise Network Strategies and Local Area Communications services, respectively. The presentations will be delivered by our telecommunications analysts, who have earned their reputations as leading authorities in their areas of expertise. In addition, four prominent industry executives will serve as guest speakers.

The combination of conferences promises to be one of the "must attend" events in telecommunications. Seating will be limited. We therefore suggest you register for either one, or both, as soon as possible.

Please review the enclosed agenda. Should you decide you are unable to attend, or if the conferences would be more beneficial to someone else in your organization, please forward this information to the appropriate individual(s).

To register, or if you have any questions, please contact Ashley Pearce at 203 967-6757.

We look forward to seeing you in Naples.

Sincerely,

Carl Pitasi  
Vice President  
Enterprise Network Strategies Service

Michael Schumer  
Vice President  
Local Area Networks Service

2001 V  
10/15/88

**ROUTING AND TRANSMITTAL SLIP**

22 July 1988

TO: (Name, office symbol, room number, building, Agency/Post)	Initials	Date
1. DIRECTOR OF INFORMATION & TECHNOLOGY		
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**REMARKS**

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FILE: 45-1

56 Top Gallant Road  
P.O. Box 10212  
Stamford, CT 06904-2212  
(203) 964-0096  
Telex: 643 528



GARTNER GROUP, INC.

July 1, 1988

Dear Information Systems Executive:

I am pleased to enclose the preliminary agenda for our upcoming Seventh Annual Information Industry Scenario Conference, which we feel will be the most valuable, and highly attended conference of 1988. We are projecting attendance of over 1000 prominent industry executives, whose interests span the spectrum of information systems technology and management.

In response to our clients' wishes, we have scheduled an eastern and a western location for this conference, each accommodating 500 persons.

As a valued client, we are notifying you well in advance of the general Information Systems community, to ensure that space may be reserved for you and any members of your staff who may wish to attend. I, therefore, recommend that the appropriate parties review the agenda, and register as soon as possible.

A complete description of the conference, as well as registration, travel, and hotel information is contained within the agenda. Please be sure to submit your selection of breakouts with your registration.

Should you require additional copies of the agenda, or if you have any questions, please contact Ms. Jill Whitney at (203) 967-6855. To register, call Ashley Pearce at (203) 967-6757.

Cordially,

William J. Caffery  
Vice President  
Industry Service

WJC/jym.

---

# SEVENTH ANNUAL GARTNER GROUP INFORMATION INDUSTRY SCENARIO CONFERENCE



The key conference  
of 1988 incorporating  
industrywide analysis of:

- Vendor strategies
- Key issues and positions  
and
- Five-year strategic  
planning assumptions

This conference is  
essential to all information industry  
executives.

September 26-28, 1988  
Scottsdale Princess Hotel  
Scottsdale, AZ

October 12-14, 1988  
Opryland Hotel  
Nashville, TN

This conference will deliver a wealth of information vital to executives in the information industry who affect the strategic direction of their organization. The presentations and discussions will provide a comprehensive framework for defining major tactical and strategic issues, as well as courses of action.

## CONFERENCE OBJECTIVES



A cadre of Gartner Group executives and analysts will collaborate to present 13 interrelated five-year strategic planning scenarios. The scenarios will address issues related to key elements of the information industry, including hardware, software, office systems, end-user computing, computer-integrated manufacturing, telecommunications, publishing and financial strategies.

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### Gartner Group Five-Year Strategic Planning Scenarios

Gartner Group scenarios are five-year forecasts that identify and analyze criteria essential to ensuring that an organization is positioned to seize opportunities, minimize risk and maximize return on future investments in information system products and services.

The scenarios are concise written and oral presentations that represent the results of more than nine years of research and thousands of discussions with key executives in the user, vendor and investment communities.

Key to any strategic planning activity, these scenarios will support recommendations and enhance executives' ability to fulfill the missions of their organization.

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#### Benefits:

- Overviews of the strategies, competitive strengths and weaknesses and viability of key vendors will enable attendees to evaluate investment opportunities and pitfalls.
- Projections of future product announcements and announcement dates will afford attendees the opportunity to determine when they should—and should not make investments.
- A delineation of the major issues facing the industry now and during the next five years, and Gartner Group's positions, will be provided. Attendees can readily utilize our positions to support decisions.
- Strategic planning assumptions will be presented that attendees can incorporate into strategic plans.

---

#### Documentation

Each attendee will receive a binder containing all presentation materials and speaker notes, serving as complete documentation of the information disseminated during the conference. The documentation will be a valuable resource when making presentations, for reference and for substantiating the positions taken as a result of attending the conference.

---

#### Who Should Attend?

**Users:** Executives and managers whose responsibilities include strategic planning, vendor evaluations, technology recommendations and investment management.

**Vendors:** Executives and managers responsible for contributing to product, marketing and pricing strategies, strategic planners, competitive analysts, and sales and marketing executives.

**Investors:** Venture capitalists and institutional investors who require an in-depth knowledge of the information industry.



**CONFERENCE****FORMAT****The Industry Scenario**

The conference will begin with the Industry Scenario presentation, which will establish macro assumptions, cover major industry sectors and define their boundaries, and demonstrate how global factors such as industry demand might affect Gartner Group's stances and projections.

**Keynote Address**

A key note address entitled "Information Systems Management: Strategies for the 1990s" will follow the Industry Scenario.

**Scenario Workshops**

Twelve additional scenarios will be presented in concurrent interactive workshop environments. Attendees may select eight of the following sessions. Vendors may also attend a special session entitled "Vertical Marketing Strategies."

- **The IBM Large Computer Market Scenario**  
Scope: System/370 and compatible large systems, DASD and peripherals.
- **The Small Computer Systems Scenario**  
Scope: Midrange systems, distributed databases and data hierarchy.
- **The Financial Strategies Scenario**  
Scope: The software development environment, including present and anticipated capabilities in artificial intelligence, computer-aided software engineering and system design methodologies.
- **The Office Information Systems Scenario**  
Scope: Distributed office and communications architectures, emerging technologies and the impact of IBM's Systems Application Architecture.
- **The Personal Computing Scenario**  
Scope: New applications, end-user support, cooperative processing, PS/2 and OS/2.
- **The Corporate Publishing Strategies Scenario**  
Scope: Cost justification, application integration and new technologies.
- **The Computer Integrated Manufacturing Scenario**  
Scope: Integrated manufacturing systems, information sharing, standards and key management approaches.
- **The Strategies in Telecommunications Scenario**  
Scope: AT&T and its competitors, new products and services, regulatory issues and pricing, and international communications.
- **The Enterprise Network Strategies Scenario**  
Scope: Network management, wide-area voice and data transport, Software Defined Network, private networks, T1 networking, hybrid networks, X.25 and emerging technologies.
- **The Local Area Communications Scenario**  
Scope: Local-area networks, front-end processors, PBXs, data communications equipment, communications controllers, standards, ISDN, SNA-DECnet hybridization and NetView.
- **The Software Management Strategies Scenario**  
Scope: System/370 operating software, database management systems and transaction processing.
- **The Software Engineering Strategies Scenario**  
Scope: Application development, including present and anticipated capabilities in artificial intelligence, computer-aided software engineering and system design methodologies.

These presentations are described in greater detail on the following pages.

The consolidation of the computer, communications and office equipment industries is accelerating, and strategic alliances proliferate. This blending of technologies, products, markets and companies presents users with a bewildering series of choices, most fraught with unforeseen pitfalls. Not only is industry structure being influenced by the evolution of technology, it is also being driven by the corporate strategies of the major vendors as they strive to meet the relentless requirements of the user community.

## THE INDUSTRY SCENARIO



Now, more than ever, decision-makers must acknowledge and address the trends that will serve as the foundation for future applications of information technology.

This scenario will address those trends by examining the driving forces, critical parameters and key user concerns shaping both long- and short-term strategies. It will set the stage for subsequent presentations and workshops.

---

### Vendor Coverage:

AT&T  
Fujitsu  
IBM  
Siemens

Control Data Corp.  
Hitachi  
NCR  
Unisys Corp.

Digital Equipment Corp.  
Honeywell-Bull  
NEC

---

### Representative key issues include:

- What is the long-term demand outlook for the computer and communications industries?
- How will U.S. markets and competitors perform compared with those in Europe and Japan?
- What key trends are evident in MIS budgets? How will the greatest pressure points shift? How will they be relieved?
- How is the move toward MIS decentralization influencing MIS budgets?
- How will MIS architectural responsibilities evolve?
- How can MIS planning be better aligned with corporate strategic planning?
- How will MIS productivity and other "information payoff" issues be resolved?
- Under what conditions does a "pioneering" role make sense?
- What effect has the proliferation of *de facto* industry standards had on proprietary computer architectures and price/performance?

# INFORMATION SYSTEMS MANAGEMENT: STRATEGIES FOR THE 1990s



Dramatic developments in information technology are forcing users to migrate to new technology bases. As we enter the 1990s, innovative management approaches will be essential. Applying technology to heighten an organization's competitive advantage and profitability is a task that will become increasingly complex.

We are entering a critical transition period. Information systems executives will oversee myriad implementations during the next decade. Cooperative processing capabilities, integrated networks, distributed systems, programmer productivity tools, Unix, RISC, Enterprise System Architecture, and the aspects of SAA are just a few of many examples.

What were once stable domains are now threatened. In addition to the technology itself, functionality, control, organization, performance requirements and economics must all be readdressed. Personal and departmental computers have served as a warning. The real danger is that new technology in the 1990s could lead to inefficiency, low payoff and costly chaos if not properly planned for and managed.

This presentation will focus on the business and technology issues that require resolution as we enter the 1990s.

---

## Representative key issues include:

- How will business and information technology environments change in the 1990s?
- What will be the impact on planning, management and organizational approaches?
- What issues are key to information systems executives?
- What new information systems management processes will be required?
- What technologies warrant special management attention?

Major expenditures necessary to meet growth requirements in the data center environment continue to account for a large portion of the information systems budget. Planning for the timing of both the acquisition and disposition of equipment is critical to managing properly the churn of mainframes, DASD and magnetic tape devices.

In addition, increasing vendor competition, shortening product cycles, new technologies and aggressive pricing and marketing practices have become essential considerations in the effort to employ financially sound and technically practical migration strategies.

This scenario will provide a foundation for understanding how product lives, pricing actions and vendor strategies will affect acquisition strategies.

# THE IBM LARGE COMPUTER MARKET SCENARIO



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## Vendor Coverage:

Amdahl	Fujitsu	Hitachi
IBM	National Advanced Systems	Other Niche Vendors
Storage Technology Corp.		

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## Representative key issues include:

- How has the life expectancy of the 3090s changed?
- What is IBM's expected processor announcement sequence and how will the major plug-compatible manufacturers respond?
- How might IBM alter its storage announcement to react to the growing success of the PCMs?
- Has IBM possibly lost its belief in price-elasticity; what should users expect in the way of product pricing?
- Can the PCMs keep pace with IBM's software announcements? What risks are present?

# THE SMALL COMPUTER SYSTEMS SCENARIO



Perhaps the most dynamic segment of the computer industry is in the midrange. Competition from more than 100 vendors, the impact of new technologies and architectures and the increasing acceptance of Unix and open systems are combining to create an environment laden with risk.

At the same time, end-user departments are increasingly aggressive in implementing automated systems independent of MIS. The end result is the rapid and costly introduction of micro-computer and minicomputer-based systems into corporations, often without an overall enterprise-wide strategy.

With the large number of vendors supplying products in this market and technology advances reducing product life cycles to under three years, it is increasingly difficult for information systems executives to plan for the implementation of midrange systems.

This scenario will provide a planning framework for information systems managers challenged with the task of evaluating, selecting, acquiring, implementing and managing systems based on midrange computers.

---

## Vendor Coverage

Apollo Computer  
Digital Equipment Corp.  
NCR  
Sun Microsystems  
Wang Laboratories

AT&T  
Hewlett-Packard  
Prime Computer  
Tandem Computers

Data General  
IBM  
Stratus Computer  
Unisys Corp.

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## Representative key issues include:

- What impact will new technologies and architectures have on the industry, and what are the implications for users and vendors?
- How will client/server models of computing evolve over the next five years? What are the key issues involved in implementing a server-based system strategy?
- What impact will Unix have on the midrange computer industry? What are the implications for users and vendors?
- Which IBM midrange platforms do we perceive as strategic—e.g., 9370, AS/400 and PS/2 Model 80?
- Will DEC enter the mainframe computer business?

---

End users have never had a greater opportunity to minimize costs on computer equipment acquisitions. Increased competition has led to fierce bidding for user business. Yet potential risks in this apparent "users' market" cannot be ignored. Time, tax laws, accounting changes and shortened product life cycles all contribute to making acquisition decisions more complex than ever. To maximize flexibility and avoid hidden costs, users must understand current financial market conditions and analyze the confusing array of financing options, terms and conditions.

## THE FINANCIAL STRATEGIES SCENARIO



Meanwhile, consolidation has greatly increased competitive pressures among leasing companies. As commodity pricing prevails, leasing companies must understand equity funding alternatives, pricing and residual value trends, niche opportunities, and competitive strategies to maintain a profitable market position.

This scenario will address these complex issues and provide guidance to financial and MIS executives responsible for equipment acquisition decisions and lease negotiations, as well as leasing company financial and marketing strategies.

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### Vendor Coverage:

Amdahl	Digital Equipment Corp.	IBM
IBM Credit Corp.	Key Third-Party Leasing Co.	National Advanced Systems

---

### Representative key issues include:

- How will software directions affect residual values?
- How will shortened product life cycles affect lessor/lessee financial strategies?
- What strategic role will IBM Credit Corp. likely play in the changing environment?
- What positions/strategies can leasing companies adopt to maintain a sustainable, competitive advantage?
- How can end users benefit from the competitive leasing environment? What are the hidden risks of a "low-bid" mentality?

# THE OFFICE INFORMATION SYSTEMS SCENARIO



A distributed office and communications architecture is integral to complex business requirements. The creation of such an architecture entails significant technological and organizational hurdles. It requires a multitier, multivendor environment for mainframes, midrange systems, local-area network servers and workstations.

The office information system architecture must be sufficiently flexible to allow for distributed applications (text, graphics, image, voice), linked via a common communications environment that will serve the needs of the enterprise, its customers and its suppliers.

This scenario will address those objectives, and establish a planning framework for fully integrated office systems.

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## Vendor Coverage:

Data General  
IBM

Digital Equipment Corp.  
Wang Laboratories

Hewlett-Packard

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## Representative key issues include:

- How will distributed office architectures evolve?
- How is the industry changing to support the migration to distributed systems management?
- What will emerge as the preferred networking approach for inter- and intra-enterprise communications?
- How will the leading office systems vendors deliver distributed office architectures?
- What foundations are being put in place for office software to meet user requirements?

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Over the next five years, large data processing users will be developing and implementing information architectures to support distributed, cooperative information processing. The intelligent workstation—the PC and its successor—will be the cornerstone of these architectures. It will deliver an advanced user interface and powerful user tools for consistent, transparent access to a vast array of information services and resources. PC decisions are now systems decisions, and are key elements of the overall information system architecture.

## THE PERSONAL COMPUTING SCENARIO



The personal computing asset base already rivals that of the central site in many large organizations, yet it will have to churn almost completely within the next several years. The choices users make today—of hardware platforms, operating systems, user interfaces, connectivity schemes, data interchange formats, high-level programming interfaces and protocols, applications, facilities and development tools—will determine their ability to benefit from cooperative processing as it matures.

This scenario will help attendees identify key decision points and methodologies for developing information architecture, asset management and user support strategies.

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### Vendor Coverage:

Apple Computer  
Asian Clone Vendors  
IBM  
Oracle Systems

Ashton-Tate  
Compaq Computer  
Lotus Development  
Novell

AST Research  
Digital Comm. Assoc.  
Microsoft Corp.  
Tandy Corp.

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### Representative key issues include:

- Which information architectures best exploit intelligent workstations?
- How will IBM's PS/2 and OS/2 strategies likely affect users and the workstation market?
- How will Apple's Macintosh fare in cooperative processing with IBM, DEC and Open Systems Interconnection systems?
- When and how will advanced local-area network and work-group cooperative processing solutions deliver real benefits?
- How can IS departments best support and exploit the explosive growth of end-user computing while maximizing return on the asset base?



# THE CORPORATE PUBLISHING STRATEGIES SCENARIO



Publishing is a major activity—and a major expense—in corporations today. Even with increased electronic capability, paper production is on the rise. It is estimated that between 1986 and 1990 printed material will rise from 2.5 trillion to 4 trillion pages.

Most large companies do not know what percentage of annual revenue is directed toward publishing activities that support, or are, their primary services or products. Indications are that a high percentage of publishing procurements are funded out of end-user departments, exacerbating confusing cost allocations, accounting and control.

Application of publishing technologies should yield productivity increases, competitive advantage and cost reductions. But corporations will not realize these benefits until technological and organizational issues regarding “publishing” activity are resolved.

This scenario will assist organizations in analyzing and meeting these challenges.

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## Vendor Coverage:

Apple Computer  
Eastman Kodak

IBM  
Xerox

Interleaf  
Xyvision

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## Representative key issues include:

- How involved should MIS be in publishing activity over the next five years?
- How should organizations implement and manage desktop publishing?
- How will the data center and in-plant print shop change as publishing becomes more mainstream?
- What impact will the Computer-Assisted Logistic Support initiative have on strategic publishing plans?
- How can organizations capitalize by implementing publishing systems?

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The majority of U.S. manufacturers have few, if any, computer-integrated manufacturing initiatives in place. But since 75 percent of U.S. manufacturing output is subject to international competition, CIM strategies are no longer optional. CIM is now a catalyst for business positioning.

Opportunities to apply CIM are widespread. Many applicable technologies are mature, and new developments are rapidly becoming available. Manufacturing companies must develop a CIM strategy to marshal the resources that will maximize the payoff.

In light of this objective, this scenario will analyze the critical issues facing companies that are developing strategies to enhance the CIM planning and decision-making process.

## THE COMPUTER INTEGRATED MANUFACTURING SCENARIO



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### Vendor Coverage:

Data General  
IBM

Digital Equipment Corp.  
Prime Computer

Hewlett-Packard  
Tandem Computers

---

### Representative key issues include:

- What impact will information systems evolution have on manufacturing?
- How can manufacturers cope with the multivendor integration crisis?
- What standards will become dominant in manufacturing, and when?
- How can the support of top management be won?
- Which vendor strategies best fit manufacturing requirements and directions?
- Which technologies are worth immediate attention in manufacturing?

# THE STRATEGIES IN TELE- COMMUNICATIONS SCENARIO



Powerful forces of globalization, deregulation and technology change continue to alter telecommunications costs, design options and service procedures. As the industry consolidates, telecommunications executives will be exposed to greater risks and more opportunities than ever before.

This scenario will provide a strategic analysis of the major forces shaping the industry and will serve as the basis for telecommunications decisions over the next five years.

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## Vendor Coverage:

This scenario examines the strategic directions, financial viability and competitive strengths and weaknesses of AT&T, the regional holding companies, NTT and the European PTTs, as well as the major vendors in the following markets:

- Central-office switching
- Customer premises equipment
- Data communications equipment
- Intra- and inter-LATA switched services
- Domestic and international private-line services

---

## Representative key issues include:

- How will U.S. and international deregulation affect telecommunications costs?
- Which vendors will survive the shakeout?
- What are the strategies of the major interexchange carriers, and how will those strategies affect users?
- How can users take advantage of the increased competition in international communications?
- Which new technologies will make critical products vulnerable to sudden obsolescence?
- How can users control costs by pitting vendors against each other?

Carrier strategies have failed to blunt the growth of private wide-area networking. Networking options and vendor strategies have changed so drastically that users now have unparalleled opportunities to reduce communications costs, retain flexibility and manage growth.

The management of wide-area network bandwidth presents great challenges and opportunities, ranging from leveraging an understanding of the pricing strategies of dominant carriers to developing an architecture capable of integrating diverse existing management subsystems and delivering the telecommunications solutions needed to support strategic objectives.

This scenario will address the key criteria in planning for the implementation and management of wide-area voice and data networks.

## THE ENTERPRIS NETWORK STRATEGIES SCENARIO



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### Vendor Coverage:

AT&T	Avant Garde	Avanti
Codex	Digital Communications Associates	Digital Microwave
Dynatech	GTE/Sprint/Telenet/ Intelsat	Hughes Network Systems
IBM	MCI	Network Equipment Technologies
Northern Telecom	NTN	Paradyne
Racal Milgo	RCA	Republic Telecom
Stonehouse	Stratacom	Telematics
Tellabs	Timeplex	Tymnet
United Telecom	Vitalink	Western Union

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### Representative key issues include:

- How should users manage their wide-area networks?
- How can wide-area network costs be minimized?
- How can users leverage their achieved backbone technologies to integrate low-volume or dispersed corporate sites?
- What strategies are appropriate or essential for building a wide-area network architecture?
- What effect will new thrusts, such as electronic data interchange, intelligent workstations, channel extension and LAN-to-LAN bonding, have on the network architecture?

## THE LOCAL AREA COMMUNICATIONS SCENARIO



The proliferation of workstations and local-area networks has created a virtual crisis in corporate networking. Requirements to integrate and manage diverse networking layers have rapidly outstripped the ability of vendors to respond, leaving the network manager with the task of being a system integrator.

Network planners and managers now face a host of confusing choices, as they bear the responsibility for ensuring that their corporate networks become strategic assets rather than uneconomical, inflexible burdens. For example, it is no longer enough to say, "We are an SNA shop," since SNA is evolving in four directions.

This scenario will provide a framework for developing a five-year plan for networking strategies by examining the major issues associated with network architecture, including SNA, LANs and PBXs.

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### Vendor Coverage:

Amdahl Corp.	AT&T	Banyan Systems
Digital Communications Associates	Digital Equipment Corp.	Fibronics
Hewlett-Packard	IBM	Interlan Corp. (NET)
Mitel	NCR	Network Systems Corp.
Northern Telecom	Novell	Paradyne
Sytek	TRW	Ungermann-Bass
Vitalink	3Com/Bridge Communications	

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### Representative key issues include:

- How will the "four faces" of SNA evolve in corporate networks? How will IBM likely manage SNA evolution?
- Can NetView be sufficient and timely enough to serve as the basis for an integrated network management architecture? Are there viable alternatives?
- How will end users and vendors deal with the emergence of the LAN as a corporate transport vehicle?
- What will be the role of front-end processors, cluster controllers, bridges and gateways in the new corporate network architectures?

Software expenditures are expected to rise more than percent 20 percent annually, and software decisions will continue to affect more than 50 percent of the information system budget. Consequently, to maximize the return on their investments, users must design corporate software architectures to extend software longevity. Evaluations of available software architectures must be based on present and future function, technical innovation and cost.

To assist attendees in this endeavor, this scenario will focus on system software in the S/370 world: architectures, database management, development technologies (including fourth-generation languages), operating software, storage management, connectivity, network management and viability of the independent vendors.

## THE SOFTWARE MANAGEMENT STRATEGIES SCENARIO



### Vendor Coverage:

Applied Data Research	Ashton-Tate	AT&T
Boole & Babbage	Candle Corp.	Cincom Systems
Computer Associates	Computer Corp. of America	Cullinet Software
Digital Equipment Corp.	Duquesne Systems	Grapheal
Gupta	IBM	Informix
Interbase	Metaphor	Morino Associates
Must Software	On-Line Software	Ontologic
Oracle Systems	Pansophic Systems	Relational Technology Inc.
Servio Logic	Software AG	Sybase
Tandem Computers	Teradata	VM Software

### Representative key issues include:

- What will be the role of standards, Structured Query Language and relational architecture in the 1990s?
- What might IBM's key software strategies be in the 1990s?
- What must independent software vendors do to survive through 1995? Can they?
- What effect will Systems Application Architecture likely have on users and independent software vendors?
- What is the strategic direction for transaction processing?
- What software strategies are necessary to manage and integrate the three computing tiers?

# THE SOFTWARE ENGINEERING STRATEGIES SCENARIO



While software development and maintenance costs continue to rise, software productivity gains have remained flat. Most new applications are completed late, cost projections are overrun and 25 percent of newly developed and planned applications are never implemented. This environment, which typically represents over 40 percent of the MIS budget, has created a need for new disciplined approaches to developing complex systems.

Furthermore, in the last two years, vendors and potential users of artificial intelligence and expert systems have suffered from misdirection, false starts and misunderstanding. Now, the marketplace is appropriately positioning expert systems as portions of application systems rather than as total solutions.

This scenario will concentrate on issues related to optimizing software development and maintenance techniques while increasing the return on investments in application software.

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## Vendor Coverage:

Aion	Arthur Andersen & Co.	Artificial Intelligence Corp.
Bachman Information Systems	Cadre Technologies	CGI Systems
Cortex Corp.	IBM	Index Technology
Ken Orr & Associates	KnowledgeWare	Nastec
Pansophic Systems	Sage Systems	Texas Instruments
Transform Logic Corp.	Yourdon Division of Devry	

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## Representative key issues include:

- How must key underlying technologies evolve to enable productivity gains from software engineering?
- What are the roles of methodologies in a disciplined/engineering approach to software development?
- What will be the role of traditional independent software vendors in the emergence of computer-aided software engineering?
- How will expert systems be integrated with traditional application-enabling technologies?
- Which vendors are likely to offer effective repositories? Must users wait for IBM?

Vendors have long required a method to ascertain which vertical markets represent growth potential, what the potential is, and what their penetration is, to determine which strategies they should use to maximize success.

Using the COMTEC database, a unique Gartner Group product, to support our conclusions, this workshop will focus on competitive analysis, market sizing, sales channels, product positioning and corporate alliances in the following markets:

- Personal computers
- Telephone systems
- Computer systems

**VERTICAL  
MARKETING  
STRATEGIES  
(VENDORS ONLY)**



---

**Representative key issues include:**

**Competitive Analysis**

- Who are the key players in these markets?
- In which markets do opportunities exist?

**Market Identification and Sizing**

- Which vertical markets offer the best opportunities?
- What is the vertical market potential in industries such as banking and finance, insurance, manufacturing, retail and professional services?

**Alliances/ Mergers**

- How can high potential alliances be identified?
- Which established agreements represent strong competitive advantage? Which do not?
- What potential relationships does the market data suggest? What seemingly good relationships does market data invalidate?



# CONFERENCE INFORMATION



## Fee Includes:

Documentation  
Attendance at Conference  
Planned Functions

## Locations & Dates:

Monday-Wednesday  
September 26-28, 1988

Scottsdale Princess  
7575 East Princess Way  
Scottsdale, AZ 85255  
(602) 585-4848  
Fax: (602) 585-0091

Wednesday-Friday  
October 12-14, 1988

Opryland Hotel  
2800 Opryland Drive  
Nashville, TN 37214  
(615) 889-1000  
Fax: (615) 871-6942

## Preregistration Reception

Sunday, September 25  
7:00 p.m.-9:00 p.m.

Tuesday, October 11  
7:00 p.m. - 9:00 p.m.

## Schedule:

First Day	Registration	7:30 a.m. - 9:00 a.m.
	General Session	9:00 a.m. - 12:45 p.m.
	Breakouts	2:00 p.m. - 5:30 p.m.
	Reception	6:00 p.m. - 8:00 p.m.
Second Day	Breakouts	9:00 a.m. - 5:00 p.m.
	Vendor Only Session	5:30 p.m. - 6:30 p.m.
	Birds of a Feather	5:30 p.m. - 6:30 p.m.
Third Day	Breakouts	8:30 a.m. - 12:00 p.m.
	Key Issues	1:00 p.m. - 2:00 p.m.

Call Ashley Pearce at (203) 967-6757 to register, or for further information.

**HOTEL:** A block of rooms has been reserved at each hotel. To obtain the group rate, contact the hotel prior to the cutoff date and indicate you are attending the Gartner Group Conference. If you must cancel your reservation at the Scottsdale Princess, seven days notice is required.

Scottsdale Princess  
\$115.00 Single/Double  
Cut-off . . . September 2

Opryland Hotel  
\$105.00 Single/Double  
Cut-off . . . September 19

Note: Participants should make their own hotel reservations. **FEDERAL EMPLOYEES: CALL PHYLLIS WARNER AT (203) 967-6784 TO ARRANGE FOR GOVERNMENT RATE**

**AIR FARE SAVINGS:** Information regarding air fare savings will be included in your confirmation package.

**SPOUSES/GUESTS:** We welcome spouse/guest participation in our special evening events. To assist in our planning, we ask that you indicate on the Registration Form if you will be accompanied.

**PAYMENT:** The conference fee of \$1250 for clients or \$1950 for non-clients is on a per person basis. Payment in the form of a Gartner Group Conference Ticket, check or credit card is due prior to the conference. Tickets for either conference are only valid as payment until November 15, 1988; after that, cash payment must be made by check or credit card. Checks are payable to Gartner Group in U.S. dollars. Refer to the Registration Form attached or contact us for details.

**CANCELLATIONS AND SUBSTITUTIONS:** Reservations may be canceled in writing without penalty up to 15 days before the start of the conference. Cancellations made after that date, or non-attendance, will be subject to a \$200 cancellation fee. Substitutions may be made at any time up to the start of the conference.

# Registration Form

SEVENTH ANNUAL GARTNER GROUP INFORMATION INDUSTRY SCENARIO CONFERENCE

WEST - Scottsdale Princess  
September 26-28, 1988

EAST - Opryland Hotel  
October 12-14, 1988

Yes, register me now!

I'm confirming my telephone/telex registration.

If more than one person will be attending from your organization, please photocopy this Registration Form, fill out for each additional delegate, and mail to:

Ashley Pearce  
Gartner Group, Inc.  
P.O. Box 10212  
Stamford, Connecticut 06904

or call directly on (203) 967-6757  
fax (203) 324-7901

Name: \_\_\_\_\_ Title: \_\_\_\_\_

Company: \_\_\_\_\_

Street Address: \_\_\_\_\_

City: \_\_\_\_\_ State & Zip: \_\_\_\_\_ Telephone: \_\_\_\_\_

Nickname for name tag: \_\_\_\_\_

Will you be accompanied by a spouse/guest? \_\_\_\_\_ Name: \_\_\_\_\_

## Breakout Selection Form

The attached breakout selection form must be completed as part of your registration. Please use the matching form for the location you have chosen, and fill in your name, company and telephone number.

Fee for 3-day conference:

Gartner Group Clients .....\$1250 or by ticket

Non-clients ..... \$1950

Please indicate payment method:

Ticket   
Check

Ticket No(s): \_\_\_\_\_  
(Note: Please sign the back of the ticket and attach it to this form.)

Charge my credit card:  American Express  Mastercard  Visa

Credit card # \_\_\_\_\_ Expiration date \_\_\_\_\_

Signature \_\_\_\_\_

Call Ashley Pearce TODAY on (203) 967-6757 to register!

**IMPORTANT!** To expedite your registration, please give the registrar the letters listed below when registering by telephone.

**PR**

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## BREAKOUT SELECTION

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### *Gartner Group Seventh Annual Scenario Conference*

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Scottsdale Princess  
7575 East Princess Way  
Scottsdale, AZ 85255

September 26-28, 1988

Conference participants may select one topic from each scheduled breakout session. To ensure your choice of workshops, enclose the completed form with your registration.

A validated copy of this form will be returned to you and must be presented for admission to the workshops.

Please make your selection and return the completed form to:

Ashley Pearce  
Gartner Group, Inc.  
Box 10212  
Stamford, CT 06904

- I have not previously submitted choices
- This represents a change to my prior selections

### Monday, September 26

#### Breakout Session I \ 2:00 p.m. - 3:30 p.m.

- 01 Computer Integrated Manufacturing (CIM)
- 02 Software Management Strategies (SMS)
- 03 Office Information Systems (OIS)
- 04 Personal Computing (PC)
- 05 Small Computer Systems (SCS)
- 06 Local Area Communications (LAC)
- 07 IBM Large Computer Market (ILCM)
- 08 Software Engineering Strategies (SES)
- 09 Enterprise Network Strategies (ENS)
- 10 Strategies in Telecommunications (STS)

#### Breakout Session II \ 4:00 p.m. - 5:30 p.m.

- 11 IBM Large Computer Market (ILCM)
- 12 Software Management Strategies (SMS)
- 13 Office Information Systems (OIS)
- 14 Personal Computing (PC)
- 15 Small Computer Systems (SCS)
- 16 Computer Integrated Manufacturing (CIM)
- 17 Financial Strategies (FS)
- 18 Software Engineering Strategies (SES)
- 19 Enterprise Network Strategies (ENS)
- 20 Strategies in Telecommunications (STS)

### Tuesday, September 27

#### Breakout Session III \ 9:00 a.m. -10:30 a.m.

- 21 IBM Large Computer Market (ILCM)
- 22 Software Management Strategies (SMS)
- 23 Office Information Systems (OIS)
- 24 Personal Computing (PC)
- 25 Small Computer Systems (SCS)
- 26 Computer Integrated Manufacturing (CIM)
- 27 Financial Strategies (FS)
- 28 Software Engineering Strategies (SES)
- 29 Enterprise Network Strategies (ENS)
- 30 Strategies in Telecommunications (STS)

#### Breakout Session IV \ 11:00 a.m. - 12:30 p.m.

- 31 IBM Large Computer Market (ILCM)
- 32 Software Management Strategies (SMS)
- 33 Office Information Systems (OIS)
- 34 Personal Computing (PC)
- 35 Small Computer Systems (SCS)
- 36 Computer Integrated Manufacturing (CIM)
- 37 Financial Strategies (FS)
- 38 Software Engineering Strategies (SES)
- 39 Enterprise Network Strategies (ENS)
- 40 Strategies in Telecommunications (STS)

**Breakout Session V \ 1:30 p.m. - 3:00 p.m.**

- 41 IBM Large Computer Market (ILCM)
- 42 Software Management Strategies (SMS)
- 43 Office Information Systems (OIS)
- 44 Personal Computing (PC)
- 45 Small Computer Systems (SCS)
- 46 Computer Integrated Manufacturing (CIM)
- 47 Strategies in Telecommunications (STS)
- 48 Software Engineering Strategies (SES)
- 49 Local Area Communications (LAC)
- 50 Financial Strategies (FS)

**Breakout Session VI \ 3:30 p.m. - 5:00 p.m.**

- 51 Small Computer Systems (SCS)
- 52 Strategies in Telecommunications (STS)
- 53 Enterprise Network Strategies (ENS)
- 54 Software Management Strategies (SMS)
- 55 Corporate Publishing Strategies (CPS)
- 56 Software Engineering Strategies (SES)
- 57 Local Area Communications (LAC)
- 58 Personal Computing (PC)

**Vendor Only Session \ 5:30 p.m. - 6:30 p.m.**

**Wednesday, September 28**

**Breakout Session VII \ 8:30 a.m. - 10:00 a.m.**

- 59 Computer Integrated Manufacturing (CIM)
- 60 Small Computer Systems (SCS)
- 61 Strategies in Telecommunications (STS)
- 62 IBM Large Computer Market (ILCM)
- 63 Corporate Publishing Strategies (CPS)
- 64 Local Area Communications (LAC)
- 65 Financial Strategies (FS)

**Breakout Session VIII \ 10:30 a.m. - 12:00 Noon**

- 66 Computer Integrated Manufacturing (CIM)
- 67 Small Computer Systems (SCS)
- 68 Strategies in Telecommunications (STS)
- 69 Enterprise Network Strategies (ENS)
- 70 Corporate Publishing Strategies (CPS)
- 71 Local Area Communications (LAC)
- 72 Financial Strategies (FS)

Name \_\_\_\_\_

Company \_\_\_\_\_

Telephone # \_\_\_\_\_

## BREAKOUT SELECTION

### *Gartner Group Seventh Annual Scenario Conference*

Opryland Hotel  
2800 Opryland Drive  
Nashville, TN 37214

October 12-14, 1988

Conference participants may select one topic from each scheduled breakout session. To ensure your choice of workshops, enclose the completed form with your registration.

A validated copy of this form will be returned to you and must be presented for admission to the workshops.

Please make your selection and return the completed form to:

Ashley Pearce  
Gartner Group, Inc.  
Box 10212  
Stamford, CT 06904

- I have not previously submitted choices
- This represents a change to my prior selections

### Wednesday, October 12

#### Breakout Session I \ 2:00 p.m. - 3:30 p.m.

- 01 Computer Integrated Manufacturing (CIM)
- 02 Financial Strategies (FS)
- 03 Office Information Systems (OIS)
- 04 Personal Computing (PC)
- 05 Small Computer Systems (SCS)
- 06 Local Area Communications (LAC)
- 07 IBM Large Computer Market (ILCM)
- 08 Software Engineering Strategies (SES)
- 09 Enterprise Network Strategies (ENS)
- 10 Strategies in Telecommunications (STS)

#### Breakout Session II \ 4:00 p.m. - 5:30 p.m.

- 11 IBM Large Computer Market (ILCM)
- 12 Software Management Strategies (SMS)
- 13 Office Information Systems (OIS)
- 14 Personal Computing (PC)
- 15 Small Computer Systems (SCS)
- 16 Local Area Communications (LAC)
- 17 Financial Strategies (FS)
- 18 Software Engineering Strategies (SES)
- 19 Enterprise Network Strategies (ENS)
- 20 Strategies in Telecommunications (STS)

### Thursday, October 13

#### Breakout Session III \ 9:00 a.m. - 10:30 a.m.

- 21 IBM Large Computer Market (ILCM)
- 22 Software Management Strategies (SMS)
- 23 Corporate Publishing Strategies (CPS)
- 24 Personal Computing (PC)
- 25 Small Computer Systems (SCS)
- 26 Computer Integrated Manufacturing (CIM)
- 27 Local Area Communications (LAC)
- 28 Software Engineering Strategies (SES)
- 29 Enterprise Network Strategies (ENS)
- 30 Strategies in Telecommunications (STS)

#### Breakout Session IV \ 11:00 a.m. - 12:30 p.m.

- 31 IBM Large Computer Market (ILCM)
- 32 Software Management Strategies (SMS)
- 33 Corporate Publishing Strategies (CPS)
- 34 Personal Computing (PC)
- 35 Small Computer Systems (SCS)
- 36 Computer Integrated Manufacturing (CI)
- 37 Local Area Communications (LAC)
- 38 Software Engineering Strategies (SES)
- 39 Enterprise Network Strategies (ENS)
- 40 Strategies in Telecommunications (STS)

**Breakout Session V \ 1:30 p.m. - 3:00 p.m.**

- 41 IBM Large Computer Market (ILCM)
- 42 Software Management Strategies (SMS)
- 43 Corporate Publishing Strategies (CPS)
- 44 Personal Computing (PC)
- 45 Small Computer Systems (SCS)
- 46 Computer Integrated Manufacturing (CIM)
- 47 Strategies in Telecommunications (STS)
- 48 Software Engineering Strategies (SES)
- 49 Local Area Communications (LAC)
- 50 Enterprise Network Strategies (ENS)

**Breakout Session VI \ 3:30 p.m. - 5:00 p.m.**

- 51 Small Computer Systems (SCS)
- 52 Strategies in Telecommunications (STS)
- 53 Enterprise Network Strategies (ENS)
- 54 Software Management Strategies (SMS)
- 55 Office Information Systems (OIS)
- 56 Software Engineering Strategies (SES)
- 57 Local Area Communications (LAC)
- 58 Personal Computing (PC)
- 59 IBM Large Computer Market (ILCM)

**Vendor Only Session \ 5:30 p.m. - 6:30 p.m.**

**Friday, October 14**

**Breakout Session VII \ 8:30 a.m. - 10:00 a.m.**

- 60 Computer Integrated Manufacturing (CIM)
- 61 Small Computer Systems (SCS)
- 62 Strategies in Telecommunications (STS)
- 63 IBM Large Computer Market (ILCM)
- 64 Office Information Systems (OIS)
- 65 Local Area Communications (LAC)
- 66 Financial Strategies (FS)
- 67 Enterprise Network Strategies (ENS)
- 68 Personal Computing (PC)
- 69 Software Engineering Strategies (SES)

**Breakout Session VIII \ 10:30 a.m. - 12:00 Noon**

- 70 Computer Integrated Manufacturing (CIM)
- 71 Enterprise Network Strategies (ENS)
- 72 Office Information Systems (OIS)
- 73 Local Area Communications (LAC)
- 74 Financial Strategies (FS)
- 75 IBM Large Computer Market (ILCM)
- 76 Software Engineering Strategies (SES)
- 77 Personal Computing (PC)

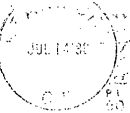
Name \_\_\_\_\_

Company \_\_\_\_\_

Telephone # \_\_\_\_\_

P.O. box 10212

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GARTNER GROUP, INC.

W. S. DONNELLY  
DIRECTOR OF ADMINISTRATION  
CIA  
WASHINGTON

1C880610

DC 20505

7D 18 HQS.

Date 13 Oct 88

**ROUTING AND TRANSMITTAL SLIP**

TO: (Name, office symbol, room number, building, Agency/Post)	Initials	Date
1. Director of Information Technology		
2.		
3.		
4.		
5.		

Action	File	Note and Return
Approval	For Clearance	Per Conversation
As Requested	For Correction	Prepare Reply
Circulate	For Your Information	See Me
Comment	Investigate	Signature
Coordination	Justify	

**REMARKS**

FYI.

DO NOT use this form as a RECORD of approvals, concurrences, disposals, clearances, and similar actions

FROM: (Name, office symbol, room number, building, Agency/Post)	Room No.—Bldg.
	Phone No.

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 FPMR (41 CFR) 101-11.206

70-1



P.O. Box 10212  
Stamford, CT 06904-2212

(203) 964-0096  
Telex: 643 528

DD/A Registry

88-2171X



GARTNER GROUP, INC.

October 5, 1988

Dear Friend:

I am pleased to enclose a preliminary agenda for our Seventh Annual Large Systems Conference, November 30-December 2, 1988, in Orlando, Florida.

I recommend that you register as soon as possible, as this year's conference is the most comprehensive in our history and is expected to fill to capacity rather quickly.

To register, or if you have any questions, please contact Ashley Pearce at (203) 967-6757. If you cannot attend, we would, as always, welcome any of your associates.

I look forward to seeing you at our conference.

Sincerely,  
GARTNER GROUP, INC.

A handwritten signature in cursive script that reads "Dan".

Daniel M. Culhane  
Vice President and Director

P.O. Box 10212  
Stamford, CT 06904-2212

(203) 964-0096  
Telex: 643 528

DD/A Registry

88-2586X



GARTNER GROUP, INC.

DDA SUBJECT FILE COPY

December 2, 1988

Dear Friend:

I am pleased to enclose an agenda for our Fourth Annual Software Management Strategies (SMS) conference, to be held in New Orleans January 17-19, 1989. The three themes of the conference are transaction processing, installation management and advanced software technologies.

We will analyze the roles that computer-aided software engineering and object-oriented technologies will play during the 1990s. Our scenario for IBM's Systems Application Architecture will also be presented.

The conference highlight will be the SMS Scenario which will outline our predictions of the software market. Our focus will be on the software vendors that will prosper and even dominate during the 1990s.

In addition, we will stage a simulated "debate" between DB2 and its competitors on the topic of installation dominance.

Join your peers and other industry executives for what has become an industry-standard event. As space is limited, we suggest early registration. Simply return the enclosed registration form or call Ashley Pearce at (203) 967-6757.

Sincerely,

*Mike Braude*

Mike Braude  
Vice President,  
Software Management Strategies service

DDA REGISTRY

FILE: 60-6

Date

**ROUTING AND TRANSMITTAL SLIP**

14 December 1988

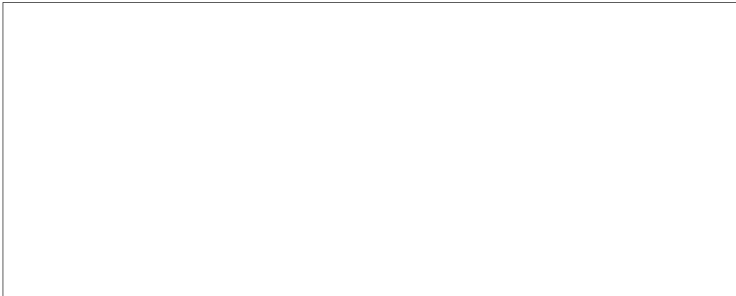
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**REMARKS**

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