

## **INTRANET:**

### **ENTERPRISE COMMUNICATION PLATFORMS -- STRATEGIC POSITIONING/FORECASTS TO 2000**

Intranet markets are poised to grow rapidly as companies implement enterprise internal data communications networks. Applications for Intranets span workgroup, e-mail, transaction management, engineering, design, materials management, administrative, back office, sales, distributor control, vendors, and other applications.

Internet technology implemented fully within an enterprise is called an Intranet. Virtual networks implemented as Intranets are rapidly evolving. They generally support digital, video, voice, and data communications over broadband fiber optic networks. These Intranet virtual networks will be positioned to interconnect computers, telephony, and video systems.

Firewalls separate an Intranet communications network within an enterprise from a wide area communications network that has national and global reach. Because an Intranet, which may also have global reach, has well defined, known communications paths, security is better than with broader communications paths which may go any number of routes. The Intranet gives companies more choice about security within the enterprise. A relatively controlled communications network environment permits the creative exploration of interdisciplinary information exchange in a manner that eludes larger scale Internet efforts.

Growth anticipated in Intranet markets will be stimulated by the need for multidisciplinary information exchange within a corporate entity. Intranet networks are being implemented by virtually every Fortune 1000 corporation. Intranets support a range of information exchange functions across disciplines within a corporation. Intranets support information exchange between colleagues within different corporations when those corporations are linked via an Intranet.

As companies struggle to understand the opportunities presented by the Internet, Intranets represent a safe way for companies to learn about, understand, and master new, evolving Web technology.

A new study from WinterGreen Research **INTRANET: ENTERPRISE COMMUNICATION PLATFORMS -- STRATEGIC POSITIONING -- FORECASTS TO 2000** documents the market shifts and points out the opportunities.

We respectfully request that you purchase the study using the form on the brochure.

Susan Eustis

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