

**INTRANET:  
 ENTERPRISE COMMUNICATION PLATFORMS \\  
 STRATEGIC POSITIONING /  
 \ FORECASTS TO 2000 /**

**STRATEGIC DEFINITION OF MARKET**

Companies are positioning to provide Intranet solutions as a complete package. An Intranet solution is unique to each organization, providing connectivity to suppliers and strategic allies. Companies are seeking competitive advantage by integrating existing and legacy hardware and software with new Intranet equipment and software. Improved productivity is possible with new tools. Market suppliers are addressing all the market segments.

**Intranets Provide:**

- Enhancement of private internal enterprise networks
- Relatively controlled network environment
- Computing interoperability
- Firewall protection
- Multidisciplinary information exchange

**Key Findings of Study**

- Companies desire enterprise with a global reach
- Companies need secure link to suppliers and channels
- Intranets provide secure environments for data

**Key Market Directions and Opportunities**

- exchange within the enterprise
- data traffic inside the enterprise
- WEB authoring tools promise to impact Intranets
- Virtual networks support transmission of more data
- More powerful computers support more

Internet technology implemented fully within an enterprise is called Intranet. Intranet virtual networks are rapidly evolving to support digital, video, voice, and data communications over broadband fiber optic networks. These virtual networks are positioned to interconnect computers, telephony, and video systems. Firewalls separate the Intranet communications network within an enterprise from the Internet WAN communications network.

## COMPANY PROFILES

### HARDWARE/SOFTWARE COMPANIES

ADOBE  
AT&T  
BBN  
BORELAND  
CABLETRON  
COMPAQ  
COMPUTER ASSOCIATES  
DIGITAL EQUIPMENT  
FORE SYSTEMS  
FRONTIER TECHNOLOGIES  
HEWLETT-PACKARD  
IBM  
INFORMEX  
LOTUS  
LUCENT  
MICROSOFT  
NCR  
NEC  
NETSCAPE  
NEXT COMPUTER  
NOVELLE  
ORACLE  
RSA DATA SECURITY  
SAP  
SPYGLASS  
STRATACOM  
SUN MICROSYSTEMS  
SYBASE  
U.S. ROBOTICS

### INTERNET SERVICE PROVIDERS

PSI  
NETCOM  
UUN  
BBN  
AMERICA ONLINE

### RBOCS

AMERITECH  
BELL ATLANTIC  
BELLSOUTH  
GTE  
NYNEX  
PACIFIC TELESIS  
SBC COMMUNICATIONS  
US WEST

### LONG DISTANCE COMPANIES

AT&T  
MCI  
SPRINT  
LDDS

#### REPORT METHODOLOGY

This is the twelfth in a series of market forecasts of networking and interoperability. The project leaders have significant experience preparing industry studies. Forecasts are based on primary research and proprietary data bases. In-depth interviews are conducted with a broad range of key participants and opinion leaders.

## REPORT OUTLINE

### EXECUTIVE SUMMARY

I MARKET PROFILE  
DEFINITION OF  
INTRANET

MARKET SEGMENTS  
VIRTUAL  
CORPORATION  
LAN PORTS  
ATM PORTS

II INTRANET  
FORECASTS  
SUMMARY FORECASTS  
MARKET FORCES

**INTRANET SOFTWARE  
APPLICATION PACKAGES  
PROGRAMMING TOOLS  
BROWSERS  
WEB AUTHORIZING TOOLS  
DATABASE/ WEB  
~ CONNECTORS  
FIREWALLS  
INTRANET SERVERS  
SERVICES**

**III INTERNET  
DEVELOPMENT  
ENVIRONMENTS  
BUSINESS CONCERNS  
INTRANET SOFTWARE  
INTRANET SERVERS  
BROWSERS  
FIREWALLS**

**IV INTRANET  
APPLICATIONS  
ADMINISTRATION  
MARKETING  
MIS  
HUMAN RESOURCES  
TRAINING  
SALES AND MARKETING  
FINANCE  
TELEMARKETING  
RESEARCH AND  
DEVELOPMENT  
TECHNICAL  
DOCUMENTATION**

**ENGINEERING  
PRODUCT DESIGN  
CORPORATE  
COMMUNICATIONS**

**V EXAMPLE OF  
PRODUCTS  
NETSCAPE  
MICROSOFT: INTERNET  
ASSISTANT  
COMPUTER ASSOCIATES:  
JAZZMAN  
SUN: JAVA  
MAXIMUM: WEBC  
SPIDER TECHNOLOGIES  
ADOBE: ACROBAT  
BORELAND: LATTE  
NEXT: WEB OBJECTS  
SUNSOFT: WORKSHOP  
SYMENTEC: EXPRESSO  
WAYFARER  
COMMUNICATIONS  
GRADIANT  
TECHNOLOGIES  
BUSINESS WEB:  
OPENScape**

**VI ENABLING  
TECHNOLOGY  
OBJECTS  
SUN: JAVA  
APPLETS  
MICROSOFT: OLE  
CUSTOM CONTROLS**

**VISUAL AGE  
VISUAL BASIC  
PLATFORM CHOICE  
DEVELOPMENT TOOLS  
HTTP  
HTML  
PROTOCOLS AND  
STANDARDS  
NETWORK MANAGEMENT  
NETWORK DEPLOYMENT  
FRAME RELAY/ATM  
INTERNETWORKING  
TOKEN RING/ATM  
INTERNETWORKING  
ETHERNET/ATM  
STANDARDS AND  
PROTOCOLS  
VIRTUAL CIRCUITS**

**EXAMPLES OF  
INTRANET  
IMPLEMENTATIONS  
3M  
CAP GENINI SOGETI  
DREAMWORKS  
ELI LILLY  
EXXON  
FEDERAL EXPRESS  
FORD  
SILICON GRAPHICS  
VISA**

Intranets represent an essential, evolving communication path that is being used by companies to understand the opportunities presented by the Internet. Intranets represents a safe way for companies to learn about, understand, and master technology, improving and increasing productivity within the enterprise, positioning for competitive advantage.

**LIST OF TABLES AND FIGURES**

**INTRANET SOFTWARE  
APPLICATION PACKAGES  
PROGRAMMING TOOLS  
BROWSERS  
WEB AUTHORIZING TOOLS  
DATABASE/ WEB CONNECTORS**

**FIREWALLS  
INTRANET SERVERS  
SERVICES**

