



B T I

Market Opportunities
in the
Environmental Management
Information Systems Market

2001

prepared by

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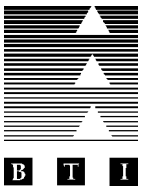


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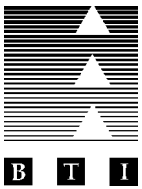


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Introduction

Tracking the EMIS Market – High Value, Evolving and Still Highly Challenging

The BTI Consulting Group has been tracking the Environmental Management Information Systems (EMIS) market since it first began to emerge as a clear market area in 1996. In our seminal publication *Market Opportunities in the Environmental Management Information Systems Market 1999*, we first identified this market at \$830 million in 1997.

We have continued to study and analyze EMIS implementations and plans at the top industrial companies, uncovering important information about the continually expanding EMIS market and the EMIS practices of these corporations. This new study, *Market Opportunities in the Environmental Management Information Systems Market 2001*, delineates the latest market trends, and most up-to-date spending and market information available on this emerging and evolving marketplace.

This year's study finds the global EMIS market has grown to \$4.10 Billion, and will continue to grow to \$6.02 Billion in 2005.

How the EMIS Market is Evolving

The market continues to evolve and expand rapidly as we move into 2001. We see many of the trends we identified in 1999 continuing unabated. Companies continue to search for assistance in designing and implementing integrated EMIS programs. Their plans for spending remain unabated. They continue to require education about the value of EMIS, and remain dissatisfied with their EMIS service providers to date.

We also begin to see the influence of the Internet in the information management plans and strategies of companies, as well as with the players trying to sell in the EMIS market space. Our research suggests that the major new developments in delivering EMIS going forward will occur using Internet-based technology. We also find that the Internet will impact the EMIS market by driving down prices, reducing the overall size of the global EMIS market despite the fact that market demand continues to grow.

What is the EMIS Market

The EMIS market is defined as all the expenditures industrial companies make on information systems to manage their own environmental affairs. The EMIS market includes all expenditures for hardware, software, and professional services that are required to build, maintain, and run the environmental program, excluding any internal expenses for staff, services, or systems. The EMIS market includes web-based software applications, remote data servers, application service providers, and other aspects of moving EMIS to the Internet.



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What are Environmental Management Information Systems

Environmental Management Information Systems (EMIS) represent a combination of computer hardware, software, and professional services to manage the environmental function within an organization. EMIS systematically gathers, analyzes, and reports business information related to environmental management, allowing a company to track, refine, and methodically improve its environmental management practice. EMIS represents all computer-driven information systems that control environmental management at a company – from stand-alone PCs with a waste tracking spreadsheet to fully globally networked computer systems designed to integrate environmental, health and safety functions into the company business operations information system (IS).

BTI's Approach — Ensure the Market Drives Conclusions

The BTI study *Market Opportunities in the Environmental Management Information Systems Market 2001* is the only analysis of this lucrative marketplace that is based on customer research. BTI conducted this survey and analysis based on more than 300 individual interviews with top environmental managers at the top industrial companies in the United States.

We conduct our interviews using open-ended, unstructured techniques so that environmental managers can define, in their own terms, the EMIS practices and strategies that by definition do not fit within the confines of a check-off-the-box, closed-end survey. Our interview team has an average of over 10 years experience in unstructured interviewing techniques. We conducted our analysis during the period of August 2000 through December 2000. We analyze the data using proprietary techniques and conduct confirming interviews to check conclusions and observations.

Criteria for Inclusion

We focused our research on large and medium size industrial facilities, with more than 250 employees. We interviewed environmental managers at both plant and corporate programs.

We concentrated primarily on the eight industries that account for almost 80% of all environmental spending. These are:

- *Chemical*
- *Pharmaceuticals*
- *Oil*
- *Primary Metals*
- *Forest Products*
- *Automotive Manufacturers and Suppliers*
- *Electric Utilities*
- *High Technology Manufacturing Companies*



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How to Use This Report

The all new, updated *Market Opportunities in the Environmental Management Information Systems Market 2001* provides compelling information and analysis on a broad range of strategic issues to guide your sales and service development efforts. To help you gain the maximum value from the information, we highlight the following:

Market Growth – Where to Find It

Use this report to evaluate not only the size of this major market, but where the true demand lies. See why the professional services segment is so large, and find out how the Internet is affecting client spending on EMIS. Use our analysis to understand the 9 most important factors driving the growth of this exciting market, and where the growth will come in the future. We tell you what companies are looking to spend money on, and how the overall portion of spending on EMIS is on the increase.

Users' Strategies for Integration

Over half of industrial companies want an EMIS integrated with their corporation information systems – but don't have it. Use this report to find out how needs for integration are on the rise, and why the lack of integration is one of the biggest barriers to selling EMIS. Evaluate the 4 key drivers for companies to integrate their EMIS with their corporate IS – and sell your integration capabilities more effectively.

What Users Want and Which Applications They Are Willing to Pay For

Find out which applications users absolutely have to have, and which EMIS applications are the most valuable to users. See which are the 19 most strategic applications – and which 13 users don't place much value on. Use this to make your development plans and design your marketing efforts. This exclusive data provides you with insight into your clients' minds. Target your investments and your strategies to bring the most results, more quickly.

Benefits and Functionalities Users are Looking For

Use this compelling information to prepare your development plans and sales and marketing strategies. This analysis provides definitive facts on what customers demand, and what they would like to find in their EMIS. See how ease of use and data management are more important than ever.

Obstacles and Drawbacks for Buyers and Their EMIS Systems

Get the real facts on what is driving customers crazy now about their EMIS systems. Consider their frustrations around difficulty of use, and lack of systematic data control and integrity as you develop and position your own offerings. Also find out how cost is the most significant obstacle to a customer acquiring or developing a new EMIS, and what other barriers keep them from changing their systems.



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Who Is the Most Attractive EMIS Vendor

The analysis tells you why the team of environmental consultant and software company is moving ahead of other single focus players, and how this has been changing. We tell you which specific vendors your customers are talking about, and how customer loyalty towards those vendors is increasing. Use this data to determine what customers are looking for from their vendors, and why there still is plenty of room for everyone in the market.

Also – find out how the new crop of Internet startups is faring in this increasingly competitive marketplace.

Who Makes the Buying Decisions

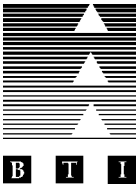
Map your customers to this data on who makes the ultimate decision to purchase EMIS, and find out why it is critical to develop the value proposition to sell up the line. Understand how headquarters and the environmental department both fit into the decision making process, and where you have to ultimately make your pitch.

All New – Moving to the Web

In this exclusive, all new section, find out what types of activities customers are looking to move to a remote server, and what benefits they see in web-based applications. Find out just how important the Internet will become to the world of EMIS.

Telephone Support

Each and every *Market Opportunities in the Environmental Management Information Systems Market 2001* comes with unlimited telephone support. We encourage a dialogue with all our clients, and are dedicated to helping them get maximum benefit from this report. Please call us at (617) 439-0333. You will find us responsive, helpful and to the point.



Introduction

BTI — Who We Are

The BTI Consulting Group offers the most compelling research, analysis, benchmarking and consulting to three main complementary constituencies:

Environmental Managers
Environmental Services Providers
Information Technology Companies

BTI boasts the largest knowledgebase of environmental management practice, environmental information systems and environmental services market trends in the worlds. BTI's research and insight is based on more than 6000 interviews with key managers of environmental services.

BTI has benchmarked environmental management at more than 250 of the world' largest and best run companies, pinpointing their strengths and weaknesses, quantifying the benefits and delineating competitive position.

BTI has also advised virtually every major environmental consulting firm and information technology service provider serving these markets and is working with a growing number of Internet start up and spin offs serving the environmental management community.

BTI works with the world's leading industrial companies to provide research, insight and advice on:

- Environmental Management Strategies
- Environmental Information Strategies
- Improving Environmental Performance
- e-strategies for Environmental Management
- Benchmarking environmental and remediation management
- Best practices for environmental management
- Best practices for remediation management
- Strategic sourcing strategies
- Environmental cost definition
- Creating business value through environmental management

BTI helps the world's major environmental services consulting firms sell to these companies, and provides advice, assistance and market research for:

- Business development
- Customer satisfaction
- Client retention strategies
- Strategic Planning



All New for 2001!

The High Value, Big Spending Growing Market for Environmental Management Information Systems



BTI's *Market Opportunities in the Environmental Management Information Systems Market 2001* is the brand-new, totally updated definitive source for all of the information you need to compete in the exciting, robust market for Environmental Management Information Systems (EMIS). Learn what is driving success for those winning in this lucrative market, and what inhibits sales and success – directly from the customer. The exclusive information in *Market Opportunities in the Environmental Management Information Systems Market 2001* is your marketing weapon to accelerate your growth.

\$4 Billion Market and Growing

This publication tells you why this market will be at \$6 billion in 2005, and what you need to do to capture all of your customer's spending in this arena. See how clients' EMIS budgets have doubled in just two years.

The EMIS Market Segments – Now Including the Internet

Spending in the Professional Services segment continues to dwarf other segments. And spending on the Internet/Intranet is growing. Find out what customers are spending in each of these segments, and how to draw on the highest value part of the market.

EMIS Strategic Focus Drives Users

How users look to integration strategies to gain value, meet their needs, and determine the nature of EMIS services they plan to buy. Users are searching harder than ever to find the vendor with the capability to meet their strategic needs.

Uncover Which EMIS Applications Users Want and Which They Value Most

Learn from our strategic analysis of 44 applications. Pinpoint functionality users are willing to pay a premium for, and those they consider low value. Users have very clearly defined "absolutely must haves" for their EMIS. Make sure you cover all the critical bases in your development plan.

Where Do Customers Look for EMIS

Customers are frustrated with their EMIS to date. They are turning this frustration into sharper definition of who can help them – and who cannot. Learn why users increasingly look to teams of environmental consultants and software providers, and why the stand-alone provider is losing ground. See details – name by name – on what users think of those providers in the marketplace today. See who has an edge and why.

Overcome the Obstacles Customers Face in Acquiring and Implementing an EMIS

Learn the obstacles buyers face, and the steps they need to take to acquire an EMIS. This is your opportunity to reach your customers by helping them define the value you bring. Learn what stops customers from buying and how you can overcome these obstacles and help your client in the process, too.

The Decision to Buy: Who and Where

Get the details on who really makes the decision to buy EMIS. Understand the steps that clients take and what is important in the decision-making process. Use this information to develop the blue print for your marketing plan.

Benefits Customers Expect

Customers have a good idea of the benefits they seek from their EMIS and their EMIS provider. Learn the key messages and themes that users echo repeatedly about what they expect from their systems and from their service providers.

Moving to the Web

All new for this edition, see what benefit customers see in moving to the web for their EMIS applications. See which applications users specifically want to move to a remote server first.

How the Internet Start-ups Are Doing

See beyond the buzz to understand how customers view the group of Internet start-ups which are all vying for a place in the EMIS market.

*Ordering information on the other side.
Call (617)439-0333 for more information.
Or visit us at www.bticonsulting.com.*



Market Intelligence to Stake Your Claim in the Exciting, Growing EMIS Market



Use the order form below to fax your order for BTI's *Market Opportunities in the Environmental Management Information Systems Market 2001* today. Learn how you can truly sell EMIS – based on what customers really need and want. Immediately upon receipt of your order, we will ship you BTI's *Market Opportunities in the Environmental Management Information Systems Market 2001*. You can begin immediately to make your marketing decisions and map your plan in this lucrative, high growth market. EMIS remains one of the most compelling market opportunities in the environmental services industry. Stake your claim today.

Full Unlimited Telephone Support

Your *Market Opportunities in the Environmental Management Information Systems Market 2001* comes with full, unlimited telephone support. We'll personally make sure you get maximum value out of every aspect of this essential report.

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