

[21766001]



Still , consultants and industry executives said the products could help make manufacturing operations more efficient , and provide a boost to the computer-integrated-manufacturing market -- a market that Yankee Group , a research firm , has said may double to \$ 40 billion by 1993 .

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" This is a step in the right direction , " said Martin Piszczalski , a Yankee Group analyst .

[21766013]

He added , though , that " a lot of this is intentions ... .

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We "ll have to wait and see " how the plan develops .

[21766015]

The announcements also should help IBM go on the offensive against Digital Equipment Corp. on the plant floor .

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While IBM has traditionally dominated the market for computers on the business side of manufacturing operations and has done well in the market for design tools , Digital has dominated computerized manufacturing .

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IBM will face an uphill climb against Digital , given Digital 's reputation for being better than IBM at hooking together different manufacturers ' computers .

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In addition , Hewlett-Packard , while a much smaller player , has made a big commitment to the sorts of industry standards that facilitate those hookups and could give IBM some problems .

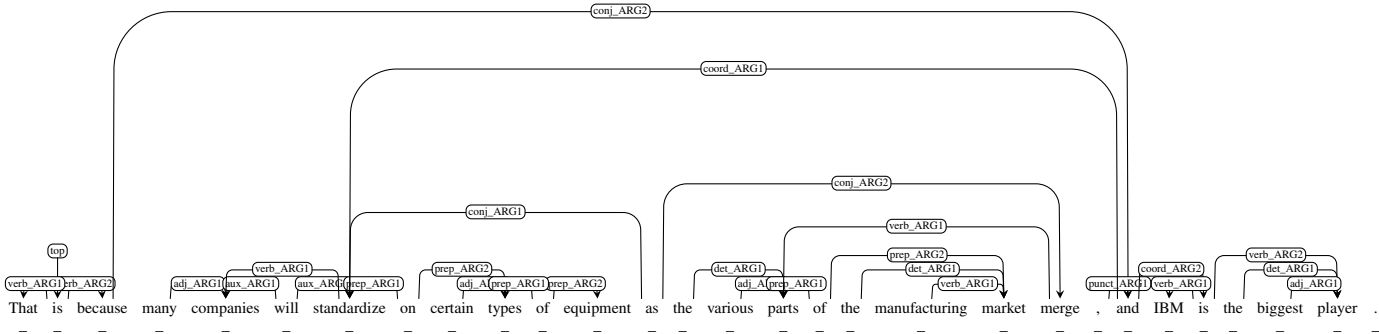
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Both can be expected to go after the market aggressively : Gartner Group Inc. , a research firm , estimated the Digital gets 30 % of its revenue from the manufacturing market , and Hewlett-Packard gets 50 % .

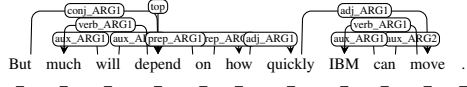
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IBM , which Gartner Group said generates 22 % of its revenue in this market , should be able to take advantage of its loyal following among buyers of equipment .

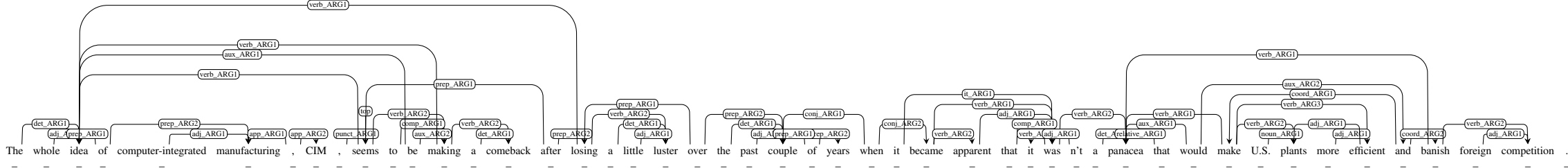
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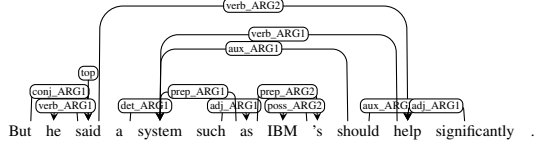
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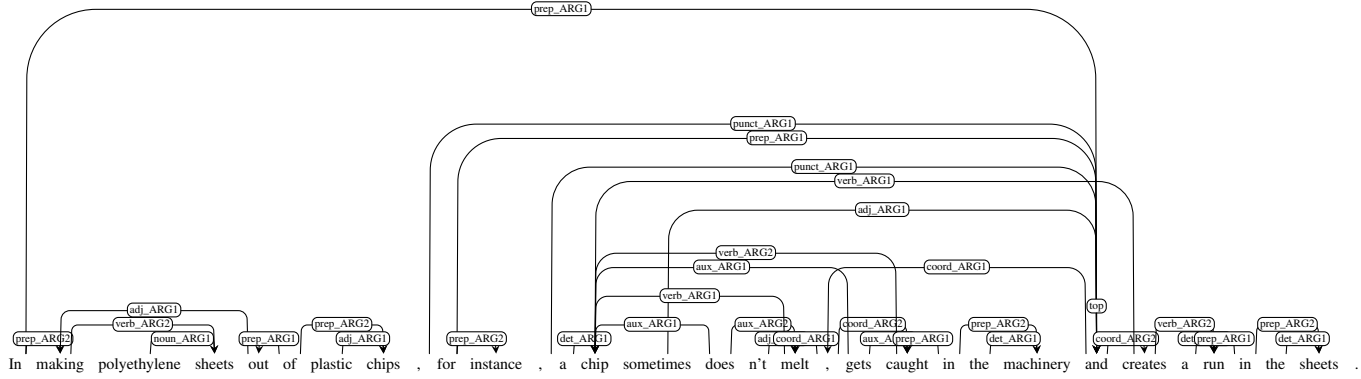
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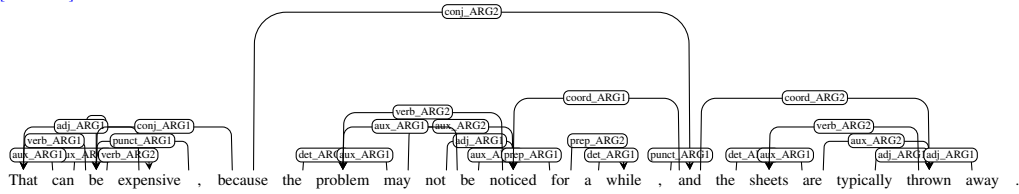
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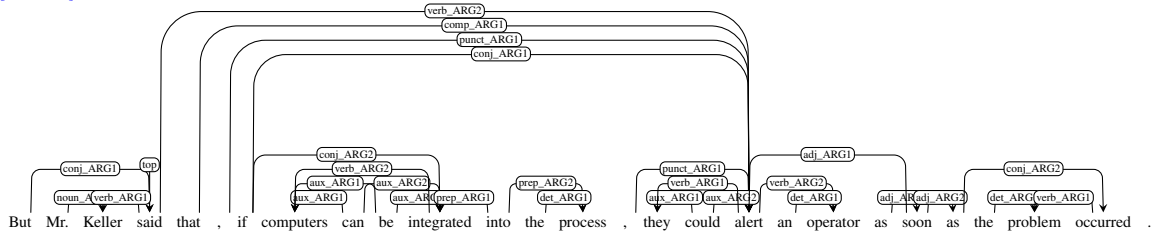
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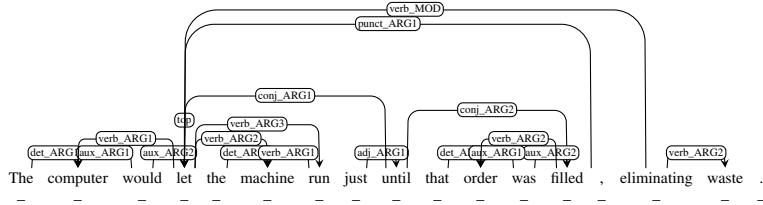
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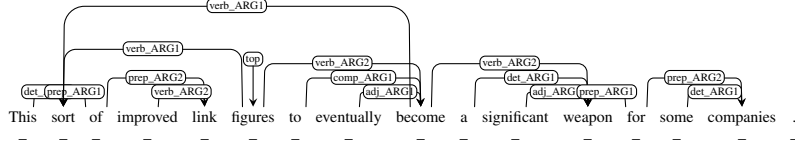
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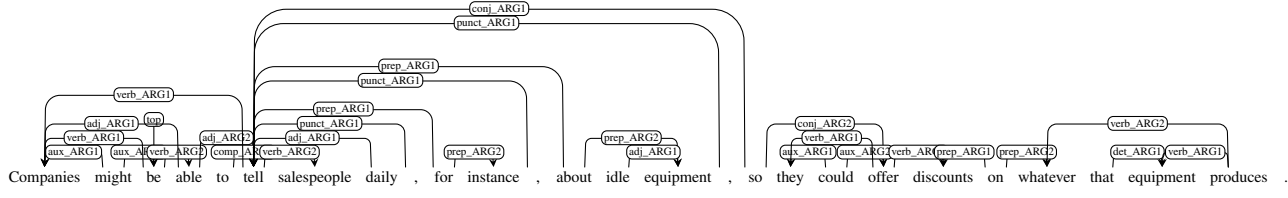
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