

Hand



ROSS SYSTEMS, INC.

MARKETING NEWSLETTER  
TIGER LIST

AS OF 1/31/85

ROSS SYSTEMS, INC.

MARKETING NEWSLETTER/TIGER LIST

AS OF 1/31/85

I. REGIONAL VICE PRESIDENTS:

<u>Name</u>	<u>Region</u>	<u>Y-T-D PERFORMANCE</u>	
		<u>% Profit Plan</u>	<u>% Revenue Plan</u>
1. Brooke Hauch	WEST	91%	89%
2.	EAST	90%	91%

II. MARKETING/SALES MANAGERS:

<u>Name</u>	<u>Region</u>	<u>Y-T-D PERFORMANCE</u>					
		<u>% Profit Plan</u>	<u>% Rev Plan</u>	<u>Tot S/W</u>	<u>% S/W Plan</u>	<u>TOT T/S</u>	<u>% T/S Plan</u>
1. Jeff Price	WEST	91%	89%	806.4	102%	-	-
2. Bob Baiter	WEST	91%	89%	-	-	1747.7	83%
3. Peter Sobiloff	EAST	90%	91%	736.0	88%	504.7	81%

III. DEC/DISTRIBUTION MANAGER:

<u>Name</u>	<u>Y-T-D PERFORMANCE</u>			
	<u>Total Revenue</u>	<u>% Revenue Plan</u>	<u>Total Software</u>	<u>% Software Plan</u>
1. Jay Wood	191.9	121%	139.5	135%

IV. SALES REPRESENTATIVES:

<u>Name</u>	<u>Office</u>	<u>Y-T-D PERFORMANCE</u>			
		<u>% Total Quota</u>	<u>YTD Software</u>	<u>% Software Quota</u>	<u>SWAQ*</u>
*****					
*1. John Wehrheim	WEST	142%	311.9	143%	143% *
*2. Roger Perry	EAST	115%	307.6	120%	118% *
*****					
3. Caroline Penades	EAST	99%	101.0	115%	107%
4. Joe Taydus	WEST	76%	166.9	75%	76%
5. Rick Bothmer	EAST	49%	84.4	52%	51%

\* SWAQ - Software Weighted Average Quota

NOTE: Those members of our Field Sales Organization that are > 100% of SWAQ are highlighted by \*\*\*\*\* These are our current Top Performers.

SOFTWARE CLOSES  
THIS MONTH

<u>REP.</u>	<u>CUSTOMER</u>	<u>WHAT THEY ORDERED</u>	<u>WHAT THEY DO</u>
CLP	Jamko	PKG3 - 76.0	Law
RMP	Personnel Pool	Microlink - 7.2	Temporary Services
	Star Cutter	FA - 4.0	Mfg. Cutting Tools
JWE	Via Metro	GL - 26.1	Transportation
	Cypress	FA - 8.5	Semiconductor Mfg.

ROSS/NET CLOSSES  
THIS MONTH

<u>REP.</u>	<u>CUSTOMER</u>	<u>WHAT THEY ORDERED</u>	<u>AMOUNT</u>
DWO	Crown Z.	11/70 Accounting	6.0/mo.
	Tri-Pas	Raw Time	.5/mo.

MARKETING COMMUNICATIONS OVERVIEW  
JANUARY 1985

---

1. PRODUCT LITERATURE

The following product literature pieces were printed and distributed during the month of January:

MAPS/FA datasheet  
MAPS/GL application brochure reprinted  
Sales folders

Projects to be completed within the next 90-days:

MAPS/GL demo guide  
Corporate brochure - design, copy and layout  
Corporate fact sheet - design, copy and layout  
MAPS/AR application brochure - copy, layout and printing  
MAPS/FA application brochure - copy, layout and printing  
MAPS/MODEL datasheet - copy, layout and printing  
Create and print general business reply card

2. PUBLIC RELATIONS

Our clipping service started this month. Attached to the tiger report are copies of article mentioning Ross Systems. Accomplishments in the public relations area for January were:

Released DEC/ROSS cooperative marketing agreement  
Started clipping service  
Ordered article reprints from ICP and Computerworld  
Wrote AR and FA press releases for trade show opportunities  
Put together a list of possible editorial opportunities  
Targeting editor for upcoming press opportunities

Projects to be completed during the next 90 days:

Form a internal client reference list  
Publish two ghost written articles about Ross  
Publish editorial opportunities available for Ross  
Contribute to articles for short deadline opportunities  
Supply information/interview for ICP Manufacturing article  
Take B/W photos of VP's and product managers  
Begin to sketch formal PR plan

### 3. ADVERTISING

A revised version of our current ad was created for placement in publications concurrent with DEXPO/AMS trade shows. The new article will be printed in burgandy and will feature MAPS/AR and MAPS/FA. It is estimated this ad will run until a new ad campaign is in place (approximately September). Current 120 day window for advertising is:

FEBRUARY	DEC Professional	Half Page	
	Digital Review	Half Page	
MARCH	Hardcopy	Half Page	
APRIL	DEC Professional	Full Page	
MAY	Hardcopy	Full Page	DEXPO Preview
	DEC Professional	Full Page	DEXPO Preview
	Digital Review	Full Page	DEXPO Preview

Advertising 90 day window:

- Begin FY 86 advertising strategy
- Look into DEC coop advertising program
- Begin new ad campaign

### 4. TRADE SHOWS

Trade shows are at a maintenance stage. Currently interviewing several exhibit houses to come up with a new booth design. Tracking forms from DEXPO are returning and the results are better than expected. Thanks to everyone!! Accomplishments for the month of January were:

- Received ideas from several exhibit houses
- Received information on DEXPO EUROPE
- First press opportunities were sent out for DEXPO SOUTH
- Set up objectives for new booth design
- Received ideas from the field on upgrades
- Completed first action items for DEXPO SOUTH
- Preliminary press opportunities sent out for AMS 85
- Received tracking forms back on DEXPO WEST
- Actual vs budget done on INFO and DEXPO WEST

Objectives for the next 90 days:

DEXPO SOUTH	May 28-31	New Orleans, LA
AMS 85	June 18-20	Rosemont, IL

- Settle on new booth design
- Complete minor upgrade on existing booth
- Evaluate INFO shows
- Write up INFO and DEXPO WEST shows
- Dollar per lead evaluation for DEXPO WEST and INFO
- Pre-show mailings to DEXPO SOUTH and AMS 85
- Complete set up arrangements for DEXPO SOUTH and AMS 85

## 5. VAX DATABASE

Joji Arellano has excepted to be Ross' new Prospect Database Administrator. Joji starts full time for Marketing on February 1. Accomplishments for this month:

- Hired new database administrator
- Swapped tapes for more VAX sites/names
- Investigated telemarketing groups
- Investigated direct mail program
- Started contest to get tracking forms back from regions

Accomplishments for the next 90 days:

CONTEST ENDS MARCH 15! Get your tracking forms in.

- Joji starts full time for marketing group
- Clean names in contact database
- Clean sites in site database
- Begin input and audit backlog material
- Begin work on DEC database
- Bring bingo database over to C6
- Convert bingo programs to VAX
- Streamline bingo letter/tracking forms generation
- Evaluate Computer Intelligence service
- Look into new lead generation services



CONTACT: Gregory Soucy  
Digital Equipment Corporation  
(603) 884-3575

Stephanie Sacks  
Burson-Marsteller  
(212) 752-8610

FOR IMMEDIATE RELEASE

DIGITAL AND ROSS SYSTEMS ANNOUNCE

COOPERATIVE MERCHANDISING AGREEMENT FOR BUSINESS APPLICATIONS

ATLANTA, February 4, 1985 -- Digital Equipment Corporation and Ross Systems, Inc. today announced the signing of a cooperative merchandising agreement. Ross Systems will use the ALL-IN-1<sup>™</sup> Applications Integration Kit, introduced today by Digital (see separate release), to further integrate its applications with Digital's ALL-IN-1 Office and Information System. The companies also agreed to jointly promote the ALL-IN-1-based accounting and financial products.

"Digital's agreement with Ross Systems represents a trend toward the further integration of office systems with business-specific applications," said Henry Ancona, group manager of Digital's Office and Information Systems Group. "It shows Digital's commitment to provide total business and office solutions to our customers."

Digital and Ross Systems Announce  
Cooperative Merchandising Agreement at OAC  
Page 2

"This agreement brings the strengths of Digital's leadership office system together with Ross Systems' business-specific applications -- a winning combination," said Ken Ross, president of Ross Systems. "Together, our salespeople are able to offer the customer a total office, accounting and financial planning solution using Digital's leading ALL-IN-1 office system and Ross software."

Ross Systems' MAPS™ products (Management, Accounting and Planning Software) include a full range of accounting and financial planning systems. MAPS/GL, described as a "Mainframe Class" general ledger package, was originally developed by Price Waterhouse, a "Big 8" accounting firm. Other Ross Systems accounting products are MAPS/AP, accounts payable; MAPS/AR, accounts receivable, and MAPS/FA, fixed assets. All are fully integrated with MAPS/GL.

On the financial planning side, Ross Systems has four packages -- MAPS/Model, financial modeling for the VAX™; MAPS/PRO, financial modeling for the Digital Professional™; MAPS/GRAPH, Business Graphics, and MAPS/MICROLINK, linking minis to micros for true distributed financial processing.

-more-

Digital and Ross Systems Announce  
Cooperative Merchandising Agreement at OAC  
Page 3

Ross accounting software on the VAX offers mainframe financial capability and processing power at a very competitive price. With VAXclusters™ and the recently announced VAX 8600, MAPS products can be used for any application -- no matter how large.

Ross Systems is headquartered at 1860 Embarcadero Road, Palo Alto, California, Tel. (415) 856-1100. Regional offices are located in San Mateo, California, Boston, Massachusetts and New York.

\*\*\*

ALL-IN-1, Professional, VAX and VAXclusters are trademarks of Digital Equipment Corporation.

MAPS is a trademark of Ross Systems, Inc.

# DEC Shows Integration Kit For Its 'All-In-1' OA System

By DAN TRIGOBOFF

ATLANTA—Digital Equipment Corp. introduced a new integration standard and applications kit for its "All-In-1" Office and Information System at the Office Automation Conference.

In addition, DEC announced an occupation-specific application system based on All-In-1 for sales and marketing.

The integration standard, DEC said, is based on the file-and-human interface architecture, or "hooks," which were built into the second version of All-In-1, which was announced in December.

The integration kit documents the standard and provides guides for integrating business applications with All-In-1.

A cooperative merchandising agreement was also announced between DEC and Ross Systems Inc., of Palo Alto, Calif., for Ross to use the two new All-In-1 products to further integrate its applications with the All-In-1 Office and Information System and for joint promotion of Ross's All-In-1-based accounting and financial applications.

Henry Ancona, a group manager of DEC's office and information systems group, said the agreement "represents a trend toward the further integration of office systems with business-specific applications."

The applications integration kit, which will sell for \$150 beginning in June, documents the integration standard introduced by Digital and explains its use.

The kit allows complete integration of applications with All-In-1, with consistent menu, interfaces and shared data and text files. It will include a management guide for choosing the proper level of integration for each application, a system overview with three manuals for integrating applications and two VAX information architecture manuals.

The All-in-1 system for sales and marketing is priced at \$11,000 for VAX 11/730, 11/750, 11/780 and 11/765 systems. For the VAX 8600, the system is priced at \$12,650. Prices range from \$6,600 to \$7,590 per central processing unit for VAX systems in cluster configuration.

The sales and marketing system will also be available in June.

18A-132 SMALL SYSTEMS WORLD  
MONTHLY 45,000

FEB 1985

CLIPPED BY  
BACONS

1259  
Ross Systems introduces **MAPS/AP**, an interactive accounts payable package to run on DEC VAX. Features include automatic allocations by vendor, an online vendor directory and extensive voucher correction capabilities. It interfaces with all Ross software. The price ranges from \$22,000 to \$30,000, depending on the VAX model. Eldridge Stuart, Ross Systems, 1860 Embarcadero Rd., Palo Alto, CA 94303.  
Circle 72 on Reader Card

FEB 4 1985

CLIPPED BY  
BACONS

1259

## Today's ledger

**Nanometrics Inc.**, Sunnyvale, reported that its profit increased 100 percent \$4.2 million (64 cents a share) for the year ended Dec. 31, compared with \$2.1 million (32 cents a share) last year. Sales increased 52 percent to \$30.1 million, compared with \$19.8 million in 1983. Fourth-quarter profit increased 58 percent to \$1.12 million (17 cents a share), compared with \$710,000 (10 cents a share) in the like quarter last year. Fourth-quarter Sales increased 44 percent to \$8.2 million, compared with \$5.7 million last year. Nanometrics produces optical electronic instruments and scanning electron microscopes.

**Western Micro Technology Inc.**, Cupertino, announced that merger discussions between it and **I.E.I. Inc.** to operate business as **Image Electronics International** have been discontinued.

**Digital Equipment Corp.** and **Ross Systems Inc.**, Palo Alto, today announced they have signed a cooperative merchandising agreement. Ross Systems will use new Digital standards to further integrate its software packages with Digital's ALL-IN-1 Office and Information System. The companies also will jointly promote Ross' ALL-IN-1 accounting and financial software. Ross produces business computer software, and Digital is the world's second largest computer maker.

A "Seminar For The Conservative Investor" will be held Thursday, Feb. 7, and Saturday, Feb. 9, at the **Marriott Hotel** in Santa Clara. This event, presented by Pacific Financial Services, Ltd., will include a cheese and wine tasting Thursday at 7 p.m. and a brunch Saturday at 9:30 a.m. Featured speakers will include Candy Bacon, a PFS financial planner, and Ira J. Green, vice president of Enex Securities. Reservations/information: (408) 554-6400.

FEB 1985

CLIPPED BY  
BACONS

1259

## ROSS SYSTEMS OFFERS MAPS/MICROLINK

Business managers' ability to make better decisions faster is often hindered by not having access to crucial financial data stored on the company's larger computer. They frequently prepare business plans and forecasts, using an integrated spreadsheet, isolated from current data.

Ross Systems, a leading supplier of VAX-based financial software, offers a remedy to this. The company has introduced its new MAPS/MICROLINK product — the first intelligent link between accounting and decision support software on the VAX, and Lotus 1-2-3 and other popular spreadsheets on Rainbows or IBM PCs.

For more information contact Ross Systems, 1860 Embarcadero Road, Palo Alto, CA 94303; (415) 856-1100.

FEB 11 1985

CLIPPED BY  
BACONS

129 p14  
**DG low-end mini, software debuts top OA show marquee**

**DEC adds VAX-based applications package**



CW AT  
OAC '85

By David Oimos  
CW Staff

ATLANTA — Two major computer companies announced new and enhanced products here last week designed to bolster their positions in the office automation arena.

Data General Corp. took aim at IBM's System/36 minicomputer by unveiling a low-end addition to its 32-bit Eclipse minicomputer line, touting it as a processor for departmental and small business users.

The Westboro, Mass.-based manufacturer also announced a variety of integrated software products and enhancements to current offerings designed to link its products together while coexisting with IBM mainframes.

Another major player in the office automation market, Digital Equipment Corp., introduced a line of applications software for sales and marketing departments based on its All-In-One Office and Information System, which is based on the VAX series of superminicomputers. The Maynard, Mass., firm also announced

er and cable, 120M-byte disk drive, a diskette drive and two letter-quality printers costs \$79,500, the vendor said. Deliveries will be made 30 days after order date, the vendor said.

**First product of cooperative agreement**

Topping DG's software announcements was the AOS/VS Decision Link package, which is said to enable users to directly access data in IBM mainframes from DG's CEO system. The package is the first product of a 1984 cooperative agreement between DG and Cullinet Software, Inc., connecting CEO with Cullinet's Information Data Base software via an SNA communications link.

AOS/VS Decision Link operates on

the Eclipse MV series running DG's AOS operating system. DG said the software will be available in six months and will cost \$5,000 for an initial license and \$4,500 for a subsequent license.

Other software-related announcements by DG included the following:

■ Two integrated graphics packages for the CEO system, CEO Drawing Board and CEO Wordview, each priced at \$2,500.

■ An expanded version of the vendor's Trendview graphics package, priced at \$3,150.

■ DG/Gate, a software enhancement for DG's terminal emulator said to give users access to Mead Data Corp.'s Lexis and Westlaw Services,

Inc.'s Westlaw legal data bases. DG/Gate prices start at \$1,000.

■ An extension of a communications package, CEO Connection, said to enable IBM Personal Computer and DG Data General/One users to access CEO. The package reportedly provides document conversion capabilities between Microsoft Corp.'s MS-DOS operating system and CEO software programs. Package prices are \$295 for the DG/One and \$395 for the Personal Computer.

■ A software package, CEO Document Exchange V, said to provide an interface between DG's CEO and a disk conversion product made by Altertext, Inc. The first license price for

See DEBUTS page 14

frames.

Another major player in the office automation market, Digital Equipment Corp., introduced a line of applications software for sales and marketing departments based on its All-In-One Office and Information System, which is based on the VAX series of superminicomputers. The Maynard, Mass., firm also announced an applications integration kit said to allow DEC, its customers and third-party software suppliers to integrate business applications with the All-In-One system.

#### Few major product introductions

The announcements came at the American Federation of Information Processing Societies-sponsored Office Automation Conference '85 here, an event most observers agreed was largely bereft of major product introductions.

The new DG processor, the MV/4000 Departmental Cluster (DC), is said to include increased expansion capability, twice the memory and three times the disk capacity of its predecessor, the Eclipse MV/4000 SC. It can support up to 16 users, depending on the application, and up to four synchronous communications lines, the vendor said. It is available with 1.5M-byte diskette storage and a 15M-byte cartridge tape drive. It is also said to offer a link to the Xerox Corp. Ethernet-type IEEE 802.3 local-area network.

According to the vendor, the MV/4000 DC can run the firm's Comprehensive Electronic Office (CEO) integrated software, system and communications software and programming languages, as well as a variety of operating systems. The MV/4000 DC also includes the X.25-based Network Management System, communications products such as Systems Network Architecture (SNA), several emulation packages, the Infos file management and Present W/DG DBMS data base management system products, high-level languages and programming utilities and CEO software.

A typical system with the processor, 3M-byte main memory, 14 workstations, a Xerox Ethernet transeiv-

M

12590

---

## DEBUTS

from page 13

CEO Document Exchange V is \$5,000.

■ A letter-quality printer, the Model 6321, for the CEO system, priced at \$2,695.

The DEC announcements included an All-In-One applications integration kit for DEC's All-In-One Integration Standard.

Additionally, DEC announced a joint marketing agreement with Ross Systems, Inc., whereby Ross will use the All-In-One Integration Standard and kit to integrate its applications with the All-in-One system. //

# **BOTTOMLINE**

NATIONAL COUNCIL OF SAVINGS INSTITUTIONS

January 18, 1985

Dear Friend:

I want to be the first to thank you for your contribution to BOTTOMLINE's premiere edition of THE MARKETPLACE.

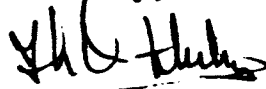
We look forward to THE MARKETPLACE becoming a standard reference for savings institution executives. And, of course, we hope the brief introduction to your product or service will spur great interest among our readers. (I call your attention to the attached copy of a letter mailed to the National Council's member CEOs.)

Because THE MARKETPLACE has been a new endeavor for us (BOTTOMLINE itself is barely a year old), ideas for improvement have already sprung to mind. We are eager to have your suggestions, too, on how to make it an indispensable product for our subscribers and advertisers. Drop us a note after you have reviewed THE MARKETPLACE.

Also, please let our new Advertising Director, Karen L. Kollar, hear from you. Karen has just come to BOTTOMLINE from another trade association's monthly magazine, where she had an impressive sales and account-service record. She is familiar with some of the firms that serve the financial community...and is enthusiastic to meet the rest.

BOTTOMLINE has been called the thrift industry's "information connection." We think THE MARKETPLACE supports that phrase. So again, thank you for your entry.

Sincerely,



Joseph D. Hutnyan  
Editor and Publisher

Enclosures



RETAIL SERVICES

OFFICE EQUIPMENT

MANAGEMENT SERVICES

COMPUTER HARDWARE

MORTGAGE INSURANCE

TITLE INSURANCE

# THE BOTTOMLINE MARKETPLACE

FINANCIAL INSTITUTIONS

SPECIALTY ITEMS

ACCOUNTING FIRMS

COMPUTER SOFTWARE

INVESTMENT SERVICES

LAW FIRMS

PRINTING

ELEVATOR

SECURITY SYSTEMS

CENTRE INFORMATION

PUBLISHING EDUCATION

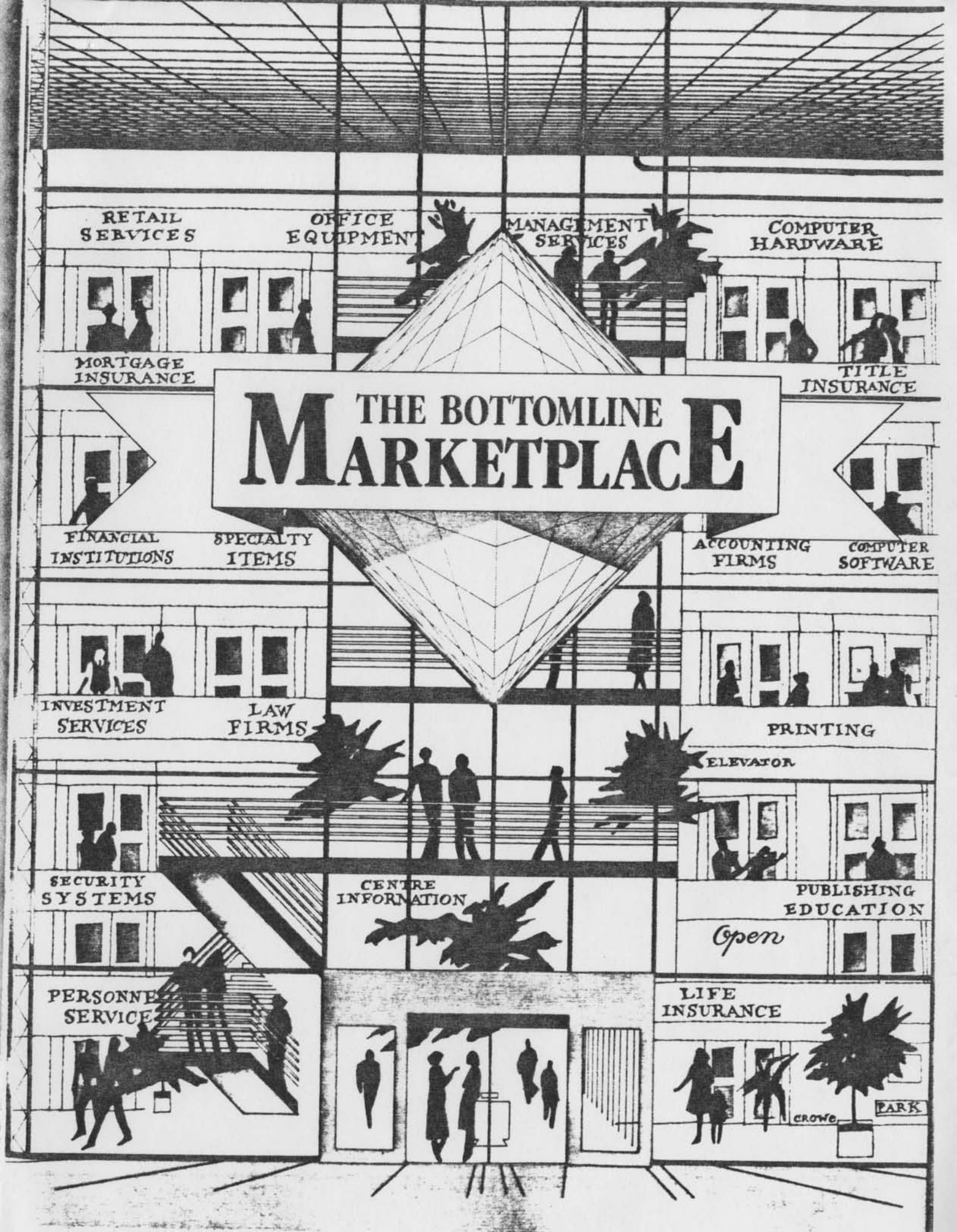
*Open*

PERSONNEL SERVICE

LIFE INSURANCE

CROWD

PARK



## Introducing

# THE MARKETPLACE

THE MARKETPLACE is a special section of *BOTTOMLINE* magazine. As a listing of services and products available to savings institutions, we hope it will become a standard reference tool in purchasing and decision making. In developing the categories for vendor classification, *BOTTOMLINE* chose those areas in which innovation is the state-of-the-art. In future editions of THE MARKETPLACE, we hope to add new categories. Changes, however, depend on you, our readers. We would like to hear from you about THE MARKETPLACE. What you like, what you don't like—we want to hear it.

Send your comments to:  
Reader Response  
THE MARKETPLACE  
BOTTOMLINE  
1101 15th Street, N.W., Suite 400  
Washington, D.C. 20005

## Directory THE MARKETPLACE

Computer Hardware.....	47
Computer Software.....	52
Financial Firms.....	65
Investment Services.....	67
Life Insurance.....	69
Management Services.....	70
Mortgage Insurance.....	78
Office Equipment.....	80
Premium and Specialty Items.....	84
Printing.....	86
Retail Products and Services.....	88
Security.....	95
Title Insurance.....	100

*Editor's Note:* Description of products and services were submitted by the individual firms. *BOTTOMLINE* magazine reserves the right to edit for style and space. Responsibility for content rests with the individual firm. The listing of a product and/or service in THE MARKETPLACE in no way implies endorsement by either *BOTTOMLINE* magazine, The National Council of Savings Institutions or any of its affiliates.

<p><b>Perle Systems Incorporated</b> 18W100 22nd Street Oakbrook Terrace, IL 60181</p>	<p>The Perle 500 is a hardware and software front-end system that supports all ATM vendor types and provides transaction switching for interchange. The on-line system is customized to the host, meaning minimal or no software change is required in the host system. Perle also provides an ATM controller for</p>	<p>savings and loan associations, community banks and credit unions. Supporting multiple ATMs per controller, Perle 500 provides a simple asynchronous ASCII connection to host computer and has teller terminal pass-through capability. Geographical coverage: United States and Canada.</p>
<p>William B. Bertram Executive Vice President 312/932-4171</p>		
<p><b>Rolin Enterprises Inc.</b> Building #8, 2900 Chamblee-Tucker Road Atlanta, GA 30341</p>	<p>Computer software for consumer and mortgage lending—payments, insurance, premiums and APRs computed.</p>	
<p>Ron Miller President 404/458-5643</p>		
<p><b>Ross Systems, Inc.</b> 1860 Embarcadero Road Palo Alto, CA 94303</p>	<p>Ross Systems produces and distributes integrated financial management software for DEC computers. The product line includes: MAPS/MODEL, financial modeling; MAPS/DB, data management and retrieval; MAPS/GRAPH, presentation business graphics; MAPS/GL, general ledger/financial management;</p>	<p>MAPS/AP, accounts payable; MAPS/ISO, employee stock option tracking and reporting; MAPS/PRO GRAPH, presentation graphics for Pro350; MAPS/PRO MODEL, financial modeling for Pro350. Products are also available on ROOS/NET, our network processing service.</p>
<p>Elbridge H. Stuart Marketing Communications Director 415/856-1100</p>		
<p><b>The Saddlebrook Corp.</b> 101 Main Street Cambridge, MA 02142</p>	<p>Saddlebrook's System M loan origination package is a complete turnkey mini-computer system for mortgage and consumer loan origination. The System automates loan origination and tracking, secondary marketing and document preparation. It can be linked with loan servicing and other automated systems.</p>	<p>The System is designed around a central database approach and can support multiple origination sites. Client-Controllable® Software allows the user to introduce new loan products, create or alter existing reports, documents, data entry screens, menus and calculations without a programmer.</p>
<p>Arlene Figman Marketing Specialist 617/661-8100</p>		
<p><b>Safeguard Business Systems, Inc.</b> 455 Maryland Drive Fort Washington, PA 19034</p>	<p>One-Write accounting systems, batch data processing, microcomputer systems, color-coded filing systems and continuous computer forms.</p>	
<p>Tom Zug Marketing Director, Accountants/Legal 215/641-5000</p>		
<p><b>Salescaster Displays Corp.</b> 1010 Elizabeth Avenue PO Box 502 Linden, NJ 07036</p>	<p>We manufacture (over 35 years) electromechanical moving-tape message displays in two sizes. For the past six years we have also manufactured electronic-programmable moving message</p>	<p>displays in many varieties of size, program and memory. We sell direct to end customer from factory. All displays are for indoor use, to reach people quickly and easily with key messages.</p>
<p>Dennis P. Tort Sales Manager 201/925-3450</p>		

ums for such coverage will probably go up if it's used—perhaps even if it's not—and the self-insured corporation has little choice but to pay.

"If you buy employee insurance, you can always cancel if you are upset with the carrier," Milan says. "But once you become self-insured, you can't just back out if it's not working well." He adds that an organization should not consider self-insurance unless it's ready to hire its own risk manager, even if information technology makes it possible for clerical workers to administer the program.

Widespread use of the term "human-resources department" to refer to what used to be called the personnel department reflects the corporate view that employees are a resource that, if properly managed, can yield optimal value, as with any other corporate resource. To manage its human resources properly, a corporation requires de-

tailed information about its workforce, along with tools for analyzing the data. McGraw-Hill Inc., the New York-based publisher, deploys its forces with the help of Personnel Management System from Tesseract Corp. The package records job, training, and salary histories, Equal Employment Opportunity codes, and other personal data on each of the corporation's 13,500 employees. End users can also specify other data to be included in the system without having to write programs.

According to Donald Doebe, director of McGraw-Hill's human-resources information systems, placement specialists use the job-code system to locate and review individual employees for an in-house recruitment program that places on-board expertise where it's needed most. Salary administrators also use the system to confirm individual salaries and do reference checks. The Tesseract system also provides a

database for higher-level reporting and analyses. The Tesseract files are transferred weekly to Focus for most of the work, which is done primarily by end users. Typical applications include studies of the effects that changes in salary ranges would have on the payroll and affirmative-action reports.

The human-resources information specialist's position within the organization will affect the way he or she applies technology to corporate problems. For example, someone who reports to the benefits manager will concentrate on the benefits system. Since payroll systems were one of the earliest dp applications, information specialists in human resources usually come from compensation departments. But with the development of newer applications, human-resources information specialists are taking on broader responsibilities and occupying a higher niche on the organizational structure. □

## HUMAN-RESOURCES SOFTWARE

Vendor	Package	Requirements	Price	Circle
Resource Information Mgt. (312) 789-0230	Quic Claim	MDS Qantel	\$57,500	505
I. Lawrence Richardson & Assoc. (217) 525-7272	Organizational Indentation Charting System	IBM mainframes	\$15,000 to \$25,000	506
Ross Syst. (415) 856-1100	Maps/ISO	DEC VAX	\$10,000 to \$15,000	507
RSA Products (201) 335-7800	Direct/3000	HP 3000	\$15,000	508
RTC Syst. (617) 695-5008	Payroll/Personnel	IBM S/38	\$25,000	509
SMS Mgt. Syst. (312) 293-5699	Human Resources Management System	Sperry 1100	\$50,000 and up	510
Software Int'l. (617) 685-1400	Human Resources	Wide range of mainframes and minis	\$15,370 to \$21,800	511
Software Plus (201) 933-7587	HR/38	IBM S/38	\$15,000 to \$30,000	512
Systech (312) 352-0365	Pension Fund Administration	HP 3000	\$30,000 to \$70,000	513
Tesseract (415) 543-9320	Personnel Management System Benefit Plan Administration System Cafeteria Benefit Plan Administration Payroll Claims Processing	IBM mainframes and PCMs	\$100,000 to \$200,000 ea.	514
Tres Syst. (214) 248-8737	Tres Personnel System Human Resource System	IBM mainframes	\$75,000 to \$135,000 ea.	515
Vista Computer (914) 592-8190	Human Resources	Data General Nova 4 and Eclipse	\$15,000	516
Watnik (201) 467-4488	Watnik System	IBM and Amdahl mainframes	\$23,000/yr.	517

### DEC Adds All-In-1 Sales/Mktg. Pack<sup>s</sup>

MAYNARD, Mass. — Digital Equipment Corp. introduced a sales and marketing software option for its updated All-In-1 Office and Information System.

In addition, DEC signed an agreement with Ross Systems, Palo Alto, Calif., calling for the latter to develop new versions of its financial software for All-In-1.

The sales and marketing software for Version 2.0 of All-In-1, includes: base system, which can track account information; a field reporting module, which includes forecasting and expense tracking capabilities; and a lead management module, which can list and route sales leads and create sales and marketing reports.

The software is priced at \$11,000 for the Vax 11/730, 750, 780 and 785 systems and at \$12,000 for the new high-end VAX 8800, DEC said. For Vaxclusters, the software is listed at \$6,600 per 730, 750, 780 or 785 CPU and at \$7,500 per 8800 processor, according to the company.

Shipments will begin in June, the company said.

The sales and marketing software is the first option to be made available by DEC for Version 2.0 since the

updated All-In-1 was unveiled late last year (EN, Dec. 10, 1984).

Software that is integral to 2.0 includes DECtalk, Mail Access, All-In-1 Voice Messaging Support, WFS-Plus/All-In-One V1.0, DECpage, V1.1 and DESpell V1.1.

Meanwhile under the joint merchandising agreement with Ross Systems, DEC said the Palo Alto firm will develop and market new versions of its Management, Accounting and Planning Software (MAPS) line for the All-In-1 system.

DEC said the new versions of the MAPS software will be developed by utilizing an All-In-1 integration kit, which was also introduced by the company last week.

The kit, priced at \$150, includes a documentation of the All-In-1 integration standard and instructions for integrating business applications into the software.

The integration kit will be available in June.