



UPDATE

Meet UPDATE

The purpose of this new publication is succinctly summed up in its name: UPDATE. It is designed to keep all division employees better informed about our product, our people and the marketplace.

UPDATE's content will be even broader than that of the previous publications, NEWS-SHARE and FAST-FAX. Plans include coverage of:

- new service announcements
- employee relations news
- competitive and general market information of significance
- corporate news
- customer profiles
- employee recognition
- . . . and more

In short, our aim is to make your work more interesting (by providing a complete picture of the business world in which we operate) and easier (by keeping you posted on all significant activities that affect your work).

UPDATE will be published biweekly by advertising and sales promotion and should arrive on your desk every other Monday. If you are not on the mailing list, call Norm Otis (8*273-4468) to make sure you get UPDATE regularly.

UPDATE is designed for you. If you have any suggestions or ideas to pass along, the editors would like to hear them. Please call us.

Esther Fanfani - 8*273-4122
Monica Jordan - 8*273-4371

New Systems Department Organization

A new organization of the Systems Department, effective January 1, which includes the creation of a security operation section, has been announced by General Manager Ray Marshall.

"The primary purpose of the reorganization," said Ray Marshall at department meetings in Bethesda and Cleveland, "is to increase the efficiency of the Systems Department in addressing the major new challenges of 1974."

The Systems Department is now organized into five sections: network operations, supercenter operations, security operation, operations planning and quality assurance. New section manager appointments are: Gerry Gay to network operations, Dick Lewis to operations planning and Peter Browne to security operation.

Gerry Gay joins Systems from the Technology Operation where he was manager—communications systems hardware. Dick was formerly manager—network operations. Peter is joining the division from State Farm Insurance Company in Bloomington, Ill. Ray Marshall detailed the responsibilities of each function at the general meetings.

Operations planning is responsible for the deployment of foreground and background equipment. It includes the responsibility for all division facilities and procurement. Bill Brill continues to handle foreground deployment as well as provide the interface to network operations to support them in communications planning. Conrad Persels is manager—background deployment and Howard Robinson continues as manager—procurement. Alan Paul assumes responsibility for all division facilities, ranging from the layout of computer centers to managing headquarters facilities.

Security operation is responsible for the formulation of security plans and procedures and the auditing of systems security.

Network operations is responsible for operating the communications network from the central concentrator to the customer's terminal. This section is also responsible for interfacing with the foreign distributors to assure uniform management and operation of the services network. The major change is to elevate the two operation functions to sub-section level—in the past they were combined in one function. Gene Shanklin, who continues as manager—network transmission, now reports directly to Gerry Gay. Jim Rowley, previously manager—network distribution in the west, is now manager—national network distribution. John Wallis continues as manager—communication planning, responsible for port planning and establishing

requirements for low speed and high speed concentrators.

Supercenter operations, with Al Jones continuing as manager, is responsible for the operation of the computer centers of the division. Reporting to him are Dave Simshauser, manager—foreground operations; Joe Takitch, manager—background operations; Jim Bellomo and Wayne Rice are appointed managers of the Maryland Center and Ohio Center respectively; Al Orlop is appointed manager—remote operations which includes all remote centers; and Ray Bullock is manager—facilities management projects.

Quality assurance under Zigi Quastler consists of four functional organizations. Dave Clark has been appointed to manage foreground systems quality. Verk Eubanks heads background systems quality and Ralph Taylor manages communications systems quality. Bill Bacon moved over to take charge of the projects and measurements activity, which includes total system quality assurance.

Ray Marshall summarized: "I am confident this new organizational alignment will be a big step toward improving overall productivity which is one of the principal departmental goals in 1974."

EIS COBOL Change

Background customers wishing to take advantage of the new EIS COBOL may do so by simply recompiling existing object code programs under the new software.

This is contrary to instructions previously published in NEWS-SHARE, 12/21/73, which indicated a need to change the language definition card. This change in the implementation plan enables Background customers to automatically benefit from the more efficient EIS COBOL.

\$ COBOL and \$ COBOL EISF cards call the EIS compiler; for non-EIS, use the \$ COBOL NEISF language definition card. No change to source programs is required.

GENERAL  ELECTRIC

New Sales Tools Available

Financial Reporting Communiport — in one 12-minute package, the complete story of why any company with multiple locations should be using the MARK III network for financial reporting and analysis. Security, programming services, cost control, audit trails, FAL, MAP, customer examples, and all the questions or objections you are likely to encounter with a financial prospect are addressed. Tapes and slides are enroute to all branches.

All Purpose Folder — for meetings and special occasion hand-outs, a new mosaic folder with pockets for literature is now available. The cover is a duplicate of the black mosaic posters, without "MARK III" at the top. When the occasion warrants, an appropriate title can be silk-screened across the top of the cover locally. 900.28

TSO Brochure — attractive, new sales tool for use in promoting Technical Services' programming support and systems analysis capabilities. Should be used to 'close the deal.' 6300.01

Training Brochure — describing ISBD's national training curriculum. An aid in selling comprehensive training programs to upper management and an excellent leave-behind with new or prospective customers. 4001.01

Customer Pens — World Leader in Information Services' pens, similar to the Kick-off '74 pens, available. 900.38

GE Investor — extra copies of December issue, already distributed to **Leader** mailing list. 910.11

Dec/Jan Leader — highlighting Folcroft, First Wisconsin Bank and Kysor Industries. This 24-page, 4-color issue will be distributed this month, extra copies available via OLOS. 301.12

Sales Manual Profiles — eight have been updated and are being distributed. Also, a major restocking effort should ensure availability of all profiles.

Literature Tip-on — generalized, with provision for insertion of a business card, designed for responding to customer and prospect inquiries — just slip it over the profiles or manual. 900.09

Market Topics

Editor's Note: The following is excerpted from Information Services Market Topics, a synopsis of relevant market news in the business press prepared by Phil Berns, consulting specialist in market analysis. Future issues of UPDATE will contain Phil's complete report and Market Topics will not be published as a separate document. Phil may be contacted for more details on 8*273-4336.

Scientific Time Sharing Corp., Bethesda, Md., now offers its APL*Plus services toll-free in 36 cities in Canada, U.S. and England, has established sales and support offices in 18 of them. Recent expansion includes Columbus, Cincinnati, Dayton, Charlotte, N.C., Tampa and St. Petersburg, Detroit. Replacing 370/155 with 158 in Jan.

Remote Computing News, Nov.

Interactive Data Corp. introduced Fast-price which it claims will allow mutual funds and other financial organizations to update portfolio values automatically within 30 minutes of NYSE and ASE closing.

EDP Daily 11/1

ComShare announced enhanced services in UK including remote job entry

and new BASIC compiler for its Sigma services.

Remote Computing News, Dec.

UCC Europe anticipates 25-30 percent growth in 1973 with profits at 10%.

Remote Computing News, Dec.

On-Line Systems opened branch offices in Baltimore and Cleveland bringing firms' total to 14.

Remote Computing News, Dec.

NCSS will begin operations from its new data center in Stamford, Conn. in Jan. with an IBM 370/168. New center will have UPS. NCSS also said to be exploring lines to France and Germany.

EDP Daily 11/29

Remote Computing News, Nov.

BCS and First Commerce Corp., New Orleans, have formed First Boeing Data Services, Inc. New firm will offer data processing services to banks and other financial institutions from former FCC facility in New Orleans and from centers in Houma, Lafayette, Lake Charles and Ruston, La. The service centers will also be connected to the BCS network and will market BCS products in La., Miss., and Ark.

EDP Daily 12/27

Savings and Security Prices - 1973

The stock price is the average of the closing prices of the stock on the New York Stock Exchange for each trading day in the calendar month.

The fund unit price is the average of the daily fund unit prices, determined for each trading day on the New York Stock Exchange in the calendar month by dividing the number of fund units into the net asset value of the fund.

MONTH	STOCK PRICE	FUND UNIT PRICE
January	\$71.827	\$39.727
February	\$68.493	\$38.041
March	\$66.125	\$37.621
April	\$62.613	\$35.990
May	\$59.403	\$34.874
June	\$58.452	\$34.375
July	\$60.113	\$35.568
August	\$59.973	\$35.930
September	\$60.408	\$36.217
October	\$66.114	\$36.572
November	\$63.839	\$33.776
December	\$60.131	\$30.663

The following represents the closing price of General Electric Stock and Savings and Security Mutual Fund Price on December 31, 1973:

Stock: \$63.000 Fund: \$31.210

Information Services Systems Department

Raymond W. Marshall, General Manager

Network Operations

Network Transmissions
Network Distribution
Communication Planning

Manager

Manager
Manager
Manager

Gerald A. Gay

Eugene Shanklin
James A. Rowley
John P. Wallis

Supercenter Operations

Foreground Operations
Background Operations
Maryland Center
Ohio Center
Remote Operations
Facility Management Projects

Manager

Manager
Manager
Manager
Manager
Manager
Manager

Albert F. Jones

E. David Simshauser
Joseph D. Takitch
James N. Bellomo
I. Wayne Rice
Alfred J. Orlup
Raymond P. Bullock

Security Operation

Manager

Peter S. Browne

Operations Planning

Foreground Deployment
Background Deployment
Procurement
Facilities Projects

Manager

Manager
Manager
Manager
Manager

Richard J. Lewis

William F. Brill
Conrad G. Persels
Howard E. Robinson
Alan E. Paul

Quality Assurance

Foreground Quality
Background Quality
Communications Quality
Projects and Measurements

Manager

Manager
Manager
Manager
Manager

Zigmund Quastler

David J. Clark
Verkuel N. Eubanks
Ralph H. Taylor
William R. Bacon



Management Awards Presented

Management awards, given in recognition of unusual leadership, ingenuity, or accomplishment, were presented to ten employees at the division year-end meeting held in Bethesda. Award recipients were:

Fred Banan, consulting system specialist — for contributions toward software design and implementation of the IOM and DS190 features in the Mark III foreground system, under difficult time and resource allocation constraints.

Larry Capriotti, senior systems analyst — for work in recovering accounting data and rectifying system accounting problems which frequently involved 24 or more hours of continuous duty.

Helen Ebaugh, secretary — for consistent demonstration of personal initiative, excellent judgment, and overall outstanding performance and producing vast quantities of high quality work within short time constraints.

Frank Gibbins, manager of salaried employee relations — for extraordinary effort in planning the new integrated salary management plan, which required extensive study of benefits plans, and negotiations for approval of Corporate Employee Relations.

Susannah Lee, one of ten winners of management awards, receives check from George J. Feeney, Vice President and General Manager.

Peter Janca, field representative — for outstanding contributions to the success of the division's presentation at GE's Utility Executive Conference held in September.

Susannah Lee, manager of payroll preparation — for outstanding performance in converting to the new division payroll system this year. Susannah worked several 7 day weeks, and took a course in computer science which assisted her in establishing a smooth implementation of the new system.

Rod Lemberg, market analyst — for development of the on-line customer catalog system known as Sales Analysis Measurement System, on his own time, averaging a 65-hour work week.

Tom Newton, network distribution specialist in Los Angeles — for successfully establishing the Australian network distribution point, despite widespread telephone and electric utility strikes during the seven weeks he was in Australia for installation, checking and testing.

Jacques Perron, central systems project manager — for modifications to increase the capacity of the permanent storage system by 43%.

Don Winemuller, service desk specialist — for dedication and success in streamlining service desk procedures, resulting in several unsolicited customer letters of appreciation.

25 Years' Service Noted

Frank Hopkins celebrated his 25th anniversary with General Electric on January 3, with Ray Marshall, General Manager of the Systems Department, Zigi Quastler, manager of quality assurance, and Bill Bacon, manager of projects and measurements. Frank, who is

Frank Hopkins, second from right, receives congratulations from Ray Marshall, on his 25th anniversary with the company. Far left is Bill Bacon, and Zigi Quastler.

project leader of communications availability, has been with Information Services since 1969.

After receiving his BEE from Ohio State University, Frank started work for GE at the Transmitter Division in Syracuse. From 1951 to 1966 Frank was with the Communications Product Dept. He was with General Learning Corporation and Command and Information Systems Department prior to joining this division in the Systems department.



New Service Desk Numbers

Effective Monday, January 21, the National Service Desk will be located in Bethesda. The new telephone number for all customers (except those located in Maryland) is 800-638-2960. Maryland customers should use 800-492-0943. The Dial Comm number 8*273-4675 is to be used by ISBD employees.

December Service Awards

20 YEARS	
Paul C. Anderson	Bethesda
15 YEARS	
I. Wayne Rice	Brook Park
Stuart G. Morehouse	Bethesda
5 YEARS	
Timothy G. Canan	Encino
James J. Shields	Watertown
William F. Tiernan	Hollywood



People on the Move

Robert Aitchison — from senior technical representative, Detroit, to technical manager there.

Kenneth Barnes — from revenue processing clerk to specialist—customer reports, Bethesda.

Margaret Holt — from systems specialist—Medinet to manager—special application development project—Medinet, Bethesda.

Nancy Johnson — from account manager, Milwaukee to senior specialist—international accounts, Bethesda.

LTDI Rates to Increase

Long Term Disability Insurance claims under the LTDI plans for salaried employees have skyrocketed in 1973. The insurance carrier reports that substantial deficits have resulted in 1973.

This increase in claims means that employee contributions for coverage will have to climb to meet expected claims in 1974. As specified in the plan booklets, the insurance carrier has the right to change the contribution rate each year on January 1. In accordance with the plans, and pending cost of living council approval, new contribution rates for the GE LTDI plans will begin on January 1. The contribution rate will go from \$1.50 a month per \$100 of monthly benefit to \$1.70 a month per \$100 of monthly benefit.

LTDI coverages, when combined with disability pension and Social Security disability benefits, aim at providing a totally disabled employee with approximately half pay. Even with the rate increases, the plans still provide valuable coverage at the lowest possible cost based on experience.

Company benefits specialists point out that the coverage is not easy to reinstate once it is dropped. Provisions of the plan call for medical examination for those wishing to restore coverage.



Robert Aitchison



Kenneth Barnes



Nancy Johnson



John R. Thompson



Margaret Holt



Adella Waddell

John R. Thompson — from revenue specialist to specialist—equipment leased to others accounting, Bethesda.

Adella Waddell — from administrator to specialist—customer billing, Brook Park.



UPDATE

INFORMATION
SERVICES
BUSINESS
DIVISION

BETHESDA,
MARYLAND

Feb. 1, 1974
305.02

MARK III to Norway

MARK III service is now available in Norway, with Honeywell Bull as distributor. The system has been used in Norway by a few pilot customers, and is now available to local customers and international MARK III users with operations in Norway.

Initial service is available through long distance calls to Stockholm. Local dial-up access is scheduled for March in Oslo.

There is considerable potential in Norway for customers in banking, insurance, shipping, shipbuilding, and oil extraction, to name a few — and many U.S. and international firms are represented in Norway.

Customer Support Realigned

The customer assistance function transferred to Bethesda on January 21 to extend the capabilities of what previously was the national service desk. This date also marks the start of more extensive support of the customer assistance function by product support.

"Plans for strengthening the National Service Operation were first announced during the Kick-off '74 tour last fall," stated Mel Szot, manager—National Service Operation. "Major progress has already been made and the schedule for further improvements is firm."

A major portion of the changes being made during the current realignment of activities and responsibilities within the National Service Operation will not be immediately apparent to customers. However the effect of these changes will be significant.

"Briefly stated," Szot remarked, "the benefits of the planned and in-place changes are a greatly enhanced and technically stronger customer support capability, an even more powerful

sales feature, plus removing the burden of routine customer support activities from individual offices."

Full details on the current status of the customer assistance capabilities and planned changes are contained in "UPDATE: National Service Operation" inside.

Training Manager Named

Charles W. Proctor, Jr. has been appointed the new national training manager, according to Paul Wexler, Manager—Marketing Operation. Scheduled to report to Bethesda January 28, Proctor will be moving from California, where he and his family now reside.

Proctor has over 20 years experience with Honeywell, Inc. He began as a sales engineer, and subsequently became a branch manager, regional manager, director of training. In 1963 he was named corporate director of marketing training in Minneapolis. In that position he directed management development and sales training for a marketing force of 4000, representing all product lines of Honeywell's ten divisions.

In 1970 Proctor moved to Singer Business Machines in California, where he was director of marketing services. Most recently he has been self-employed as a consultant.

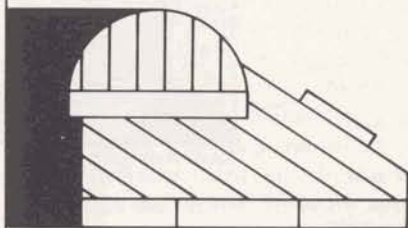
Directory Corrections Sought

A new telephone directory is now being prepared. Please check the listing of your name (and office address in section III) in the December issue and send any corrections in your name, extension, room number, title or organization to the manager—headquarters facilities.

GENERAL  ELECTRIC



Paul Wexler (right) welcomes Charles Proctor to Bethesda.





George Nazarian



Jac Cuney



Mike Paccione



Colin Adamson

New Sales Managers Named

Three branch managers and a new industry manager were named in December by James C. Castle, General Manager—Sales Department. S. George Nazarian was appointed manager of the newly established management services industry sales; Colin M. Adamson as manager—Medinet branch, Northeast zone; Michael J. Paccione as manager—communications branch; and John A. Cuney as manager—federal government branch.

George Nazarian will be located in Los Angeles until spring, when he will have offices with other industry sales managers at headquarters. George joined Information Services in 1969 in Los Angeles as a sales representative. Since then he has been a senior sales specialist, senior sales representative, branch manager in San Diego, Encino, and Los Angeles, and new sales account manager. Manager—management services industry sales is a new position with responsibility for industry sales growth.

Jac Cuney, manager—federal government branch in Washington, D.C. was account manager in western area federal sales in Denver prior to being named to his present position. Jac began working for Information Services in 1967 in Seattle as a customer application specialist, and became manager of the information processing center there. He has also been manager of the San Fernando Valley, Santa Barbara and El Monte branch offices, and Pacific zone support manager.

Mike Paccione, manager—communications branch in East Orange, has been with the communications branch since he joined the division in 1971 as a marketing representative after five years experience with Service Bureau Corporation.

Colin Adamson, manager—Medinet branch office in Watertown, has been a part of Medinet since he joined GE as

a senior programmer in 1968. He was promoted to senior systems analyst and specialist in application services, became manager of Medinet's New England district, and application services, before being named manager—Watertown Operations, the position he held prior to his present post.

More on Background Enhancements

EIS COBOL and activity restart are scheduled to be unlocked on Background system R on January 28 and system S on February 4 (as of press time, 1/25). As with any complex software change, there is always a possibility that problems may arise; list STATUS*** to find current status.

This rescheduling was required by a temporary need to have the EIS COBOL default value reset to provide automatic non-EIS compilation. This condition will be altered in the near future to conform with documentation received earlier. Interim documentation on these features and the COBOL default table can be obtained via the free user number IBB00222, INFO.

Questions relating to this release should be directed to product support (8*273-4571).

Office Address Changes

The Philadelphia sales office has moved from Bala Cynwyd to Philadelphia. Their address, and that of Medinet sales, is:

1700 Market Street, 7th floor
Philadelphia, Pa. 19103
8*215-864-7494

Mail for Mary Ellen Kranz should be directed to:

604 Green Valley Road
Suite 211
Greensboro, N.C. 27408



Bill Hewlett, manager-product support, watches as Karyl Curlee checks out a reported technical problem.

A realignment of customer support activities and responsibilities is currently taking place within the National Service Operation. The aim is to establish a single point for the receipt and resolution of customer technical problems.

One of the customer-visible changes is the planned elimination of individual office and zone service desks. As the first step in this process, NSO is now providing 24-hour service to East Central zone customers. Within a few months, all customers will be serviced 24 hours a day by customer assistance.

As each zone's service desk function is absorbed by the new customer assistance group, ample notification will be given so that all customers can be informed of the change.

Bob Coutts, manager—customer assistance and expediting, strongly requests that customers continue to use the service desk as in the past (e.g., for help during non-prime time only). "The other zones will be picked up as quickly as possible," said Coutts. "But we simply are not prepared to handle any more prime-time calls at this time."

For all but East Central zone customers, the only change to this service at the present time is in the new telephone numbers (i.e., 800-638-2960 for all customers except those located in Maryland; 800-492-0943 for Maryland customers; 8*273-4675 for ISBD employees).

When the support responsibilities are fully integrated, the superficial difference seen by the customer will be in the use of the 800 number at all times for technical assistance. "Customer assistance will determine the nature of

the problem so that solutions may be provided. This information will be passed to those who can solve the problem; in other words to the customer, the branch, Systems, or quality assurance," stated Coutts.

Such items as file transfers, validations and password changes, will continue to be handled by the individual offices. Billing disputes and questions should also be directed to the local office where they can best be resolved.

Changes Behind the Scenes

Customer assistance expects to resolve approximately 80 percent of the calls; that is, those related to system status, communications failures, quickly-answered technical questions, etc. Calls requiring investigation or technical knowledge of greater depth are diverted to product support personnel. This is done without necessity for a call-back or redialing by the customer whenever feasible.

Product support's backup is available Monday through Friday from 8:30 am on the East Coast until 6 pm on the West Coast, and on Saturdays from 9 am to 6 pm, East Coast time.

An on-line call-logging system will be used to record information about each call received. This information will, of course, be available to the branches so that account and technical representatives are aware of their customers' activity. In addition, this data will be analyzed to locate problems or trends that require investigation and/or action. For example, repeated ring-no-answer complaints for a particular line can easily be spotted with the new system.

Tools of the Trade

New facilities and equipment link NSO and Ohio Center personnel to provide needed information quickly and easily. A special hook-up with the Center's public address system enables both product support and customer assist-

ance to hear any announcements made (e.g., change in the status of a central system).

Immediate access to all personnel in the Center is available through ISBD's own hot-line. Without placing a dial comm call, console operators, RMS expeditors, tape librarians, etc. can be paged and directed to the hot-line. While the customer is on hold, the information required can be obtained with the combined paging-hot-line system.

This phone system also permits rapid communication with the expediting function (located in the Ohio Center and managed by Glen Uthe) of the customer assistance and expediting group. Remote Media Service processing, file recovery and transfers, as well as problem tracking at the Center are handled by these expeditors.

The third tool is a network monitor; a CRT display of all nodes of the network that is updated every two minutes. At a glance, NSO personnel can ascertain the current configuration of all hardware — remote concentrators, central concentrators and central systems. In other words, customer assistance knows if there is a problem as soon as an on-line customer does. Communications problems between the concentrators, slow response resulting from customer overload, access not permitted because a remote concentrator is down — these are just a few of the things that can be revealed by the monitor.

Effect on Product Support

In connection with their support duties for customer assistance, product support personnel are being assigned major account responsibilities. Accounts are deemed sensitive/major on the basis of the type of work performed, volume of use, specific needs as identified by the Sales Department, etc. In this way, customers can receive the extra service they require and deserve from individ-

(Continued)



George Chipman, Walt Cotton and Omar Flores of consumer assistance receiving and responding to customer call. Note use of headset to permit use of a terminal and/or reference material while conversing with caller.

uals who are fully conversant with their needs and peculiarities. (Affected offices will be notified when an account has been assigned.)

In addition, special responsibility for major product features will be assigned by Bill Hewlett, manager—product support. This will include field test activity, new features information and expert technical consultation. Although all product support personnel are well versed in all aspects of the service, this specialization will assure the easy availability of experts for both customers and field personnel.

For the Sales Department

The centralization of technical support activities has been designed to fulfill two important goals:

- provide customers with one source for technical support; a source that has all the tools and in-depth technical expertise required to resolve almost any conceivable problem
- improve the efficiency of field activities by relieving the Sales Department of one area of responsibility

In the process of meeting these goals, account and technical representatives will also be receiving more of the vital information about account activities, and in a more useful form. The call-logging system will also pinpoint and provide high-level visibility for problem areas or trends that require timely attention.

"A good plan, well implemented and serving many needs is being provided by Mel Szot, manager of the National Service Operation," said Paul Wexler, Manager—Marketing Operation.

Market Topics

Control Data announced marketing of Call/370 in London now; Brussels, Paris in April; The Hague, Stockholm, Frankfurt in 3rd quarter.

ComputerWorld 23/1/74

Control Data is expected to announce new Cyber 170 series of computers in April. Four new models will be produced at plants in U.S. and Canada. The new systems are expected to operate at speeds double the present Cyber 70 family.

Electronic News 14/1/74

Tymshare reported major 1974 marketing emphasis in IBM 370 services including new variety of applications and services in business and commercial applications.

ComputerWorld 23/1/74

Com-Share sold a timesharing system to Telesystemes, Paris. An XDS 940 and rights to use Commander I software included.

EDP 22/1/74

Com-Share got a five-year, \$1 million loan from First Pacific Bank, Chicago (subsidiary of Dai-Ichikangyo Bank, Tokyo) to pay Xerox for purchased Sigma 9 computers.

Electronic News 14/1/74

UCC signed 5-year contract with First National Bank of Elkhart, Ind. to handle data processing both on-site and from UCC's Troy, Mich. center. Sites will be interconnected.

EDP 17/1/74

UCC acquired Data Services Inc., Denver, Col. and Petroleum Ownership MAP, Casper, Wyo., both performing services for geological exploration.

EDP 11/1/74

Honeywell announced sale to Huntington Medical Hospital of Pasadena, the first computerized hospital management system under new license arrangements with National Data Communications.

EDP 22/1/74

On-Line Systems introduced OLSPCS for project control and resource management. Slated markets include government, banking, manufacturing, services, construction industries.

EDP 15/1/74

Sixteen Virginia hospitals installed GE Terminet 300s for dp services provided by **The Hospital Data Center**, Norfolk, Va.

EDP 21/1/74

Canada closed its Govt. Service Bureau, turned over to Computel Systems and Systems Dimensions, Ottawa, about \$4 million of business.

Electronic News 14/1/74

Japanese computer manufacturers expecting continued growth in 1974 despite energy crisis and clouded economic conditions. That government is liberalizing importation of computers in 1975 causing their big six to attempt further entrenchment this year.

Growth forecasts range from 10-15% by Hitachi to 30% by Fujitsu and Nippon. Fujitsu may decide to produce Amdahl computers in U.S. for sale here and abroad. (Amdahl machines are hardware and software compatible with IBM System 370 at twice the speed, less cost.)

Electronic News 14/1/74

Jan. Service Awards

25 YEARS

Frank Hopkins	Bethesda
Donald Farrell	Bethesda

15 YEARS

James Doyle	Bethesda
Louis Hauschild	Bethesda
Frank Brzeczeczek	Oak Brook
Larry Rollins	Bethesda

10 YEARS

Lawrence Dowd	Watertown
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5 YEARS

William Hewlett	Bethesda
David Barnett	Bethesda
Manuel Gomez	Brook Park
Robert O'Keefe	Cincinnati
Hattie Moore	Bethesda
Reggie Loy	Greensboro

1200 Baud Rescheduled

Commercial announcement of 1200 baud service is being rescheduled in order to extend the field test. This will permit the Systems Department to resolve some early problems and to perform further quality assurance tests.

The field test has been particularly successful in revealing how the service performs in a commercial environment. Favorable reactions from customers offer strong indication that 1200 baud will be a well-received service.

Each session is being logged and reported to headquarters, enabling rapid

awareness of potential problem areas. This process has resulted in the following recommendations.

- only the Bell 202C data set should be used with both qualified terminals (i.e., TermiNet-1200 and Hazeltine-2000)
- lead times are such that current owners of H-2000 terminals should request installation of the required minor hardware modification immediately
- contact terminal sales (8*273-4641) for details on ordering both terminals and data sets

Additional information about these terminals is contained in the Terminal Sales and Procedures Manual.

Prior to commercial announcement, Sales Department personnel will be provided with a sales kit. The kit will include a supplement to the Command System manual that contains information on the hardware requirements mentioned above, plus general instructions on use of the service. Terminal operations cards, new and revised sales manual profiles and a copy of the announcement sent to trade and business press.

The chart below, also appearing in the new Speeds and Terminals profile, summarizes the various service speeds offered on MARK III and should be helpful in determining which one is most appropriate for a given customer or prospect.

Speeds & Terminals Profile

	110-300 Baud Service		1200 Baud Service		2000 Baud Service	
Transmission Speed	10, 15, or 30 cps		120 cps		200 cps	
Mode of Operation	Interactive		Interactive		Non-interactive	
Terminals	Easy-to-use, relatively inexpensive		Similar in use to 300 baud terminals, slightly more expensive		Higher priced; require special operators	
Input	Keyboard, paper tape, cards, magnetic tape cassette, mark sense cards		Keyboard, paper tape		80 column cards	
Output	Printouts, video display, paper tape, cards, magnetic tape cassette, plots, graphs		Printouts, video display, paper tape		Printouts, 80 column cards	
Parity Check	Output check is terminal option		Input check (user can correct data and/or restart program); output check is terminal option		Character and block check on input and output; automatic retransmission	
Typical Usage	One or more hours/day		Three to four hours/day		Two hours/day	
Recommended Use	Highly interactive applications, moderate I/O		High-volume I/O requiring some interaction. Keep interaction to minimum for highest cost effectiveness		High-volume I/O requiring no interaction	
Cost	<i>TCH</i>	<i>KC</i>	<i>TCH</i>	<i>KC</i>	<i>TCH</i>	<i>I/O</i>
	7.00	.25	30.00	none	16.00	.20/100 records
	10.00	.10	15.00	.15		
	13.50	none				



Katrina Lin



Judith Hardison



Charles W. Benton



Nancy Rizzi



Patricia Hickert



Dane K. Johnson



People on the Move

Charles W. Benton — from account representative—Columbus, to business development representative—Los Angeles.

Judith Hardison — from general ledger and reports accounting, to specialist—general ledger—Bethesda.

Patricia Hickert — from technical representative trainee, to technical representative—Oklahoma City.

Nancy Rizzi — from auditor—accounts payable, to specialist—accounts payable, in Bethesda.

Katrina Lin — from clerk—accounts payable, to revenue processing clerk in Bethesda.

Dane K. Johnson — from senior systems specialist, to senior systems analyst—Ohio Center.

February Holiday

Monday, February 18 is a holiday for division employees to mark Washington's birthday.

New Employee Handbook

A new Information Services Employee Handbook, describing personnel practices, policies and procedures, was distributed to all employees during the last week in January. According to Norm Barth, Manager—Relations Operation, "The new Handbook was prepared to better acquaint employees with the division, its operational practices, and opportunities for career development."

All employees are urged to read the book carefully and keep it for future reference. If you did not receive a

copy, notify Gene Taft, manager—personnel practices and development, 8* 273-4701.

Training Council Meets

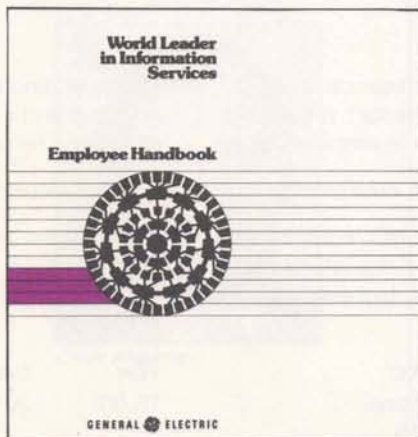
The second National Training Council meeting was held at headquarters January 15-16.

The Council met to review the projects initiated at its first meeting in September, and to schedule new customer courses to be developed in the first half of 1974. The main objective of the council is to pool the educational talents of field and headquarters personnel in order to provide professional, up-to-date training materials and courses.

The highlight of this meeting was the presentation of "Introduction to Information Services," "FAL," and "1200 Baud," by Jennie Munder, acting Central zone support manager; Frank Warthen, project manager; and Leo Kotschenreuther, systems specialist. The complete package for these courses includes an instructor's guide, student guide, and view-graphs. These courses are now being field-tested by the National Training Council and will be released subsequently for general field use.

In an evening session, an open forum was held with Sales and Marketing management personnel, which resulted in several good ideas for future training activities.

Prior to adjournment, development teams were selected to work on courses in FIV, FBI, BASIC, EDIT/System Commands, Programming Concepts, and Administrative Users. The field training coordinators, working with headquarters personnel, will be producing a complete customer core curriculum by mid year. Advanced curriculum will be developed in the last half of 1974.



GENERAL ELECTRIC

For General Electric Employees Only



UPDATE

INFORMATION
SERVICES
BUSINESS
DIVISION

BETHESDA,
MARYLAND

FEB. 18, 1974
305.03

Results of BG Task Force

Recently a special task force, headed by Bill Hewlett, manager-product support, has been intensively studying Background service: the current status and the potential. The task force report consists of a thorough analysis of where we are and what must be done to achieve this potential.

The findings, suggestions and recommendations have been accepted by the division staff and expanded into concrete action plans. A clear and definitive charter for 1974 activities relative to Background is now in place. Listing what is to be done and by whom, the charter delineates specific responsibilities and schedules for nearly every component in the division.

Members of the task force were Tony Cassa, account manager in San Francisco, Marv Bergen, senior technical representative in Phoenix, Bob Grissom, systems specialist-quality assurance, and John Neuenschwander, manager-market planning.

In essence, the task force report and subsequent decisions and actions label 1974 as the Year of Background. Details on the report and plans are contained in "UPDATE: Background" on inside pages.

Yellow Page Campaign Launched

Prospects in more than 200 U.S. cities will soon find their fingers walking to the World Leader in Information Services if standard yellow page promotion is to be believed.

A newly approved national yellow pages program, carrying the world leadership message, is currently being implemented in telephone directories around the country. Ads will appear in three sizes: the largest is two col-

umns wide by 5½" high and is scheduled for our ten biggest metropolitan cities; other directories will carry a one column by 1¾" trademark ad or a one-inch high trade name ad.

The schedule for the appearance of these ads is totally dependent upon the reprinting schedule for each directory. This timing, plus the sales potential of various areas and the total budget were the determining factors used in selecting directories in which to advertise.

Listed inside are all the directories that will carry ISBD's ad in 1974. A number of sales areas not included in this effort will be added in 1975. Any questions concerning this list should be directed to sales support.

Farsaci Aids Mass Transit

Mike Farsaci, Syracuse-based account representative, by interfacing between a customer and an equipment vendor may well have provided a vehicle to help lessen the mass transit pinch, and simultaneously increased customer billing from \$600 to as high as \$5,000/month.

The customer, a small Central New York bus operator, sought a device from which passenger/revenue data could be accumulated automatically right on the bus. When Mike jumped in, there was no such hardware available for a bus installation. Working directly with the bus company president, he brought in an electronics manufacturer and encouraged development of the required terminal device, one whose output could interface with the MARK III network.

In test operations now, the prototype Electronic Fare Register at the bus driver's fingertips punches an eight-level paper tape which is used as input to Mark III at the end of each day's run. Accounting and scheduling analysis tasks are performed automatically, as are summary reports including reve-

nue per mile, passengers per mile, and daily cash and commutation ticket totals, both for individual trips and routes as well as for the entire bus line.

If the prototype EFR proves successful — as it appears to date — the company plans to install the device in all buses in its fleet and the hardware designer/manufacturer will market the device nationally. Which all adds up to an imposing opportunity for ISBD revenues and what would amount to a major breakthrough in cost effectiveness for the nation's mass transit operators.

Babcock Joins Division

James D. Babcock, co-founder of Allen-Babcock Computing, has joined the Marketing Operation, reporting to Paul Wexler as program manager-IBM services program. Since the purchase last November of Allen-Babcock by International Timesharing Corp. of Minn., Jim has been assisting in the orderly transition into the ITS network and organization.

Jim began his career in computing at Rand, Santa Monica, after graduating from the University of Michigan in 1954. He began programming nuclear codes in the Computer Sciences Division, then moved into systems programming and later became head of the Systems Programming group. During his years at Rand, Jim became active in SHARE, an IBM user-group organization, and served as national program chairman, national vice president and national president.

Jim left Rand in 1965 to co-found Allen-Babcock Computing, which went "on-line" in September, 1966 with the RUSH system (the first 360 time sharing system in an independent service

(continued)

GENERAL  ELECTRIC



James D. Babcock

bureau). He worked primarily in marketing and technical areas concerned with the needs of business data processing and problems for a remote access system. He was successful in leasing the RUSH and OS operating system for in-house time sharing use by a large corporation; established a "remote facilities management" contract for all the data processing needs of a large state agency; and kept abreast of the needs of the dynamic, fast-changing remote access industry.

Jim has participated on various panels, seminars and working committees, notably with organizations such as the National Academy of Sciences, NATO, AFIPS, and ACM.

Air Force Contract to Mark III

The Air Force has awarded ISBD a three-year, \$1.3 million contract to supply the computer power for its new nationwide Copper Impact Program.

Under the agreement, more than 60 contracting offices will begin using a combination of Mark III and Air Force developed programs making up Impact (Improve Management Pricing and Costing Techniques) in all Air Force buying programs.

Information Services' nationwide local access, proven software and support were cited by Bill Thorne, Government sales manager, as major factors in winning the contract over 32 other service companies asked to bid.

Carlo Sironi (left), director of the northern branch of Honeywell, and Luciano Marradi (right), now manager-export sales for Honeywell Information Systems Italia, welcome vacationing Helen Mace, Pacific zone secretary, in the Milan time sharing office of Honeywell.

But, Thorne credits the excellent service and support given the Air Force in smaller, similar programs by GE's sales team over the last four years as assuring the Copper Impact contract award.

"The Air Force is confident that GE can do the job," said Thorne, "because of the sustained efforts, since 1970, of Hank Sturve and his Denver Branch; Jac Cuney, both in Denver and in Washington; and now Bill Muller, Copper impact account manager in the federal sales branch, in meeting the Air Force's needs for service and support."

Under the new contract, GE will soon begin conducting a series of three-day seminars at Air Force locations around the country to train contracting officers in the use of Mark III. In addition, documentation specially prepared for the Air Force will be supplied to each contracting office.

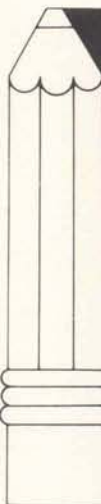
Industry Sales Seminars Held

Two industry sales seminars were held in Bethesda recently for telephone industry sales and General Electric account sales. Both seminars were attended by field representatives from branch offices throughout the country.

Individual experience and knowledge were shared at both meetings, and near term and future growth opportunities were stressed.

Tom Vinci, manager-telephone industry sales, and Mac McCleary, manager-GE account, reported enthusiastic response to the meetings. Tom is "very optimistic about the telephone industry sales team meeting its goal for the year." Mac said that "focusing on a common market and objective with such a highly motivated group confirms the soundness of the Sales Department's industry emphasis program."





Year of Background

Throughout 1974 major emphasis is being placed on growing Background revenue and increasing the customer base. Now is clearly the time for the division to start cashing in on what has been learned and accomplished since the introduction of Background service in October of 1972.

Many plans have been made for activities that will result in easier selling and support of this product. However, honest evaluation of the current assets offers ample proof that Background is a viable offering and one that should be exploited to its fullest. Based to a considerable extent on interviews with customers and Sales Department personnel, the task force report identified the following strong points.

- January's price reduction makes the service not only competitive but a clear best value
- one and one-half years of commercial use have served to mature and stabilize the product
- a cadre of satisfied customers is in place
- a real and definable need for the service exists in the marketplace
- Background provides a logical step upward for current, sophisticated users
- Foreground, HSS, RMS, etc. serve as "backup/support" services, the total of which results in a unique offering

Gearing Up For Growth

Based on their in-depth study of the total Background picture, the task force, described on page one, has prepared specific recommendations and action plans. These have been endorsed by division management; projects identified; responsibilities assigned; schedules established; both short- and long-term goals set.

The seed money, essential to any business venture, is available and committed in the form of full division staff support and plans for the active involvement of nearly every individual within the Marketing and Sales organizations.

First Steps

In the weeks to come, sales focus meetings will be held to provide all affected Sales Department personnel with information on the direction for 1974 Background activities and the detailed action plan for the remainder of the '74 sales year. An important item on the agenda for these sessions is feedback — that is, to obtain the thoughts and suggestions of the people who are directly involved in the selling and support of Background.

A number of overall target areas were identified by the task force; these will be used in focusing sales activities. The first is that of full-service applications using both Foreground and Background for data collection and processing activities. FORTRAN applications requiring large core as well as large data base applications are the targets. Where appropriate, Background will also be marketed as a supplement to in-house capabilities.

The Program — 1st Quarter

First quarter selling activities are to be directed toward —

- conversion of potentially vulnerable Foreground accounts into Foreground/Background accounts where appropriate
- promotion of supported packages (i.e., NSS applications and APT)

The above were selected to capitalize on current strengths and in-place, in-depth support capabilities. Also, in analyzing successful Background implementations, the task force noted a number of common characteristics.

- Background expertise in local sales office

- customer was experienced user of the language and had remote batch experience
- applications not time-critical
- moderate use of tapes

The plan is to replicate these successes by seeking customers/applications with similar characteristics.

Conversion efforts should be directed only toward those FORTRAN applications that are predominately disc I/O, ones requiring only a single file tape for their data base. Such conversion is to be used to protect current Foreground accounts, to grow Foreground users with the above characteristics, and where conversion is the most economical solution. Only customers and prospects with remote batch experience should be actively pursued at this time.

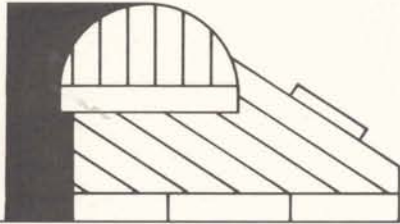
Both sales and technical support for the NSS applications (i.e., GESIMTEL and the EUEO packages) are available from the authors. Check DSSL:NSSLIB for the name and dial comm of the support contact. For information relating to other Background applications contact product support (8*273-4571).

Plans For Following Steps

Concurrently, numerous support-type efforts will be started; activities designed to expand, build upon, or develop those capabilities that will permit the division to exploit Background service to the fullest extent. One of the first items is training: a series of in-depth one-week Background techniques classes to be held in Bethesda. The goal is to develop a cadre of specialists in the field with intimate knowledge of the service architecture and an insight into the implications of Background for various applications.

Other plans include up-grading of customer training capabilities and tools, revision of Background documentation to reflect customer/Sales Department suggestions, and the development of

(continued)



pricing and competitive analysis materials required. Plus, preparation of sales tools, customer profiles, and further strengthening of headquarters' technical support capabilities. Sales Department input is vital to our mu-

tual success in this area. If you have anything to contribute, call service plans at 8*273-4248. (Ed. note: watch future issues of UPDATE for information on successful Background applications.)

The Sales Plans notebooks, the February branch managers' meeting, the task force, and division management are all stressing the theme: 1974 is the Year of Background. Now is the time to show all customers and prospects that MARK III service is indeed full service.

Where Mark III Yellow Page Ads Will Appear

Alabama	Illinois	Waltham	Poughkeepsie	Pittsburgh
Bessemer	Alton	Worcester	Queens	Reading
Birmingham	Aurora	Michigan	Riverhead-	Wilkes-Barre
Huntsville	Barrington	Ann Arbor — YPS	Patchoque	Rhode Island
Mobile	Chicago	Battle Creek	Rockland County	Providence
Arizona	Elgin	Bay City-Saginaw	Rome	South Carolina
Phoenix	Granite City	Detroit	Schenectady	Greenville
Arkansas	Peoria	East Detroit	Tonawanda	Spartanburg
Little Rock	Quad Cities	Flint	Utica	Tennessee
California	Rockford	Grand Rapids	White Plains	Chattanooga
Los Altos	Waukegan	Kalamazoo	Yonkers	Knoxville
Los Angeles	Indiana	Lansing	North Carolina	Memphis
Oakland	Columbus	Muskegon County	Charlotte	Nashville
Ontario	E. Chicago	North Woodward	Greensboro	Texas
Orange County	Fort Wayne	Pontiac	High Point	Beaumont
Palo Alto	Gary	W-NW Area	Raleigh	Dallas
Sacramento	Hammond	Minnesota	Winston Salem	Fort Worth
San Diego	Indianapolis	Minneapolis	Ohio	Houston
San Francisco	Lafayette	St. Paul	Akron	Pt. Arthur
Santa Barbara	Muncie	Mississippi	Alliance	Tyler
Ventura	South Bend	Jackson	Canton	Utah
W. Contra Costa	Terre Haute	Missouri	Cincinnati	Salt Lake City
Whittier	Iowa	Kansas City	Cleveland	Virginia
Colorado	Davenport	St. Louis	Columbus	Lynchburg
Denver	Des Moines	New Jersey	Dayton	Norfolk
Connecticut	Kansas	Burlington	Lima	Richmond
Bridgeport	Wichita	Camden	Springfield	Waynesboro
Hartford	Kentucky	Dover	Toledo	Washington
Meriden	Louisville	Elizabeth	Warren	Seattle
New Britain	Owensboro	Jersey City	Oklahoma	Spokane
New Haven	Louisiana	Morristown	Oklahoma City	Tacoma
Stamford	Baton Rouge	New Brunswick	Tulsa	Wisconsin
Waterbury	New Orleans	Newark	Oregon	Madison
Delaware	Shreveport	Perth Amboy	Portland	Milwaukee
Wilmington	Maryland	Plainfield	Pennsylvania	Racine
District of Columbia	Baltimore	Trenton	Allentown	
Florida	Washington Suburbs	Union City	Ambridge	
Clearwater	Massachusetts	New York	Beaver Valley	
Cocoa	Boston	Babylon-Bayshore	Butler	
Fort Lauderdale	Chicopee	Binghamton-	Chester-	
Jacksonville	Fall River	Endicott	S. Delaware County	
Miami	Holyoke	Brooklyn	E. Montgomery County	
Orlando	Laurence	Buffalo	Erie	
St. Petersburg	Lowell	Huntington-	Johnstown	
Georgia	New Bedford	Smithtown	Latrobe	
Atlanta	Newton	Lockport	Lancaster	
Chamblee	Pittsfield	Manhattan	Lower Bucks County	
Rome	Quincy	Nassau	New Kensington	
Savannah	Springfield	New Rochelle	Norristown	
	Taunton	Niagara Falls		



Atlanta Branch Takes Two

The Atlanta branch won two awards at the end of 1973. First, the electric utility trophy for the fourth quarter, awarded for excellent performance with electric utilities; and second, an award for the highest number of lease/sales of TermiNet printers during November and December.

According to Ken MacDonald, manager-electric utility industry sales, Atlanta's electric utility revenue showed a gain of 18% in the fourth quarter over the preceding quarter. The yearly performance was also outstanding, with an 87% growth from January to December. Winners in previous quarters were Carolinas branch, Florida branch, and New York industrial branch.

Harold Stover (left) of Data Communication Projects Department presents the Merry TermiNet Time award to John Canning, manager-Atlanta branch office.

The TermiNet award was sponsored by the Data Communication Products Department in a "Merry TermiNet Time" promotion in November and December. A weekly newsletter distributed by the sponsor listed many ISBD sales people who had winning entries. Atlanta was mentioned in an early issue and kept its lead.

L. F. Roletter, Manager of Leasing at Data Communication Products Department, saluted the Atlanta branch office and reported that "the program was successful and in fact exceeded its goal by better than 15%."

Gibbins Nominated for Phillippe Award

Frank Gibbins, manager-field organization and manpower, has been nominated for the 1974 GE Phillippe Award to be presented to five GE employees for outstanding leadership in the field of public service.

Eighty GE employees have been nominated by company components throughout the U.S. and overseas. They will receive certificates of nomination from the Awards Committee.

The five winners will receive the Phillippe Award medallion, and the General Electric Foundation will provide \$1000 grants which are made to charities or educational institutions designated by each of the winners.

"Mr. Gibbins has provided outstanding leadership to his community through his association with the Bethesda-Chevy Chase Chamber of Commerce," commented George J. Feeney, Vice President and Division General Manager, in nominating Frank for the award. "He volunteered his services to this group five years ago, and since then has served as the Chamber's Legislative Committee Chairman, a member of the Board of Directors, a Vice President for Government Relations and First Vice President and Treasurer. His dedication and strong leadership were recognized by his election to the position of President for the year 1973-1974."

This is the fifth year that the Phillippe Awards have been made. They are named in honor of the late Mr. Phillippe, former chairman of the board of General Electric and a national leader in the field of public service.



Lee Beyer



Kenneth Hagopian



John C. Hauber



Gregory Horodeck



James Rossini

Finding Control Characters

Locate non-printing, control characters quickly and easily with the NC program, NCUTL2***. Simply run NCUTL2*** with the slash command to check any current ASCII file.

As each line is scanned, the location and octal code of the control character is printed, followed by a printout of the line. The message, "there are no control chars in /" will be printed if such is the case.

Joe Schartman, system engineer, reports that no input to the NC program is required.

People on the Move

Lee Beyer — from senior account representative-Boston, to manager-competitive analysis and pricing, in Bethesda.

Kenneth Hagopian — from facilities serviceman, to quality assurance clerk-Watertown.

John C. Hauber — from senior account representative-Indianapolis, to the same position in Columbus.

Gregory Horodeck — from technical representative, to technical services specialist-Oak Brook, Ill.

James Rossini — from senior technical services specialist-Houston, to project manager-Bethesda.

Expedite Material Requests

Material Requests should be sent to investment accounting, 8th floor at headquarters, for financial review before being sent to Purchasing. MR's received in Purchasing before this review must be re-routed to investment accounting before the purchase order can be placed.

Mark III to Finland

Oy Nokia, a Finnish firm, will market MARK III service in late spring under a sub-distributorship agreement with Honeywell, according to an announcement made by Honeywell February 6.

With Helsinki's introduction to international time sharing, there will be twelve European countries offering MARK III service. For further information, contact Marion Rich, 8*273-4381.

FAL Continues to Improve

- A new row option permits suppression of a row if values are zero. The option "SO" (i.e., S-zero) is placed in the row line in the same manner as a decimal specification. Effective only if the S-ROW option is not used.

- Customer requests for new FAL features, such as new functions, sub-routines, commands, options, etc. are desired. Please send suggestions to Len Hendricks, manager-applications planning, in Bethesda.

Hospital Bills To Be Sent Mass. Blue Cross

General Electric employees in Massachusetts should note that Blue Cross has an established routine for handling hospital claims. Massachusetts employees, who have GE medical benefits covered by Blue Cross/Blue Shield, are asked to instruct the hospital to submit claims directly to Blue Cross of Mass. for services rendered.

Gwen DeLacy, employee benefits clerk in Bethesda, has been notified that processing and payment of claims will be expedited if hospital claims are handled as Blue Cross suggests.

GENERAL  ELECTRIC



New HSS Terminals

Qualification of two more High-Speed Service terminals plus a new software package for the IBM 360/370, allows more customers and prospects to access MARK III via HSS with no investment in a new terminal device. At the same time, the ability of MARK III service to supplement and strengthen large in-house processing installations is still further increased.

- Data 100/78 — a programmable terminal that emulates an IBM 2780 using vendor supplied software and additional magnetic tape capability
- Honeywell G-115 — a programmable terminal operating on GERTS 355 software modified and supplied on an as-is basis by GE. This software provides for binary I/O compression.
- IBM 360/370 — a full-scale main-frame computer operating under OS-BTAM software and utilizing a new GE utility program (i.e., DSXMIT-OS version 2), supplied on an as-is basis, to emulate an IBM 2780 terminal.

Sales efforts should be directed toward customers and prospects who already have one or more of the terminals listed above — especially customers whose current or planned applications would be significantly enhanced by use of High-Speed Service.

Terminal operations cards are now available for the Data 100/78 (#3910.08) and Honeywell G-115 (#3910.07). Documentation for the IBM 360/370 software package will be included in the new High-Speed Service manual (#3910.01B) that is scheduled to be in the warehouse March 28. Shortly afterward, the HSS terminals profile describing all qualified terminals will be available.

The IBM 1130 (2780 emulator) qualification testing is nearing completion;

commercial availability is estimated for early April. Data 100/78 (G-115 Emulator) and Sycon 340 are currently being tested; if qualified, announcement will be made in late spring;

Clark Joins Division

Donald C. Clark has joined the Relations Operation as Equal Opportunity/Minority Relations manager. Don is a 1953 graduate of Howard University (BS in psychology) and George Washington University (MS in personnel administration), and a native of Washington, D.C.

Entering the service immediately after graduation, Don retired from the U.S. Army as a Lieutenant Colonel in January. He has held posts in Thailand, Germany, and Viet Nam in training programs and resource development. His most recent position has been supervising extensive minority and female officer recruiting programs, involving development and supervision of recruiting and public relations programs to accomplish the task. Don received the Legion of Merit from the First U.S. Army for performance in his last assignment.



Donald C. Clark

Extra Effort in Atlanta

Two members of the technical services operation team for a large Medinet customer's QMIRS project in mid-1973 were reunited over the February 18 holiday to do two weeks' work in one long weekend. The QMIRS acceptance test, scheduled for the following week in Bethesda, required regeneration of four master files which had been inadvertently destroyed. Bob Caton, TSO project manager in Atlanta,

(continued)

GENERAL  ELECTRIC



called on Kent Soffel, senior technical services specialist in the Pacific zone TSO group, for assistance in Kent's part of the original project. The February regeneration was an immediate emergency because of the acceptance schedule.

Ad McGarrity, TSO manager in the southern zone, says "About 100 man-weeks have gone into the project by now, so Bob and Kent have a vested interest in its success."

Kent flew in from Seattle and worked with Bob around the clock through the holiday weekend to fix the problem. "Their performance," said Alan Ezzell, manager-Medinet applications product, "has helped our relationship with the customer in meeting due dates. Their weekend of work assured our 'never late' reputation."

New Era in Reliability

A major change in system architecture in the Foreground Enhancements Release, scheduled for late April, will significantly improve availability of MARK III Foreground service, providing customers with close to 24-hour-a-day accessibility. Processors and file systems become two distinguishable entities, allowing a processor to be removed from service while access to its file system continues through an alternate processor.

Previously a processor and file system appeared logically identical to a user and were operationally treated as a single unit. Therefore, when a processor was removed from service, the user was temporarily unable to access his files.

The new shared file capability permits each Foreground processor to communicate with more than one file system. This means that a user can access his files and operate in Foreground even though the processor he has been using may be unavailable. For the user, the process is entirely automatic and will not require use of alternate user numbers or redirects. However, sessions that are interrupted by removal of a processor from service will have to be reinitiated through redialing.

A number of user visible enhancements are also included in this release (previously called FIV Enhancements Release).

- FIV – APPEND subroutine, OPTIMIZE and SYMBOL options
- BASIC – a CMD function
- High-Speed Service – two *MODE INPUT options (PSU and TOMorrow)
- Administrative User – additional password display capability and two more VAL subsystem verbs (ADD and ERASE)

Further information on the release and documentation is now available in the PH56 catalog in the NEWS4002 and ISR300 files. Users guides, supplements, etc. will be distributed shortly in support of the field test that starts in mid-March. All capabilities included in this release will be discussed in more detail in UPDATE prior to the commercial announcement that is slated for the end of April.

RMS via HSS

Beginning in April, customers in certain geographical areas will be able to receive their Remote Media Service disc-to-printer output via High-Speed Service at the local NDP. This capability is currently being field-tested in some NDPs.

This service will be available only in the areas served by the NDPs listed below. Note the terminal available at each location, as its printer affects the character set used.

Atlanta	Data-100
Bethesda	H-115
Folcroft	HSPS
Los Angeles	H-115
Seattle	Data-100
Schenectady	Data-100
Teaneck	Data-100
Watertown	Data-100

Service in Atlanta will be delayed slightly, contact product support for latest availability information.

In addition to the above, Los Angeles will provide RMS via HSS service to the Oakland NDP zone.

Be sure the applications involved can tolerate the character set differences resulting from use of the various terminals. The RMS Foreground Reference Manual supplement (#3710.05), copy enclosed to field personnel, contains a chart showing all variations. Additional copies of this publication are available in the warehouse.

RMS via HSS provides improved turnaround on disc-to-printer output. Since this service will be available only in the geographical areas named above, a general announcement is not planned. Therefore, account representatives should inform customers in the affected areas who can benefit from this new service.

RMS output via HSS is an interim step toward a major revision of Remote Media Service that is planned for release later this year. Significant changes to RMS software and the total RMS service offered are currently being contemplated. Announcement will be made as soon as details are available.



Jean Coleman of the Buffalo satellite office displays her management award.

Award Made to Buffalo Secretary

A management award has been presented to Jean Coleman, secretary in the Buffalo satellite office. The Information Services office is located with the Mobile Radio Sales office, and Jean serves as secretary for both operations. In early September the senior technical representative in Buffalo resigned, and until mid-December, Jean was the representative in Buffalo. "She handled all customer calls, continuing to emphasize our local presence," said Ed Scully, east central zone manager. "She has the experience and knowledge to solve many customer problems locally, and to call in the resources of the Systems Department, the Pittsburgh branch and the zone, when necessary. We have had several commendations from our Buffalo customers relating to her performance."

Security—Everyone's Business

"Security is everyone's business," according to Peter Browne, manager of the new security operation. "To be successful, it needs the ongoing involvement of every person in the organization."

Pete was responsible for development of the computer security program and a computer auditing program at State Farm Mutual before joining Information Services in January. He has also dealt with security of computer information as a staff officer in the Air Force. He has published many articles on the subject of security, including a recent series in *ComputerWorld*, and has written chapters in two books.

One of the first projects of the new security operation will be the installation and implementation of physical security for the new Maryland Center. This will include guard stations, closed circuit television, alarm doors, selective access, and controlled movement of elevators. Every employee in the building will have an identification badge with picture. Strict security will be observed in the supercenter and basement areas, with lesser controls for the office portion of the building.

Joseph Wasserman of Computer Audit Systems is retained as outside consultant and will continue to evaluate security. "We will tie it all together," said Pete, "and continue to develop new procedures, new software, new physical controls, and increased protection from fire and natural hazards."

The security operation will also emphasize the prevention of any penetration of our software controls, system audits, and division-wide standards for security. "I am impressed with the concern and interest shown by this division for security. These are the necessary ingredients to make it work," Pete emphasized.

ISBD Speaking Out . . .

Bill Muller, account manager-capital branch, recently served as instructor of a review seminar for Certified Data Processor examination candidates. Held in Washington, D.C., the two-day session covered hardware, programming, principles of management, systems analysis, and quantitative methods.

Bob Hensch, Manager-Technology Operation, participated in the Continuing Seminar on Management Information Systems sponsored by the American Management Association, speaking on the subject of "Data Communications:

Domestic and Foreign." The meeting was held recently in Fort Lauderdale, Florida.

Pete Salisbury, manager-strategy development, will be participating in a panel discussing data communications networks at the Data Communications Interface '74 conference in Dallas, March 25-27.

Peter Browne, manager-security operation, spoke March 5 at the meeting on Privacy and Security in Computer Systems conducted by the National Bureau of Standards. The title of his talk was "Achieving Security in Computer Networks." The proceedings of the meeting are being prepared for Vice-President Gerald Ford and his study group on the same subject.

. . . and in Print

The February 18 issue of *American Machinist* featured a two-page article on "Special Software for NC Turning" by Tom Kerry, Systems engineer in Bethesda. The article described the use and benefits of the GETURN numerical control program.

A paper entitled "Control of an Expanding Network—An Operational Nightmare" by Larry Mauceri, Systems specialist, has been accepted for publication by *Networks*, an international journal which covers the design, implementation and application of computer networks. Larry's article discusses the control measures used in the MARK III network.

S&S Prices

The "Stock Price" and the "Fund Unit Price" for each month of 1974 are as follows:

Month	Stock Price	Fund Unit Price
January	\$62.267	\$29.940
February	56.599	28.395

Market Topics

American Express revamping Space Bank reservations service to serve airlines to improve profitability. Quantas Airways is the first client.

EN 4/3/74

Cordura Corp (formerly Computing & Software) sold most of its dp and software business to **Systems Development Corp**. This move takes Cordura out of the computer services business except for two small companies in Washington, D.C. and N.J. which are still for sale. SDC gains significant penetration in F/M business to the Federal Government and the total acquired business is said to exceed \$20M. EN 18/2/74, EDP 13/2/74

Comuserve Network acquired T/S rights to Cuff, a financial forecasting program. EDP 15/2/74

Com-Share released a reporting and risk analysis package, developed by Core & Code Inc. of Wellesley, Mass., for use on its network and added four new marketing management programs. These include programs to evaluate regional markets, allocate budgets for long range planning, interactive model building and sales trend reporting. They report agreement with Miroku & Co. of Tokyo for a Sigma 9 system with the Com-Share Commander II software to be operated by Miroku for T/S and R/B commencing this fall. A second Sigma 9 is going into its London timesharing bureau.

EDP 12/3/74, 22/2/74, 6/2/74

Cyphernetics signed a two year contract to supply timesharing to Chase Econometrics. EDP 12/2/74

Remote Computing Corp. added a Burroughs B-6700 to its roster of five B-5700s. Two of these are in Los Angeles and the remainder in Palo Alto. RCC is also developing a national network to serve 300 secondary mortgage market traders for Am-

minet, Automated Mortgage Management Information Network, based in Washington, D.C. Two additional B5700s are planned for NYC installation as part of this network and an acquisition in that city is rumored. Interdata received a contract from RCC for six New Series Model 50 communications processors to be used as regional concentrators in Amminet. RCC also reported availability of the Mark XV COBOL compiler which features abbreviations to minimize conversion between different computers.

EN 4/3/74, CW 6/3/74, EDP 4/3/74

United Computing Systems announced a new Super Fortran including such features as seven dimensional arrays, relocatable binary and pre-compiled subroutines, output list expressions, additions to unformatted input and a system level debugger. EDP 19/2/74

University Computing signed an agreement with Unicoll, a subsidiary of University City Science Center in Philadelphia, for UCC to market Unicoll's proprietary systems while the latter operates its 370/168 for UCC customers in the eastern U.S. The 168 is reported running under OS/VS2 Release 1.6 for about one week "with no bad crashes." EN 18/2/74

Interactive Sciences opened a new office in Shrewsbury, Mass. Their other offices are located in Boston, Pittsburgh, New York and Washington, D.C. EDP 12/2/74

Grumman Data Systems signed agreements with DTSS, Inc. and HISI to install the Dartmouth timesharing software on an H-635 for commercial and educational users in the northeast. EDP 7/2/74

McDonnell Douglas Automation replaced a CDC 6500 with a Cyber-74 for increased capacity in its Huntington Beach center. EDP 5/3/74

Distrionics, subsidiary of Western Union, received a contract to provide a variety of on-line dp accounting services from its St. Louis center for Temperature Systems of Madison, Wisc. to Madison and to Rock Island, Ill. EDP 26/2/74

The first leg of **Datran's** digital network is now serving four users between Dallas and Houston. Construction is expected to be completed between Dallas and St. Louis in March and extended to Chicago by August. One of the first users is **Management Systems Corp** located in Dallas and serving a client in Houston with on-line inventory and order entry. CW 27/2/74

IBM released both OS and DOS versions of CICS/VS, Customer Information Control System, during the past month. First deliveries of VS version of IMS were cited mid-February.

EN 4/3/74

Informatics stockholders approved merger with **The Equitable Life Assurance Society**. They will become an indirect subsidiary. The joint venture, Equimatics, specializing in dp services to the insurance industry continues to operate as a separate unit.

EN 4/3/74

Automatic Data Processing signed a contract to acquire United Data Processing which provides on-line services to 45 S&L institutions in Cincinnati-Columbus area. EDP 4/2/74

On Line Systems formed a new product marketing organization within its marketing services division. District and branch office operations now report to John Ripper III, national sales manager. David M. Groutt was promoted to head Product Marketing and Charles M. Vaughn the product manager for OLSIMS. Hugh Houghton succeeds Groutt as head of the Pittsburgh regional office. EDP 15/2/74



Interchange Corner

Tape processing will be included on the agenda for the in-depth technical course to be held as an integral portion of the Background Buildup Campaign. Additional hints and suggestions for tape processing will be welcomed for inclusion in future Interchange Corner articles. Send them to product support.

Magnetic tape processing is frequently an area of difficulty and misunderstanding. Most problems occur because tapes sent to the center via foreground RMS are incorrectly described. Problems also arise in efforts to load customer tapes directly into Background. Listed below are some hints that should minimize adverse effects. Unless specifically stated otherwise, these points pertain to both Foreground and Background.

Customer Pointers

- Make a copy of the tape prior to sending it to the center. Do not send the only copy!
- Do not destroy original prior to a good load/run at the center.
- A dump of the tape should be performed prior to shipment to ensure accurate description of the tape characteristics.
- A partial dump listing should accompany the tape, if at all possible.
- Securely package the tape and enclose **specific** written directions (and work order, if RMS). A name and telephone number should be included with tapes to be cataloged in Background so that the assigned reel number ("C" number) can be relayed to the customer.
- If an RMS job, use the DESCBLDR*** program. Don't build the descriptor file "by hand."
- Customers wishing to ship tapes destined for Background should be provided with the telephone number of the serving NDP for courier pick-up.

Technical Pointers

The following items pertain specifically to Background tape operations:

- If a utility activity based on a customer description of a tape fails for other than parity errors, don't try other permutations of utility. Before calling product support you should:
 - a) Recheck the utility control cards
 - b) Dump the tape using the PHYREC option.
- If a tape utility fails due to parity errors, there is virtually no recourse but to request a new copy of the tape.

New NSS Programs

PETROEX, a new Network Software Services package, provides complete shipping data on exchange deliveries between participating oil companies. The package is designed to reduce the time delay between shipping date and receipt of data used by the recipient in accounting and customer allocation functions. Data is complete and accurate from an accounting point of view.

Further information on this product exchange data clearinghouse service is available from R. H. Bussard, GE Houston Operations (Space Division), 713-332-4511.

SIMSCRIPT II.5, a powerful simulation programming language for discrete event problems, is now available in Background. Based on the fundamental concepts of entities, attributes and sets, it greatly facilitates model formulation. Contact Glen Johnson, CACI, Inc. at 213-476-6511 or Ken Clement, Santa Barbara office, 8*432-6357.

Systems Department managers marked Bob Ulichny's 15 years' service with General Electric. Left to right, Dick Lewis, operations planning manager; Bob Ulichny, computer center facilities manager; Ray Marshall, General Manager of the Systems Department; and Alan Paul, facilities projects manager.

Easier Data Prep

Need for repetition of numeric data items in ASCII data files is, in most cases, eliminated with a new FIV subroutine. The special data symbols permit either automatic repetition of data items or skipping of items to be read (thereby leaving untouched items that were previously entered into the array).

As the data symbols used in the routine are also permitted in FAL (Financial Analysis Language), FAL data files can be used by user-written programs.

Using the asterisk, repetition is handled in two ways. To repeat an item two or more times within a data list —

45,3*23,68

would fill a five item array with 45, 23, 23, 23, and 68. In order to repeat the last item —

45,68,23,*

would fill a seven item array with 45, 68, 23, 23, 23, 23, 23.

In cases where some data elements previously read or computed into the array are to be left intact, the skip option would be used as shown below.

45,3*S,23

This would leave three data elements unaltered while entering 45 in the first location and 23 in the fifth.

Details on the calling sequence and rules for use of the SYMREAD subroutine are in the on-line file SYMINFO.



Janice Gilson



Robert W. Stetson



James Pappas



People on the Move

Janice Gilson — from service desk status clerk to customer billing clerk in Brook Park.

James Pappas — from specialist-customer service in Brook Park to technical representative in Cleveland.

Robert W. Stetson — from senior computer operator, to operations specialist-Brook Park.

Field Management Meeting in Arizona

A field management meeting to review 1974 goals and plans was held in Carefree, Arizona February 24-27. Primary emphasis was on sales and marketing contributions to division revenue and market share, with nearly 100 key division personnel in attendance.

Jim Castle, General Manager-Sales Department, presented awards for outstanding performance. The first was given to Marvin Lewis as outstanding zone manager (southwest zone), who demonstrated a "well-rounded and balanced approach to potentially rewarding industries, which has paid off handsomely. This zone has increased its MARK III Foreground revenue by over \$1,100,000 in the twelve months preceding September 1973," said Dr. Castle.

An award was also presented to Ken MacDonald as outstanding industry manager (electric utility industry). "Ken set himself a goal to grow the revenue obtained from the electric

Jim Castle, General Manager-Sales Department, awarded a plaque to Ken MacDonald (left) for his performance as outstanding industry manager.

Marv Lewis, left, received a plaque from Jim Castle which marked his achievement as outstanding zone manager.

utility industry by more than 45%. He grew 46.5%," Dr. Castle announced as he presented Ken with a plaque describing his achievement.

Documentation Information

Map Service (5900.01B) — adds glossary file listings to existing data bank descriptions. Econoscope Beta and U.S. Steel data banks added. Distribution only to holders of MAP manual returning cards from previous editions.

RMS via HSS (3710.05) — one-page supplement to RMS manual; only for users of this new service. (Service described in this issue of UPDATE.)

Supplements to BASIC, FIV and Administrative User manuals, covering new Foreground Enhancements Release (see page one) — field test documentation; temporarily available only through Karyl Curlee, product support, 8*273-4571. BASIC (3200.01F-1); FIV (3102.01A-1); FIV System Routines (3104.01C-1); Administrative User (3502.01A-7)

Tax Notice

Income from 1973's S & S Program — not 1974's — should be reported on income tax returns you are now preparing for 1973.

Benefits administrators point out that many people, because they remember the recent January 4 payout, are trying to obtain and use information on that payout in the income tax returns they are now getting ready to file. 1973 income is to be reported in this year's tax returns.

For S&SP participants, the taxable income figures should come from the tax information statements distributed early in 1973 following the 1973 payout.

GENERAL  ELECTRIC



New Features Due in April

A major change in system architecture and a number of user-visible changes, some of which will result in reduction of system resources consumed by a given program, will be available to Foreground and High-Speed Service users at the end of this month.

The non-visible, architectural change will reduce system outages seen by the user and will increase dependability of Foreground service. The new shared file system gives a Foreground processor the ability to communicate with several file systems. (For further information, see the March 18 issue of UPDATE.)

The user-visible changes are as follows.

A new FIV subroutine, CALL APPEND, reduces program running time and simplifies programming work. APPEND adds new records to the end of an existing sequential file that is under program control without requiring a file reading operation.

Use OPTION SYMBOL for faster and easier debugging of FIV programs. After program compilation, SYMBOL prints a table containing all names used in the program. The table lists the line numbers in which the names appear and prints an asterisk if the value associated with the name can change. If desired, the programmer can get the table printout for some portions of the program by using both OPTION SYMBOL and NOSYMBOL.

Careful use of the final FIV feature, OPTION OPTIMIZE, is strongly recommended. In some types of programs (e.g., heavy computation), this option reduces core size, storage space, CRUs, and program execution time. The optimization is performed at the cost of slower and more expensive compilation. If not carefully used, the cost may be paid without receiving the compensating benefit. Therefore, it is

recommended that use of the option be confined principally to internal personnel for special purposes, such as benchmarking.

The BASIC CMD function represents an expansion of the previous CALL statement capability. With CMD any system command except KEY, SPEED and TAPE can be executed by a running program. This expansion provides a tool for building systems that run more automatically with minimal operator intervention at the terminal, provides a pseudo external subroutine capability, and removes the chaining limitation of not being able to return to the point where the chain was initiated.

High-Speed Service users receive greater operating flexibility with two new *MODE INPUT options. TOMORROW adds 24 hours to the earliest start time specified for IND processing of the command run file; PSU allows the maximum number of PSUs in the TTY output file to be specified within the range of 1 to 3999 instead of the standard limit of 80 PSUs.

Administrative Users can save time and system resources, as well as reduce errors with two new VALidation verbs. ADD allows the addition of new status entries without reentering existing ones. Existing status entries can be individually deleted with the new verb ERASE. The LIST verb has been changed so that non-printing control characters contained in passwords are printed in their octal form — greater control for the AU.

The following supplements describe the enhancements and are currently in the warehouse: FIV, #3102.01A-1; BASIC, #3200.01F-1; Administrative User, #3502.01A-7; the recently revised High-Speed Service manual (#3910.01B) documents the two new input options.

Library Divided to Focus Efforts

To focus all division resources on the most important sales opportunities, the applications library has been segmented into three classes. As announced on the zone tour, training, documentation, sales, and support efforts will be altered or modified as necessary to reflect this segmentation.

Class A programs represent major sources of revenue, and support approved division marketing thrusts. They will receive the best possible training, documentation, sales promotion, and general product support. (The new support activities are described in "Interchange Corner.") Regularly scheduled enhancements to these programs will ensure that class A programs are equal or superior to any competing programs.

The following programs are designated as class A: FLEXIMIS, FAL, STATSYS, and TOURS.

Programs in the second group, class B, have a sizable following within the current customer base, or contribute in a lesser degree to major division thrusts. Although B programs will not be enhanced or expanded, they will be corrected when errors occur. Limited support will be provided by the National Service Operation; documentation and promotional material will consist of what is currently available. Class B programs are listed below.

ABCSYS	GEPDS	MANDSD
ACNET\$	GEPOST	MORTGE
ADAPT	GETURN	NCCOM\$
ANNUIT	GETSA\$	NCPL\$
APT	GFAST\$	NCUTIL
APTUTIL	GPAY	NONPRINT
BARGR\$	GPSS	PA300
BFAST	GSORT\$	PERT/COST
BIGGL\$	HISTAT	PERT/TIME

(Continued on page 4)



Robert S. Grisetti

Grisetti Joins Division

Robert S. Grisetti has been named program manager in the Strategic Planning Operation, reporting to Paul Leadley. His first major assignment will be to make a full time contribution to the division task force studying the business correspondence service opportunity.

Bob was with various General Electric components from 1949 to 1965, principally in the Defense Electronics Division, where he was responsible for studies and developments in vehicle guidance, communications and radio tracking on missile and space programs. He also managed various parts of the NASA Apollo project.

In 1965 Bob joined Western Union as manager of the development and subsequent cutover of the Information Services Computer System (ISCS-Phase I) used for Telex Computer Service and Info-Com Service offerings. Later he provided overall program management of Western Union's Mailgram Service developed in cooperation with the U.S. Postal Service. Revenue growth has more than doubled each year since Mailgram service was initiated in 1970.

Bob returned to General Electric in late March when he took his present post with Information Services to focus on the business correspondence service opportunity.

Interchange Corner

In conjunction with the new applications library segmentation (described on the first page of this issue of UP-DATE), product support personnel have been assigned specific responsibilities in support of class A programs and selected, high-leverage class B programs. The assignments are as follows:

Program	Responsible	Class
FLEXIMIS	Karyl Curlee	A
FAL	Paul Lebowitz	A
STATSYS	Mannie Roberts	A
TOURS	Don Winemiller	A
CPMSYSTEM	Tim Madison	B
GFAST\$	George Schubert	B
GPAY	Mike Yourtee	B

Requests for assistance on these assigned programs should be directed to NSO by division employees and customers currently served by NSO.

Only technical representatives should call NSO for assistance on unassigned class B programs. "Customer questions on these programs should be forwarded to NSO only after the local representative has investigated and attempted to resolve the problem," said Mel Szot, manager of the National Service Operation. "This applies to customers in both served and non-served zones."

NSO's target for response to inquiries is one working day for class A and assigned class B programs. (As resources are added to NSO, additional class B assignments will be made.) Response time for unassigned B programs will depend to a great extent on the non-NSO sources that are needed to resolve the problem. Typical turnaround should be in the area of two to five working days, depending on the program and nature of the problem. Every effort will be made to expedite response to class B questions. Users of class C programs must be self-supporting.

The new plan for segmentation and support is effective immediately and should substantially enhance support capabilities for the major applications programs.

S & S Prices

Month	Stock Price	Fund Unit Price
January	\$62.267	\$29.940
February	56.599	28.395
March	54.839	29.442



Arizona Fights Back with BG

A large third-party leasing company (\$20+ million in sales) in the Southwest is convinced that they get more data processing for less cost with GE's Background Service than is possible with any other vendor or service. The company is in a position to know because they have used other service vendors. In fact, they completely stopped using our service at one point and were planning to cancel with GE to use a "cheaper" service exclusively.

But they came back. Experience and good sales work showed that a superficially cheap service can, in fact, be more expensive. The company found that when a low level of availability, reliability and technical support begins to affect profit, the true cost of a data processing service becomes more apparent.

Winning Them Back

Since the company gave cost as a major reason for leaving GE last June, one of the first steps taken by the account representative, Bill Breedlove, and Norma Frinch, the technical representative, was an in-depth analysis of current and near-term data processing needs. These needs were then matched with the most appropriate service capabilities to assure efficient operation and cost effectiveness. Although the customer had been using Foreground service only, the study showed that some of the data processing should be performed in Background. Breedlove also felt that use of High-Speed Service for their voluminous reports could easily be cost justified.

The sales team capitalized on the customer's conviction that the services provided by GE are superior to those offered by others. They emphasized the hidden costs of a "cheap" service, that is —

- the cost of missed deadlines, frustration, inability to perform necessary

- work, and other time- and money-wasting inconveniences do not appear on the vendor's invoice; and,
- with only a limited range of offerings available, the user cannot select the services, options, etc. that are best suited to his requirements.

The bills for these hidden costs soon appeared; the customer returned last October.

Who Has What, For How Long?

A vast amount of record-keeping is required to operate this third-party leasing company. Basic data includes items such as who is leasing card punches, how many of them are company-owned, when do the leases expire, what is the profit margin on each, etc.

Information on well over 1000 leases is maintained in a 300 to 400 DSU Background file. An individual lease agreement — ranging from lease of a jet engine starting mechanism to all the hardware needed for a complete in-house data processing facility — covers an average of 50 pieces of equipment.

A variety of inventory reports, payout schedules, customer lists, lease expiration schedules, etc. can be generated from this data.

After attending the Foreground/Background Interface class, and with the assistance of Marv Bergen, technical manager-Arizona branch, the company's programmers wrote the programs needed to manipulate the stored data. As sophisticated Foreground FIV programmers with experience in remote job entry on other systems (but no knowledge of job control language), little difficulty was encountered.

Concurrently, Norma Frinch and Bill Marshall from the zone support staff upgraded the efficiency of the company's Foreground programs.

Current Status

There are no fears within this company that their data processing funds are being ill-spent. With the guidance of Bergen and Breedlove, the customer's experience proved that MARK III is the best service for their needs.

A sales and technical team that would not quit, plus a range of services and capabilities that can be tailored to the needs of almost any company, were the keys to winning back this account. Background service was the cornerstone, proving that MARK III is indeed cost effective.

BG Build Up

Successful applications such as the one described in the accompanying article, "Arizona Fights Back with BG," were used in determining appropriate targets for the entire Background build-up campaign and each of its phases. Use of these targets as checklists in qualifying both customer and application will assure a good match between customer needs and service strong points.

The check marks on the lists below indicate the qualification points this leasing company met.

Campaign Targets

- Integrated Foreground/Background system ✓
- Large core FORTRAN applications ✓
- Supplement to in-house capabilities
- Large data base required ✓

Phase I Targets

- Convert "crumbly" Foreground applications ✓
- To protect or grow account ✓
- To provide economical solution ✓
- Application is predominantly disc ✓
- Application requires only single tape data base
- Supported applications
 - Where package is supported by ISBD
 - Where package is supported by NSS
- User has remote batch experience



Barbara Madresh

People on the Move

Barbara Madresh — from secretary to branch administrator, Schenectady.

John A. Fox — from tab machine operator to operations specialist, Folcroft.

James W. Howard — East Central Zone training representative to technical services specialist, zone office.

Robert E. King — from senior technical services specialist to project manager, technical services operation, East Central Zone.

Thomas J. Costello — from tab machine operator to operations specialist, Brook Park.



John A. Fox



James W. Howard

MARK III & the Global Village

"Computer Power for the Global Village," a new international brochure, is designed to provide customers and prospects with a better understanding of the international aspects of MARK III service.

Emphasis is placed on the fact that the world is increasingly becoming a single market with more and more companies producing and distributing their goods on a global basis. The need for international management and control is cited and MARK III service's capabilities to serve these needs are covered in the introduction.

Included also are a number of generic descriptions of typical business problems faced by companies operating on an international basis.

Al Boynton, manager of international marketing support, recommends the following uses of this brochure.

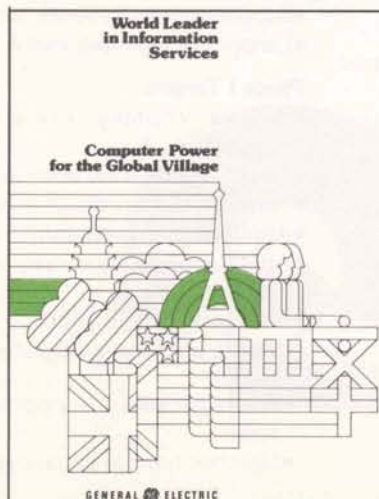
- give to top level management with responsibility for international operations
- international executive seminar handout



Robert E. King



Thomas J. Costello



- prospecting activities related to Project Japan which starts May 1.

Copies of the new booklet (#700.01) are available from the warehouse via OLOS. Plans are being made to produce a similar brochure for use by our international distributors.

(Continued from page 1)

BMD	HISTG\$	PLBAL\$
CIRCUS	HSETUP	POLFIT
CLPLT	JEDIT	RANUM\$
COGO\$\$	KTMM3B	REAL
COLNRS	KTMMEA	REDIT
CPM	KTMMEB	RFAST
CURFT\$	KTMMIC	RMS
DEPREC	KTMMSS	SEQFR
DISCT\$	KTMODU	SIMSCRIPT
DYSIM	LACCS	STAREG
ECAP\$\$	LESEE\$	STRESS
FINEX	LINP\$	TAPEX
GELATH	LINPRO	UNISTA
GENCO	LOGIC\$	UNPACKER
GENLATHE	LP600	WMSCH\$

Approximately 90% of the current library revenue is derived from class A and B programs.

All other programs are unsupported, class C programs. They will continue to be available on-line and, in some cases, the source code will be made available in response to ROP requests.

Branch and zone managers have already received a detailed description of the new segmentation system and its impact on sales effort. Customers will be appropriately notified in the next issue of LEADER and by a revision of the Applications Library Index.

Sales efforts should consistently be directed toward class A programs — they are the best revenue generators, attack our targeted markets, and will have the best support. Class B and C programs will continue to be available for customer use, but are not expected to be major sources of revenue.

GENERAL ELECTRIC



Background

INFORMATION SERVICES BUSINESS DIVISION

ROCKVILLE, MARYLAND

MAY 13, 1974 005.09

DMS on System I

An internal field test of DMS, the new data management system previewed during the recent zone tour, is now underway. A very controlled field test using four customers is also taking place.

The application is available on system I to provide technical representatives with an opportunity to become familiar with the package. Preliminary documentation has been sent to all branch managers. Technical problems and questions should be directed to George Schubert, systems specialist-product support, 8*273-4571.

Current plans indicate commercial release of DMS during June. The schedule for training classes will be announced at a later time. Call Jim Doyle, manager-field response sales support, at 8*273-4491 if further information on the status of DMS is required.

"Cut Your Costs" Ad Sells BG

When costs for expansion of a pilot program began rising in early 1973, the "MARK III can cut your time-sharing cost by a third" ad aroused high hopes at a Southern wire manufacturing company. (Later the company found that MARK III cut their costs by *two-thirds*.)

After seeing the ad, the company's programmer asked Gary Barnett, senior account representative-Atlanta branch, about converting the plant maintenance tracking and reporting system to Background. Barnett determined that Background processing might be the solution to this customer's problem as both the application and the customer passed his qualification checklist, that is:

- either system capacity or cost considerations render Foreground inappropriate
- the application is suitable for IND processing (deferred or overnight priority) on a production basis
- customer accepts the fact that resolution of technical problems will probably take longer than is the case with Foreground
- programmer is thoroughly familiar with Foreground and eager to learn Background FORTRAN

"If all of these conditions are not met," said Barnett, "I steer prospects away from Background. Otherwise, we'd end up with unhappy customers."

Conversion & Expansion

The conversion effort, undertaken jointly by Barnett and the customer, was started in March 1973. In April the daily programs were running on a production basis; one month later, the weekly programs were functioning without problems. Then, the customer wrote two programs for special monthly reports — without assistance from ISBD.

The original programs, written in BASIC, were converted to Foreground FIV and then to Background FORTRAN IV. Even before the actual conversion effort began, Gary Barnett started the company using IND "to accustom them to the delayed turnaround."

During the conversions, the pilot program was expanded to provide tracking and reporting on all of the hundreds of machines owned by the wire manufacturer. The original system covered only one-fifth of the plant's maintenance areas.

The machinery involved is used to convert copper and aluminum

(continued on the following page)



GENERAL  ELECTRIC

(continued from the preceding page)

to wire of many different specifications. Repair and frequent adjustment is required to assure correct alloying, sizing, insulating, and other characteristics demanded by the end user. Often, there are as many as three or four open repair/adjustment orders per machine.

The purpose of the plant maintenance/tracking system is to report the status of all open orders on a weekly and monthly basis. The uses of this information are manifold; one of the most important being that of scheduling work within the plant. This system contains total labor hours and applied material costs on each work order as well as cause and urgency codes. Reports can be prepared by machine number, type, cost center, and maintenance area. Special historical reports can help forecast replacement date of individual machines, etc.

Net Result

"The customer's satisfaction," Gary noted, "is in large measure a result of an almost perfect blend of customer needs and the right service capability. Like many others, I have learned that qualification of customer and application is an all important factor and I'm now reaping the rewards."

The entire processing costs for the new Background system are about one-third of a comparable Foreground system. There has been also a great savings in storage costs; only three magnetic tapes are needed to store a data base of more than 17,000 work orders and one of the tapes is used only for off-line back-up.

The wire manufacturer is not only satisfied with the new system, but is firmly convinced that "MARK III can cut time-sharing costs."

HISI Helps BG Build-up

Efforts to increase Background usage within international accounts are receiving new support from Europe. Honeywell Information Systems Ltd. is currently stressing Background and promoted both Background and High-Speed Service capabilities in the April issue of their customer publication.

Now is the time to take advantage of this European assistance to our Background Build-up Campaign by making sure your international networking prospects know that Background is available and supported in many overseas locations.

MARK III service capabilities were demonstrated at the GE Technical Management Conference in Tampa, Florida, April 17-19 by Monica Jordan of advertising and sales promotion. The conference was attended by top GE technical managers from every group and nearly every division throughout the world.



Data Base Loading Procedures

HISAM is efficiently handling a wide variety of data management needs for many customers. This is possible because the package contains a number of routines designed to perform the same task, under different circumstances.

This multiplicity of choices is particularly apparent in the data base loading routines. Selection of the appropriate routine is quite important. Recently, several customers used the wrong routines to load their data bases which resulted in unnecessarily high costs.

To avoid repetition of these experiences, a set of guidelines for optimization of data base loading has been prepared by Alan Tolk, senior systems analyst of systems definition.

Selection of the proper loading technique is dependent upon the amount of data available at the time of data base initialization; that is:

- no data; all data will be loaded at a later time(s)
- partial data base available; remainder of data will be loaded later
- full data base available

The step-by-step procedures to be used in each of the above situations are described below. For quick reference, a table of initialization and load options appears on the next page.

Condition 1: No Data

Even though no data is available, a user may wish to initialize a data base and establish a maintenance procedure for entering data records at a later time into the user-defined structure.

Step 1 — determine the minimum and maximum master key values and run HSETUP to initialize the logical file index and create the physical data files.

Careful selection of these key values is necessary as the uniform distribution is calculated on a **character by character** scan of the minimum and maximum. (See the HISAM user guide, #5605.02A, for a detailed explanation.) If the master key distribution is not uniform, the user can use HINIT and HRANGE to perform the initialization process.

Step 2 — as records become available, the user's maintenance program would load them using the HISRT subroutine.

Step 3 — HISTAT should be run periodically to obtain statistical data used to evaluate the physical file (i.e., prime block and overflow block availability).

Step 4 — if the evaluation in step 3 indicates a need for reorganization, use HCOPY to reorganize the prime block and overflow block allocations.

Condition 2: Full Data Base

If proper precautions are not taken when loading a full data base, an excessive number of overflow pages may be required to store the data; this can be quite costly. For example, overflow pages will be required if the master record and all its dependent records exceed the prime block size. Also, if the initial key distribution is falsely assumed to be uniformly dispersed between the smallest and largest value (as HSETUP assumes), overflow pages may be used when master records tend to cluster around some values. If the following steps are followed, these and other problems can be avoided.

Step 1 — analyze the total system requirements for the purpose of designing a proper HISAM structure that will properly serve the system's needs. Establish data record definitions (size and quantity per parent record) and the master record key distribution.

Step 2 — define the key distribution from prior knowledge of key ranges, or write a program that will scan the "load file" for appropriate key distribution.

Step 3 — based on the key distributions, use the HINIT and HRANGE subroutines to initialize the logical file index and create the physical files.

Step 4 — use the HISRT subroutine to load each data record.

As an alternate to steps 3 and 4, the HLOAD subroutine can be used. This method is not recommended as HLOAD requires absolute HISAM sort sequence within the input data base. The procedure for sorting the input data file can be quite costly.

Condition 3: Partial Data

In initializing and loading a partial data base, it is important to initialize enough space for planned expansion.

Step 1 — follow steps 1 through 4 of Condition 2. The alternate method — using HLOAD — is not recommended.

Step 2 — follow steps 2 through 4 of Condition 1 to load new data and maintain the data base.

New Package to Help

The problem of initial loading of HISAM data bases has been addressed in the development of the new Data Management System (DMS). (See "DMS System I" in this issue of UP-DATE for further information.) The program FMLOAD*** was developed to aid users in this critical area. It will perform most of the procedures outlined under Condition 2 (loading of a full data base). The program edits the ASCII sequential version of the data to be loaded, scans the file to produce realistic master key index entries, and loads the data into the HISAM data file.

Table of Initialization and Load Options

Loading Options	No Data	Partial Data	Full Data	Remarks
HSETUP and HISRT	OK	Use only if key is uniformly distributed	Do not use	Requires little knowledge of data base
HINIT and HRANGE and HISRT	OK	OK	OK	Requires in-depth knowledge of data base
HINIT and HLOAD	Do not use	Analytical decision required; use determined on basis of quantity of data available for loading	OK	Requires in-depth knowledge of data base. Requires sorted input.
FMLOAD	Do not use	Analytical decision required; use determined on basis of quantity of data available for loading	OK	Requires little knowledge of data base. Data base definition file required. "Load data base" must be an ASCII sequential file. Loaded data base is accessible by DMS.

Background Applications Available

To help you capture additional Background revenue in 1974, a number of application packages are being identified and loaded on Background. The status of these applications will be communicated on a regular basis.

Background applications are available from two sources: the Background LIBRARY and AQ catalogs of identi-

fied Network Software Services' (NSS) authors. Any MARK III user number has general access to the LIBRARY, while the user of a NSS program must be validated in the author's AQ catalog.

The current list of application programs available from the Background LIBRARY or NSS are:

Potential users of the Background applications will be customers/prospects who have a working knowledge of the functional area addressed by a particular application system. It is also important that the user have experience in setting up jobs for Background if the application package does not have a Foreground "driver" interface.

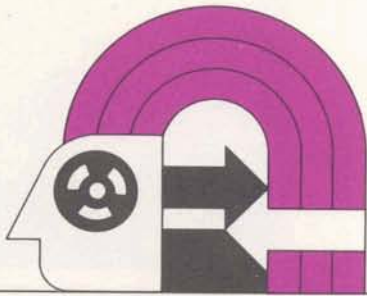
Support questions for programs in the LIBRARY should be channeled through National Service Operation. Technical support and documentation for NSS programs are the responsibility of the respective authors. Run DSSL:NSSLIB for NSS author contact information.

CIRCUS, a major new system for design and analysis of electronic circuits, has been loaded on MARK III Background Library by the GE Computer-Aided Design Center in Syracuse, N.Y.

CIRCUS is currently in field test and will be commercially available in late May. The user guide may be ordered now (#5204.42). Normal technical support will be available from CADC via the National Service Operation. Special classes and seminars can be arranged through the standard ROP procedures after the commercial release.

You will be kept posted on further developments on MARK III Background applications.

PROGRAM NAME	LOCATION	FOREGROUND DRIVER	DOCUMENTATION
APT (Standard NC language)	Library	Yes (APTUTIL)	5304.46, .47, .81
BMD (Biomedical Statistical programs)	Library	No	5700.4, .05
GEDAN (Generalized Data Analyzer)	Library	No	5606.01, .02
BFAST (General Ledger System)	Library	Yes (BFAST\$)	5101.10
LP6000 (Linear Programming)	Library	No	5500 series
PERT/COST	Library	No	5602.20
PERT/TIME	Library	No	5602.30
STRESS	Library	No	5202.30
Electrical Utilities Applications	AQ43/EUEO	Yes	Contact Author
GESIMTEL	AQ13/ Corp. Ed.	Yes	5504.05-.08
J&L NC Post Processor	AQ08/Jones & Lamson	Yes (APTUTIL)	Contact Author
SIMSCRIPT II.5	AQ38/CACI	Yes	Contact Author
SITE (Site Demographics)	AQ62/CACI	Yes	Contact Author



Interchange Corner

Description and status of all active Quality Defect Reports (QDRs) are available on-line for reference by field personnel. The QDR information is COMPANY PROPRIETARY and DIVISION CONFIDENTIAL. Under no circumstances should a customer be given access to the user number or copies of the data, nor should the program be run at a customer site.

Call product support (8*273-4571) for the user number and password. The first question asked by the immediate run program is SERVICE?, the response would be FG260, FG300, or BG600, depending on the service and release for which information is desired.

QDR then asks for a request which consists of a command and one or more options. If no option is specified, QDRs will be listed by category. The commands and options permitted are as follows.

Commands

- INDEX — to obtain title(s) of QDR(s)
- LIST — for description(s) of QDR(s)
- QDR — for formatted description(s) of QDR(s)
- BYE — signs user off system
- HELLO — equivalent to system-level HELLO

An asterisk appended to the command (e.g., LIS*) causes priority sort of QDRs

Options

Category:

- S — for system QDR(s) — includes Foreground/Background interface
- V — for FIV QDRs
- B — for BASIC QDRs
- E — EDIT QDRs

QDR number:

Individual QDR number(s) may be entered as an option (the "S-" designation in the QDR number is not to be included)

A number of typical requests are described below and proper format shown.

REQUEST? LIST B,V,288

To list all BASIC and FIV QDRs and QDR number 288.

REQUEST? IND* V

For a sorted list of all FIV QDRs.

REQUEST? QDR 147,291,E

To request a formatted description of QDRs 147, 291 and all EDIT QDRs.

QDR descriptions contain a status code that is entered by the appropriate organization. The codes and explanations are as follows.

OPEN — problem is still open and unresolved

CLOS — closed, or resolved QDR

USER — problem caused by user error

HDWR — hardware problem

INFO — more information on the problem is required

FUTR — will be fixed in future release

DIMP — product improvement/design problem

DOC — change in documentation required

NRPT — error not repeatable

TEST — a correction for the problem is being tested

VEND — correction being solicited from vendor

NDUP — defect cannot be duplicated

Product support should be notified of any problems or defects that are not included in the QDR system. They will verify the problem and write it up for resolution by the appropriate organization. Any questions about QDRs or the on-line QDR program should also be directed to product support.

NSS Update

Network Software Services announced three new packages this week which are described below. Be sure your customers check DSSL:NSSLIB frequently to keep abreast of new offerings in their fields.

- SITE — new Background program from C.A.C.I. provides site demographics for any area in the 50 states. Output can include information on population, income, occupation, education, housing characteristics, and household contents. Particularly useful for companies with many retail outlets (e.g., banks, chain stores, etc.) and real estate developers. Contact Ronald C. Steorts (703-527-8012) of C.A.C.I. for more information.
- IMP-16 package — National Semiconductor package supporting their IMP-16 micro-computer. Programs enable use of MARK III Foreground to create and assemble IMP-16 programs and convert the assembler output into media suitable for loading on the IMP-16. Contact Ed Weiss, account representative-Palo Alto office, for documentation and validation information. For technical support, call John Burnett (408-732-5000) at National Semiconductor.
- EUET — transmission evaluation program for analyzing high voltage transmission networks in terms of new voltage classes, right-of-way, plant sites, and major substation sites. Dr. L. L. Garver (8*235-2798) of GE's Electric Utility Engineering Operation is the contact.



Ronald Stuller

People on the Move

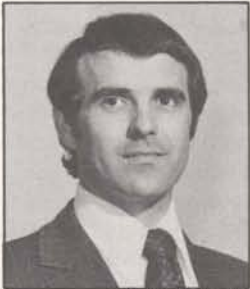
Ronald Stuller — from operations specialist in Brook Park to production control specialist in Bethesda.

Robert Lodie — from account representative in Watertown to manager of the Seattle branch.

William C. Barber — from specialist, customer service to quality operations specialist in Brook Park.

Jon Melnyk — from account manager in Los Angeles to senior specialist in service plans, Bethesda.

Ernest C. Birge — from senior account representative to account manager in Detroit.



Robert Lodie



Jon Melnyk



William C. Barber

May Holiday

Monday, May 27 is a holiday for division employees to mark Memorial Day.



Wanted: information on a package that will track market share by SIC, preferably on an international basis. Should also provide for sales activity tracking. Call Lloyd Jacobs at 8*421-1370.



Ernest C. Birge

Forecasting Industry Demand

The secret of forecasting industry demand lies within a very simple formula:

$$\text{MAP} + \text{BETA} = \text{industry demand forecasts}$$

Developed and offered by the ECONOSCOPE Group of Cybermatics, Inc., the BETA System gives MAP users a dependable method of breaking down macro-economic forecasts such as those available through MAPCAST.

With great convenience, MAP clients are provided with the means for computing the impact of MAPCAST projections on each of 95 separate industries. Using input/output analysis, the BETA System mathematically determines the effect of changes in purchase patterns of end products and services on each of these industries.

The Econoscope View, a quarterly publication of Cybermatics, provides a current economic overview by industry. Sample copies and subscriptions are available from Cybermatics, Inc., 560 Sylvan Avenue, Englewood Cliffs, N.J. 07632.

Contact Milton L. Godfrey of Cybermatics at 201-871-1300 for further information on the BETA System offering.





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ROCKVILLE,
MARYLAND

May 27, 1974
305.10

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All Systems "GO"

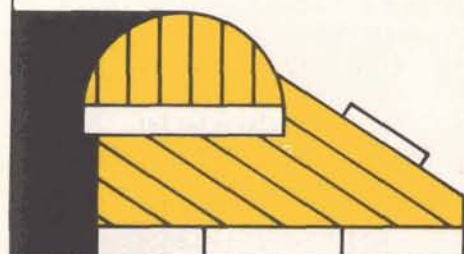
"We've learned a lot from the field test," reports Harlan Dodge, project manager-service plans. "First, there is no question but that TIP is a viable product with a very large market potential; second, customer feedback has resulted in even further tailoring of the product to human, rather than computer, needs. Third, qualification criteria for customers and applications has been further refined; this will enable the division to target sales efforts for greatest effectiveness, now and for the long run."

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ROPs Required

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GENERAL  ELECTRIC



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Field 1: 16 character fill
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The sorts run on the tapes were also run at varying core allocations to determine the maximum core for the minimum cost to run the sorts. The graphs show the four different tapes being sorted at varying core sizes. The two items shown on each graph are the same sort being run using tapes or scratch disc as the intermediate collation files. The core sizes went from 16K to 32K in 4K increments.

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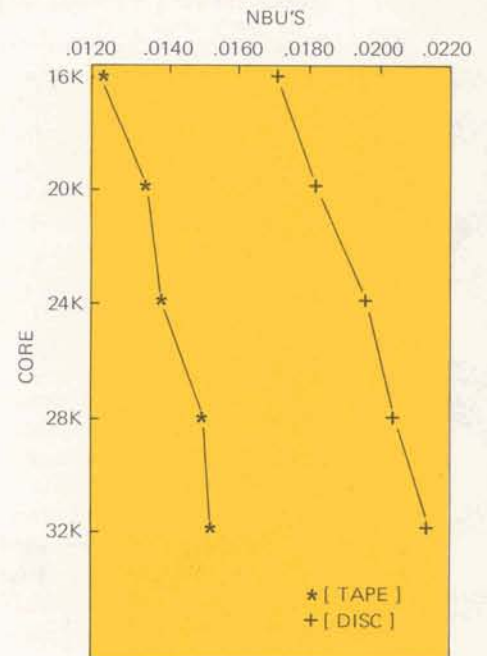
```

$:GMAP
:600SM
:SORT INOUT
:FIELD (W1,C16,C6)
:SEQ (D3)
:ELECT 1
:FILCB INOUT,♦♦,2,,,1,35
:END
  
```

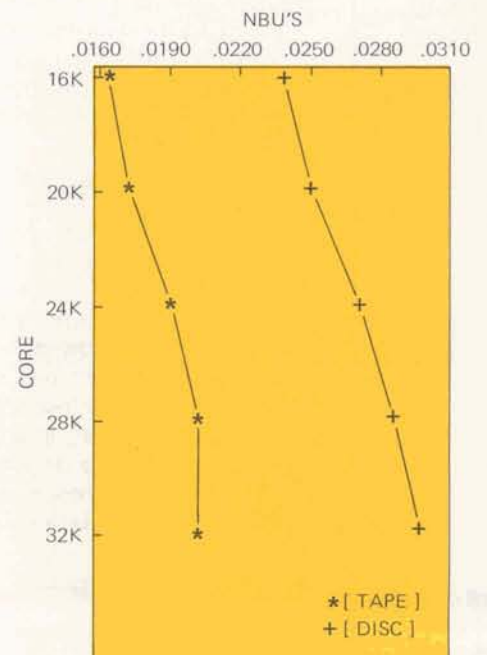
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If you have further information on the capabilities of sort/merge which you feel might be helpful to the rest of the sales force send the data to product support.

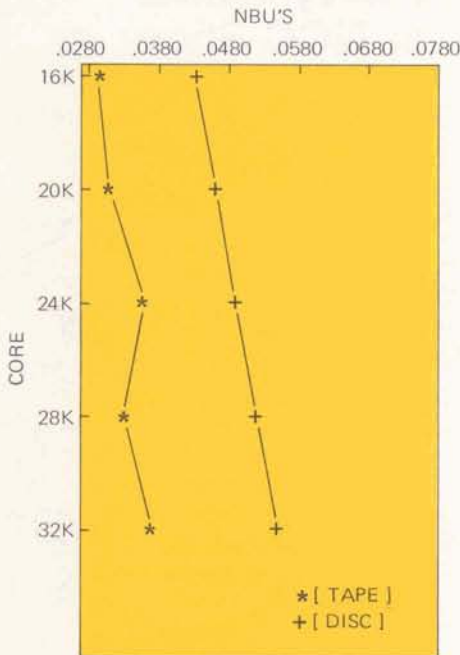
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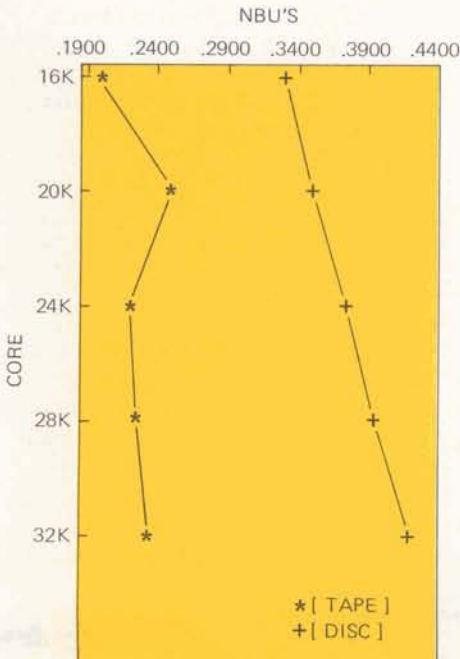
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MEDINET Moves into Mainstream

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"MEDINET has demonstrated its potential for success on MARK III," said Paul R. Leadley, Manager - Strategic Planning Operation, in announcing the change. "We are now ready to complete the integration of MEDINET into the main line of the business and to back it with the full resources of the General Electric Company." Under the new structure, MEDINET personnel are organizationally aligned as follows:

- MEDINET development moves to the Technology Operation under Don Montgomery. It is divided into two subsections — investor-owned applications managed by Margaret Holt and standard hospital applications under Dick Bretagne
- MEDINET quality assurance, managed by Ed McPherson, moves to the systems department, managed by Zigi Quastler
- MEDINET business development section, under the direction of Art Sims, continues as a separate organizational entity within the Strategic Planning Operation with overall integration responsibility

The new structure will permit more complete alignment of MEDINET and MARK III technologies, better production control, more flexibility in applying additional resources to serve the MEDINET line — all aimed at providing a new dimension of service to MEDINET customers.

What Others Are Doing

The April issue of *Modern Data* contains news of expansion by two computer service companies.

- Service Bureau Corp.'s CALL/370 service is now available in London via transatlantic cable; plans include availability in Brussels, Paris, the Hague, Stockholm, and Frankfurt by the end of the year.
- A marketing agreement between Tymshare and Data Test Corp. calls for storage of the latter's test software development package on Tymshare's DEC PDP-10.

2741 Users' Note

A recent field test has proven that new hardware and software alterations have eliminated the full-speed input problem with IBM 2741 (9 bit) terminals. Very rapid typists had been encountering some garbling of input.

As there are no operational changes, the current terminal operations cards are still applicable for both the EBCDIC and correspondence code terminals (#331090 and #1118.01, respectively).

Customers who had been adversely affected by this problem should be informed of the change.

AVAILABLE

Available from Westheimer, Fine, Berger & Co. through Network Software Services, a tax shelter analysis package that produces a statement of projected cash flow and tax savings.

Available from MacBeth Color & Photometry Division of Kollmorgen Corp., a color matching and control package in NSS catalog BAQ30.



Headquarters Holds Open House

The new headquarters facility in Rockville was the scene of an open house on May 18. Outside the building, in a 150 foot yellow and white tent, were buffet tables containing a luncheon of international food. Entertainment was provided by a blue grass band, the multimedia exhibit shown at the NCC conference in Chicago, and for the children, a Raggedy Ann clown with her imaginary dog.

Local, state and federal dignitaries, invited for the day of festivities, were given a special tour of the building. Congressman Gude of Maryland said in a short speech, "it's nice to be *anywhere*, just now, where magnetic tapes and information retrieval have a *positive* connotation."

Between noon and three o'clock employees and their guests toured floors 4 through 9 of the Maryland Center and saw computer demonstrations, telephone information processing, 1200 baud, and Zeta plotter.



Chatting during the open house festivities are, left to right, Dr. Thomas A. Vanderslice, Vice President and Group Executive; Don Clark, Equal Opportunity Manager; U.S. Representative Gilbert Gude of Maryland; Dr. George J. Feeney, Vice President and division General Manager.

GE Exhibit Draws Heavy Traffic at NCC Show

Well over two thousand data processing professionals viewed ISBD's multimedia presentation at the recent National Computer Conference held in Chicago's McCormick Place.

The presentation, "Computer Power for the Global Village," was designed to dramatically illustrate the power and scope of the MARK III international data processing network. ISBD's primary objective in participating in this national trade show was to create an awareness within the DP profession of GE's remote computing network and the many ways in which it can improve the productivity and profitability of their companies' data processing operations.

The 2,000+ who visited our exhibit represented well over 10% of the entire show registration — a very respectable percentage in this environment. Those who visited the booth were given copies of the latest LEADER, the new international brochure, the latest access directory and a black plastic luggage tag with a gold mosaic screened on it. Additionally, visitors were invited to fill out literature request cards for more technical data on the MARK III system. Close to three hundred individuals were impressed enough to do just that. These leads will shortly be distributed to the appropriate zones for follow-up.

The result of all this effort was a high level of visibility for GE's remote computing service before an audience of over 20,000 data processing managers and professionals. It also signals the division's belief in its product and its determination to seek out new avenues of promotion, all ultimately designed to help sell MARK III.

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ROCKVILLE,
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JUNE 3, 1974
305.10A

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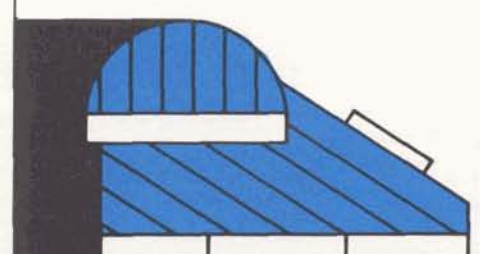
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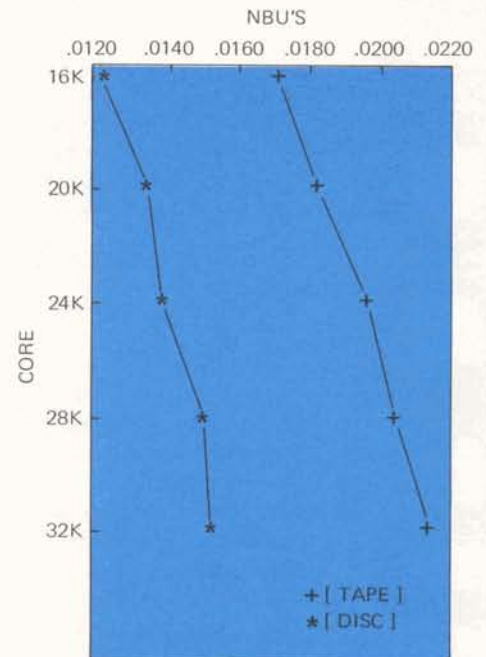
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:600SM
:SORT INOUT
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:SEQ (D3)
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:END
  
```

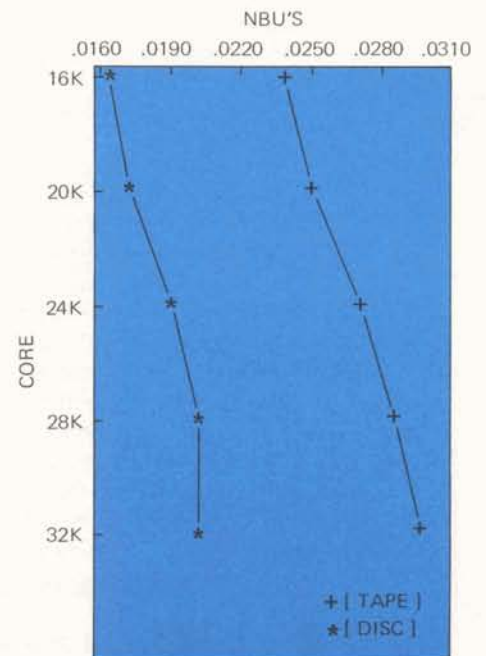
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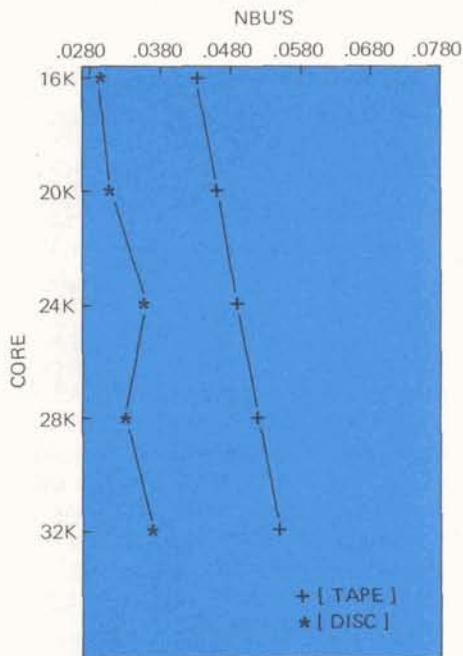
Open House May 18, 1974

See back page for further information on the Maryland Center open house.

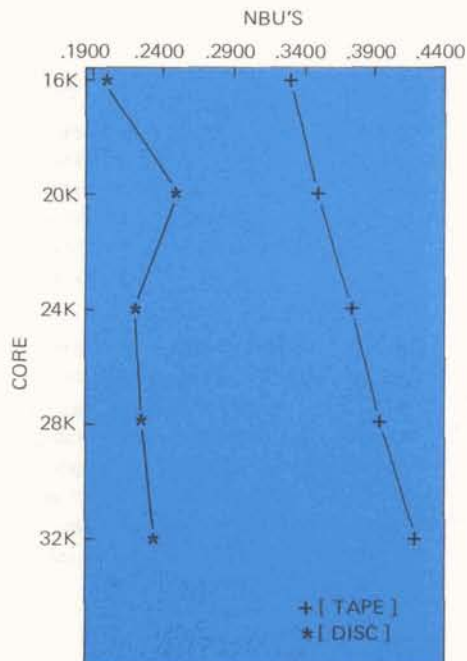




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"MEDINET has demonstrated its potential for success on MARK III," said Paul R. Leadley, Manager - Strategic Planning Operation, in announcing the change. "We are now ready to complete the integration of MEDINET into the main line of the business and to back it with the full resources of the General Electric Company." Under the new structure, MEDINET personnel are organizationally aligned as follows:

- MEDINET development moves to the Technology Operation under Don Montgomery. It is divided into two subsections — investor-owned applications managed by Margaret Holt and standard hospital applications under Dick Bretagne
- MEDINET quality assurance, managed by Ed McPherson, moves to the systems department, managed by Zigi Quastler
- MEDINET business development section, under the direction of Art Sims, continues as a separate organizational entity within the Strategic Planning Operation with overall integration responsibility

The new structure will permit more complete alignment of MEDINET and MARK III technologies, better production control, more flexibility in applying additional resources to serve the MEDINET line — all aimed at providing a new dimension of service to MEDINET customers.

What Others Are Doing

The April issue of *Modern Data* contains news of expansion by two computer service companies.

- Service Bureau Corp.'s CALL/370 service is now available in London via transatlantic cable; plans include availability in Brussels, Paris, the Hague, Stockholm, and Frankfurt by the end of the year.
- A marketing agreement between Tymshare and Data Test Corp. calls for storage of the latter's test software development package on Tymshare's DEC PDP-10.

2741 Users' Note

A recent field test has proven that new hardware and software alterations have eliminated the full-speed input problem with IBM 2741 (9 bit) terminals. Very rapid typists had been encountering some garbling of input.

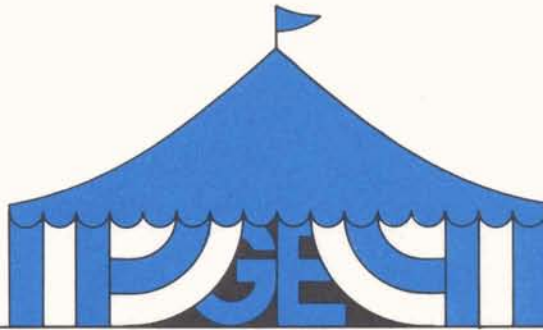
As there are no operational changes, the current terminal operations cards are still applicable for both the EBCDIC and correspondence code terminals (#331090 and #1118.01, respectively).

Customers who had been adversely affected by this problem should be informed of the change.

AVAILABLE

Available from Westheimer, Fine, Berger & Co. through Network Software Services, a tax shelter analysis package that produces a statement of projected cash flow and tax savings.

Available from MacBeth Color & Photometry Division of Kollmorgen Corp., a color matching and control package in NSS catalog BAQ30.



Headquarters Holds Open House

The new headquarters facility in Rockville was the scene of an open house on May 18. Outside the building, in a 150 foot yellow and white tent, were buffet tables containing a luncheon of international food. Entertainment was provided by a blue grass band, the multimedia exhibit shown at the NCC conference in Chicago, and for the children, a Raggedy Ann clown with her imaginary dog.

Local, state and federal dignitaries, invited for the day of festivities, were given a special tour of the building. Congressman Gude of Maryland said in a short speech, "it's nice to be *anywhere*, just now, where magnetic tapes and information retrieval have a *positive* connotation."

Between noon and three o'clock employees and their guests toured floors 4 through 9 of the Maryland Center and saw computer demonstrations, telephone information processing, 1200 baud, and Zeta plotter.



Chatting during the open house festivities are, left to right, Dr. Thomas A. Vanderslice, Vice President and Group Executive; Don Clark, Equal Opportunity Manager; U.S. Representative Gilbert Gude of Maryland; Dr. George J. Feeney, Vice President and division General Manager.

GE Exhibit Draws Heavy Traffic at NCC Show

Well over two thousand data processing professionals viewed ISBD's multimedia presentation at the recent National Computer Conference held in Chicago's McCormick Place.

The presentation, "Computer Power for the Global Village," was designed to dramatically illustrate the power and scope of the MARK III international data processing network. ISBD's primary objective in participating in this national trade show was to create an awareness within the DP profession of GE's remote computing network and the many ways in which it can improve the productivity and profitability of their companies' data processing operations.

The 2,000+ who visited our exhibit represented well over 10% of the entire show registration — a very respectable percentage in this environment. Those who visited the booth were given copies of the latest LEADER, the new international brochure, the latest access directory and a black plastic luggage tag with a gold mosaic screened on it. Additionally, visitors were invited to fill out literature request cards for more technical data on the MARK III system. Close to three hundred individuals were impressed enough to do just that. These leads will shortly be distributed to the appropriate zones for follow-up.

The result of all this effort was a high level of visibility for GE's remote computing service before an audience of over 20,000 data processing managers and professionals. It also signals the division's belief in its product and its determination to seek out new avenues of promotion, all ultimately designed to help sell MARK III.

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Persels Appointed Section Manager

Conrad Persels has been named manager of operations analysis, reporting to Leo Ramer, Manager-Finance Operation. Conrad comes to Finance after two years in the headquarters' Systems Department. He was named manager of background systems deployment in the Systems Department last January.

Conrad began his General Electric career as an engineer for the Defense Systems Department in 1962. He conducted reliability studies and designed computer software at Apollo Support and in the Aircraft Engine Group prior to joining Information Services in 1972. He holds a BA in physics from Dartmouth, and an MS and PhD in engineering from the University of Florida.

"This cross-functional assignment for Conrad should be very beneficial," Leo Ramer said. "Conrad's thorough understanding of our operating systems will be invaluable in developing new analytical techniques and enhancing our financial modeling."

Fabrizio, Taylor Named Managers

Al Jones, manager-Supercenter operations, has named Tom Taylor as manager-Maryland Center, and Phil Fabrizio as manager-background operations.

Tom was originally with our Huntsville operation, and his association with many people in this division began there. Tom joined the Huntsville data processing center in 1961, and came to information services in Bethesda in 1966. He was named manager-development facility in 1973, and held that position until being named manager-Maryland Center.

Phil Fabrizio has been with General Electric since 1953, when he went to work at Heavy Military Systems in

Syracuse. In 1963 he joined the Radio Guidance Operation as manager-data processing, and in 1967 was manager-computer center operations in Large Systems.

Phil came to Bethesda in 1969 with Large Systems RESOURCE operation, and before the end of that year was manager of 3-D Resource Center for information services. Since then he has held positions as manager of subsections for customer service, quality control, and facilities data processing. His most recent post was project manager of the Folcroft Project.

In his new assignment Phil will have responsibility for Honeywell and IBM background operations at both the Ohio and Maryland Supercenters.

Encino Wins Beta Contest

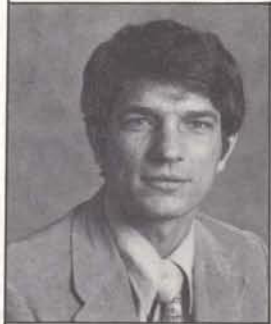
A \$500 merchandise certificate was recently awarded to each member of the Encino branch, winner of Campaign Beta. Second and third place winners in this sales contest were the Hartford and Dallas branches. Certificates of \$250 and \$100 were given to members of these offices in recognition of their efforts.

Each member of the runner-up offices — Boston, Communications, Houston, Los Angeles, Capital Commercial, and New York Financial — received a \$50 certificate.

The really outstanding efforts of each participant becomes clear when the final results are compared to the original goals of the contest:

- 141% of monthly revenue quota
- 145% of new contract quota
- 180% of cumulative revenue quota

Congratulations to all.



Conrad Persels



Phil Fabrizio



Tom Taylor

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BG Has R_x for Transportation Ills

It's no coincidence that transportation appears at what seems to be just the right moment for the guests at a large amusement park. In fact, more than 80% of the people entering the park wait less than three minutes for a mono-rail train. Mass transit operators, take note: this service is maintained at an extremely high level of cost efficiency.

"The secret is simple," explained Ernie Sigrist, senior account representative in the Florida branch, "The entire transportation system is optimized through simulation on MARK III Background."

Juggling Numerous Factors

Rider demand varies greatly, not only from day to day, but from hour to hour, from just a few hundred guests to more than 10,000 per hour. Operations personnel found it nearly impossible to accurately project the number of trains required to meet this varying demand with minimum wait-time for riders and maximum system utilization.

A GESIMTEL (the NSS package for general purpose system simulation) model was established to simulate the effect of the following variables on the total operating system.

- number of trains in operation
- speed of trains
- load/unload time at each station
- attendance and hourly arrival rate

The park's transportation department can control the first three factors; the fourth is uncontrollable but subject to extremely accurate prediction based on historical data.

All Aspects Optimized

The model can duplicate any desired operating conditions by adjusting the first three variables, using the attendance level and hourly arrival rate as input. When run, the simulation shows:

- number of people waiting at each station (average and maximum)
- average and maximum occupancy of each train
- total rider capacity per hour

A series of runs, covering all possible combinations of controllable variables, is made for every feasible level of attendance. The output of each series is analyzed to determine which configuration best meets the objectives of minimum rider wait-time and maximum system utilization.

Schedules prepared on the basis of these studies have reduced wait time for guests. The optimization also reduces the total miles traveled by all trains by some 20%. Lower mileage plus an easily forecasted schedule for each train allows maintenance personnel to vastly improve the trains' up-time and perform routine maintenance at proper intervals.

Potential Problems Averted

Next, park officials used GESIMTEL to simulate traffic flow in a new town they were building. Designed to house approximately 20,000 residents, the town will include shopping centers, schools and churches.

The simulation showed that some planned roads were larger than required and some would not adequately handle expected traffic. A number of major changes were made as a result of the simulation; changes that will "eliminate many traffic snarls that had unwittingly been built into the original plans" according to Ernie Sigrist.

Customer Reaction

Obviously, the customer is delighted; GESIMTEL is more than paying its way. Optimization through simulation enables the customer to provide better service while improving cost efficiency.

Although the users had no prior experience with batch processing, relatively few problems have been encountered. Ernie feels this is in large measure due to the complete and clear documentation prepared by Corporate Education Services, author of the package.

Use of GESIMTEL's Foreground driver has given this customer a degree of understanding of the Foreground/Background interface. The obvious economies of Background versus Foreground simulation have resulted in some serious discussions about greater use of MARK III Background.

The package has received very wide and high-level visibility within the company. "MARK III has earned a very good reputation within the organization," Ernie Sigrist concluded. "A reputation that was enhanced by their experience with Background."

PSU - DSU Clarification

The command system manual (#3501.01) implies that ASCII files are measured in PSUs and others in DSUs. Actually, there are several file types measured in PSUs and several in DSUs as shown in the following table. (The table is available as part of the current command system manual supplement - #3501.011-3.)

File Type	PSU	DSU
ASCII Sequential	X	
Binary Sequential		X
Character Oriented Binary Sequential		X
Character Oriented Core Image		X
Core Image		X
Executable Binary	X	
GFRC Character Oriented	X	
Journalized ASCII	X	
Journalized Binary	X	
Pure Binary	X	
Random Binary		X



Interchange Corner

HSPAGER, a new category C program, paginates ASCII files and writes them to High-Speed Service output files. The output file(s) can be entered in the print queue by the new program, as shown in the following sample.

```
RUN HSPAGER***  
ENTER INPUT,OUTPUT  
FILENAMES? IN,OUT  
DO YOU WISH A HEADER  
(YES OR NO)? YES  
LOG FILE IN HS PRINT QUEUE  
(YES OR NO)? YES  
INPUT LTID—HSL;NONE  
CONTINUE OR STOP? STOP
```

The optional header is similar to the EDIT PAGE header, showing the input filename and date of the HSPAGER run. Standard HSS options can be entered with the LTID (in the example above, "NONE"). If not entered with the LTID, the options will be requested by an appropriate prompt.

Both sequenced and desequenced files can be paginated. The output file(s) need not be saved in the user's catalog; HSPAGER creates the output files. Error codes correspond to the CALL DESCR1 codes in the FIV system routines manual (#3104.01).

FOR Resequencer

The new FORTRAN resequencing program, SEQFR***, has been altered to handle both upper and lower case characters. As announced in the March 4 issue of UPDATE, the resequenced program will be in "standard" FORTRAN format.

List SEQFRDOC*** for full details on capabilities, limitations and instructions.

Portable Exhibit for Sales Dept.

A new self-contained exhibit is available for use in regional trade shows by the Sales Department. Designed for use in a standard exhibit space, the unit measures 10' by 8'.

The booth features an illuminated header, a large rear-lit mosaic and a stylized map showing the countries where MARK III service is available. The panels adjacent to the mosaic are changeable and will be replaced with copy appropriate for the particular show in which the exhibit is used.

The exhibit folds up to form its own shipping case. Set-up and tear-down can easily be performed by one person.

Requests for use of the exhibit should be forwarded to Marketing Communications by the appropriate zone manager. Please allow one month's notice so that the copy can be modified to zero in on the particular audience.

Costs for shipping to the show site and alteration of the copy will be charged to the zone or branch. For further information, please call Russ Ryan at 8*273-4580.

Survival Kit for Branch Moves

A lot of the headaches associated with office moves are going to be eliminated by a brand-new branch move survival kit. The packet contains everything needed to make the transition a smooth one.

The material includes a list of things to do and when to do them (how and where to order new stationery and business cards, ordering telephones, etc.). A sample press release and mailer for announcing the change to customers, prospects, vendors, and others is also included in the package. After the blanks are filled in on these

samples, the release and mailer will be printed and returned for distribution.

Ed Barrows (8*273-4667) of sales administration will automatically forward the packet when an office move becomes imminent.

New Storage Rate for HISAM Users

A new file type, HSM, will be available to HISAM customers on July 1. Under option B, the storage cost will be \$.10 per month; the regular DSU price of \$.50/month will apply under option A.

Users of HISAM can convert current random-binary files to the new file type with the HFRSH*** program, or establish the type with the CREATE command. Only HISAM subroutines can access HSM files. Full details on HSM files will be distributed shortly.

HISAM capabilities for managing complicated data handling problems combined with the new low storage price make MARK III the best buy for data base needs.

AVAILABLE

Available on a commercial basis: 4800 baud service. List INFO4800 in the VDY28 catalog for details. This new service offering will also be covered in detail in the next issue of UPDATE.

Available: ANSII-standard programming templates, imprinted with the mosaic and "MARK III — World Leader in Information Services," are now stocked in the warehouse (#900.39). A great hand-out, they'll serve as a reminder that we are in the remote batch business.

The IBM 1130 terminal is now qualified as a 2780 emulating terminal for use with High-Speed Service. Check the HSS supplement #3910.16 for operational details.

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Awards . . .

for follow-through

At the May zone manager's meeting Sales Department General Manager James C. Castle presented Steve Marmion (left), sales services specialist, with a management award "for his exceptional skill and patience in coordinating the preparations and follow-through for the customer evenings during the spring zone tour and National Computer Conference."



for improvement

An award to the "most improved zone" was presented to Clarence Selin, manager of the northeast zone, during the May zone managers meeting.

In the first quarter of 1974 the northeast zone showed a 15% improvement over their fourth quarter, 1973, performance. James C. Castle, (left), General Manager of the Sales Department, made the award presentation to Clarence.



for sales

Ken MacDonald, manager of electric utility sales, has announced the St. Louis branch office as winner of the first quarter electric utility sales trophy. "St. Louis was far over its electric utility quota for the first quarter, and had one of the highest percentage growths over the previous quarter," Ken said.



Barbara McCormick

The St. Louis branch covers a wide geographic territory. "Credits go especially to Lyle Clugg, in Minneapolis, and Bob Larson in St. Louis, who have done a balanced selling job," according to Ken MacDonald. Jim Muhlenkamp, manager of the St. Louis branch remarked, "The fine



Ed Mitchell, left, discusses his 25-year GE career with Ray Marshall, General Manager of the Systems Department.

efforts and assistance we got from Ralph Bice, electric utilities application manager, were a great help in the branch winning the award."

for distinction

Barbara McCormick, technical editor in marketing communications, has won an award for distinguished technical communication as editor of the Washington *Capital Letter* of the Society for Technical Communication. This Society sponsors an annual International Technical Communications Conference (ITCC). The award was presented to Barbara at the awards reception at the 1974 ITCC in St. Louis in mid-May.

Dex Nilsson, documentation manager in marketing communications, presented a paper at the same ITCC, and Barbara moderated a panel and also presented a paper.

Barbara is chairman-elect of the Washington chapter and will serve as chairman of the writing/editing portion of the program in the 1975 ITCC at Anaheim, and vice-chairman of the 1976 convention to be held in Washington. Dex will head program liaison efforts in 1976, with responsibility for publication of the conference Proceedings.

for 25 years

Ed Mitchell, specialist in telecommunications distribution project control, Systems Department, recently celebrated his 25th anniversary with GE. Ed joined the Power Transformer Department, Pittsfield, in 1949 and was subsequently in Burlington, Vermont, and Ithaca, before coming to Information Services in 1972. Ed also serves as the first president of the headquarters employee recreation association in Rockville.