SALES BULLETIN No. 5304.37



NUMERICAL CONTROL

A lot's been happening in NC and rather than bury you with dribs and drabs here is your comprehensive fall edition. This is what you'll find and where you'll find it:

Page 2: The National Metalworking Catalog.

Page 3: New publicity material, presentation pieces and prospecting guidelines.

Page 8: New Product developments and features
YOU CAN UNDERSTAND and which will

EXCIAND
PROE
CSPECTS



If you are intrepid, you will also discover:

- Why NC users cannot afford not to use a TN-300.
- Who your district NC Specialist is.
- An inside tip to identifying NC prospects.

NATIONAL METALWORKING CATALOG

This NASS catalog was established for proprietary software like postprocessors which serve the NC (and in larger context - all of metal working) market. What it does is this:

- Gives YOU revenue credit for users of the catalog.
- Gives us more machines we can service.
- Gives the author a vehicle to help sell his main product and develop an ROI besides
- Gives you help from people outside of GE promoting your product.
- Gives us the opportunity to mutually market with the author.

Because this is a new dimension in the business we will have a series of PRESS RELEASES announcing each new author and piece of software. Our goal is to make the user-buyer public AWARE

The first authors are the prestigeous NC builders:

BRIDGEPORT MACHINES

JONES & LAMSON

WARNER & SWASEY

JONES & LAMSON

This firm was our first NC author, going back over a year now.

The Jones & Lamson postprocessors are for their entire line of TNC lathes with Bendix controls of Series 800 and 910.

There are almost 200 TNC's in the field right now.

Jones & Lamson have sent out a specially prepared promotional piece describing their postprocessor's availability on our system and its role with REMAPT. The booklet includes a demo complete with instructions and full I/O as to run with MK II. They have distributed this booklet within our NEW MK II brochure (Pub. No. 352021A). We will be working together on other mutual marketing efforts as well.

I have enclosed a copy of the J&L booklet for each Branch Manager and NC specialist. I have also enclosed a copy of all the J&L sales offices and people. They have, likewise, received a list of our locations. Anticipate their calling you. They may not be too well versed in us or even time-sharing. A little introduction could do you both good.

WARNER & SWASEY

Warner & Swasey are good friends and users of long standing. They have enjoyed good success in just the few months their software has been on the system...... and future prospects are even brighter.

The Warner & Swasey postprocessors are for their entire line of "SC" lathes with GE controls, models 100s, 7542 and 7543, Warner & Swasey's own controls and Direct Computer Control (DCC).

Warner & Swasey is presently finalizing their sales plans. We will be working with them to establish an effective package and working relationship. As soon as its together, you'll know it.

BRIDGEPORT MACHINES

Bridgeport Machines have just joined the Metalworking "Library." Their author profile and additional news will be forthcoming. You should know their initial offering is their postprocessor for their Series I machine with their own 3 axis contouring control. Plans call for near term software expansion to cover both their Series I and Series II. To be continued............

Watch for new developments.

We're talking very seriously with some other BIGS. The snowball is starting to roll and the trade press is extremely interested too.

The Metalworking Library is going to do it for us and put it to competition.

NEW PROMOTIONAL PIECES

We're building a greater public awareness of our important role in this business.

Enclosed are two reprints of articles extremely flattering to us. Note: One talks about a "big" firm and sophisticated use of REMAPT AND TAPE VERIFICATION while the other talks about a "little" firm who conquers the computer in route to making tapes through NCPPL. We've got the product to answer the needs of ANYONE.

Pay attention to Elmer Fanjoy in the IRON AGE article on Hansen Engineering. Why??? Who is Elmer Fanjoy??? He's the guy who can make you or break you. He is quite often the guy who gives you the greatest concern in the sales arena, 'cause he's a little older, came up the manual programming way, really leery of computers and might feel, somehow, a threat to his job. And sometimes that's managements' unspoken bag, too.

THE POINT IS: Elmer Fanjoy did it! Elmer Fanjoy looked, listened and now HE runs the computer to his own and his companies benefit.

Here are some other important points:

- This is not a "giant" corporation. It got its feet wet in NC in 1968, found manual programming too slow and costly.
- It went to computer assist through a couple of remote batch services and found them wanting.
- They needed turnaround and inter-action for debugging.
- Learning NC part programming is easy with GE T/S, its training and support and programs like NCPPL.
- Point out to your prospects that Mr. Fanjoy of Hansen has learned a new skill, computers didn't overpower him and the net result is a more productive individual in a more productive firm achieving Le\$\$ co\$t\$ to production.....and so can your prospect.

The Tooling and Production reprint of our happy user at Ex-Cell-O makes other good points.

- Here is a large firm.
- REMAPT is their cup of tea, right for their needs and they love it.
- They use our Tape Verification program and "increased machine productive time from 65% to 85%" while reducing machine costs for tape prove out from \$100 to \$24.
- They are achieving MANAGEMENT AND COST CONTROL. That's what you want to stress to upper management.

These pieces are fine prospecting and handout material. Put them in the NC brochure with the other promotion sheets and you really have an impressive package.

Now, what do you do with it? Wrong! Go prospecting.

NC PROSPECTING GUIDE

- 1. Any firms in SIC codes 19 39 can be using NC.
- 2. Sources: State Industrial Guides

Local Chamber of Commerce Listings

Universities, etc.; Depts. of Industrial Engineering

(Schools with NC courses and/or equipment have professors in contact with local NC activity as consultants and placement reps for their students.)

Local NC Society Chapters

(Their members are where it's at.)

Local Machine Tool Distributors

(They know who is using and buying)

GE Industrial Sales Division Personnel.

The Help Wanted Ads

(If they're advertising for NC machinists and programmers it might be a lead.)

3. First Action Step:

Phone Call (Can be done by a secretary)

Shoot high: Ask the name of the V.P. of Manufacturing or the Manager of Manufacturing, etc. Incidentally, ask phone operator what they make major products (save for later use) -- does she know if they have NC equipment? ---how's business? This is a good time to get the name of the Purchasing Agent

Second Action Step:

You speak to the V.P. of Manufacturing or the Manager of Manufacturing.

Introduce yourself with a quick purpose of the call.

(While this is a matter of personal approach, the message is the industry leader wants a minute or two of his of his time to determine the value to him of a meeting.)

You want to get the guy to want you to come in because you may have an answer to his major problems and/or can make him (and his operation) more cost effective.

Does the firm utilize NC equipment?

Oh? How many pieces?

How programmed now?

What are their most nagging problems?

Are they happy with their present turnaround??????? Are they happy with time to get a final tape??????? Are they happy with cost of tape preparation??????? Programming - Under who? How many people?

If qualifications on NC look OK -

Go for a Sales Call - You have many things of interest to him to discuss.

- 1. Greater machine productivity
- 2. More efficient use of personnel
- 3. Opportunity for true management control his!
- 4. A better potential ROI on their NC investment.

- 5. Opportunity for bringing under control the entire manufacturing operation.
- 6. Responsiveness.
- 7. We want to discuss how our <u>service</u> can help him secure his objectives.
- 8. Set a date.
- 9. Is there a "hot spot" machine?
- 10. Get the info on the rest of his tools. Get more detailed information machines and controller types...so we can prepare a more effective and properly focused call. (A good form for this is enclosed)

NOTE: 9 & 10 may sometimes be better used in the qualification portion and actually justify the sales call.

The Call: Plan your call and tactics with your NC specialist before you go.
What will you do? What will he do? Stress better operation;
efficient use of men and machines; responsiveness achievable
through us - people working to bring the benefits of the computer
to his people.

Your do -- Fundamentals of time-sharing

Your NC Specialist - How our NC programs work (set up an advance demo for one of his machines or one close to it.....and bring a terminal.)

THINK SEMINARS! They multiply your time. This same approach works fine in attracting seminar attendees, too.

NEW PRODUCTS AND FEATURES

NC means TN-300 sales. The \$13.50 option at 30 cps has shown such advnatages to most users doing NC work that on a dollar\$ and cent\$ basis they can't afford not to go to the TN-300. Just look at this example alone:

Consider a 50 foot tape (while NC tapes vary considerably in length, 50 feet is an extremely conservative example):

50 feet of tape @ 10 char/inch = 6K characters

Transmission time: at 10 cps = .167 hr (10 min.)at 15 cps = .11 hr (6 min.)

at 30 cps = .055 hr (3 min.)

 Price:
 \$7.00 & 25¢
 \$10.00 & 10¢
 \$13.50 & 0¢

 .167 6
 .167s 6
 .055 0

 \$1.169 1.50
 \$1.67 60
 .7425 0

Total: \$2.67 \$2.27 \$0.7425

And that's just in I/O. Coupled with the advantages of Deferred Run (which makes the next morning's work entirely I/O) its hard for an NC user not to insist upon a TN-300

ELA TAPE INPUT

A user can now read in his NC tapes in their EIA format. He can correct, upgrade, verify, modify and convert old existing tapes to his present needs and equipment starting with directly feeding his old tape right in through the terminal. SOME OF THE MOST ENTHUSIASTIC RESPONSE and industry evidenced need is to run in a tape for one machine and get back a tape for another machine of <u>similar capabilities</u>, (You don't run in a tape for a button hole maker and expect to get back a tape for a pretzel dough dispenser). We've got a system for doing this working now and it will be up full commercial start '72.

It gives greater use of Tape Verification and plotters 'cause a user quite often wants to see how the old tape "cut" the part, and where to make his changes.

Which leads us to a NEW OPTION FOR TAPE VERIFICATION.

This option lets the user plot the result of a REMAPT run -- hold on now....that's the Cutter Location Listing and is produced before postprocessing. WHAT THIS MEANS IS the user can plot:

- 1. When he wants
- 2. What he wants
- 3. At appropriate prices consistent with the amount of computer work and detail he wants to go into his plot.

Ask your NC specialist about CLPLT***.

GETURN

We're all set to go full bore commercial. We set up a few commercial customers in a controlled release environment, got our collective feet wet and came up SUCCESS. The users got up fast and turned out happy. Your NC specialist has direct and dedicated support right from here. Mr. GETURN is Tom Kerry (8*273-4601) of Bob Rittenberry's staff.

You want to turn GETURN loose on people

- With single slide horizontal chucking lathes
- Who want to enjoy significant reduction in programming time
- Who always wished for computerized machinability and didn't dare to dream of getting it, much less get it using their own methods.

WHERE IS HE?

- 1. Present customers.
- 2. Firms lost to competition, especially on the "ease of programming" argument.
- 3. Firms getting new lathe equipment. (Your local GE Industrial Sales Division office and local machine tool distributor can be a good bird dog). Today's big market is the \$40-75K lathe for the small shop. That's the kind of prospect dying for an easy, economical way to get their tapes. GETURN is the way.

HOW DO YOU GET HIM?

Use the GETURN brochure (348021 and again call attention to the user benefits (that are actually dollar savings) such as:

- 1. Savings in part programming time.
- 2. Savings in methods and planning time.
- 3. Savings in computer costs.
- 4. Savings through possible user of lesser skilled people.
- 5. Savings in machine costs through optimized tape.
- 6. Savings in potential tool inventories.
- 7. Savings in preparation of and time lost in explanation of machine set-up instructions.

SHOW HOW IT WORKS

A demo is now in the library with the part "GETPP***" and machine file "MACHI***," tool file "TOOL2***" (using GE Carboloy tooling) and methods file "METH2***." This is the example of the manual (page II-33). Also use Material File MAT2***.

Your NC Specialist will know all about them and the machine catalog GMCAT*** which lists all the files.

| | NC SMARTEES | |
|----------------|--|---------------------|
| J. Adams | 8*332-7361 | Cinn., Ohio |
| R. Aitcheson | 8*362-3219 | Oak Park, Mich. |
| A. Barber | 8*344-6250 | Cleveland, Ohio |
| R. Bruning | 8*332-7361 | Cinn., Ohio |
| E. DeNardo | 8*224-2209 | Teaneck, N.J. |
| J. Fitzgerald | 8*264-5394 | Waltham, Mass. |
| D. Graves | 8*225-6233 | Meriden, Conn. |
| J. Gilbert | 8*432-5305 | Long Beach, Calif. |
| D. Goerges | 8*274-2011 | Baltimore, Maryland |
| D. Gresko | 8*272-70 11 ask for 989-0832 | Roanoke, Virginia |
| W. Hanners | 8*335-1224 | Dayton, Ohio |
| R. Hayden | 8*323-3847 | Chicago, Ill. |
| R. Jackson | 8*352-5335 | Houston, Texas |
| A. Lee | 8*241-1297 | Bala Cynwyd, Pa |
| D. Merenda | 8*264-5394 | Waltham, Mass. |
| S. Nakamura | 8*421-1371 | Pala Alto, Calif. |
| R. Paul | 8*235-9241 | Schenectady, N.Y. |
| J. Schartman | 8*344-6347 | Rocky River, Ohio |
| C. Wang | 8*442-3292 | Seattle, Washington |
| I. Cuthbertson | 8*253-5214 | Ontario, Canada |
| | | |

HEADQUARTERS

| Wayman Braxton | 8*273-4456 |
|--------------------|------------|
| Joseph R. Domonkos | 8*273-4659 |
| Tom Kerry | 8*273-4601 |
| Bob Miller | 8*273-4589 |
| Bob Rittenberry | 8*273-4614 |
| Bud Studley | 8*273-4456 |

SALES BULLETIN NO. 1201.03



HAZELTINE 2000 TERMINALS

The Information Services Business Division is now able to act as an agent to market the Hazeltine 2000 Video Display Terminal (VDT) and accessory equipment to the commercial time-sharing market. We will promote and market the equipment to the point of obtaining an executed agreement for submission to Hazeltine for acceptance. The contents of this Sales Bulletin will provide answers to most of the questions that will arise.

Order Processing for Hazeltine Terminals

- 1. Use the following Hazeltine forms which are available through the On-Line Ordering System:
 - Rental Agreement Form No. HL-027 (Market File No. 1201.11)
 - Purchase Agreement Form No. CP-003 (Market File No.1201.12)
- Obtain the signature of a duly authorized representative within the customer's organization. (Do not sign the Rental or Purchase Agreement. It must be submitted to Hazeltine for acceptance.)
- 3. On Rental Agreement: Give copy entitled "Initial Customer Copy" to the customer; keep copy entitled "Field Marketing" in the Zone's customer file.
 - On Purchase Agreements: Since form is a single copy, duplicate copies required for customer and zone files.
- 4. Process Terminal Bonus Claim Form, Market File No. 1001.04A, concurrently with the order. Attach a copy of the Bonus Claim Form to the balance of the copies of the Rental or Purchase Agreement, and forward to Bethesda. Mail to:

General Electric Company 7735 Old Georgetown Road Bethesda, Maryland 20014

Attn: Terminal Sales Administration



Customer Purchase Orders

Every effort should be made to use Hazeltine forms when receiving orders for Hazeltine equipment. However, you may take the customer's purchase order if he is not willing to sign the Hazeltine agreement. In such a situation, fill out the appropriate Hazeltine form, referencing the customer PO# in the space normally containing the customer's signature, and forward both forms to Terminal Sales Administration, Bethesda.

Keep in mind that a customer purchase order must be reviewed by Hazeltine's legal organization before acceptance and that this will normally delay delivery of the equipment.

Acceptance of Customer Orders

Caution should be taken not to commit the Hazeltine Corporation on matters concerning delivery or other terms and conditions of contract. Keep in mind that you should not sign the lease or purchase agreement or make any oral commitment. There is no GE commitment. Hazeltine will be the party contracting with your customer, and will assume the credit risk as well as responsibilities for billing, delivery, and maintenance of the equipment.

Hazeltine Reference Number

Hazeltine will assign to Terminal Sales Administration, Bethesda a block of reference numbers. As each lease or sale agreement is received in Bethesda, it will be assigned a reference number. (One reference number will be assigned to each order). The reference number will be entered on your copy of the acknowledgment letter to identify that particular lease or sale. It will also be entered on your terminal bonus claim. Please use this reference number when making inquiries concerning your lease or sale.

Delivery Schedule

Upon acceptance by Hazeltine of your customer's order, an acknow-ledgment letter will be forwarded to your customer and Terminal Sales Administration, Bethesda. A copy of the acknowledgment letter will then be forwarded by Terminal Sales Administration to the MR effecting the lease or sale. It will contain a configuration of the equipment ordered with the delivery schedule.

Shipping Charges

Hazeltine will ship the equipment f.o.b. its plant. The customer must pay for shipping charges and will be billed for same by Hazeltine.

This element of cost should be considered when accepting a customer Purchase Order.

Installation

Hazeltine will drop ship the equipment directly to the customer location and make the necessary arrangements to have a service representative supervise the unpacking and setting up of the equipment. Hazeltine is considering changing this arrangement to ship to the service organization for subsequent installation at the customer location.

Service

Service is included in the monthly rental price for the Hazeltine equipment. Hazeltine will provide maintenance anywhere within the contiguous United States, so there is no mileage (or zone) limitation on service.

The customer should contact the Hazeltine service representative when his terminal needs service. He will be informed who to contact when his terminal is installed. You should make every effort to stay out of the service loop.

Acoustic Couplers

Acoustic couplers are available, and you may accept orders for couplers. Hazeltine will provide an Originate/Answer coupler manufactured by Anderson Jacobson. It will lease for \$20 per month and sell for \$400 each.

Accessories

Printer paper and cassette tapes are available and can be ordered with the purchase or lease agreement. Orders for subsequent materials should be forwarded directly to Hazeltine by your customer. Prices are listed below.

| <u>Item</u> | Single Roll | 12 roll case unit price | l Gross unit price |
|----------------|-------------|----------------------------|-----------------------|
| Printer Paper | \$ 7.10 | \$ 6.20 | \$ 5.31 |
| | Qty 1-9 | Qty 10-99 | 100 & over |
| Cassette Tapes | \$ 8.00 | \$ 7.00 | \$ 6.00 |

Hazeltine Interface with TN-300 Receive Only (RO) or Keyboard Send Receive (KSR)

The Hazeltine 2000 can be interfaced serially with either the TN-300 RO or the KSR configurations. This can be done by obtaining a Hazeltine supplied cable which, at one end, plugs into the back of the Hazeltine Terminal, and, at the other end, plugs into the back of the TN-300 Terminal where the data set is usually connected.

A market file distribution will be made and include the following material concerning Hazeltine terminal equipment:

- Operating and programming manuals
- Price sheet and complete price book
- Rental and Purchase Agreements
- Sales literature
- Bonus Claim Form
- Demonstration software operating instructions

Available Through OLOS

The warehouse will be stocked with the following items:

| Market File No. | Item Description | | |
|-----------------|---|--|--|
| 1201.04 | Price Sheet - Summarizing the most needed information contained in the Hazeltine Price Book | | |
| 1201.02 | Hazeltine 2000 VDT - 4 Page Color Brochure | | |
| 1201.05 | Thermal Printer Unit - Description Sheet | | |
| 1201.06 | Dual Tape Cassette Unit - Description Sheet | | |

- The above three items are being modified to reference GE ISBD "for further information" on Hazeltine equipment
- 1201.02 is a folder and will contain one each of 1201.05 and 1201.06

| 1201.07 | VDT Operating Instructions |
|----------|---|
| 1201.08 | Dual Tape Cassette Unit Operating Instructions |
| 1201.09 | Thermal Printer Unit Operating Instructions |
| 1201.10 | Complete Hazeltine Price Book |
| 1201.11 | Rental Agreement - Hazeltine Form No. HL-027-6/71 |
| 1201.12 | Purchase Agreement - Hazeltine Form No. CP-003 |
| 1201.13 | Demonstration Software Instructions |
| 1001.04A | Bonus Claim Form for Sale or Lease of terminals |

Training

Training will be provided by Hazeltine in Bethesda on the Hazeltine 2000 and its accessory equipment. Each Zone will select an individual for this training who will subsequently serve as the Zone "expert" on the Hazeltine terminal.

In connection with training for all MR's, Allen Nuss will be incorporating some material on the Hazeltine 2000 into his Business Systems Seminar II.

Technical Support

At the conclusion of the training, first line technical support will be available in each zone support organization. Also, Bonnie Roberts (Dial Comm 8*273-4474) in Headquarters Sales Support can provide additional technical assistance when needed.

Demonstrator Units

Demonstrators will not be deployed in the initial phase of the program. Once the program gets underway, and we have obtained some results, we will evaluate the need and best locations for demonstrators. In the interim, Headquarters Sales plans to schedule and present demonstrations of our terminal line for groups of customers at Field offices. Prospects that you invite will be given complete information and demonstrations of the TN-300 and Hazeltine 2000 terminals. Attendees will be given the opportunity to ask questions and gain hands-on experience with the equipment.

Leader Terminal Promotion

A major article on terminals will appear in a forthcoming issue of LEADER. The purpose of this article will be to emphasize our total terminal line to all of our customers.



OUR NO. 1 GOAL: TO MAKE GENERAL ELECTRIC YOUR BEST BUY

Hazeltine Terminal Bonus Plan

The following Hazeltine Terminal Bonus Plan will be in effect with the implementation of the Hazeltine Program.

1. Who is eligible?

All personnel in the Field Sales Organization, Branch and Zone Managers excepted.

2. How much will be paid?

The terminal bonus will be as follows:

| <u>Item</u> | Lease | Sale | |
|--------------------|-------|------|--|
| Hazeltine 2000 CRT | \$25 | \$50 | |
| Tape Cassette | \$15 | \$30 | |
| Printer | \$15 | \$30 | |

3. When will the bonus be paid?

The bonus will be paid after notification by Hazeltine that the Hazeltine Purchase or Rental Agreement has been executed (accepted by Hazeltine).

4. Procedure:

- a) Marketing Representative to submit Hazeltine Purchase Agreement or Hazeltine Rental Agreement after execution by customer, plus a Terminal Bonus Claim (Form No. 1001.04A) to the Branch Manager for approval.
- b) Branch Manager to forward approved Terminal Bonus Claim and Hazeltine Purchase or Rental Agreement to Terminal Sales Administration, Bethesda.
- c) Terminal Sales Administration, Bethesda, to assign reference number and forward Terminal Bonus Claim to Revenue Accounting and Hazeltine Purchase or Rental Agreement to Hazeltine for acceptance.
- d) Terminal Sales Administration, Bethesda, to forward copy of accepted Hazeltine Purchase or Rental Agreement to Revenue Accounting after receipt from Hazeltine.
- e) Revenue Accounting to match the accepted Hazeltine Purchase or Rental Agreement with Terminal Bonus Claim and instruct Personnel Accounting to make payment.

HAZELTINE CORPORATION END-USER PRICE LIST

| ITEM | MONTHLY RENTAL PRICES (INCLUDES MAINTENANCE) IN QUANTITIES OF 1-99 | PURCHASE PRICES QTY 1-10 | MONTHLY FULL PAYOUT LEASE RATES QTY 1-10 | | | MONTHLY MAINTENANCE CHARGE ON A YEARLY BASIS FOR PURCHASED OR |
|-------------------------|--|--------------------------------|--|--------------|--------------|---|
| | | | THREE YR | FOUR YEAR | FIVE YEAR | FULL PAYOUT LEASES |
| HAZELTINE 2000 VDT | \$88 | \$2995 | \$98 | \$77 | \$65 | \$20 |
| DUAL TAPE CASSETTE UNIT | \$79 | \$1990 | \$65 | \$51 | \$44 | \$15 |
| THERMAL PRINTER UNIT | \$78 | \$2350 | \$77 | \$60 | \$51 | \$11 |
| COUPLER* | \$20 | \$400 | n/a | n/a | n/a | \$2 |

^{*}Anderson Jacobson model number ADAC 242 coupler

TERMS:

- 1. FOB HAZELTINE
- 2. 90 DAY WARRANTY
- 3. MAINTENANCE INCLUDED IN RENTAL PRICES ONLY
- 4. INITIAL RENTAL TERM ONE YEAR
- 5. ALL PRICES ARE EXCLUSIVE OF STATE & LOCAL TAXES, USE OR SIMILAR TAXES

INSTALLATION:

- 1. The installation fee is \$42 for the first equipment (Hazeltine 2000 Video Display Terminal, Printer Unit or Tape Cassette Unit); \$15 for the second equipment installed at the same location at the same time; and \$10 for each additional equipment, in excess of two, installed at the same location at the same time.
- 2. Installation is mandatory on all rentals. Installation is optional on all purchased or leased equipments. On purchased or leased equipment, if a Hazeltine Maintenance Agreement is received prior to delivery, installation is free.

NOTE:

Quantity prices, educational, GSA, and resale prices available upon request.