**SEPTEMBER 15, 1972** 

FIV Input WantedAUTOTAB Scores

0302.18

# REVENUE OPPORTUNITY PROFILE PROFILE

From January to August over 250 ROPs Therefore, an individual ROP, even if not approved, can – when combined with

- \$500,000 increase in revenue in 48 old accounts
- \$186,000 indirect revenue impact
- \$87,000 in new account revenue

Even with this record to stand on Sally Smith, the new Manager of Sales Support says, "Even though the ROP system does work, it can and will be improved."

To this end plans are being made to place the ROP form on-line. In this way an MR can fill it out, get Zone approval, and have the ROP in Bethesda in one day.

Sales Support has also increased its full time ROP staff recently in its efforts to improve turnaround time.

#### ROP - Your Own Lobbyist

The purpose of the ROP is to channel all significant opportunities and problems relating to customers into one area so that they may be dealt with appropriately and effectively.

Rather than having to use a shotgun approach of half-a-dozen phone calls or letters, an MR can fill out an ROP. Thus, the wheels start turning, all appropriate people and functions are informed, needed approvals are sought, progress is tracked and reported back to the MR. It is like having your own personal lobbyist in Headquarters.

#### Side Benefits of ROPs

There are a number of side benefits to the ROP system that may not be immediately apparent. In dealing with many requests from the field the ROP people frequently notice indications of trends that can and should be responded to. Therefore, an individual ROP, even if not approved, can - when combined with others - be heard and acted upon. For example:

- The TN300 price was lowered as a result of ROPs showing that we were losing out in a number of instances to a lower priced competitor
- A number of ROPs said that customers want the ability to use paper tape input with IND. This capability is planned for a fall system release
- Recent Field input has indicated greater interest in application systems than in language capabilities. This information has been passed to Training and other functions so that their efforts may reflect your desires

In the process of their work the ROP staff has accumulated a great deal of information about customers. This set of files is a good way to get a picture of some of our large company customers which are served by many offices.

#### Selection Process

With 78 ROPs in process and another 15 to 20 arriving each week, careful selection is required to make sure our resources are being used to best advantage. Some of the questions that must be asked are:

- can the required personnel be diverted from their regular work?
- will the result of the work be of value to other users?
- is the amount of effort and dedication of resources going to be returned in a reasonable period of time?

Keep those forms coming in! It may take time to fill them out, but the impact on your revenue certainly seems to justify the effort.

## A REAL BEST BUY..... 24 HOUR CUSTOMER SERVICE

Customers can now obtain assistance whenever they need it. The National Customer Service Desk (NSD) at Brook Park is manned around the clock, seven days a week.

Veterans of the early MARK I days will recall the time when most MRs could find out system and software status or resolve validation problems by trotting across the hall to their friendly 265 operator or system analyst.

When system hardware was consolidated into the Brook Park and Teaneck centers, customer service was put on a firmer footing with the inauguration of the local Customer Service Desks.

Now that the needs of our customers are changing and accelerating something more is required. The 24-hour NSD brings our customer service to a level consistent with customer demand.

For information about the establishment and aims of Brook Park's NSD, see System Sig Events on page three.



For Fast-Fax call: TTY 8\*273-4524, 8\*273-4421 or 8\*273-4714

# **NEWS FOR THE N/C USER**

### RENEWED N/C EMPHASIS

ISBD is going after \$\$\$ in the world of Numerical Control. The decision has been made; plans are firming up.

For the past two years N/C has been the largest revenue generator in the library. The Metalworking Catalog has consistently ranked among the top ten NSS money makers.

We have a solid offering which is accepted and used by a large segment of the industry. Enhancements and additions are planned which will give the N/C market an offering unparalleled in the industry.

There will be specific Headquarters support and emphasis which will pay off for you in stable, sizable revenue. The plans are in line with the Division effort to attract competitive users.

#### **Tool Show Kickoff**

Participation in the September International Machine Tool Show by ISBD and Corporate GE served as the kickoff in the renewed emphasis. Some of the things that happened:

- GE-Carboloy Systems Department announced and demonstrated Computerized Machinability. This could be a big one – see story in next column.
- Demonstrations of the improved GETURN by Boehringer GmbH, a well-known lathe builder. Visitors at the booth made their own tapes and produced parts from them with the assistance of ISBD's Tom Kerry.
- The GE Corporate booth displayed the full range of what GE offers the N/C world and what is coming.
- GE Industrial Process Control and Allen-Bradley demonstrated a PAL application on our systems.
- Well-received press conference attended by over 35 major editors. Discussion of total ISBD offering, stressing productivity.

More details will be coming from HQ with regard to product development and new documentation.

## GE CARBOLOY SHARPENS METALWORKING CATALOG

GE's total service to the metalworking community is receiving a major boost through the addition of programs for Computerized Machinability (CM). The programs were developed by GE Carboloy, the leading manufacturer of cutting tool inserts.

These new Metalworking Catalog programs calculate feeds, speeds, and depths of cut based on the work material, cutting tool, machine tool, and required surface finish for use with the Carboloy line of inserts.

Used as a stand-alone product, CM may be the very best "foot in the door" with competitive N/C users that has come down the pike. With current customers, Carboloy's offering serves as a reminder that GE is still number one in total N/C offerings.

#### **Cuts Through Major Expense**

The metalworking manufacturer's problem is to find the optimal production method where costly tooling is used up in the process of removing material to produce a part of required dimensions and surface finish.

The cost of this perishable tooling is a major industry expense. Selection and use of cutting tools, consistant with production requirements has a major impact on profitability.

Selection of the optimal method is a costly, time consuming procedure which is highly dependant on the skill and experience of the individual making the decision. With CM the choice takes minutes, costs approximately \$1.00 per run, and is easy to obtain. In addition, management receives a significant mechanism for the evaluation of production policies. Several runs of Carboloy's programs enable comparison of the impact of different types of cutting tools on production.

#### **Twenty Years In Development**

GE's Carboloy group is a leader in the development of manufacturing advances and machining techniques. They are at the acknowledged forefront in the development of analysis of the metal removal process. Refined for over two decades, the Carboloy routines have the admiration and acceptance of the entire industry.

A major Carboloy product is replaceable elements used in tools to do the actual cutting. Formerly the cutting elements were braised to the tool which made resharpening and replacement expensive and time-consuming. The development of "inserts" allows use of economical, quickly mounted cutting elements.

#### 30,000 Sales Leads

Formerly available only to GE components, Carboloy is now making its Computerized Machinability programs available to all users of their tooling. Carboloy salesmen know the programs and have been trained to use it as a selling tool. These programs will be used frequently by Carboloy reps in performing on-site tooling analysis. The Carboloy sales force can provide generalized sales leads for you from their estimated customer base of 30,000.

#### Support

For literature, signing up customers, and other information contact:

Mr. Robert Brierley Manager-Application & Service Eng. Carboloy Systems Department 11177 East Eight Mile Run Detroit, Mich. 48232 (313) JE 6-9100 -or- 8\*362-2374

Carboloy's announcement at the International Machine Tool Show will be followed by a press release which will be available to you soon. This addition to the Metalworking Catalog will be covered in the September issue of LEADER and in the October Information Service File.

## NSS CORNER

A "new branch analysis" package for banks is now being offered by the Shawmut National Bank in the International Banking Catalog, NAQ01.

This package consists of both a marketing and a financial program. The first provides various projections for 10 periods for a proposed new bank branch. The user provides population and projections of market penetration, average account size, growth rates, and loan to deposit ratios. The program will project deposit and loan volume, number of accounts and account size. The financial program takes that information and provides balance sheets, earning statements and various means of profitability.

This Boston bank is also offering a Loan Investment Analysis package which determines annual percentage interest rates, payment schedules, principal, or number of payments for regular as well as irregular loan schedules in conformity with the Truth-in-Lending Law.

For documentation and support of these programs, contact:

Mr. Charles A. Hunt National Shawmut Bank 40 Water Street Boston, Mass. 02109 (617) 742-4900

As with other NASS authors, you will be receiving a customer profile with more details in the near future.

Don't forget to use NSSLIB to keep on top of new and/or changed offerings within the NSS world. Tell your customers to watch for and use it, too.

## SYSTEM SIC EVENTS

#### CUSTOMER SERVICE . . . EVEN FOR THE NITE OWL

While the consolidation of system hardware offers unparalleled opportunities to provide a wide range of features with the highest standards of availability and reliability, it also creates an inherent communications gap. It has become more and more difficult to know what is going on in that huge complex multiprocessor that we call the Network.

The National Service Desk (NSD) and the whole Customer Service organization is dedicated to closing this communications gap. They will not be satisfied until a level of responsiveness and reliability of knowledge equivalent to having the computer room just across the hall is reached.

To this end, the NSD has been expanded so that customers will be able to reach someone any time of day or night, on weekdays, weedends, and on holidays. Prime-time service to Sales personnel and Resource customers, as well as after-hour (non-prime time) service for all customers and the Sales organization, is now available. And, plans are underway to extend the privilege of toll-free calling to all customers early this fall.

The NSD is the place to report chronic or unusual problems requiring resolution in order to provide customers with top-grade service. It is the only place to get straight answers to questions that can only be answered "at the computer." It is the place to come for assistance when compilers, editors, or system software appear not to be working and you are unable to solve the problem locally.

The National Service Desk is intended to support Field Sales personnel during prime hours and to supplement Field Sales during the hours when the sales offices are not normally manned. It is not intended to replace the direct local support of customers by MRs, CASs, and Zone Service Desks during normal working hours.

Details of the planned extension of toll-free national coverage for customers will be made available as this service is developed in each of the Zones. Marketing will provide appropriate national announcement material to help spread the word. Customer Service is working closely with all components to assure that the service is available and can produce maximum mileage in the market place.

Customer Service is concerned with bridging the communications gap between a decentralized sales organization designed to provide highly responsive and personalized service to customers at the local level, and the highly centralized operating and financial organizations designed to supply the highest caliber product at a high level of efficiency.

When you or your customers call the National Service Desk and hear, "Customer Service; may I help you?" you can be sure that the individual reached, backed by many others in the Division, wants to help and will really try!

### CORE IMAGE FILES TO BE STORED AS DSUS

An important development since Fast Fax last reviewed the new foreground features is that Core Image Files will be stored as DSUs. This means that customers can now store **programs** at 20 or 50 cents per unit (depending on pricing option selected) when using this new feature. Users will not only save CRUs with core image but storage costs, too. This should serve as a major new impetus to get your customer using FIV.

Keep in mind that the number of storage units may increase slightly with core image, as the run-time package and all external subroutines are stored with the basic program. The result is that CRUs and response time are reduced. However, another result is that the program will have to be reloaded if any "external" part of the program is altered.

## **CAPEX SCORES WITH NON-ROYALTY AUTOTAB**

MRs with large volume AUTOTAB users are finding that the non-royalty option is a real customer pleaser. Here are some of the success stories they are telling.

#### 93% Reduction Increases Total Revenue

Harlan Dodge in Cincinnati recommended that a GE component switch to the non-royalty option for their AUTOTAB usage and take advantage of the additional CRU reduction by using it in the Independent Run mode. A 93 percent reduction resulted.

As the customer is a heavy AUTOTAB user there was, of course, a drop in revenue. However, the customer has been willing to try a number of other applications and ideas suggested by Harlan because they have complete faith that he is working on their side. One of the suggestions that went over well is the use of FLEXIMIS for maintenance of the data file.

The end result is that the customer has

not only returned to the former revenue level, but is well on the way to increasing it. And, management is willing to accept the higher level with the knowledge that their money is getting a just return.

#### Complex Budget Reporting System With Zero Development Cost.

A large oil company in Chicago asked Bob Fondiller to help them write a flexible budget system which would, among other things, prepare a consolidated budget for their operations in 75 countries. Bob suggested they use AUTO-TAB as the time frame was limited and development costs would be eliminated.

Bob started them right off with the new option as he could see that usage of the system would be quite extensive over a long period of time.

Bob plans to use this success to move into other areas of the company; previously he had not been able to move out of the financial department. Joe Juliano, Jim Brady and Ron Campbell have each had similar successes. One comment heard frequently: "Capex is easy to work with."

#### How It Works

Under the non-royalty option the customer receives a 65 percent reduction in CRUs and pays Capex a flat monthly fee of \$400. Capex is requiring a six-month minimum term for this option in order to assure a fair trial.

Warning: extensive use of external data files with the non-royalty version of AUTOTAB may not yield the full 65 percent CRU reduction.

This capability is available only to domestic US customers and a contract between Capex and the customer is required. Refer to paragraph 1.5.8 in the Field Sales Office Procedures Manual for further information.

## WANTED--FIV SUCCESS STORIES

Latest reports indicate that approximately two out of three FORTRAN sessions are run in FIV rather than FOR. Considering that FIV has been available for slightly less than one year, this is quite a record. This can and should be improved. A 100 percent switch to FIV would benefit all.

Obviously many customers are completely sold on the power, flexibility, and efficiency of FIV. Their conviction can be used to overcome the inertia of the hold-outs.

Plans are being made for an article in LEADER which will consist of short quotes from users who have switched to FIV and are glad of it. Your successes are needed.

These should not be elaborate application stories; merely short quotes of satisfaction pointing to some particular benefit derived from any one or more of the FIV statements, capabilities, etc.

Please use the enclosed form or copies of it so that legal requirements are satisfied.

Your efforts to obtain these quotes will pay off a whale of a good article and will provide you with very effective selling ammunition.





#### OCTOBER, 13 1972

# MARK III OFFERS TCP

Present MARK II (or Foreground) customers are merely scratching the surface of the *Total Computer Power (TCP)* available through GE's MARK III. On November 13 this total power is available to all users in a form that is familiar to both batch and t/s users.

Understanding and use of Background capabilities should come easily even to users who have "grown up" in the timesharing environment; particularly with the interactive Foreground set-up procedures. And, batch processing users will welcome the TCP offered by MARK III.

#### For Foreground Users

Large programs requiring more core than is available in Foreground can be handled by Background's 70 - 150K core. Programs with large matrices such as LP and CPM applications, which Foreground users handled by chaining or giving up and going to in-house systems, are prime Background candidates.

Any customer needing core of this size probably also needs the massive data

### OFFICE PROCEDURES UPDATES

Six updates to the Sales Office Procedures Manual were recently sent to each office.

- Mark III Background Validation 4.1.8
- High-Speed Service Validation 4.1.9
- New Mailbox Format 4.1.2
- Changing Revenue Credit 4.1.4
  ROP Submittal Form 1.2.3
- ROP Submittal Form
   RMS Validations
- RMS validations

Any questions about these new/revised procedures should be directed to Ray McNees, 8\*273-4667.



INFORMATION SERVICES MARKETING OPERATION

storage capabilities available with Background. We'll store a magnetic tape, containing up to 25 million characters, for only \$2.50 per month.

#### For Batch Users

Ability to establish batch jobs interactively via the reliable Foreground will appeal to batch users. Better and more powerful command structure, languages and editors than available with most batch systems, including Resource, are a selling factor.

The ability to bring Background programs and files to Foreground for interactive checking and correcting is a plus to those accustomed to working in a purely batch environment.

#### Language + Library

COBOL is *the* business data processing language as well as the most popular of all programming languages in use today.

(Continued on page 2)

## SALES MANUALS FOR CUSTOMERS

Complete copies of the recently released Sales Manual are available for key customers. (Remember, the manual will cost your office \$25.) Order by calling Norm Otis at 8\*273-4468.

A file of these names and addresses will be established for automatic distribution of manual updates, saving you the follow-up job. If you have already ordered the Sales Manual for customers, please resubmit the order through Norm so the address file will be complete.

Manuals will be sent directly to the ordering office. Before delivering them, be sure to remove pricing reference sheets which are labelled "For GE Employees Only."

### RMS-LOWER PRICES

TCP WITH MARK III

0302.19

## NEW FEATURES, LOWER PRICES FOR RMS

Remote Media Service has been receiving a major face lifting over the past few months. New capabilities have been added, old features improved, and now prices are being lowered.

To assist your efforts in communicating these changes to customers, a letter will be sent to current RMS customers during the first week of November; a preview copy will be sent to all offices. The letter will state new prices, a summary of the new features, and the syntax of the new CALL RMS subroutine. (The old subroutine is upward compatible.)

#### **Major Changes**

High-speed printing capability will be even more attractive to customers with inauguration of both wide and narrow paper as well as 1, 2, 3, and 4 part paper. Don't forget that by year-end courier service will be available in every city containing an ISBD Sales Office.

New larger file sizes make interaction between a customer's in-house systems and the Network far easier and more useful in many situations. ASCII disc files may contain up to 4000 PSUs, thereby increasing the number of cards that may be read or punched in a given job, and the number of lines of output that may be printed.

#### Lower Prices, Increased Capability

Card to disc transfers now cost \$1.75 per 1000 cards; disc to card is \$3.50 per 1000 cards; and one thousand lines of high-speed printing costs \$1.75. All of these prices are plus CRUs.

For details on new capabilities check the revised profile (3710.00). The new manual will be available November 13.

## ANNOUNCING MARK III

Commerical announcement of MARK III is going to be made through many media so that all present customers and as many potential customers as possible are reached.

The October issue of LEADER, which will serve as the major introduction to MARK III for present customers, will receive the usual distribution, plus distribution to the invoice name and address list. Extra copies will be available in the warehouse (publication no. 306.07).

October's Information Service File will be devoted to introducing MARK III and some of its features, such as RMS and new Foreground capabilities.

Jim Castle and Pete Salisbury of the Marketing Operation will conduct press briefings with editors of major business publications, including the New York Times, ADP Newsletter, and the McGraw-Hill World News Bureau.

A news release (copy enclosed) will be distributed to major trade, EDP and business periodicals. The release announces the significance of MARK III in the evolution of the on-line services business.

#### Ad Campaign

As announced at the Sales Conference, a major advertising campaign gets underway on October 17 with an ad in the *Wall Street Journal*. This will be followed by ads in many other business periodicals with a combined circulation of well over 3 million.

Continuing through mid-January, the campaign will reach every level of management – sales, financial, dp and executive.

#### **Direct Mail Campaign**

All these efforts to soften up the market will make Dr. Feeney's letters more effective. Get your list of executives in to Headquarters soon as the first letters will be sent in mid-October.



# SYSTEM SIG EVENTS

### **GROWTH OF EUROPEAN NETWORK**

In the fourth quarter of 1969, the first remote concentrator was installed in London, England, and the introduction of commercial MARK II service in Europe began in February 1970. The communication link between the remote concentrator in London and Brook Park was an Intelsat III satellite circuit.

In June 1971, a second remote concentrator was installed in London to provide additional capacity to satisfy the expanding demand for international MARK II service. At that time, a second intercontinental circuit was established via an undersea cable between the U.S. and England. In the third quarter of 1971, a GEPAC-4020 central concentrator was installed in London to test the operation of a European central concentrator servicing the two London remote concentrators. The London central concentrator was connected to the communication network switching centers in Brook Park via the two intercontinental circuits. The test was completely successful and paved the way for economical deployment of additional European remote concentrators.

In March 1972, the third European remote concentrator was installed in London, and the London central concentrator began full-time commercial operation serving MARK III customers in 17 cities located in six different countries.

On June 6, a fourth remote concentrator was shipped to Milan, Italy, and was connected to the London central concentrator via two trans-European circuits. At that time one of the three London RC's was relocated to Manchester, England. The European Network now consists of a central concentrator in London serving the two London RC's, the Manchester RC, and the Milan RC. Projected capacity requirements forecast the requirement for a fifth European RC in the fourth quarter of this year.

Also, the baud rate of the satellite and undersea cable intercontinental circuits was expanded from 4800 baud to 9600 baud. This increase was necessary to provide more communications capacity to serve the increasing service requirements of International networking customers.

In summary, the requirements for European Network service have grown from one RC in March 1970 to four RC's, one central concentrator, and two MARK II central systems at the present. That growth represents quite a sales and technological success story!

### BACKGROUND (Continued)

ANSI level three COBOL is available at the heart of total computer power, i.e., MARK III Background.

The Background library contains APT, SORT/MERGE, GFAST, and GEDAN. Honeywell programs can be made available to customers with the understanding that there will be only minimal GE technical support.

#### Prices

Transfer of files from Foreground to Background and vice versa is charged at 1 cent per storage unit.

A Background CRU (BCRU) is charged at 7¢; usage is modified by language and priority factors.

Priority	Factor
Express (start	
within 15 min.)	BCRU*2
Normal (start	
within 3 hours)	BCRU* 1
Overnight (start	
within 24 hours)	BCRU *.75

A BSU (Background Storage Unit) costs \$.20 per month. Magnetic tapes are stored for \$2.50 per month.

The Mini Manual (publication # 2000.04) describes Background documentation.



## SPREADING THE MARK III WORD

In the coming months over 3 million businessmen will be exposed to MARK III via our ad campaign. And that doesn't include what the advertising space peddlers call "pass along readership." Add to that the premier treatment given by the *Wall Street Journal* (circ: 1249K), *Electronic News* (circ: 63K), *Computerworld* (circ: 38K), and the numbers start to explode. After seven years of a relative "blackout" it's certainly nice to read about yourself in the press. (Check the listing below to see where and when we appear.)

#### \$57 Per Call

What kind of impact this sudden spotlight on time-sharing will have on competition, revenue and the industry as a whole will be interesting to watch. McGraw-Hill claims it costs \$57.71 to make an average sales call; that's an all-industry average. Obviously, advertising and press coverage cannot replace the sales call, but the prospect knows who you are and what you are selling before you come in. At the very least your sales call should be more effective, according to the ad industry.

#### 40,000 Sales Calls/Month

Keeping that \$57.71 in mind, consider the dollar value of the other communications vehicles that are also working at spreading the word among our user base. LEADER goes monthly to over 20,000 users and draws 500 to 600 requests for additional literature; the on-line MARK III File (JBB00999, INFO) directs a new message to users every month and draws 4 to 5 thousand accesses and another 500-600 requests for literature; the monthly "Best Buy Flyer" is stuffed in all invoices and in every package distributed to customers by the warehouse and draws 300-400 requests; and the New Features documentation supplements now include a promotional message and coupon that is also beginning to draw additional inquiries.

Combined, all of these vehicles generate a total of approximately 40,000 exposures per month and go directly to the guy with a terminal who can immediately start spending additional dollars – frequently without Field personnel involvement.

#### **Third-Party Endorsements**

Another significant development that's occurring is the unsolicited third-party endorsements. Not only are the highly regarded CPAs recognizing our potential, but other companies as well. Chemical Bank ran an ad in Fortune which, without mentioning GE, promotes the availability of their service on the Network. In their advertising flyers, Metalworking Catalog participants Bridgeport Machine, Jones & Lamson, and Warner & Swasey specifically mention and promote their services as being available through GE time-sharing. GE-Carbolov names GE time-sharing in press announcements, brochures, and advertising. TEKTRONIX, Inc., in their user publication, TEK-GRAPHICS, cites their PLOT-10/CMX-11 graphics programs for forecasters and schedulers as being available via GE MARK II time-sharing.

#### GE What?

4.1

With all this going for us, who knows, one of these days you might meet someone at a cocktail party to whom you won't have to spend the entire evening explaining what sharing a computer from a remote location is all about.

## **AD CAMPAIGN SCHEDULE**

Data Dublication

Key	y Subject of Ad		
1	It's time-sharing, it's remote batch, it's a worldwide network		
2	Real control of time-sharing costs		
3	Cut your time-sharing costs by one-third		
4	Financial reporting		
5	Order processing		
Date	Publication	Ad	
Date 10/1		<u>Ad</u> 3	
	7 Wall Street Journal		
10/1	<ol> <li>Wall Street Journal</li> <li>Wall Street Journal Computerworld</li> </ol>	3 2	

Date	Publication	Ad	Date
	Sales Management Forbes	53	12/15
11/6	Time	2,3	12/18
11/8	Wall Street Journal	3	12/10
11/11	Business Week	2,3	12/20
11/15	Computerworld Sales Management Forbes	3 5 2	1/1
11/20	Time	3	
11/22	Wall Street Journal	2	
11/25	Business Week	3	
11/29	Computerworld	2	
12/1	Datamation Computer Decisions Finance Management Accounting Financial Executive	1,2,4 2 4 4 4	1/2 1/3 1/6
12/4	Time	2	1/10
12/6	Wall Street Journal	5	1/13
12/9	Business Week	5	1/15
12/13	Computerworld	3	
	-		

Date	Publication	Ad
12/15	Forbes	3
12/16	Business Week	2
12/18	Sales Management Time	5 2
12/20	Wall Street Journal	3
1/1	Datamation Computer Decisions Finance Management Accounting Time Harvard Business Review American Airlines TWA Pan American	1,3,5 3 4 4 3 5 5 5 5 5
1/2	Wall Street Journal	4
1/3	Sales Management Computerworld	5 2
1/6	Business Week	3
1/10	Computerworld	2
1/13	Business Week	2
1/15	Forbes Time	2 2

## TAKE A CPA TO LUNCH THIS WEEK

Zone and Branch managers have a 24page report that is *must* reading if you deal with CPAs in any way. This report was written by eight Field people, one from each Zone, to share their experiences on the hows and whys of selling the CPA market.

The report is specific, filled with practical ideas and suggestions based on their experience in selling and supporting this market.

#### **Double Objective**

The obvious – but not necessarily the most important – reason for pursuing this area is to build revenue with CPA firms. They represent a significant, unsaturated market for our services.

The report points to the administrative needs of CPA firms as an untapped source of revenue. To get things moving they list specific applications within the audit, tax, management consulting, and administrative disciplines.

The most far-reaching advantage of building rapport with these firms is reference selling: In many cases a quiet word from his CPA is all that it takes to get a company president thinking very seriously about our services.

#### Leverage You Can Use

These firms have the credibility and prestige to make any suggestion to a client carry immense weight. The CPAs routinely deal with top executives – the ones you may have difficulty reaching. The CPAs have thorough knowledge and understanding of the life-blood (money) of their clients.

More and more CPA firms are doing management consulting. If they have a clear idea of what we have to offer and feel that the ISBD services can help their clients, they will recommend us.

#### Hire a CPA

CPAs need to know about services and products that can benefit their clients. An important part of the CPAs' job is to be able to recommend ways their clients' work methods can be improved. Therefore, you will be helping the CPAs by telling them what GE has to offer with MARK III.

A presentation introducing the GE service to CPA firms has been prepared. Tom Joehl and Frank Haynes have been meeting with Zone staff members to describe the plan of attack and assist in use of the presentation material.

## SYSTEM SIG EVENTS

#### MAINTAINING SECURITY AT NETWORK OUTPOSTS

In order to maintain availability and to protect customer data and our equipment, security must be preserved even at the outermost locations of the Network. Safeguarding the Network Distribution Point (NDP) facilities poses a special type of problem because of the one-man staffing at these locations.

Doyle Eckelbarger of the Atlanta NDP introduced a method to eliminate the old problem of undetected power outages when the NDP is unattended. The system also detects unauthorized or forced access to the NDP and fire.

Instituted in the Atlanta NDP, the system proved so successful that the same measures are now in use at all other NDP facilities.

When the alarm sensors detect a problem at the NDP, a security agency is alerted and informs appropriate local authorities and the NDP Specialist. The Specialist then takes any necessary actions to preserve or reinstitute service.

This system is in effect 24 hours a day, seven days a week to assure the best possible systems accessibility for your customers.

The report describes many professional organizations you can use for indirect approaches. Many suggestions of how and where to approach a firm are included.

#### LEADER To CPAs

One of the first steps to take in targeting this market is to get the name of your key customers' auditors. This can be done by 1) asking the customer, 2) checking the annual report, or 3) looking the company up in Standard & Poor's.

With this information in hand, you can target the local office of that firm. Enter the firm in \*MAIL\*, along with any other CPA offices you want to reach, so LEADER can keep them posted on some of our new developments. For starters, the September-October LEADER can be used to introduce CPA firms to MARK III.

#### Easy Revenue

The report points out that CPA reference sales carry many benefits.

- immediate revenue with almost no selling cost
- minimum participation, therefore high return on investment
- relatively easy implementation
- solid contact with top executives
- applications are likely to be main-line (as opposed to problem-solving)

#### **Recommendations to Headquarters**

Suggestions for Headquarters support of Field efforts were made in the report; a number of them have already been implemented.

Tom Joehl and Frank Haynes, National Coordinators for the large revenue generating customers, are compiling profiles of the Big Eight. Your input is needed to make these profiles complete and good working documents.

#### More To Come

"Successful Sales Strategies for the CPA Market" was written by Bill Hohenstein, Dennis Gilstrap, Barbara Bennett, Frank Warthen, Steve Gellman, Joe Ripkin, Gary Martin, and Ed Taylor.

During the fourth quarter, profiles of Lybrand Ross, Haskins & Sells and Arthur Andersen will be distributed. In the first quarter of next year eight more Field representatives will be asked to document their experiences and suggestions.

#### LATE NEWS - - -

NC COMPETITIVE CONVERSION TOOLS – watch for market file distribution of some valuable NC market selling tools.

INTERNATIONAL ACCESS DIREC-TORY – the Directory distributed fiscal week 44 to Market Files is inaccurate; a corrected version will be distributed fiscal week 45.

SALES PROFILES – new profiles on Security and Administrative Users are being distributed with this issue of Fast-Fax.

### **OCTOBER** -**BEST BUY FLYER**

The Best Buy Flyer for insertion in October customer invoices is enclosed. Read it over. It directly compliments the ad claim of cutting time-sharing costs by one-third.

All of the publications listed are in your Sales Manual with the exception of ABC which will be distributed early in November. If you receive any direct queries, refer to these publications.

### **NEW AU CHANGES**

New Administrative User changes relative to PAR reports and status entries will be implemented November 1 and December 1. Be sure you and your AU customers are aware of the changes to minimize confusion.

#### **PAR Changes**

The PAR summary reports will include Background and High Speed Service usage, activity, and storage charges. The AU will not be aware of this inclusion unless you tell him.

Complete PAR data on all elements of HSS and Background usage will be available - check the on-line file NEWAU\*\*\* for the method of obtaining the detailed reports.

In December, the ability to control HSS and Background expenditures by means of the Administrative Budget Control System will be available.

#### **New Status Entries**

The new status entries are also being implemented. They will appear in a validation listing, when appropriate, and may generate questions by your AU customers.

The status entry "BP" indicates that Background access is permitted. To indicate that a High Speed logical terminal ID has been established and "LT" is used.

#### Documentation

Both the PAR and status entry changes are fully documented in NEWAU\*\*\*. The new AU sales profile (3502.00) is available and in the first part of December a revised Administrative User manual (3502.01) will be issued. Information about these changes and the Administrative Budget Control System will be incorporated in the new manual.

# MINI, MONEY, MYNIE, MO

At a minimum, the minimum, of which even the most minimum-service MR should be aware, is the minimum that has been established as the official minimum that even the most minimum-sized customer must pay for MARK III. In a minimum effort to be sure that this minimum is not minimized, the following quiz has been devised to establish the minimum requirements. Your allowed time for this quiz is 60 seconds . . . at a minimum.

Please check one.

The monthly minimum for MARK III Background is -

- - □ (1) No minimum, \$50 initiation fee
- - - □ (2) \$300 minimum, no initiation fee

    - □ (3) \$400 minimum, no initiation fee

    - □ (4) \$400 minimum, \$100 initiation fee

TURN PAGE UPSIDE DOWN FOR CORRECT ANSWER

All customers validated for Background should be provided the Starter Set of

officially validated as of November 13 and will be subject to the minimum in January.

As announced via the MEMO system, field test customers will be considered as being

per month, it's probably not worth your time in initial training and implementation.

On the contrary, unless you see a real opportunity for long-term use in excess of \$300 that you should encourage anyone whom you don't believe will become a serious user.

give it a real workout in January when the minimum will apply. This does not mean

tamiliarize himselt with background during November and December and be ready to

initiated. In other words, if a customer is validated on November 13, 19/2, he can the second billing month from the date upon which the customer's catalog was

It is important to note that, as in the past, none of these minimums apply until atter

and Background, i.e., \$100 initiation fee, \$100 Foreground minimum, \$300

Number 4 is the correct answer for a new customer signing up for both Poreground

Foreground use and a \$300 minimum for the Background numbers validated (there are

specifically for accessing Background user numbers. He incurs the \$100 minimum on

Number 3 is the correct answer when an existing customer opens a new catalog

new number but no charge will be levied for the transfer of an entire catalog to a new

additional minimum of \$300. There will be the standard \$1 charge to validate each

number of new background numbers may be added and will be included under the

Foreground and wishes to validate a Background user number in the same catalog. Any

Number Z is correct when a customer is already exceeding the \$100 minimum in

If you answered number 5, we don't blame you. Communications have been confusing

If you answered number 6, you probably have been reading your MEMO's, and your

4

If you answered number 1, you haven't been reading your MEMO's or mail.

Numbers 2, 3 and 4 are the correct answers . . . sometimes.

and we apologize. Following is an attempt to clarify the issue.

If you have any questions concerning any of the above, call 800-638-0971.

documentation listed in the Mini manual (2000.04).

punoigyord.

.man.

in fact no Background catalogs, per se).

system, if this is required.

- $\Box$  (6) All of the above
- $\Box$  (5) None of the above



**DECEMBER 8, 1972** 

00302.21

## THREE NEW FEATURES

Unique FORTRAN capability and new programming conveniences highlight the three new features soon to be released. An advance release document (3000.22) will be in the warehouse FW 50. The January 2 Information Service File will inform customers of these features.

#### 1. String Manipulation

FIV capabilities will receive an enhancement with the addition of string manipulation routines. A very limited capability has been available with alpha and filename variables and a few subroutines. In every case, users will find the new routines more powerful and far easier to use.

Right and left justification, upper/lower case conversion, extracting and altering, conversion to numeric arrays are a few of the functions offered. The routines will offer great convenience for data processing applications dealing with large alpha strings.

#### 2. AUTOSAVE

A new command, AUTOSAVE, enables users to specify a file which is to be saved automatically in the event of a disconnect caused by a communications failure outside the central system. Note: Use of this command will preserve data which has reached the central processor if (and only if) the failure is between the terminal and the central concentrator.

#### 3. EBCASC and ASCEBC

Two FORTRAN library subroutines, EBCASC and ASCEBC, are available for code conversion – ASCII to and from IBM 360 format data. This allows users to save on transmittal and storage charges while retaining the ability to use the data in programs. The conversion is performed record-by-record so that only the data required by the program need be converted.





## RMS-DELIVERING TALL ORDERS WITH A SINGLE BOUND

Have you noticed the RMS couriers recently? They seem to be acquiring some characteristics of the old comic book superheroes... dashing here and there with lightning speed, appearing out of nowhere – wherever and whenever needed. Well, maybe they aren't superheroes, but they are more noticeable – more of them doing more jobs than ever.

They are not the only ones who are delivering tall orders; Remote Media Service is filled with superheroes from Brook Park to Headquarters to Field Sales. Superior coordination and effort has resulted in the establishment of a smooth interaction between in-house computers and the Network.

#### From There to Here

Starting with a field test base centered around just 13 distribution points, RMS has developed a customer base of nearly 700 customers now served by couriers in 50 cities. These customers are using the service in every imaginable way as a productive business tool.

Many of the customers are using RMS-produced data as an integral part of their daily data processing work. Each time they do, the seemingly impenetrable wall around in-house systems crumbles a bit. The result is a meld of the best of the in-house and the strengths of the Network – giving customers what they want when they want it.

Contrast the current automated system with the old days of less than a year ago when a customer called requesting the loading of a deck of cards. The MR would call Brook Park; then you waited until the operators were able to suspend their regular duties and load the deck. We've come a long way baby.

#### Fly Wheels And Snow Banks

RMS CHANGES

**NEW FEATURES** 

ROP ON-LINE

Alan Paul, Manager of Systems Field Support, reports that an average of 210 jobs are performed each week with a complaint record of only 1.5 percent. Alan and Jim Tidd follow up on every Significant Events Report or telephone complaint about RMS. In each case specifics are gathered and everything possible is done to prevent re-occurrence of the problem.

This follow-up has enabled Technology to tighten up the software to a smooth running trim. Customer Service has implemented a triple check to catch and correct mistakes made by infalible machinery. Naturally, in cases where the printer throws a fly wheel or the courier is lost in a snow bank, not too much can be done.

#### Where We're Going

Not content with what has been accomplished already, RMS is forging ahead with new features and capabilities. See page two for the details.

Also in this issue is a chart showing the growth of the courier service coverage and the planned extensions. When looking the chart over, remember the old days when we had only 13 distribution points.

## WHAT'S NEW WITH RMS

The following is a rundown on the improvements to RMS that will be available in December. Many of them represent the fulfillment of long-standing requests from both salesmen and customers.

- 9-Track Tape odd parity 9-track tape; 800 bpi density; EBCDIC code on tape is converted to ASCII on disc
- Card Output Character Set IBM COBOL, FORTRAN and Extended Language have been added to the H635 BCD character set for card output.
- Subroutine Updated all current options now incorporated into the RMS subroutine (10 filenames for non-115 jobs, 9- or 7-track tape, wide or narrow paper, 4 character sets for card output).
- 4. I/O File Capacity ASCII disc files permitted up to 4000 PSUs, thereby increasing the number of cards that may be read or punched, or the number of lines of output that may be printed on a given job.
- Duplicate Work Order FMP\*\*\* provides extra copies of work order on request.
- Earliest Start Time and Date may be requested with FMP\*\*\*
- Cancelled Job Notification cause of trouble and need to resubmit job given by 1) message when job status requested or 2) message when order entry system accessed.

- Filename Limit Warning warning given when using FMP\*\*\*. FMP\*\*\* and RMS subroutine terminate when limit exceeded (subroutine gives error code in output).
- Time Uniformity all time indications will be in terms of customer's catalog time.
- Status Information request status on one or all work orders with FMP\*\*\*.
- 11.Printer Output narrow ( 8 1/2 x 11) or wide (14 7/8 x 11) paper; 1-, 2-, 3-, or 4-part paper.

#### Background RMS

Implementation of RMS for Background has been delayed slightly. But it's coming around the first of the year with on-line work order entry via FMP\*\*\*, courier service – the whole works.

The new RMS manual (3710.04) describing all the new improvements and Background use will be available 12/15. A temporary insert will be used to indicate that the Background capability is slightly delayed.

#### Tangibles

In addition to the manual, a sales profile (3710.00) is in the warehouse. Note, however that it mentions 1600 bpi tape capability for which we do not yet have the hardware. (No schedule as yet for the addition of this capability.)

The official MARK III Pricing Schedule (10001.03D) includes all RMS prices. A Market File distribution was made last month and more are available for your use.

- So, there is quite a story to tell about RMS. Okay, superheroes, UP, UP AND AWAY.

### **ROP ENTRY SYSTEM ON-LINE**

Now you can start the ROP system in motion at your terminal with the new ROPIN\$ program. This self-documenting program in the JPH56 catalog will reduce tremendously the time-consuming process of forwarding the form for approvals.

The blank spaces in the regular ROP form are now numbered to correspond with the program input requests. If you do not have a copy of the new form, it can be produced with ROPIN\$. ROPAP\$ is used by Branch and Zone manager to obtain a copy of the ROP, add comments and approval.

The MEMO system or a phone call should be used to inform the next person in the chain that an ROP is ready for action.

In time-critical situations, the completed, approved ROP form can be in Headquarters (ready for action) on the same day you write it.

### ON-LINE ORDERING SYSTEM

A number of changes in the STOCK\* type designators have been made to accommodate MARK III and other recent additions to our manual offerings.

The first character of the designator indicates service:

MARK I

1

- 2 MARK II
- 3 MARK III
- A All services
- R Resource
- D MARK DELTA

The last two characters indicate type of publication.

- AG Agreement
- AR Advance release
- BM Background manual
- BR Brochure
- DM Direct Mailer
- FP Feature profile
- FM- Foreground manual
- FO Form
- LS Limited support document
- MS Miscellaneous items
- NC Numerical control
- OF Off line
- PL Price list
- PR Press release
- PS Promotion sheet RP Reprint (ads, articles)
- RP Reprint (ads, articles RM Reference manual
- SF Sales flyer
- TF Tech-Fax
- TN Training
- TO Terminal operations
- UG User guide
- VC Vocabulary card

"SUP" in the publication title is used to indicate a supplement.

List the file "OLDNO\*" to obtain an up-to-date listing of publication numbers which have changed to new market file numbers or have been discontinued.

The weekly Faster-Fax messages will be continued to inform you of all changes occurring in a given fiscal week.

#### TAPE CASSETTES FOR TN300

Word has been received from GE– Waynesboro that the TDK Electronics Corporation is an approved supplier of tape cassettes for use with their TermiNet Access Cassette Accessory.

When ordering, specify "computer grade" and the TermiNet part number – 44A417224-001. The address:

TDK Electronics Corporation 23-73 48th Street Long Island City, New York 11103

## TOOLS FOR NC VERTICAL EXPANSION AND COMPETITIVE CONVERSION

Assistance for your competitive conversion efforts is in the Market File in the form of NC promotional material. Included is a brochure describing Carboloy's unique offering for machine tool users and a reprint from *American Machinist*.

#### NCPPL at AIL

NCPPL's postprocessor creation capability eliminated all acquisition problems for Airborne Instrument Labs even though a rather unusual controller was used.

When mailed to users of competitive NC offerings, this reprint can make them do some serious thinking about GE's NC. Some very strong points about our offering are made.

Considerable cost savings were realized by uniting the efforts of the engineering and manufacturing groups with time-sharing. Engineering used computer-aided design to devise the design equations; manufacturing turned the resulting files into NC tapes with NCPPL.

## "Rapid Machinability Data – through the GE Time Sharing Computer Network"

That is what Carboloy is saying in its advertisments to promote usage of its exclusive new offering. The program selects the right cutting tool for maximum production efficiency and calculates cutting parameters.

A Carboloy brochure (5304.51), manual (5304.49) and worksheet (5304.50) are included in the distribution. The brochure will be effective for both competitive conversion and vertical expansion campaigns.

Extra copies of the Carboloy material and the reprint (5304.45) for your NC promotional package are available in the warehouse.

#### Futures

Plans are now being firmed up for an ad campaign designed to alert the NC world to the cost advantages of using GE. Specific cases in which 1/3 or more cost savings resulted from using our service are cited.

The ads will be running in December and January in American Machinist, Iron Age, Industry Week and possibly some other NC periodicals.

# SYSTEM SIC EVENTS

## **INCREASED SYSTEM AVAILABILITY**

The operating hours of all Foreground systems have been increased by one and one-half hours. The additional availability is a direct result of improvements in file dumping and loading techniques; an incremental technique shortens the time required to perform these functions. The same degree of file security is employed. If required, file restorations and/or file transfers can still be made from the incremental dumps.

Since the first of the year, two full hours have been added to operating hours. One more improvement yet to come will shorten the "window" even more.

Customers can readily determine the new operating hours by listing SCHED\*\*\* within their user number. Sales offices can list operating hours by using XXX91000,SCHED (i.e., AAA91 or TTT91) to obtain operating hours on any system. The user number is immediate run, Break Disable, limited mode, and includes the standard date and time subroutines. As a plus, JPK97777,SCHEDALL lists all systems hours, Foreground and Background.

Your customers can now use the increased operating hours and reap the benefits of this increased availability.

### AD CAMPAIGN ATTRACTS BLUEBIRDS

Bluebirds are flocking in as a direct result of the current ad campaign. Lyle Clugg reports receiving 6 calls personally and feels the prospects of signing 5 are great. Nearly every office reports getting 8-10 calls from new prospects.

Scores of calls are being received in Bethesda. As each one comes in, the information is telephoned to the local branch office for followup. Inquiries are being received from such companies as Sun Oil and Levi Strauss of San Francisco.

#### Prospecting with the Ads

Norm Harrell of the New York Sales Office is using the MARK III ads in the *Wall Street Journal* for prospecting new customers. He calls top executives as an ad appears to bring it to their attention so that the ad can do some of his selling.

Norm calls back the next day to answer questions – and he is on his way. Norm feels that his success is due, in part, to the fact that "we are advertising in their marketplace."

#### In the West

Bonnie Campbell and Ken Scwab of the Pacific Zone Staff mass-mailed the ads to targeted accounts on October 17. They followed up the mailings with phone calls and now are working toward contracts with a number of large companies.

A blanket mailing of some of the sales manual profiles and photo-reduced copies of the MARK III ads to all CPAs in Long Beach was directed by **Clarence Selin**. "The response was tremendous, we have gotten referrals to many companies with which the CPAs have accounts."

#### Local Coverage

The "Cut Your Costs by 1/3" ad has been run in fifteen metropolitan papers. Included are the San Francisco Chronicle, Philadelphia Inquirer, Houston Chronicle, Cleveland Plain Dealer, Washington Post, Atlanta Constitution.

On the same date, November 19, ads were run in the Boston Globe, St. Louis Globe, New York Times, Miami Herald, Denver Rocky Mt. News, Chicago Tribune, Los Angeles Times, Dallas News, and Detroit Free Press.

#### Ads in the Warehouse

Copies of the five MARK III ads are available for your use; the publication numbers to use in ordering are:

> 20005 It's Remote Batch . . . 20006 Cut Your Costs 20007 Cost Control 20008 Order Processing 20009 Financial Reporting

#### **Analysis Project**

Marketing Programs is conducting a study to determine the effectiveness of the ad campaign. Any information on inquiries received or your use of the ad campaign in marketing efforts would be appreciated. (Call Wendye Van Brakle at 8\*273-4617.)

## **GROWTH OF RMS COURIER SERVICE**

NDP	Courier Area	Courier Serivce (25 mile radius from airport
Watertown	<ul> <li>100 mile radius in Mass.</li> </ul>	<ul> <li>Hartford, Conn.</li> <li>Bridgeport, Conn. (To be added by year end)</li> </ul>
Teaneck	<ul> <li>100 mile radius in New Jersey</li> <li>Metropolitan NYC</li> </ul>	<ul> <li>Philadelphia, Pa.</li> <li>Camp Hill, Pa. (To be added)</li> </ul>
Schenectady	<ul> <li>Schenectady, Albany, Troy Triangle</li> </ul>	- Pittsfield, Mass. (To be added)
Bethesda	<ul> <li>Maryland</li> <li>Metropolitan</li> <li>Washington</li> </ul>	<ul> <li>Richmond, Va.</li> <li>Roanoke, Va.(To be added)</li> </ul>
Atlanta	<ul> <li>— 100 Mile radius</li> </ul>	<ul> <li>Birmingham, Ala.</li> <li>Nashville, Tenn.</li> <li>Charlotte, N. C.</li> <li>Jacksonville, Fla.</li> <li>Tampa/St. Petersburg, Fla.(Added May 1, 72)</li> <li>Miami, Fla (Added May 1, 1972)</li> <li>Orlando, Fla. (Added Oct. 19, 1972)</li> <li>Greensboro, N.C. (Added Oct. 19, 1972)</li> <li>Greenville, S. C. (Added Nov. 9, 1972)</li> </ul>
Brook Park	– Cuyahoga County	<ul> <li>Pittsburgh, Pa.</li> <li>Dayton, O.</li> <li>Columbus, O.</li> <li>Cincinnati, O.</li> <li>Louisville, Ky.</li> <li>Erie, Pa. (Added June 15, 1972)</li> <li>Buffalo, N.Y. (Added Dec. 1, 1972)</li> <li>Rochester N.Y. (Added Dec. 1, 1972)</li> <li>Syracuse, N.Y. (Added Dec. 1, 1972)</li> <li>Binghamton, N.Y. (To be added)</li> </ul>
Oak Park	<ul> <li>100 mile radius in Michigan</li> </ul>	- Grand Rapids, Mich.
Chicago	<ul> <li>100 mile radius in Indiana, Illinois &amp; Wisconsin</li> </ul>	<ul> <li>Kansas City, Mo.</li> <li>Indianapolis, Ind.</li> <li>Minneapolis/St. Paul, Minn.</li> <li>Omaha, Nebr.</li> <li>St. Louis, Mo.</li> <li>Ft. Wayne, Ind.</li> </ul>
Dallas	<ul> <li>— 100 mile radius in Texas</li> </ul>	<ul> <li>Harris County (Houston, Tex)</li> <li>Memphis, Tenn.</li> <li>New Orleans, La.</li> <li>Tulsa, Okla. (Added September 18, 1972)</li> <li>Oklahoma City, Okla. (Added Sept. 18, 1972)</li> <li>Midland, Tex. (Added Dec. 11, 1972)</li> <li>Shreveport, La. (Added Dec. 11, 1972)</li> </ul>
Seattle	<ul> <li>Whatcom, Skagit, King, Snohoish Pierce &amp; Thurston Counties</li> </ul>	<ul> <li>Portland, Ore.</li> <li>Spokane, Wash.</li> </ul>
Phoenix	<ul> <li>25 mile radius</li> </ul>	<ul> <li>Salt Lake City, Utah</li> <li>Albuquerque, N.M. (Added Dec. 11, 1972)</li> <li>Denver, Colo. (Added Apr. 18, 1972)</li> </ul>
Los Angeles	<ul> <li>100 mile radius</li> </ul>	- San Diego (Added Oct. 19, 1972)
Berkeley	- 100 mile radius	San Diego (Added Oct. 19, 1972)

### PHONE CHANGES

On November 3 the access number from Brattleboro, Vermont changed to 802-257-0571.

The access number for Erie, Pennsylvania will change in early January to 814-453-3641 through 3659. WANTED – A program to design an underground sewer network. Call John Kemp at 8\*288-4452 or Fast-Fax.

WANTED – A program to print all variable names and statement numbers used previously in a FORTRAN program. Contact Ron Campbell at 8\*354-5111 or Fast-Fax. WANTED – Information about any documentation retrieval system or application currently on our system. Mary E. Kranz at 8\*281-7380 or Fast-Fax.

AVAILABLE – DILUT\* – program converts historical earnings per share to fully diluted earnings per share, MARK II FIV. Documentation available through Fast-Fax,

## Santa Goes Network

Unusually high loading recently reported on our local access lines to Alaska uncovered what may be a first class reference sell for Order Entry, according to Dick Sharman. Dick says a Network Seminar he conducted last summer in Fairbanks, Alaska put the contract on ice, so to speak. Unbeknownst to Dick, and therefore not reported previously, one of Santa's elves sat in on the presentation.

Sufficiently impressed, the elf apparently sold Santa, initiated a BASIC 1 contract, a whirlwind series of classes and hours of LNBASIC, resulting in phenomenal savings in toy design. Then Santa saw the (Cont. on page 2)

### # Happy Holidays

\* Background Update

"Perpetual Run"

DECEMBER 25, 1972

## BACKGROUND BACKGROUND

#### Jobs, Customers, Capabilities Increasing Daily

Over one hundred jobs per day are being processed in Background by 20 plus customers and internal users. With up to five new customers per week, all indications point to a year-end customer total of 40 to 50.

**Bill Hewlett,** who recently completed a survey of current users, reports a very positive customer reaction and a marked improvement in service in recent weeks. This is the result of the resolution of a variety of minor implementation problems and increasing customer familiarity with system procedures.

#### **III Good Examples**

Three customers now on Background represent a good cross section of the diversity of applications and benefit potential of Background. One, a Florida utility, is converting a large project control system that was too difficult to manage and too expensive on Foreground. Preliminary results show a significant cost savings. **Chuck Seibold** says other components of the utility are watching the application closely for possible conversion in several new areas.



INFORMATION SERVICES MARKETING OPERATION

The second customer (an Air Force group) indicates the type of opportunities that exist where in-house overload is a problem. Even though this application involves Simscript, for which we could provide minimum support, the customer is very satisfied because we are solving his in-house problem.

The third customer, Folcroft, represents the other end of the spectrum, that of converting full scale to MARK III Service. They are now retrieving approximately 30% of their batch output through Foreground and within the next few months all batch work will be performed with normal Foreground interface. At the same time Folcroft time-sharing work is being phased off in-house and onto Foreground.

As more and more experience is gained in applications such as these, Background utilization will soon become as routine as Foreground.

#### Background NC Offerings

One of the easiest customers to sell on the advantages of Background may be the current NC user. We have APT, his standard language, generalized and specialized postprocessors. And "the efficiency and economy of batch processing" was invented for just the type (Cont. on page 2) You've got salesmen in Kellogg, Montgomery, El Paso, Tacoma, Peoria, Baton Rouge, Santa Fe, Utica, Akron, London, Milan, and Orlando selling 17 models in 14 sizes in 22 color combinations in 11 styles. Do they know what's in inventory? Right now. Can they mortgage inventory? Right now. Can they place an order? Right now. Can they determine delivery date? Right now. Can they get a credit check? Right now. Not if they are not using General Electric Information Services, they can't.

302.22

#### ORDER ENTRY KICK-OFF

The campaign to attack the order processing market will begin this month in a three-pronged effort. December's LEADER will contain the order processing ad and an article describing Tenneco's order processing system.

The December bill stuffer will promote the advantages of order entry on MARK III and offer the new order processing brochure that will be available within a few weeks.

All offices with communiports have already received the "76 Trombones" presentation and a cassette of George Caras' Sales Conference talk has been sent to all offices.

## **Background - Increasing Daily**

of work he has to do. The interactive and immediate turnaround capabilities of Foreground are probably less important to him than most t/s customers.

One of the real plusses of APT is the ability – with little or no modification – to use its output with both Foreground and Background postprocessors. APT's geometrical definition capabilities are even greater than those of ADAPT. Capacity for parts programs up to 150K words is also available with APT.

#### "Software" Overview

The three Background packages described below emphasize the unique Foreground/Background interaction capabilities offered with MARK III.

BEDIT (2000.01) – performs TEDIT functions on Background files that have been brought to Foreground.

BFAST\$ (5101.10-1) – Foreground program converts normal GFAST\$ input into form suitable for Background execution – process all or part of general ledger account on Background for economy (See article on General Ledger).

BSOME\$ (2000.01) - Foreground program that generates job file in card image format to drive a SORT/MERGE job no detailed knowledge of control cards required.

The next three are comparatively standard utility packages, usable in a variety of Background applications.

SORT/MERGE (2400.01) – quick, inexpensive way to build and rebuild large data bases – maximum of 6 tapes or 8 disc files for input – fixed or variable length records accepted – sorting/ merging performed in either ascending or descending order.

BMC (2500.01) – performs large volume media conversion – card reader/punch, magnetic tape units, disc, and printer are acceptable peripherals – full RMS courier service available.

Numerical Subroutines (807231) – offers all FORTRAN numerical subroutines available in Foreground – includes 7 probabilistic functions, 5 random number generators, 11 matrix operations, 12 polynomial evaluation and construction functions, etc. All of this software is supported by the Applications Support group in Headquarters (8\*273-4456).

#### Hardware Plans

Several significant upgrades are being planned for 1973. In the second quarter new software will be used to permit users to take full advantage of the 6080 system capabilities. One of the results of this change will be more efficient execution of COBOL programs.

Ultimately each Background system will interface with four Foreground systems. This configuration, which will increase Background accessibility, will begin to evolve in the next few months, as one of the current Background machines begins serving a third Foreground System. More Background systems will be added as the revenue rises; the first will probably be H6000s.

#### **Industry Standard Reflected**

Current configuration consists of sixteen 9-track and four 7-track tape drives per Background system. This was established because 9-track tape is almost an industry standard and is compatible with the majority of in-house systems.

According to Al Weeks, the current heavy demand for 7-track reflects our past inability to handle 9-track tapes. Customers should be encouraged to take advantage of this new capability.

#### **Bits and Bytes**

Charges for transfer of files between Foreground and Background (at 1¢ per storage unit) will be labeled as "interface units" on customer invoices.

Each Background user number will be charged one storage unit (at  $20_{\text{¢}}$ ) whether or not any data is stored. This charge, which will be applied toward the minimum, is to cover the cost of retaining the validation records.

Even though Background is fully commercial, approval of all new customers is still required. A MEMO to Bill Hewlett (address 'HQ TECH') containing all pertinent details is necessary.

### MORE DETAILS FROM THE NORTH POLE

Order Processing ad in *Datamation* and realized this was no ordinary toy his elves were playing with – he negotiated a TSO contract for a total system on the Network.

We talked to Santa about that system: "After ten minutes with Larry Wolfe, I knew I just couldn't stay in business without one," Santa exclaimed. "I expect to spend half of 1973 just reading printouts that Larry promised would show what a great job I did on Christmas eve."

"I do hope Alan Paul can find that RMS courier he dispatched to the North Pole. I told him to send it air mail, but Alan insisted that I get first class treatment." And with a twinkle in his eye he asked, "Do you often use dog sleds for deliveries?"

"Anyway," he continued, "I have my TN-300 mounted on the dash board of

my sleigh all ready to give me a houseby-house printout of deliveries. I'm sure that nice young man from the Service Shops will arrive any day now to fix the automatic line feed."

Santa noted that TSO was still programming the system but he was confident they'd have it all debugged by Christmas eve. He did mumble something about a load of coal for some ISBD stockings if it weren't. "You fellas don't know what an irate customer is 'til you've seen the wrath of a 5 year old when she gets a 'Ken' after ordering a 'Barbie'."

Our interview was cut short as Santa dashed out for a test run, and ...

I heard him rehearse ere he rode into the night, "Merry MARK III for all, order entry's out'a sight."

### INNOVATOR OF THE MONTH



New features are useful. But, to get the most mileage (and revenue) out of them, they have to be turned, twisted, and combined to suit a particular problem of a particular customer. This is exactly what Bob Goldstein did to come up with perpetual run for his customer.

Bob's innovation might be used by many other customers. But how many other ideas have been generated, only to receive very limited usage? The purpose of the Innovator of the Month column will be to find these ideas and spread the word for maximum benefit to all.

If you think this is a good idea, then share your genius so that others can do a better job of serving their customers. Call Monica Jordan (8\*273-4371) or send a copy of your coding to her.

## SYSTEM SIC EVENTS

#### HANG UP THE PHONE

The proper way to terminate a session, when using an acoustically coupled terminal, is to type "BYE" and hang-up the phone after the sign-off messages are received. AT&T informs us that failure to do so can be costly to the user and can inconvenience others.

- incoming calls are blocked
- telephone charges will continue if the phone is on a message unit basis or the call is long distance
- telephone company lines may remain busy
- one port to the Network may remain busy and therefore unavailable to others
- a "hung port" situation is likely if "BYE" is not input

The problem is not as great with hard-wired terminals as they are, in effect, hung up by the computer's 10 minute time-out signal.

Simply replacing the phone after a session will eliminate most of these problems. It will mean less cost and inconvenience and help stamp out busy signals.

### INTERNATIONAL USERS AND THE AU

To eliminate confusion regarding Administrative User control of user numbers outside the United States, International Market Development offers the following information.

The AU cannot validate user numbers within his catalog for use outside the US; this must be done by the appropriate distributor. Use the MEMO system (address 'International') or 8\*273-4694 to give them the user numbers to be validated, the overseas billing address and contact name.

The distributor who will service the account will be informed and will validate the numbers within three days.

After the numbers are validated, the AU can perform all standard functions on overseas numbers except determination of usage in actual monetary amounts. Budget control in terms of number of TCHs, CRUs, etc. is permissible.

## **BOB GOLDSTEIN - PROGRAMS "PERPETUAL RUN"**

**Bob Goldstein** of the Pacific Zone is hereby declared Innovator of the Month for his novel use of commands from files and Independent Run. Bob's use of these Foreground features results in a program being run every day, over weekends and holidays, with no human intervention.

#### Data Generated Automatically

The home office of a customer needs a daily run of a program which processes all field transactions accumulated up to system sign-off the night before. Results are needed first thing in the morning, before any of today's transactions are entered.

Bob established two command files, a FORTRAN program using the CALL SLEEP capability, and the customer's processing program to institute a perpetual run.

#### **Complete Circle**

NITE, a command file, is established to run independently at 11:30 pm.

Essential commands:

OLD SLEEPER (program sleeps for 45 minutes to get past midnight)

RUN

#### IND-100, PROG, ,A721026, EAR(0500)

PROG runs at 5 am and does the daily processing. It then rewrites NITE with tomorrow's output file name (e.g., A721027) and chains to the command file, MORN.

MORN establishes the independent run of NITE, thereby completing the circle. MORN contains the following:

PURGE NITEOUT IND-10,NITE,,NITEOUT,,EAR(2330)

#### **Date-Oriented Processing**

The APEX routines IDATE and IDAYNO were used to compute the new output file names. Bob points out that this allows end-of-month or date-oriented processing.

Now that Bob has opened the door, the only question is: Which of your customers can benefit from a perpetual run?

## LIBRARY UPDATES

#### STATSYSTEM – EVEN BETTER THAN YOU THINK

January to September library statistics show that STATSYSTEM is the second most popular program with 74,496 hits. For the same period of time, it was the number six CRU generator.

But, have all STATSYSTEM users heard of all the capabilities of this package? It is continually being improved and expanded and many of these changes are not included in the user guide (5707.01A).

#### **Old Favorites Added**

A number of popular library programs have been incorporated into STAT-SYSTEM as RUN modules. For details and instructions on these modules list STATINFO\*\*\*

- MREG use in place of the mulregression module when single precision is sufficient
- CURFT\$ and COLNR\$ regression analysis
- POLFIT and ORPOLY least squares fitting
- MANDSD and STATAN univariate statistical analysis

#### **New Capabilities**

In addition to the mul-correlation module described in the manual, a correlation function has been added for calculation of the mean, variance and standard deviation of each variable specified.

New options in the RUN command have been included to allow definition of previously undefined data. These options (DELETE CASE, SUBSTITUTE MEAN, INPUT VALUE) will cause alteration of the data base; DUMP and RESTORE can be used to preserve the old data base.

A PROCEED command has been added that allows undefined data to be passed unaltered to the run module. This should only be used when a user-written module is being used as STATSYSTEM modules are not designed to handle undefined data.

Make sure your customers are making full use of the entire system. Use of these modules is fully described in STATINFO\*\*\* Changes are listed in chronological order so that new versions of STATSYSTEM are released, users need only run the first section of the program.

#### GENERAL LEDGER - GFAST\$ TO RFAST\$ TO BFAST\$

RFAST\$, an upgraded version of GFAST\$, permits more complete account identity and larger journal entry files. Current GFAST\$ users who have felt limited by the 3-digit account code will be particularly interested in this offering.

Eight alpha/numeric characters are allowed for account identity. The number of journal entries permitted has been doubled to a range of 1640 to 5400. (The greater the amount of descriptive data, the fewer the number of entries permitted.)

The added capacity of RFAST\$ requires extra core; it is therefore necessary to run the program in the Independent Run mode with the RVB (run very big) option. This, of course, means overnight processing and the resultant 60% reduction in CRUs.

Current GFAST\$ files can easily be altered for RFAST\$ processing. A single line in the Chart of Accounts file is required to indicate that the larger account code is to be used. If the Trial Balance report is printed, a wide carriage terminal, such as the TN-300, is needed.

For documentation, customers need only a GFAST\$ user guide (5101.10) and the on-line instructions from RFAINF\*\*\* to make use of this expanded capability. A supplement to the GFAST\$ manual will soon be available to describe use of RFAST\$.

#### GFAST\$ vs BFAST\$ vs RFAST\$

Keep the following factors in mind when determining which of the three general ledger systems should be used in a given situation.

- GFAST\$ immediate, interactive processing most expensive of the three
   only 3-digit account code and 820 to 2700 journal entries permitted
- BFAST\$ same size limitations as GFAST\$ – Background processing offers economy – Foreground/ Background file transfers required – longer turnaround
- RFAST\$ larger account code and more journal entries permitted — over-

### **CSC ANALYSIS**

An extensive update to the Computer Science Corporation competitive report has been prepared and is now available in Zone offices.

This report covers the new executive, CSTS, that is divided into a General Purpose System and BASIC. Interactive FORTRAN capabilities are also covered in the report.

#### WANTED

Fixed asset accounting program that computes methods of depreciation with straight double declining balances. Input includes cost of item, life span; input by assets and scrape values. Output results should be a reporting system with forecasting capabilities. Call Norm Harrell at 8\*222-3486 or Fast Fax.

Programs to serve utilities. Call Larry Baird at 8\*351-3170 or Fast-Fax.



night processing - 60% CRU reduction

If the larger size capabilities are needed, RFAST\$ would be the obvious choice. GFAST\$ and BFAST\$ offer the same interactive correction capabilities; the only difference being a slightly higher total processing cost for GFAST\$. However, the IND deferred processing options would practically eliminate this cost difference.