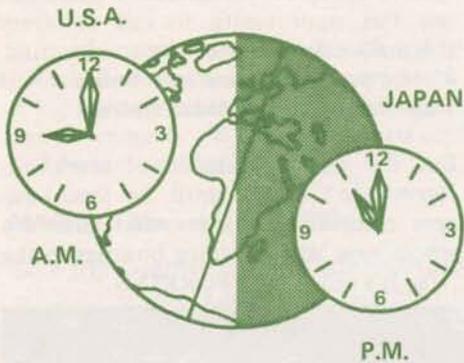


# THE SUN NEVER SETS ON MARK III . . . SO WHAT ?



So you don't call on any customers who have Japanese affiliates . . . only competitors. So big deal if some Tokyo manufacturer is doing sales forecasting while your customers are fast asleep. What's that got to do with the price of a CRU? Plenty.

Specifically, the increased — or lengthened — utilization of our computer capacity offers a greater return on our investment and will therefore help keep prices low, despite rising service costs. The capacity that will be tapped by Japan is, in effect, unsold inventory.

Because Japan is 13 to 14 hours out of time-sync with the U.S., their demands will exactly complement current demand, not compete with it. That is the ultimate in load balancing.

It's exactly this kind of growth through time zones that spreads out our peak demand and enables us to pass cost saving features directly to our customers as we have done with FIV, IND, etc.

*(Continued on page 2)*

# fast-fax

- \* International News
- \* New Sales Aids
- \* String Handling

FEBRUARY 1, 1973

302.23

## New Selling Aids for '73

We are supporting the 1973 selling effort with new, effective and unique aids. Some are personal so your customers cannot forget you, others are flexible so you can use them again and again in a variety of ways.

### Binders (ring #304.03, post # 304.02)

Bright orange and white vinyl binders available in 2-inch ring form (perfect for presenting feature profiles) and in expandable post form, designed to hold your customer's manuals.

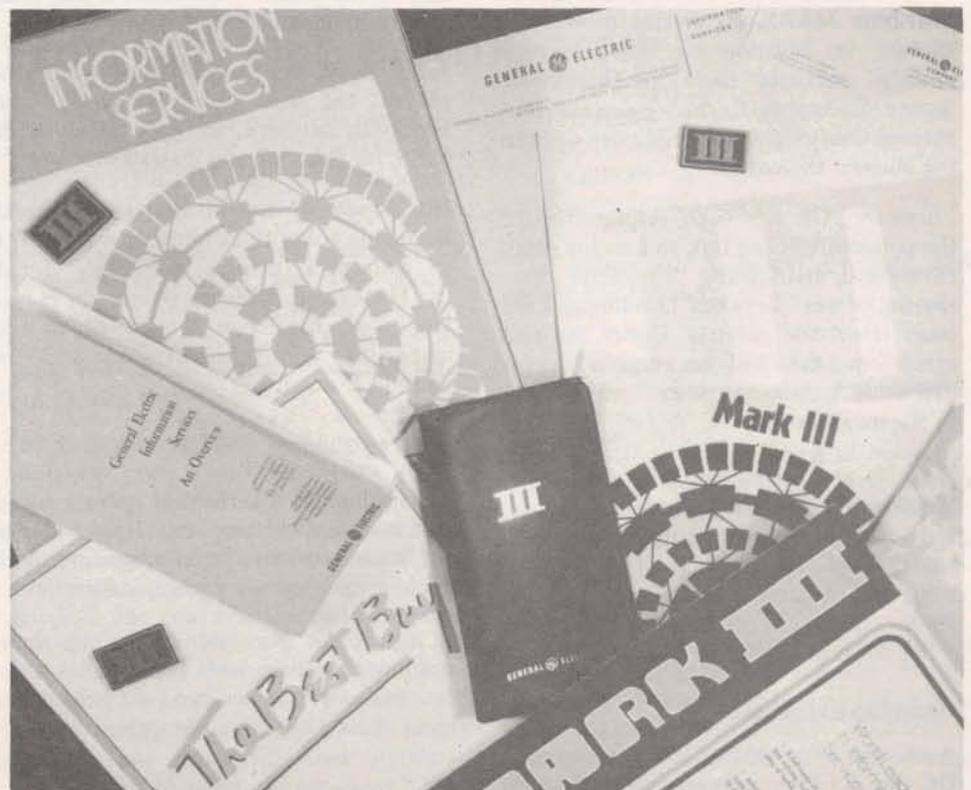
### MARK III Flipbook (#2000.12)

A portable, 32 page flipbook, designed to guide you and your audience through the most detailed presentations. Keyed to the Sales Manual, it can be tailored to a specific prospect in the same manner as the feature profiles.

*(Continued on page 3)*

**GENERAL  ELECTRIC**

INFORMATION SERVICES MARKETING OPERATION



## Diplomatic Breakthrough

Another benefit that never hurts in selling against competition is the pure prestige of having pioneered another breakthrough. This one was more diplomatic than technical; the first such agreement approved by the Japanese government.

For the past four years we've had our own man, **Bob Knight**, living in Japan for the sole purpose of pulling together this agreement. Finding a licensee, learning the political and industrial ropes that led first to local MARK I service and finally to MARK III service in Japan.

Now Bob is coming back to Bethesda; **Bob Fohl**, former Florida Branch Manager, has reported to Tokyo as manager. **Bob** and **Phyllis Cohen** are supplying on-the-spot technical and training support. **Larry Geller** has been getting facilities ready and training operations and maintenance personnel for MARK III.

## Leadership Image

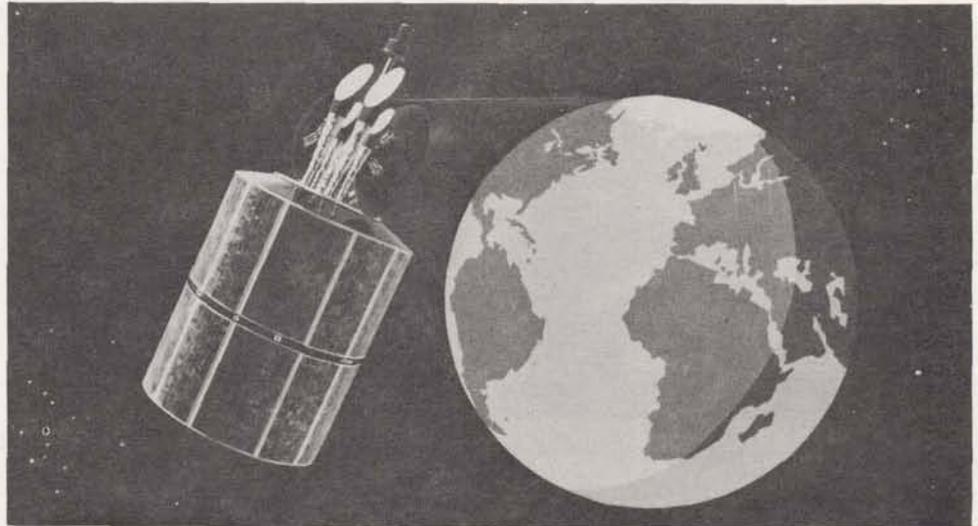
The transmission of our service around the world should have an impact in many

circles apart from whether or not a prospect or customer thinks he has a need for it.

For openers, it will generate good "leadership" publicity that, among other things, will reinforce our recent ad campaign. This effort may not be felt immediately, but you can bet that if we were a small independent company, our stock would be a very hot item on Wall Street right now.

You're asleep at the satellite if you don't use this opportunity to call on every international prospect you can find. Maybe you'll get some new business — it may even be international business.

But the real significance of service in Japan won't be felt until the total business community realizes that there's a whole new way of doing business in the '70s. It's called NETWORKING.



## H.I.S. DISTRIBUTORSHIP EXTENDED & EXPANDED

A new agreement gives Honeywell Information Systems, Inc. (H.I.S.) the right to distribute MARK III service in Western Europe in addition to those services already marketed there by Honeywell. Signed December 8, the agreement runs through September of 1978 with options for renewal thereafter.

Formerly, GE has been responsible for the communications link to London, with Honeywell distributing "computer time-sharing power" between London and the local telephone rotaries. Under the new agreement, GE will be responsible for delivering "computer power" all the way to the local rotaries.

H.I.S. is now marketing GE Information Services in the United Kingdom, France, Italy, Belgium/Luxembourg, The Netherlands, West Germany, Sweden, Switzerland, and Austria. Expansion is planned within these countries as well as into other Western European nations.

## Personnel Exchanges

A number of personnel transfers between GE and H.I.S. provide an opportunity for

each company to benefit from the expertise of the other — on either a short- or long-term basis.

**John Prior**, a former Honeywell employee, has been hired to manage the European network, working closely with H.I.S. on planning and operations.

**Jim Brady** of the Manhattan Financial Branch is going to London on assignment to manage a financial marketing thrust for Honeywell. **Malcom Davies**, an H.I.S. employee, has been loaned to us for marketing and administrative support work in Europe.

## Training Support

**Alan Nuss** and **Bill Hewlett** spent a week in London, Germany and Italy training H.I.S. instructors on Foreground and Background features and capabilities.

A number of discussions regarding their training objectives were held so that Alan can evaluate how we can best help them meet their objectives. At present we are training their instructors and providing H.I.S. with the courses used here.

## MORE WORLDWIDE THAN EVER

On January 16 ØK Data announced and made available MARK III service in Denmark. ØK Data has been providing MARK I service to Danish customers since 1968 under license to GE.

Official announcement of the H.I.S. and Dentsu agreements were made by Dr. George Feeney in a New York press conference on January 8. A statement was released to the press at the same time.

Ads announcing these changes will appear in the January 27th issue of *Business Week*, February 12th in *Time* and in February issues of *Computer Decisions* and *Management Accounting*. The TWA and Pan Am magazines will carry the ad in March.

## More Aids

(Continued)

### Overview Folder (#900.28)

A good leave-behind to use with a flip-book presentation. Made of heavy stock, it highlights the key points of our service and is designed to hold your business card and feature profiles.

### MARK III Magnets (#900.03)

Sure-grip magnets that will adhere to any metallic surface. Leave with customers to keep MARK III out in front.

### External Stationery

To reinforce our worldwide leadership position, new external letterhead has been prepared with the words "world leader in information services" in bold type. This stationery *must* be used; all old letterhead is to be discarded and replaced with the new form. Send your MR to Purchasing with a sample indicating your Branch address.

### Security Analyst Booklet (#900.31)

For the first time we have Dr. Feeney's well-publicized security analyst speech in booklet form. A blueprint for the future, the booklet lets your customers know the kind of company you represent.

### Best Buy Write-ups And Slides (#5002.00)

Those great Best Buy applications from Hilton Head are now available in booklet form. As a support piece, the booklet is perfect; as an extra feature, each page has a Market File number so that extra copies of individual applications can be ordered.

Slides complementing the applications are available from Jim Medley (8\*273-4672).

### Poster of Mosaic (#900.32)

A full-color reproduction of the mosaic that adorns the covers of many of our new booklets. Mount it on poster board and brighten up any office with this visual representation of the scope and unique quality of our service.

### Direct-Mail Campaign Letter

Since Dr. Feeney can't meet each customer individually, we've got the next best thing — a printed letter written and signed by Dr. Feeney. The first letter in the series has already been sent to all offices.

## FIV STRING HANDLING CHANGES

Rumors to the contrary, FIV string handling routines do work correctly. A number of bugs in the original release have been corrected and errors in the December New Features manual have been detected. An errata sheet will be included in future distributions of the manual and a revised FIV System Routines manual (#3104.01B) will be available in February.

The following changes should be made in the December New Features Manual (2000.13).

### ALTSTR — page four

If 'n' has a zero value in the function

ALTSTR(RSTRING,MSTRING,I,N) the characters of 'rstring' are inserted immediately *preceding* (not following as documented) the 'ith' character in 'mstring'. For example, the function:

```
ALTSTR('mmm', 'abcd',3,0)
```

would produce the string 'abmmcd'.

The last paragraph relating to ALTSTR on page four should include the following parenthetical remark:

Remember that n characters of mstring are always deleted (unless pre-pending or appending is being performed) and the whole of . . .

### CMP — page seven

The last paragraph relating to the compare function should be altered as follows (change underlined).

Because of the way in which the comparisons are handled by this function, only alphabetic characters should be compared.

### CALL DELIMIT — page ten

Rewrite entire page as follows.

CALL DELIMIT is used when commas are to be part of the input string. The calling sequence is:

```
CALL DELIMIT('char')
```

where char is a new delimiter which may enclose strings that contain commas. Two rules govern this situation: 1) strings containing commas must be enclosed by the designated delimiter, and 2) the delimiters must appear in pairs and each pair must be separated from other pairs with a comma or a carriage return.

For example, three strings are to be entered in response to an input request and the quotation mark has been designated as the delimiter. The input can be made as follows.

```
?"These, as you"," see, are ",strings
```

## FORTRAN FILE READING TIP

Play it safe — always read files under format control. Use of FORMAT(V) (i.e., free field format) can cause incorrect reading of arrays.

An error diagnostic is not generated by the incorrect reading, but any calculations will be incorrect. Tracking down the cause of the problem can be quite difficult. Below is a description of what can happen and why.

The compiler supplies trailing zeroes for all values except zero, for which it supplies trailing blanks. If a file is read with FORMAT(V) and a real zero has been written as the last value in a record, the array will be read incorrectly. For example, a file contains the following two records:

```
0.01 1.00 0.  
2.30 5.98 9.00
```

and the following is used to read this file.

```
110 DIMENSION A(6)  
120 READ("MYFILE",10),A  
130 PRINT,A  
140 10 FORMAT(V)
```

The values of A would be read and printed as follows:

```
1.0000000E-02 1.0000000E+00 0.  
0. 2.3000000E+00 5.9800000E+00
```

The first three values are read correctly, but a zero is inserted in the fourth position of the list. The sixth value is lost completely because of the displacement caused by the inserted zero.

FORMAT(V) interprets the trailing blanks as a delimiter and the end-of-record as a second delimiter, inserting a zero between them. This problem is avoided completely if the file is read under format control.

## LIBRARY UPDATE

### New NCPPL Option

A new option to enable multiple runs of NCPPL without recalling the program is now available. This is particularly useful for preparing a series of tapes in the Independent Run mode.

By entering a '-9' in response to the query:

```
****TASK COMPLETE****, ENTER
9 TO STOP OR OPTION AS ABOVE?
```

control will be returned to the beginning of NCPPL and all variables reinitialized. All output will be in one file and IND set-up is simplified.

The IND input file below requires only one "run" of NCPPL to prepare tapes for two parts.

```
1
PART1,MACH1,0,0
-9
1
PART2,MACH2,0,0
9
```

Note also that option '1' was used so that the output is written to file in tape image; therefore, the user does not incur the cost of converting his output from file to tape image during prime time.

Dick Paul reports that a number of his customers are using the '-9' option with IND to obtain the 60% CRU reduction.

Any questions regarding this option or other use of NCPPL should be directed to Joe Schartman at 8\*273-4589.

## NC PUNCHES INTO '73

The NC ad campaign to reassert our position in the marketplace and dig out those prospects is well underway. The ads are being run in *American Machinist*, *Iron Age* and *Industry Week* and contain both the free telephone number and bingo cards to facilitate response.

Responses received at Headquarters will be handled in a manner very similar to that used for the MARK III campaign. Further information about the NC campaign and tips for responding to inquiries have been mailed to all offices by Joe Domonkos.

Reprints of the ad are available in the warehouse (#5304.75). The management-oriented overview of our total NC product, "Closing the Capability Gap" (#5304.74), would make a good companion piece in a mass mailing.

### Carboloy - Bringing Them In

In three months 21 new Metalworking Catalog users were signed as a direct result of the availability of Carboloy's computerized machinability program. In addition, inquiries have been received from a number of companies that - until this time - have been very tightly sewed up by competitive services.

Steve Battery reports that GE Gas Turbine has started using the Carboloy program and is now performing in two days a job that formerly required two weeks.

A Market File distribution of the names and phone numbers of Carboloy reps is being made with this issue of Fast-Fax. Contact the rep in your area; he knows about you and will welcome the opportunity to meet. He will probably be able to suggest some good prospects - his customers. Early experience has shown

the Carboloy sales force very cooperative in making joint calls, demos, etc. In return, you may be able to help him.

### Postprocessor for CompuDyne

A new postprocessor, CDYNC\*\*\*, specifically designed for CompuDyne series B and C Contura Milling Machines is now available. This permits use of either ADAPT or APT for part programming.

Advantages to NC users are twofold:

- one standard language can be used for all the user's machines
- complex parts programs can be processed in Background with APT

Publication number 5304.40 (available in your Market File) contains names and addresses of known CompuDyne machine owners. CDYNC\*\*\* reference manuals are available in the warehouse (#5304.76).

## HSS HAS RESTART

A restart capability for High Speed Service output does exist! This option has been overlooked by most of us simply because it was classified incorrectly in the reference manual (#3910.01).

An optional parameter on the \*MODE record of the same level as WAIT, RESTART is described on page 21 with input options. Example of use:

```
*MOD OUT(*ALL),WAIT,RESTART
```

Used after an abnormal stopping of the output, this example requests all output queued for the user number and LTID. The resulting output will begin as close to the stopping point as possible - but not after, so that none of the output will be lost.

## NEW TN300 MSR PRICE

Effective December 31, 1972 the sale price for TN300 MSR terminals has increased from \$1325 to \$1431 and the monthly rental is \$183 (was \$170). Customers currently renting these terminals will not be affected until their one-year lease agreement expires. As per our old lease agreement, customers will be notified in writing by Waynesboro 30 days in advance of the effective date of the new prices.

FAST-FAX	CLASSIFIED ADS
WANT ADS	WANT ADS
<p>Available - Method of providing both mag tape and paper tape capabilities on TN-300 or model 33. Particularly useful for NC users. Contact Dick Paul at 8*235-3142</p> <p>Wanted - Documented software applicable to banking/finance market. Ken Conroy at 8*289-7011 or MEMO to 'NASHV'</p> <p>Wanted - An oilfield control system application. Contact Fast-Fax</p>	<p>Wanted - Programs to calculate element mix for low carbon steels, such as angle iron, channels, reinforcing bars, structural shapes; types 1008, 1050 and 1070. Call Harry Welsh, CGE 8*253-6520 or Fast-Fax.</p> <p>Wanted - Programs to calculate radio frequency intermodulation for transmitting sites and/or receiver design. Contact Harry Welsh, CGE 8*253-6520 or Fast-Fax.</p>



**Take Command**

**CAMPAIGN ALPHA**

## TAKE COMMAND WITH CAMPAIGN ALPHA

Beginning March 1, Campaign Alpha, targeting 260 major accounts, will be launched. Specific rules for pursuit and an award plan for these specially selected new name and current accounts will be communicated through Zone and Branch managers in the coming weeks. All activities, such as sales calls, demos, revenue, etc. will be tracked. This campaign will continue through August thirty-first.

Sales planning and analysis will show how we are doing, why, and how to improve. Considering our product and aggregate selling talents — the sky's the limit . . . and that's the message.

The Alpha team will be visiting all Zone offices this week to present the full story with all details, including plan of attack, sales aids and the reporting and measurement system.

This campaign and future campaigns that will be launched in the near future are designed to focus Division effort on high-leverage activities that can immediately affect our revenue and solidify our position as number one in the worldwide information services business.

## MEDINET Goes Real-Time

"We are living proof that the MARK III concept, that is the marriage of time-sharing and remote batch, really works," said Ed Scully, Marketing Manager of MEDINET. "It is not only working, but allowing us to offer far more to our customers than we ever could using the H-400 systems."

MEDINET's processing has been available in a remote batch mode until a few months ago when the MARK III Admissions and Census Reporting package became available. Use of MARK III eliminates time lags that are undesirable to the hospitals, while permitting batch processing where appropriate.

The A&CR package, as well as all other MEDINET packages, are still operational on the H-400s in Watertown, Mass. In this mode, remotely-entered data is collected on disc and tape storage devices for periodic batch processing. Resulting reports are returned to the hospital via the terminal, mail or courier.

On the 400s or on MARK III, MEDINET provides a method for automating hospital information handling and for diminishing paperwork mountains. The service greatly reduces the man-hours

(Continued on page 3)

## NEW AU MANUAL BRINGS IT ALL TOGETHER

Toss out your old AU booklets and supplements — we've got a new one coming that tells all there is to know about the expanded AU capabilities. Not only does the new manual (pub. no. 3502.01A) combine under one roof all commands, controls, etc., but you can find what you want *easily*.

For the experienced AU, an index listing both "PW" and "passwords" will facilitate finding that status entry he forgot. The first-time user will gain courage and confidence from an appendix showing actual sessions (with plenty of explanatory notes) using the validation procedures, PAR and the ABC system.

### New Controls

A number of new status entries, not previously mentioned in Fast-Fax, are included in this manual. For example, the AU uses the status entry "BS" to create a "snumb" file for a user number. This file can be listed within the user number to check Background activity.

Now there are two immediate run status entries, "CI" and "IR." The AU uses IR to establish an immediate run program for an individual user number. CI establishes an immediate run program for the entire catalog; CI pre-empts IR.

To help AUs keep track of various capabilities of individual user numbers, the status entry "HA" is used by Brook Park to identify HSS-validated user numbers.

### Any Questions About \$\$\$ ?

The new manual also covers the full PAR reporting capabilities. AUs will find it easy to interpret the prime and non-prime time HSS record counts and terminal connect time as well as the BCRUs, BSUs and "bridge" charges (i.e., page transfers from Foreground to Background and vice versa).

Not only can the AU watch the dollars being spent, he can control expenditures with all the ABC system capabilities. These controls are, of course, fully covered in the new AU manual.

### Spreading The Word

A revised Sales Manual profile (3502.00A) will be in the warehouse in early March. An article in the next issue of LEADER will feature AU capabilities.

When telling customers about the new manual and recent improvements, don't hesitate to point out that our AU capability is one of the most outstanding and effective, customer-oriented features in the information handling world — because it is!

## INNOVATOR OF THE MONTH



### DAVE COMROE PROGRAMS "WHO'S THERE?"

Dave Comroe of the New Jersey Branch is declared Innovator of the Month for his use of the WAKE subroutine to find which user numbers are active in a particular catalog.

Dave's program may be the solution to a problem that has been bothering one of your customers. Check the latest issue of LEADER for the full write-up, then pass the word around and see what happens.



Reduce TN300 printing costs as much as 40% by using the horizontal and vertical tab features and the form-feed option. These features speed the entire printout process by, for example, permitting fast multiple-line spacing and reducing total characters generated.

The APEX FIV subroutine, HTSUB1, clears all existing tabs and resets the tabs to those print positions specified. The subroutine is self-documenting and the logic is easy to follow.

For those who wish to do their own coding, Ken Kral has added TABFIV and TABBAS to the APEX library. These listable programs demonstrate use of DATA and PRINT statements in FIV and CHANGE and PRINT in BAS to set and use tabs.

List TERMINAL on a JPH56 user number for a listing of terminal demo programs. If you have any others to contribute, call Jim Doyle at 8\*273-4421.

## MEDINET (Continued)

required to track who is in the hospital and in which nursing care unit. Billing problems, including dozens of different insurance forms hospitals have to use, represent another area in which MEDINET streamlines clerical work.

Two other packages, Inpatient and Outpatient Accounting, are being field-tested on MARK III this month. In converting these and other applications from the H-400 systems, MEDINET is taking full advantage of Foreground/Background interaction. For example, monthly reports from the admissions system are prepared in Background while data entry, daily reports and inquiries are handled in Foreground.

By year end all applications and programs will be up and running on MARK III. National availability via the network, rather than the dedicated lines required for access to the H-400s, will reduce the cost of service and will enhance the national service offering announced in June of last year.

The first computerized hospital service ever offered, MEDINET began in March of 1966 as a joint effort of GE and Bolt, Beranek and Newman. MEDINET is a logical addition to GE's total service to the hospital world — GE is the largest supplier of hospital equipment in the world (even if you don't count light bulbs).

Use the new terminal stickers shown below to remind customers to access the MARK III File each month for information on new features. This label (pub. no. 900.08) is also a good way to jog memories about our 24-hour customer service capability.

## Time-Sharing's Role in the '70s— GE Leading the Way

The word is out. It's no news that GE is the leader in time-sharing, but it is news when influential publications begin to devote major articles to the significance of t/s as a business tool of the '70s. Two publications, *Barron's National Business and Financial Weekly* and Diebold's *ADP Newsletter* have done just that, and in the process emphatically endorse our leadership position.

Both of these in-depth studies of the computer industry give GE credit for bringing the concept of a worldwide computer facility closer to reality. *Barron's* says our business is growing at nearly four times the rate of computer mainframe sales; and that GE is a giant, leading all the others in the industry.

In describing the trend toward and advantages of combining in-house and commercial time-sharing, the *ADP Newsletter* cites three case histories — all GE customers! In addition, GE's security maze is offered as a prime reason for the greatly decreased concern about security.

Note: *Barron's* went with LEADER and is being offered via the MARK III on-line file. *ADP Newsletter* was cited in LEADER, offered in the coupon and via the MARK III file. We've got most of your customers covered, order copies for good prospects and influencers.

◆ ◆ ◆  
**COM-SHARE  
IS NO  
G.E.**

*They ought to know.*

### MARK III SERVICE

NEW FEATURES INFORMATION ACCESS #JBB00999, INFO

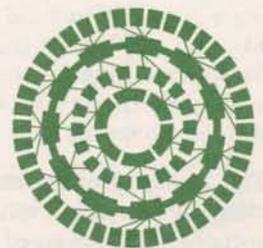
ACCESS NUMBER \_\_\_\_\_

SERVICE NUMBER \_\_\_\_\_

AFTER HOURS SERVICE NUMBER \_\_\_\_\_

GENERAL  ELECTRIC

WORLD LEADER  
IN INFORMATION  
SERVICES



## PA300 SUPPORT

GE Corporate Engineering Consulting Services, author of the PA300 package, offers support to both ISBD personnel and customers without charge. Problems relating to operating mechanics or bugs (system or user generated) can be resolved by phone or letter.

Corporate Engineering also provides advice on applications and programming relating to the probabilistic analysis system. Contacts are —

Dr. Dimitri A. Kellogg 518-374-2211  
ext. 5-3840  
or 8\*235-3840

Dr. Russell H. Lyddane 518-374-2211  
ext. 5-5020  
or 8\*235-5020

If detailed or extensive problem analysis or modeling assistance relating to PA300 is desired by a customer, Corporate Engineering will undertake the job for a fee. Fees can be on a per-hour, per-day or flat-rate basis.

Corporate Engineering prefers to work within the customer's user number so that revenue will accrue to the proper sales office. However, if necessary, development work will be done in their number at fee plus computer costs.

In performing work of this type, Corporate Engineering will maintain close liaison with the AR or TR. Such contracts will be entered into only at the request of or with approval of the appropriate AR or TR.

## WATCH YOUR KC

Frequent use of the BREAK key during output sessions can result in excessive KC charges as you are charged not only for characters printed but also for the buffer contents.

This is not new. What is new is that as part of the 210 release, the communications software was altered so that not one but four 4020 buffers are filled before dumping.

Since four buffers hold approximately 1 KC, you can be charged a full KC for a five-character output that is stopped with a BREAK. If you BREAK output often, this can mount up.

This change provides more efficient handling of the large volumes of data associated with high-speed traffic.

## "THAT #&\*%(@ SYSTEM J"

Next time you are in the middle of a test run and J goes down and the above quote or something similar comes to mind, consider the following.

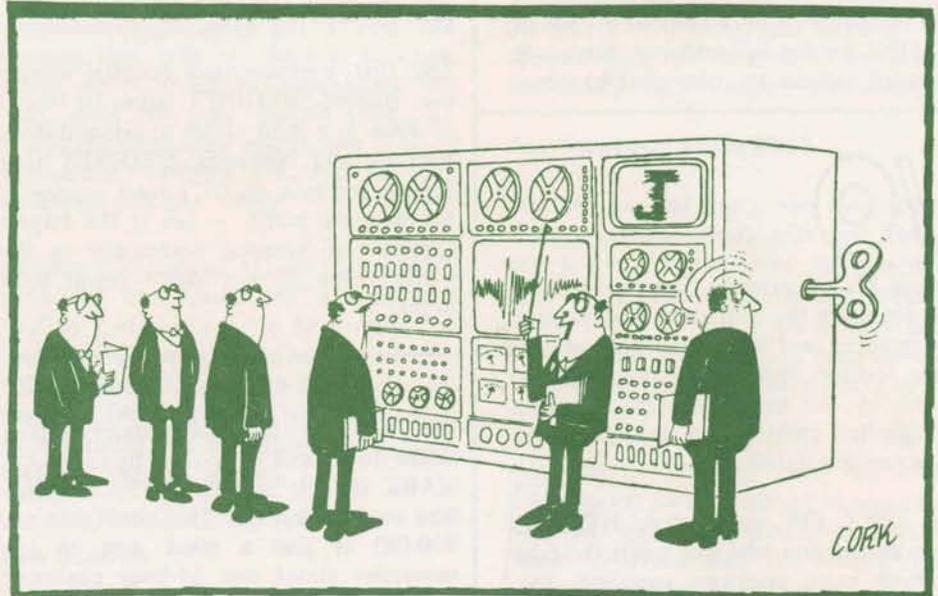
During 1972 hundreds of new software items were introduced in a commercial environment, numerous hardware changes made, and patches implemented with little or no impact on existing programs. This is true because a multitude of qc tests are conducted before commercial introduction.

One of the major keys to this quality control is system J. This multimillion-dollar testing ground allows checking of new software and hardware in "live" situations without affecting customers. Field testing in this manner permits finding and correcting problems that don't appear in the inherently artificial atmosphere of a typical "development" system. An added bonus is the opportunity for Field personnel to become familiar with new features and capabilities before commercial release.

A truly crucial function of J is that of serving as "spare" hardware. Much of the time that J is unavailable to us, it is replacing downed commercial hardware. We may be tempted to ask if J lives — the answer is, "YES, but by another name."

Naturally, it must be expected that all of this testing, debugging and "swinging" impacts the performance of J. When response time increases, or J goes down, or things generally don't work properly, you may feel a desire to express rather strong feelings. But, consider the impact on our customers and business if the testing and debugging were performed on commercial systems; what would commercial availability be without "swinging" J?

Although we occasionally suffer through J's ups and downs, still, a lot of work is accomplished on it. For example, all TSO and Field program development is performed on J; MEMO, OLOS, and MAIL\* reside on J. Considering all the abuse she takes, J is really quite a workhorse!



And this, gentlemen, is our internal system — system J

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ACCOUNTING SECRETARY	Sound work. Top salary for exp.	Recs. 656-7700. Coleman, Cadillac, Lee Hwy.	CLASSIFIED ADS
FAST-FAX	WANTED ADS	Wanted — Programs to design worm and spur gears (for Darryl Chapman, CGE Alberta). Contact Fast-Fax.	MOT to h racts and ersh is be Nalz
Wanted — Program to perform truck maintenance scheduling. Call Fast-Fax.	Wanted — Any information on how customers may be using MARK III for commercial warehousing (no order entry, just inventory). Call John Kemp at 8*288-4452	Wanted — Box car loader program; call Bob Fondiller at 8*323-3900.	PA r-dia wery, es di App Mot Ro
For progressive construction firm	ARTIST/ILLUSTR	round employment, salary open.	U PE

# ~~fast-fax~~ FAL

- \* FAL is Here
- \* New Library Index
- \* Who's Who In Field Support

APRIL 2, 1973

302.25

## ISBD GOES TO MOSCOW

GE's information services will be demonstrated at ELECTRONMASH '73 in Moscow. (Note: the demo will be live, via a telephone hook-up with London.) This electronics exhibit will be held April 4 through 15 for the scientific and engineering community.

Jim Castle, Colin Church and John Prior (of Mark Century) will represent GE and explore ways to provide our services to Russia.

## NEW LOOK FOR PROGRAM LIBRARY INDEX

A new name, a brand new look and greatly expanded coverage make the MARK III Software Index one of the best sales tools available. Starting with a new introduction and continuing all the way through to a thumb index on the back cover, it's bigger and better than ever.

Truly a *software* index, this new publication (5001.02B) covers both system and applications software — Foreground and Background alike. User guides, reference manuals, on-line information files, supplements, it's all there. And, not one but three indexes (by program name, publication title and number) make this one of the easiest-to-use reference documents around.

The old Index has already proven itself valuable as a prospectus of the programs available to all users. The new Index gives a far more comprehensive view of the total MARK III offering and in a very impressive package.

**GENERAL ELECTRIC**  
INFORMATION SERVICES MARKETING OPERATION

## Take Aim With FAL

FAL, the answer to every analytical bean counter's problems is here. Not only that, FAL may solve some of your problems as well. If you have been asking, "How can I get started with Campaign Alpha?" — consider FAL as a really great package for making the first steps into the enemy camps. And, as for Targeting '73 — FAL takes direct aim at a specific market and, combined with the promo package we've put together, gives you the ammunition to fire away!

With FAL, the financial analyst has the ability to perform almost any kind of analysis by adding his own FIV logic — and, no need to bother with establishing the output formats.

Where competitive packages may offer a limited choice of formulas for calculation of growth rate, depreciation, etc.; FAL offers the user a choice that is limited only by his knowledge of FIV.

### What's It Good For?

FAL is designed for regular financial calculation and report work, such as profit and loss statements, balance sheets, and expense to budget studies. However, the true capabilities of FAL appear when working with more complex and variable problems. Some examples might be —

- preparation of budgets — not just printing them neatly, but in calculating the first, second, third, . . . , and nth iteration
- analysis of loan repayment schedules and their effect on various parts of the P&L situation
- forecasting analysis — with all the possible variations and impacts

Bob Fondiler in Chicago has five customers using FAL; some of their uses of the package make it easy to understand why Bob says, "This is going to be the major package of '73 and '74."

- preparation of budgets for a company with 90 subsidiaries — with consolidation by various groupings and the ability to extract various parts of the data (e.g., ability to look at just the salaries for each subsidiary, or compare different types of expenses within various groupings)
- prepare sales forecasts for 500 products — with ability to play 'what if' games such as: what will be the effect on total sales if advertising expense is increased by 5 percent?
- analysis of finances involved in selecting real estate sites — for example, study effect on total company expenses depending on type of repayment for different sites, taxes involved, development costs, etc.

### Comments From The ARs

Considering all the power and potential variations, is FAL easy to use? Paul Morey, author of the package and AR in San Francisco, says his users learned it quickly and with no trouble, and 70% of them "never saw a computer before."

Bob Joyce, who apparently has also been selling FAL to novices in Indianapolis, is convinced that it is going to be a hot seller. "Absolutely no comparison to manual report preparation. The user gets the obvious time savings and accuracy, plus the 'what if' capability that allows him to test theories." (Cont. on p. 2)

# MORE FAX ON FAL

The 'what if' capability of FAL is also paying off for **Ernie Birge** in Oak Park. Some of his CPA firms are building models for their clients, then turning the models over to the clients so they can evaluate various alternatives. (This, of course, provides Ernie with new customers.)

**John Kemp** in the Greenville office feels that the greatest advantage of FAL is the freedom it offers to concentrate on logic without having to be concerned with formatting.

## Promotional Plans

We've tried to assemble a package you can start selling with today; a good portion of it is enclosed. The total package consists of the following.

1. Sales Manual Profile (5103.17) – describes FAL and its capabilities fully and concisely. Send a copy to everyone you know dealing with finances; especially those using competitive packages, the profile is designed to help them see the light.
2. Direct Mailer/Bill Stuffer (5103.16) – send it to all your prospects with your business card enclosed so they can respond directly to you or order literature from the warehouse. This piece will also be mailed with all invoices at

the end of April. (We've delayed it to give you time to get up to speed.)

3. Slide Pitch – complete with presentation pointers, designed to let you tailor your pitch to any audience. The slides are being distributed to all market files.
4. News Release – this is a copy of the release being mailed to all appropriate publications. All leads generated will be passed directly to branches for follow-up.
5. MARK III File – during May over 5000 customers (based on typical monthly accesses) will read about FAL and be able to order additional information.
6. LEADER – to top off this saturation effort, the April/May edition of LEADER will carry a feature on FAL and quote (hopefully) customers who used FAL during the field test.
7. FALDEMO\*\*\* – this is the input file needed to produce the sample FAL run shown in the profile – it's available on-line.
8. Reference Manual (5103.15) – stacks of them are sitting in the warehouse, just waiting for your call. The new introduction briefly describes what FAL can do for a user and how to use it – it's a sales piece by itself. Field

## Campaign

### Alpha

is a

**three-letter word**

test feedback was used extensively in rewriting and reorganizing the how-to portion of the manual.

9. MEMO Sales Support – the MEMO system contains a message delving into details of how to sell, where to sell and how we stack up against competition – check it over, you'll find some good pointers.
10. Technical Support – **Lou Schreiber** (8\*273-4456) knows the package intimately and is ready to answer technical questions.

Some of these elements are new, some were redesigned for greater effectiveness. Please send us your comments on this promotional/armament package – favorable and unfavorable – so that in the future we can do a better job of helping you do your job.

*Take aim and sell, sell, sell!*

## WHEN IN DOUBT, LOOK IT UP!

*"There is no satisfactory way to write a procedure and, as part of that procedure, include what to do if one doesn't follow the procedure."*

This point was made recently in connection with problems that two customers were experiencing with High Speed Service. Both customers used the OS-BTAM package without proper I/O device configuration.

The problems would not have occurred if the instructions on page 42 of the HSS manual were followed. That is, at least one I/O device must be configured for binary synchronous switched point-to-point communications.

IODEVICE UNIT=BSC2  
ADAPTER=BSCA, ...

## FOR SLIDE NUTS

A master file of approximately 170 color slides, prepared for various presentations, has been compiled for use in other presentations. A card file that serves as an index to the slides has been sent to all Zone offices and will be arriving in Branch offices later this month.

Availability of these slides will eliminate some of the need to reinvent the wheel that has existed in the past. In addition, the cards will greatly simplify the process of selecting and organizing slides for a presentation.

Copies of these slides can be obtained from Jim Medley (8\*273-4672). A supply of the slides will be maintained in order to provide same-day response to requests.

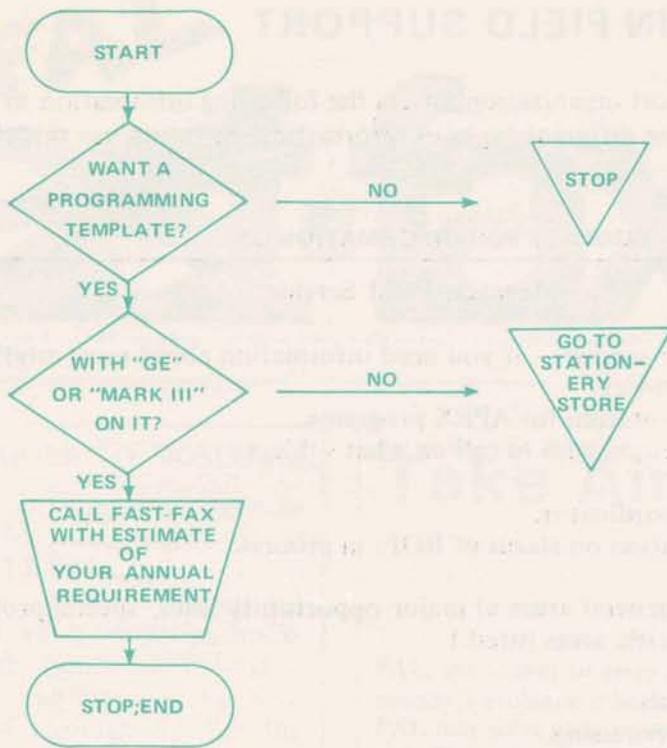
## PROGRAMS FOR THE PERSONNEL OFFICE

Trying to move into new areas within existing accounts? Three new APEX programs may be just what you need to get into the personnel office.

GAMEP is an employment practices game in which the personnel manager makes decisions about operating practices and then observes the results.

For the personnel manager who needs the ability to sort and list employees on up to six user-selected keys, ROSTER is the answer.

Given an estimate of sales, a manpower forecasting and scheduling program, MANPLAN, estimates hours of productive labor required to meet this demand. Use a JPH56 user number to try the programs out and get a listing; documentation is available from Fast-Fax.



## Greater Accuracy for PAR Files

Rounding errors in PAR data were eliminated on March 1, providing more accurate accounting data for users. The dollar storage and usage fields contain two more decimal places and the actual usage figures have one more decimal place.

The PAR routines have been modified to take advantage of these file changes. **NOTE: All core image files using the PAR subroutines have to be reloaded.**

### Why Does It Take So Long?

Brook Park's objective is to have all PAR data available by 5 pm each day; however, delays occasionally occur because of the extremely complex routines required to obtain the data.

Currently, one of the most time-consuming portions of this process is that of transmitting data files between the MARK IIIs and Mark Delta in Teaneck. Conversion to total MARK III processing will take place later this year; naturally, a significant improvement in the availability objective will follow.

What better way could there be to remind customers that we are in the data processing business than with a programming template?

How many can you use in a year? They're perfect leave-behinds that will be useful and keep our name out in front. Call **Jim Doyle** at 8\*273-4714 if you are interested and let him know about how many you can use. If the interest is great enough, we'll have some made up and available via OLOS.

## MARK III CATALOGS

MARK III contains only two types of catalogs; the following descriptions should help avoid confusion.

Catalogs with no user numbers validated for Background access are, inherently, Foreground catalogs — subject only to the Foreground minimum.

A catalog containing one or more user numbers validated for Background usage is considered a Foreground/Background catalog and is subject to both a Foreground (\$100) and a Background (\$300) minimum. All Foreground usage is credited toward the Foreground minimum only, even if accumulated in the user numbers validated for Background.

All Background usage within the catalog is credited toward the Background minimum. "Bridge" charges (i.e., charges for moving data from Foreground to Background and vice versa) also count toward the Background minimum.

There are no Background catalogs or user numbers per se (you can't get to the backyard without going thru the frontyard).

## SPREAD THE WORD WITH LEADER

LEADER is a great medium for spreading the ISBD message to our present and prospective customers. It's one of the best promotional items we produce and we want to spread it around.

So, when you make your rounds, make it a point to drop a few copies off in the lobbies and reception areas of key customers and let LEADER do some prospecting for you. You can get extra copies through the on-line ordering system (301.09).

### FILE PURGING SCHEDULE

Internal files that have not been accessed within the last six weeks will be considered idle and purged according to the following schedule for 1973.

April 14	September 15
May 12	October 13
June 16	November 17
July 14	December 15
August 18	

Wanted — Information on applications of interest to cement companies. Call Carl Horn in Montreal (8\*238-1011, ask for Beaver Hall Hill 228) if you can help.

Wanted — Chrysler dealer(s) using something similar to the Chrysler financial statement system. Call Don Smith in Louisville or Fast-Fax.

Wanted — A tried-and-proved site selection model. Don Aronson at 8\*222-3507 or Fast-Fax.

Available — For international information, list "INTERNAT" in JPH56 catalog. Call Marion Boss at 8\*273-4381 for additional assistance.

Available — revised and updated BASIC (3200.01E), Command System (3501.01H) and International Access Directory (1401.01G) now available via OLOS. Completely redone Fleximis manual (5603.01A) should be in the warehouse (FW 14).

Wanted — Practice analysis and personal record system for CPA firm, for use internally. Call Don Smith at 8\*344-4211 or Fast-Fax at 8\*273-4714.

Available — Financial reporting program, VAREX\*, analyzes gross profit variance of a consolidated product line. In APEX catalog or call Frank Warthen at 8\*273-4718.

## WHO'S WHO IN FIELD SUPPORT

Sally Smith, Manager of the new Field Support organization, offers the following information to help you determine the right person to contact for different types of information. Save and use this chart, it can save a lot of wasted phone calls.

NAME	EXTENSION	CONTACT FOR INFORMATION ON ...
Tom Joehl	645	Manager, Field Service
Jim Doyle	714	} -Hot-line service - if you need information about most anything, call Post-Fax. -Information for APEX programs. -Direction on who to call on what subject.
Bill Love	421	
Jim Doyle	571	-ROP Coordinator. -Information on status of ROPs in process.
(The following three individuals handle the general areas of major opportunity sales, special projects, and customer field support, as well as the specific areas listed.)		
Ken Kral	429	-Terminals. -Order processing.
Pete Janca	625	-Telephone utility sales. -Electric utility sales.
Frank Haynes	491	-CPA projects. -Data processing projects.
Bill Hewlett	639	Manager, Product Support
Karyl Andolina	572	} -MARK III validations. -High-Speed Service. -Programming techniques. -New or seldom-used product features. -Field Test support. -MEMO III.
Walt Cotton	572	
Charlie Hatch	640	Manager, Sales Administration -Non-standard and Government contracts. -Credit and collection.
Ed Vandeven	745	} -Terminal revenue and billing. -Interface with Waynesboro. -Datanet-730 logistics and installation coordination. -Hazeltine and Execuport contracts.
Walter Thomas	618	
Bob Huber	641	-Revenue and expense reports, budgets, appropriation requests, new leases. -Trans-A-Call (divert to Brook Park); customer service number updates for International Access Directory. -Revenue credit adjustments. -Safety and Security procedures.
Judi Biauce	663	-Mailbox and Kaster. -Field office procedures manual.

NB - responsibility for MAIL\* has been transferred to Norm Otis (468).

# THE MOSAIC GOES TO MOSCOW

Over ten thousand Russians stopped at the ISBD exhibit at Electronmash-73 between April 4 and 15. We held on-line demonstrations daily via a special dial-up telephone link between Moscow and London.

As the concept of time-sharing is relatively unknown in the Soviet Union, the demos resulted in a certain amount of skepticism on the part of the attendees. (One gentleman started following wires in an attempt to locate "the machine you must have hidden in this building.")

The purpose of our participation was to demonstrate the technical feasibility of providing MARK III service in Russia and to establish the degree of interest.

Several hundred people gathered in anticipation of each scheduled demonstration. During the on-line sessions, exhibit attendees were invited to try a little "hands-on." Some returned again and again; others came back to run their own FORTRAN and BASIC programs.

(Cont. on p. 4)



Mike Meyers, ISBD Consultant, distributes promotional material after giving a sales pitch in Russian.

## fast-fax

MAY 4, 1973

302.26

NEW SOFTWARE RELEASE --

## HERE WE GROW AGAIN

A major expansion of MARK III service capabilities, reinforcing our leadership position and our emergence as an alternative to in-house business data processing, will be announced on June 18.

This release takes direct aim at three major areas of customer interest by providing increased capabilities for business applications, High Speed Service, and system and terminal operations.

Some of the highlights of the offering are as follows:

- Language and software improvements for business applications — double precision in BASIC, "picture edit" capability in FIV, expansions to BASIC PRINT USING. HISAM will not be generally announced to cus-

tomers, but is available as a growth possibility for current Index Sequential users.

- High Speed Service enhancements — a new pricing option for high-volume users (e.g., a free terminal from GE in return for a \$2000/month usage commitment).
- Expanded system and terminal operations capabilities — of particular interest to interactive terminal users, AUs and Background users. The key to this part of the package is 'making complex jobs easier to perform.'

### When Does It All Happen?

The official commercial release date is June 18. However the software will be loaded on a "field test" basis according to the following planned schedule.

(Cont. on p. 2)

## GPSS III IN THE BACKGROUND

*If you are looking for a "clincher" to get customer X to sign up for Background, the answer may be right here.*

The latest version of GPSS, the most widely used simulation language in industry\*, is now available in Background.

It's called GESIMTEL; it's a fully supported NSS package; and it should practically sell itself.

### What's GPSS Got For the User?

Now, the new and improved version of GPSS (General Purpose Systems Simulator) is at his beck and call on MARK  
(Cont. on p. 3)

\*According to a poll of participants in the Second Conference on Applications of Simulation.

**GENERAL ELECTRIC**

INFORMATION SERVICES MARKETING OPERATION

# STILL GROWING

System H	5/5
System K, F, D	5/19
All others	5/26

The MARK III File for May announces the impending software enhancements and alerts users to the fact that some changes will have minor impact on existing programs. (A copy is enclosed.)

A sign-on banner will alert users a few days prior to loading of the new software on their system. The banner will direct them to a "software alert" file. The file, residing in a free user number, contains details on all areas of the change that may affect their current programs. (Copy enclosed)

These areas are few and relatively minor. With the planned forewarning for customers, confusion will be minimal. For your own reference, a quick check list of these areas appears in the next column.

## Something For Everyone

A copy of the Advance Release document is enclosed so you can check out all the details of the total package. Even though commerial release and documentation are slated for mid-June, you'll want to start telling key customers about some of these enhancements right away.

Unseasonable as it may seem, this release offers a cornucopia of values for all users. New conveniences, capabilities and powers are being added that can benefit all customers.

This issue of FAST-FAX describes the major new capabilities designed for and requested by programmers and systems designers. The next issue will cover High Speed Service, Background RMS and the system and terminal operations features.

## BASIC Bonuses

Double precision in BASIC is here. Users will now have increased accuracy and greater precision in computation with 19 usable digit positions.

Option QSUB offers greater efficiency in subscript checking. In general, the more you use subscripts, the more you save by using option QSUB. This option is automatically invoked with double precision.

## CHECK LIST

– **BASIC PRINT USING** – if the new format control characters are currently being used as literals, output will be impacted. (Change program or enter "OPTION OPRTU".)

Multiple spaces following a replacement field, in which an overflowing number has been printed, will be suppressed in order to maintain column alignment. (Change program or enter "OPTION OPRTU".)

The tilde (ASCII decimal 126) will be accepted as literal, not a replacement for up arrow.

– **FIV** – New system messages requests reloading of core image files.

– **MEDIA** – Error messages received if new password format is not used.

– **COMPILE** – Use either a comma or a semi-colon as a delimiter between "COM" and the filename (no spaces).

– **HIGH SPEED SERVICE** – new end-of-output banner containing total number of lines printed and cards punched, TCH and port number.

File passwords will no longer appear on output, each character of the password will be replaced on printout with a pound sign (#).

Port number will appear after user number on input and output banners.

Maximum value for Operator Intervention command \*BACKSPACE is increased from 99 to 9999.

RESTORE NORMAL FORMS, GIVE A \*CONTINUE. This message will be printed after printing a file with forms, giving an opportunity to change paper.

All trailing blanks will be removed on card input to an ASCII file.

For EBCDIC output to the printer, the octal characters 2, 3, 5, 20, 37, 46, 47, 62, 67, and 75 will be replaced with blanks.

If binary deck or comdeck is directed to the printer or punch, error message printed and file aborted.

**Check U# JBB00800, MKIII for updates.**

Better looking and more easily understood reports are easily generated with the new PRINT USING capabilities. Six new control characters (plus sign, minus sign, debit and credit abbreviations, asterisks and commas) are now available for formatting output.

## Gifts For FIV

FIV gets "picture editing" capabilities very similar to those of COBOL, particularly useful for business applications. The convenience of floating currency symbols, check protection fillers, imbedded commas, and trailing credit/debit sign indicators will improve the readability of reports.

File I/O capabilities are vastly increased – unbuffered I/O now possible for random binary, binary sequential and ASCII sequential files. And, users can read and write records of unknown length for the same three types of files.

The new and popular FIV string handling capabilities receive a boost with new functions and syntax changes.

A new system capability dates core image files each time they are loaded and requests a reloading after five months. If the file has not been reloaded for eight months, the system again requests re-loading and does not permit execution

(Cont. on p. 3)

# GPSS III - GESIMTEL

III. This management tool for industrial systems improvement is ideal for analysis of various inter-related components, operations, facilities, people, etc.

With GPSS a user can readily find current bottlenecks, inefficient operating procedures, time delays, etc. GPSS is designed to analyze the work flow in almost any environment — such as industrial, administrative or service organizations.

Observing the GPSS model's behavior gives insight into potential problems resulting from the random variability in the actions and inter-actions of the various components. In fact, bottlenecks and other problem areas that may not be spotted by observing the actual work flow may turn up quite vividly in the model.

Not only can the user spot these problems, he can try various methods to eliminate them. Since the experimentation is done on paper, the expense and possible embarrassment of trying a theory in "real life" is minimized.

For companies planning to expand production, add new product lines, or revamp operations — GPSS is an economical and reliable method of testing theories, again on paper.

Another point to keep in mind, is that a successful modeling job greatly reduces the risk of running into unanticipated troubles. And, new ideas are easier to communicate and more readily accepted with a GPSS model as backup.

## Why GESIMTEL?

Our implementation of GPSS III, called GESIMTEL, is actually a Foreground program that drives the job in Background. Therefore, start-up time is reduced and lack of familiarity with Background shouldn't scare anybody off.

GESIMTEL offers almost unlimited capacity. (No one has yet been able to build a model it cannot handle.)

Add up the improved efficiency of this implementation and Background economies and you'll find that small models, that Foreground can handle, will run on GESIMTEL at a savings of about 30 to 1.

For competitive conversion situations — remember, they get all MARK III capabilities with GESIMTEL, plus a more user-oriented version of GPSS III and just about all the support they might need.

## For the AR

For you, GESIMTEL is practically a gift from the gods. First of all, GPSS is close to a buzz word to anyone who has dealt with simulation — half your selling job is probably already done when you mention GPSS.

The capacity and economy of GESIMTEL certainly shouldn't present any selling problems.

Next, Corporate Education is supporting the package fully. This includes brochures, user guides (both available in our warehouse), customer courses, plus technical advice and consultation.

In addition, Jens Brondel (8\*235-3514) of Corp. Ed. is ready and willing to help your selling efforts in any way he can — give him a call if you want some assistance.

The publication numbers are as follows:

Descriptive Brochure	5504.04
How To Model	5504.05
Reference Guide	5504.06
Computer I/O	5504.07

GESIMTEL is clearly a shoe-in; tell your customers about our GPSS and watch the revenue build.

## INVOICE CHANGE

A minor change to customer invoices in March facilitates reconciliation between invoices and invoice supplements.

Two additional decimal places were added to cost figures for individual items on the supplement to minimize rounding discrepancies. Therefore, when users multiply the units listed on the supplement by the unit cost, the result will match exactly the totals appearing on the invoice.

This improvement will make the customer's monthly bill reconciliation process faster and easier. It should also eliminate questions caused by differences between invoice and supplement figures.

## STILL GROWING

until this has been done. This built-in safeguard will help eliminate obsolete object code and thereby increase the probability of error-free execution.

In addition, we have core-to-core data transfers, core initialization, a calling sequence trace routine, filename logical and shift operation, and Greenwich Mean Time and Julian date functions.

## HISAM

A Hierarchical Indexed Sequential Access Method, HISAM provides the capability to establish, maintain and access a large business-oriented data base. It is comprised of several FIV subroutines, most of which are described in the advance release manual (5605.02).

As mentioned previously, this package will not be announced to customers; but is available (with appropriate documentation coming) for you to introduce as a logical step upward for Index Sequential users — or TSO use.

## Any More Improvements?

Heavens, yes!!! But they will have to wait for the next issue.

Promotional activities include coverage in two issues of LEADER and the May and June MARK III files. The "New Features Manual" will contain the usual promotional piece describing the benefits of some of the major changes.

## ANOTHER PAR CHANGE

On May first, High Speed Service record count data was altered in the PAR data base. Appropriate changes have been made to the PAR subroutines. Unfortunately, this necessitates RELOADING OF ALL CORE IMAGE PROGRAMS CALLING PAR SUBROUTINES.

Comments and suggestions are welcome.

Monica Jordan, Editor  
Advertising & Sales Promotion  
8\*273-4371

## ELECTRONMASH

As an integral part of the visit to Russia, **Dr. Castle** met with Soviet officials to discuss the desirability of commercial availability of MARK III in Russia.

**Colin Church** reports that the communications set-up (supported by **John Prior** of Mark Century, London) and on-line sessions proceeded very smoothly. All parties seem convinced of the technical feasibility of a commercial offering.

The GE exhibit was visited by representatives of the Ministry of Foreign Trade; the State Committee of Science & Technology, which supervises and coordinates all scientific and industry R&D in the USSR; the Academy of Sciences; GOSPLAN, the state committee that draws up five-year and long-range plans; the Ministry for Precision Instrument Making, Automation and Control Systems; and many others.

Electronmash, an international exhibition of technological and measuring equipment for integrated circuit production, is held every four years in Russia.

In preparing for the exhibit and in the actual demonstrations, ISBD was assisted by A&SPO, Schenectady; Waynesboro and the Eastern European Operation.

## TN-300 PRICE REDUCTION

Couple a price reduction with improved delivery cycles, and there should be joy in Mudville tonight!!! Honest, that's the word from Waynesboro.

Waynesboro has been expanding its production capacity in order to catch up with the demand. They have now reached the point where they are filling KSR and ASR orders from stock; the MSR is still on a "catch up" basis.

As of May first, the ASR lease price is dropping from \$247 per month to \$215 — that's a 13% reduction. We may, in some cases, still be slightly higher than competition; but it is a difference you should be able to sell around.

Any questions about TN-300s should be directed to Roy Beckerle in Waynesboro (8\*272-1743). The new pricing sheets for TN-300s are enclosed.

## ARE YOU DOING YOUR ALPHA BIT?

Campaign Alpha's contest has reached the midpoint; only two more months to work your way to Europe.

Fiscal week 15 shows Chicago on top with Rocky Mountain, Cincinnati, and Eastern Pennsylvania running close behind. By the time you read this, your branch may be number one — if you've been doing your bit for Campaign Alpha.

**Allen Nuss** offers the following pointers for your personal campaign. "The Sales Manual is loaded with ammunition for cracking new accounts and building current ones. And, don't forget the Executive Letters, FAL and the total business management package; each of them can be used very effectively as door openers."

We've got nearly 500 targeted accounts — go get 'em tigers!

## INTERNATIONAL CONTEST OFF AND RUNNING

The International Accounts Plan for 1973, announced April 18, includes an incentive plan that can send you and your spouse to Europe or earn you an extra \$500 or \$250 in merchandise.

The full plan — covering strategies, support programs and all contest rules — was distributed to Account Reps and Account Managers during FW 17.

### Double Whammy

What's going on — two unrelated contests running at the same time? Tain't so. The two contests are purposely occurring at the same time to emphasize their inter-relatedness. After all, is there any better way to capture a Campaign Alpha account than with an international application?

That's right, you can get double credit. So, sign up that Campaign Alpha targeted account and get points for your branch. Then validate the company's international subsidiaries and get points for yourself in the International contest.

### Points And Pointers

"Don't overlook the possibility of international business simply because the corporate headquarters is not in your area," says **Charlie Ray**, International Accounts Manager.

A division headquarters, product department, or even a subsidiary of a major corporation may operate internationally, quite independently of other divisions — look at GE for instance.

Special bonus — during the first two months of the contest (until June 30), there is an additional 50% point bonus for validations, leads and profiles relating to Japan and Puerto Rico. This could make the difference between a trip to Europe and \$250 in merchandise.

### The Rules & Some Details

Twenty-four points awarded for the first validation in any foreign country of a number in a U.S. catalog.

### — FLASH — DENTSU ADDS MORE PRIZES

Five Nikon cameras (values ranging from \$500 to \$200) will be awarded to the Branch Managers who have the most Japanese validations as of June 19. Dentsu will make the awards at the June Branch Managers' Meeting.

Ten points for the first validation of a U.S. number in a foreign catalog. Ten points for each \$500 increment of revenue billed to a user number in a country that is foreign to the catalog country.

Six points for any of the following. Each user number, after the first, in a foreign country for a U.S. catalog. Each user number, after the first, in the U.S. for a foreign catalog. Sales leads in the prescribed format.

Submission of profiles on international applications will get you 4 points; if customer permission to use profile in presentations and advertising is obtained, you get 6 points.

The contest, running from April 23 to August 31, will have ten winners, plus a bonus for each Branch Manager with a winner in his organization.

Call **Marion Boss** (8\*273-4381) for any help needed on international problems or questions.

# fast-fax

- \* MARK III - Still Growing
- \* FLEXIMIS Documentation
- \* New Heights for JBB

MAY 28, 1973

302.27

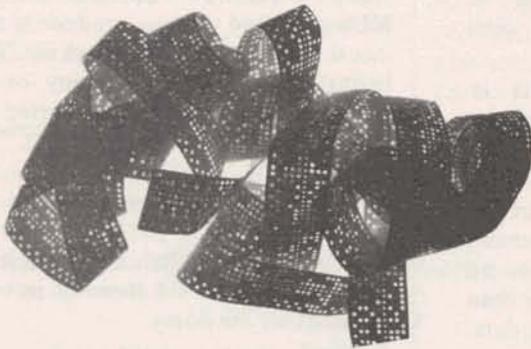
Here We Grow Again — Part II



J SCHATMAN  
GEN ELEC CO  
HEADQUARTERS  
7735 OLD GEORGETOWN RD  
BETHESDA MD 20014

High Speed Service

## An Offer They Can't Refuse



New Paper Tape Flexibility

## Power To The Paper Tape People!



Simplified Terminal Operations

## Every-Day Jobs Become Easier Every Day

(See inside for details.)

GENERAL  ELECTRIC  
INFORMATION SERVICES MARKETING OPERATION

# HERE WE GROW AGAIN -

In the last issue we covered the new BASIC and FIV enhancements that are specifically designed to ease the work of programmers and system designers. These new capabilities make report generation easier while making the reports themselves more meaningful.

Now, a discussion of the improvements aimed specifically at those customers interfacing directly with terminals — be it a HSS or a low-speed terminal.

And so, on with the second installment of the continually unfolding saga of MARK III's emergence as an alternative to in-house business data processing and its continuing leadership in the industry. . . .

## HSS Terminals — A Freebie



A Data 100 model 70-1 will be provided free to any user signing a special non-cancelable 6-month contract and accepting a HSS minimum of \$2000 per month.

The new option provides a tremendous cost saving for high-volume users. And with GE providing both the service and the terminal, customers will have one less vendor to deal with.

Qualification of the Mohawk 2400 terminal should open lots of new doors for High Speed Service. Remember though that this programmable terminal requires a 2780 emulator package that is provided by the manufacturer.

## HSS — Safe At Any Speed

Filename passwords will be suppressed on High Speed Service output. This new security feature replaces each character of the password with a pound sign (#) on the printout.

The new end-of-output banner provides a complete record of the session, including the following items:

- number of lines printed for each PRINT command
- number of cards punched for each PUNCH command
- number of terminal connect hours
- a "port" number, consisting of central concentrator, remote concentrator and port identifiers.

## Now, Skip 9999 Pages

Processing of large files becomes easier with the new \*FORWARD command and increased capacity for \*BACK. These commands will permit skipping forward or backward up to 9999 pages or PSUs.

The \*MODE record now allows naming and listing the Input History File. This could not be done previously as the name of the file wasn't known until the end of the session and to list it required a separate request.

After printing a file with forms, users will be given an opportunity to change paper before the session continues. The message is "RESTORE NORMAL FORMS, GIVE A \*CONTINUE."

To reduce wasted time, effort and money, many commonly encountered error situations will be automatically detected and handled so that the session can continue.

- If a binary file is mistakenly directed to the printer, a message will be displayed, the file aborted and processing will continue.
- A check for illegal characters in EBCDIC output to a terminal will be made; any that are detected will be replaced with blanks. Previously these characters caused a variety of error messages.
- Trailing blanks on card input to an ASCII file will be removed, rather than being passed as legitimate input data.

## Paper Power



A number of new commands greatly facilitate paper tape data entry at the terminal. In addition, the operations listed below can also be performed under program control with the FIV feature, CALL COMMAND.

- BIN — enables entry of binary sequential data from the terminal in a manner similar to the RBS command. BIN stores the data in a permanent file.
- DSMT — for entry of ASCII data without line numbers in either the current file or a permanent one. Use of

TAPE command not required with DSMT.

- DSM — now allows storage of input in a permanent file or appending input to the current file.

## Keep The Cat . . .

Manageable



Catalog management and manipulation of stored file data become child's play with the following additions to the MARK III repertoire.

- MDS is being altered to allow all descriptive file information to be written to a permanent sequential binary file. The file is compatible with FIV.
- MDSC now permits AUs to perform the same operation for an entire catalog.
- EDIT CATALOG operates on an MDS-produced file to produce a terminal listing or ASCII output file. The listing/file can consist of any or all items of file information, sorted in ascending or descending sequence.

## Run Program . . . See Program Run

CMF files can now include comment lines — a handy addition for those of us who forget what we are doing.

Call and run a program with one command — no need to bring the program into the working area with the OLD command.

A new command, BLIST, has been implemented for use in conjunction with BEDIT. BLIST is a less time consuming and less complicated means for listing a MARK III job either partially or fully.

For simplicity and ease of use, two changes have been made to the MEDIA command.

- file passwords are to be named in the standard manner
- if file descriptors or options are not entered, a system prompt requests the entries

## Keep Your Backfield In Motion

Start thinking in terms of Background RMS – it's coming, close on the heels of the commercial announcement of this release. The slight delay will permit the incorporation of some final modifications.

Background RMS instructions included in the Advance Release New Service Capabilities manual should be disregarded. Customers should wait for the late summer edition of the RMS manual which will provide all necessary details.

## Your PAL, ALGOL

As only a small percentage of the domestic customer base uses PAL and ALGOL, the enhancements to these languages will not be generally announced. Field personnel with a need-to-know should check the Advance Release for full information.

A supplement (3810.01-1) describing the new PAL editing package, EDX, is now available in the warehouse.

## Documentation Support

The final version of the New Service Capabilities manual (2000.18) will be available June 11. A promotional front-end will be added and minor discrepancies eliminated.

Advance release versions of the terminal operations cards – IBM 2780 (3910.04) and Data-100 (3910.03) – are available now; finals due June 11.

A revised edition of the HSS manual (3910.01) should be available in July. And a major rewrite of the HISAM advance release will be available as a user guide at the end of June.

## The End – Almost

This concludes the second installment of our saga.

When will dial-in be available for High Speed Service? When and in what form will 1200 baud service be offered?

Watch FAST-FAX for further developments in the continuing growth of MARK III.

## Breakthru

If your FLEXIMIS students look rather dazed, give them a copy of the new user guide. It's a great follow-on and reinforcement of your class.

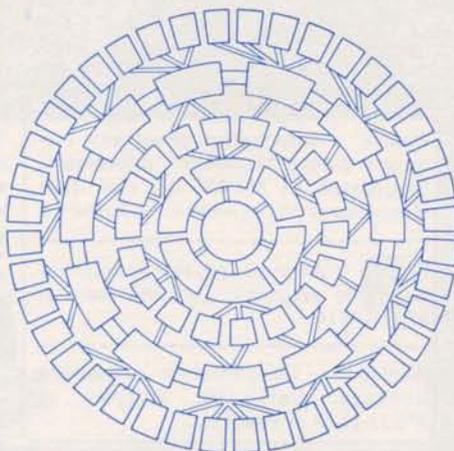
The manual (5603.01A) is structured in a logical manner that will guide the novice easily and step-by-step to the generation of the reports he needs – even if he forgets all you taught him.

Intermediate and advanced users have not by any means been overlooked. Two-page reference tables for each FLEXIMIS program or module tell how to operate in each mode (full prompt, conversational, or control file).

The new "capabilities chart" summarizes FLEXIMIS capabilities by module and mode of operation and enables quick selection of method to be used to obtain desired result.

For advanced users, this chart is a great mind-jogger for those forgotten points. In addition, there is a section devoted to advanced techniques, such as use of CMF, chaining, embedded code, etc.

Take a look at your Market File copy of this manual and see if you don't agree that kudos are due to **Rick Belmonte**, Documentation, for a much needed and well done overhaul.



Comments and suggestions are welcome.

Monica Jordan, Editor  
Advertising & Sales Promotion  
8\*273-4371

## Greater Capacity

Here's a handy trick to use when you need more lines than are permitted in a FLEXIMIS control file.

Build the control file off-line on a paper tape, using the permitted line numbers. Where there are more lines to be entered than allowed, simply reuse one of the acceptable line numbers as many times as required. Then, enter the file on-line in the DSM mode.

Another possibility is to build the control file under FLEXIMIS control, entering as much of the data as possible. Next, call and EDI SEQ the control file (you will then, of course, have two sets of line numbers). Add the new lines; the file would look like this –

```
900 807 nnnnnnnnnnnnnnnn  
901 807 nnnnnnnnnnnnnnnn  
902 807 nnnnnnnnnnnnnnnn
```

EDI DES the file and your "illegal" file is set for a run.

Our thanks to **George Chipman** of the East Central Zone Service Desk for the technique.

## Library Update

A number of non-visible changes have recently been made to the General Ledger Accounting System programs and COMPR\$ by **Ray Porter** to provide some handy capabilities.

COMPR\$ – print dollar differences on comparative statements – use RFAST\$ created charted of accounts files

GFAST\$, BFAST\$, and RFAST\$ – print company name on financial statements – list only "valid" account lines

Pass the word to customers using these programs; Bill Love (8\*273-4714) has the one-page descriptions.

## GECEC\$ Goes To Apex

The chemical engineering program GECEC\$ will be removed from the library on July 1 and available to customers through the APEX catalog.

A sign-on banner will be appended to the program in June to inform users of this change.

## JBB00999, Info — Breaking Records

Usage of the MARK III File has been breaking records right and left this year. Nearly 6800 accesses in March and over 1200 requests for further information in April.

Various measurements indicate that many customers call the file regularly each month. In fact, some of them are so anxious for the new information that we have had to start loading the file at midnight on the last day of the month. (At 8 am on the first of May, 10 customers had already listed the file and 6 requested publications.)

Don't forget that the MARK III File can serve as an extra pair of arms and legs for you — it can relieve you of a great deal of the routine follow-up that is necessary to keep all your customers up to date on MARK III.

In addition, the file can increase your revenue picture with little or no effort on your part. Customers can learn about new programs, capabilities, etc., order the necessary literature, and start using new parts of the service — and therefore spending more — without you lifting a finger!

So, tell everyone the magic number and let's break some more records.

### FAST-FAX/MARKETING MAILING LIST — UPDATE REQUEST —

Name \_\_\_\_\_

Office \_\_\_\_\_

Street \_\_\_\_\_

City, State \_\_\_\_\_

Zip \_\_\_\_\_

Change or New \_\_\_\_\_

Please return to  
Norm Otis  
Documentation  
GE — ISBD  
7735 Old Georgetown Rd.  
Bethesda, Md. 20014

## Promotional Potpourri

**1** An executive look at the growth and scope of our business appears in the January/February issue of *Monogram*. The article discusses the philosophy behind the move from the individual computing centers, to the international network, to MARK III.

In describing ISBD's future, the article quotes Dr. Feeney as follows: "Ten years from now our real job will just be beginning. We'll be ready to fill orders for true utility computing..."

A great hand-out for executive seminars, we've got about 2000 copies in the warehouse (910.08).

**2** A limited supply of network map posters has been distributed to all Field offices via the Market File. A duplicate of the map in the MARK III flipbook, it shows our linkage to Europe and Japan. Post the map in lobbies, offices, anywhere customers and prospects are likely to see it — an easy way to get them started thinking "international."

**3** One thousand MARK III pins/tie tacks (900.36) are now available for use as give-aways to class attendees, seminar participants, or wherever it may seem appropriate to you. (Don't use them as throw-aways; they cost you \$1.20 each.)

## I Need A Program That Will . . .

Many of the calls received by Bill Love at the Fast-Fax desk begin this way: "Do you have a program that will keep track of man-hours and costs accumulated for specific jobs?"

The caller continues, "I have an accounting firm that does work for several clients and needs to accumulate time spent on each account. Is anything like that available?"

Yes, the program in the APEX\*\*\* library is called PCOST\*. It is project oriented as opposed to LABOR\$ which is employee oriented and tracks hours worked to find wages due. PCOST\* accumulates hours by job or project and relates them to both the cost to the company and the cost to be charged to the client.

The program is written in BASIC and documentation shows how to set up files and prepare the data. Get a tape of the program from the JPH56 catalog and give it to your customer; he can use it "as is" or modify it to suit his particular needs. Call Fast-Fax on 8\*273-4714 for documentation.

**FAST-FAX/MARKETING MAILING LIST — UPDATE REQUEST —**

Name \_\_\_\_\_

Office \_\_\_\_\_

Street \_\_\_\_\_

City, State \_\_\_\_\_

Zip \_\_\_\_\_

Change or New \_\_\_\_\_

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GE — ISBD  
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Bethesda, Md. 20014

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**Wanted — Information about any customers having "lock-box" information transmitted to MARK III. Call Tom Montgomery (8\*342-6443) or Fast-Fax.**

**Wanted — Accounts payable or accounts receivable programs. Call Bill Love at 8\*273-4714.**

**Wanted — Eucumbrance accounting package. Call Jim Murphy at 8\*221-1170 or Fast-Fax.**

**Wanted — Transportation module to analyze corporation transportation needs within a 200 mile radius, for helicopter industry. Call Fast-Fax at 8\*273-4714 or Ron Campbell, 8\*354-5327.**

**Available — A timekeeping, client billing and performance analysis system for professional practice offices (such as CPAs, lawyers, management consultants). Developed in conjunction with a CPA firm. Call Lyn Sinnamon or Fred Wood at 8\*273-4761.**