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# SPECTRUM

FOR THE EMPLOYEES OF GE INFORMATION SERVICES COMPANY

*cover story*

## MARSHALL AND MCNERNEY: IN FOCUS



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General Electric Information Services Company, U.S.A.

## MARSHALL AND MCNERNEY: IN FOCUS

**Editor's note:** Recently, Spectrum interviewed Ray Marshall, (RWM), senior vice president, Technology Operations, and Jim McNerney, (WJM), senior vice president, Marketing & U.S. Sales Operations, about where the business is heading technically and what markets GE Information Services is pursuing.

**Q:** Now that we are increasing our emphasis on MARK 3000 applications, could you give us some examples of what you meant by "off the shelf applications"?

**WJM:** There are a couple of examples in the office communication arena—PC Mailbox and WPX-change. These are both built on an IBM base, built by third parties, that we have adapted for our systems. Ray's group incorporated them and did the quality control. That's what we mean.

**RWM:** There is really a full spectrum of applications. At one end, standard off-the-shelf packages where we provide the distribution system to bring it to the marketplace. In the middle of the spectrum are applications where GE Information Services and a customer decide to combine resources to bring a system or capability to the marketplace. An example is DealerTalk. All the way at the other end is where we do it all—that's CACHA (Calwestern Automated Clearinghouse Association).

**WJM:** Good explanation. And the piece in the middle—DealerTalk—is interesting because we are sourcing pieces of it from the outside, pieces of it from inside, and the whole thing is an idea that we had with Apple.

**Q:** Won't our clients also be able to source an application from the outside and then go in-house?

**WJM:** People are never going to buy software from us that they can buy, install, maintain, and service themselves. People are only going to buy software from us when the economics of buying that

software on our delivery system, supported by our worldwide sales and support is more economical for them to do than to do it themselves.

It is the service that our people provide—our quality, our reliability, our worldwide service and support—that is the reason they buy the software from us, not just the software functionality. It is just too expensive to build the kind of quality and reliability into a system that Ray's people wish to provide, not to mention the world-wide support.

**RWM:** You have to remember that the direction of the business that we are heading is going to be more and more focused every day. A major direction is toward *intercompany* applications. When you think about going in-house it is most always *intra-company* applications not *intercompany*. It is difficult for *intercompany* applications to go in-house. For example, take electronic data interchange here, you have a coalition of suppliers and customers, there is usually not a single 'in-house' organization that would sponsor an in-house move. When you add in geographical dispersment, it becomes even more difficult to conceive of an in-house threat.

**WJM:** And there are all kinds of *intercompany* opportunities out there. Along with the ACH business, there are dealer systems. They all focus on *intercompany*.

**Q:** Isn't there a kind of in-house competition through a large concern such as General Motors or Chembank, who do in-house what we provide as a third party?

**RWM:** There is competition, but it narrows rapidly to the big boys, and we have shown, as in CACHA, that we can compete and win.

**Q:** Are the applications and capabilities that we are looking to buy for MARK 3000 different from those on MARK III? If not, why duplicate them?

**RWM:** Conversion of software from MARK III



Ray Marshall

to MARK 3000 is clearly not the objective. We believe we are going to have a set of a dozen to two dozen applications segments in which we are going to have specific software products to serve the marketplace. For example today, we have a specific software package for Payment Services called the CACHA software. Later it will be followed by the NACHA software, followed by the UMACHA software, etc. as one application area. Another area will be EDI applications with its set of software products.

As we define these application segments, we will have to make a buy or develop determination. It is quite unlikely that, when we address new application segments, we will find that software existing on MARK III or MARK 3000 already. With the vast software in the marketplace oriented for IBM, I would expect a higher probability of finding MARK 3000 software which we could buy or modify.

**Q:** What types of software will we be purchasing?

**RWM:** Let us suppose that we are looking at a segment such as health care, where you want to do some claims clearing. It is entirely possible that when you went into the market for sourcing, you might not find the whole product but you might find part of it. You might decide to address that market by buying the package and bringing it in house and putting our own distinctive stamp on it by modifying it or augmenting it for that specific marketplace.

**Q:** How are we going to get the IBM talent to do what we want to do as a company?

**RWM:** First of all we have to recognize the difference between the MARK III world and the MARK 3000 world. In the MARK III world, there was no question that we had to develop internally all the technical competence for the MARK III software. And that is a key: that talent is not available

anywhere else in the industry. That talent is going to continue to be important to us as we serve those very important MARK III customers.

The difference, though, between MARK III and MARK 3000 is that in MARK 3000 we are building 100 percent on an IBM vanilla base. So we can look at MARK 3000 as having the IBM corporation plus all the authors who are writing in the IBM world as part of our technical base. This is just saying that right now a large increase in MARK 3000 technical talent is not necessary, although I would expect that we would be adding key talents in a selected manner.

The more appropriate question is how are we going to be building the IBM talent in the application area. In the application area—Don Montgomery and Will Gilly's group—we already have a strong nucleus of application software people who are very capable of writing software for the IBM product. These people will more and more be writing their software in the IBM base, which I hope will be mainly oriented to conventional and high order languages so the need for IBM specific talent will not be quite as high.

As we get into new application areas, then it certainly will be necessary to get IBM talent who also have industry orientation. That is going to be a challenging task—to bring that talent aboard.

**Q:** If we can buy some application software, can't our clients? And what would they need us for?

**RWM:** Clearly, they could buy the software if it existed. However, we will bring a value to bear that our clients could not get easily. Maybe the software is too expensive for one company to buy, but we could amortize the cost over the number of companies. For example, CACHA. There isn't a single bank that would spend that kind of money for the software, but we are of course. The key added value that our people can bring is network and computing together—and that is something that a client cannot provide easily and economically.



Jim McNerney

**Q:** Is the shift of the business toward IBM because it is an IBM world?

**RWM:** I don't see it that way. It is really a business call.

The MARK III Service is an excellent technical and market achievement. Nothing can detract from what that product is today and what it has accomplished. But even the most avid MARK III advocate, and I'm including myself, has to recognize the level of care and feeding that MARK III needs to maintain its state-of-the-art status. And we estimate that it will run some \$8-9 million dollars/year to care for it properly.

You have that on one side, and on the other side you have the shift of the business purposely toward more application orientation on a relatively wide scale. The theory of the case says we can become successful by driving deeper into specific application segments in large markets. Then, why not build upon a wide product base that does not require your own investment to maintain? That leads you down the path of asking, are there any good products of large computers that have a large engineering staff behind them and that you can build upon and that cover a wide spectrum of applications? You rapidly come down to IBM as the answer.

**Q:** What about the Information Manager?

**WJM:** The capabilities that are the Information Manager are clearly ones that we want to have. Right now we are working on the early phases on MARK III, and we are still looking at the best ways to bring this capability to the marketplace.

Some things we may duplicate on MARK 3000, but I would expect there would be more extensions than duplications.

**Q:** What are the advantages of MARK 3000 to our clients?

**WJM:** One of the reasons we want, over the longer term, to migrate to an IBM base, and in the meantime to put the two together so MARK III users can have access to MARK 3000 as well, is that the IBM operating environment is a little more flexible, a little broader in terms of getting applications to run on it, either sourced or developed on our own. It is a more robust application environment in terms of—and it is broader in the sense that—more application functionality can be put on it longer term. That is the judgment of the business. And if you are pursuing an application strategy, that makes sense.

We are still talking about preserving the thing that really makes the difference—the network—the intersection of processing and communication. The network is still something we're going to invest in. It is in many cases the reason why people buy MARK III or MARK 3000 Service. So it will remain in place. We are not negating the network, we're opening up the amount of applications that can be placed on it.

We have to focus on those markets where a company can't do it cheaper in-house. That's why we're focusing on the intercompany markets and very complex *intracompany* markets that look like intercompany markets. Look at the QUIK-COMM integration that's going on. You go to a big company and you are basically hooking up their data processing operations in Chicago, New York, and London.

The companies that really can use our capabilities, the support as well as the applications, are the ones that are international in scope, but do not yet have the international infrastructure. These are going to provide an intracompany market for us in the short term. These are not the top 150 companies, but the 150 to 500, and they will become more and more sophisticated, too.

**Q:** Are we going to continue the telecommunications training of the field? Are we going to train

the field sales and service people to become more IBM oriented?

**WJM:** There is no question but that the transition we propose to go through will require a continued emphasis on training. In fact, the core of our training this year is the telecommunications piece, which we are going ahead with full bore. Based on the feedback from the field, it is a well received, high leverage program we will continue to invest in.

We will also invest in the VAN, office communication, and CACHA training. So we haven't cut back that much on training because we recognize it is such a critical piece.

We can also build on the telecommunication training, the application specific training, the consultative selling training—these are a base of training that an IBM overlay will add to not supplant. The IBM training does remain a challenge and we're facing that.

**RWM:** One of the important parts of this period in our lives is to put the appropriate amount of attention on the present as well as the future. Definitely, in the future we are going to the application orientation, which we hope to grow to be a successful business in a few years. Our base today is the very important Fortune 1500 customers spending a lot of money on the MARK III product, on which they have built their application. We will certainly not desert that base. In fact we are gearing ourselves to deal directly with those very important customers to make sure they are well taken care of. We may be able to cater to them even more.

We certainly aren't just throwing a switch on the track! Anyone who has been in this business for a while knows that 18 months, which is what it will take to reorient ourselves, is an eternity!

We have too many excellent customers on MARK III Service to do anything but continue to provide excellent service.

**WJM:** Over the longer term, we expect to drive many applications increasingly into an IBM environment. However, we will be choosing markets where we think that a dual development effort can be justified.

**Q:** When will we hear more about what these markets are?

**WJM:** As Ray and I have stated, we already have a number of these markets well-defined. But, we need to add more and are sifting through a number of opportunities now. When that sifting process has reached some conclusions we will sit down with the senior managers of the company and say: "Here are the markets we are targeting and here's an estimate of the time to when we can establish a strong position." We have a bunch of questions that aren't answered, but do we know what we are about and not about? Yes. The key thing to remember is that we're talking markets, not products and capabilities. We're on the right track there and our programs shouldn't stop. We will continue to implement those engineering projects we know will be a part of our future irrespective of the markets we're targeting.

Ray's point was the right one—we are working toward the future we have outlined. And in the meantime, we have to manage our present very carefully.

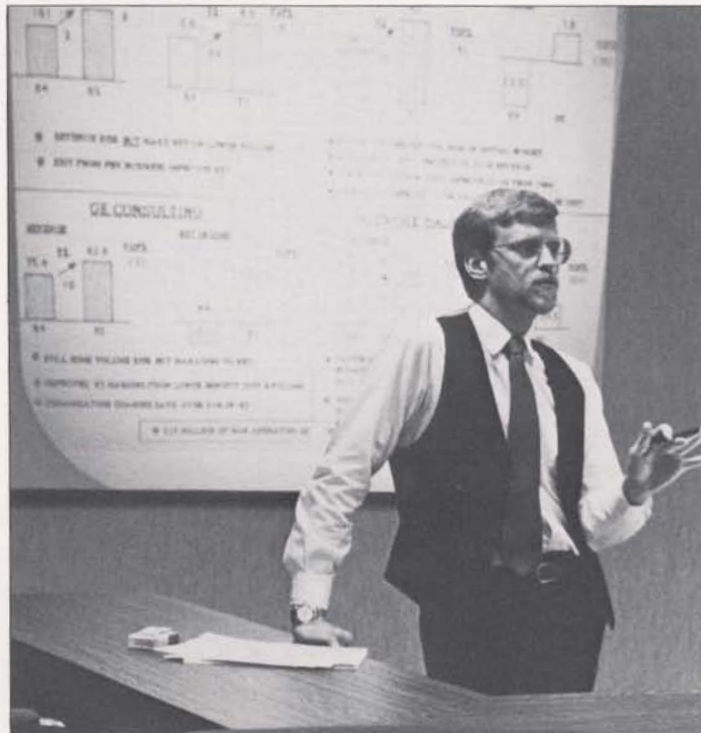
Look back. The MARK technology, MARK I, MARK II, MARK III, is probably the longest running hit in the computer services industry. The only comparison for "long running" might be IDMS or IMS—and they have not sold as much as the MARK generation. But over time, technology has begun to catch up with us. What was unique ten years ago is not unique today. We have to respond to that. And like any other business that has ever been, it is beginning to segment. That is why we are moving toward an application focus.

## SIDGMORE: 'ACCENT ON GROWTH'

"The accent has changed from cost to growth, which is driven by productivity and specialization," said John Sidgmore, vice president and general manager, U.S. Sales and Services Operation. He was speaking to a group of employees in Atlanta on his cross-country swing to review the business and bring employees up-to-date on how the new organization is settling in.

In some ways we are going back to doing things the way we used to—back to basics," John said. "We are going to implement business management systems: focused sales plans, account-based forecasts to ensure realistic expectations, project management systems, opportunity screens to force focus and action, and new delegations of authority that are consistent with our business objectives."

He went on to explain what his challenges are. First is, in cooperation with Ruann Pengov, vice president and general manager, Business Communication Operation, to assure the clarity of our marketing programs (e.g., the VAN, point of sale systems, DealerTalk systems, and the Information Manager). Second is to clarify and plan the organization's evolution, including training, SDC tools program, and sales support resources. Third is compensation/measurements, and last to clarify and solve the revenue ramping issue.



John Sidgmore reviewed the business in detail, "We offer individualized application solutions for a variety of markets that we're focusing on."



The sessions featured a lively, frank, and open atmosphere.

## HEALTH CARE FOCUS YIELDS EARLY SUCCESS

GE Information Services recently focused on a number of promising vertical industries. There are very strong indications that the focus in health care will produce early results.

Health care was chosen because of the fundamental changes underway in the industry. These changes appear to create the need for new systems, new technology, and fresh approaches.

Expenditures for health care in the United States currently exceed 10 percent of the Gross National Product, exceeding \$350 billion dollars annually and representing a per capita expenditure of \$1,500 in the U.S. Experts predict that expenditures for health care will exceed 12 percent of the GNP in the not too distant future. As a result, the Federal Government and large corporations have stepped in to take measures to reduce health care costs.

While efforts to control health care delivery costs have achieved widespread publicity, there are also major efforts underway to tackle the staggering administrative costs as well. For example, there are two billion medical claims filed in the U.S. annually.

Each claim triggers additional documents. This avalanche of paper documents produces an estimated \$3.5 billion dollars in handling costs.

Working with key insurance companies, associations, the Federal Government, and several software vendors, GE Information Services tackled the challenge of reducing paperwork and handling costs. Our efforts to become the National Clearing House for paperless medical claims are beginning to produce results. We have just signed a contract with the National Electronic Information Company, (NEIC) a medical claims clearing house created by 11 major insurance companies, to develop technology and to provide a body of expertise for electronic claims. GE Information Services won the NEIC contract and the right to serve the needs of a growing number of insurance companies.

On June 24, 300 hospitals began to transmit electronic claims to MARK 3000<sup>®</sup> Service. The claims are sorted, edited, and then distributed to 24 insurance companies. By the end of 1985 we expect to be processing claims from 400 hospitals and 40 insurers.

We were chosen by the NEIC because we spoke their language, understand their problem, and have a section focused on health care EDI needs. We took the contract from a competitor who was giving marginal service to the NEIC and had little or no expertise in or understanding of the insurance industry.



*Gil Valdez, president, NEIC, (seated at left) and Bob Streight (right) signed the contracts in New York. From left: Geza Szentmiklosy, Elliott Dinter, Chuck Romero, Bob Cuomo, and Harold Sandberg looked on. Not shown are Mach Flinn, project manager, conversion project, and John Weck, technical specialist.*





*Dave Foster (left) and Ron Meyer signed in Rockville.*

The health care management team is comprised of Bob Streight, Ron Meyer, Raj Chopra, Frank Ota, and Ram Sidhaye, and this has truly been a team effort. Raj Chopra worked very closely with NEIC personnel to develop specifications for electronic claims and then took the lead in working with engineering to define special requirements. Linda Morris in Nashville led the design team which designed our generic clearing house software. Major opportunities, Legal, and Finance were part of the team. The New York SDC and sales offices spent long hours at the NEIC working weekend and nights as the commercial date approached. The system tailored to NEIC needs was operational one week ahead of schedule and the NEIC contract with our competitor was terminated.

Dave Foster, vice president, Focused Business Operations said that this is a classic EDI system. He explained that our network and host systems are used to move electronic documents from computer to computer. The results are tremendous cost savings, lower error rates, and faster turnaround times. Our management team feels that electronic claims are only the beginning. We are looking into a number of spin-off applications and are formulating plans to be the premier services vendor to the health care EDI market.

GE Information Services appears to be well positioned to make a contribution to the reduction of the costs of administering health care.

*Bob Streight, manager  
Health care EDI services*



*Barbara Nutt (above), outplacement services program manager, has been working to help find employment for the GE Information Services' employees affected by the reduction in force in May. "First, we trained all the employees in their benefits and then in how to package themselves for the marketplace, including resume writing, broadcast letters, company research, and interviewing skills." A resource center with free DIAL-COMM service, personal computers, typewriters, business publications, and free postage for the 100 resumes that were provided was set up in Rockville. Barbara added that her group reviewed all the EMS (Executive Manpower Staffing) forms for possible matches to other GE components. "So far, eight components got the EMSs, seven interviewed our employees, and two have hired. We have also made connections in 38 different companies across the country to put on tech fairs, so we can place our people with them. We think we're doing pretty well: 36 percent have found new jobs, another 48 percent are actively interviewing, with 8 percent having offers pending, and the rest are going back to school, retiring, or not yet looking."*

## ADMINISTRATION

LINDA MILLER  
CINCINNATI

*Is there a list of who the administrators are for the various internal catalogs? Yes. Here's the current list:*

AG25	Roger Marcus	8*273-5519	APAY
AI33	Validations	8*347-3528	VALD
AL22	B. Campbell	8*273-4520	SSYS
AR00	W. Crowley	8*273-4826	SSYS
AR11	B. Campbell	8*273-4520	SSYS
AR22	B. Campbell	8*273-4520	SSYS
AR88	B. Campbell	8*273-4520	SSYS
DY28	B. Campbell	8*273-4520	DY28
EK10	Fast Fax	8*274-6517	FAST
PH56	L. Valentine	8*273-4479	KNOWLES
PO61	T. Madison	8*279-5586	ITIM
PO67	Gladys Appel	8*273-4728	MNAV
QK11	Yvonne Fleming	8*347-3528	CTRL

GLENN VELTMAN  
NEW YORK

*How can we determine if a particular company is an existing client of GE Information Services?*

Call Fast Fax. We have a listing of all clients worldwide, sorted alphabetically. From the company name, we can tell you where invoices are being sent, and which cost center has control of the catalog.

JANICE TIMMONS  
TORONTO

*Is there a write-up or file available that gives an overview of who GE Information Services is—where we operate and the products we offer?*

Yes, list a DY28 file named GEINF\*I.

# FAST-FAX

8\*274-6517 QK: FAST

JOHN DAUB  
NEW YORK

*Where can we get a copy of the letter that lets GE Information Services act as an agent for a client's phone lines?*

For the MARK\*NET Service, the DY28 file name is AGENCY; for MARK III and MARK 3000 Service, it's AGNTLETR.

MARY JANE LOW  
ALBANY

*What is the procedure for cancelling a QK11 U#?*

Send a QK to Yvonne Fleming—CTRL—she's the administrator for the catalog.

CRAIG WYNDHAM  
AUSTRALIA

*How can I get a copy of the Peat Marwick Mitchell Third Party Audit Report?*

Request a copy of it via QK address COPS\$, providing the name and address of the client, and to whose attention it should be sent. Normally the letters are sent out the following business day. If you have any additional questions, feel free to contact Jim Boomer, Mgr. Data Security on QK BOOM.

JOE RIZZI  
STAMFORD

*Who is the contact person when we have a company interested in Disaster Recovery Service?*

You can contact Diane Peluso in Schenectady on (518) 385-7388. This is no longer a service offered by GE Information Services, but it is available

from the General Electric Corporate Information Services.

PAUL HODGSON  
ATLANTA

*The client is getting an invoice for 1 PSU in FG, and 1 PSU in GCOS Background—with no PID associated with each. He can't locate the storage. What is it?*

It is the single PSU that is required for the validation record for each service. Each user number requires 1 PSU for storing his user number and the passwords associated with it.

JAN BYL  
AMSTERDAM

*We received the GE Monogram magazine with the story of the GE Business Information Center there in the states. At our service desk we often have calls from companies who want more information about GE products. We do not appear very professional when we can't provide them any data at all about other GE products and their availability. Does the Business Information Center have a QUIK-COMM System address?*

They do now, thanks to your suggestion. Yours wasn't the first question like this, Jan, so Fast Fax took on the project and it is now ready for use. If your service desk has a call from a client or prospect who wants additional information about a GE product (other than GE Information Serv-

ices), you can pass the request to the Business Information Center and can get the proper answer to provide your caller. The QK address is GEBIC on QK11. You can ask any question that is related to products or services of General Electric in a business environment. No service or "how-to-use" questions please.

## ENHANCED TELECOM- MUNICATIONS

BOB FOSTER  
MIAMI

*What is the procedure for a client to use when he wants to reach us through MARK\*NET Service via a Public Data Network node in a country where the GE Information Services network is not available?*

There are details in a DY28 file named IRCINFO.

SANDY FLANNERY  
ROCKVILLE

*What is the address of the Telex machine that we have here in Rockville in the mailroom?*

The number is 898431, with an answerback of GEIS-BDROVE.

GEORGIA CARSON  
HOUSTON

*Can you give me an explanation of the term "answerback" that is used when clients talk about Telex?*

Answerback is a 4 to 6 letter suffix to a Telex numeric address. For example, 13867-COMM. The 6-digit number identifies the line and the terminal to which the message is directed, and the COMM is the answerback. In a way, it's analogous to a password. A Telex machine has a memory device that contains the answerback letters. The memory can be read by a remote sending station, by using the Telex code Who Are YOU? (WRU on the keyboard). The sending station can read out the memory of the distant Telex, and if

the answerback matches what the sending station expects, the sender knows he has reached the correct terminal, and the message is then sent. Another analogy is in a phone conversation. When you dial a phone, someone could answer, "This is 460-9773" (the line number), and then you ask, "Is this Ray Shanahan?" (you're checking the answerback). If he says "yes," you know you have reached the right party (terminal) and you go ahead with the message.

If a new client calls in and says that he can't get TSI to dial, there are 5 things to check:

1. Does TSI come up with "Communications Line ready?" If not, check Hayes switch 3 on an internal modem and switch 6 on an external modem. These switches must be set to generate a "Carrier Detect True" condition.
2. Is the client typing the Hayes commands, i.e., ATDT, in upper case?
3. If the client is getting a dial tone and nothing happens, try pulse dialing.
4. Is the client using COM2:? Have the client turn command mode ON by pressing F8. Type @TRA COM2: to the first line of the TSI.INT file.
5. Is the client getting a TSI error? If the alternate asynch board is present, both may be configured as COM1: Typically this will occur if a client has an internal modem and an expansion board (AST 6-pack plus).

**DON GRAVES  
HARTFORD**

*Have you had any feedback from anyone trying to connect the PCjr to MARKIII Service?*

Yes. Marv Bergen in Dallas has done a considerable amount of work on the project, and he has documented his findings in a DY28 file named PDJR-FILE. Thanks Marv.



**JOE MULE  
NEW YORK**

*Is there a list that provides the names of the Public Data Network company names?*

This isn't an official list, but it's the one we use here in Fast Fax for the company's name:

\*These countries are connected to GE Information Services through the MARK\* NET System, and the GE Information Services DNIC entered from these countries will produce U# = .

Also implied is that each of these countries has a DNIC for

Country	PDN Service	Country	PDN Service
Argentina*	Entel	Italy*	Dardo
Australia*	Midas	Ivory Coast*	Syntrapac
Austria	Datex-P	Japan*	Venus-P
Bahamas	Batelco	Korea*	Dacom
Bahrain*	IDAS	Luxembourg*	Luxpac
Barbados*	IDAS	Martinique*	Pompac/NTI
Belgium*	IDAS	New Zealand*	Oasis
Bermuda*	IDAS	Norway*	Datapac
Chile*	?	Philippines*	UDTS
China*	PKTELCOM	Portugal*	SABD
Colombia*	DAPAC	Puerto Rico*	UDTS
	International	Reunion*	Dompac/NTI
Curacao	ITT World Comm	Singapore*	Telepac
Denmark*	?	South Africa*	Saponet
Dominican Republic*	ITT World Comm	Spain*	TIDA
Finland*	DATAPAK	Sweden*	Telepac
France*	PTT DTRE	Switzerland*	Informatic
French Guyana*		Taiwan*	UDTS
Gabon*	Gapopak	Thailand	Comm Authority of Thailand
Germany*	Datex-P		
Greece*	Helpak	United Arab Emirates	TEDAS
Guadeloupe	Actel	United Kingdom*	PSS
Guam	RCA Global Comm.	Virgin Islands*	UDTS
Hong Kong*	IDAS		
Indonesia*	?		
Ireland*	?		
Israel*	Isranet		

traffic moving into that country from another.

Other filenames that you may want to list relative to information about PDNs: on DY28; NNACCESS IRCINFO NEWINTL

**DAVID HEFFER  
SYDNEY**

*A client called saying he had read a press release about something called Modelmaster. It's supposed to be a factory simulation system. Is it available on GE Information Services?*

No. It's a free standing IBM PC compatible device made by the General Electric Automation Controls Department in Charlottesville, Virginia. I'll send you a copy of an early spec sheet they have produced on the unit. Anyone else need one? QK to FAST with full mailing address please.

**MARK 3000™  
SERVICE**

**Q: What's the fastest growing operating system in the IBM world?**

**A:** It's VM/CMS. In 1979 9 percent of the 370s, 43xxs and 30xxs in the USA had VM/CMS—but in late '84 that percentage climbed to 31 percent. In addition, almost 1/3 of the Fortune 1000 sites were using VM/CMS.

**Q: What is VM/CMS?**

**A:** VM stands for Virtual Machine, and CMS is a Conversational Monitor System. It's a general purpose IBM operating system that was designed to provide efficient and user friendly interactive processing for both DP professionals and end users. VM/CMS is an ideal environment for software development for all levels of users.

**Q: Is VM/CMS going into field test at GE Information Services Company?**

**A:** It has been a commercial

product offering since April 1, 1985.

**Q: How does VM/CMS fit into MARK 3000 Service? Is it a part of MVS?**

**A:** VM is not a part of MVS. MARK 3000 Service now has two separate delivery systems: MVS and VM. VM runs on a separate computer, with a different operating system, with its own file system, peripheral devices, communications controllers, and separate pricing from the MARK 3000 MVS Service that you know about. MARK 3000 Service VM runs on an IBM 4381 Model Group 2 Processor at 2.9 million instructions per second (MIPs). It has 3380 and 3350 disk drives, 6250/1600 BPI tape drives, 3725 communications controllers and various printers.

**Q: Why should this VM/CMS offering be of interest to my user?**

**A:** End users performing Information Center type processing (e.g., graphics, document preparation, electronic spreadsheets, data entry, retrieval, and reporting) will find the interactive capabilities of VM an ideal processing environment. Software developers can use the fast and efficient VM operating system along with the development languages, DBMSs, editors, and utilities to develop software more productively.

**Q: What terminals does VM support? My client has PCs all over the place.**

**A:** Great! VM supports IBM PC access in SIM 3270, 3270, or TTY mode. It also supports IBM 3270 BSC with either on-net or leased line access. ASCII CRT terminals in SIM 3270 or TTY mode, and ASCII TTY terminals.



**Q: Is there a special VM CMS contract that must be signed?**

**A:** No. If you have a client with an agreement for computer services, all you need to do is submit a mailbox to get separate User numbers in the existing catalog validated for this new service. For example, the Mailbox syntax is ADD ,MK3000,VMCMS,2,700,\* where 2 is the number of cylinders you want for storage and 700 is the user number to be validated for VM. The user number you specify (700 in this case) must not now exist on the regular MARK 3000 MVS service. You don't need a separate catalog, but user numbers must be kept separate.

**Q: Does VM have a VSS capability?**

**A:** No. Engineering is working on this but VSS will not be commercially available on VM until early 1986.

**Q: Does VM support authors?**

**A:** The initial strategy for VM is to offer unique application software products for fixed monthly subscription fees (e.g., FOCUS). The ability to offer basic premium CRU accounting on VM is an Engineering project that will not be commercially available until early 1986.

**Q: What clients are running on VM? What is the VM revenue picture?**

**A:** The VM revenue has more than tripled since January, 1985, and several clients are in the process of ramping to large revenue usage. Two key MARK 3000 VM clients are the U.S. Navy and The Phoenix Companies.

The Navy Strategic Systems Program Office (SSPO) is in the final conversion stages of implementing the REMIS III Financial Planning and Reporting System. The system, consisting of 50 interrelated CMS files and 200 programs, will allow SSPO's budget and appropriation analysts to plan, allocate, and track the funds approved by Congress. They will have access to up-to-date information on the status of their contracts giving them better control of the projects and funds.

The Phoenix Companies, Inc., is in the final development stages of a system based on central databases containing statistical medical information. The databases will contain 9 million hospital patient histories and profiles of 7,200 U.S.

hospitals with physical plant, personnel, and facility utilization data. The system will contain a large number of predefined reports with extensive selection criteria and FOCUS ad-hoc reporting capabilities. The market for this system will be the entire medical industry (hospitals, associations, insurance, pharmaceutical companies, etc.).

**Q: Where can I get pricing information? Other VM documentation?**

**A:** The following documentation is available on OLOS: VM Supplement to MARK III Service Price Schedule (2001.015), MARK 3000 Service VM User's Guide (2910.16), MARK 3000 Service Sales Pocket Summary Card (2051.69). Other documentation (e.g., Advanced Release MARK 3000 Service VM Sales Guide) is described in the DY28 file VMINF\*.

**Q: Where's the data on the headquarters support?**

**A:** List VMINF\* on DY28

**Q: Is there a written comparison between VM/CMS and MVS?**

**A:** List VMINF\* on DY28

**Q: Is there any information available about training?**

**A:** List VMINF\*

**Q: What about storage prices, NSS arrangements, and PAR data?**

**A:** List VM . . . do I have to tell you?

## PHILLIPPE AWARD NOMINATIONS OPEN

Nominations are now open for General Electric's Gerald L. Phillippe Awards for community service. The awards are presented each year in memory of the late GE board chairman to employees who follow his example of leadership in public service.

The program honors up to 28 employees for their community service efforts. Last year, GE Information Services Company's Julius Pirrone earned one of the awards. A data communications specialist in Schenectady, he earned Phillippe recognition for 15 years of work with a local Boy Scouts of America explorer post—a post that is dedicated to telecommunications and computers.

Each employee selected for the Phillippe Award will be able to designate a charity or community agency to receive a \$1,000 cash grant. In addition, three of the 28 will be honored at GE headquarters as Corporate Award recipients and receive additional grants of \$1,000 for the organization of their choice.

All full-time employees are eligible for the awards. Groups of employees are eligible when their community service activity is a team project. In such cases the groups receives one commemorative plaque and one cash grant. Retirees who have retired in 1985 are also eligible for Phillippe recognition of their community service while an active employee.

Each major GE business organization, including GE Information Services, will select its own award recipients. Selection criteria for the award include personal leadership, innovation, and ac-

complishment on a voluntary basis, as well as acts of heroism in response to an emergency.

To be eligible for a Phillippe grant, organizations must be non-profit and perform local community services in the broad areas of social welfare, medicine and health, and scientific, civic, and cultural affairs. Political and religious organizations, colleges and universities, employee service clubs, private foundations, and tax-supported organizations do not qualify for grants.

GE Information Services employees are encouraged to nominate themselves or co-workers. Repeat nominations are also encouraged. Nominations can be submitted by mail or QUIK-COMM to your Employee Relations manager or to Phillippe Awards, GE Information Services, 401 No. Washington Street, 01G, Rockville, Maryland 20850 (QUIK-COMM: SPENCE). Please submit your entry by August 1.

Nominations will be reviewed by a screening committee of employees representing GE Information Services business segments. The GE Information Services awardee will be named the following month.

If you're involved in community service, or know of another employee who is, please complete and return the nomination form in the center of this

issue of *SPECTRUM* by the deadline. If you have questions about the Phillippe Awards program, contact your Employee Relations manager or coordinator Spence Carter on 8\*273-4048 or QUIK-COMM: SPENCE.



## GOVERNMENT-CONTRACT VIOLATIONS MUST BE REPORTED; "HOTLINE" AVAILABLE TO ALL GE EMPLOYEES

All GE employees are now required to report any actions which they believe violate GE's policy regarding standards of conduct in transactions with the U.S. government. This requirement is made clear in the new company policy issued in May.

Such reports can be made to the individual's own manager, a higher-level manager, or to the newly appointed Corporate Ombudsman at GE headquarters in Fairfield, Conn. In reflecting on how the new policy relates to GE Information Services, Walt Williams, president, emphasized that the company has important relationships with several federal government agencies and with state and local governments. "It is the job of each of us to maintain GE Information Services' integrity with the government, and with all of our customers, for that matter. We want the reputation of GE Information Services and GE to be above question and that takes everyone's help."

### Toll-free Phone Call

John Peterson is the ombudsman. He can be reached by phone either by using the GE Dial Comm system (8\*229-2343) or through "outside" long-distance (203) 373-2343. Beginning June 15 there is a toll-free number (1-800-227-5003, except for Connecticut where the number is 1-800-231-2556).

Employees may also report suspected violations of the policy by writing to John D. Peterson, P.O. Box 911, Fairfield, Connecticut 06431.

"We're all aware of the damage done to the public image of General Electric and its employees by the recent disclosure of employee misconduct which led the company to plead guilty to a criminal indictment," Peterson said. "The issuance of

the new policy and establishing the ombudsman position are aimed at preventing a reoccurrence. They are part of a total effort to rededicate ourselves to the highest standards of ethical behavior in our dealings with the government, customers, and with each other."

Peterson emphasized that, besides reporting violations by others, individuals are required to report if they are asked to do anything they believe is contrary to the company policy regarding government transactions. This must be reported even if the individual declines to engage in the requested activity.

### Subject to Discipline

Peterson also pointed out the policy provides that deliberate failure to report a violation can subject an employee to disciplinary action.

Examples of the types of activities covered by the company policy are given in the guides to the policy. Walt Williams indicated that GE Information Services will soon be distributing copies of the policy and the guides to all employees. "We must have everyone's support to make GE Information Services commitment to fair and responsible treatment of its customers an effective one." Walt also stated that a GE Information Services procedure will be implemented to establish and monitor routines for compliance with the policy.

## MEDICAL, DENTAL BENEFITS UNDER GE PLANS HIT RECORD

Medical and dental expense benefits under the GE Insurance Plan and the Dental Assistance Plan hit a record total of \$548 million in 1984, according to preliminary figures just released.

Other health-care benefits adding to GE's costs in 1984 were \$42 million for weekly Sickness and Accident benefits and \$44 million for retiree health care benefits.

The steadily escalating cost of health care benefits for GE people are of serious concern for GE businesses which pay 96 percent of the Insurance Plan's cost and 100 percent of the cost of the Dental Assistance Plan. As a business expense, medical and dental costs have an effect on the ability of each GE business to compete for customers.

### Over Two Million Claims

A record payment of \$485 million for medical benefits under the Insurance Plan went to cover more than 2,100,000 claims submitted in 1984.

While there are differences among GE locations, the company-wide cost per employee for medical insurance climbed to nearly \$1,800 in 1984. This compared to a per-employee cost of about \$1,600 in 1983.

The insurance plan provided medical coverage for more than 270,000 employees last year at no cost to the employee, since employee coverage is paid for by General Electric.

### Contribution for Dependents Unchanged Since '55

GE employees who want medical coverage for their dependents make a small contribution to pay part of the cost of that coverage. The contribution is \$100 annually per employee no matter how many dependents are covered.

The contribution for dependent coverage has remained the same since the plan was introduced in 1955. In 1955, the \$100 contribution represented about 2 percent of pay for most employees. Since then, pay has grown significantly, but the \$100 contribution has remained unchanged.

About three-fourths of those covered by the plan have elected to have dependent coverage. Dependent benefits amounted to about half of the total benefits of \$485 million.

GE Insurance Plan experts point out that programs are in place across the company to help employees use the plan more efficiently and to encourage better personal health habits. They note that plan provisions providing for second surgical opinions, outpatient surgery, and home health care can provide cost-effective alternatives to hospitalization while maintaining high-quality health care for employees and their families.

### Dental Assistance Plan Costs

Under the Dental Assistance Plan, GE people continue to receive substantial help in meeting the costs of dental care.

How much help? Preliminary figures show that 1984 plan expenditures totalled over \$63 million. That's more than \$200 for each GE employee covered under the plan.

The Dental Assistance Plan was first started in 1980. Over the last five years the program has paid nearly \$300 million in benefits for eligible GE people and their dependents.

Employees make no contributions for their coverage. Costs for the plan are paid entirely by each GE business for its employees.

## NEW AND REVISED DOCUMENTATION

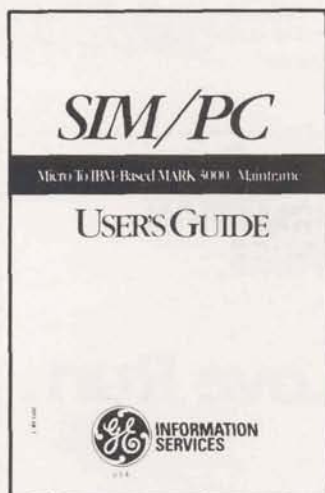
### SIM/PC DOCUMENTS DESCRIBE PROGRAM CAPABILITIES

SIM/PC\* MARK 3000™ Service software provides MARK 3000™ clients with a flexible micro-to-mainframe communications program that enables personal computers to simulate full-screen 3270 mode operational capabilities and offers improved communications efficiency.

SIM/PC features include: error-free ASCII communications and file transfer; model 3278 emulation; intelligent command processing; advanced printer support; multiple session management; and an on-line help facility.

SIM/PC documents include the *User's Guide* (2051.68-1) and the *Product Profile* (2051.70). A software package containing diskettes and user's guide is Item SIMPCO1.

\*SIM/PC is a trademark of SIMWARE, Inc.



### WPXCHANGE™ COMMERCIAL DOCUMENTS PUBLISHED

Commercial versions of the, *WPXchange Installation Guides*, *User's Guides*, and *Administrator's Guide* are now all available. The *Post Sales & Implementation Guidelines* (3410.67) are also available.

These documents familiarize clients with WPXchange, a remote computing service application that provides document storage, retrieval, and translation capabilities among dissimilar word processors.

The Installation Guides give detailed explanations about how to install WPXchange on various configured hardware. Publication numbers are: 3410.48-1 for WANG VS users, 3410.48-2 for WANG OIS users, and 3410.48-3 for IBM Displaywriter users.

User's guides are available for the WANG VS (3410.54-1), the WANG OIS (3410.42-1), the IBM Displaywriter (3410.43-1) and the IBM PC with MultiMate (3410.44-1). The user's guides describe sign-on procedures, document sharing, adding and retrieving documents from WPXchange libraries, document retrieval, and telecommunications session capabilities.

The *Administrator's Guide* (3410.48) explains the installation of a WPXchange community, prepares users to operate the system, and describes how to set up or modify users, libraries, and administrators.

The *Post Sales & Implementation Guidelines* explain the procedure for helping the new WPXchange user become operational. It is for GE Information Services employees only.

WPXchange Software Packages come with necessary diskettes and copies of the

Installation and User's Guides. Item numbers for GE Information Services installed software are:

*WPXVSIN* (WANG VS System) and *WPXOIS5* (WANG OIS System). Customer installed versions include: *WPXOIS5* (WANG OIS System with 5¼" double sided, double density diskette), *WPXOIS8* (WANG OIS System with 8" single sided, single density diskette), *WPXIBMPC* (IBM PC with MultiMate), *WPXVS5* (WANG VS System with 5¼" double sided, double density diskette), *WPXVS8DS* (WANG VS System with 5¼" double sided, double density diskette), and *WPXVS8SS* (WANG VS System with 8" single sided, single density diskette).

IBM Displaywriter users need only to order the appropriate *Installation and User's Guides* (publications 3410.48-3 and 3410.43-1 respectively) to begin using the system.

### VAN 3270 BISYNCH USER'S GUIDE REVISED

A substantial amount of information has been added to the *MARK\*NET Value Added Network 3270 Bisynchronous User's Guide* (3918.08A).

The guide is intended for host site personnel who provide data communications service to end users.

Expanded in the revised guide are the communications overview and installation preparation sections. Host site and end user reference sheets have also been included to help resolve questions or problems that might be encountered.

### REVISED SOFTRAN DOCUMENTATION ANNOUNCED

Two SOFTRAN™ Services items are also available: a re-

vised *User's Guide* (1375.20A-1) and the *Administrator's Guide* (1375.29-1).

The *User's Guide* discusses what hardware and software is required to begin using the system, plus how to use system features, such as bulletin board, downloading and uploading data, and more.

The *Administrator's Guide* details information needed to start-up and maintain the system.

SOFTRAN, designed to make the headache of administering software for a company more manageable, operates on the IBM® or compatible personal computers.

### COURSE QUARTERLY FOCUSES ON NEW DATA COMMUNICATIONS CURRICULUM

The July-September issue of *Course Quarterly* (4000-01AP) introduces the new data communications curriculum, which was developed around a combination of course methodologies that enables the data communications novice to progress from a basic familiarity with key concepts and terminology to a more detailed examination of current technologies. The Data Communications Curriculum includes four courses: Data Communications Literacy, IBM Communications Concepts, Telecommunications in the Business Environment, and Understanding Data Communications.

In addition, the Course Quarterly lists, for the first time, all GE#Tutor Computer-Based Training (CBT) courses.

The Course Quarterly was sent in mid-June to 10,000 clients, end users, and prospects.

## YOU CAN BUY PERSONAL COMPUTERS AT DISCOUNT PRICES

Under agreements negotiated by Corporate Information Systems and Corporate Purchasing, General Electric employees may now buy popular personal computers at prices comparable to those paid by GE for company use.

According to Jeffrey Ehrlich, product application technology manager in Corporate Information Systems, the following computers are covered by the agreements:

- **Apple:** IIc, IIe, and Macintosh
- **Digital Equipment Corp.:** DECmate and professional computer systems
- **Hewlett Packard:** TouchScreen, portable and handheld computers; ThinkJet and LaserJet printers; plotters
- **IBM:** PC, Portable PC, PC XT, and PCjr computers
- **Tandy:** Radio Shack computers

"Information management will be one of the keys to superior performance in the coming years," Ehrlich noted. "While the company does not endorse any particular computer for employee home use, encouraging computer literacy for GE personnel will directly benefit company performance."

Procedures and terms for purchasing a computer vary by manufacturer. For details, contact your employee relations manager.

## WORTH NOTING

### PRODUCT PORTFOLIO AVAILABLE

"*The 1985 Product Portfolio*, a new publication summarizing in a quick reference format our current product and capability offerings, was published this month. Designed for use by our worldwide sales force, the publication was compiled by Business Communication Operation's market planning and development group," said John Dudas, manager, marketing planning support.

The book includes summary descriptions of our current portfolio of products and services. Also included is a section on support aids providing the sales team with information on current and planned sales material, documentation, training, and press promotions. *The 1985 Product Portfolio* is available on OLOS (5001.08).

### GE EMPLOYEE'S SON PITCHING FOR CARDINALS

The son of a GE employee is a starting pitcher for the baseball St. Louis Cardinals of the National League. He's Kurt Kepshire, whose mother is Carol Kepshire of the Accessory Equipment Operation.

"You can't imagine how proud I am when I see him on TV," said Carol. "When I see him, I think of all the times when he was little and wanted to be a professional ballplayer. I never dreamed it could happen. I just thought it was kidstuff."

Kurt has been with the Cardinals since June 1984.

### LAFORREST, FISHER ELECTED IEEE FELLOWS

Jim LaForest and Frank Fisher, senior application engineers in the Electrical Utility Systems Engineering Dept., have been named Fellows of the Institute of Electrical & Electronics Engineers.

LaForest was selected for his work in extra-high-voltage and ultra-high-voltage transmission line design technology in the areas of radio interference and switching-surge insulation.

Fisher was honored for contributions to the protection of electrical power and electronic systems from electrical transients.

### AMERICA'S LOVE RUN SPONSORED

GE Information Services is sponsoring employees who want to participate in the Muscular Dystrophy Association's Love Run by donating 10¢ for every mile run for the month of August. Last year 171 employees across the

country ran an average of 36 miles each. The goal for '85 is 45 miles per employee.

All GE Information Services employees are encouraged to participate. Experience is definitely not needed but if you have ever thought about starting up a regular running program, this is the time to start and raise some money for a good cause, too.

Simply fill out the coupon below and send it to the Muscular Dystrophy Association. GE Information Services will pay for your T-shirt and running kit to help you get started. Simply record the miles your run for the month of August, and at the end of the month submit it to MDA. For every mile run during this month, the company will donate 10¢ in your name. Your mileage also make you eligible for medals and prizes.

For more information about the program, call Sharon Tepper of MDA at 703-823-1115. Then fill out the coupon, and begin to get in shape and raise some money for a good cause.



U.S.A.

INFORMATION  
SERVICES

## America's Love Run<sup>SM</sup>

MAIL THIS REGISTRATION FORM

TO: MDA - America's Love Run  
5249 Duke Street, Suite 109, Alexandria, Virginia 22304

Name \_\_\_\_\_ Phone \_\_\_\_\_

Address \_\_\_\_\_

City \_\_\_\_\_ State \_\_\_\_\_ Zip \_\_\_\_\_

T-Shirt Size (Circle One)    S    M    L    XL

For more information call: Sharon Tepper (703) 823-1115



## GECC ACQUIRES DECIMUS FROM BANK AMERICA

The General Electric Credit Corporation has acquired Decimus Corporation, a high-tech equipment leasing concern, from Bank America Corporation. Decimus specializes in financing computers and computer peripheral equipment and provides vendor-type financing programs.

With headquarters in San Francisco, it has about 80 employees and will operate as a separate component of GECC's Vendor Financing Operation in the Commercial Financing Division.

"This is a logical extension of our thrust into direct financing of high-tech equipment for our vendors," said Gero Meyer-siek, Vendor Financing Operation general manager. "We'll cover more of the market with more expertise and we've broadened the spectrum of services we offer to vendors. It's also an additional opportunity for remarketing."



### The hardest thing about being on top is staying on top

Keeping pace with the competition isn't good enough. At GE we have to keep ahead of it. That's why we're always looking for new ways to improve our products, our technology and our services.

To keep our business state-of-the-art, we're expanding IBM based Technology in all areas of our business. We seek experienced professionals to develop new products and solutions as well as maintain existing services to our clients.

At General Electric Information Services, we provide business solutions and quality service to more than 6,000 clients. Our network is the largest commercially available telecommunications network in the world.

We challenge you to join us at the top. If you have significant IBM based experience in systems and application development, we'd like to hear from you. Listed below are some of our current opportunities:

**Van Deployment Manager:** Experience in X.25 layered access protocols, packet switched networks, electronic data link monitoring equipment, for value added networks. Degree and technical management experience desired.

**Project Manager:** Product support for telecommunications NCCF, X.25 packet switching network, ALC Programming, OS/MVS environment/experience as a technical team leader desired.

**Systems Analyst:** Experience in structural analysis and design of large applications such as E-Mail, Office Automation, COBOL, CICS, ALC, DIA/DCA, X.400 desired; previous experience as a technical team leader helpful.

**Systems Programmer:** MVS/SA Environment; responsible for CICS installation and maintenance, performance tuning, experience in IDMS, IMS, TSO, installations and support; degree in CS or related field desired.

**Network Hardware Specialist:** 5-7 years experience in Data Communications/electronic maintenance, troubleshooting and operations of SNA/SDLC, Remote IBM 5175 systems.

**Sr. Computer Operator:** Experience with IBM 30XX, VM and/or MVS, Communications Hardware, VTAM, TCAM, I/O, 3705, NCCF, NPDA, CICS, OMEGAMON helpful, 3 or more years experience desired.

**Sr. Computer Operator:** Experience with IBM 30XX, TSO, OS/JCL, PDP peripherals, MVS, VM, VTAM, Console commands, messages and operational responses desired.

**Sr. Field Service Engineer:** Provide on site application engineering assistance to clients. Review field operating procedures to enhance service quality. Experience in sophisticated electronic, PBX and digital telephone systems maintenance desired. 40% travel or less.

Send your resume with salary requirements to: David C. Gray, Mgr. Professional Staffing, GE Information Services Company, Employee Relations Department, 401 N. Washington Street, Rockville, MD 20850 or Call: (301) 540-5111. Equal Opportunity Employer.



INFORMATION  
SERVICES

Get ahead of the competition.

*This ad is now running in newspapers in Washington; other similar ads will run in newspapers around the nation. The ad is designed to address out the new IBM openings as well as our ongoing technical and operations needs. Employees are encouraged to refer qualified candidates through the Employee Referral Program. Contact your staffing representative for further information.*

## MILESTONES

Congratulations to the following employees who celebrate service anniversaries in June and July:

**35 years**

*Rockville*

**William Backer**

**30 years**

*Albany*

**Kathryn Harbey**

*Brook Park*

**James Bellomo  
Cecil Overton**

*Rockville*

**Ralph Bice  
Tony Ciuba  
Max Harris**

**25 years**

*Dallas*

**Gerald Copple**

*Rockville*

**Alan Paul**

**20 years**

*Albany*

**David Brown  
Wallace Hoffman  
William McClary**

*Atlanta*

**Mary Barker  
Phyllis Schockley**

*Brook Park*

**Dominic Peduzzi**

*Morristown*

**Beverley Bayar**

*Rockville*

**Robert Donnestad  
Henri Monnier  
Conrad Persels  
Charles Zito**

**15 years**

*Albany*

**Michael Famiano**

*Brook Park*

**Gregory Kappa  
Charles Marshall**

*Rockville*

**Morris Pike**

*Schenectady*

**Thomas Taber**

*Continued on next page*

## MILESTONES

*Continued*

### 10 years

*Atlanta*

Debbie Parks  
John Travis

*Brook Park*

Ernest Hick  
William Shinske

*Chicago*

Marietta Baglieri  
Chris Meyer

*Fairfield*

John Conway

*Lyndhurst*

George Bottarini

*New York*

Charles Romero

*Rockville*

Gregory Cate  
Walter Crowley  
Melvin Howard  
Sang Lee  
Judy Malinak  
Roger Marcotte  
Danny Randall  
Robert Schunnehan  
Paula Shegda  
Davy Shian

*Schenectady*

Richard Womack

### 5 years

*Albany*

Frances Reardon  
Garry Russell

*Arlington*

Robert Clarke

*Atlanta*

Hien Quang Pham

*Brook Park*

Dane Johnson

*Burlington*

Victor Donofrio

*Denver*

Scott Henderson  
James Maranto  
Beverly Neubert  
Scott Putnam

*Houston*

Susan Phelps

*Los Angeles*

Rhonda Casadounecq

*Milford*

Joseph Snyder

*Newport Beach*

Dennis Kause

*New York*

Joseph Mule

*Rockville*

DeeDee Adams  
Ski Aller  
Debra Barkdoll  
Frank Bova  
Linda Cox  
D. J. Crane  
Shirley Fossett  
Eric Fukuchi  
Inta Henderson  
Diane Katzaman  
Mark Norbom  
Jaishree Ramnath  
Ellen Robinson  
Ishrat Sahasrabudhe  
Jay Saur  
Karen Winston  
Paul Zoukis

*Saddle Brook*  
Patrick Bergamasco

*St. Louis*  
Gretchen Oser-Buhler

*San Francisco*  
Michael Henesey

## COMPETITIVE INSIGHT

### MCDONNELL DOUGLAS INFORMATION GROUP: IN FOR THE LONG HAUL



Chuck Stevens

An \$8 billion business in 1983, McDonnell Douglas Corporation has proven that size does not preclude risk-taking. That was made clear in March 1984 when it acquired Tymshare for \$307.5 million, a price many analysts said was far too much. Tymshare had lost \$1.6 million in 1983 due, in part, to a decrease in demand for remote computing services.

McDonnell Douglas took this risky step as part of a "grand plan" to become a giant in the information processing industry, thereby lessening a dependence on sales of military hardware to U.S. and foreign governments—which accounted for 68 percent of sales last year.

The corporation already had a foot in the data processing waters through McAuto, a subsidiary with \$170 million in sales.

Now McDonnell Douglas is betting on Tymshare's Tymnet Division, but doesn't expect overnight miracles. John F. McDonnell, president, said recently in a "Business Week" article that the company is accustomed to long payouts from investments, a reference to research and development expenditures in designing aircraft.

Tymnet boasts 5,000 users transmitting 60 billion characters per month, with access from more than 500 U.S. cities and 50 countries. By the end of 1984, Tymnet plans to offer local access from every U.S. city with 85,000 or more in population. Supported public network protocol

translation includes asynchronous X.25 and 3270 BSC. A personal computer connection called X.PC is also available. Private network clients include Chase Manhattan Bank and the State of Alaska.

McDonnell Douglas Information Group's strategy is to focus on specific industries with a broad market basket of products, supported by shared technology operations and support operations as appropriate. To execute that strategy, the Group has organized into four service groups: Tymnet; Health Systems Company, offering remote computing services, turnkey, and diagnostic systems to the health care industry; Communication Systems & Services, offering RCS services to the communications industry; and Manufacturing & Engineering Services, computer-aided design and manufacturing turnkey systems, and remote computing services.

The company is considering establishing other service groups to go after financial services, distribution, and transportation markets. Currently it is strong in the health care industry and number two in value-added network services. However, they may have difficulty succeeding in other areas due to lack of application software and custom applications expertise.

*Charles H. Stevens, manager planning & quality assurance  
MARK 3000 Department  
Rockville, Maryland*

## MAY S&P PRICES

Here is the report on the prices for GE Stock, Mutual Fund, and Holding Period Interest Fund used under the

Savings and Security Program to credit participants' accounts.

The Long Term Interest Fund price for the last day of the

month is also shown, as well as year-to-date annual income rates for both the HP and LT Funds.

Month	Stock Price	Mutual Fund Price	Price	Holding Period Fund				Long Term Fund	
				YTD Annual Income Rate (a)				Price	YTD Annual Reinvestment Income Rate
				1982	1983	1984	1985		
January	\$ 60.364	\$33.181	\$10.00	16.5%	13.6%	13.2%	12.6%	\$11.03	10.9%
February	\$ 63.447	\$34.967	\$10.00	16.7%	13.7%	13.2%	12.7%	\$10.80	11.2%
March	\$ 61.881	\$34.449*	\$10.00	16.7%	13.7%	13.2%	12.6%	\$10.51	11.2%
April	\$ 59.696	\$34.637	\$10.00	16.7%	13.7%	13.2%	12.7%	\$10.64	11.0%
May	\$ 59.818	\$35.514	\$10.00	16.7%	13.7%	13.2%	12.7%	\$11.03	10.9%

(a) The "announced" HP Fund Rate was 16.25% for 1982, 13.25% for 1983, 12.75% for 1984, and 12.50% for 1985.  
\*Note corrected Mutual Fund Price for March.



*The Gerald L. Phillippe Award  
for Community Service - 1985*

*Nomination  
Form*

For consideration by Phillippe Awards Committees

I nominate

.....  
Name .....

Department .....

Division ..... Dial Comm/Outside Number .....

Complete Address .....

City ..... State ..... Zip .....

Please describe the work of your nominee on the following pages. You may attach letters of endorsement or news clips. Attachments, however, should not exceed four pages. As a guide, you may wish to address any, or all, of the following points:

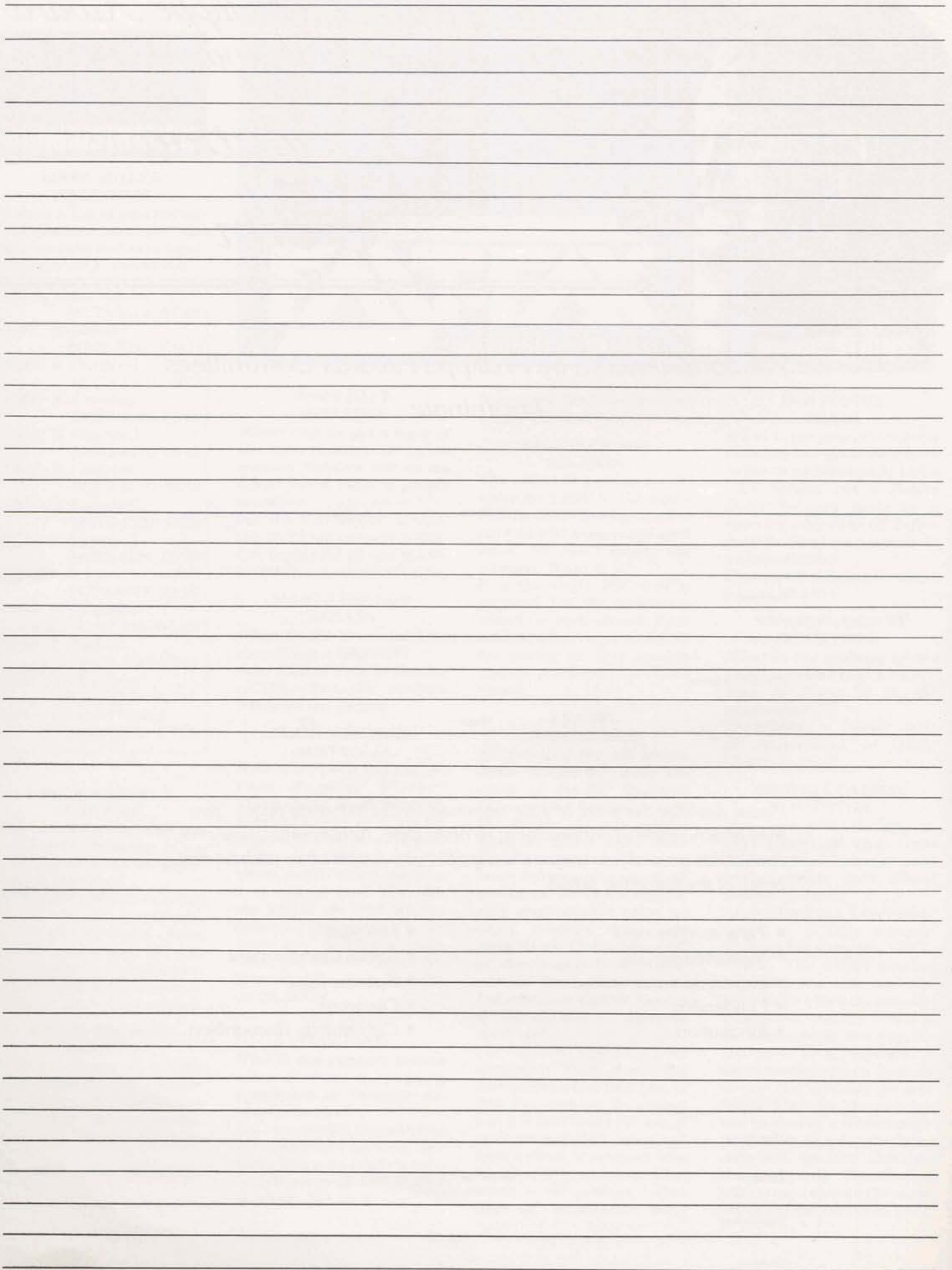
- Time involvement
- Sustained service
- Impact on community
- Leadership
- Innovation
- Heroism
- Social Commitment
- Success Rate
- Outcome
- Community Recognition

Your Name .....

Location ..... Dial Comm/Outside Number .....

Department .....

Division .....



*Please return completed form to your Employee  
Relations Manager or to:*

**Phillippe Awards  
Employee Communication  
GE Information Services Company  
401 N. Washington Street 01G  
Rockville, MD 20850  
QUIK-COMM: SPENCE**



*parting shot*

## LET'S MAKE A DEAL



Recently, Jack deBruin, (left to right) Jim Richmond, and Darryl Kuka received management awards from Joe Squarzini, vice president and general manager, Telecommunications Department, for their efforts in initiating, negotiating, and preparing the recent Codex modem agreement. Jack, financial analyst, Telecommunications Department, provided the detailed, precise information used in identifying and quantifying the leased equipment. Jim, manager, financial analysis, Telecommunications Department, provided flexible and creative negotiation support that resulted in \$500,000 savings in the second quarter. Darryl, manager of contracts, materials and facilities operation, served as the primary point of contact with Codex. He implemented the negotiation strategy effectively and provided valuable information on previous work with the vendor. All of their efforts resulted in reduced operating costs for GE Information Services of more than \$1.3 million in 1985 and \$1.9 million in 1986.