

SEPTEMBER 1985

# SPECTRUM

FOR THE EMPLOYEES OF GE INFORMATION SERVICES COMPANY

*cover story*

## MAKING THE MULTINATIONAL SALE



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### INTERNATIONAL MARKETING PROFILES

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### SECOND QUARTER RESULTS

## WHAT ELSE DO YOU WANT TO KNOW?

This issue of *SPECTRUM* focuses on the worldwide business of GE Information Services.

What else would you like *SPECTRUM* to feature about our worldwide business? Please send any suggestions to G. C. Barnes, editor, QUIK-COMM: YLOP.

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

cover story

## ON INTERNATIONAL BUSINESS: MAKING THE MULTINATIONAL SALE

Recently, SPECTRUM interviewed Tony Craig, senior vice president, International Sales & Services Operations, and Jim McNerney, senior vice president, Marketing and U.S. Sales Operations, on how they are promoting and pursuing international business and international sales.

**Q:** Why are we having this focus on international sales right now?

**ALC:** This is very much in keeping with what we are today as a business in a world economy that is increasingly international in scope. From my perspective, GE Information Services Company is an international company. Its single strongest advantage is its worldwide network and workforce. When you match that with today's rapidly growing international business needs and opportunities, you understand why we are focusing on international sales.

**WJM:** Tony's right. ISSO has become accomplished at doing business across geographical, political, and technological boundaries.

From my perspective in the United States, the key driver of success will be for us to become accomplished at implementing specialized applications that very often will ride on an international delivery vehicle.

The U.S. needs to focus on office-based distribution/sourcing and corporate system applications. Implementing these applications in an international environment will require more and better cooperation on both sides of the Atlantic and Pacific.

The two strengths that differentiate us from the competition are our ability to deliver international solutions in a quality manner and our applications expertise.

**ALC:** Our greatest successes have been with clients engaged in a global rather than national competition. We are uniquely positioned to offer them the information management systems they need to

win in international markets. We have no competitor today in that area.

**Q:** Could you give us some examples of the kind of sales you are talking about.

**ALC:** I can mention several. There are the global lending management systems in the banking sector that we have developed for Deutschebank, National Westminster, and IBJ. There are order service systems with clients such as Toyota, Nissan, BMW. Our electronic mail information systems are used by corporations worldwide. To cite one more category, there are hotel reservation systems which are now a very successful enterprise. All of these developed from a common client need—to span national boundaries, including the U.S.

**WJM:** We can also add AT&T to that list. In the past AT&T has too often been thought of as a national company, especially because of the parochial regulatory environment in which it operated. Deregulation and divestiture have changed that. To compete in today's market, it has the imperative to do business internationally.

We must also recognize that as telecommunications regulations loosen up in Europe and the Far East the entire world market will face greater competition. And that will open markets to us. But at the same time the U.S. market may also be open to greater international competition.

**Q:** Can you give us some insight, Jim, on how you plan to get the U.S. sales and marketing people to be full players in the international game?

**WJM:** We are going to make worldwide business a central element of our marketing strategy and our organizational structure. Ruann Pengov, vice president and general manager, Applications Marketing Operation, will have the charter to make sure that the cross industry products and applications she develops reflect international needs.

We are also separating those parts of our busi-

ness that are more domestically oriented and vertically aligned and putting them under Dave Foster, vice president and general manager, Focused Business Operation. While Dave's organization will have some significant projects that will require international coordination for success, they will be driven largely by what is going on here in the U.S. And keeping them separate from Ruann's team will allow Tony, Colin Bell, and me to better manage international marketing [Colin Bell is the new Marketing and Technical Support vice president and general manager reporting to Tony Craig].

In addition to the new organization structure, a key ingredient for success in our worldwide sales strategy is sales coordination. And that is more than just getting our job done efficiently, or serving the needs of our international clients on a day-to-day basis. It is an entire concept of sales coordination at all phases of a sale. And Tony and I are now setting up mechanisms in our organizations to accomplish that.

**ALC:** We need to present one face to a client—no matter what country he is in or which GE Information Services organization is servicing him.



*Tony Craig*



*Jim McNerney*

It is critical that the marketing and sales support services worldwide have in effect one strategy, one culture, one view of themselves. So, while we separately drive to meet annual objectives, we need to make sure our worldwide marketing and sales support is well coordinated.

**WJM:** Tony and I agree wholeheartedly on this worldwide direction of our business. In the next few months we both will be driving this to execution down through our organizations. We will depend ultimately for success on the individual account managers, the persons who really control our destiny, to respond to this direction. We will expect them to look at their counterparts across the sea as friends and partners.

**Q:** We have a resource called the "Guide to Managing the Multinational Sale." Are we going to train key sales people in how to use it?

**ALC:** We have gone to great pains to make information referenced in that guide available on various files on DY28. This includes such topics as what modem to use, PTT regulations, lists of import/export managers in the business and pricing struc-

tures by country. And that is all available on the system today. The challenge for us is to show everyone how to use it and to encourage them to use it.

**Q:** What country do you think has the biggest potential for growth?

**WJM:** In this worldwide focus that we are taking, Tony and I are trying to transcend the concept of looking too discretely at countries as separate business units. Rather, we view individual countries as platforms for worldwide growth. I fully recognize that we have to organize by geography, but we don't have to always conduct business within those limits.

Obviously, the major countries that are going to provide these platforms for growth are the U.S., the U.K., Germany, Japan, and the Pacific Basin.

**ALC:** I think you've touched on exactly the right platforms. The clue to future growth will lie in understanding the import/export trade balances and examining those countries that have large dependencies on finished goods' import/export trade balances and finance and services import/export trade balances.

When you look at it that way, the United States is far and away the world's largest international trading partner. Japan is probably second. Intra-country trade in Europe, taken as an entity, would be third. These three large economic entities trade among themselves. We are focusing on the nature of that trade; the companies promoting that trade and the companies servicing that trade. That is where we have the strong competitive edge.

**Q:** What do you think is the key to our success in the arena of multinational marketing?

**ALC:** There are two critical elements which give us a unique competitive advantage. Number one is the global reach and high performance level of our network. It is unparalleled in the world. Number two is the breadth of our presence worldwide. We have a team of people providing service to about 60 countries throughout the world. This international workforce speaks the same language about the network and its capabilities. It is the network and the people being of one mind that is the key to our success.

**WJM:** I would add to Tony's two critical elements a third: the value added layer of specialization that is required to better serve those high potential clients Tony has identified.



Dave Foster

## FOSTER: FOCUSING ON SELECTED MARKETS

"The charter of Focused Business Operation is to pursue those opportunities which are industry-oriented and clearinghouse-oriented," said David F. Foster, vice president and general manager of that component. "Industry-oriented marketing has been successful in a wide variety of businesses, and the explosive growth of intercompany/clearinghouse-oriented applications makes industry focus even more important than it was before."

There are five major business segments identified for focus in FBO: health care, distribution EDI (electronic data interchange), Manufacturing EDI, international trade, and domestic transportation. The primary thrust in the health care business segment (see July *SPECTRUM* pp. 7-8) at present is the exchange of health insurance claims between health care providers and insurance carriers—estimated as a potential \$600 million market within the United States.

"While the claims area itself is being approached on a U.S. domestic basis," said Dave, "we have identified follow-on applications for the ordering of medical supplies and pharmaceuticals. These will have significant international leverage in the long term."

The next two business segments are distribution and manufacturing EDI. This involves computer-to-computer exchange and translation of information relating to the purchase order cycle, in selected manufacturing and distribution industries.

"This area is showing explosive growth," according to Dave, "and GE Information Services Company is in a great position to exploit it." He said that the specific industries on which he is focusing include automotive aftermarket, retail, office supplies, and heavy equipment manufacturing. He

noted that in some of these areas GE Information Services' international network gives it a considerable advantage over some of its competitors, particularly in view of the increased prevalence of off-shore sourcing for U.S. corporations.

"As an example, Caterpillar Tractor told us that half their inventory at any one time is aboard ship," he said.

He also noted that several impressive EDI applications have been implemented in Europe, and pointed out that it is important for the EDI thrusts in the U.S. and in ISSO to learn from each others' experiences.

The last two business segments are international

trade and domestic transportation. The area of international trade documentation is a particularly good fit for GE Information Services Company, according to Dave.

"It is a logical evolution of the strong position which GE Information Services has built in ocean transportation through the dedicated efforts of a small group of people around the world," he said. (See accompanying article.)

A focus on U.S. domestic transportation is also in the formative stages and will provide synergy with the international trade thrust as intermodal freight transportation continues to grow in importance.

## INTERNATIONAL TRADE RIPE FOR EDI

"When you look at the documentation exchange involved in export/import, you're talking about a process that is still largely manual with maybe over 300 documents and copies being exchanged between multiple companies for a single shipment. And this whole process annually costs \$700 million in the U.S. and over \$3 billion worldwide," said Bob Foley, manager, international and industrial EDI logistics.

Bob said that it is inconceivable that this process will remain manual for long in the face of the EDI and telecommunications revolution that is taking place today.

"We believe the transition to automated systems will occur over the next five to seven years and will represent a major market opportunity that is near perfect for every aspect of GE Information Services' strategic direction," he said.

GE Information Services is concentrating right now on the intercontinental portion of this opportunity. Its multi-company and multi-country scope makes it a very challenging and sophisticated area for the company to play in.

"The key to success," Bob explained, "will be a well planned and executed sales and marketing strategy."

GE Information Services is already in a position to lead this business. Not only is the company currently a major player in the domestic EDI arena, but it is also an established leader in two key component

industries within international trade—international banking and ocean shipping.

"Another edge," explained Bob, "will be our ability to sell targeted value added applications that build on top of the basic documentation flow."

Bob's group is currently working on four top priority areas: Accelerated Trade Payments, Consignment Tracking, Automated Customs Clearing, and Letter of Credit Clearance. The advantage of these applications is that they are complementary both from a user and data flow perspective. This allows GE Information Services to develop well-defined sales and product strategies and client development plans.

"This arena is exciting, as well, because of additional opportunities that it offers. The trend in the U.S. for the major port authorities to provide local automated systems offers the company a major opportunity to link and expand the scope of these 'islands of information.'"

In addition, the establishment of two data standards, one for the U.S., and one for the rest of the world offers the immediate value added translation that Bob says GE Information Services will have the capability to meet by year end.

Bob concluded, "all of these factors add up to one thing and that is that we believe that the time is right for a major push in the international trade arena."



Ruann Pengov

## PENGOV: SELLING ACROSS INDUSTRY

"Right now we are doing several major projects," said Ruann Pengov, vice president and general manager, Applications Marketing Operation (formerly Business Communication Operation). "The first, which we have completed, is an application arena analysis. We looked at all of the application arenas or markets where our cross-industry strengths are a major competitive advantage."

Applications Marketing Operation (AMO) is chartered to address cross-industry markets rather than vertical markets. As a result of the market study, AMO has selected eight markets to attack: dealer/client systems; sales/marketing systems; corporate systems; office systems; banking messaging systems; value-added point of sale; travel systems; and electronic publishing.

Ruann explained that they started with a broad

list of 35 potential attractive markets that seemed to be a good fit in terms of GE Information Services' strengths (see chart below). Then they interviewed account representatives from Marketing & U.S. Sales Operations and International Sales & Services Operations, and employees in major opportunities. Concurrently, they reviewed market studies to develop a "screen" for those application arenas.

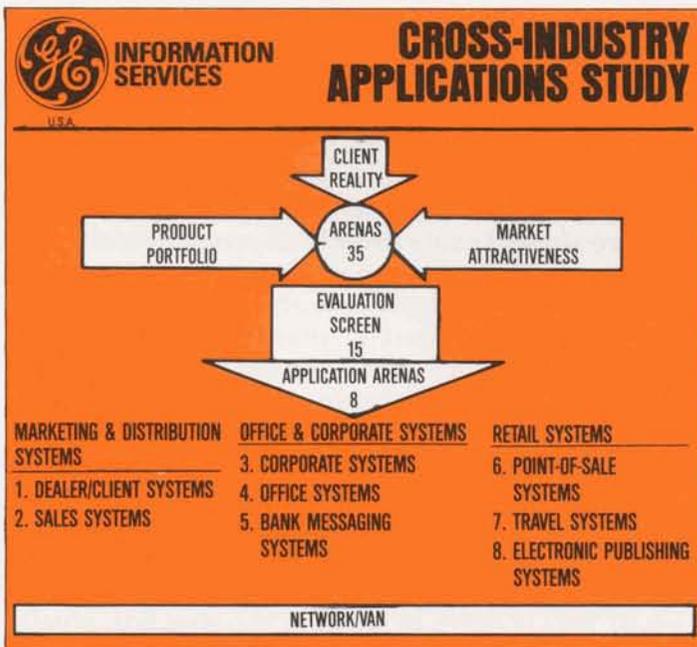
"We looked at arenas where worldwide service and support, service quality, and application integration capabilities are key," Ruann said.

Other projects underway include developing small entrepreneurial teams to work on delivering and marketing applications such as dealer systems, and working with field sales on ramping up the revenue from new clients. Also in process is the development of an integrated technology plan to provide an integrated technology base, including the migration of MARK III Service and the integration of networks.

Finally, Applications Marketing is working toward enhancing the process and discipline in the way products and capabilities are defined and brought to market with an emphasis on quality.

"The NPIP (New Product Introduction Process) is instrumental in accomplishing this goal," she said, "and Wayne Gowen and Matt Mulligan are addressing our quality concerns.

"We feel that through these five projects, we can address the cross industry market arenas most successfully."



Denis Gagnon

## GAGNON: MULTINATIONAL MARKETING SUPPORT

In the reorganization that ISSO underwent in October 1984 an entirely new entity, the International Business Development Group, was formed. Denis Gagnon was hired from Sears to join GE Information

*Services Company as vice president and manager of the new group. Stephen Brooks, editor of International Update, interviewed Denis for SPECTRUM to find out the purpose and progress of his group.*

**Q:** What is the purpose of International Business Development?

**A:** To increase the market reach of our services, as a complement to our existing distribution structure for MARK III/MARK 3000. At the same time that other ISSO managers are devoting their energies to maximizing the efficiency and the sales results of our existing affiliates and distributors, my organization is creating new business arrangements which will add new revenues and new markets for ISSO. Our objective is to bring about a "quantum leap" in our rate of growth.

**Q:** What is your plan for making this "quantum leap" happen?

**A:** First, we want to increase the number of countries in which we support our international clients and in which we market our services to local firms; this is the primary task of our market development section. Secondly, we plan to reach new market sectors within countries in which we currently operate, market sectors which our existing distribution operations cannot adequately serve; Christian Stiglitz is spearheading the work of this alternate distribution section which includes the reseller program. Thirdly, we plan to form alliances with other companies which can offer us significantly greater access to market and which have the willingness and the capabilities to share with us our future in this industry. Fourth, we plan the acquisition of companies which can bring us key capabilities which would otherwise be too expensive or too time-consuming to develop in-house. Fifth, under Barry Clarke's leadership, we plan to find new ways, new programs, new ventures to leverage the strength of our worldwide processing and network capabilities. Finally, Mike Fallon is leading our efforts to grow our business relationships with General Electric and its numerous components around the world.

**Q:** Into which new countries might GE Information Services expand?

**A:** We hope wherever international companies operate and where we can justify the cost of providing access and/or support as well as operate within government regulations. At the moment, we are

paying particular attention to the Far and Middle East and we are also keeping a close eye on Korea, China, Turkey, the Gulf States, and Brazil.

**Q:** What do you see as GE Information Services' short and long term business development priorities?

**A:** Our long term horizon is three years, by which time we intend to have realized our "quantum leap" objective. In the short term, we have established priorities for 1985, in each of the areas mentioned earlier. The reseller program (alternate distribution), the single vendor agreement (international programs), the entry into Korea (market development), are just some of our important priorities this year.

**Q:** You also have responsibility for Canada, Mexico, and Saudi Arabia—how are these operations doing?

**A:** There is encouraging news from Canada. Recently they recorded positive growth for the first time in many months. It's my hope that this signals that the hard work that Jamie Graham and his team have put in is now turning the operation around. They have made good progress with electronic data interchange and we are looking at ways in which we can increase our presence in the Canadian market.

Mexico is also showing signs of progress. We are considering establishing a data processing operation connected to MARK III which will allow us to overcome problems with foreign exchange rate fluctuations and compliance with Mexican government regulations.

Saudi Arabia is less encouraging. We have been hurt by the recession in the Middle East which has led to the cancellation or postponement of many large projects in which we could participate. However, we remain committed to supporting and servicing our many international clients in the region.



Colin  
Bell

## **BELL: MULTINATIONAL PRESENCE OUR GREAT ADVANTAGE**

"In Europe we are working toward accelerating our annual revenue growth rate," said Colin Bell, vice president, Marketing & Technical Support, International Sales & Services Operations.

"We have unique capabilities. Our challenge is to develop, deliver, and coordinate those capabilities for industries that cross borders, concentrating on our international presence and our worldwide network, which are our key strengths," he said.

Colin said GE Information Services Company has only a few truly international competitors in the international arena and getting at the market early, establishing and maintaining a lead position, is one of the strategies that he, Tony Craig, and Denis Gagnon are pursuing.

With a change in the regulatory environment, the European PTTs which are government agencies (Post, Telephone, and Telegraphs) are becoming new competitors, and seeking some of the same markets at the national level.

"We must coordinate sales and support across countries and across the big pond, evaluate profitability, and look at pricing," he said. "To achieve a high volume growth rate which the market is projected to support, ISSO must capitalize on our strategies now, push our capabilities and talents through to completion, rather than invent new things. This includes alliances through value added reseller arrangements, distributorships, and other ideas," he said.

Colin said ISSO strengths include an applications base in current clients and a strong base of good employees with unique applications skills.

To expand those applications to new clients and increase the scope of applications with current clients, the strategy must be to drive MARK III and

MARK 3000 accessed across an open connectivity network.

Specific markets that look promising in Europe, Colin said, include international trade and shipping, international banking, and EDI applications for multinational corporations that trade with each other. ISSO is currently the vendor for an EDI project for the automotive industry in Britain—MOTORNET—and a multinational project in Europe—ODETTE (Organization of Data Exchange through Tele-transmission in Europe).

Colin said there are many variations on these basic themes—for example, a car manufacturer setting up a DealerTalk type of application through his distributors around Europe, or between insurance companies and insurance brokers, or managing the international supply chain through customs and excise and the world transportation system.

"Just think about a 'Diplomatic Bag' application," he said. "Why shouldn't diplomatic messages, Foreign Embassy communication, or Common Market communications be handled via QUIK-COMM instead of a pouch? There are a whole raft of applications that capitalize on our worldwide product knowledge and support. Of course, open connectivity between all kinds of intelligent devices and MARK 3000 Service is a must to accomplish this."

The fusion of the technologies of telecommunications and information processing is creating major new opportunities across the world, he stressed.

"GE Information Services Company is well placed to be a major player in the world information/telecommunications services industry," Colin said, "and I am pleased to join the company at this exciting juncture in the development of the industry."

## SINGLE VENDOR CONTRACTING CAPABILITY AVAILABLE TO MULTI-COUNTRY CLIENTS

GE Information Services Company's multinational clients can now obtain MARK III® Service in more than 20 countries through a single contract—the Multi-Country Service Supplement (MCSS) to the company's standard Agreement for Computer Services.

A client who signs an MCSS will be billed centrally at prices established by the MARK III Service vendor (either GE Information Services Company or any of its distributors) in a single currency, for worldwide service. Billing will be based on assignment of separate user numbers for use in each country of access.

MCSS is offered as an alternative to the Multinational Access Agreement (MNA), in which the client contracts with the GE Information Services-authorized distribution company, through the MNA contract, in each country where he intends to access MARK III Service. Under the MNA arrangement, the client's affiliate in each country is billed by its local distribution company at local list prices.

"Already there has been an MCSS contract signed—Boehringer Mannheim in Germany—and there are many excellent prospects," said D. J. Crane, manager, pricing & alternate channels of marketing. D. J. added that there are a number of current prospects in the U.S.

"With the August release of the MCSS, we have made it easier to contract for multi-country business," said D.J. "It really is a great convenience for our clients to receive one bill in one country in one currency under one contract.

"This new contracting arrangement was made possible by the sustained efforts of many support organizations over several months," D.J. said, "culminating in the focused implementation effort of the concept led by Leslie Downey. MCSS is an important step in making GE Information Services a leading world-wide service provider."

Barry Clarke, International Sales & Services Operations manager, international contracts & pricing, and one of the architects of the new capability, explained that MCSS was driven in part by demand from new potential clients.

"German, Swedish, and Japanese industrials, shipping companies, and banks—all require contracting and billing in one location," Barry said.

Barry added that MCSS is also a plus for GE Information Services in transaction pricing SDC-im-

plemented international applications. Central billing for clients by transaction, and revenue clearing to each affiliate and distributor by resource, is a "nice tidy arrangement," Barry said.

Norbert Quinkert, country manager, Germany, Austria and Switzerland, spoke highly of the new capability in terms of clients' willingness to approve GE Information Services contracts.

"For German companies, a simple German language agreement, which provides for all disputes to be settled in a German jurisdiction, is cleared by clients' legal departments very quickly," he said.

Norbert explained some background on his first MCSS signing:

"One of the leading German pharmaceutical firms, Boehringer Mannheim, is required by law to maintain quality assurance data on one in ten of all diagnostic tests. Two hundred laboratories around the world are equipped with Epson terminals to maintain records and regularly transmit data to MARK III for analysis and reporting. For this centrally driven application, Boehringer needed to fund all MARK III use at headquarters, and the MCSS allowed GE Information Services—Germany to satisfy the requirements entirely satisfactorily."

Barry Clarke said ISSO has adopted a conservative approach to MCSS, discouraging the conversion of existing business to MCSS.

"As ISSO becomes more comfortable with the efficient functioning of revenue clearing and has established value added tax and sales tax precedents, then the use of MCSS will become freely available for all opportunities," he said.

The MCSS Sales Guide, available in DY28 file MCSS, contains information on how a client can contract with GE Information Services under MCSS, how MCSS compares with the MNA (and how to determine which option best suits a particular client's needs), and implementation procedures for both MCSS and MNA.

In addition, the guide contains several copies of the new MCSS contract (OLOS 800.52) and price schedules (OLOS 800.52-1,2,3).

MCSS covers only standard MARK III Service (Foreground, GCOS, and MARK 3000 Services). It does not apply to FCS, VSS, hardware or software products.

## SIGNING AN AGREEMENT WITH JAPAN BY TELECONFERENCE

NEC Corporation of Japan hosted a teleconference July 30 between its president, Dr. Tadahiro Sekimoto in Tokyo and Walt Williams, president, GE Information Services at the NEC office in Fairfax, Virginia for the purpose of signing a distribution agreement. The agreement will allow NEC's client's in Japan to obtain teleprocessing services via GE Information Services' worldwide teleprocessing network.

A second agreement between the two companies establishes a joint venture company, called C&C International, Ltd. This new Japanese company will provide marketing and technical



*Signing the agreements in Tokyo is NEC President Dr. Sekimoto. GE Information Services representatives at the signing on his left are Michael Chapman, vice president and general manager, Asia Pacific Area; John Barber, vice president and manager, Information Services; Christian Stiglitz, manager, International Business Development; and Larry Geller, manager, Japan Technology Operation.*

support and coordination related to the distri-

bution by NEC in Japan of GE Information Serv-

ices' teleprocessing services, as well as assistance in the development of other cooperative arrangements relating to international VAN and other network based businesses.

After signing the agreement, NEC President Tadahiro Sekimoto said, "I believe the interconnection between GE Information Services' worldwide teleprocessing network and NEC's Japanese VAN will bring about the expansion of VAN business for both companies, and that it also could contribute to the further development of our society and economy, which is already on its way to internationalism."



*Signing the agreements at the NEC office in Fairfax, Virginia is GE Information Services Company President Walt Williams. Pictured from the left are Naoshi Shima, manager of VAN promotion for NEC, and Dave Sherman, Associate General Counsel, Ray Marshall, senior vice president, Technology Operations; and Denis Gagnon, vice president and manager of the International Business Development Group.*

## EXECUTION WINS OVER AT&T INTERNATIONAL

AT&T International opened its doors to GE Information Services Company three years ago when it contracted with the company to install the project management system Project/2 (PSDI software package) for microwave stations in Saudi Arabia to enhance telephone communication in that country.

GE Information Services' AT&T Account Manager Charles "Chuck" Wallach, Saudi Arabia Country Manager Ahmad Habibi, and Tech Rep Fred Eisenmann worked in concert to complete the project to the client's satisfaction.

Following that success, AT&T International agreed to purchase a worldwide corporate financial system. But first there was a hurdle to jump.

AT&T I was having difficulty with Korean government "red tape" in getting data communication access to that country. Through the efforts of Chuck and Larry Geller's communication team, a dedicated line from Singapore to Seoul was installed—another plus in the developing relationship, Chuck said.

Following that success, AT&T wanted an accounting package they could make available through the financial system to their worldwide offices.

Originally Chuck recommended GE Information Services' accounting packages, but it turned out there was not a good fit for AT&T International's needs. So, he suggested a competitor's software package as an alternative.

"Through our successes and by a commitment to meeting their needs regardless of the vendor," Chuck said, "AT&T came to develop a tremendous amount of confidence in us. Since then, they've bought six other systems from us, including QUIK-COMM, PCMailbox, and WPXchange."

Sales to AT&T I's international offices are often coordinated by AT&T I, Chuck said.

"We propose a product or system to AT&T I's headquarters," Chuck said. "If they're interested, they then contact their overseas offices with the

names of our sales or technical people. Of course, there are also times when a sale works in reverse. We notify the GE Information Services' office in Australia, for example, that AT&T is buying QUIK-COMM, and ask them to contact the AT&T office there to coordinate the installation of the product."

Oftentimes, potential MARK 3000™ clients are referred to AT&T International for a testimonial to the GE Information Services Company's services.

"AT&T International is a tremendous client to work with," Chuck said. "Through contacts between our top management and theirs . . . by our understanding their business needs and meeting our commitments to them, they've come to respect GE Information Services as a reliable, quality source for multi-national data communication.

## ADMINISTRATION

RON NUTTER  
DENVER

*There's a company here in town who has had a Consulting Services agreement with GE Information Services Company, but doesn't have an active catalog on any of our services. Can this company be considered a client as far as credit standing is concerned?*

Yes. The company has a corporate ID, and that should be referenced in your paper work. Consider the client to be branch approvable for credit, though he will still have to sign an Agreement for Computer Services and will be charged the \$100 initiation fee when he signs up. Clients with corporate IDs but no catalogs can be either those who have had consulting services contracts, or Energy Enterprises clients. Call your credit and collection person for a final go-ahead.

SONNY TOM  
LOS ANGELES

*What discount does a client get for using MARK III FG service in non-prime time?*  
None unless he has a CUP plan. Your client probably saw the references to prime and non-prime on his invoice, and noticed that there was no difference for the price of CRUs in prime and non-prime. That's because he doesn't have a CUP plan. When you tell him that, he'll say, "Why do you bother to put it on my invoice?" And the answer is because unless we let him know how much usage he has in the non-prime hours, he won't know when it's advantageous to him to request a CUP plan. Within SAMIS, you should run CUPOPTS within the CID section. It will tell you which is the best CUP plan for the client to be on based on his prime and non-prime mix of hours.

# EAST-FAX

8\*274-6517 QK:FAST

DEBBIE PARKS  
DALLAS

*Our client has a 9600 baud line that is billed to him each month, but he would like it charged to a catalog different from the one it is now charged to. How can I change it?*

Send a QK to Bob Kellar on RACC, and give him the particulars: Now billed to—change to, etc.

CINDY DOUGLAS  
OMAHA

*I need to know what system catalog AH40 is on, and which number is the administrative user. Can you help?*

Yes, Fast Fax has a current list. We can tell you which system it's on, whether the catalog is ADM or VAL, and what U# the administrator has.

CHARLES ZEAL  
NEW YORK

*What's the name of the DY28 file that helps me interpret what I have received on an audit?*

The file name is TASKAUD. .SCAN is also helpful.

LINDA MILLER  
CINCINNATI

*What is the phone number for the telecopier in Client Services?*

(301) 251-6421, or 8\*274-6421. It's set on 6, and it's automatic. If you want the copy to go to a particular person in NSO or Client Services, mark his/her name on it. Include

your name and DIAL COMM in case someone needs to call you on the subject.

MIKE MASH  
CINCINNATI

*A client wants to know if there is a file on the system that lists current new publications. Is there such a file?*

Yes, it's a part of a 3-star library program accessible to all foreground users. The procedure is to call up the program: OLD CKDOC\$\*\*\* — then type RUN. The program offers the user 3 options: Check a series of document numbers contained in a file; check a single document number, or print out new documents released over the last 30 or 60 days.

## ENHANCED TELECOM- MUNICATIONS

### SOFTRAN SELLS

Last April SOFTRAN became a commercial product. Since then there has been a good deal of sales activity, and some successful closes and installations.

In the most recent issue of LEADER (301.42) there is an excellent feature article that describes the Dealer Control System that we developed jointly with our client, Porsche. This system includes the use of SOFTRAN to satisfy the cli-

ent's need for distributing microcomputer software.

Another instance of SOFTRAN being used is by one of the Big 8 accounting firms. They use it, along with PC MAILBOX, to communicate with their 180 practice offices worldwide. SOFTRAN distributes their internally-developed audit software for the IBM PC.

These are just two examples that prove SOFTRAN SELLS! It's a fully operational and supported product that can be sold separately or in conjunction with various other products. A sales resource to help you sell is Anthony Williams (8\*424-2024), the product manager. He stands ready to help you fit SOFTRAN into your sales situations. Call him to find out about available sales tools, or if you need client references.

The sales history for SOFTRAN is short, but it's long enough to prove that opportunities are out there waiting to be discovered.

KURT FUSSANGEL  
WEST GERMANY

*We have a client in Sao Paulo, Brazil who is transferring data daily at 2400 baud by long distance to Hamburg. Is there a 2400 baud number he can dial in the USA that has a 300 millisecond delay built in to accommodate the connection?*

Our 2400 and 4800 baud circuits in the USA have a 150 millisecond delay, but those circuits are reachable only through the 800 number which cannot be dialed from Sao Paulo. The 2400/4800 baud numbers available for local access (for example in Florida) do not have the delay built in.

VERN SMITH  
DETROIT

*Is there an agreement required for the use of SOFTRAN?*

Yes, it's 1375.35. Once you have that form signed, you can process the request in the

regular way, i.e., have the region mailbox person enter an MBX for GPCSTU01 (for the users software), or GPCST A01 for the Administrator's software). Each is \$100.

**Do you have a color monitor?**

You should be a member of the COLOR\$ group on QK11 to get information on how to use color to its fullest extent. Randall Severy on QK SYSIPC can add your address to the group if you send him a request and ask him to do so.

**Where is the break key on this \_\_\_\_\_ terminal?**

You'll have to look at the communications software that supports that terminal to find out what was specified as the break key. Your alternative is to use the SETB command to have MARK III Service recognize whichever character you choose as the break function. You can use the underscore, or the percent sign, or anything else that you don't think will be used in the application being performed. See the Command System Manual, page 199 for details on SETB.

**PEG BRUHNS  
SADDLEBROOK**

**A non-client wants a copy of TSI, and has sent me his check for \$50. What's my next move?**

Have your region MBX person put in an MBX request for the software and in the remarks section of the MBX, indicate that you have sent the \$50 check for the package to Patty Cox, GE Information Services, 7th floor, Maryland Center, 401 N. Washington St.



**EAST-FAX**  
8\*274-6517 QK: FAST

**INTERNATIONAL**

**PAUL OLSON  
NORWAY**

**One of our big clients wants to know how he can access the service from India. Is there a Public Data Network available there?**

No, there isn't. There has been some discussion with the Indian government over the past year, but there is nothing positive. A leased circuit from Bombay to the nearest MRC would be very expensive. Commercial Telex is probably the only way out of India, dialing into the Hong Kong Telex port. We researched the problem through the Tokio NSC, and find that there is no evidence of any clients using our service from India.

**BILL GAVIN  
NEW YORK**

**Where can I find out what the current prices are for access in the Philippines?**

On QK11 list a file named PHPRI\*85—the new price schedule for the Philippines, effective 9-1-85. There has been a 12 percent increase in prices there, in addition to an increase in the monthly minimum from US\$250 to US\$300. If you need more information about access there, you can address your QK to MANI. The

country is under control of David Rolls, whose office is in Hong Kong.

**PHIL CORCORAN  
ATLANTA**

**Callers are asking about the stories in the newspapers about a new distributor in Japan. What's happening to ISI Dentsu?**

ISI Dentsu is still a distributor in Japan, and growing nicely, but we now have a joint venture with NEC who has a 6.3 megabit/second network throughout Japan. NEC has expertise in communications and computers, from micros to mainframes, coupled with a large sales force. The new agreement does not affect our relationship with Dentsu. A question that you'll probably hear is "Why TWO distributors in Japan?" And the answer is to expand market coverage in the second largest EDP market in the world. If it should become permissible in the future to use the interconnect networks to offer international VAN service, it is expected that appropriate arrangements will be made to do so.

**MARK 3000™  
SERVICE**

**RALPH SACCO  
NEW JERSEY**

**Is there an added cost to the user to use the SIMPC software that is resident on MARK 3000?**

No, he will see nothing on his invoice that charges him for access to this software. The user does have to buy the package for his PC, which you can order for him with the code SPMP01 for \$150. In addition, his user number will have to be validated for 3270SIM. The syntax is ADD, MK3000,3270SIM,888,\* (where 888 is your user number). The MBX will cost the user \$30.

**DEBBIE SCOTT  
HARTFORD**

**What is the procedure for getting the DSXMIT tape for a client and how much does it cost?**

Sign onto your QK11 U# (where you get QK messages) and list a file named DSXM. When you know the answers to those questions, then RUN DECKS\* - the order entry program that takes the pertinent data and then gets sent as a message to Rockville Expediting.

**TIM LEE  
SAN FRANCISCO**

**If my client is in a hurry to receive his copy of DSXMIT, how can I get it couriered to his address?**

There is an option in the DECKS\* program that lets you specify that it should go by courier. The default delivery system is U.S. Mail. It will ask you for your cost center so that the charges for the courier service can be charged to your cost center.

**JEANNIE TOM  
NEW YORK**

**Is the dial out feature available on MARK 3000 Service?**

No. It is a product on the MARK III Service only.

**JOHN MIKSA  
DALLAS**

*A client said he read something called "Automating the Development Cycle" in the July issue of Industry Week, and the article mentioned GE Information Services. Is this a licensed product, or is it a new author?*

It's a new author. The company name is Leading Software Technologies Corporation (LSTC), and they're in EQ85 on MARK 3000 Service. The software is called The Intelligent Assistant, and the author says the system is designed to automatically create and document an entire application system from the definition of inputs and outputs. If you would like some more information about the offering, you can call a former GE Information Services person—named Barb Frazer—who now works for LSTC. She's in Cleveland on (216) 261-0187. If you want a copy of the article as it appeared in *Information Management*, and a copy of the newsrelease from our Press Relations office, send a QK to FAST with your complete name and mailing address.

**JOHN HENNESSEY  
MILWAUKEE**

*What are the specifications of the 3380 disk pack storage devices in MARK 3000 Service?*

A dedicated pack costs the client \$3,900 per month, and it has 47,476 characters per track (also called an ISU), it has 15 tracks per cylinder, and 885 cylinders in the entire pack. That's a total of 630 megs of storage for \$3,900/more, or \$6.19 per meg per month. The agreement form is OLOS 2051.51.

**GE INFORMATION  
SERVICES COMPANY  
AND SIMWARE  
IN THE NEWS**

*Your clients may be asking you about the news items that will be appearing in trade publications about a joint release from GE Infor-*



*mation Services and Simware of Ottawa, Canada.*

Yes, it is something new—it's not the same product you have been hearing about that emulates a 3270 with a CRT device or a PC.

The configuration in Figure A is what has been announced this month. Notice that it does NOT involve the MARK 3000 Service. The client can buy

the Simware package for about \$30,000 and load it into his own in-house IBM mainframe (VM or MVS/VTAM) He can use MARK\*NET service to reach his own processor from PCs that have the SIM3278/PC package (\$195).

This is a different offering from that shown in Figure B which was introduced in April, 1985.

**QUIK-COMM™  
SYSTEM**

**MARY JANE LOW  
ALBANY**

*Do users of the QUIK-COMM System in Japan still have to use a Public Data Network, or can they use the GE Information Services Company network?*

They must still use the PDN. The government has not given permission for QUIK-COMM messages on the GE Information Services Company network.

**CAROL EVANS  
ATLANTA**

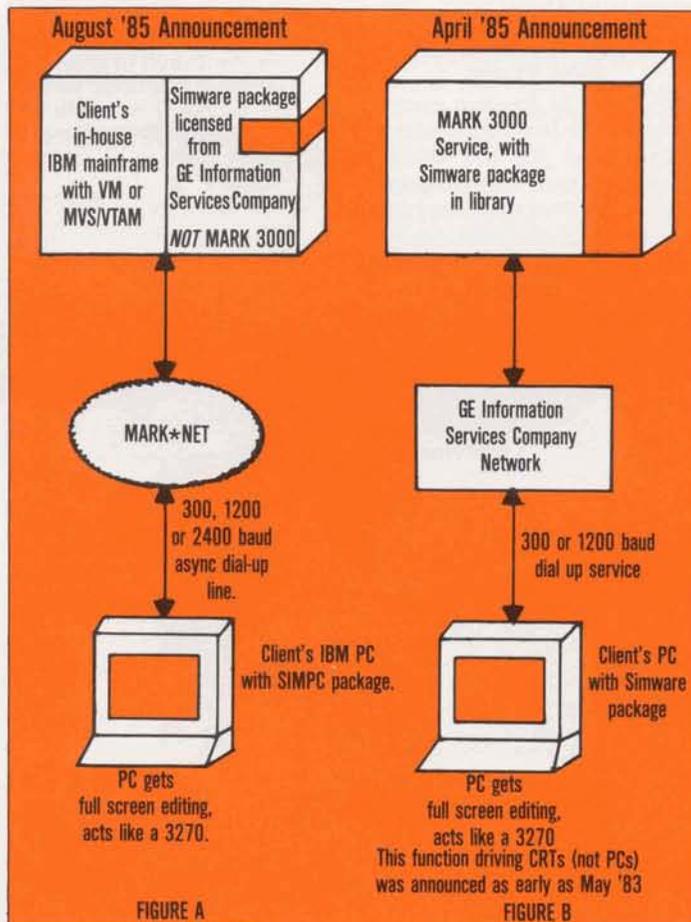
*Can a QUIK-COMM System user who gets billing in ABUs have his users sign on with Project IDs to get a breakdown of the billing by PID when it comes?*

No. ABUs are not reported under the Project ID breakdown. The user will have to use the Month End Usage (MEU) report to determine how much each address has used. Remember the MEU is free of charge the first time in a month that it is used, but after that, resources are charged.

**DEE JONES  
GREENSBORO**

*When we send a QK to Telex, is it necessary to insert the line feed character after the carriage return? What about line length? Should that concern the sender?*

The line feed is supplied by



## EAST-FAX

Continued

the system, but remember that a Telex device has a limit of 69 characters wide. Words that wrap around from one line to another make the message more difficult to read. Keep the 69 character limit in mind.

**DEBBIE GEORGE**  
DETROIT

*Is there a list of persons who are pursuing QUIK-COMM System opportunities outside the U.S.A.?*

Yes. List a DY28 file named OCOINTL.

**PHILIPPE BOSSUT**  
PARIS

*Changes in the QUIK-COMM System syntax have far-reaching effects. Is there anyway to warn us in advance of these planned changes to minimize the impact?*

Yes. The QK11 file QCMMSG\* contains the planned changes in Enhancements II. In addition, the Office Systems Group in Client Services Rockville maintains a list of those clients who use front-end programs, INDs or PC-based software to interface with QUIKM. Notify VENSUP if you have such a client.

**DEE NILES**  
MINNEAPOLIS

*Is there a command to eliminate a public group?*

*For example, the client has 45 addresses in a group he named LABOR\$. Does he have to do a \*D on every address to get rid of the group?* No, when the user is into the group, he can issue the command \*D,LABOR\$, followed by \*S.

**STEVE HARWIN**  
NEW YORK

*Is there a way to find out what the price of an ABU is in various countries.*

List a DY28 file named ABUPRICE. These are not firm prices, but merely an indication of ABU values by the distributors.

**PAM WOLFF**  
ARLINGTON

*Is the QK11 catalog validated for Telex access?*

Yes. You can originate a Telex message from your QK11 user number.

**LAURA GOMEZ**  
LOS ANGELES

*What is the minimum charge for checking Bulletin Board?*

It's the same as checking into the QUIK-COMM System which is 10 ABUs.

**NORM SILVERMAN**  
NEW YORK

*Our client is finding excessive storage in user numbers being used for the QUIK-COMM System, and they appear to be files they sent via the ATTACH feature. Aren't they supposed to disappear after they're sent?*

Your client must still be using Version 2.0 of PC Mailbox. Version 2.1 stores the files in the GE Information Services' user number in their catalog, and the client is not charged for the storage.

**JIM GRUELIG**  
CINCINNATI

*What's the procedure for getting a client the newer version of PCMBX. He has paid for Version 2.0, and now needs the next version. Is there a cost involved?*

The DY28 file named PCM-UPGRD (PC Mailbox Upgrade) provides details on how he sends in his diskette to get it replaced at no cost for the newer version.

## HOW WE'RE DOING

### SECOND QUARTER SALES REMAIN SOFT... OPERATING NET INCOME SIGNIFICANTLY LOWER...

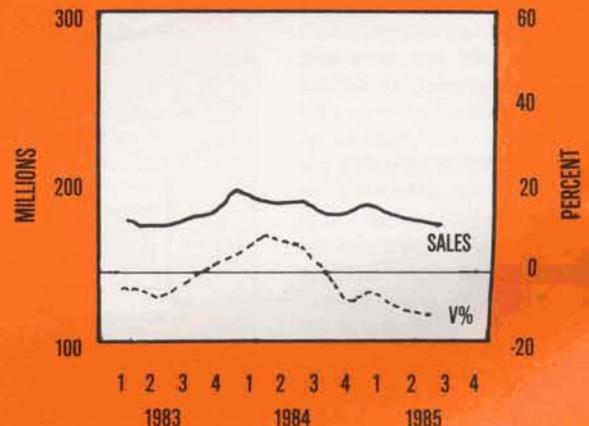
GE Information Services Company's second quarter sales declined 10 percent from 1984, were 11 percent below Operating Plan and fell 2 percent short of the first quarter rate. First half sales were 9 percent below last year and Operating Plan. Operating net income was less than half of the second quarter 1984 levels. Second quarter results by business segment were:

- **Network Based Services** sales were 9 percent below last year. Marketing and U.S. Sales declined 12 percent driven by continued pricing pressures and migration to in-house alternatives. International volume continued to grow (up 9 percent) but after factor-

ing in the impact of the strong dollar, their second quarter sales declined 3 percent. NBS net income was sharply lower than 1984.

- **GE Consulting Services** sales improved 2 percent over 1984 due to improved applied time rates. Profitability improved nicely due to lower costs.
- **Software International** revenue was virtually flat compared with last year as domestic closes continue to be soft, but lower costs helped improve net income over the prior year.
- **Integrated Communication Services Operation's** third party hardware maintenance and rental/lease sales increased 9 percent, however, total sales were off 10 percent as a result of exiting the distribution business earlier this year. Earnings were about 50 percent higher than last year.

### GE INFORMATION SERVICES COMPANY SALES ROLLING THREE MONTHS



## EPS TESTS EMPLOYEES' OPINIONS

GE Information Services Company employees now have an opportunity to participate in the Employee Practices Survey (EPS) as part of the GE-wide effort to survey employee attitudes and perceptions. The field will have the choice to fill out a survey either in writing or on line from August 15 to September 16. To encourage a high level of participation Headquarters employees will be invited to take the survey at sessions scheduled on company time at the ITC and Metro North and Twelve Oaks cafeterias. Department managers will announce the meeting schedules.

"This year we're adding 38 additional questions to the core GE survey, to explore some issues of particular relevance to all GE Information Services employees," said Walt Williams, president. He added, "I would like to stress to all employees that their opinion really counts. The closer we get to 100 percent participation, the more faith everyone will have in the results."

The EPS is only the beginning of the process. After the survey data is compiled and analyzed, the analysis will be made available to all section managers for their sections. Section Managers have been charged to feed back the results to their employees starting in mid-October and to work with them to develop action plans to address the results.

Section managers will also be feeding back the results of these meetings to their managers, and on up the chain. From this information, a series of action plans to address these results will be developed for GE Information Services. For further information on the EPS contact Jeanne Freeman, manager management training on DIAL COMM 279-5419 or QUIK-COMM: JFRE.

## GE INFORMATION SERVICES COMPANY EMPLOYEES PRESENT PAPERS, WIN AWARDS

To an international audience of technical communicators, Kathleen Stevenson, manager of systems and languages documentation; Suzanne Porter-Kuchay; and Mary R. Wise, Technical Writers in the Systems and Languages Documentation group, presented technical papers at the International Technical Communication Conference in Houston, in May 1985.

Kathy Stevenson and Suzanne Porter-Kuchay co-presented papers on the subject "Packaging for Today's Technology." They discussed packaging and marketing considerations and how user documentation for microcomputer products responds to the varied audiences and thus takes a leading role in selling products. Mary Wise's paper was titled "In Search of Typesetting." She discussed three alternatives to installing an in-house phototypesetter: electronic publishing systems, service bureaus,

and personal computer software. She received the Best Paper Award in the advanced Technology Applications area for her paper.

In addition, the conference hosted the Society's International Technical Publications Competition. GE Information Services received an Award of Merit for The QUIK-COMM System brochure. Earlier in the year, the local chapter of the Society presented GE Information Services Company with a total of seven awards for excellence in technical publications.

The Society for Technical Communication is an international organization with more than 8,000 members worldwide. STC is dedicated to the advancement of the theory and practice of technical communication in all media. The Society has over 80 chapters in the United States and Canada and branches in foreign countries.



From left: Mary Wise, Suzanne Porter-Kuchay and Kathy Stevenson.

## FACILITIES CONSOLIDATION SAVES COST

As previously announced, plans have been approved to consolidate Headquarters facilities in Rockville into two locations. The Maryland Center will be identified as a Technology Center and Metro North will become a Sales and Marketing facility. Staff components, such as Finance and Employee Relations, will be located in both buildings near the organizations they support. Consolidation will be accomplished by vacating the Twelve Oaks B and C buildings by year end and leasing some additional space in the Metro North facility.

"This project has been approved by management on the basis that it will save over \$2.2 million in costs (a \$1.2 million net income increase) from 1985 through 1990. (This includes all rearrangement, moving and set-up costs.)" said John Flemming, manager, materials and facilities operation.

In addition to the cost savings, John added that consolidation from three locations to two locations and from four buildings to two buildings, would increase productivity and improve communications through co-location of components which interact with one another on a day-to-day basis.

The proposed plans for the Maryland Center and Metro North are on display at cafeteria locations in the Maryland Center, Twelve Oaks B and Metro North. Detailed layouts are being coordinated with each department.

All moves are scheduled to be completed by year end and will be carried out by facilities, as quickly and efficiently as possible.

## NEW AND REVISED DOCUMENTATION

### MARK\*NET INTERNATIONAL GUIDE REVISED

The *MARK\*NET International Guide* (3918.14A) has been updated.

Substantial changes were made: the international communications environment is described in detail; international access instructions and trouble reporting procedures are provided; the services and rates to the U.S. have been updated; and information on the international distributors has been added.

### OCO SALES GUIDES RELEASED

Other OCO documents released this month are the *QUIK-COMM* and *QUIK-GRAM* Sales Guides.

The *QUIK-COMM Sales Guide* (3410.86) provides in-depth information about: the service's major attributes, the market's size and growth, competitors' strengths, weaknesses, and strategies, available sales support aids, application profiles, and other points of interest.

The *QUIK-GRAM Sales Guide* (3410.84) describes the service's target markets, competition, product specs and pricing, and more.

### GUIDE TO OFFICE COMMUNICATIONS INTRODUCED

In a move to enhance service to the client, documentation for the *QUIK-COMM*™ "family" software (*QUIK-COMM*, *Bulletin Board*, *Telex Access*, and the *QUIK-GRAM*™ Service) has been combined into two micro-sized binders, and is available via subscription service.

The binders are entitled *Your Guide to Office Communica-*

*tions* (See photo below). One binder (3410.72) contains comprehensive end-user documentation, including user's guides and job aids (stand-up quick reference cards). Document formats have been changed to provide even more help to readers than previously given. Books are written in a step-by-step sequence, and more visual aids have been added.

Similar treatment has been applied to the administrative binder (3410.73) which consists of installation and administrator's guides for the four services.

The binders come in loose-leaf form to make updating the book easy. Tabbed divider pages describe software capa-

bilities, key features, and benefits.

Each binder costs \$75. Included in the cost is a year's subscription fee, which entitles the subscriber to documentation and updates released during the year. The subscription can be renewed for another year for \$25.

Job aids, ideal for end-users and for client training, may be purchased separately for \$5 a copy. Publication numbers are as follows: *QUIK-COMM* (3410.49); *Bulletin Board* (3410.90); *Telex Access* (3410.91); and *QUIK-GRAM* (3410.83).

Considerable detail about these books and the planned subscription service is contained in file *OCOSUB* in the *DY28* catalog.

### GE\*LINK™ SYSTEM DESCRIBED IN PROFILE

The *GE\*LINK* System is designed to allow companies with differing EDI (Electronic Data Interchange) standards to send and receive documents electronically.

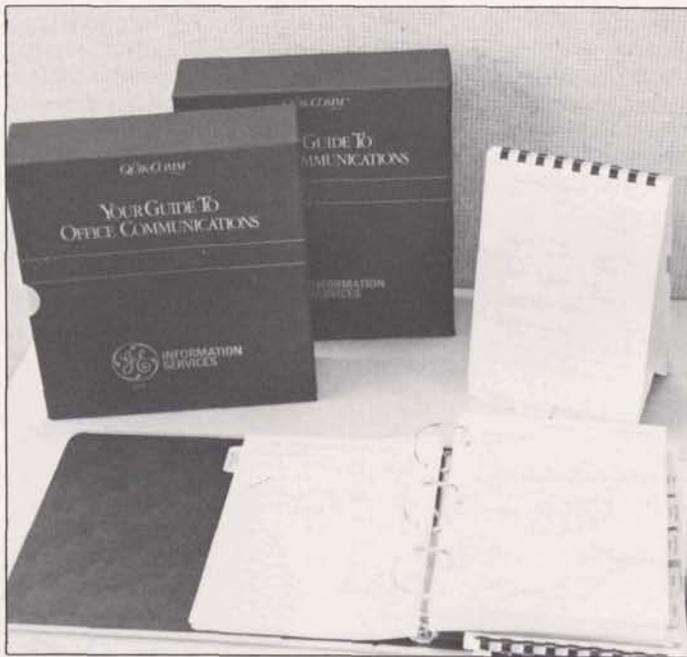
The system can be configured to translate a sequential file of any TDCC or ANSI X.12 transaction to a table driven standard of ICOPS, WINS, or UCS.

The *GE\*LINK Product Profile* (5070.03) provides more details about the application.

### AUTHOR SOFTWARE DOCUMENTS UPDATED

Three Author Software items have been revised to reflect changes that have occurred regarding third-party software offered on the *MARK III*® Service.

Affected documentation includes: the *Network Software Service (NSS) Sales Information Summary* (6116.07B), which explains to GE Information Services sales personnel how to sign and support NSS authors; the *NSS Product Profile* (6103.01E), which explains to an author prospect how the NSS arrangement works; and the *NSS Author Handbook* (6116.01F), which provides administrative specifics to companies that maintain software on GE Information Services services.



## PRESIDENT'S FITNESS CHALLENGE REISSUED

Last year Walt Williams, GE Information Services Company President, challenged all employees to set a personal goal to improve upon their health in some way. The response was very good. As a company, employees lost weight, lost inches, quit smoking, exercised on a regular basis, learned new sports, managed stress, quit drinking and, in accomplishing this, improved our health.

This year Walt has again issued the fitness challenge. To participate, employees should set a personal goal which is realistic, needs to be achieved, will improve their health. Send a QUIK-COMM now to HEALTH stating your objective along with your name, mailing address and DIAL COMM. Set the date to accomplish this fitness goal by November 15 or sooner. This information will be kept strictly confidential by Theresa Yee, health care programs manager.

When employees reach their goals, they should send another QUIK-COMM before November 15 to HEALTH stating results. Those who achieve goals will receive a recognition reward to commemorate the achievement.

If you have any questions, contact Theresa Yee on QK: HEALTH or DIAL COMM: 8\*294-5417.

## FIRST ISMP'S GRADUATE

On July 12, 1985, Walt Williams, president, Bob Agans, vice president, Finance, and John Clouse, manager, information systems presented Bruce A. Blank and Kimberly Lewis with plaques recognizing their completion of the two-year Information Systems Management Program (ISMP). GE Information Services began its participation in the corporate sponsored program in the summer of 1983, when Bruce and Kimberly joined the company as ISMP recruits.

Intensive off-site training and four rotational work assignments form the core of the ISM program. Course topics range from Cobol programming database technology, and on-line systems to communications and decision making. GE Information Services' recruits supplement their formal training with diversified experience and

growing responsibility within Information Systems.

The program also provides recruits with uncommon opportunities for professional growth. For example, Kimberly and Bruce have prepared an edition of a corporate newsletter, interviewed Walt Williams, and given formal presentations on Local Area Networks and Teleconferencing.

Bruce and Kimberly will continue to contribute to the company as ISMP graduates. Bruce, who studied computer technology at Youngstown State University, Youngstown, Ohio, has accepted a position as applications specialist in the Information Systems Development Center. Kimberly, a graduate of Goucher College in Towson, Maryland, will join the Information Systems Support Center as a database specialist.



From left: Bob Agans, Walt Williams, Kimberly Lewis, Bruce A. Blank, John Clouse, Dave Lloyd.

## WORTH NOTING

### ISSO CONTINGENT ADDRESS MEMBERS OF BRITISH PARLIAMENT

Electronic Data Interchange (EDI) for the British automotive industry was the subject of a recent address to members of the United Kingdom House of Commons and Peers of the Realm (House of Lords).

GE Information Services Company's Tony Craig, senior vice president, International Sales & Services Operations, and Anthony W. Fraser, Society of Motor Manufacturers and Traders (SMMT) briefed the members on MOTORNET, an EDI pilot system for the British motor industry.

"There is no question of experimentation—MOTORNET is going to propel the British motor industry into a new era of efficiency and competitiveness," Tony told the members of Parliament. "It is a demonstrably secure system, probably ten years ahead of any other network and one which will enable any members' system to communicate with any other through a dedicated and unprejudiced network and at highly economic rates."

Also representing GE Information Services Company at the meeting were Eurfyl ap Gwilym, managing director, United Kingdom; Nigel Roberts; Tony Burton; Geoff Newton; Patrick Hedgland; Graham Howard; Rachael Davis; Peter Boulton; Fiona Bryant; and Anthony Dalton.

Subsequent to the meeting, SMMT selected GE Information Services to provide a clearing house system for the British motor industry.

*Continued on next page*

## WORTH NOTING

Continued

### GE FOUNDATION APPROVES 21 ORGANIZATIONS FOR GIFT-MATCHING

A total of 21 charitable organizations in 15 General Electric locations has been approved for matching gifts by employees and retirees under the GE Foundation's new "More Gifts . . . More Givers Program."

The Foundation Trustees approved 18 organizations for gift-matching at their May meeting to add to the three they accepted in February. The approvals resulted from the program's nomination process which permits employees to nominate organizations for gift-matching. Nominations must be endorsed by local employee relations management before they are submitted to the Foundation's

program committee which recommends organizations for consideration by Trustees at their quarterly meetings.

Thirteen approved organizations are in the health and human services category. One of these, the Capital District Hospice of Schenectady, which was approved in February, has already received more than \$7,800 in contributions from close to 300 employees and retirees. Also noteworthy in this category is the Fund for Philadelphia (Cobbs Creek), which was established to provide emergency aid to families burned out of their homes in the recent confrontation of law enforcement officers with a militant group.

The Trustees have also approved five arts and cultural organizations, two environmental groups, and one education-support organization.

"The Trustees of the Foundation are clearly favoring

programs that reach out to people who need special help . . . particularly those which show widespread employee volunteer participation or support," explained Paul Ostergard, GE Foundation Secretary. "They have also decided not to include organizations for which substantial support is already being provided. Several nominations of public television or radio stations were not approved for this reason."

Employees and retirees may have their gifts matched to approved organizations by completing and sending a gift-matching form along with their contribution to the organization. Forms are available from the Stationery Room in the Maryland Center.

Those who wish to nominate organizations for Trustee approval at future meetings may obtain a nomination form from Charlie Quatt (OIG).

### EMPLOYEE REFERRAL PROGRAM CANCELS COUPON AWARDS

Recruiting is changing the 1985 Employee Referral Program. As of August 30 it will no longer offer a coupon for referral interviews.

Coupons are no longer redeemable through the catalog awards company. To obtain a \$25.00 check for the coupon, employees are asked to submit all outstanding coupons to:

Professional Staffing  
Mail Station: MCISW  
401 N. Washington Street  
Rockville, MD 20850

DSO will send a check for the total amount of valid coupons received.

Employees will continue to be awarded a coffee mug for

*Following is a complete listing of currently approved organizations for gift-matching:*

**Capital District Hospice, Inc.**, 514 McClellan Street, Schenectady, New York 12304

**Regional Cancer Center Corp.**, P.O. Box 733, Louisville, Kentucky 40201

**Salvation Army, Syracuse, New York**, Capital Fund Drive, 749 South Warren Street, Syracuse, New York 13202

**Atlantic Health Foundation**, 212 Boston Street, Lynn, Massachusetts 01904

**OK Kids, Inc.**, 1705 W. Waters Avenue, Tampa, Florida 33604

**Oasis Commission on Social Ministry of Portsmouth/Chesapeake**, 1020 High Street, Portsmouth, Virginia 23704

**Wendell Foster Center, Inc.**, 815 Triplett Street, Owensboro, KY 42301

**Covenant House**, 460 West 41st Street, New York 10036

**Vermont Association for the Crippled, Inc.**, Vermont Achievement Center, 88 Park Street, Rutland, Vermont 05701

**Salvation Army/Brigade Boys' Club YWCA/YMCA Combined Capital Campaign**, P.O. Box 1503, Wilmington, NC 28402

**The Charlton School**, P.O. Box 47, Burnt Hills, New York 12027

**West Central Neighborhood Committee, Inc.**, 1210 Broadway, Fort Wayne, Indiana 46802

**Fund for Philadelphia, Inc.**, Cobbs Creek, Suite 1700, East Pennsylvania Square, Philadelphia, Pennsylvania 19107

**Massachusetts Audubon Society, Inc.**, 472 West Mountain Road, Lenox, Massachusetts 01240

**Environmental Clearinghouse of Schenectady, Inc.**, 12 North Church Street, Schenectady, NY 12305

**Community Trust of Santa Clara County**, San Jose Unified Education Foundation, P.O. Box 36174, San Jose, California 95158-6174

**Hancock Shaker Village, Inc.**, P.O. Box 898, Pittsfield, Massachusetts 01202

**Vermont Symphony Orchestra Association, Inc.**, 77 College Street, Burlington, Vermont 05401

**Arts Center and Theatre of Schenectady, Inc.**, P.O. Box 279, Schenectady, New York 12301

**Schenectady County Historical Society**, 32 Washington Avenue, Schenectady, New York 12305

**Allen County Public Library Foundation, Inc.**, 900 Webster Street, Fort Wayne, Indiana 46801

## JOB PACKAGE IMPROVEMENTS: GE EMPLOYEES WILL NOTE VALUE IN THESE CHANGES

every qualified referral and a \$1,000 award for every valid referral hire. This program will be augmented by special \$1,500 incentive awards for critical skill referrals from time to time.

### DIAL COMM COMES BACK TO EARTH

General Electric's Corporate Telecommunication Operation (CTO) has hung up on satellite-transmitted long-distance telephone service and voice problems associated with it.

The switch back to terrestrial lines for the company's own long-distance service, DIAL COMM, comes as the result of a user survey conducted by CTO during the first half of the year.

In that poll, DIAL COMM users expressed dissatisfaction with voice quality on the satellite network—time delay and echo, especially. The majority of users indicated that while the economy of long-distance phone calls is important, it shouldn't come at the expense of voice quality.

Based on survey results, as well as recent favorable changes in terrestrial carrier tariffs at AT&T-Communications, the DIAL COMM network was returned to land-based long distance on August 2.

There are significant values for employees in the recently improved GE job package. Here's a brief summary of some that seem to be of major interest:

### Dental Insurance Benefits

#### Orthodontic Coverage

Employees with young families recognize the value of this addition to dental benefits. Beginning January 1, 1986, orthodontic treatment will be covered for dependent children under 19 years of age with \$1,000 in lifetime benefits available for each eligible child.

Benefits for the various orthodontic procedures will be provided under a schedule of benefits. If an orthodontic treatment plan has already started for a child when this new benefit becomes effective on January 1, 1986, the total \$1,000 benefit available will be proportionately reduced, depending on the portion of the total treatment plan remaining after January 1. For example: If half the procedures have been completed on January 1, then 50 percent or \$500 of the lifetime benefits will be available to help cover remaining costs.

#### Updating of Benefits:

The schedule of benefits for specified dental procedures covered by the Dental Assistance Plan will be improved for certain procedures beginning January 1, 1986, to recognize the increased level of average dental charges for such procedures.

#### Added Improvement:

The previous \$750-per-year limit on restorative and prosthodontic dental procedures has been changed to provide \$1,500 over two consecutive years. For someone with high dental costs in one year and low cost the next year, this

could provide an extra \$750 in benefits.

### Insurance Improvements

#### Vision-Care Benefits:

GE medical expense insurance has always covered eye care costs resulting from illness or injury affecting the eyes, but many employees have looked for coverage of the cost of normal eye examinations, glasses, contacts, etc. Beginning January 1, 1986, these costs will be covered (once every 24 months) under a schedule of benefits that specifies benefits for each item of vision care. For example:

COVERED EXPENSE	MAXIMUM BENEFITS
Eye Exams	\$25
A pair of corrective lenses	
Single Vision Lenses	\$25
Bifocal Lenses	\$40
Trifocal Lenses	\$55
Lenticular (biconvex) Lenses	\$80
Contact Lenses	\$75
Frames	\$30

#### Incentives for Participation in Health-Care Management:

A number of provisions have been added to Comprehensive Medical Expense Insurance to encourage all GE employees to participate in management of health-care costs while maintaining quality of health care. They include:

- A hospital review program, including for non-emergency hospitalizations) pre-admission reviews, also length-of-stay reviews, and discharge planning.
- Second-surgical opinions for a list of specified surgeries.
- In order to encourage the use of generic drugs, the Comprehensive Medical Expense Insurance coverage will waive the Type B

deductible when prescribed generic drugs are purchased.

For example, if you have used up only \$50 of your \$100 deductible for the year, but are buying prescribed generic drugs costing \$20, the plan will provide regular Type B benefits for the \$20 expense (either 85 percent, or 50 percent for certain mental treatment drugs). Normally there would be no reimbursement since the total cost would go toward the remaining \$50 of your deductible.

- Annual deductibles of \$100 per person—\$250 per family—before benefits begin.
- Annual dependent coverage contributions of \$200.
- A change in the method of coordinating benefits when a person is covered by two employer-group medical plans. This usually is a situation where a husband and wife work for different companies. When the GE plan is the secondary payer, it will pay any difference between the benefits payable by the other employer plan and the benefits the GE plan would have paid if it were the primary payer.

### Life Insurance

#### S&SP Life Insurance:

Two special life insurance plans—S&SP life insurance and the Additional Life Insurance Plan—have new values. The month of October has been set as an open-enrollment period. This will allow those who passed up their initial enrollment opportunity to enroll without proof of good health if they are actively at work or on paid vacation. Normally, anyone enrolling after their ini-

tial opportunity must provide proof of good health, usually through physical examination.

The S&SP life insurance coverage provides long-term monthly benefits to beneficiaries of employees, depending on the employee's age at death. A new improvement increases the number of years that benefits are paid to survivors of employees in most age groups.

Example: Benefits paid to beneficiaries of employees in the 45-49 age group will increase from 35 percent of pay for 8 years to 35 percent of pay for 15 years. Below is a table showing the longer benefit periods.

Employee's Age at Death	Percent of Annual Earnings in Benefits		Period for Which Benefits Paid	
	Contribution of 1% of Pay	Contribution of ½ % of Pay	Previous	New
Under 30	60%	30%	40 years	40 years
30 - 34	60%	30%	30 years	30 years
35 - 39	55%	27.5%	18 years	25 years
40 - 44	45%	22.5%	13 years	20 years
45 - 49	35%	17.5%	8 years	15 years
50 - 54	30%	15%	5 years	8 years
55 - 59	30%	15%	3 years	4 years
60 or over	30%	15%	2 years	2 years

#### New "½ Percent of Pay" Life Insurance Option:

With this change, it's possible to buy half of the regular coverage of S&SP life insurance by investing just half of the 1 percent of earnings required for the regular coverage. This opportunity will be especially valuable to those who do not need the full coverage that 1 percent of earnings will buy.

Benefits under the "half-size" S&SP insurance coverage are half of the percentage of pay stated in the column headed "Percent of Annual

Earnings in Benefits" for the contribution of 1 percent of pay (shown in table above). For example: the "under 30" line benefits are "30 percent" of annual earnings for 40 years for the ½ percent option.

#### Lump-Sum Choice:

Another change in this insurance allows the beneficiary to choose to receive the life insurance benefits in a lump sum rather than in monthly installments if the employee has not restricted such a choice. Previously an employee had to specify this kind of payment. The interest rate used for discounting the installment payments to calculate the lump-sum pay-

ment is subject to change by the insurance carrier.

**Additional Life Insurance:** This plan is part of the Personal Protection Plan package available to exempts only. The new improvement

provides for a "3-times-annual-earnings" option, and eliminates the "1½-times-earnings" option, making it possible to purchase life insurance equal to either 1, 2, or 3 times annual earnings. Because this improvement can be extremely valuable to many who may have passed up this insurance when they first became eligible, October has been set as an open enrollment month. During October, any eligible employee can enroll for one of the coverages without proof of good health.

#### S&SP and ESOP

The Savings & Security Program will now be more flexible and offer greater value to those concerned about stability of securities.

#### New Money Market Fund:

This new investment medium for Retirement Option Account funds will complement the Holding Period Interest Fund by offering a fund with a similar objective—stability of unit value and competitive interest rates. The new fund will be available at the beginning of 1986.

#### U.S. Savings Bonds and DPA:

Previously, those investing in the tax-sheltered Deferred Pay Account of S&SP were unable to select Savings Bonds as a security for investment. The Internal Revenue Service has now lifted the prohibition against Savings Bonds in 401(k)-type accounts. Those wishing to use DPA and invest in Savings Bonds will be able to do so beginning January 1, 1986.

#### Cash at End of Holding Period:

A change in S&SP regarding the distribution of securities at the end of a holding period will now make it possible to elect to receive cash instead of securities beginning with the January 1987, distribution. This will eliminate the need to go through the process of redeeming securities for those desiring cash.

#### ESOP Crediting Advanced:

Credits to each employee's Employee Stock Ownership Account will now be made in February instead of October as in the past. This means three additional quarterly dividends credited to each ESOP account for stock shares credited in a particular year. This change will be effective with credits to be made in February 1986. The improvement is made possible with the change in the law making ESOP credits based on company yearly payroll—which is known shortly after the year ends—rather than on investment tax credits for the year which are not known until company tax returns are filed the following September.

This is only a summary of the benefits in the job package improvements. We will continue to provide you with details as they become available.

## MILESTONES

Congratulations to the following employees who celebrate service anniversaries in August:

### 25 years

*Rockville*

**Felix Dupont**  
**William J. Kerr**

### 20 years

*Albany*

**Carole Feeley**

*Atlanta*

**Doyle H. Eckelbarger**

*Rockville*

**Richard Lerz**  
**Daniel A. Tuten**

### 15 years

*Nashville*

**Charles Hurd**

*Schenectady*

**David R. Zarzycki**

### 10 years

*Brook Park*

**Wilford E. Tilghman**

*Chicago*

**Carol Wetmore**

*Morristown*

**Ernest Vodarsik**

*Rockville*

**Keats Carlton**  
**Robert Poon**

### 5 years

*Atlanta*

**Howard P. Fraizer**

*Boston*

**James Nelon**

*Burlington*

**Francisco James**

*Colony, New York*

**John J. Bodi**

*Rockville*

**David M. Gallegos**  
**Robert Klein**  
**William H. Planer**

*San Francisco*

**Thomas M. George**

*Schenectady*

**Nancy B. Davi**



Tom Mack, consulting specialist, MARK 3000, disassembles a PC for youngsters at a computer camp in Rockville. The camp, jointly sponsored for the third year by the city of Rockville and GE Information Services Company, hosted close to 100 youngsters this year, providing four two-week sessions. Tom and Mary-Ellen King, systems analyst, MARK 3000, volunteered several hours of their time to give eight-to-twelve-year-old students a better understanding of how computers work.

*parting shot*

## KEEPING TRACK OF INTERNATIONAL BUSINESS



*Recently Zahir Usmani (Left), Gladys Appel, and Morris Pike received management awards for their efforts resulting in the successful and timely release of the Multi-Country Agreement Tracking System. The system is an on-line request processing system designed to expedite the execution of MARK III® Service Retail contracts with multi-country clients (see page 8 for more information). Gladys and Zahir worked to define the attributes of the system that would make it easy to use by field sales people around the world. This included extensive on-line help and case-illustrated documentation produced by Gladys. And Zahir managed the process to produce an early March release. Morris received his award for his creative and result-oriented suggestions beyond the scope of his software application assignment.*