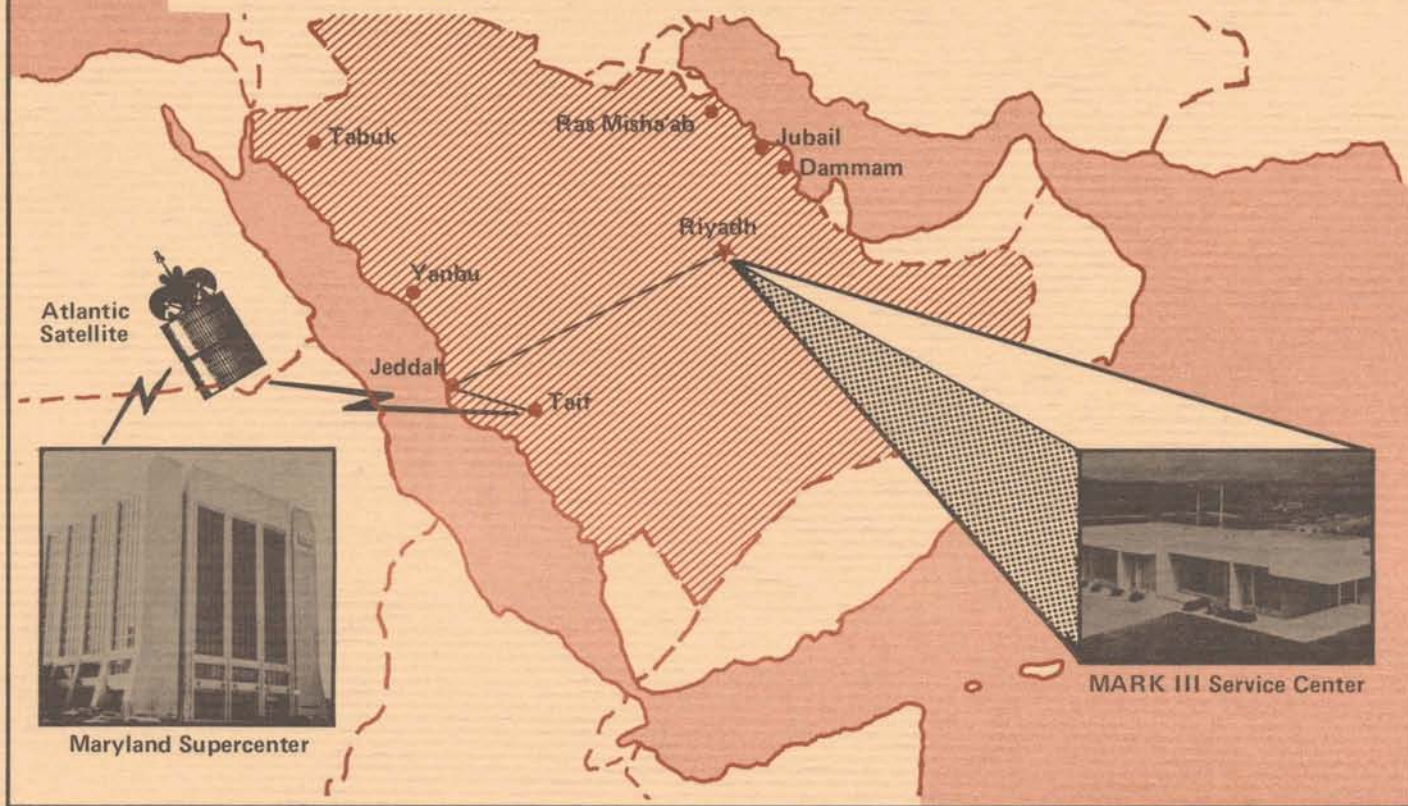


GEISCO Announces Kingdomwide Dial-Up Access in Saudi Arabia



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LOCAL DIAL-UP ACCESS NOW AVAILABLE IN SAUDI ARABIA

On December 2, 1979, MARK III low-speed (300 baud) dial-up service became commercially available throughout the entire Kingdom of Saudi Arabia. Although customers in Saudi Arabia could and will continue to be able to access MARK III Service on a

walk-in basis from the MARK III Service Center located in Riyadh, the recent development is a major step toward establishing a truly global service.

It all started in the fall of 1976, when GE established a dedicated link to the MARK III Network from Riyadh for the use of the U.S. Army Corps of Engineers. This endeavor not only



U.S.A.

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proved the technological feasibility of providing remote data processing services to the Kingdom, but also identified the potential need for commercial access to MARK III® Service. Since then, the International Market Development group in Rockville has been working very closely with the Saudi Arabian government to implement the expansion of MARK III Service into the Kingdom. As a consequence, the MARK III Service Center was established in Riyadh on June 1, 1979, to provide customer access to MARK III Service on a walk-in basis. Now the introduction of dial-up capability will permit users to interact directly with MARK III Service from terminals located in their own facilities throughout the Kingdom.



A successful "international" team after the announcement of kingdomwide dial-up access in Saudi Arabia: from left, Ahmad Habibi, Manager of the MARK III Service Center in Saudi Arabia; and Jim Smith, Manager of Middle East Programs in Rockville.

MARK III SERVICE CENTER

The MARK III Service Center, located in the Sullimaniyyah District of Riyadh, will continue to exist to provide a wide range of MARK III Service access capabilities on a "walk-in" basis. As previously, the center is equipped with various terminals, work space and resident support personnel to be completely self-sufficient.

In spite of the Kingdomwide dial-up access capability, the center will continue to appeal to your prospects and customers who either:

- have the requirements of high-speed production-oriented applications, or
- cannot justify installation of their own terminal due to infrequent access and/or low volume of data processing.

The MARK III Service Center is available to customers during the following local hours:

SATURDAY-WEDNESDAY
8:30 a.m. – 5:00 p.m.

THURSDAY

8:30 a.m. – 12:00 p.m. (noon)

(Other hours are available by special arrangements.)

ACCESS APPROVAL

Use of MARK III Service in Saudi Arabia is available to any multinational company or organization, whether headquartered inside or outside Saudi Arabia, so long as the service contract is executed outside Saudi Arabia. Validation of user in Saudi Arabia is subject to the continuing approval of Saudi Arabia's Ministry of Posts, Telephones and Telegraphs.

You would be well advised to inform your prospects of this requirement. Once you sign up your prospects, the routine procedure of getting the Ministry's

approval will be handled by our office in Saudi Arabia.

SERVICES

Services offered in Saudi Arabia are:

- Dial-Up Access (Kingdomwide)
- 110-300 BAUD
- MARK III Service Center (Riyadh)
- 110-300 BAUD
- 1200 BAUD
- 4800 BAUD

According to Jim Smith of International Market Development, the Kingdomwide dial-up access for 1200 baud is also planned to be available in the future.

Customers in Kuwait, Bahrain or other near by countries can now make a long distance call to Riyadh and access MARK III Service more economically. There are customers already doing it quite successfully.

Please be reminded that Telex[®] Access from Riyadh and other locations in Saudi Arabia has been and will continue to be available to your customers. Also note that Telex Access is via the access points in Europe or U.S.A., not the MARK III Service Center.

TERMINALS

The MARK III Service Center is equipped with the following terminals with quantities as indicated:

- 10 TermiNet[®] 30's (30 cps)
- 3 TermiNet 1232's (120 cps)
- 1 CRT (120 cps)
- 2 TermiNet MTT's
- 2 TermiNet III's (480 cps)

They have the capability of 132 column printout, and have options such as Paper Tape and Dual Cassette.

Those customers who are interested in the dial-up service can obtain appropriate terminals and modems directly from the U.S.A., or more commonly, through the following local distributors:

Terminal Distributors

- Hewlett Packard
Modern Electronic Establishment
P.O. Box 2728
Riyadh, Saudi Arabia
Telephone: 66232/62596
Telex: 202049 Meeryd Cable
Raoufco
Contact: Mr. Joseph Shatara
General Manager, Marketing, or
Mr. Philip J. Pote, Sales Manager
- Texas Instruments
I.S. Al-Mishari Trading Est.
C.R. 5544
Al-Khobar, Saudi Arabia
Telephone: 864-8568 or 874-3261
Telex: 671404 IMTEDH SJ
Contact: Mr. Abdulla Alzaiyani
General Manager, Sales

- Comterm
Inter Arab Trading Corp.
P.O. Box 2652
Riyadh, Saudi Arabia
Telephone: 61607, 477-9190 or
477-9184
Telex: 202333 MESCO
Contact: Mr. Medhat Arafat

Modem Distributors

- Codex
Cable and Wireless
Riyadh, Saudi Arabia
Telephone: 465-0921 or 465-7092
Telex: 201691
Contact: Mr. Ian Armour
Mr. Peter Stroud
Mr. Mike Owen
- Racal-Milgo
Elkhereiji Trading & Electronics
P.O. Box 3971
Riyadh, Saudi Arabia
Telephone: 478-0925 or 478-4201
Telex: 201747 KHERJI SJ
Contact: Mr. Mohamed Omran
- General Data Comm. Industry, Inc.
Inter Arab Trading Corp
P.O. Box 2652
Riyadh, Saudi Arabia
Telephone: 61607, 477-9190 or
477-9184
Telex: 202333 MESCO
Contact: Mr. Medhat Arafat

Please note that the power supply does vary from one city to another within Saudi Arabia, and that both terminals and modems should meet the power requirement of a particular location where they will be installed. In addition, modems should meet CCITT specifications.

CONTRACT

Customers must sign an access supplement to their standard

MARK III Service access agreement in effect outside the Kingdom of Saudi Arabia.

In the U.S.A., executable Saudi Arabia Access Supplement to Agreement for Computer Services can be obtained through the OLOS (800.33). In other countries, GEISCO's affiliates and distributors have developed their own agreements, including price schedules.

GEISCO is currently working toward establishing a local distributorship primarily to address local business and Saudi Arabian government's interest in our MARK III Service.

PRICING

Prices for MARK III Service in Saudi Arabia varies from distributor to distributor.

In the U.S.A., there are three different pricing options, each of which involves a *fixed monthly access fee plus a monthly minimum*. Usage charges vary from 100% to 200% of U.S. list price, depending on the particular option which the customer chooses. This pricing scheme should attract large, long-term users.

CUSTOMER BILLING

Invoices for the services used in Saudi Arabia will be sent to the customer by the distributor with whom the supplemental contract is signed, and will be expressed in the appropriate local currency. However, when the distributorship is established, it is likely that

customers will be billed locally in Saudi Arabia.

MAILBOX PROCEDURES

The mailbox for Saudi Arabia involves inputting two different cost centers.

First, for administration purposes, an ORDER ADMINISTRATIVE COST CENTER (also requested by MAILBOX) will be used to identify the U# BILLING RANGE from administrative control and revenue credit purposes. The CC will be your own cost center number.

The MAILBOX system accepts a second cost center input. This cost center, called the BILLING LOCATION COST CENTER, is used to identify a U# BILLING RANGE intended for use in Saudi Arabia. The Saudi Arabia BILLING LOCATION COST CENTER is 903.

If you need further assistance, contact Donna Sanders through Crossfile address GEIA.

SALES SUPPORT

Types of assistance that are available to you from Ahmad Habibi, Manager of the MARK III Service Center, are:

- Information regarding MARK III Service access from Saudi Arabia.
- Local information on your prospect.
- Technical demonstration or support
- Coordination of prospect visits to the Center
- Local sales call to your prospects

- Coordination of system implementation
- Customer assistance and training (if necessary) for use of terminals and MARK III Service
- Customer assistance in acquiring proper terminals and modems

Ahmad, as a past Senior Technical Representative in the U.S. for several years, is well qualified to assist you also in the area of custom application/program requirements definition and development. Ahmad speaks both English and Arabic and can be effective in establishing your local sales contact. Although local customer training can be made available by Ahmad, currently it is provided on a limited-arrangement basis.

For assistance, please contact Ahmad Habibi through:

Crossfile: SAUD

Mail: General Electric Technical Services Company
138 University Street
P.O. Box 8256
Riyadh, Saudi Arabia

Telephone: 465-4725 (during the operating hours of the MARK III Service Center)

In addition, you may also contact Jim Smith in Rockville through Crossfile address XJMS or telephone number (301) 340-5163 for general information regarding MARK III Service in Saudi Arabia. In the U.S.A., Jim can also assist you by making a joint-sales call to your prospect.

APPLICATION OPPORTUNITIES

Some of the typical applications which you may want to

consider in your sales are summarized below for several key industries:

- Construction
 - Project management and control
 - Resource allocation analysis
 - Logistic tracking system
- Banking and Finance
 - Financial planning and reporting
 - Cash management/consolidation
 - Currency exchange management
- Consulting and Management
 - Analysis and projection system
 - Data base management
 - Simulation and probabilistic modeling
 - Economic analysis and forecasting
- Engineering
 - Structural design and analysis
 - Civil engineering project studies
 - Optimization analysis
- Electric Utility
 - Power system load analysis
 - Transmission line field effect analysis
 - Transmission line capacity
 - Flow and distribution
- Petrochemical/Mineral
 - Exploration/forecast analysis
 - Drilling optimization
 - Well rigging/riser design
 - Well and reservoir history
 - Crude oil tracking

LET'S SELL AND BE SUCCESSFUL

Your sales opportunity is great, and *your proper sales focus* is the key to the success of our business venture in Saudi Arabia.

There are many qualified multi-

national company prospects having operations in Saudi Arabia. Riyadh is known to be a major construction and engineering center, and currently there are many foreign companies doing business in that city. In addition, there are several other key industries which are developing rapidly: such as, telecommunications, consulting and management, and banking and financial services. In each industry, there are already several potential future customers.

In the marketplace, you will have a strong competitive edge in selling MARK III Service access in

Saudi Arabia, especially now with the availability of the Kingdom-wide dial-up access capability.

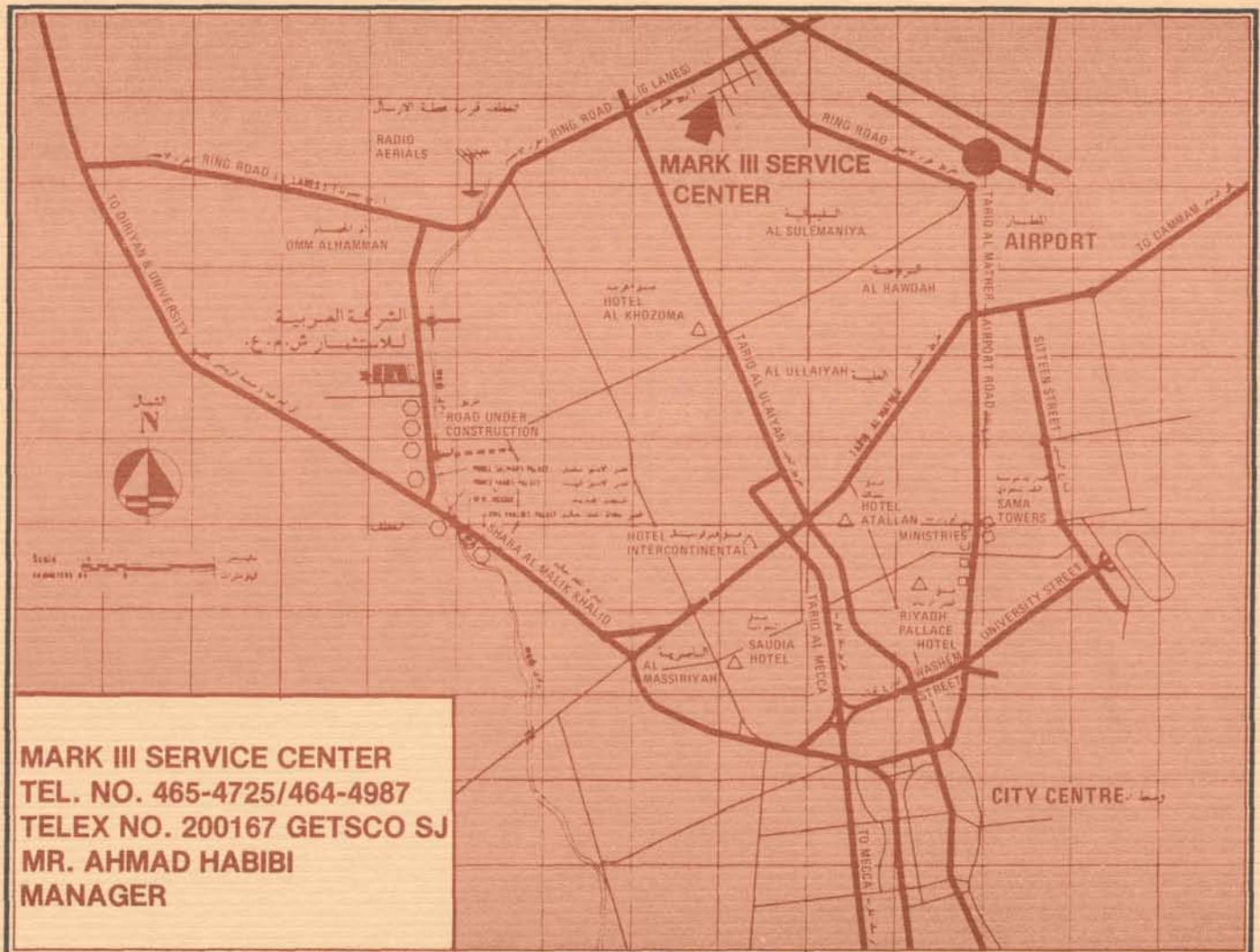
If you have prospects or customers who are engaged in multinational business, it will be worthwhile to investigate their activities in Saudi Arabia in an effort to either expand already existing applications or determine their need for new applications. In either case, you will find that *selling international applications is highly beneficial to you for both account penetration and expansion.*

Moreover, you will be happy to

know that *all Saudi Arabia revenue is currently credited as domestic revenue in your country.* In addition, the existing pricing scheme, although it varies from country to country, will ensure that you get a *fixed minimum monthly revenue credit in addition to variable usage charges per customer.*

In conclusion, there are *ample sales opportunities, readily available sales support, and appropriate sales incentives.* And it is *you* who can make this Saudi Arabia venture successful.

Let's sell and be successful! ■



This map is provided for you to assist your prospects in identifying the location of MARK III Service Center. The Center is situated near the airport for customer convenience.

THE WORLD OF FINANCIAL REPORTING

The *financial reporting market* is extremely important to the success of our worldwide MARK III Service business. Because multinational companies depend on financial reporting to help monitor and control their businesses, this market represents an area of high revenue potential. GEISCO has devoted major resources to this market, and has generated substantial revenue from it.

We have found that one of the secrets of success in selling to financial managers is to talk their language and to know their function. The purpose here is to help you understand and determine the needs of customers in this market, and formulate appropriate MARK III Service solutions to address those needs.

KEY MARKET SEGMENTS

The financial reporting market can be segmented into four key functional areas which financial

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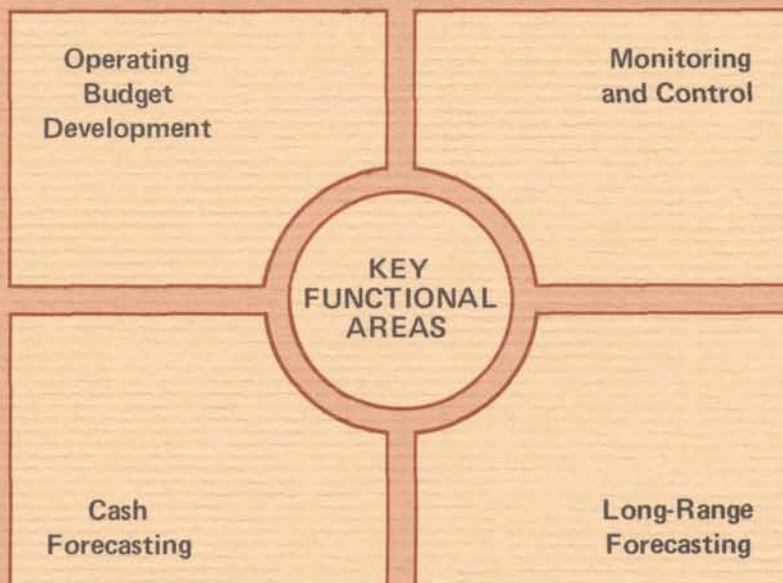
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MARK III Service Financial Reporting Market



managers consider critical to their business:

- Operating budget development
- Monitoring and control
- Cash forecasting
- Long range forecasting

There are many opportunities to sell reporting and consolidation applications in each of the above areas. Understanding the nature and characteristics of these functions can help you identify more sales opportunities.

OPERATING BUDGET DEVELOPMENT

An operating budget translates short range business plans into financial terms. An operating budget is usually developed for one year with revenues and expenses listed for each month. Operating budget development is a highly iterative process that is facilitated by a computer service such as ours.

In a typical corporation, every



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manager is responsible for developing his operating budgets, while the *Controller* is responsible for the budget development *process*. The Controller sets budgeting guidelines and his staff helps operating managers develop their budgets. Once the budgets are developed, they are reviewed and approved at higher levels of management up to the President. The Controller prepares a consolidated profit plan based on the approved budgets.

If you are selling an operating budget development system, the chief decision-maker is the Controller, or the Vice President of Finance to whom the Controller often reports. The Controller is concerned primarily with developing *realistic targets*. Your sales approach should show the Controller how MARK III Service can help him, and make it easier to develop those targets.

MONITORING AND CONTROL

Once budgets have been developed, they are used to monitor and control the business. Reports are generated to compare actual results to budgets, and pinpoint the responsibility for variance. Through the process of monitoring and control the business is operated according to plans, and adjustments to the plans are made as circumstances dictate.

Every manager is responsible for meeting his budget for expenses under his control, but the Controller is responsible for the *process* of monitoring and control. The Controller is the "financial information center" of a company; in many companies the DP manager reports to the Controller. He collects, consolidates, and maintains both budget and actual

data, and develops budget variance reports for use by management. GEISCO can help companies with monitoring and control because we make it easy for financial and operating managers to get appropriate data at any level — from the corporate profit plan to the local profit center data. If high-level management makes a request for a special report, MARK III Service can help them get the data they need quickly and efficiently.

Again the Vice President of Finance or the Controller is likely to be the chief decision maker for the installation of a monitoring and control system. The Controller helps operating managers bring their performance in line with the budget. The benefits you present to the Controller must help him achieve that goal.

CASH FORECASTING

Cash forecasting is performed concurrently with operating budget development, since the forecast of cash receipts and expenditures is needed to complete the company's profit plan. The cash forecast is updated on a monthly basis to make sure monthly bills are covered and accounts due to the company are received.

The cash forecasting process is generally a responsibility of the V.P. of Finance, who has all the information necessary to prepare the cash flow report. The Treasurer, however, "manages the company's cash," invests surplus cash, and interfaces closely with the company's bank to establish lines of credit.

The V.P. of Finance is the financial manager who would be interested in a cash forecasting system. His bottom line is to optimize monthly cash balances.

Any cash forecasting system should be designed to help the V.P. of Finance optimize cash flow.

LONG RANGE FORECASTING

Long range forecasting translates long range plans into financial terms. The long range plan is usually developed by higher level management. Lower level managers do not get involved in this process to the extent that they do in operating budget development.

Long range planning is a relatively new function that has evolved as companies have become larger and more sophisticated. In many companies the strategic planning group is responsible for the long range planning process. Once the strategic planners and top level managers draw up the long range plans, the V.P. of Finance quantifies them by developing the strategy for getting financial resources (the long-range forecast). Long range forecasts are often prepared for a period of five or more years and are updated annually.

When you are trying to convince the V.P. of Finance to use MARK III Service to streamline his long range forecasting, remember his goals are to *grow the company* and *maximize future profits*.

Consider then the kinds of companies that you should target for your financial reporting selling efforts. The good news is that MARK III Service can help streamline and improve virtually *any* company's reporting system, whether the company is centralized or decentralized, domestically or internationally. The only restrictions on the target market are self-imposed, since you will want to sell to a company that is large enough to make your efforts pay off.

HOW TO FORMULATE MARK III SERVICE SOLUTIONS

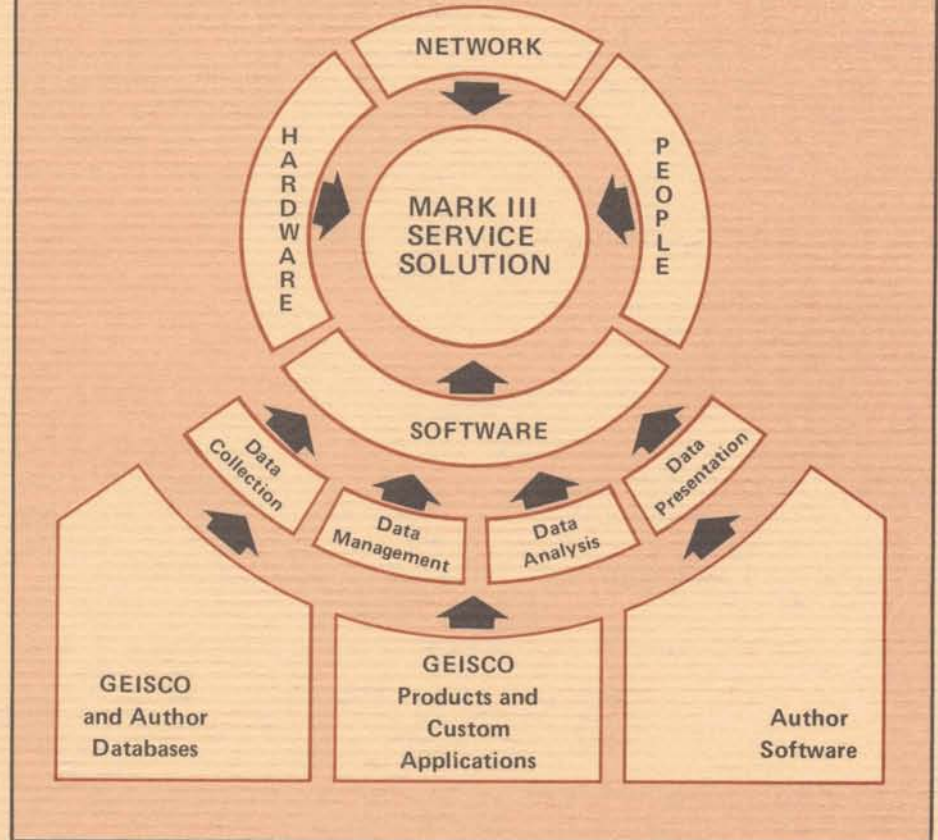
Once you determine your prospect's needs, the next step is to formulate an effective MARK III Service solution.

Basically, the MARK III Service solution is a combination of hardware, software, network, and people. In the area of software, there are many tools (GEISCO software, author data bases, author software) that are available for you to use in formulating a solution. You may want to categorize your customer's functional requirements according to the following generic tasks, and concentrate your sales efforts on the most appropriate features:

- Data collection
 - Centralized database
 - Error checking
- Data Management
 - Consolidation
 - Currency conversions
 - Accounting standards conversions
 - Data grouped in different ways and at different levels of detail
- Data Analysis
 - "What if"
 - Financial
 - Econometric
- Data Presentation
 - Ad hoc inquiries
 - User-defined reports
 - Graphics/plotting

GEISCO has powerful tools to help multinational corporations streamline critical tasks such as consolidation, currency conversions, accounting standards conversions, and more. Brief descriptions of some tools available through GEISCO are summarized in the charts below for your reference.

Financial Reporting Applications MARK III Service Solution



SALES TOOLS

Listed below are sales tools and sources of additional information to help you sell financial reporting systems. And to help you put all of these tools in perspective, the subsequent sales guidance material is presented.

FEATURE PROFILES

- TABOL III (5112.00)
- SIBYL/RUNNER (6295.00)
- SIMPLAN (6202.01)
- ABC (6248.00)
- Value Line Data Base (6272.01)
- BI/DATA (6141.00)
- DMS (5610.00)
- PLOTII (5111.04)

- STATSYSTEM II (5707.00)
- MAP (5900.00)
- Currency Exchange Data Base (5103.45)
- Securities Data Base System (5105.08)

APPLICATION GUIDES

- Long Range Financial Planning (5112.04)
- Value Line Financial Analysis (5112.05)

SALES PRESENTATIONS

- Financial Management Executive Sales Presentation (5100.21A-1)
- TABOL III Executive Sales Presentation (5112.08)
- TABOL III Technical Sales

Presentations (5112.10)

- DMS Executive Sales Presentation (5610.36-1)
- DMS Technical Sales Presentation (5610.36-2)

BROCHURES

- 10 Innovative Ways Financial Executives Make Computers Pay Off (5100.22)
- Budgeting Mailer (5112.17)
- Financial Consolidation Mailer (5112.15)
- Corporate Planning Mailer (5112.16)
- TABOL III Executive Brochure (5112.14)

SALES GUIDES

- The Financial Management Marketplace Selling Guide (5100.21)
- TABOL III Sales Guide (5112.13)

CUSTOMER CONCERNS

Survey results indicate financial managers demand *reliable information* and *timely results* for a reporting system. The most frequent reservations they have about using a remote computer service are: (1) *external data security*, (2) *cost*, (3) *internal data security* and (4) *software maintenance*. When you are selling to financial managers, you must overcome these frequent misconceptions about using a remote computing service.

YOUR BENEFITS

Your sales opportunities are great! The financial reporting market is growing rapidly, and there are many successful applications for your reference selling. Financial reporting applications

can serve as door-openers and help you establish high visibility with corporate executives. And, you have the unique combination of the MARK III Network and specialized software capabilities to help you sell in this market.

A strong sales focus on this market, especially financial reporting and consolidation systems, should bring you continuing success.

YOUR CONTACT

If you need further information or assistance regarding the financial management market, please contact:

Application Sales Integration
 GEISCO
 401 North Washington Street
 Rockville, Maryland 20850
 U.S.A.

Crossfile address: "PROG" ■

GEISCO Software

<p>TABOL III</p>	<p>When you match financial customers' requirements with GEISCO's tools, TABOL III is the product that comes to mind most often. It is a powerful tabular reporting language that was designed to build financial consolidation and reporting systems. It is an efficient system-building tool because it generates F77 code and substantially reduces system development and maintenance time. It is also an interactive analysis tool, and has built-in financial and econometric functions.</p>
<p>DMS</p>	<p>DMS is a powerful financial tool for managing data at an elemental, or individual account level. Because of its hierarchical data storage, DMS is an excellent tool for accounting-level data that can be aggregated and fed into a TABOL III reporting system. There is an efficient and powerful interface between DMS and TABOL III that enables you to give your customers an integrated solution to their financial management needs. For more information on the differences between TABOL III and DMS and how they work together, see the TABOL III Sales Guide (5112.13).</p>
<p>PLOT II</p>	<p>PLOT II is GEISCO's tool for business graphics, and it interfaces with TABOL III and DMS. It is compatible with TermiNet[®] terminals as well as most flatbed plotters. PLOT II is important for business managers who need to communicate data in an easy-to-grasp yet professional manner.</p>
<p>MAP</p>	<p>MAP is a time series-oriented analysis language. It is highly interactive and does things like regression analysis, curve-fitting, correlation and exponential smoothing. It is <i>not</i> capable of producing formatted reports; it is strictly an analysis tool with easy access to author and GEISCO economic databases.</p> <p>TABOL III also has easy access to economic databases and has many built-in econometric functions similar to MAP. TABOL III is recommended for new customers or customers who want to expand their applications.</p>

(GEISCO Software — continued on page 5)

STAT II	STAT II has many of the same analytic functions as MAP, but it's designed to address a different market. It is a case-oriented system that has statistical tools such as analysis of variance, crosstabs, hypothesis testing and distribution evaluation. Market researchers might use it to analyze surveys and engineers could use it to determine which production process produces less defective products. STAT II is good for analyzing a body of data gathered at one point in time rather than data in a time series.
FAL II	FAL II was the U.S.A. forerunner of TABOL III. If you have current users of FAL II, do not convert them to TABOL III if they are satisfied with their current system. However, if they want increased capabilities and are not satisfied with their current system, TABOL III is the way to go. All new customers should use TABOL III because TABOL III will continue to be enhanced and has more powerful system-building, analytic, and consolidation capabilities.

Author and GEISCO Databases

For more information on these, and other databases, list the on-line file DBINFO***.

Companies need external data as well as internal company data in order to make business forecasts, plan for the future, and analyze current business trends. There are many economic and financial databases available on MARK III® Service. Some databases that are likely to interest financial analysts are listed below.

CITIBASE	<p>Contents</p> <ul style="list-style-type: none"> ● Financial and economic indicators of U.S. economy ● Historical data ● National income and product accounts ● Construction ● Population, employment and earnings ● Manufacturing and trade 	<p>Uses</p> <ul style="list-style-type: none"> ● Money market evaluation ● Sales forecasting ● Product planning ● Business trend analysis <p>Maintained by: Citibank</p>
UCLA National Business Forecast	<p>Contents</p> <ul style="list-style-type: none"> ● Forecasts (long and short term) of U.S. economy plus historical data ● National income and product accounts ● Money supply ● Population, employment and earnings 	<p>Uses</p> <ul style="list-style-type: none"> ● Long-range planning ● Corporate modeling ● Sales forecasting ● Product planning <p>Maintained by: UCLA Business Forecasting Project</p>
Business International (BI/DATA)	<p>Contents</p> <ul style="list-style-type: none"> ● Historical data on 130 countries ● Forecast data on 35 countries ● Gross domestic product ● Personal consumption ● Foreign trade ● Demographics 	<p>Uses</p> <ul style="list-style-type: none"> ● Investment analysis ● Feasibility studies ● Revenue analysis ● Manpower analysis ● Long-range planning <p>Maintained by: Business International Corporation</p>
Value Line	<p>Contents</p> <ul style="list-style-type: none"> ● Financial statistics on U.S. companies ● Balance sheet and income statement information ● Financial ratios ● Business lines 	<p>Uses</p> <ul style="list-style-type: none"> ● Merger and acquisition analysis ● Investment research ● Investment counseling ● Credit analysis <p>Maintained by: Value Line Data Services</p>
Currency Exchange Database	<p>Contents</p> <ul style="list-style-type: none"> ● Over 30 countries ● Daily rates ● Monthly and annual rates 	<p>Uses</p> <ul style="list-style-type: none"> ● Financial consolidations ● Cash flow projections ● Fixed asset accounting ● Maximizing money transfer gains <p>Maintained by: GEISCO</p>

(Author and GEISCO Databases — continued on page 6)

Securities Database	<p>Contents</p> <ul style="list-style-type: none"> ● Stocks and bonds for all major U.S. exchanges ● Daily prices and volumes ● Dividend payments ● Bond payments 	<p>Uses</p> <ul style="list-style-type: none"> ● Portfolio valuation ● Investment research and analysis ● Securities tax analysis ● Portfolio administration <p>Maintained by: GEISCO</p>
Department of Commerce Data	<p>Contents</p> <ul style="list-style-type: none"> ● FTC DATA <ul style="list-style-type: none"> — Enterprises classified as manufacturers — Aggregate industry financial data ● SIC 72 <ul style="list-style-type: none"> — Data for SIC industry codes — Business activity measures such as employment and shipments 	<p>Uses</p> <ul style="list-style-type: none"> ● Industrial trend analysis ● Industry comparative analysis <p>Maintained by: GEISCO</p>

Author Software

Lochrie & Associates	<p>Lochrie & Associates offers forecasting models using sophisticated techniques such as regression analysis and Box-Jenkins. It is an especially good technique for these uses:</p> <ul style="list-style-type: none"> ● Short-term forecasting ● Corporate planning ● Market research <p>(Foreground Service)</p>
Applied Decision Systems SIBYL/RUNNER	<p>SIBYL/RUNNER helps customers select the most efficient methodology from a number of forecasting techniques, based on their company's data. The SIBYL/RUNNER programs help users unfamiliar with forecasting methods to understand their practical meaning. It has these uses:</p> <ul style="list-style-type: none"> ● Financial planning ● Sales forecasting ● Market research <p>(Foreground Service)</p>
Futures Group FUTURSCAN	<p>FUTURSCAN allows users to forecast their data based on the impact of events that will change the future. The user supplies his own judgements about the event, i.e. probability of the event, impact of the event on a given variable. Its uses are:</p> <ul style="list-style-type: none"> ● Long-range forecasting ● Alternative scenario testing ● Financial planning <p>(Foreground Service)</p>
ABC Management Systems, Inc. ABC	<p>The ABC packages include accounting, reporting, and modeling. The financial reporting package is line-oriented, rather than row and column or time-series oriented. Its uses include:</p> <ul style="list-style-type: none"> ● "What if" analysis ● Reporting ● Consolidation <p>(MARK 3000SM Service)</p>
Social Systems, Inc. SIMPLAN	<p>SIMPLAN is a general purpose planning and analysis language. It's emphasis is on time-series oriented analytic and forecasting capabilities. It can be used for:</p> <ul style="list-style-type: none"> ● Sales Forecasting ● Corporate modeling ● Financial planning <p>(MARK 3000SM Service)</p>