



Inter - Office Correspondence

COMPUTER USAGE DEVELOPMENT CORPORATION

Jarvis

Subject: Washington Systems/Washington Scientific
Offices Account Responsibility

Reference:

To: Office Managers, Project Directors
and Senior Technical Staff

Date: October 11, 1968

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Location: SERO - Washington

From: G. C. Tolis

Several months ago we changed our approach to market/account responsibility in order to achieve several desired results which were not easily attainable under the previous functionally oriented and often overlapping organization structure. In brief, our new organization of accounts is intended to:

1. Fix account and project responsibility;
2. Minimize duplication of effort and skills;
3. Enhance both internal and external communications.

In our new approach to account/market coverage, responsibility for predominantly systems oriented accounts is vested in the Systems Office and responsibility for scientific and engineering accounts is vested in the Scientific Office. A list of these account assignments and additional geographic market assignments is attached.

I am certain it is obvious to you all that many, if not most, accounts offer potential for a variety of disciplines and expertise; i. e., a combination of management systems, digital systems, scientific and engineering skills. In order that we compete most effectively, it is necessary that we be able to respond to clients' needs with well-balanced teams which will, in many cases, include personnel from both the Systems and Scientific Offices. The effective integration of these skills within a particular account is imperative, particularly on the major systems contracts for which we plan to compete.



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In those cases where we have personnel from both the Systems and Scientific Offices performing their particular specialties within an account, either under a single or separate contracts, overall account responsibility, including cost and technical performance, will be the responsibility of the office manager who has been assigned that account. However, the supporting office manager has the specific responsibility for technical supervision of his personnel. The manager of the supporting office must also insure that his marketing activities and other client contacts within that account are coordinated through the responsible manager.

It is important for not only the managers but the entire staff to understand that the subdivision of our Washington resources into two operating offices is intended to serve several essential internal requirements, not the least of which is that it facilitates a concentration of functionally related skills. However, in the market place our posture must often be one of a single, multi-disciplined, well-coordinated operating entity.

I believe this organizational approach will facilitate our profitability and growth in every area in which we have chosen to compete.

A handwritten signature, possibly 'B', is written in dark ink above a horizontal line.

GCT:jms

Enclosure

ACCOUNT RESPONSIBILITY, WASHINGTON SYSTEMS OFFICE

Government

Executive Office of the President
Bureau of the Budget
Office of Emergency Planning

Department of Defense
Office of the Secretary of Defense (except Office of Systems Analysis)
National Military Command System
Defense Atomic Support Agency
Defense Supply Agency
Defense Communications Agency
Department of the Army (except Corps of Engineers, Missile Command, Sentinel Command, Army Map Service, ERDL Fort Belvoir, Fort Detrick, STAG/RAC)
Department of the Navy (except ONR, NAVFACENGCOM, and field laboratories as listed under Washington Scientific Office)
Naval Research Laboratory (Systems)
U. S. Marine Corps

Department of Health, Education and Welfare
Office of Education
Food and Drug Administration
National Institutes of Health
National Library of Medicine

Department of Housing and Urban Development

Department of Interior

Department of Justice

Department of Transportation (Federal Aviation Administration only)

Civil Service Commission

Department of Labor

Department of Commerce (except National Bureau of Standards, ESSA and Maritime Administration)

General Services Administration

Interstate Commerce Commission
Civil Aeronautics Board
National Science Foundation
NASA, Headquarters
 Goddard Space Flight Center (Systems Programming - separate BOA)
Small Business Administration
Department of State
 Agency for International Development
 U. S. Information Agency
 Peace Corps
Treasury Department
Veterans Administration
Post Office Department
Department of Agriculture
Government Printing Office
National Security Agency
All independent Federal agencies and commissions not otherwise listed.

Industrial

World Bank
General Electric
Honeywell
RCA
Fairchild-Hiller
Atlantic Research Corp.
IBM (including FSD)
UNIVAC
Control Data Corporation
Scientific Data Systems
Link
Rixon
Bellcomm (overall responsibility)
All commercial accounts in Washington, D. C., Montgomery County and other Southeast Region states not assigned to Baltimore or Atlanta sub-offices.

ACCOUNT RESPONSIBILITY, WASHINGTON SCIENTIFIC OFFICE

Government

National Aeronautics and Space Administration (except Headquarters)
Goddard Space Flight Center (Scientific only)
Langley Research Center
Wallops Island
Marshall Space Flight Center (Huntsville)

Atomic Energy Commission

Central Intelligence Agency

Department of Transportation (except Federal Aviation Administration)
Bureau of Public Roads
U. S. Coast Guard
Other modal agencies

Department of the Interior
Geological Survey
Office of Water Resources

National Academy of Sciences

Department of Commerce
ESSA
Coast & Geodetic Survey
Weather Bureau
Maritime Administration
National Bureau of Standards

Department of Defense (Office of Systems Analysis only)

Department of the Army
Corps of Engineers
ERDL Fort Belvoir
Army Map Service
Missile Command
Sentinel Command
Fort Detrick
STAG/RAC

Department of the Air Force
TAC Langley
Shaw Air Force Base
Eglin Air Force Base
RDT&E Command, Bolling
Systems Command, Andrews

Department of the Navy
Office of Naval Research
Naval Research Laboratory (Scientific only)
Naval Weapons Laboratory
Naval Ship Facilities Engineering Laboratory
Naval Ship Research and Development Center (DTMB)
Naval Ship Research and Development Center (MEL)
Naval Ordnance Laboratory
Naval Weapons Station, Yorktown
Naval Facilities Engineering Command
Naval Oceanographic Office
Naval Reconnaissance Center
BuShips (Sonar and Ship Design only)
Arms Control and Disarmament Agency

Industrial

Melpar
ComSat Corporation
Washington Technological Association
Page Communications
DECO
Hydronautics
Bellcomm (Scientific only)
Applied Physics Laboratory
SCOPE
Vitro Laboratories

The foregoing account responsibility is based primarily on the degree of functional orientation of the business potential in a particular account. Obviously, there will be many situations which overlap and offer opportunities for both Washington Scientific and Washington Systems. In these situations, there will be cooperation rather than competition, and it is expected that in the interests of CUC there will be continuous cross-fertilization of leads and many joint efforts.

Development of duplicate capabilities are the responsibility of G. C. Tolis. Scientific work will be done by Washington Scientific and Systems Programming or Data Processing work will be done by Washington Systems. Where a joint effort is required, it will be sold, quoted, administered and managed as a joint effort. Examples of accounts which offer great potential to both offices would include Goddard and the Naval Ships Systems Command.

Goddard has been assigned as a Washington Scientific account because of its scientific orientation, but there is an enormous potential for Washington Systems business also, primarily in Systems Programming. In this example, all systems programming work would be accomplished by the Systems group. Similarly, NAVSHIPS has been assigned to Washington Systems for account responsibility due to its position in Command and Control and Systems Programming. There is also considerable Scientific business in areas such as signal analysis, which will accrue to Washington Scientific. In all such accounts, coordination will be achieved between the managers concerned.