



"The Stockings Were Hung by the Chimney . . ."

SANTA HAD A LOT of stockings to fill at Tymshare's Customer Service Accounting department in Cupertino. After filling those stockings, if Santa wandered around the rest of the company, he was sure to have been pleased — because the holiday spirit was evident everywhere. For more photos of Tymsharers decking the halls, turn to page 6.

Concept of DSS Comes Alive at Tymshare in 1980

How does a concept become reality? YOU PUT IT TO WORK. The concept of a Decision Support System has been accepted by the academic community for almost 10 years. And now, through the efforts of Tom Abbott, manager of Financial Applications, and Susan Kurtz, manager of Marketing Applications, Applications Marketing is bringing Decision Support Systems from concept to reality by putting it to work.

Kurtz explains, "A Decision Support System (DSS) allows management to combine information, expertise, and automation in a constantly changing business environment to produce effective decision making."

Rich Carlson, manager of Applications Marketing, adds, "DSS is aimed at dealing with decisions rather than problems. The questions to which DSS is applied are not as structured as those that use operations or production tools. Internal data processing departments better handle the production systems, but usually are not as well equipped to respond to the immediate demands of management."

DSS was the subject of an article appearing in the November issue of *DATAMATION*, and the article supports the philosophy that Applications Marketing has adopted. "The key words to this system (DSS) are flexibility, ease of use, and adaptivity." The article goes on to say that these systems should usually be used on a timesharing basis and include either an information system for storing and retriev-

(Continued on page 2)

TTS Releases Account Transfer System

By Connie Bates

ATS is the latest in the long list of acronyms associated with Tymshare Transaction Services. Its proper title is Account Transfer System, and from the looks of initial customer response, it promises to be one of the most successful services TTS has developed.

Twenty-six customers subscribed to the new system the first day of its offering, and by the end of the first week, nearly 25 percent of TTS's current card-issuing customers had signed up.

According to Steve Cannon, director of Marketing Services at TTS, it is one of three major products that TTS will release over the coming year.

A joint effort between Product Planning and Applications Development at TTS, ATS enables a customer to transfer monetary and non-monetary information from one account to another simply and quickly. Speed and simplicity are the key features of the system because account transfers frequently occur.

For example, a cardholder may

lose a card or report it stolen; a cardholder may relocate to a new city and transfer banking services to a new branch; or a bank may merge with another bank or discontinue a branch office and need hundreds or thousands of accounts transferred.

According to Carole Oppenlander, who spearheaded ATS from a customer's point of view, the pre-ATS account transfer process was a man-



THE ATS LOGO, designed by Don Hatch of TTS, is appearing in all technical documentation and promotional literature on the new system.

ual headache. "A customer had to make on the average of seven manual entries to create one transfer and then had to transfer any subsequent monetary transactions one by one to the new account number." Needless to say, account

transfers were time-consuming, tedious, and seemed endless.

So Carole got together with software engineer John Wegner, and the two of them decided to create a system that could transfer all activity — historical, current, and subsequent — to a new account with a minimum of effort. ATS does just that.

One single transaction accomplishes everything. After submitting the initial request, the customer keeps track of transfer activity by simply reviewing special ATS and TTS reports.

To their knowledge, ATS is the only system of its kind to complete an account transfer the same day it is received. And that, in itself, is a tremendous benefit to the customer. "Most transfer systems require a day or two to complete the transfer, and during that time outstanding monetary items may be lost, plus the card issuer loses interest revenue because there's no real account in existence for those two days." Same-day processing protects the card issuer from these potential losses of revenue.

(Continued on page 3)

READERSHIP SURVEY

If you haven't received it already, you will be receiving an *it's about tym* readership questionnaire through the inter-office mail. The purpose of the questionnaire is to find out how you feel about *it's about tym* and how you would like to see it improved. Please take a few minutes to fill it out and then return it to me, Jeri Eaton Flinn. Thanks.



TO FIND OUT what working as a sales representative at Tymshare is all about, two potential Tymsharers (far right) from Career Seminars, a placement organization for people leaving the military, sit in on a recent Los Angeles branch meeting.

Got Them Recruiting Blues? Russey Offers a Few Clues

Recruitment, no matter what, is never easy. But Terry Russey, Los Angeles branch manager, and Cherie Andresen, Los Angeles sales manager, have a few pointers that may help in the recruiting of sales representatives.

For one, they are using a source most branch managers probably have not considered, or maybe not even heard of, called Career Seminars. Career Seminars helps place junior officers leaving the military. These people, according to Russey, all have college degrees, have gone through Officer Candidate School, and many have become company commanders of 110 to 150 people. By attending night school while still in the service, some have even earned their M.B.A. degrees.

Russey said, "These people make excellent candidates for sales representative positions at Tymshare because they have the necessary education and the discipline."

Russey has already interviewed seven candidates from Career Seminars and, of those seven, he invited four to come to the Los Angeles office for a visit and further discussions. He said that finding top-flight employees through Career Seminars is very promising. One of the nicest features is that Career Seminars does some of the preliminary recruiting work for us. It screens applicants and arranges the interviews.

As far as Russey knows, only the Pacific area is using Career Seminars,

and it took them some time to realize the potential. Tymshare has hired quite a few very qualified employees directly out of the military, including sales representatives Jim Rehkopf, San Francisco branch; John Dillon, Bay Area branch; Rich Spinner, Cleveland branch; and Jim Erickson, San Diego branch. Several of these men had worked with Career Seminars, but none of them had come to Tymshare through the organization.

And, because we know valuable Tymshare employees have been involved with Career Seminars, it seemed only logical to go directly to the source for recruiting.

In addition to Career Seminars, Russey and Andresen do a great deal of recruiting on college campuses, such as the University of Southern California and the University of California at Los Angeles.

They primarily interview M.B.A. candidates. Russey said, "Most branch managers think people coming directly out of college are too green, but I think college campuses are an excellent source. Many people are working at the same time they are getting their M.B.A. degrees or have already worked several years. "Those working and going to school show the ambition and aggressiveness we need,"

Maybe these hints from the Los Angeles branch will help you in your recruiting efforts . . . Happy Recruiting!

Tymshare Users

bits 'n pieces

FOCUS Tracks CALTRANS' Billion Dollar Budget

In 1977, California's Department of Transportation's (CALTRANS) \$1.4 billion budget was placed under new legislative constraints, specifying for the first time that funds be appropriated on a fiscal year basis. No small task for a department containing 28 divisions and 11 statewide district offices, supervising 30,000 projects and activities, and employing 14,500 people.

To implement these new monetary rules, the legislature directed Sacramento-based CALTRANS to develop additional budgeting, accounting, and fiscal controls, plus new management information reporting systems. CALTRANS officials felt that the state's in-house data processing system could not meet the newly imposed time frames for developing, analyzing, and reporting under the new guidelines, so CALTRANS decided to turn to Tymshare.

"We determined that Tymshare's interactive, online FOCUS system was the type of very powerful, high-level information management tool which would meet our needs," said Elmer Jenkins, chief of the Office of Budget Development and Administration for CALTRANS.

The first challenge met by the Tymshare system was to break down the CALTRANS activity plan into meaningful expenditure elements. This plan includes all the coming year's projects and activities for the department and is made up of approximately 18,000 expenditure authorizations which, ultimately, define the year's budget.

Although originally intended to handle only the activity plan, the information management system is now tackling several other areas. For example, FOCUS tracks CALTRANS' staffing of its 14,500 positions located throughout the state and also generates engineering cost reports.

Integrated Marketing Program for DSS to Evolve During 1980

(Continued from front page)

ing data or a system with modeling and analysis capabilities, or both.

"Magazine articles aren't the only publicity that DSS has received," Abbott comments. "DSS will be receiving a good deal of publicity in the coming years in and outside of the computer industry. Conferences (like the National Computer Conference) in 1979 included the subject and many more in 1980 will deal only with DSS. Business people from all fields will attend these conferences."

"It is a fact that Tymshare has actually been selling the concept of DSS and only recently have the reality and the concept merged, making what we have to sell more tangible. It communicates to potential customers what we do and what we can do for them," continues Carlson.

Tymshare offers its customers through timesharing the ability to have such a system as DSS that incorporates the powerful languages of EXPRESS and FOCUS, and our

experience and field support. The medium that brings the reality to the field is the Information Services Division. The financial, marketing, and personnel functions of the Fortune 1000 companies have been identified as primary targets.

"We, in Applications Marketing, are developing an integrated marketing concept for DSS that will evolve over the coming year," says Carlson. This integrated marketing package will include everything from seminars to brochures to demonstrations through closing, training, and implementation. Each step will further involve the prospect and feed him or her more details of the system.

"We want to help sales representatives by increasing the efficiency of the sales cycle. We will take various Tymshare products, such as FOCUS, EXPRESS, and PERS, put them together, and have a tangible tool that managers will be able to understand," comments Carlson.

"An integrated marketing approach can use any marketing concept," continues Carlson, "but it only makes sense to take what have always been Tymshare's strengths and capitalize on them. "We looked at the big need of business and put our program together. Other companies in computer services also will jump on the band wagon, but we are in position to come out on top. We have the people, software, hardware, and experience."



