



# USPDC

INFORMATION  
SERVICES  
BUSINESS  
DIVISION

ROCKVILLE,  
MARYLAND

Feb. 18, 1975  
305.28

## Trophy to Tulsa

Ken MacDonald, manager of electric utility industry sales, awarded the fourth quarter electric utility trophy to the Tulsa branch for outstanding performance, as shown in the graph. Jim Kessler, manager of the Tulsa branch, credits their success to the combined efforts of all members of the branch, but gives particular credit to Ken Babb for his work with Public Service of Oklahoma.

Electric utilities, one of the targeted markets of the branch in 1974, con-

1st quarter

2nd quarter

3rd quarter

4th quarter

ducted a series of management seminars in April for customers and prospects. A special presentation was made to Public Service of Oklahoma by the Electric Utilities Systems Engineering Department in Schenectady, and the same customer attended our Strategic Planning Seminar in Williamsburg in September.

Congratulations to Jim Kessler and the total Tulsa team!

## Spotlight on Quality Assurance

Service quality doesn't just happen. It has to be planned — the actions necessary to produce service quality must be determined in advance. The Quality Assurance section of the Systems Department does just that.

This concept must span the entire organization, because most components have responsibilities which influence quality. Quality must be considered in product and process design because it is impossible to deliver a level of quality beyond that inherent in the design. Quality must be controlled in the daily operation of the nearly 100 geographically distributed interconnected computers which comprise the network. Equipment must be maintained, change must be controlled, and the system must provide continuous feedback so that we react quickly to quality-inhibiting situations when they arise.

Quality Assurance is the division focal point for the combined quality efforts. In addition to providing the leadership role in the development of the division's quality system, it has a specific and operationally functional role to play in assuring the delivery of high quality service.

tomers. It must assure the non-disruptive introduction of new hardware and software technology. It must consider quality attributes in the design.

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*Every day in Quality Assurance begins with "morning call"—a conference call between headquarters staff of the Systems Department and the Ohio Supercenter, London, and remote operations in Watertown, Erie, and Philadelphia. Seated around the table (left to right) are Ray Marshall, Dick Lewis, Ralph Taylor, Bill Bacon, Dave Vernot and Zigi Quastler; and in the background, Dennis Steinauer, Al Orlup, and Jim Rowley.*



QA must assure service which meets the reasonable expectations of cus-

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It must identify and resolve current and potential service quality problems. It must assure proper functioning and maintenance of hardware and software.

QA's objectives are to achieve excellence in those attributes which the user characterizes as service quality:

**Availability:**

- Scheduled start-up and shut-down
- Service during scheduled hours
- Network accessibility

**Reliability:**

- Service interruptions
- File disturbances or reversions
- Function of user features (software)

**Efficiency:**

- System response
- Media and utility turnaround
- Background turnaround

**Adequacy**

- Support
- Training
- Documentation
- Response to complaints
- Introduction of changes and new features

A major portion of the QA effort is devoted to intensive testing of system and communication offerings scheduled for deployment to Mark III Service users. These integrated tests are designed to confirm tests conducted by other division components. Any defects are corrected prior to commercial deployment if possible. If discovered after the fact, they are corrected as rapidly as possible. These predeployment tests are supplemented by confidence tests made daily on the commercial software, using a wide variety

of application programs (some customer-supplied). Should results vary from the expected QA, specialists initiate immediate corrective action.

Zigi Quastler, manager of the Quality Assurance section, maintains the necessary interface with other division components, and provides the leadership and direction to six sub-sections. These sub-sections are managed by Bill Bacon, quality programs and measurements; Dave Clark, foreground quality; Verk Eubanks, background quality; Ed McPherson, Medinet quality; Ken Strandberg, maintenance programs; and Ralph Taylor, communications quality. These subsections constantly seek optimum levels of service performance for Mark III Service.

## CRISP III/70 Service: Serves a Need

It looks like ISBD's new CRISP III/70 Service will enjoy an overwhelming reception in the data processing market. All indications are that it will be an effective addition to our service line; and the ways people are finding to use the service are as varied as grains of sand on a beach.

Here, for example, is how some of our first users are utilizing CRISP III/70 Service:

A manufacturer of auto parts is using the service for compiling and debugging new applications — as well as maintaining existing programs — for a management information system. And they expect to get faster results than they do from their own in-house system.

One of the major tobacco companies is using the service for compiling and analyzing the results of lengthy market surveys; and a wiring manufacturer uses it for job shop scheduling — it

helps them put shop resources into production of the types and quantities of wiring necessary to satisfy customer demands.

One of the world's biggest oil companies has a model on CRISP III/70 Service which helps design new refineries; and another major oil company uses it primarily for engineering applications, such as reservoir material balance and computing stresses for laying underwater pipelines.

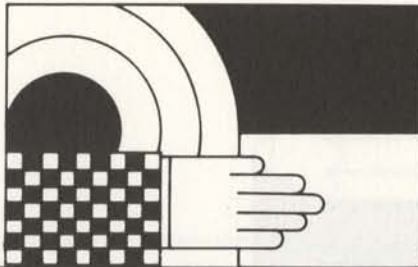
In the field of soaps, detergents and household cleaners, one of the best-known names in the business is using CRISP III/70 Service for chemical analysis, and plans to use it on an international basis so their facilities around the world can benefit.

CRISP III/70's first NSS program will be from an engineering firm, which plans to sell access to a large structural model.



Finally, a leading electric utility industry consulting company uses CRISP III/70 Service for a generalized corporate model which can be tailored for the use of various public or municipal utilities. They are also developing a 6,000 bus loadflow on the system to help their utility customers analyze their transmission networks.

In addition, new marketing programs have just begun in Chicago and Houston and the division is already learning a great deal from these first efforts: that the potential market for CRISP III/70 Service is very large and viable; that customers are likely to make substantial, rather than very limited, use of the service; and that the variety of ways in which customers will be using CRISP III/70 Service is virtually boundless.



## MBA Achieved by Top Salesman

Don White, account rep in Dallas, completed a masters in business administration at the end of 1974, culminating three and a half years of evening classes. In addition to this achievement, he is one of the 13 top performing ARs for the fourth quarter.

Don has taken at least one course, and frequently two, toward his MBA each semester since July, 1972. He found the required courses in accounting and finance to be particularly useful in selling Mark III service to his financial customers. He began work toward his MBA before coming to General Electric, but the major part of the degree was paid for by GE's Tuition Refund Plan.

Don took his final exams early in December, while he was achieving top performer status. He promises to use his newly acquired free time "to get my revenue a little higher over quota."

## Blue Cross Provides Hospital Benefits

Type A-1 hospital benefits under the GE insurance plan will soon be paid through Blue Cross as a result of a change in insurance carriers. The change will take place on all hospital admissions of GE employees and covered dependents which occur on or after May 1. The change to Blue Cross will expedite hospital admissions and should eliminate the need to complete GE claim forms for hospital expenses.

This change will have no effect on eligibility for benefits, or on the benefits provided by the plan. It's merely an administrative change.



Don White

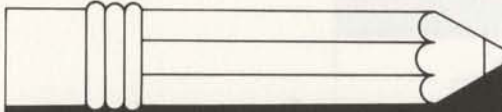
Detailed information and individualized Blue Cross-GE hospital identification cards will be distributed to employees before the changeover.

## Hawaii — the 48th State

You may think Hawaii is the 50th state in the union — but in late January it became the 48th state to offer local access to Mark III Service.

Local access in Hawaii will appeal to networking customers, especially in the areas of accounting, banking, and the military. The Hawaii Addendum to our Agreement for Computer Services must be signed in duplicate by customers desiring access from Hawaii. Forward a copy of the original to Sales Administration, Attention: Contracts, putting the U# to be used from Hawaii in the upper right hand corner of the Addendum.

Responsibility for Hawaii was assigned to the San Francisco branch when local access became available. Ina Crouse in San Francisco, will provide support for the Hawaii customers.



## DMS: Impact 75 Star Still Growing

Data Management System, a highlight of the Impact '75 campaign, is expected to continue as a star performer. With that goal in mind, enhancements continue to be made. New features are described in DMSINFO\*\*\* in detail, but here is a brief description of the most recent additions.

Released to all systems are WRITE TO, MAXHITS, AND DMDATE. The WRITE TO capability allows the user to generate output to a binary file rather than the normal ASCII file. MAXHITS limits the number of PRINT lines and WRITE records that will be generated from an inquiry. DMDATE returns today's date as an integer and prints it in the form of YY/MM/DD.

Currently on System I is an improved version of DMDB\*\*\*. Efficiency for large Data Base Description Files has been significantly improved and DMDB\*\*\* will now complete the scan of the input file if errors are found. Multiple item keys and working items are now allowed. A working item is not physically present in the data base but can be described in the DBDF.

Within the DMS inquiry module (DMS\*\*\*) several enhancements are offered. Call to external subroutine is now allowed. DMS will generate an option load so subroutines can be user's own, or in FIVL.

New print and sort subtotalling controls give expanded capability. HEAD, PICTURE, ZERO and NOSBT may be specified within the print statement and override what the DBDF contains.

New subtotal control allows the user to specify which fields will be subtotaled and which fields will have multiple sort keys suppressed. This answers many of the questions raised during the introduction period.

New output controls allow more complete report formatting. PAUSE statement allows insertion of special forms. PAGINATE puts page numbers on each page. FORMFEED causes new pages to be slewed to top rather than spaced. PREHEAD and POSTHEAD allow additional heading lines before and after the normal column headings. SKIP leaves a specified number of blank lines within the report.

These capabilities are now on System I, scheduled for commercial release in mid March. A supplement to the DMS user's guide will be provided at that time.

## WANTED: Field Testers for New Products

Do you have a customer who might be interested in field testing any of the new products listed below? Ray McNees in Sales Service is familiar with the field tests and will help you and your customer obtain the additional information needed to participate.

GCOS COBOL Syntax Checker

SORT\*\*\*

ASTRA

QForm

PARSE

OPTION BIG (ISR 322) 32K core

Teletype Dataspeed Model 40,  
1200 baud CRT

Datapoint 3300, 1200 baud CRT  
terminal

The GCOS COBOL Syntax Checker is a Background-supportive application, a Foreground program for checking

COBOL source code for syntactical deviations from GCOS COBOL. It writes diagnostic messages to a file or prints at the terminal. It facilitates the debugging process for the Background COBOL user.

SORT\*\*\* is a new Foreground file which has seen significant usage. An advance release manual (3501.10) is now in the warehouse. While still in a field test mode, the program can sort BASIC and FIV ASCII, binary sequential, and random files. The package also merges files.

COM and ASTRA were described in the February 3 issue of UPDATE.

QForm is a report program generator. An FIV program is generated, based on an input file supplied by the user. The FIV program then accesses the data base and produces the planned report. Source copy of the FIV program is generated so fine tuning can be done. Field test is underway.

PARSE routines are being implemented in FIV. These routines give FIV programs the capability of being data-item dependent rather than data-record driven. Of special benefit in input editors, the routines allow for easy error control and prompting for additional input. Field test is underway. Users should be knowledgeable FIV programmers.

OPTION BIG was described in the January 6 issue of UPDATE.

Teletype Dataspeed Model 40, used with 1200 baud service, requires a 202C or 202S data set or equivalent, and consists of a keyboard, printer, and cathode ray tube display. The Datapoint 3300 terminal requires a 202S data set or equivalent, has keyboard and CRT display. Neither terminal is currently qualified for cassette units.

Got any customers who might be interested in field testing any of these? Call Ray McNees, 8\*273-4639.



## Interchange Corner

The National Service Operation receives many calls from the field and from customers who do not fully understand the scope of services provided.

A new page issued in January for the Sales Manual deserves repeating here, for a better understanding of the capabilities of the National Service Operation and the targeted response times for several categories of questions.

Users of Mark III Service in the continental United States may call one toll-free number, day or night, for "hot-line" assistance:

800-638-2960  
Maryland Users Call  
800-492-0943

Users' questions can generally be answered within the following time periods

- Immediate answers on:
  - system status
  - communication problems
  - alternate access numbers
- Answers within 4 hours (including nights and weekends) on:
  - system commands
  - FIV-Foreground FORTRAN IV languages
  - edit commands - Foreground
  - library status
- Answers within 4 hours (8 a.m. to 8 p.m., Monday-Friday) on:
  - remote media service
  - FLEXIMIS, FAL, STAT-SYSTEM, TOURS, NCPPL, ADAPT, GETURN, and DMS library packages
  - BASIC language
  - foreground/background interface
  - interprocessing IBM 370
  - high speed service

- Answers within 24 hours (8 a.m. to 8 p.m., Monday-Friday) on:

- GCOS background operating system
- IBM (background)
- HISAM (Hierarchical Indexed Sequential Access Method)
- administrative user
- FORTY - Background FORTRAN IV language
- Sort/Merge
- COBOL language
- terminals
- other application programs

Questions the service desk representative cannot answer are routed to other qualified people and the information is given to the user as quickly as possible.

The local GE sales office answers questions on:

- billing and adjustments
- validations
- user number and password changes
- moving files
- new product features
- instruction and classes
- customer complaints.

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## Service in the Middle East?

As part of the division's search for new market areas, Colin Church, manager of international market planning, recently visited several Middle Eastern countries. During his trip he spoke with government officials and made arrangements for telecommunications tests to be conducted jointly by these governments and the division. These tests will evaluate the technical viability of Mark III Service access over the local switched telephone networks. The commercial desirability of offering Mark III Service in several Middle Eastern countries is under investigation simultaneously.

*Collin Church displays the old and the new in Egypt, with this photo of a terminal-laden camel.*



In Egypt, Colin presented a paper at the Symposium on Office Management and Electronic Data Processing. Commenting on this meeting, Colin said, "I almost didn't make it to the Symposium, since I was in the airport in Teheran when the roof collapsed, killing many people." He did get there, though, forty-four hours after he started for Cairo.

As a result of his presentation, the representatives of the nations present, the United Nations, and OCED (Organization for Economic Cooperation and Development) resolved to explore the feasibility of international data networks as a tool for developing nations.

## Programs for Linear Network Analysis

New, improved versions of programs for analysis of linear circuits will become fully commercial March 1. The new programs are ACNET\$ and DCNET\$, which have been in field test under the names ACNET and DCNET. The new ACNET\$ and DCNET\$ replace old 1970 programs with the same names. Users inputting data to the old programs will find their needs served by the new programs and will be alerted to the new software by a message. The new user's guide documenting the programs is Linear Network Analysis, publication 5204.44A (order by OLOS). It replaces both the advance release version that supported the field test and the old Linear Network Analysis, publication 5204.11, which documented the old programs.



*Phil Berns (left) is congratulated on his tenth anniversary by Paul Leadley, Manager of the Strategic Planning Operation.*

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