

CompuServe news

CompuServe Incorporated
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1981 was year of strong growth for CompuServe

Strong growth was seen in all areas of the company in 1981. The number of employees and branch marketing offices increased significantly, as did computing power for commercial customer applications, network coverage to allow more local dialup areas, product capabilities and the size of the physical facilities at CompuServe's Arlington Centre headquarters and the Dublin computing center. The following is a summary of the growth experienced in these areas during the past year.

Branch marketing offices

Four branch marketing offices were opened since January, 1981, bringing the total number of branches for commercial customer sales and support nationwide to 26. The new branches are located in Boston, Kansas City, Denver and Santa Clara.

The Boston branch is located at 535 Boylston St. Boston, Mass. 02116 and is managed by Charles Terry. The largest revenue producer to date for the branch has been InfoPlex[®], CompuServe's electronic mail system, and custom applications have also been developed for various clients.

In Kansas City, research and development products are strong, as are financial planning and analysis systems and financial database products. Lee Kleinman is the branch manager and the branch address is 911 Main St., The Commerce Tower Bldg., MO 64105.

In Denver the primary emphasis is on mining industry service applications, with financial database products also contributing significant revenue. James Comstock is the branch manager. The address is 1512 Larimer St., Suite 460, Colo. 80202.

The new Santa Clara office, located in the "Silicon Valley" area, is managed by John Yarbrough. Research and development products are popular there, with InfoPlex applications predicted to gain significance in the coming year. The address is Suite 239, 2700 Augustine Dr., Calif. 95054.

Branch expansion plans for 1982 have already been assembled. This year new offices will be established in Toledo, Ohio, Baltimore, Tulsa City, Okla., and Orange County, Calif.

The CompuServe Data Network

Linking the branches and the computer centers in Arlington Centre and Dublin is the CompuServe Data Network. During the past year it was expanded to bring local telephone access to an additional 24 cities. This represents an increase of 49 percent in total coverage during 1981. Plans call for the network to be extended to reach 120 cities by April of this year, and to reach 300 cities by the end of 1983.

Columbus and Dublin facilities

Major construction, site renovation and landscaping projects were completed at the Arlington Centre complex and the Dublin computer center in nearby Dublin, Ohio.

At the Dublin center, space in the computer room was doubled to provide approximately 10,000 square feet. At Arlington Centre, a three-story office building with second-story walkway was completed last September.

The Arlington Centre expansion provides an additional 30,000 square feet of office space at CompuServe's Columbus headquarters. The expansion includes numerous conference rooms, a theatre, and a canteen for employees.

Employees

The company's employee population grew over 17 percent in the past year, to a current total of over 430 employees nationwide. This figure includes those employed at the Arlington Centre corporate headquarters facility and computer center, the Dublin computer center, CompuServe's 26 branch marketing offices throughout the country and the research and development facility in Tucson.

(continued, page 2, column 1)



Second-story walkway links new expansion to main headquarters complex.

(Growth, cont'd)

Computing power, product applications

During 1981 the overall computer capacity for commercial accounts was increased 30 percent through the addition of two Vision-50 (2060) host computers. Also, the memory capacity of the 11 KI10-based hosts was increased 25 percent, to one megaword each.

While CompuServe's products for commercial applications undergo constant review and upgrading to meet the changing needs of customers, in 1981 key features were added and advancements were made in a number of different product areas.

These included the addition of the EMPIRE™ decision support system and



Employee canteen area in Arlington Centre expansion.

Marakon library of decision support models to CompuServe's financial products area. (See story, "Product area focus: financial planning and analysis.") Also, with the recent addition of 1980 U.S. census data to SITE II™ and DORIS™ demographic analysis products in the management sciences product area, the most up-to-date U.S. demographic information is available from CompuServe.

It has been an exciting year at CompuServe, a year of rapid growth and expansion that has set the stage for even greater activity in 1982. We would like to take this opportunity to thank our customers for their association with CompuServe, and to pledge that in 1982 we will continue to provide the highest quality, most reliable remote computing services.



Spacious hallways, floor-to-ceiling windows in common areas create relaxed atmosphere in new building.

Resource management agreement signed with Comp-U-Card

CompuServe recently announced its signing of a five-year, \$9.5 million resource management agreement with Comp-U-Card of America, Inc. of Stamford, Conn. Comp-U-Card, founded in 1973, is the largest computerized shopping service in the nation.

The new agreement calls for CompuServe to provide facilities management services for the Comp-U-Card application at CompuServe's Columbus computer centers. This will be accomplished through the dedication of host computer systems for the exclusive use of Comp-U-Card. Net-

work communications services, provided via CompuServe's Data Network, are also called for in the agreement.

Comp-U-Card will use the CompuServe computer application, which includes six separate databases, to allow its over two million subscribers to buy brand name major appliances, furniture, electronic goods, china and silver at prices as much as 40 percent below manufacturers' suggested list prices. Members can access the shopping service via personal computers and computer terminals, cable television and the telephone.

To the reader

New Year's greetings! This issue of *CompuServe News* focuses on significant events that took place at CompuServe over the past year. Because these events, from the opening of new branch offices to the development of new or enhanced product applications and services, have the potential to impact your business during the coming year, we want to keep you informed.

If you now receive more than one copy of this newsletter, please share your extra copies with others in your organization who also use our services or might be interested. Better yet, request that your interested colleagues be put on our mailing list by calling your local CompuServe office or by contacting the Publications Department at the address below.

CompuServe News is published for remote computing services customers and other interested persons. Address written correspondence to CompuServe, Publications Dept., P.O. Box 20212, Columbus, Ohio 43220.

New local dialup areas

CompuServe's network continues to expand at a rapid pace. The following local access cities have been added since October, 1981. Unless otherwise indicated, all rates are 300 baud. You may check for changes and additional numbers in your dialing area with the command TYPE SYS:COMPU.-NUM or TYPE SYS:TYMNET.NUM.

CITY	TELEPHONE
Van Nuys, CA	213/894-9241 213/893-3662 (1200 baud)
San Mateo, CA	415/591-5591
Kalamazoo, MI	616/344-2298
Oklahoma City, OK	405/946-4799
Tampa, FL	813/876-1060
Orlando, FL	305/273-8780
Charlotte, NC	704/333-6654 704/333-7128 (1200 baud)
Buffalo, NY	716/837-9650
Tonawanda, NY	716/692-2804
Billingham, MA	617/466-0993
Concord, MA	617/371-0354
Hudson, MA	617/568-8019
Maynard, MA	617/897-8743
Medfield, MA	617/359-7603
Medway, MA	617/533-2722
Mendon, MA	617/478-0653
Upton, MA	617/529-4478
Waltham, MA	617/890-0232

Product area focus: financial planning and analysis

For financial planners and analysts, CompuServe offers an integrated group of financial databases, models, planning languages and program utilities that combine to form a total planning environment for the user. Because these products have extensive capabilities for interfacing with one another, a wide range of alternative actions and outcomes can be reviewed in an effort to make the best financial decisions possible. The following is an overview of the financial planning resources available from CompuServe.

Financial databases

COMPUSTAT II® is the most complete, up-to-date computerized library of fundamental financial information available today. The database contains information on over 6,000 industrial, banking, utility and insurance companies taken from annual reports for the past 20 years and is updated weekly as new material is available. Stock prices, earnings-per-share and shares outstanding data are included.

Value Line contains data on over 1,800 companies with securities traded over major stock exchanges. Pricing information, earnings-per-share and other historical information is included, as well as estimates and projections of future performance. With utility programs the user can create ad hoc and customized reports with computer graphic representations to meet a full range of financial planning needs.

An accompanying library of programs is used to access and manipulate the COMPUSTAT II® and Value Line data. With

CSCAN the user can define screening rules and create specialized reports on companies meeting specific criteria. CSFIN can be used to create both single and consolidated financial reports, including income statements and balance sheets, ratio reports, market data reports, and source and use of funds reports. With the CSRPT program the user can generate ad hoc reports. CRS is used to interface COMPUSTAT II® to other planning and analysis products. CSPLIT generates board room quality line and bar charts for data presentations.

VALUE is a securities database system that contains extensive information on over 40,000 stocks, bonds, convertibles and options. Historical information includes prices from 1974 and dividends since 1969. The information is updated on a daily basis and with utility programs the user can screen and track issues, create pricing and comparison charts, and make portfolio evaluations.

A comprehensive set of programs accompanying VALUE can be used to create plots and charts, report on historical series, produce indexes, and make calculations on rate of return and growth, etc.

Financial planning and analysis tools

The Marakon Strategic Planning Models provide decision support to aid the user in making financial and investment decisions. Models available include ACQUIRE for merger and acquisition analysis, FORECAST for planning and evaluation at the

corporate level, STRATEGY for planning at the individual business unit level and INVEST for the evaluation of project-oriented capital investment programs.

The Marakon models feature a high level modeling language. Users can customize reports, modify formats and even test alternative forecasting techniques to meet their specific requirements. The models feature a built-in interface to both COMPUSTAT® and Value Line, as well as to VISUAL, CompuServe's computer graphics capability.

EMPIRE™ is a modeling, analysis and reporting system with a library of financial, mathematical and statistical functions. Powerful data management and report writing capabilities help the user analyze alternative strategies, determine the impact of each and assess the feasibility of goals. EMPIRE also features Monte Carlo simulation and sophisticated time series analysis capabilities.

FACTS is an easy to operate financial analysis tool used to implement a series of sophisticated management reporting systems. Simple English commands and common mathematical relationships are used in FACTS to create accurate and timely financial reports in a presentation-quality format and appearance.

CUFFS® is a sophisticated, interpretive financial planning language designed specifically for non-data processing professionals. With equation-reordering and automatic detection/solution of simultaneous equations, CUFFS makes difficult planning problems easy to understand and solve.

Japanese business press representative tours CompuServe



Motoyuki Imai, assistant manager, NEEDS (Nikkei Economic Electronic Databank Service).

Motoyuki Imai, assistant manager, databank division, for the Nihon Keizai Shimbun (Japan Economic Journal) visited CompuServe headquarters in Columbus during the first week of December to learn about the CompuServe network, software development activities and data processing operations as a part of a nationwide tour. His visit was sponsored in part by the North America Services Division of the Associated Press.

Imai's company publishes a variety of business-oriented newspapers in Japan, including the Japan Economic Journal, which is the largest of its three weekly business papers with a circulation in excess of 1.8 million. The Japan Economic Journal was the first weekly business newspaper to be printed in Japan, in 1876, and today is an international publication with the English-language version printed

in New York. The firm also publishes books and 11 magazines for business, consumer and special interest audiences in conjunction with McGraw-Hill, Inc.

During his visit, Imai toured CompuServe's Arlington computer center and met with several company representatives. Serving as his interpreter was Dr. Kinji Tanaka, president of the Japan Research Center of Greater Cincinnati and special consultant for Japanese affairs to the Greater Cincinnati Chamber of Commerce.

During the past year a broad variety of groups, from high school and college students to members of the business press and industry professionals, has visited CompuServe's computer center in Columbus. Among the tour groups from foreign countries were several other parties from Japan and one from Germany.

InfoPlex has biggest sales year ever in 1981

InfoPlex®, CompuServe's electronic mail system, had an outstanding year in 1981 in terms of sales, product enhancement and success of special promotional activities.

Revenue in excess of \$2 million for the year was a 75 percent increase over 1980 totals. This was attributed to the steadily growing interest in office automation and the substantial cost savings that can result from new systems designed to achieve it.

Two major features were added to the InfoPlex system in 1981. One was a RECEIPT option, with which the user can send a message and then receive an automatic return message detailing the exact time and date his or her original message was retrieved and read by the recipient.

A RELEASE option can be used to address and send a message on the current day, and then specify what day within the next year the recipient is to be able to retrieve it. A new user's guide was published detailing these and other existing capabilities.

During 1981, sales seminars were held at CompuServe branch marketing offices throughout the country that featured as speakers representatives of major corporate InfoPlex customers. William Whitten of Owens/Corning Fiberglas appeared at seminars in New York, Chicago, St. Louis, Columbus, Los Angeles, San Francisco, Philadelphia, Atlanta, Houston, Dallas and Denver. David Brower, of Digital Equipment Corporation, was the speaker at a seminar held in Boston. Both men told of their companies' experiences with InfoPlex applications. During the course of the year over 400 people attended the seminars.

Seminars currently planned for 1982 will be held at the Cleveland branch office on Feb. 17 (216-241-6818) and at the Cincinnati office on Feb. 18 (513-421-5006). In March, seminars will be held at the Memphis branch on March 3 (901-452-8251) and the Kansas City branch on March 4 (816-474-3502). April seminars are scheduled for Detroit on April 14 (313-963-7474), Pittsburgh on April 15 (412-391-8845) and in Indianapolis on April 28 (317-635-9686). For complete information or reservations, contact the branch office in your area.

Class schedules for January and February 1982

The following classes will be conducted during January and February. An asterisk(*) indicates that either one or both products will be taught during the session. A double asterisk indicates that a fee will be charged for class attendance. Contact

your local account representative for class times, reservations and complete information. Classes are subject to change.

Cincinnati

Intro. to CompuServe*Filge Jan.12
Cost Effective Computing Jan.26
VISUAL Feb.9
ECL/80™*System 1022™ Feb.23

Dallas

ICS*Filge Jan.5
QUBIT™*FACTS Jan.12
Cuffs® Jan.19
System 1022™*VISUAL Jan.28
ICS*Filge Feb.2
QUBIT™*FACTS Feb.9
CUFFS® FEB.16
System 1022™*VISUAL Feb.23

Denver

Intro. to CompuServe (ICS*Filge) Jan.5
Financial Analysis & Database (QUBIT™*FACTS) Jan.12
Financial Database (VALUE*COMPUSTAT II®) Jan.14
MEDSYSTEM (Mineral Inventory, Drill Hole Database, Mine Planning & Design) Jan.19-22 all day
Graphical Display (VISUAL) Jan.26
Intro. to CompuServe (ICS*Filge) Feb.2
Explore (CONTOUR*PERSPECTIVE) Feb.4
Database Management (ECL/80™*System 1022™) Feb.23
Financial Forecasting (Cuffs®) Feb.16
ECL/80™*System 1022™ Feb.23

Detroit

ICS Jan.6
Filge Jan.13
ECL/80™*System 1022™ Jan.20
VISUAL Jan.27
ICS Feb.3
Filge FEB.10
FACTS*QUBIT™ FEB.17
ECL/80™*System 1022™ Feb.24

Indianapolis

VISUAL Jan.12
Intro. to CompuServe Jan.19
Database Man. ECL/80™*System 1022™ Jan.28
Filge Feb.4
FACTS Feb.11
Advanced Filge Feb.18
QUBIT™ Feb.25

Louisville

ECL/80™*System 1022™ Jan.14
Intro. to CompuServe*Filge Feb.4
VALUE, VALUE LINE*COMPUSTAT II® Feb.18

Memphis

Beginning ICS*Filge Jan.13
ECL/80™*System 1022™ Feb.2

New York/Financial

COMPSTAT II® Jan.7
VALUE Jan.12
EMPIRE™ Jan.14
Intro. to Financial Modeling (CUFFS®) Jan.19
Intro. to Database Concepts (ECL/80™*System 1022™) Jan.21
Intro. to Financial Reporting (FACTS) Jan.26
BDS Jan.28
COMPSTAT II® Feb.2
VALUE Feb.9
Multi-Dimensional Data Management (QUBIT™) Feb.11
VISUAL Feb.18
STATS II/CitiBase Feb.25

Pittsburgh

ICS*Filge Jan.7
COMPSTAT II®*VALUE Jan.14
ECL/80™*System 1022™ Jan.21
VISUAL Feb.4
FACTS Feb.18
QUBIT™ Feb.25

Santa Clara

Intro. to ICS*Filge Jan.12
EMPIRE™ Jan.21
QUBIT™ Jan.28
ECL/80™*System 1022™ Feb.4
Intro. to ICS*Filge Feb.9
Cuffs® Feb.11
VISUAL Feb.18
COMPSTAT II® Feb.25

San Francisco

Financial Modeling (Cuffs®) Jan.5
Office of the Future (InfoPlex®) Jan.12
Research & Development (RSM*COED™) Jan.20**
Intro. to Time Sharing Jan.25
SITE II™*DORIS™ Jan.28
Fortran Feb.2
QUBIT™*FACTS Feb.9
Intro. to Time Sharing Feb.18
Office of the Future (InfoPlex®) Feb.25

St. Louis

Intro. to Time Sharing (ICS) Jan.5
Intro. to Financial Reporting (FACTS) Jan.12
Intro. to Database Concepts ECL/80™*System 1022™ Jan.21
Intermed. Financial Reporting (FACTS) Jan.26
Intro. to Time Sharing (ICS) Feb.4
Intro. to Financial Modeling (Cuffs®) Feb.10
Intermediate Database Management (ECL/80™*System 1022™) Feb.16
Graphics (VISUAL) Feb. 18
QUBIT™ Feb.24