

NO. 95-48

FAST-FAX

 Information Services

World Leader
In Time-Sharing
Service

July 1, 1971

SELL HIGH AND BROAD

And here's some help in a positive way . . . a list of the GE Regional Vice Presidents for the United States. Have your District Manager make the initial contact with the RVP, explaining the service you're selling and the company you want to contact. The RVP is acquainted with, or has knowledge of the chief executives and corporate level managers of those businesses that are important to the Company in that area. The RVP can assist in many ways because of his contacts — but remember that his time is budgeted too. If you're asking for his time, plan ahead enough to let him schedule it best.

And, he can counsel you on which of the GE sales contacts presently calling on the prospect is in the best position to give you some assistance.

L. William Ballard, Jr.
Central Region
840 S. Canal St.
Chicago, Ill. 60680

Thomas K. Edenfield
Southeastern Region
1800 Peachtree Road, N.W.
Atlanta, GA 30309

William B. Frogue
Southwestern Region
One Main Place, Suite 2450
Dallas, Tex. 75250

Harry M. Lawson
Western Region
55 Hawthorne St.
P.O. Box 3736
San Francisco, Calif. 94119

Harry P. Gough
Mid States Region
1015 Locust St.
St. Louis, MO 63101

Lester W. Dettman
East Central Region
1000 Lakeside Ave.
Cleveland, Ohio 44114

F. Charles Ruling
Atlantic Region
3 Penn Center Plaza
Philadelphia, PA 19102

Steven C. Van Voorhis
Northeastern Region
570 Lexington Ave.
New York, NY 10022

APEX** on DPH56

You can access programs in the APEX** Library from the DPH56 catalog. DP053 catalog has been removed.

When the system reports FILE NOT SAVED, you may call Fast-Fax and ask them to reload the program or send you a tape via the terminal. Fast-Fax terminal is 8*273-4524.



INTERNATIONAL CONTACTS

This is to update information provided in FAST-FAX 95-47.

The new address for ITALY is:

H.I.S. ITALIA
Luciano Marradi
Via Gioia 70
Milan, Italy

It should be emphasized that this list of contacts is for your use in handling inquiries from your customers who request information on who his subsidiary should contact overseas concerning General Electric Time-Sharing. In every case please report all international interest to **Lee Schwieger**, Bethesda, 8*273-4694. This will allow us to plan with our distributors for a coordinated approach on selling opportunities and to see that your customers wishes are protected.

E.A.S. FEATURED IN LEADER

800 (7-71)

For Fast-Fax call: TTY 8*273-4524
8*273-4421 or 8*273-4714

GENERAL  ELECTRIC

INFORMATION SERVICES MARKETING DEPARTMENT

NSS ~~DSS~~ CORNER

Upcoming Sales Letter

A great deal has been happening recently with DSS, including a name change and new authors added says **Bill Noble**. As of July 1, DSS becomes Network Software Services (NSS). You'll be hearing more about the first half results for NSS (including average monthly revenue growth rate of 8+% since December!), plans for second half, the addition of the National Account Software Service (NASS) aimed at key national accounts, and the national accounts that have already signed in a sales letter in early July. Bill says that NASS will be a major area for NSS growth in the second half, with a number of large accounting firms and Fortune 500 companies signing. The mechanism will be the same Q-catalog approach — only providing for revenue credit. As your role may vary from one NASS account to another, you'll be receiving a brief one page communication outlining your role with each.

New ASDS Authors

The following ASDS (Author Software Distribution Service) authors recently have been added: (Key author contacts and their phone numbers)

- Instadata Unlimited, Inc., 236 Krams Avenue, Philadelphia, Pennsylvania 19127. It is offering a sheet metal estimating program for use by sheet metal duct contractors. In addition, Instadata is offering a "cut-size" program for use by these contractors in calculating metal sizes for fittings to be cut in the shop. (215-483-6000, Alvin Hurvitz).

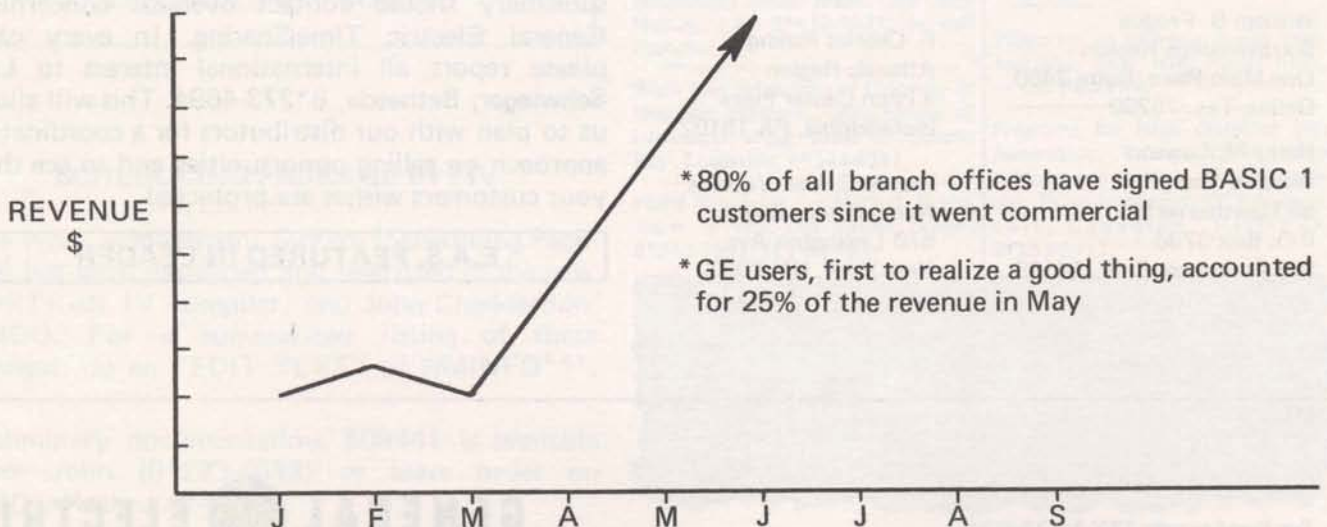
- Integrated Circuit Engineering Corporation, 4900 E. Indian School Road, Phoenix, Arizona 85018. ICE is offering its ICEMAP system, an aid for the layout of integrated circuits. It will be marketed nationally to integrated circuit designers and manufacturers. (602-959-4760, Bob Hartley).
- GE Corporate Accounting Operation, Business Analysis and Cost Accounting, 570 Lexington, N.Y. — Corporate Accounting Operation is making available ANALYZE to General Electric Company components. ANALYZE is a set of programs especially helpful in evaluating strategic plans, budgets, forecasts, plant appropriation requests, and development programs. (8*222-3094, Hovey Tyndall and 8*222-2220, Roddy Osborn)

NOTE: Contact Fast-Fax for a copy of GE Business Analysis Bulletin 204 (Evaluating Strategic Plans) and 205 (ANALYZE: Tools for Evaluating Strategic Plans) describing this powerful software offering.

DEFERRED RUN SAVINGS

All SMS authors are passing the off-hours 25% CRU discount on to your customers for the premium in addition to the standard CRU's (i.e. AUTOTAB, FLEXIMIS, etc.)

BASIC 1 IS TAKING OFF



Critical Budgets Need It

FAPP***

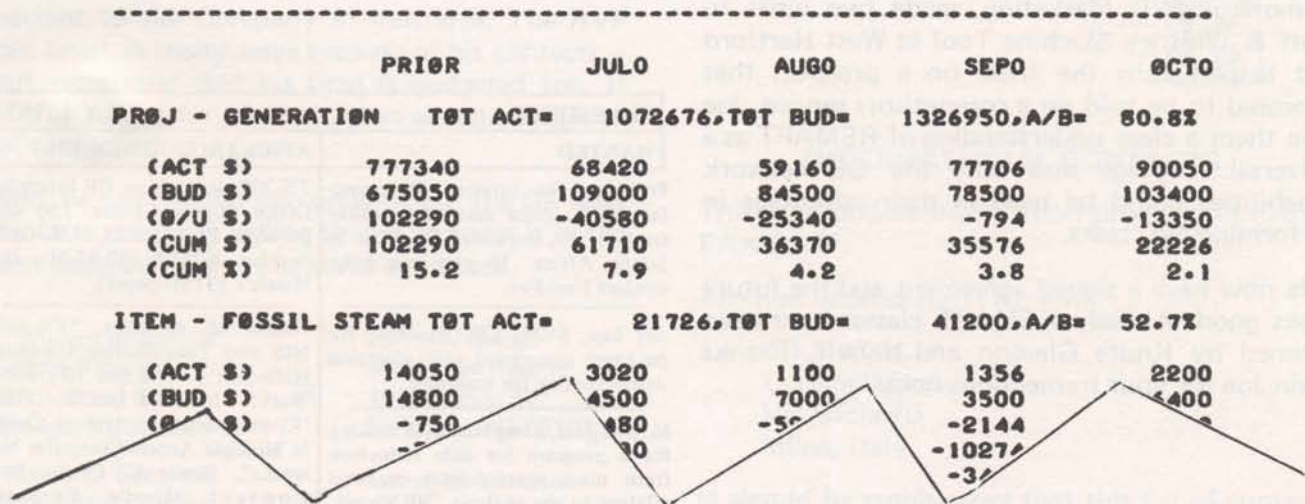
REPORTS FINANCIAL STATUS OF PROJECT

What is the current financial status of key business projects?

By what percent is the construction costs for building A over budget in the first quarter?

How much more money is left in the budget for direct mail advertising?

These and other similar questions can now be answered by FAPP*** (Financial Analysis of Project Performance), a new MK II library program (User, Guide #004405 will be available from warehouse July 5).



FAPP*** is a data base information retrieval system which will allow your customer to selectively interrogate the financial status of up to 100 projects each containing up to 500 items. FAPP*** will maintain a maximum of 24 time periods of actual versus budgeted costs for each individual item in the data base.

FAPP*** can be an effective management tool for the control and review of business projects. Areas of application include:

- construction projects
- advertising and sales projects
- maintenance projects

FAPP*** is not an accounting system. It is assumed that current period costs will be obtained from the user's present cost accumulation system. Call Lee Beyer, 8*273-4660 if you want more information.

The Packing Program Generator has helped set up 69 customer data bases during its first three months of existence. It has been well received, said **Dinu Martin**, Headquarters Sales. A new improved version is now on all systems. List NEWPPG*** for instructions.

Dinu reports it was tested with the help of several in the field: **Karyl Andolina**, **Judy Jehn**, **Diane Johnson**, **Linda Risher**, **Bob O'Keefe**, **Ellen Kilpatrick**, and **John Melnick**, did extensive testing of the new version. **John Sliter**, Empire District, recommended EQUATE and the suppression of field "Y".

N/C HEADQUARTERS SUPPORT

Don Graves, Meriden, quite excited over signing a new N/C customer, called saying that AMDO gave him that extra N/C support needed. **Joe Domonkos** N/C Marketing, made two visits to Pratt & Whitney Machine Tool in West Hartford and helped turn the trick on a prospect that appeared to be sold on a competitors service. Joe gave them a clear understanding of REMAPT as a universal language and how the GE network capabilities could be used in their advantage in performing N/C tasks.

"We now have a signed agreement and the future looks good. Already REMAPT classes have been planned by Knute Gleason and myself. Thanks again Joe for your tremendous help."

EAS SALES KIT COMING

SCHEDULING PACKAGE IN FIV

The Work Management System (Scheduling Package) has been expanded and rewritten in the new FORTRAN IV compiler, said **John Chadderdon**, AMDO. For a summarized listing of these changes, do an "EDIT TEXT" of WMINFO***.

Preliminary documentation, 509441 is available from John (8*273-4613) or leave order on AMDO Hotline 4242.

Linda Risher, Memphis, suggested a modification of the QUICK sort routines to make them even faster in some cases; if data is already sorted or almost sorted and an array "L" contains the addresses in the proper order (or almost), their sort can be made faster. For example:

- 1- Enter the opposite of the dimension of the vector to be sorted
- 2- Transmit the array L with the addresses in it as they are known

```
10 LOAD
20 INTEGER X(600),L(600)
30 -- (L receives the proper addresses)
40 -- " " " "
50 CALL QUICKI (-600,X,L)
60 --
```

The same thing applies to QUICKR and QUICKF. The routines will, of course, perform normally with N > O(N=600). Dinu modified the routines which are now in the FIV subroutine library.

CLASSIFIED	JULY 1, 1971
WANTED	AVAILABLE

Programs for ceramic tile manufacturing... color matching, quality control, etc. requested by office in South Africa. If you can help, contact Fast-Fax.

Art Lee, 8*241-1297, looking for packages concerned with electrical design costing for buildings.

M. Waxgiser, Long Island, is looking for a program for data reduction from mass spectrometer readings relating to gas analysis. Call Waxey, 8*221-1280 or Fast-Fax.

Banking program which analyzes installment credit loans. Call Gary Martin, LA, 8*432-5321, or call Fast-Fax.

Want user references of Calcomp or Houston plotters... give names of customers using these to Charlie Ray, Louisville, 8*344-4211.

PDP8 Simulator for Mark II. If you know of one, call Harlan Dodge, 8*332-7361, or Fast-Fax.

TN-300 paper from GE Interplant Office Supply Center, 750 Corporation Park, Scotia, N.Y. Order number A281A (\$2.45/M). (It's Moore's 1313U paper).

Copies of speeches, "Financial MIS and Time-Sharing Computer Networks - Will the 70's See It Work?" by Paul Leadley ISBD; "Communication System Design in Multiple Access Computer Networks", James C. Castle, IND. Contact Minnie Ferguson 8*273-4749.

WANTED

Programs on highway design, contact Marv Broz, IGE, Puerto Rico, or call Fast-Fax.

Programs for large diameter pipe fabrication. To specify optimum cutting and welding of pipe material. Brian Bohemier, CGE Calgary, call Canadian Fast-Fax, 8*253-5412.

<p>... fee nego. Ener- exper. in dr.k-f light. Call Jordon Avcy., 11301 Co. eaton.</p> <p>... Take complete charge ... Background required in ... of production. E... ben- ... POST JX No.</p> <p>... N.-H.S. grad. w/3 years of ... street construction ... 57312 ... Person</p>	<p>... solid success pattern and desire to move to a ... e and dignified posi ... our salary requirements will be ... immediately and your fee re... d. Training leads to CLU status. CALL ... Johnson, ... First ... P... Service, 8641 Co ... R... Silver</p> <p>... RON ... ERS—Foremen, Journey- man. Certified welder exp. in Structural steel. Hospitalization, life insurance. Call ... anytime.</p> <p>... WOR ... & WELDERS— Field erections. Call 894-477</p>	<p>son's Corner ho ing for responsi exp. helpful. 894</p> <p>... AINT ... ANC hi-rise & garden general mainten skills. Refer refs. Apr., sales benefits. Call</p> <p>... ENANCE gineer for new aged, married. in elec. & cars have tools. Brit at Potomac Bui</p>
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