

January 15, 1972

FAST-FAX

 Information Services

World Leader
In Time-Sharing
Service

0302.06

PR30 Up and Running

Business Systems Capability with Time-Sharing Economy

Business systems capability with time-sharing economy. That's the thrust of the New Mark II of '72 that your customers will read about in the January LEADER.

Viewed in terms of existing features plus the new ones coming up on January 17 that's exactly what GE Network Information Service adds up to. Now there are more ways than ever to apply the inherent assets of our Network to one of industry's thorniest day-to-day business problems.

Think about it. Every major company has a common problem that the Network can solve with relative ease: business systems revolving around data collection and reporting in one form or another. Some are attacking the problem with elaborate nationwide reporting systems that collect data which must then be fed into in-house computers. Still more companies have yet to identify a solution. All are either losing dollars in terms of cost effectiveness compared to the Network or are just plain losing money through lack of timely information. Because Networking is offered in a "time-sharing" context, all the original time-sharing benies, i.e. no capital investment, pay only for what you use, etc. still apply; only now the stakes are much higher... for you and the prospect.

Consider the impact of the new package against the backdrop of time-sharing's inherent economic assets, the power of our new Fortran compiler

and the reach of our Network to over 80% of the business phones in the U.S., if not the world. Complementing all of this now are:

Greater operator simplicity — a critical ingredient for anyone considering a network that ties in outlying locations where personnel may know little or nothing about computers.

Business Systems/EDP capability — applications that play a key role in a business' day-to-day operation demand dynamic data protection and control capabilities that go beyond the scope of typical time-sharing needs. Features such as Journalization, LOCK/UNLOCK, SLEEP/WAKE and other program controls facilitate this.

Dynamic System Management — anyone committing themselves to an elaborate business system needs controls for security, operation and cost. Through the new programming tools and features for the administrative user he now has this.

KICK OFF — MARK II '72

A new element in this release is the Feature Profile on each of the major parts of this package. These are designed to serve the double purpose of sales bulletins and customer flyers. Note that in many cases, the new capability is only a part of

(Continued on page 2)

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

GENERAL  ELECTRIC
INFORMATION SERVICES MARKETING DEPARTMENT

FEATURE PROFILES — *Cont'd from p.1*

the total concept discussed in the Profile. The intent is to give you and your customer the broadest possible view of each feature in the total context of our service, not just the microscopic assets of the feature in and of itself. Each of these Profiles is written to stand alone as a complete discussion of the particular service feature related to as many other aspects of the service as is practical.

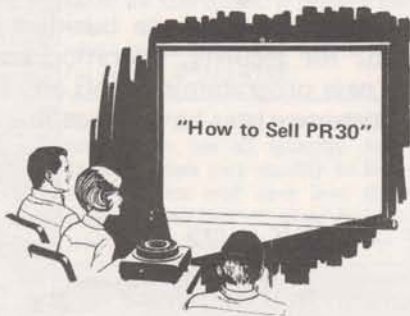
Note: the attached profiles are strictly for your preview. The quantities you order from stock for use with customers will be on better stock and colors. The final versions of these profiles, along with the New Mark II JAN72 User Manual Supplement and a cover letter will be sent in response to all inquiries to the LEADER announcement.

ON-LINE ALERT

The principal means of handling the announcement will be an on-line sales message, a technique that proved so successful with our last release. A sign-on banner will alert users to a free Immediate Run number to call. A preview is attached.

LEADER

The enclosed issue of TIME SHARING LEADER, informs all your customers about the new features, and offers the documentation and profiles through the coupon.



COMMUNIORT PRESENTATION

A complete slide presentation entitled "How to Sell PR30" will soon be on its way to those offices assigned Communiports. This training aid should prove a valuable asset in helping you to digest the significance and application possibilities for the complex features of PR30.

DOCUMENTATION

A description of how to use all the features of PR30 (including PR30.2) is covered in a Reference Manual Supplement, "NEW MARK II FEATURES — JANUARY 1972" (Pub. No. 3000.17), which can be ordered from the publications warehouse.

Customers can also obtain the text of this manual directly on-line by running the program JAN 72*** in the three-star library on MARK II. The program offers selection of topics and provides rapid availability of information. But users must pay for system resources to obtain it, whereas you can furnish them the manual at no charge.

Prices for Archival Storage are included in a revised edition of the "Pricing Schedule for MARK II Service" Pub. No. 3001.03 (formerly MF22). This schedule will also be available from the publications warehouse.

SALES MOMENTUM

The announcement activities for PR30 should activate customer interest:

- The on-line sales message and LEADER article will alert customers to what is new.
- New Features Profiles will elaborate on the benefits of the new capabilities and help to generate momentum for new applications.
- The on-line documentation is there for the "do-it-yourselfer" who knows what he wants to do, and can't wait to get started.
- And a press release later in January will clue in the outside world to what is happening.

From this point on it will be up to you to sustain the sales momentum arising from these activities. Personally see that your customers and prospects know about specific features in PR30 that apply to their application needs. Get the PR30 profiles and manual out to those people who ask for it... want it... need it.

Cover the features in any sales pitch you make... factor them into your management presentations... include them in your proposals... and get them designed into customer's systems.

ADMINISTRATIVE USER PROGRAM

The new Administrative User features have been field tested and documented. The instructions are on-line in free field test catalogue FPH06, saved under ADMIN* for any of your customers who wish to implement them.

The on-line usage statistics are not immediately available, however. Until they are, the final documentation will not be released. This will be available in the very near future along with the new Administrative User's Guide complete with binder and inserts.

MANAGEMENT PROGRAM

Efforts on a new management brochure, total capabilities manual and Communiport presentations continues. This program is now scheduled for release in March.

MAIL

If you haven't finished the coding of your names in *MAIL* please do so immediately. Work on the new, much more powerful version is nearly complete and we'll convert to it as soon as possible. If you have any problems or questions contact Bill Backer on 8*273-4698.

FINITE*** ON MARK II

MACHINE DESIGN magazine published a three-part series on the advisability of using the Finite Element technique to do stress analysis. The series began in the September 30, 1971 issue. Your customers or prospects who have seen the articles are good candidates for the new FINITE*** and FINGEN*** programs available on the system. Bowman Irani supports the programs. Documentation is available from OLOS. Order publication 5202.16.

TERMINET 300 DECEMBER BEST SELLERS LIST

Rank	Branch	No. of Units	Months on List
1	Manhattan Industrial (D. Hudson)	11	2
2	Atlanta (R. Manning)	5	1
3 (tie)	Seattle (R. Garden)	4	2
4 (tie)	Palo Alto (D. Jorgenson)	4	2
5	Eastern N.Y. (S. Brucker)	3	1

LEADER INQUIRY SERVICE

As many of you know the inclusion of a coupon in LEADER has been very successful in generating direct requests from readers for literature offered. The whole idea is to help you spread the word on the many features available and hope-

fully shake some additional revenue from existing customers. Because of the high response received in October, we automated the process in November. Now readers send the coupon directly to the Schenectady warehouse, where orders are quickly processed.

Each month each Zone Manager will receive a complete listing of what customers ordered what material in his zone. Once passed on to you, this will let you know any new opportunities, reflected by your customer's interest, that you might follow-up on. The first such report is being mailed from Schenectady during the week of January 17.



YOU MAY HAVE THE BIG STORY!

People like to read about interesting people. And, telling the story of interesting people using GE Network Information Service is an effective selling tool.

1972 can be a year of as many "people stories" as possible; stories in the LEADER, press releases, brochures and reprints. Your help is needed to do it.

The crucial part of writing good stories is identifying the best ones to write, especially as we watch a new breed of user forming. You know your customers best and you can be that "reporter" who breaks the big "customer" story in 1972.

WHAT MAKES A GOOD STORY?

Generally, there are three types of stories and you can "tip us off" on any one:

(1) A key marketing effort story — a customer using the network in a business application that

reflects the future of our service, like the Pontiac Motor Division's pioneering dealer order tracing system.

(2) An interesting application development story — a customer whose experience can benefit other customers and prospects, like the unique use of NC programs by AIL Division of Cutler-Hammer.

(3) A photo and caption story — a unique and novel use of time-sharing by a customer, which has good visual possibilities, like such as the Liberace photo which helped illustrate time-sharing use in scheduling performing personalities.

A customer who has any of the three characteristics is a candidate for publicity. The one who has the first characteristic will get almost immediate attention.

To play a part in the success of the 1972 publicity program and enjoy the peripheral benefits, contact Lovell Glasscock, 8*273-4624 with your news tip.

CLASSIFIED		JANUARY 1972		
AVAILABLE	WANTED	WANTED		
<p>Shipping, P.O. Box 15, 1972 - TEL ALLS. Act now!</p> <p>SALES top 5000 NC inc. has opening in int. men we er. self-starters to settle for 5 figure inc. ou. wind of ous of Mr. Bal</p> <p>MOTOR Shopping Center to</p> <p>N. to inc sales, we ni repri tives. No aid vac. in, profit- car furnished. Must earn and earn. Call</p> <p>PONTIAC on boulevard</p> <p>SALESMAN Here is a aggressive man</p>	<p>Name list subroutine. It changes the values of variables in a program while its running. Call Bob Cohen for details, 8*273-4798.</p> <p>INCTAX*** - 1971 Income Tax program - on all systems, fully listable. Users may modify to their requirements and save into their catalog. TAXINS*** gives instructions for operation.</p> <p>type min. 55 wpm and shorthand 80 wpm. 5-day week, good benefits.</p> <p>SECRETARY</p> <p>For Data Processing Dept. No shorthand required. Type 50 wpm, knowledge or experience with data processing preferred, but not required.</p> <p>5-day week, good benefits. Call for information, 255-1111</p>	<p>Time-sharing programs to analyze cattlemen's production and breeding records. Call John Cassboro or Joe Worthington, 8*281-7250.</p> <p>A petrochemical program employing a stack diffusion equation for "tracking" pollutants from a chemical plant. Jim Rossini, 8*713-838-0169.</p> <p>Sims 1000</p> <p>BOOKKEEPERS - 100% FEE PAID AGENCY. OVER 26 OPENINGS IN MD. & VA. \$5200 to \$9000. A/P, A/S, PAYROLL ENTS. SEE FORBES ADS. UNDER ACCTS. 700 FORBES, Seminars, 1000 (11)</p> <p>BKPR - Silver Spg. Real est. org. Some typing req. Trust. of 3, secure future. \$5000. Fee paid. Apply now. Start after Jan 1.</p> <p>2700 AGENCY 1000 St. NW. 8*210</p> <p>BOOKKEEPER - Exper. needed app. under-cou</p>	<p>Program that reduces data taken in counting contamination particles in clear rooms. (ASTM-F25-66T). Contact M. Waxgiser, 8*221-1280.</p> <p>Program that will calculate the number of combinations and list the actual combinations for 'N' things taken 'R' at a time. Call Don Graves, 8*225-6233.</p> <p>job in Md., top wages, call American Masonry Co., 2000 33.</p> <p>BRICKLAYERS - APPLICABLES - Bricklayers \$7.50/hr. Md., Va. jobs. Call 8*2530.</p> <p>BRICKLAYERS - School work in Arlington. \$7.25 on hr. 2:30-6:00 p.m.</p> <p>BUS ROYS - Porters, Washiers, S. Spg. Em' ASV 103 Eastern Ave. (at D.C.)</p> <p>BUS DRIVER - For apt. project in Baltimore, Md. 5 1/2 days a wk. Must be reliable. Call 8*210 p.m.</p>	<p>SHIERS GEM would like to work SECRETARY with GEM sto of daytime N., WED., FRI 9:30 - 2:30 AND THUR 8:30 to 1:30 SAT. (ALTERNAT 1 to 3 3 to 5:30 Call at 1:30 7-3000</p>

