

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)

1200 (1-72)

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.

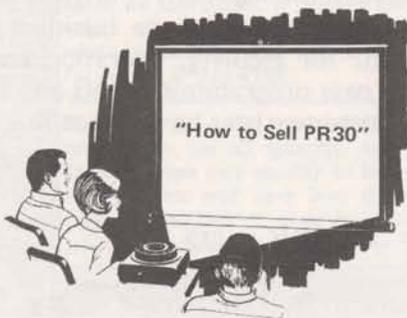
Note: the attached profiles are strictly for your preview. The quantities you order from stock for use with customers will be on better stock and colors. The final versions of these profiles, along with the New Mark II JAN72 User Manual Supplement and a cover letter will be sent in response to all inquiries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



FAST-FAX



Information
Services

World Leader
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FEBRUARY 18, 1972

Sage says...

The Mark II Fortran IV System Routines represent one of the most powerful sales tools you have in winning new customers and fighting off competitors.

Over 140 ready-to-use subroutines enable your customers to build their own operating system within GE Information Service with minimum effort.

A simple CALL command followed by the subroutine accomplishes manipulation of bits, characters or strings, maximizes input/output efficiency, performs calculations, or controls file systems, running programs or program operators. Users save time in building and running programs and save on storage and compilation costs as well since all subroutines are stored in compiled form.

All this makes the enclosed manual an extremely important document to you and your customers. Become familiar with it. Be sure your customers have a copy.

They'll quickly appreciate the power of the subroutines as another example of why GE continues to be time-sharing's Best Buy. Good Selling.

General Manager
Information Services Sales Dept.

3600 SALES CALLS IN ONE WEEK

Not a bad week's work... over 700 calls per day, 100 calls per branch. We owe it all to the Network, the sign-on message and an immediate run program. 3660 of your customers got the "Business Systems" message during the week of January 17 and you never had to make a phone call, lick a stamp, or leave the office. And you probably hardly even noticed the lull in your work load. Hopefully, this direct-to-the-customer on-line approach saved you some time and generated a few good leads. An on-line message never closed a sale (although it did generate a lot of archival storage) any more than 30,000 copies of the LEADER will. All it is a commercial shotgunned at your customers. You can be sure of this much, however: there are a few more people out there now who know time-sharing's used for more than just engineering problem solving. Don't let them forget it.

TECHNICAL SERVICES COMPONENT LAUNCHED

A new Technical Services component, headed up by Gary Mueller, is officially in place to provide customer programming services. Larry Wolfe, Panos Galidas, Robert Simmons, John Chadderdon, and Bob Cohen are now on board and already pursuing tasks ranging from the massive Order Processing System for the GE Lamp Sales Department... to a feasibility study of a pricing analysis software system for a national grocery chain.

(Continued on page 2)

(Continued from page 1)

Now's the time to check your major customers to see if our normal service can be extended to include these types of funded activities: major program conversion, system studies, custom software, customization of library programs, software or system conversion. Use the ROP to request Technical Services.

THE NEW *MAIL* IS COMING

Conversion of *MAIL* to a new, more streamlined system is still under way. Most of your complaints will be answered. No special effort will be required by you except the customer coding which you should have all complete by now, and learning a few new operational routines. When the conversion takes place, both systems will run in parallel for a sufficient field test period and new documentation will be available on line. Procedures for changing organizations from one cost center to another and/or changing cost center numbers will also be available.

READY MADE NC PROSPECTS

CompuDyne machine tools are handled by our library program NCCOM\$. To our knowledge no other time-sharing vendor can handle these tools. We already have some customers using this program on-line and they are making money for us. We now have a prospect list available for your use which tells where all the CompuDyne tools are by company and location. Ask your Market File Librarian for a copy of the list numbered 5304.40.

NON-NC CUSTOMERS USE NC PROGRAMS

Why?... How?... do telephone companies, banks and others use the Numerical Control program NCUTIL? Here's a couple of answers:

1. To search a file for control characters (use NCUTIL option 1). Especially useful when used on a newly input data file:
saves time and cost in aborted execution;
saves time spent in locating the trouble maker.

CAUTION ON ARCHIVAL STORE

Some customers still may not understand how to use Archival Storage properly, so you could point this out to them.

A file of one DSU would have to be archivally stored for one year with no accesses in order to achieve a cost saving over on-line storage. A better method to use for small files would be to edit merge them into a single large file and store this. But even this assumes infrequent access to any one of the files in the group.

Consider a larger file of 50 DSU's, for example. It would cost \$16.00 a month to archivally store it for one month with one retrieval. This is less than the \$25.00 it would cost for on-line storage. But if there were only one more retrieval during

the month the cost would go up to \$26.00 and the cost advantage of archival storage would be lost.

Should the retrieved file be updated, without a change in size, and then archivally stored a second time, it would accrue another \$1.00 in ASU charges for the month since the \$.02/unit applies to any fraction of a month. Since in this case there are two fractions of the month involved, there would be two \$1.00 charges for storage.

Watch out for the interests of your customers. Point out that archival storage if used properly has many advantages, but mis-use can cost them money.

CONVERSION OF CUSTOMERS TO RMS TO START

In April there will be an announcement of the commercial availability of Remote Media Service on a national basis. Prior to that time all field offices are being asked to introduce RMS to those accounts who have requested BMC jobs in the past and use it regularly now. There's no validation charge, so get your accounts converted now and they'll be familiar with the new procedures when RMS is available commercially. Branch Managers are being furnished details, procedures and availability. More information about RMS will be furnished in FAST FAX before announcement time.

PUERTO RICO ON-LINE

Network access in Puerto Rico is now available through the following distributor:

Mr. Peter L. Richards
Computer Systems of Puerto Rico Inc.
Eastern Airlines Building Suite 1018
Santurce, Puerto Rico 00911
Phone 724-1472 in San Juan area.

The distributor takes over effective February 1, 1972

Prices may be changed slightly — have your prospects write to get information.

CORRESPONDENCE CODE NEARER

The field test is underway in selected locations for the software that will allow the Network to handle terminals using Correspondence Code. Necessary customer documentation is being produced to support the announcement of this new capability in early March. Present plans call for still retaining EBCD code, so that service is not disrupted to present customers. FAST FAX will carry the Correspondence Code story prior to announcement.

NEW ASDS AUTHORS

The Trane Company

Lyle Clugg of the Minneapolis Office recently signed the Trane Company, a major manufacturer of heating/cooling equipment, as a new MARK II customer and for Author Software Distribution Service. Trane's package consists of four separate optimized equipment selection programs that offer the heating, ventilating and air conditioning design engineer an opportunity for lower cost system design. Optimized selection of air handler, water cooling, water heating, and fan equipment is available through this package.

Under the ASDS arrangement (NAQ73 Catalog), prospects for Trane's programs include their own sales offices across the country along with outside companies doing heating/cooling system design. NSS (Jerry Paulsen 8*273-4357) will distribute a list of Trane offices and contacts to the appropriate branches. For user documentation, sales brochures, and support, contact:

Mr. Richard R. Grant
The Trane Company
3600 Pammel Creek Road
LaCrosse, Wisconsin 54601
(608) 782-8000 ext 2970 (no dial comm access)

Trane is also making this package available on UCSI, Computer Network Corporation and Computine, Inc. However, the first day the software was available, Trane had three prospects ready to go on GE.

Intercomp

With main offices in Houston and Calgary, Alberta, Intercomp is a firm that provides software services to the petroleum industry. Under the ASDS arrangement Intercomp's radial gas flow model program is being marketed to the petroleum industry through the MARK II NAQ71 Catalog (pricing option #2). This program simulates transient, single-phase gas flow in a cylinder representing the drainage volume of a single well. Its primary application lies in interpretation of pressure draw-down or buildup tests in heterogeneous reservoirs. For documentation and sales literature contact:

Mr. Richard W. Snyder
Intercomp Resource Development and Engineering, Ltd.
2000 West Loop South
Houston, Texas 77027
(713) 621-6393 8*352-5011

GE/General Purpose Control Products Department

The GE/GPCD Department is offering their customers a logic compiler called GECOMP as a software support package for their Programmable Controllers. Available under ASDS Catalog NAQ79, GECOMP information and support can be obtained from:

Mr. J. L. Cox
General Electric Company
General Purpose Control Products Dept.
Post Office Box 913
Bloomington, Illinois 61701
8*325-4497

Tektronix Software Being Removed from System Library:

Effective the end of February, Tektronix software will no longer be available in the FORTRAN Subroutine Library in support of the T4002 and T4002A graphic computer terminals. If this causes any problems for current customers, call Jerry Ashley with Tektronix on 8*422-9101, 644-0161.

PRINT USING STATEMENT WITH EXTERNAL FILES

The general form of the statement is:

PRINT #File designator USING IMAGE, LIST
or

WRITE # file designator USING IMAGE, LIST

If the file designator is a variable (and not a constant) it must be separated from the "USING" with either a comma or a colon. If it's a constant, you do not need the comma or colon. This notice will be included in the future BASIC manual releases.

A new distribution, number 8, has been added to PA300. This allows the user to define his own cumulative probability function in tabular form, by specifying pairs of numbers to define points on the cumulative curve. Any number of type 8 distributions may be employed, within the limitation of 1000 input variables. There is no limit for the number of points which may be specified for each type 8 distribution.

You should alert your PA300 users to this new distribution and have them use the 'NEWS' option of DSSL:PASET for

input formats. For help with any technical questions concerning distribution PA300 contact Dr. Dimitri A. Kellogg in Schenectady, N.Y. on 8*235-3840.

PA 1,000,000,000 — Dr. Kellogg cautions that PA300 users should make a quick calculation of how many printouts they may get before asking for a multiple-variable SENS with a lot of steps. Ten inputs varied over 20 steps each for 1000 outputs would take approximately one billion years to print out. Better check your teletype paper stock also.

PA300 ENHANCED

ON-LINE PUBLICATIONS SYSTEM

Look for weekly Faster-Fax messages regarding the OLOS. It will indicate all changes occurring for a given fiscal week.

List file OLDNO* for your up-to-date list of publication numbers that have changed to new market file numbers.

Look for improved OLOS Short Titles soon. STOCK* will soon have up-to-date short titles per the following list:

The first character will indicate service:

- Mark I - 1
- Mark II - 2
- All Service - A

- Resource - R
- Mark Delta - D

The next two will show type of publication:

- AG - Agreement
- AR - Advance Release
- BR - Brochure
- DM - Direct Mailer
- EN - Envelope
- FL - Flyer
- FM - Form
- FP - Feature Profile
- OF - Offline

- PL - Price List
- PR - Press Release
- PS - Promotion Sheet
- UG - User's Guide
- RM - Reference Manual
- RP - Reprint
- SB - Sales Bulletin
- SF - Sales Flyer
- TF - TECH-Fax
- TN - Training
- TO - Terminal Operations
- VC - Vocabulary Card
- AP - Apex Catalog
- SU - Supplement
- MS - Miscellaneous

FAST-FAX CLASSIFIED

WANTED	AVAILABLE	AVAILABLE	AVAILABLE
<p>An optimization program that uses the response-surface technique for analyses of test results. Call Joe Carpentiere 8*225-6234 or Fast-Fax.</p>	<p>CRDTR* processes a Mark II Fortran program and creates an output file in Fortran card format which can be dumped to cards. It can change specified characters to different card punch formats such as 026 and 029; puts continuation in col. 6; Comment C in col. 1 etc. Documentation from Fast-Fax.</p>	<p>Brochure on Business Opportunities Service. A Schenectady operation will license the use of patents held by GE. Brochure offers a \$185/year subscription to 6 issues of "New Business Opportunities" that gives details about items available for license or outright purchase. Call Fast-Fax for your copy.</p>	<p>To reach the Portland office, call the Portland Dial Comm operator on 8*442-1011, then ask for 288-6915.</p>
<p>Mining and Surveying programs for above or underground work. Call Jerry Elliott - Toronto 8*253-6520 or Fast-Fax.</p>	<p>Xerox copies of COGOEXP*** Call Fast-Fax.</p>	<p>Current updates to INTERNATIONAL ACCESS DIRECTORY, Listing phone number changes in USA and abroad are available free by calling User No. BHA03000.</p>	<p>Program that lists an ASCII sequential file - lower case characters will appear in upper case. UPCAS* on APEX**.</p>
<p>Would like information concerning ASHRAE table for: Glass Solar Loads, Wall Loads, Roof Loads, contact: Bob Rogers or Rudy Baldor, Tamap, Fla. 8*285-2241.</p>	<p>GASFL* for network gas flow and pressure analysis. 150 mains, 150 junctions, 100 loops 20 constant head loops. Documentation from Fast-Fax (20 pages).</p>	<p>E.O.E. ONYROL CLK. - HSG, driver's license, call 8*225-6234 Agency, 1130 C. St., Wheelon.</p>	<p>E.O.E. EYTSMAN - Expt. elect. inst. circ. & construction procedures, 40 wk. excel. ben. Is E. future in. Call 8*225-6234. 7:00-4 p.m. E.O.E. EYTSMAN - 200, 35 yrs. r. electro-mechanical/PC board an. Excellent oppy for ad- vancem. Good benefit pac. ge. or come in. Morin Johansen, 470 or 9*225-6234 (Va.) LAU EMPLOYE! Bide, Laure, MA. (age. 22) DRIVER-HELPER - Yea around work for a 2 hrs. Interested in 16-18 construction business. S & A. struction Co. 8*225-6234</p>
<p>BARBER - Cabin John Barber 3ns 7961 Tuckerman Ln, Rockville, MD 20851. Call 8*225-6234 BARBER - 1215 Rhode Island St. N.W. Call 8*225-6234</p>	<p>CARPENTER - Framing & Helper; years exp. work for right man. Call 8*225-6234</p>	<p>COOK & COOK'S HELPER - Sp. shifts & part time. Apply in per- son. Stables Restaurant, Keat. of St. NW</p>	<p>DRIVERS</p>

FAST-FAX

0302.07



Information
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MARCH 3, 1972

CORRESPONDENCE CODE COMETH

March 6th is the date when the Network can officially accommodate terminals which use correspondence code. This then becomes the third code that it's possible to use with the network, ASCII and EBCD having previously been available. The addition of correspondence code opens up a new channel of access to the network for a large population of installed terminals across the country. It also opens up significant new revenue possibilities to be tapped.

Some of the terminal devices using correspondence code include the following:

- IBM 2741
- Anderson Jacobson 841
- Novar (GT&E) 5-41 and 5-30
- Datel (UCC) 30 and 31
- Itel (formerly DURA) 1021 and 1051

Plans are to announce the availability of correspondence code to present customers on-line, using a new technique described elsewhere in this issue. In addition, the next issue of LEADER will carry an article to alert all readers to this new service feature.

It's easy to begin using a correspondence code terminal with the network. Sign-on follows standard procedure...input "H" and a carriage return during the first 5 seconds after the computer acknowledges connection and the system adjusts automatically to both code and speed (14.8 cps).

But there is one precaution to follow... access only Mark II service. Correspondence code terminals neither generate or receive the ASCII character representing the "greater than" or "less than" symbols. This causes a problem in BASIC and in RESOURCE. Mark II BASIC has been modified to accept alternate terminology for these symbols. But Mark I BASIC, BASIC I, and RESOURCE users will experience difficulty since they all depend on printing these two characters. So correspondence code is not recommended with these three services.

The other points a user should know are covered in a new concise TERMINAL OPERATIONS card, publication 1118.01, which can be ordered through normal channels. They're available now, so make sure your office has a supply on hand.

Some existing customers who already have the proper terminals installed may take the initiative and call up without any encouragement. But the vast majority of people with correspondence code terminals will remain an untapped potential until YOU take the initiative and contact them.

Potential users are waiting for you...by the thousands. Equip yourself with the facts and the documentation, see how many you can find and how many you can motivate to place that first call. It might be all that's required to start a new account on its way.

TN-300: MARCH DOUBLE BONUS

All bonuses for TermiNet 300 leases, sales and conversion to sale will be doubled during a special contest period beginning with orders received in Bethesda Wednesday, 1 March 1972 and terminating Friday, 31 March 1972.

To qualify for this doubled bonus, TermiNet 300 orders must be received in-hand in Bethesda by 3 April 1972 and be dated by the customer between 1 and 31 March 1972.

An "order" is defined as any of the following:

1. A properly executed lease agreement (MF-19) or sale agreement (MF-21).
2. A customer purchase order referencing and drafted in accordance with Division standard Terms & Conditions.
3. A customer letter of intent including a P.O. number and words to the effect that the customer accepts the standard Division Terms & Conditions.
4. A customer purchase order including Terms & Conditions approved by the Manager, Contracts & Administration.

Final ruling on orders qualifying under the above conditions rests with the Manager, Headquarters Sales Operation, Borge M. Christensen.

The normal and special contest double bonuses are listed for your reference as follows:

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(Continued from page 1)

	Normal Bonus			Double Bonus		
	Lease	Sale	Conversion	Lease	Sale	Conversion
Terminet 300						
ASR (KSR plus paper tape (I/O))	\$75	\$150	\$75	\$150	\$300	\$150
KSR	50	100	50	100	200	100
Magnetic Tape Accessory	15	25	10	30	50	20
Receive Only (RO)	40	80	40	80	160	80

All other present bonuses remain in effect unchanged (e.g. DN-730). Only Terminet 300 bonuses are doubled during this contest period. The bonus for converting a DN-730 to a TN-300 remains as is at \$25.00. If you have any questions call Tom Joehl on 8*273-4695.

NEW ON LINE CUSTOMER SERVICE

COMING MARCH 10th

Each month a round up of new items will be written up and offered on-line via a free user number/immediate run program.

Typical subject matter will include new product releases, new or improved service features, new application packages, enhancements and updates to existing application packages, programming tips, etc. The first of these on line messages will be available to customers on March 10th.

If the customer desires additional information on any of the subjects included in the message he will be able to go to the on-line library and list out a supporting document, where practical, and/or type in his name and address and have descriptive literature mailed to him by the warehouse in Schenectady. Customer names requesting information will naturally be routed back to the appropriate branch offices.

APPLICATION LIBRARY SUPPORT

A group has been formed in the Application Development Operation to support the applications libraries. Members are: Bob Guillette (Manager), Wayman Braxton, and Bowman Irani. All field requests for headquarters support of library programs should be directed to this organization. Use the applications hot line (TTY 8*273-4242) as the prime means of communication for this service.

RMS PROGRESS REPORT

All the preparations for introducing RMS have been completed and the date for announcing its national availability has been set for April 3rd. Prior to that time RMS availability is being phased-in across the country according to schedule. The schedule for all offices, along with other start-up instructions, has recently been sent out to all Branches.

The emphasis between now and April 3rd is on getting past and present BMC customers geared-up to go with RMS. The preparations are relatively simple, and mainly consist of filling out an RMS validation form and sending it in. The instructions contain all the information you have to know to do this. And there's no charge either for adding an RMS validation to an existing user number.

Any customers that have been validated can start using RMS when it becomes available to your office. Customer use, however, requires knowledge of information in the RMS manual. Advance Release copies of this are available from FAST FAX until the final manual is stocked in the warehouse in a few weeks.

It won't be long until April 3rd when BMC will be discontinued. So take the time NOW to get your BMC customers validated, and even running RMS. Some considered preparations can avoid hasty confusion later. RMS can work for you. Get started early and give it a chance.

GENERAL LEDGER ALERT

Users of PLBAL\$ and BIGGL\$ who have been waiting for documentation of GFAST\$, the improved and expanded General Ledger Accounting System should be notified that the user guide is being published and should be available from the warehouse March 20. In addition a feature profile is being prepared to help you get prospects. You will be kept up to date on other GFAST\$ promotional activities via Fast-Fax.

NC CUSTOMER TRAINING

A 5 day class in NCPPL will be conducted. April 10-14. It includes hands on experience and produces self-sufficient end users.

Use of other NC programs: REMAPT GEPOST NCUTIC is also covered.

At:

650 Franklin St.
Schenectady, N.Y.
3rd floor T/S Classroom

Instructor: Zone tech staff NC specialist R. Paul

Tuition: \$250 plus attendee pays his own T&L.

A block of rooms have been reserved for out-of-town attendees.

For registration and details contact: R. Paul or the Schenectady office 8*235-9241.

TROUBLE CALLS

One of the reasons for the success of PR-30 was the excellent feedback that came from the field directly into Network Integration at Bethesda. PR-30 has been commercial for about two months and the software has settled down. The Network Integration personnel that you had been calling (particularly Joe Snyder and John Wright) are now going to be devoting their time to future releases.

Field personnel with problems that were previously directed to John Wright or Joe Snyder should now call the Customer Service Desk in Brook Park (8*344-6375).

NSS CORNER

NEW PROGRAMS AVAILABLE FROM INTERCOMP:

Since their AS/DS Author (NAQ71) announcement in the last issue of Fast-Fax, Intercomp has added some new programs to their software service. Intercomp's specialized petroleum evaluation programs can now be categorized as follows:

- o Pipeline Design & Analysis
- o Well Design & Analysis
- o Reservoir Engineering Calculations
- o Economic Evaluation

Contact Dick Snyder with Intercomp on (8*352-5011) (713) 621-6393 for information.

NSS FLYER UPDATED:

Enclosed with this issue of Fast-Fax is an updated flyer on Network Software Service's Applications and Authors. It can be used as a reference list by you as well as your customers and prospects.

TWO NEW TERMINAL CARDS AVAILABLE

Two new Terminal Operations cards were recently added to our supply of available customer documentation. Just released are cards on the Memorex Model 1240 Communications Terminal (Pub. No. 1117.01) and the UNIVAC DCT 500 (Pub. No. 1113.01). Each card provides the information necessary to use the terminal with network service. The new cards can be ordered from the warehouse via the on-line ordering system.

LYBRAND AUTHOR PROFILE UPDATE:

Lybrand, Ross Bros. & Montgomery, one of the Big Eight accounting firms utilizing the National Account Software Service, is going strong in their NAQ04 catalog. Their private library now numbers some ninety odd programs. To date, some 90 odd user numbers have been taken out by

individual practice offices and another 20 by clients of Lybrand to utilize specific software. Interestingly, some 40% of the revenue generated in the NAQ04 catalog represents usage of their own private library software. This should indicate significant growth potential with the individual Lybrand practice offices both with the private library and in other areas. Refer to Market File #6145.01 for an updated Author Profile on the Lybrand situation.

NEW AS/DS AUTHORS:

J. H. COHN AND COMPANY

J.H. Cohn and Company, a regional CPA firm located in New Jersey, is offering a package of tax-related programs through AS/DS (NAQ75). These programs are used for planning, computing and preparing special complex income tax forms. CPA and law firms would make the best prospects for J.H. Cohn's package. For documentation and support contact:

Mr. Robert Green
J. H. Cohn and Company
810 Broad Street
Newark, New Jersey 07012
(8*224-8011) (201) 624-6300

Their package is also available on SBC and Rapidata.

TEKTRONIX, INC.

Jim Goff of the Portland Office recently signed up Tektronix as an AS/DS author (NAQ83). Available to the users of the Tektronix 4010 Computer Display Terminals, the package consists of three business data analysis programs designed to analyze time series data and identify the trend-cycle, seasonal and irregular fluctuations based on the Census Method X-II. The results of the analysis is displayed in graphic and tabular form. For support and documentation contact:

Mr. Jerry Ashley
Tektronix, Inc.
Beaverton, Oregon 97005
(8*442-1011) (503) 292-2611

MAIL PROGRESS REPORT

The new mailing label system is almost here. Within the next 2 weeks every sales office will be contacted with explicit instructions. Almost all of the work will be done here in Bethesda.

Some of the new benefits and features include:

1. No more file problems (or costs)
2. Automatic alphabetizing
3. Automatic organization breakdowns
4. Full restart capability
5. Simplified commands
6. Easier individual location

7. More and better code capability
8. Cost center changes

.... and more The user guide will be mailed to you when it is ready. However, a preliminary version may be obtained

The user guide will be mailed to you when it is ready. However, a preliminary version may be obtained quickly by doing an edit runoff on the file named "MAILTEXT", in catalog JPH56. This is a 30-plus page document. It is in upper and lower case, so use a Terminus for best appearance.

Switching organizations and/or individuals between cost centers is usually an over night operation. Handle through Bob Cohen 8*273-4798. This includes moving entire lists and organizations.

NEW TECHNICAL SERVICES - HOW IT CAN HELP YOU

Presently, we have a wide range of services to sell... Time-Sharing, remote batch processing, an international network, program library, training courses, publications and terminals. Now we have something new to add to the list, TECHNICAL SERVICES.

This new component in Headquarters is presently staffed with five permanent members and eight Field people on one-year assignments. It was established to meet the growing need for consulting/programming services and custom software in various application areas. The addition of TECHNICAL SERVICES to the list of our other capabilities provides an opportunity to increase our efforts to sell total service, and continue the revenue growth that already has been achieved.

Technical Services Operation is already pursuing complex system design tasks ranging from a massive order processing system to a feasibility study of a price analysis for a grocery chain. And it is ready to help you -

Take a look at some of your customers to see if this new service can be extended to include activities such as:

- * Consulting
- * Major Program Conversion
- * System Studies
- * Customer Software Development
- * Customizing Library Programs

WHAT YOU HAVE TO SELL

As a vehicle for doing custom work when system revenue payoff is high, Technical Services offers -

- * Highly trained personnel with knowledge and experience in sophisticated system design and implementation in many key areas, i.e. order entry, inventory control, finance, production and work shop scheduling.
- * Highly technical manpower and a fixed time schedule for implementation... important when the application returns significant cost savings.

- * Cost savings compared to software houses and consultants because our people know our product best and can provide implementation earlier.
- * By knowing our product best, Technical Services specialists can get the cost of running the application to the barest minimum. Also, if a special feature will enhance the customers application, resources are available to get it done in a short time.

The Information Services Technology Operation is making this unusual time-sharing service available for:

- * Consultation - nominal fee plus T&L
- * Feasibility Studies - Usually several days in the field plus a written report for the customer.
- * System Design - After evaluating feasibility study, customer agrees on system study which includes customer visits, flow charting present and suggested system, and new system specifications.
- * Program coding and debugging
- * Documentation - Users manual and programmers manual for customers application

- * Implementation - Getting the system to work by the customer's personnel and Marketing Rep.
- * Maintenance Contract - If required, to assure that the programs and systems work and modifications are made when necessary.

HOW TO ACCESS TECHNICAL SERVICES

When you see an opportunity that requires some custom application effort, 1) Submit an ROP. You can use the MEMO system to Jack Novick, 2) Headquarters evaluates and estimates it, 3) Marketing Rep is informed of action within 24 hours via MEMO system, and 4) Technical Services is made available to do the job.

This new dimension in our total Information Services offering is staffed with highly technical people from Headquarters and the Field to help you. It's your answer to customers needing system development work but who lack the proper manpower. No other service offers such a highly competent staff of expertise in information services... use them to help your revenue grow!

FAST-FAX CLASSIFIED

AVAILABLE	AVAILABLE
<p>Execuport Paper - Improved Price Purchasing has negotiated an improved price with Bay Data Supplies for Execuport Paper in one carton or larger quantities. The price is \$25.25 per carton of 24 rolls (FOB shipping point).</p> <p>Mailing address is Bay Data Supplies Co. Box 105 Island Park, N.Y. 11158</p> <p>Phone number is: 8*225-7011, ask for 889-1619.</p>	<p>UPCAS* lists an ASCII sequential file. Lower case characters will appear in upper case.</p> <p>CARPENTERS Steady work. Good pay. Ex. ben. 953-3888.</p> <p>CARPENTERS Experienced in remodeling. Cash work transportation. Good refs. Year and work Call 277-1414.</p> <p>CARPENTERS All round hard work. \$5.00 per hr. 638-7722.</p> <p>CARPENTERS H PR... Prince Georges, Md. Call perintendent, office, 530-3328.</p> <p>INKINS CONSTRUCTION CO., INC. F.O.E.</p> <p>HELPERS - Laborers Looking for steady work. Occasional. V is looking for men. Take my 9c to... J. Foin... turn left, 1/2 mi. to Intersection. 253, continue straight for 100 yds to... Carpenter foreman.</p> <p>CARPENTERS Forming men part to 21st St. & North Glebe. Arlington, Va. 535-875.</p> <p>CARPENTERS Examining & Helper. Work for night in... Year...</p>

fast-fax

- * New 3-D Prices
- * New Resource Prices
- * Selling Internationally

MARCH 17, 1972

0302.09

NEW 3-DIMENSIONAL PRICING PACKAGE

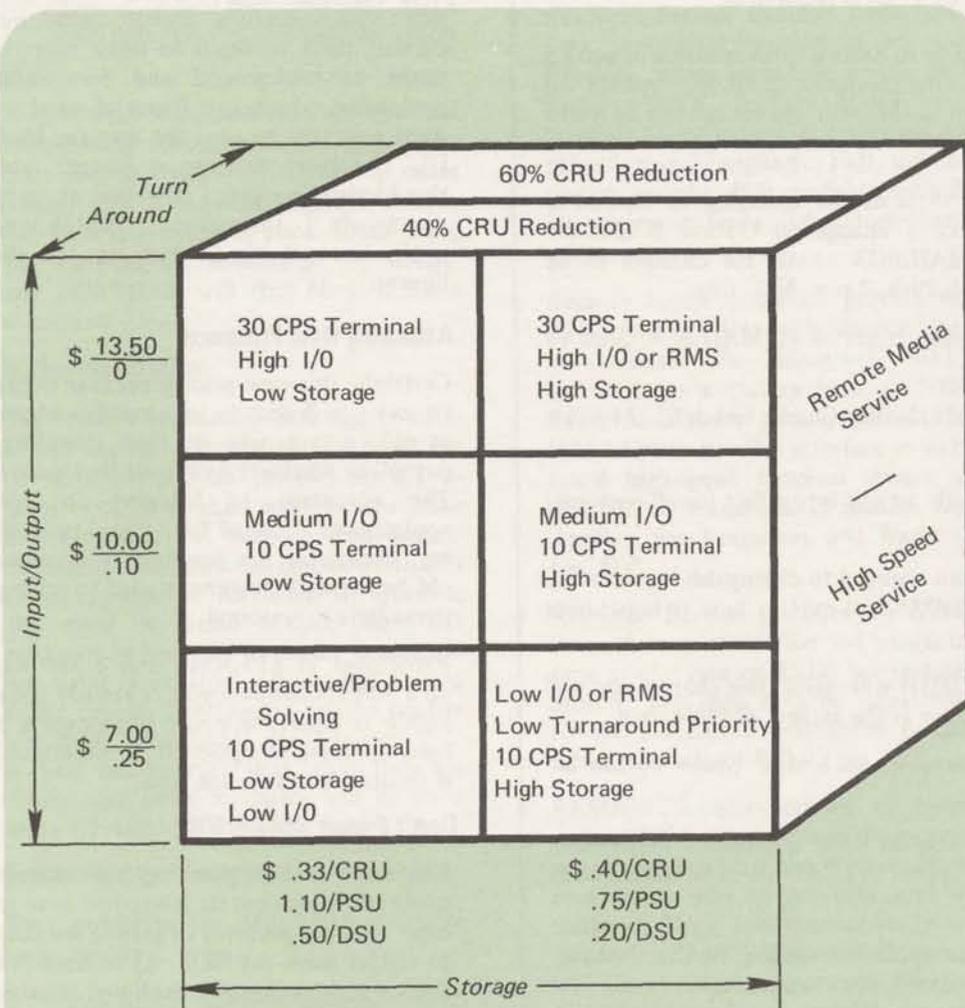
Beginning April 1, you have a totally new pricing concept to present to your customers and prospects. It's a three-dimensional concept based on:

- (1) Volume of data stored
- (2) Volume of data transmitted to and from the user.
- (3) Response time required by the user (immediate, deferred or overnight)

And the significance runs far deeper than merely providing another pricing alternative to our customers, many of whom are confused enough already. The matrix of prices you now have to offer allows you to adapt our prices to fit the peculiarities of practically any customer application. The new storage rates should attract some highly coveted data base applications, and the incentive for delayed processing enhances our ability to flatten out the peaks and valleys of demand on our resources.

The Choice is up to the customer

Of greatest significance to the customer, however, is that this new pricing option is exactly that, an option. The choice is completely up to the customer depending on the characteristics of his applications and how he, in general, puts Information Services to work for him. He is in no way penalized by the price change. In fact you can play a major role in helping to assure him maximum return for his investment. (See details on RATES*** program.) Customers satisfied with existing rates, or unwilling or unable to delay their jobs, continue at present rates. Customers willing to change some habits can save 40% to 60% on CRU rates by delayed
(Continued on page 2)



Happy St. Patrick's Day

1200 (3-72)

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

GENERAL ELECTRIC
INFORMATION SERVICES

NEW PRICING FACTS

	<u>CRU</u>	<u>PSU</u>	<u>DSU</u>
Catalog Option A (Current Prices)	\$.33	\$1.10	\$.50
Catalog Option B (New)	.40	.75	.20

Independent Run Prices

Immediate

Deferred (typically initiated within 3 hours of request)

Overnight (requested prior to 12 midnight, results available by 8 a.m. next day)

CRU's at:

Standard Rates

40% Reduction

60% Reduction

- Options are available by Catalog only.
- Independent Run discounts are available to both option A and B.
- No action is required by customer unless a change is requested.
- Requests for Catalog changes must be made to Sales Representatives in writing prior to the 15th of the month in which the change is to apply – except for March when requests will be accepted up to the 24th. No charge will be levied for making the change.
- The validation MALIBOX will accept requests for changing to Option B starting Monday March 20th. To make a change to Option B use the `CHA,GENINVOICE,*` command. The MAILBOX cutoff for changes to be effective in April will be Wednesday March 29th, 2 p.m. NCC time.
- New catalogs using Option B should not be requested via MAILBOX prior to April 1st.
- For customers with non-standard contracts, Notify Charlie Hatch 8*274-4798 for advice.
- Independent Run pricing will automatically be put into effect for all customer use starting April 1st.
- The format of the IND command has been changed to distinguish between the three modes. An on-line program `INDEXP***` will explain how to implement the new delayed processing features.
- A new Pricing Schedule (Pub. No. 3001.03D) will reflect this change, and will be available from the publications warehouse at the earliest possible date.
- The \$100 minimum applies to each catalog, no matter which option is chosen.
- Be sure to notify your customers. The enclosed letter was mailed to the Mark II billing list only. A full disclosure will appear in LEADER to be mailed early next week, so be ready to field questions.
- CRU reductions on IND requests will be applied according to the Catalog Time under which the user's catalog is validated, not clock time.
- Customers who formerly took advantage of the 25% discount on Run Big after 6 p.m. should now utilize the overnight processing option.
- There is a program called `RATES***` in the library to help you evaluate which catalog option is best suited for a particular customer's use.

(Continued from page 1)

IND processing. Others who might shift some programs from one catalog to another to establish a similarity among the characteristics of the programs in each catalog can save significant amounts on storage costs. Still others who are willing to convert more storage to DSU's can save even more.

You should be able to present this package to any customer and demonstrate an earnest effort on GE's part to tailor our pricing structure so that many customers can achieve a considerable savings, while no segment of our customer base is penalized by the peculiarities of its particular applications.

Changing Old Habits

Long term, there are other important advantages to this price strategy. The availability of delayed Independent Run jobs with discounts should cause our current users to begin to think more in terms of background and foreground processing, which is a frame of mind we must cultivate to pave the way for Mark III. The great decrease in storage rates should also give you a new shot at many previously impractical PSU-bound applications, both in and out of the library.

Attacking New Prospects

Certainly this new pricing package ought to give you license to take another whack at old contacts who do their inventory, payroll or whatever by some other means. The advantage of bringing on new applications designed for delayed processing, eliminates the problem of breaking old habits with customers used to getting immediate turnaround.

Remember at \$13.50/hr and \$.33/CRU on a 30 CPS terminal you've already got a highly competitive price; if storage is a hang-up move to option B; if turnaround is flexible, you're home free.

Don't Forget RMS & HSS

Frequently, when pursuing high storage applications, sooner or later, you have to cope with the problem of getting the data to and/or from the NCC. As of April 3rd RMS will be nationally deployed offering on-line ordering, courier pick-up and delivery in many cities, and even a program that automatically builds descriptor files. And not far down the road is High Speed Service. Both of these new services are important to keep in mind when pursuing high - volume data applications.

NEW RESOURCE PRICING-HIGHLY COMPETITIVE

Effective April 1 significant price reductions are being made available on Resource Service.

Three factors bring about this price reduction:

1. The central processor, converted from H635 to an H6070, is now twice as fast.
2. The number of CRU's calculated to make up a central processor hour have been reduced from 5850 to 4680.
3. Formerly 25 disc channel accesses were charged one CRU; now 75 accesses equal one CRU.

The net result of the above is a 60% reduction in central processor cost, and a 2/3 price reduction in disc channel access cost.

At the same time, however, the optional time-sharing subsystem CRU factor has been altered from 1.75 to 4.0. In other words, while data processing via Resource has been decreased in price, those using the time-sharing subsystem for BASIC and FORTRAN will find Mark II more attractive.

Marketing Strategy

The overall marketing strategy for Resource Service is this. First, the provision of very competitive prices... all indications are that this will be the case effective April 1. Second, you should discourage any time-sharing usage that is more appropriate for Mark II. Third, is the need to build toward Mark III background service. Resource customers are using a product which has a long range future. Their usage will be readily absorbed into Mark III Service. Customers can be sure that what they are doing now using Resource will be good Mark III Applications in the future.

Prospecting for Resource

Best prospects for additional Resource users are likely to be:

1. Prospects or existing customers who previously said the cost of running a job was too expensive.
2. Organizations where a knowledge of GECOS already exists, and where there may be a need for overflow/back-up facilities. (Components of the General Electric Company would be prime prospects.)

3. Prospects, including existing Mark II customers, who may have gone the ROP and TSO route and are interested in a GE developed system.
4. Prospective users of APT III.
5. Users of other remote batch services.

Resource Capabilities

- When presenting the capabilities of Resource Service to prospects, the emphasis should be on its *batch processing* facility. The ability to submit and monitor jobs *conversationally* is an extremely useful and very convenient feature to use in conjunction with batch processing.
- Resource Service includes *large scale* data processing capabilities via the Network using terminals up to 300 Baud. *COBOL* with a SORT verb provides the standard data processor's programming language. Full use of on-line peripherals is available, including magnetic tapes and a high-speed printer.
- Remote batch terminals provide for *high speed I/O*. Currently the interface accommodates the Honeywell G-115 and 105 on a dial-up basis at 2000 Baud. A software package permits an IBM 1130 to use this interface as well. Local high-speed terminal service at 4800 Baud is available in Boston, Los Angeles, San Francisco, and Washington, D.C.
- Resource Service provides for *retention of customer's files* on magnetic tape at the rate of \$5.00 per reel per month. The reels may be transferred to the customer's permanent possession at the rate of \$20.00 per reel.
- RESOURCE accommodates *programs up to 70K* (words) within the normal operating limits of the system. However, larger jobs *up to 100K* may be initiated. These jobs automatically are put into a "hold" status and are run as soon as system load permits. Files on magnetic tape have virtually no size restrictions. Practically speaking, disc files are limited in size only by the availability of storage devices. For FORTRAN users, RESOURCE offers *very large core* — up to 100K words, compared to most competitors' less than 65K. It is a *standard batch FORTRAN IV* and includes tape

processing capabilities controlled conversationally from a keyboard terminal.

- *Training* for RESOURCE Service has begun for Field Sales Offices. This activity can be expected to continue and expand in the months to come.

Support

The Publications Price Schedule and the On-Line Ordering System (STOCK*) contain a list of manuals supporting RESOURCE Service. Check these sources for titles, prices and availability.

For questions and assistance concerning RESOURCE contact these individuals:

Frank Haynes, (8*273-4491) for sales support and Ed Murphree (8*273-4241) or Bill Hewlett, (8*273-4798) for technical support.

You will be getting more information about RESOURCE in future issues of FAST-FAX.

OFF WITH THE OLD — REMAPT ON WITH THE NEW — ADAPT

REMAPT, as a 'System', is going off the air in May; and ADAPT is coming on as a library program. ADAPT is more powerful software, and has a host of new features and benefits to offer users. For example, it's easier to use, has fewer steps to follow, and can handle many jobs that could not be done with REMAPT. And, very importantly, *no work has to be done to library post-processors as a result of this change.*

What you can do now is to start planning to get your REMAPT customers converted to ADAPT. Contact your NC specialist for details... he already has advance documentation. The commercial manual (Pub. No. 5304.41) will be available from the warehouse by the end of March, and available on-line April 1st. The software (ADAPT***) is in the library now.

So visit your customers and be sure they get the message. Show them what's coming and what they have to do to get ready. Start making your move now... to happier users and higher NC revenue.

THINK BIG-THINK INTERNATIONAL

Are you taking full advantage of one of GE's most unique capabilities in the information processing business? Do you even know what it is?

We have the only international networking capability that links users in the United States to other users in Canada, Puerto Rico and seven countries in Western Europe.

All the information you need is now being sent to the Market File under tab 0700.01. Please review the information at your earliest opportunity.

Several points come up continually and need some further explanation:

Why doesn't GE sell the Mark II overseas?

This question comes up frequently. There are several benefits to you and your customer from our distributorship arrangement.

1. By choosing carefully, we can select the best distributors to actively support and pursue the information services market. As an example, Honeywell has over 200 field people in Europe who are actively involved in marketing Mark II. All of our distributors have had extensive experience with Mark I as licensees, some as early as 1967. This assures the best possible representation of the Mark II product by a respected company in the local market.
2. Gives us the most effective impact in the local market as any potential language difficulty and other market subtleties create no problems.

Why should I concentrate on generating revenue which will be credited to an overseas distributor?

There are many good reasons but let's hear a few comments from field sales personnel who have actually sold international applications:

Lyle Clugg in Minneapolis says:

"My revenue from one Company increased \$2K in the first few months of international usage in the catalog. 3-M keeps developing new programs and all development work and storage is done in the US user numbers."

Denny Mulford in Cincinnati says:

"There are several reasons why I push international usage.

1. Gives me a further lock on the customers Information Service business by providing the unique GE international network capability.
2. Allows me to make high level contacts in the customers organization. When I say I would like to talk about GE's total international information service capability, I go right to the Vice President.

One of the accounts in Denny's branch has grown from \$4K to \$12K per month in an international shared catalog.

Don't forget you are giving the customer a service he needs and that will be of benefit to him. You will reap the rewards of that service.

Our experience with these and other customers indicates that not only do you have more status and control of your accounts but also that the revenue that accrues to you in a local user number in a shared international catalog will increase also. In fact, of the total growth in a shared international catalog, generally over 50% of it will fall in the U.S. user number.

Here is a good tip from **Marv Lewis**, Manager of the Southwestern Zone: U.S. companies constitute a substantial part of the revenue generated in Europe. The Southwestern Zone is active in this regard with 11 international users. Currently, the Southwestern Zone is identifying user no. billing ranges in the catalog summaries for potential European use, when setting up requests for Subscriber Controls. This not only highlights the fact of international access through Network but information gathered during this exercise streamlines the validation process through Headquarters for overseas subscribers desiring service.

Another important point is that most of our current international users actually sold themselves! It usually takes a personal visit by the key individual in the customer's organization to really do the selling job on the foreign subsidiary. You should encourage him to do this and help him set up a good demonstration in each country where there is potential usage.

You will be hearing a lot in 1972 about the international market, and how to get the most from our unique capability. So look at the information in the Market File and during 1972, THINK BIG - THINK INTERNATIONAL!

WANTED

RMS Customers. Send Validation Forms to Customer Service in Brook Park before BMC stops on April 3rd.

TermiNet 300 Best Sellers List

January				February			
Rank	Branch	Number of Units	Months On List Y-T-D	Rank	Branch	Number of Units	Months On List Y-T-D
1	Encino	14	1	1	San Francisco	10	2
2	Communications	5	1	2	Communications	9	2
3	Indianapolis	5	1	3	Carolinas	8	1
4 (tie)	Cincinnati	4	1	4	Long Beach	5	1
4 (tie)	Capital Commercial	4	1	5 (tie)	Manhattan Financial	4	1
4 (tie)	San Francisco	4	1	5 (tie)	So. New England	4	1
4 (tie)	Louisville	4	1				

fast-fax

* REMOTE MEDIA SERVICE
* GFAST\$ AT LAST
* CREDIT & COLLECTIONS

APRIL 3, 1972

0302.10

HI HO, RMS AWAY

A long-awaited event has taken place... *RMS is up and running.* On April 3rd RMS officially became a standard service offering, available to all Mark II customers. This brings to a conclusion a lengthy introductory period during which software and operating procedures were tested extensively by many former Bulk Media Conversion (BMC) customers. By now close to 100 customers have been validated for RMS, and are successfully processing over 50 jobs a week through the system.

IT REALLY WORKS!

No doubt about it. For nearly two months field people have been working with past BMC customers, getting them converted over to RMS. And the news is starting to filter in. Here are a few reports on what field people have to say.

Barbara Bennett in New York reports that she has an account who finds RMS extremely useful at times when they have such a large demand for reports that their terminal would be overloaded. So they process the reports using Independent Run (preparing many reports simultaneously), and then use RMS to get the voluminous print-outs easily and promptly.

Richard Vincent in Dallas has a large customer, large enough to have a CDC 3300, who processes a large application with dynamic files on Mark II. The customer finds RMS quite valuable in unloading key files from the system onto mag tape for input into the 3300 system to prepare special quarterly reports.

Larry McNeill in the Washington Commercial office had a customer punch a card deck for loading into a CDC 6400... cards were convenient to handle because he could get at individual records. The customer took the trouble to let Larry know how pleased he was with the prompt courier delivery.



Ken Kral in Manhattan, who perhaps has had more RMS experience than anyone because of his lead role in the field test, reports that many customers in his zone are now successfully using RMS on a repetitive basis to interchange system files with their in-house 360's.

Charlie Kean up in Waltham has a customer doing inventory control with an adaptation of GIVY. Every other day he uses RMS to dump transaction files onto cards for off-line storage... the cards are compatible with other applications he has on his own GE 400 system. Monthly, RMS is used to produce the normal inventory reports and master file listings which are needed in multiple copies that cannot be produced at his terminal.

IT'S ALL NEW

Well, almost. Fundamental to RMS is the BMC software that gets the data on and off the system... and that's the same. But there are so many new things about RMS that they completely overshadow the former image of BMC.

Briefly, highlights of the NEW features include:

- Complete documentation, procedures and support... featuring a brand new customer manual
- On-line job entry and status monitoring by customers... quicker for them, no work for you

(Continued on page 2)

GFAST\$ AT LAST

You can now tell your General Ledger customers that the Users Guide for GFAST\$, the expanded and improved General Ledger Accounting System, is in stock and their orders are being filled. A GFAST\$ Sales Bulletin is enclosed with this issue of FAST FAX to point out the benefits of using GFAST\$ compared to the current PLBAL\$ and BIGGL\$ packages.

To make your sales efforts easier, similar information is available on-line in the library program GFEXP*** Customers will be directed to this information by the April Information Service File and by a banner in PLBAL\$ and BIGGL\$.

In addition three conversion programs have been developed to assist you in converting customers from the old to the new software. These programs are described in the Sales Bulletin, and are available in the APEX (JPH56) catalog. For technical applications support call 8*273-4456.

HIGH SPEED SERVICE

Details on the scheduled release of High Speed Service are available on-line via **Fastr*Fax**. Offices selected to participate in the field test will be notified directly by Hdq. Sales. Future issues of **FAST FAX** will report on product parameters, terminal interfaces and other facts to assist you in preliminary identification of prospects. Unless you are informed otherwise and until we can provide sufficient sales training, documentation and promotional literature to support your efforts, do not divert your attention from normal sales activities.

1200 (4-72)

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

GENERAL  ELECTRIC
INFORMATION SERVICES

RMS (Continued from page 1)

- Courier pick-up and delivery service in most major metro areas... and at GE expense
- Hard copy Work Order printed at the terminal... immediate confirmation and better control all around
- Pre-defined destination address for output... added security for the customer's information
- An FIV subroutine enabling a running program to request RMS jobs... the ultimate in automation
- And a real bonus feature — A Descriptor File Builder program in the library... to eliminate the most common problem BMC users used to have

These are just some of the zingy things about RMS. Plenty of points to talk about to customers. And there are more. They're all covered in a new Feature Profile being distributed with this issue of FAST FAX. And besides that, a special Sales Bulletin on RMS is also included that gives a complete run-down on everything you need to know to sell RMS effectively.

SHIPPING RMS CARDS OR TAPES?

Mel Szot at the Brook Park Center says they have had several bad experiences with punched cards or mag tapes shipped in padded envelopes commonly called "Jiffy" bags. With rough handling, the padding in the bag gets into the cards and tapes and makes them unreadable.

Mel says when punched cards are shipped, it's just an endurance test for the carton they're packed in. The cards arrive OK, but they're bent, out of shape, and can't be read. If you wrap a package so tightly that it "bites" into the cards and bends them... it's a NO READ situation.

An acceptable way to ship cards is to enclose the box of cards within another carton surrounded by packing material. The outside carton could then be secured by strapping or reinforced tape.

Don't send tapes in the plastic sheet material that has entrapped air bubbles. This plastic material could conceivably generate a charge of static electricity that might alter bit patterns on the tape.

ON-LINE INFORMATION SERVICE FILE PRODUCES OVER 2800 ACCESSES

The first on-line Information Service File was made available to all system users March 10th via free user number JBB00999,INFO. Within the first two weeks over 2800 customer accesses have been recorded, even though the Sign-on Banner only appeared from the 10th to the 13th.

REQUESTS FOR INFO

In addition to displaying the contents of the message in the file, over 800 customers took advantage of the opportunity provided them to request additional information. The breakdown of what they asked for was the following:

Editing Capabilities	270
PA 300	266
FINEX	171
Correspondence Code	116

Requests for additional information will be filled on a weekly basis by our Schenectady warehouse. At present we are not set up to pass along to you the names and address of those who inquire, but we will attempt to modify procedures in the future so that this can be done.

MORE TO COME

Tentative plans now call for the April edition of the Information Service File to include items on Remote Media Service, General Ledger Accounting System (GFASTS), and Independent Run capabilities.

The Information Service File was developed for the purpose of providing customers with up-to-date and pertinent information concerning new system features and service developments. Also its designed to make your job easier by informing customers directly with no effort on your part. We hope you feel as we do that it is doing this job very well as the accesses seem to indicate. Your comments and suggestions will be appreciated.

KEEP THOSE CARDS & LETTERS COMING IN

Our previous FAST FAX request for good customer applications has so far generated over 30 good opportunities for Leader articles and/or customer profiles, not to mention articles for national trade publications. We appreciate your inputs and many of you will soon be seeing the results of your efforts.

Keep your inputs coming! We have a special interest in three particular areas at this time:

1. Customer testimonials about the advantages of international catalogs.
2. Any applications you have implemented that employ FLEXIMIS and AUTOFILE in combination that take advantage of the best features of both packages.
3. The NATIONAL GEOGRAPHIC is working with General Electric on a special environment issue. If you've got any customers using our service to solve environmental problems, let us know. They could make the NATIONAL GEOGRAPHIC if you move fast.

As in the past, contact **Lovell Glasscock 8*273-4624**.

TN-300 RIBBONS

HARLAN DODGE in CINCINNATI asks: How can we get replacement ribbons for the Terminet-300? There are two manufacturers that make ribbons to specification for the Terminet-300. They are:

- Underwood (Catalog No. 210-4617 AAB/DP)
- Columbia Ribbon and Carbon Manufacturing Company (Catalog No. 3202-20005).

Damage to ribbon mechanisms or printers resulting from the use of non-specification ribbons is not included in the warranty. In other words, if your customer uses the wrong ribbon and the terminal operates improperly (or breaks) the customer could end up paying for the service call and parts.

Diane Johnson of the Dallas office recently discovered that their TN-300 used only a portion of its ribbon. Now, when the printing starts to fade, she reverses the ribbon spools which just about doubles the life of the ribbon. You might try this yourself, and pass on the tip to customers.

NSS CORNER

Client Usage of Lybrand Software

Some MRs have asked whether Lybrand's software is available to customers or prospects outside of Lybrand. The answer is yes with the following very important qualifications:

- It is available only to selected clients of Lybrand (not to the general public).
- Only part of their comprehensive software library is available to clients.
- Your lead in the client usage of Lybrand software must come from the respective Lybrand practice office serving the client.

Harry Tileston, MR in Chicago, has used this approach very successfully with at least one new account and has found it to have tremendous leverage in building revenue. As Harry says, "Such referrals

are a very effective marketing strategy, as mutual trust is implied among the three parties involved (Lybrand, the client and GE) with the result that their client relationships will be enhanced." Harry also emphasizes that the key to success with this approach is a very close working relationship with your local Lybrand practice office.

New IND Options Affect NSS

Some Network Software Services authors may decide to not pass on to their program users the IND Deferred and Overnight premium reductions. Other authors may elect to not allow usage of their software in any one or all of the IND modes. Users of NSS Software should verify with the respective authors whether or not Independent Run priorities can be used and, if so, whether the savings apply to the premium.

Rent Stabilization Package

J.H. COHN AND COMPANY, A CPA firm located in New Jersey, has added a new package to their Author Software Distribution Service catalog (NAQ75). Their new package computes "base rent" and "maximum allowable rent" under the Rent Stabilization Regulations of the Price Commission. All housing management firms must perform this complex analysis before they can justify rent increases on their dwellings under the Phase II controls. For further information, contact:

J. H. COHN AND COMPANY
810 Broad Street
Newark, New Jersey 07102
Mr. Philip H. Sher
Mr. Morris Kadin
(201) 624-6300 (8*224-8011)

MAIL IN FULL OPERATION

- The new *MAIL* replaces the one introduced in December
- *MAIL* will handle all direct mailings
- All office lists as of February 6th have been transferred to the new system
- You have nothing to do but take advantage of it
- Full restart makes it easy to use
- Automatic alphabetizing saves clerical time
- Printing across 1,2,3, or 4 columns of labels controlled by a simple command
- *MAIL* adapts to friction or pin feed paper (Order item 362041 from the On-line Ordering System)

Here's how to use it

- Keep your mailing list current and growing
- Documentation is on-line in MAIL-TEXT in JPH 56
- Formal documentation will be sent (when available) to market file librarians
- Nine identification codes for individuals allow you to list labels on a selective basis... by SIC code, by level of importance in a firm, by organization or by individual
- Commands are easier to use
- "Peel off" labels can be obtained from local stationary suppliers

Tips to get started

- Make sure your list is up-to-date to insure maximum effective distribution, it's good business for you
- Get familiar with the system yourself... NOW!
- Establish office procedures to handle adding and deleting names regularly... do this at least once a month.
- Labels from undeliverable mail will be forwarded to the local office... purge them immediately

Other things to be aware of

- The NCC is not equipped to run small lists of 500 to 1000 labels... handling costs make it prohibitive

- **Bob Cohen** and **Bill Hewlett** are in charge of bug extermination and assistance to switch organizations and/or individuals between cost centers... this is usually an overnight operation... call **8*273-4798**

Remember, the help you get from the LEADER mailings is only as great as you make it. By the looks of the list breakdowns, most offices are taking maximum advantage of this valuable sales tool. *If you aren't... get those names and codes in as soon as possible.*

FILE PURGES

The NCC is still following a monthly schedule for purging files in internal catalogs that have not been accessed in the last 30 days. Here is the schedule for the balance of the year:

April 15, May 13, June 17, July 15, August 12, September 16, October 14, November 18, December 16.

While restoration of purged files can be made, the NCC would appreciate keeping it to a minimum to reduce their workload. You can help by periodically reviewing the files in your catalog, and accessing them before the purge date if you want to retain them.

Here's why it's great

File integrity and maintenance are improved

T.S.O. Sparks \$700K in two months of operation

Over \$700,000 in "new found" timesharing revenue is already in process through Technical Services Operation, according to Børge Christenson, Mgr. Headquarters Sales.

"In Technical Services programming and consulting fees alone we have a \$100K order entry system and a \$20K corporate financial consolidation contract underway, to cite just two," says Børge. T.S.O. Mgr. Gary Mueller hastens to add, however, that now that TSO is at full personnel complement, there are still ample hands available to respond to your requests.

Here are a few of the advantages of selling a TSO contract: it forces visibility and decisions concerning applications your prospects keep saying they'd "like to implement."; you generate new revenue from the programming services performed; because the application is designed around GE features it becomes very unsusceptible to competitive

poaching; once implemented, it's reliable month to month revenue and should cultivate incremental revenue opportunities.

As a yardstick to identify TSO opportunities keep the following criteria in mind: 1. It should represent a minimum of \$1K per month once implemented. 2. It should be a "mainstream" data processing activity integral to your customer's day-to-day business and ideally have good potential for add-on applications or increased use via new Network locations. 3. The customer should be a strong company that will be receptive and financially able to commit to the type of expansion noted on item #2. 4. Make no commitments for TSO services until HQ sales approval is received. 5. Use the standard ROP route to submit opportunities or where circumstances require it use the MEMO system.

fast-fax

* TSO SOARS

* HAZELTINE-2000

* HSS PRODUCT PREVIEW

MAY 1, 1972

0302.12

Hazeltine 2000

... ADDED TO YOUR "MARKET BASKET"

Effective immediately all ISBD Marketing Representatives are sales agents for the Hazeltine 2000 video display terminal. The terminal and its accessory devices — dual cassette magnetic tape and thermal hard-copy printer — are products of value to your customers. Our terminal line is complemented, and the CRT void has been filled very nicely.

The successful market test conducted in 1971 indicated that the Hazeltine 2000 is competitively priced and offers a price/performance superior to its competitors. The Hazeltine 2000 appeals to a market segment with very little overlap of the TermiNet 300 market.

Hazeltine "Pluses"

The advantages of the Hazeltine over other CRT's are related to its excellent price/performance ratio. Specifically, no other important CRT on the market today offers the combination of:

1. Two level video intensity
2. A dual magnetic tape cassette storage accessory
3. A full-screen buffer enhancing off-line editing
4. Monthly rental (including service) for:
 - Video Display Terminal \$88
 - Dual Magnetic Tape Cassette \$79
 - Thermal Hard-Copy Printer \$78

Bonus Plan

Briefly, you sell or lease the terminal and obtain the customer's signature on a Hazeltine agreement form. Send the agreement, together with a bonus claim form, to Terminal Administration in Bethesda. Hazeltine and their authorized service organizations take care of delivery, installation, and service. You will receive a bonus, as specified below, for each terminal you lease or sell:

Item	Lease	Sale
CRT	\$25	\$50
Printer	15	30
Tape Cassette	15	30

Hazeltine Applications

Our customers in business, industry, and government have found the Hazeltine 2000 terminal ideal for information retrieval where hardcopy is seldom or never required, and for data entry tasks where the form fillout/protected data features are particularly attractive.

The order entry system for a manufacturer of foam material and products employs Hazeltine 2000's as well as TermiNet 300's. The Hazeltine 2000's form fillout facility, available through the dual magnetic tape cassette is used for original off-line preparation, editing, and recording of order data. When the data has been recorded on the cassette, it is entered

(Continued on page 2)

1 200 (4-72)

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

GENERAL ELECTRIC
INFORMATION SERVICES

RECEIVED
MAY 8 1972



Hazeltine 2000 with Dual Magnetic Tape Cassette and Thermal Printer.

HAZELTINE 2000

on-line and processed by the order entry system. Detailed and summary reports are produced on TermiNet 300's.

Telephone orders from customers of a national food processor and distributor are received between 8:30 a.m. and 5:00 p.m. Four sales coordinators (non-typist) wearing telephone headsets are available to receive the orders; each coordinator has an on-line Hazeltine 2000 terminal at his work station. Orders are entered immediately through the terminal keyboard and verified as the operator receives the order data during conversation with the customer. The dual intensity, large screen display, and cursor address-

ability features were key factors in the users selection of the Hazeltine 2000.

The location of oil tankers in a world wide fleet is available in a few moments, enabling the headquarters of a major petroleum producer to have the latest information at hand when critical decisions must be made. This information is seldom needed in hard-copy form so the Hazeltine is a natural for this application. They can determine which tankers are in particular areas of the world as well as the exact location of any tanker. Two Hazeltine 2000's are used to store and retrieve the information that Mark II processes and maintains for them. Printer accessory

devices have been made available with both terminals for those occasions when hard copy is needed.

For Details and Support

Full details on the Hazeltine Terminal Sales Program are covered in the attached Sales Bulletin. Promotional materials will be stocked in the warehouse soon. Watch for it in OLOS.

Bonnie Roberts, Dial Comm 8*273-4474, will provide Technical Support, and Joe Cote (8*273-4745) will take care of all procedural questions. All other questions should be referred to Jim Doyle in Fast Fax, 8*273-4714.

TermiNet 300

Best Buy Blitz — March Scoreboard

Top Ten Individuals*

Name	Branch
Dell Ball	San Francisco
Fred Bremer	Indianapolis
Harlan Dodge	Cincinnati
Al Freidman	Communications
Jerry Grover (tie)	Eastern New York
Tom Hickey	Boston Industrial
Lori Janczura	San Francisco
Jim Lowry (tie)	Carolinas
Jim Mason	Manhattan Industrial
Dave Thacker	San Francisco
Bob Ward	Boston Industrial

Top Ten Branches*

Branch	Manager
Atlanta	Bob Manning
Boston Industrial	Jim Carro
Carolinas	Jim Schuster
Cincinnati	Denny Mulford
Communications	Tom Vinci
Eastern New York	Stan Brucker
Eastern Pennsylvania	Don Stone
Indianapolis	Bert Gottenberg
Manhattan Industrial	Jim Carro
San Francisco	Dick Whitehurst

*Top Ten represent a combination of leases and sales so are listed in alphabetical order not by rank.

RESOURCE & MARK III SHAPING UP

Quiet but significant developments continue on the RESOURCE side of our Information Services facilities. Reliability has greatly improved over the past few months. Prices are now very competitive, RESOURCE documentation is available through the On-Line Ordering System, and a concentrated summer training program is being developed in preparation for the introduction of Mark III. And, of course, the Technology Operation and the Systems Department are getting everything in place to launch Mark III.

95% + Up Time

On the subject of reliability, Warner Sinback, Manager of Network Operations stated: "The availability of the RESOURCE system has dramatically improved since the first of the year. During the last six weeks we have averaged over 95% availability. This favorable trend resulted from a number of significant improvements in the software and greatly increased effort on hardware maintenance. Our objective is to meet 96% availability for the year."

Customers Already Notice Difference

Further amplifying the improved reliability, John Wilder of the New Orleans Sales Office related the following about one of his customers. During January, a project leader in his customer's organization brought pressure on data processing to

replace RESOURCE Service because of poor reliability. In January two to three runs were sometimes required to complete a job. On March 29 and 30 however, the project leader conducted a seminar during which approximately 60 student runs were made using RESOURCE without a hitch. As a result, John is highly optimistic about obtaining a contract for the next fiscal year, thanks to the customer's satisfaction with recent performance.

Support at Your Service

Hal Greenberg declared that his Sales Support organization will provide RESOURCE technical support in the same manner as they do for Mark II. Bill Hewlett (8*273-4798) has several years of in depth experience with Mark II, the RESOURCE system and GECOS COBOL. More recently Bonnie Roberts (8*273-4474) has joined Hal's organization, and she has a great deal of COBOL and IBM 360 experience.

Concerning the RESOURCE documentation available in OLOS, Bill Hewlett suggested that anyone with questions concerning these manuals should feel free to discuss the matter with him. This is most appropriate because the supply is limited, and because improvements in the Resource software are being implemented that will naturally effect the current documents.

Enter GCOS, Exit GECOS

In general terms the GCOS software on the RESOURCE System currently is the SDL 3.2 version and our existing stock of documentation is for that version. (Note the change in acronym from GECOS to GCOS.) The software will be updated to 5/C, which is the latest version and will be in use by most other GCOS installations. Commercial availability of this software on RESOURCE is scheduled for June. Changes in the documentation will be forthcoming as soon as possible. Meanwhile, obtain from OLOS any documentation you really must have, and call on Bill Hewlett when information is needed about changes which could effect specific types of usage.

"Summer of '72" Training

The "Summer of '72" training program will consist of a one week course for marketing representatives and a three week course for technical personnel. The emphasis will be on Mark III, High Speed Service, COBOL, and a Business Systems Seminar III.

Be sure to keep it uppermost in your thinking that RESOURCE customers are using a service which will soon become an integral part of our total offering. Those using the system now will be readily transferrable to MARK III Service.

TN 300 CARD READERS

Bob Cox - E. Orange, asks: What cards readers if any can be attached to the Terminet-300? Two that we know of so far. Western Telematic rated at 30 cards per minute - contact Mr. Irving Ross 5507 Peck Rd. Arcadia, Calif. 91006 phone 213 442-1862 and Hewlett Packard Model 2761B. This one can read punched cards or mark sense cards - rated at 30 cards per minute. Contact the Hewlett Packard office in your area for more details on this one.

Change in Handling of \$100 Initiation of NAQ Catalogs

Effective immediately Brook Park is assuming a \$100 Initiation of Service charge applies, unless otherwise noted in the Remarks section, for all new user numbers requested in the NAQ (and later NBQ) catalogs. This change has been communicated to all Zone Support and Branch Managers, as well as to the MAILBOX operators directly thru MAILBOX. This does not represent a change in the policy to charge all new customers the standard Initiation of Service charge, but rather a change in its implementation through MAILBOX.

INTERNATIONAL UPDATES ON-LINE

JPH56 now contains up-to-date information on all our distributors by country. List file COUNTRY for details that should be valuable in handling international inquiries. This file will be updated regularly so make a note to access it at least once a month for the latest developments.

A revision of Market File 0700.03, the distributor contact list is also being distributed to all Market File librarians.

HSS . . . your next "Best Buy"



HIGH SPEED SERVICE PREVIEW

With Remote Media Service up and running, we now can begin previewing an even bigger coming attraction. Highlights of High Speed Service (HSS) will be introduced in this article, followed by more details in future issues. This information is not intended to detract from current sales efforts, but to serve as an aid in identifying "suspects" for HSS. The time isn't ripe to go out and beat the bushes for HSS prospects. A limited number of customers have been contacted to participate in the tests of this service over the next few months, and those of you involved will know of this activity first-hand from your manager.

Features of HSS

High-Speed Service is not a dial-up service like time-sharing. Users request a HSS session from their normal low-speed terminal, and then an operator calls back using Dialcom or the public switched network. Initially this service will be provided at 2000 Baud; this means a transmission rate of 600,000 8-bit characters per hour can be anticipated. Line discipline will be Binary Synchronous communication, which is commonly used by IBM products and many other computer and terminal manufacturers. Code transmitted will be EBCDIC and EBCDIC transparent (meaning all 8-bit combinations are transmittable).

HSS via Terminals

The IBM 2780 Data Transmission Terminal (Models 1 and 2), and the Data 100 (Models 70 and 78) are the terminals which will be compatible initially. Many other terminals claim to be plug compatible with the 2780, but will undoubtedly have idiosyncrasies. Therefore

we can foresee some delay before attempting to permit their use with HSS.

HSS via Computers

A utility program will be available for use on IBM 360's (Model 22 & up), or IBM 370's which have a 2701/03 or 3705 communications adaptor. The program will operate under OS-BTAM (Operating System with Basic Telecommunications Access Method). It will allow IBM 360/370's to communicate with our High Speed Concentrator and look like an IBM 2780 to us.

Three Modes of Operation

Three modes of operation will be available in a HSS session:

1. Input- and Wait — files and commands are entered and then processed as prescribed by the user, who waits while execution is completed, then the results are transmitted back to his location within the current session prior to disconnection.

2. Input-Only — the user enters files and commands for processing with the intention of receiving the results during a later session. When all input, commands and data, have been entered the user disconnects.
3. Output-Only — a user employs this type of session to ask for a specified set of files in his output queue. When all output has been received, the session is terminated.

Only one type of session can be held during a single connection to the system. Future developments are planned which will relax this restriction.

More articles will be coming in FAST FAX with details on acceptable Terminals and computers, software, procedures and selling points. Our intent is try to keep you tuned-in and ready to go when commercial announcement is made.

NON-Conversational

Unlike our standard time-sharing services, HSS will be non-conversational. (If desired, an interactive session can be held before or after a High Speed session using a low-speed time-sharing terminal). After Log-On at the beginning of each high speed session, any mixture of data files and job control commands will be continuously transmitted until the input stack is exhausted. Input for data files will be held in temporary storage and not moved to the user's permanent files until all session input is received. The total input of commands and data in a single session is limited to 1 million 8-bit characters.

NEW SEATTLE ADDRESS

Effective May 27, 1972, the Seattle Office telephone numbers will be changed:

From	To
Commercial (206) 763-0850	(206) 575-2990
Dial Comm 8*442-3205	8*442-2253
8*442-3207	8*442-2254

The Seattle Sales Office will also move to the Andover Industrial Center on May 27th. New offices and classroom will be located at:

Andover Building, Suite 16
130 Andover Park East
Seattle, Washington 98188

CLASSIFIED ADS

WANTED		AVAILABLE	
repair hollering, ankin, U	exper. localio fringe North of B-	Spare copies you office might have of the publication called "YOU AND THE COMPUTER". Send them to Fast-Fax if you can spare them. Thanks.	A program which generates an ASCII or binary database to your specifications. Thanks to Gary Barnett - Atlanta Call BASEGEN on JPH56 Documentation from Fast-Fax.
ARMIT. SEIFLIS. ELEY. Wisc.	AUTO LIGHT Stuart Rocky	Any information about purchasing agent's use of time-sharing. Call Paul Dowdy on 8*281-7380 or Fast-Fax.	PA300 model for Analyses of System Cost Effectiveness. This model will handle an analysis of three subsystems. Contact Dr. Dimitri Kellogg on 8*235-3840.
GM parts by Co. Bill St.	AUTO MATO day v Bill G	Program to calculate orifice throat diameter for liquid, gas, and steam based on the flow. Contact Pat Emmons 8*354-5111 (Dallas) or Fast-Fax.	GENERAL HELPERS - 5 day, 40 hrs. pay, fringe benefits. Call Mr. Gardner, 354-1141.
salad includ. ations. FORD g Cent.	AUTO oppor servic desk priary sion in TER, Giebe	for large membership department store. Top salary, excellent benefits. Call Mr. Gardner, 354-1141.	SALESMAN - Experienced for large membership department store. Top salary, excellent benefits. Call Mr. Gardner, 354-1141.
xper. icon. al op. pub. Olds. dr.	AUTO POKE manel Paid house CENT Va.	CANVASSER - Excel. oppor. to train with major re-modeling concern in N. Va. Work directly with salesmen in field. High income. Call 624-7111, 9-11 a.m.	COMPUTER OPERATOR - 4-12:30/MPQ COMPAT. EXPER. 65% 36/59. Min. 6 mos. MFT: II/HASPTII. rotating Equal Opportunity Emph. info. call Mrs. Sandra COMPUTE CENTE



**GENERAL
ELECTRIC**
INFORMATION
SERVICES

fast-fax

- * Autofile Prices Slashed
- * New Fleximis Features
- * PAL... a Gift Horse

JUNE 23, 1972

0302.15

Prospect Profile

PAL... A Gift Horse You Can Look In The Mouth

A few weeks ago an innocuous looking user guide entitled Process Assembly Language (PAL) was distributed to all Market Files and probably crossed your desk. It could be a gift horse with a mouth full of quota busting revenue and some brand new customers. More importantly, experience suggests practically zero support will be required by you or headquarters.

Speak PAL?

PAL is the language in which GEPAC 4000 series computers are programmed. Typically GEPAC's are programmed for a specific task, i.e. controlling a steel mill,



an auto assembly line, traffic or data transmission (that's how we use them) to name just a few applications.

Any change in the task or doing something entirely new requires a new program to be assembled and stored in the computer. This is the problem; the user has only three alternatives and all are time consuming and costly.

1. Take the computer off stream and

MARK III MARCHES ON

On June 24 the RESOURCE System is scheduled to have new software loaded. Customers will receive several benefits, such as an automatic priority ("express" service) at no additional charge for jobs with low system resource requirements. RESOURCE customers will also need to take into account minor changes in a few control cards.

This new software is another step in the evolution toward MARK III. It is our version (RSC500) of the latest Honeywell GCOS (SR-5) software. This release follows closely upon the June 1 modification of RESOURCE user numbers to the MARK II format. This should be the last user visible change to the RESOURCE System prior to the implementation of MARK III.

All Resource customers will be mailed formal notification and documentations of the charges and be given conversational terminal access to an information file to obtain the latest facts on user visible changes (copy enclosed). Only the few users who exclusively use a 115 to communicate with the system may experience any difficulty since they will not be able to receive a system sign-on message directing them to the information file. These customers will be contacted directly to inform them of the changes.

AUTOFILE & FLEXIMIS ADD NEW STRENGTHS TO BUSINESS MGT.

Two products in the ISBD mainstream of business management reporting systems, Autofile and Fleximis, will receive major boosts in marketability and promotion starting July 1. New Fleximis features promise to make it even more attractive to existing users. New Autofile cost-effectiveness and features should enable this highly touted package to finally live up to its potential. All the ingredients are in place for increased revenue from both products. For Fleximis it's added power for an already successful product. Autofile, for all intents and purposes, is a brand new product about which few of your customers are even aware.

The Second Coming of Autofile

50%-60% Cost Reduction Plus- IND/BATCH FEATURES

July 1, 1972 should mark the rebirth of Autofile as one of the hottest items in your market basket. On that date an entirely reprogrammed Autofile will chew-up a minimum of 50% fewer CRU'S to do the same job as it does now (the percentage increases to 60% with larger files) and will feature a new driver program to simplify Independent Run and batching of multiple reports. Otherwise, Autofile will look and operate exactly as it does now.

As you well know, high processing costs has been the bane of this product's potential since it was introduced last fall. To celebrate Autofile's rebirth, a major campaign will be launched in July to give it maximum customer exposure and gene-

New Sex for Flex

Famous Flex Flaunts Fresh Flexibilities

Fleximis is now an even better tool for data management. New capabilities that have been requested by you and your customers have been added as of July 1. Chaining into and out of any Fleximis module; subtotalling, double precision data handling; an efficient file maintainer module; extended selection criteria with the OR and BUT verbs; and the ability to use "imbedded code" with the FMEXEC generated program.

You and your current users can benefit immediately since these enhancements are designed to strengthen the existing capabilities of Fleximis and make it an even more powerful data handling tool. The new capabilities do not require any changes for current applications and will

- Send people out to a site (usually the OEM's plant) where another computer is kept for such purposes.
- Use a "FREETIME" system which was put on some of the machines to allow new program development in parallel with normal activities. Reports indicate this can be a too slow and cumbersome procedure due to the familiar routine of punch card-load-run-error-debug-repunch-load-run-error, etc.

The program described in the manual (Pub #3810.01) enables a GEPAC user — who already knows the PAL language — to develop, debug and assemble new GEPAC programs on Mark II. We developed it ourselves for exactly that purpose. PAL creates a new assembler at the user's terminal — GEPAC ready — on binary-coded punched tape or on punched cards shipped to the user via RMS.

200 Prospect Names

The GEPAC 4000 is a product of the Utility and Process Automation Products Department (formerly known as the Process Computer Department). There are over 200 in use in the USA as well as overseas. Enclosed is a list of the application and last known location of the computers. This is merely a shopping list. It tells where and what the application is. You still have to find the "who's" and whether, in fact, there is any need for reprogramming.

The beauty part is the prospect knows the language and techniques. (If he doesn't, he's not a prospect for you.) He was taught it by the computer department. He has been stuck by having assemblies created outside at \$1K per — no extra charge for errors. He needs a better, faster vehicle to do the job. The answer is GE ISD and PAL, which appears to cost about one-fourth of current alternatives. (Cont. on back)

PAR NIBLINKS

Certain facts concerning the PAR subsystem need restatement and emphasis for clarification.

- PAR is available only to Administrative User catalogs. It should not be sold in any other context.
- All current PAR users must be in catalogs which now have an Administrative User. You will be notified of any catalogs which are not correctly validated for PAR.
- The charge for initial validation for PAR is \$10.00. Fast-Fax of May 22, 1972 was in error in stating that there was no charge. Likewise, the PAR documentation (Section C, pg. 2) in the current Administrative User Manual is incorrect in stating: "The initial validation and each subsequent keyword change is charged for the same rate as a standard User Number validation." Remember, for Par there is a one time initial validation charge of \$10.00.
- A PAR validation normally restricts access to the usage data to a specified user number (the ADMINISTRATIVE USER!); however, an "All User Access Option" is available. Customers selecting this optional validation for PAR must be made fully aware of the implications-any and all user numbers in the catalog will have access to the usage and billing data for the entire catalog. Most customers will not want to select this option for their PAR validations. Customers currently validated for PAR with the "All User Access Option" should be informed specifically of the ramifications so that they may change to a normal validation if they so desire.

Included in the program are:

- Information Service File-July. Readers will be offered a new feature profile and directed to explaining the use of the IND/ batching driver.
- Invoice Stuffer-included with June bill to all Mark I and II customers.
- Leader-June
- Capex Letter to current customers-a copy is in the mail to you from Capex
- New Autofile Communiport-a complete presentation will be shipped to all offices late this month or early July

Simple as ABCD\$

Combining the bill stuffer, Information Service File and LEADER, current customers will be saturated by over 35,000 exposures to the Autofile message. To answer inquiries will be a new feature profile that emphasizes the simplicity of Autofile. Hopefully, this "pull through" effort from here will make it easy for you to then set up Communiport seminars with key customers. After a round of these seminars, simply contact CAPEX to come in and conduct customer training classes. Simple, huh? All you do is (a) wait for the prospect to call you (b) turn on the Communiport (c) call CAPEX (d) have a nice vacation with that fat commission check.

Cheaper than BASIC or FORTRAN

Remember, Autofile can get you in the door or get an application moving where Fleximis, FORTRAN or BASIC may not. At its new low price Autofile can even compete with programming in BASIC and FORTRAN when you consider that formatting, paging, etc. are all done automatically.

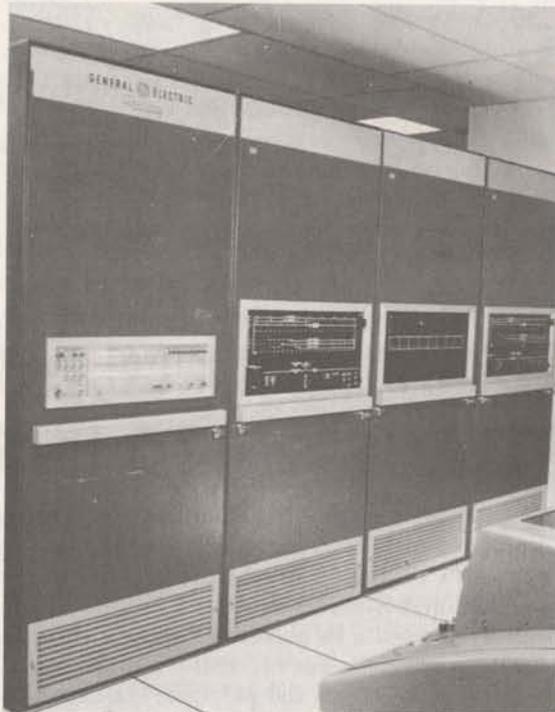
them.

Fleximis has been made even more cost effective by the addition of the following features:

- The FMFM file maintainer which accomplishes multiple processing with only one run. This module is an extended version of FMUPD which allows the user to perform in a single update pass, many of the functions which previously would have required runs of FMCHK, for data checking; FMSRT, for file sorting; FMUPD, for file updating; FMMRG, for data merging; and FMMOD, for modifying data items in a file record. Enclosed is an example of an application using FMFM*** which illustrates the capability of completing many file maintenance requirements with one processing run.
- The FMSBT subtotaler which provides the user with:
 - Paged, automatically formatted report option
 - Multiple subtotal keys
 - File sorting and multiple reports in one pass
 - Inclusion rules for each report specified
 - Item/Expression subtotals
 - Data gathering option with file output
 - Double precision capability

An example which shows how FMSBT*** can easily work with result files from other Fleximis modules is also enclosed. Note the ability to chain from one Fleximis module FMFM*** into FMSBT*** by using line 850 of the control file. (Cont. on back)

GEPAC 4000 Series Computer



PAL . . . (Cont.)

The Utility and Process Automation Products Department knows about our package and indicated they would be advising owners of its availability. They sell directly through the local GE Industrial Sales Division or Power Generation Sales Department. Meet the local sales representative (he's in the white pages), tell him about our program and service, and his knowledge of the local prospect environment should be yours.

"It's gravey" . . . Dave Comroe

A New Jersey utility is now using PAL to the tune of \$2K/month with expectations of continued growth, according to MR Dave Comroe, who says of PAL, "It's gravey! Support has been minimal and they love the program. The prime user has the output delivered right to his home via R.M.S."

His customer could be a good reference with another utility. The application is

Fleximis (Cont.)

- 3) Chaining between Fleximis modules; and into/out of Fleximis from user written programs.
- 4) The use of set variables which allows the user to condense his data files.
- 5) The ability to use "imbedded code" with the FMEXEC generated program to accomplish additional processing.

DSSL and ***

Fleximis will be available to users on both the Datanet Software Services (DSSL) library and the Mark II Applications (***) library. In the Mark II library, it appears with the following module names:

FMMOD***-

Modifv

SYSTEM SIG EVENTS

BENEFITS OF AN UNINTERRUPTABLE POWER SUPPLY

As the summer season approaches, so does thunderstorm activity. Historically, this means power outages which can result in discomfort to our customers. Nature's power outages, coupled with forecasted power reductions by public service officials, can spell trouble. Fortunately, our super center is protected from both problems.

Protection from power interruptions is provided in the form of 35 tons of batteries which float on the line and are automatically charged from diesel generators when normal power sources are interrupted. Electrical blackouts and brownouts are eliminated.

The Uninterruptable Power Supply (UPS), located in Brook Park, has preserved availability at least 22 times since installation in 1971. Since the first of the year 7 interruptions have been avoided by UPS.

Here is how it works:

The UPS is a static inverter system whose function is to assure that electric power is always available and at the precise quality for our computers. The system consists of rectifiers, batteries, and inverters. The

back-up for the local serving power company consists of diesel generators of sufficient capacity to carry the full computer load.

When an interruption or outage occurs in the utility power, the batteries will carry the load for approximately fifteen minutes. During this period, the diesel generators are brought up to speed and begin to supply power to the computers, as well as to the air conditioning for the facility.

The inverter's function is to convert the DC rectifier or battery power to AC power for the computer load. They maintain a steady state of AC voltage and frequency within close tolerances. The UPS regulates all voltage so closely that transients in the output load are completely eliminated.

What does this mean to you and your customers?

Availability is improved. Outages due to power failures or reductions in power do not affect MARK II or Resource. Your customers can rely on continuous service regardless of the seasonal or predicted energy crises. A possible sales point-- how many of your competitors have a UPS?

MARK II SCHEDULE NUMBERS

Field Sales or customers can now obtain system service hours for all commercial MARK II'S. This improvement will match

Standard operation procedures in the center provide for revising the SCHED file to reflect any change in normal

electric utilities. Call Dave O
8*224-2213 to arrange contact.

Vern Wedow, Detroit, has a well known spark plug manufacturer who's also up and running. Says Vern, "They're delighted with the ease and turnaround they get with PAL. Everything they needed was in the manual."

What Else is There to Say?

Data! The 4000 user is a good data processing prospect, too. Here's why:

In an environment where a computer is controlling a process or processes, there is a wealth of events occurring, a wealth of items being monitored, a wealth of data being created that operating management needs to corral, control and from which to extract meaningful information.

This data will probably be related to product quantity and quality with major needs in output or production reports, status reports, trouble and malfunction reports. Don't be set off track by the peculiarities of the individual application, home in on the data theme. Who would like to know what? Who HAS to know what? Hit them with their own capabilities for their own MIS with Fleximis, Autotab or Autofile.

Lee Anderson, 827-4439, will answer any technical questions concerning PAL's operation.

PAL, by the way, is the only horse in the race.

FAST-FAX CLASSIFIED WANTED

Any programs for open pit mining, surveying, blasting, ore reserves, etc. Call Carl Horn, Canadian GE 8*238-1011 ext. 229 at Beaver Hall Hill.

FMSRT***.	Sort
FMLIS***.	List
FMUPD***.	Update
FMINQ***.	Inquiry
FMFM***.	File Maintainer
FMPLT***.	Plot
FMMRG***.	Merge
FMSBT***.	Subtotaler

The Fleximis modules may now be accessed in two ways: 1) OLD DSSL: FM(XXX) where XXX is one of the Fleximis modules; or 2) OLD FM(XXX)*** where XXX is a Fleximis module. The Datanet Software Services Library will continue to carry the Fleximis modules so that customers can make the transition over to the Mark II library versions at their convenience. You should stress the point that there is no technical or cost difference between the DSSL versions of Fleximis and the Mark II library versions to your current customers.

New User Guide Supplement

Documentation on all of the new capabilities will be available from the warehouse on July 1. This user guide is intended as a supplement to the existing Fleximis user's guide and should be used in conjunction with that publication. The number for the supplement is 5603.07. This supplement covers the enhancements only, so you should be sure to give new Fleximis users both the original user's guide and the supplement.

Promotional Plans

1. The July On-Line Information Service File will feature a Fleximis item describing the new enhancements and offering the supplemental user guide to Fleximis users and a new Feature Profile to prospective users.
2. The June issue of Leader will describe the new enhancements and offer the new Profile.

service hours. To accomplish this, a user number is established for each system. Numbers are as follows:

AAA91000	BBB91000	CCC91000
FFF91000	GGG91000	KKK91000
LLL91000	MMM91000	NNN91000
TTT91000		

Password is: SCHED

The user numbers are immediate run, limited mode, break disable, and include the standard date and time subroutines.

changes will be identified with a system banner, i.e., "Please list SCHED*** for important service changes".

Service hours for "J" will continue to be obtained by listing SCHED*** within your user number.

NSS Note The Internal STAR

As the recent NASS author profile indicated, the STAR program is Haskins & Sells most heavily used program in their Network library. More and more of H & S's 75 practice offices are utilizing the statistical and forecasting techniques that STAR performs in support of their audit functions. However, the STAR program is available only to internal users (AQ10) and not to external clients (AQ12) of H & S.

TermiNet 3100

May Best Seller's List

Rank	Branch	Number of Units
1	San Francisco	32
2	Communication	14
3	Manhattan Financial	7
4	Indianapolis	6
5 (tie)	Carolinas	4
5 (tie)	Manhattan Industrial	4
5 (tie)	Arizona	4

BUSINESS MANAGEMENT BONANZA

Six new fact-packed Profiles are now off the press (yours are enclosed) to help you cut a larger customer slice of the Business Management Market.

The Profiles cover:

- Business Management Programs... The main profile gives you a concise roundup on the most significant features of AUTOFILE, FLEXIMIS, AUTOTAB (and MINITAB and AUTOGRAPH), PA300, and STATSYSTEM... plus some helpful pointers on when to use one program in preference to another... and how the programs can work together to give customers a really powerful and efficient information management system.
- The other five profiles give an in-depth treatment of each of the five programs individually.

Where's the Action?

Scene of the action for these profiles is two-fold: First, as a quick and handy reference for yourself when calling on

customers; and second, as a leave-behind for interested prospects.

The five profiles on AUTOFILE, FLEXIMIS, AUTOTAB, PA300, and STATSYSTEM will look familiar to you, if not in appearance, certainly in content. That's because some material has been drawn from brochures of earlier generation.

The idea of these Profiles is to give you a unified set of write-ups that get to the heart of the subject, yet talk in terms of integrated program use. They do not necessarily supplant the earlier brochures; in fact, in some cases you may wish to use both.

The News Is Out

We expect to see a mushrooming of customer interest in our business management programs, particularly AUTOFILE and FLEXIMIS. The June customer billing contains a stuffer (copy enclosed) announcing the recent cut in AUTOFILE prices; and AUTOFILE and FLEXIMIS are featured in the July Information Service File. In both cases, users are invited to get more information by requesting copies of the new Profiles. These same profiles will be offered in the June/July LEADER.

fast-fax

- * *Bus. Mgt. Profiles*
- * *New Features—Aug. '72*
- * *New TermiNet Prices*

JULY 10, 1972

0302.16

NEW "BEST BUY" FEATURES - August '72

New features for MARK II are scheduled for commercial release on August 1. A number of communication channels will be used to assure that appropriate sales information reaches you and your customers. For instance, the on-line Information Service File will present the features of this new software and offer readers the opportunity to request copies of the Reference Manual Supplement, Pub. No. 3000.20

MARK II New Features - August 1972 will be the terminology used in the publicity for this release. The new features will be commercially available to all domestic MARK II customers, and internationally through our authorized distributors. Included in the release are such features and changes as:

• New FIV compiler efficiencies

Of significance to many FIV users will be the benefits of a still more efficient compiler. The new compiler will process the source file one line at a time rather than one statement at a time, and thus compilations will be completed more quickly and at less cost. In appropriate customer situations it may serve you well to make special

mention of this new efficiency which is being passed on to the user.

• New FIV extensions

The type statements - REAL, COMPLEX, DOUBLE PRECISION, LOGICAL, FILENAME, and ALPHA - now can initialize the value of variables and arrays with the contents of a data list immediately following each variable or array name.

A NAMELIST statement has been added to allow for input/output operations without the use of an input/output list. In its parameters this statement permits incorporation of variable or array names, and the name of the NAMELIST is used in I/O statements to refer to appropriate lists. In certain instances this may be more convenient to use than reference to a format statement, and it provides a likeness to some other versions of FORTRAN.

• Added file password security

Concealment of the file password whenever requested by a BASIC or FIV program is now provided through

underprinting in the space where the password should be typed. Except when using the COPY command, the Command System will do likewise when requesting a file password.

• BASIC RTP Improves Throughout

A BASIC program will now load only those segments of the Run-Time Package that are required by the particular language features utilized by the program. This change will help to improve throughput for the system as a whole.

• Extensions to BASIC

Unbuffered file I/O subroutines transfer numeric data directly between an array in core and a random binary file in single or multiple 315-word increments or pages. Since with a single file access, the system can transfer as many as four pages, unbuffered file I/O in multiples of four pages will transfer the most data between core and the random binary file in the least time and at the lowest cost.

(Cont. on p. 4)

GENERAL  ELECTRIC
INFORMATION SERVICES

TermiNet 300 PRICE CHANGE . . .

On Thursday, June 22, new lease prices for the TerminiNet 300 product line were announced on the Memo System. Following is a recap of that announcement with some additional background information.

Prices for the KSR and MSR (KSR with magnetic tape cassette) have been greatly reduced. Prices for nearly all of the options have also been reduced; some as much as 50% (see enclosed).

ASR vs. MSR

ASR prices have not changed for a variety of reasons. First, for applications requiring local storage and off-line data preparation, we now offer the MSR at an extremely attractive price. We encourage the use of magnetic tape and expect that the industry will witness a significant shift from paper to magnetic tape as the local storage media. This will be due primarily to:

- Inherent lower cost
- Reusability of the media
- Reliability due to fewer moving parts
- Ease of use
- Ease of tape storage
- Quiet operation
- Small size

. . . KSR

Second, where major network applications are implemented involving large numbers of terminals, cost becomes a very significant factor. Users want to take advantage of the higher speeds and extended capabilities of the TerminiNet, but generally don't need local storage. Hence the KSR.

New Leasing Ground Rules

The new prices are automatically effective for customers who have or will have signed contracts for equipment installed on or after July 1, 1972. Customers who have equipment installed prior to July 1 may take advantage of the new prices by signing a new 1 year lease. There will be no penalty for cancellation of the present contract. When re-negotiating leases, customers may not have existing equipment removed, such as deletion of answerback or transparency, or configuration changes; for example, from ASR to MSR or KSR.

All agreements for new installations should indicate "NEW" (for a new order) in the lower left hand corner of the contract. If the agreement is to take advantage of the price reduction, the contract must carry a check mark in the box marked "Change in Lease Option".

To give you and your customers enough time to take advantage of the new prices for the July billing, we will accept re-negotiated leases until July 21. Beyond this date, all re-negotiated leases will be effective for the following month's billing.

Customers who want to take advantage of the new prices during July and get the lower price retroactively to July 1 must sign a new 1 year lease and it must be received by Terminal Sales Administration prior to July 21.

July is the only month that TSA will allow retroactive credit to the first of the month. Beginning in August all contract changes that reflect new pricing will become effective the first of the month following receipt of the contract by TSA. Example: Customer signs new contract (change in lease option) on August 5, 1972. He can expect the new prices to be effective September 1, 1972.

Federal Government Contracts

All Federal Government contracts contain a "most favorable price" clause; because of this, the price of TN 300's leased to all federal government agencies will automatically be adjusted to reflect the new prices effective July 1, 1972.

Renegotiation of existing contracts is not required. Please notify your federal government accounts that they will receive the new prices automatically. This will avoid any potential credit and collection problems.

New Bonus Structure

And now for the bad news. In conjunction with the reduction in prices, as you might expect, the TerminiNet bonus structure has also been revised. The new bonus structure is as follows:

	Lease	Sale	Conversion
ASR	\$70	\$140	\$70
MSR	60	120	60
KSR	33	66	33

In relation to lease price, the bonus is weighted in favor of the MSR for reasons cited above. The new bonuses, incidentally, will be paid for all orders taken at the new prices on or after June 22, 1972. No bonuses will be paid when customers sign new leases on existing equipment to take advantage of the new prices.

In addition to your efforts to personally notify customers, there will be notification through the June/July issue of LEADER.

Delivery for New Configurations

The new TerminiNet 300 configurations include a 118 column printer, friction feed platen, and automatic motor control. The ASR configuration only also includes transparency and answerback, whereas for the KSR and the MSR configurations the transparency and the answerback are options.

Please note, however, that you can significantly improve delivery of KSR's and MSR's to your customer if you order the transparency and answerback options. This is due to Waynesboro's requirement for 3 months lead time to stock standard KSR and MSR configurations for us.

This means that all units that headquarters has already ordered for delivery during July, August, and September will include transparency and answerback. The cost for the transparency is \$1 per month and the cost for the answerback is \$2 per month.

Changes in the TerminiNet 300 Offering

We have just been informed by Waynesboro that the parallel interface option has been dropped from the TerminiNet 300 product line. In addition 75 and 80 column printers will no longer be leased. They are available for sale only.

Please refer any questions you may have concerning this to Ken Kral, terminal sales, Bethesda. He may be reached on 8*273-4429.

New TerminiNet 1200

DCPD, Waynesboro, recently announced a 120 cps TerminiNet, designated the 1200. Initial deliveries are scheduled for fourth quarter. ISBD is not presently engaged in marketing this new unit. If you receive inquiries from customers who really feel they need one, you should direct them to the local DCPD salesman.



2500 Inquiries Processed During June

2,484 copies of feature profiles and other promotional literature were mailed to 1,026 customers during June. This literature was mailed in response to customer requests made via the Information Service File and LEADER coupon. Here's the breakdown:

Information Service File

During June 5802 customers read our message on STATSYSTEM, International Network and new system features (over 5000 accessed the free file in the first week). Over 13%, or 765 customers, requested 1,387 copies of the following:

Statsystem	695
Int'l Access Directory	342
Int'l Profile	349

LEADER

291 customers requested 1,087 copies of Dr. Feeney's Computer Decisions article, and the profiles on Edit, Independent Run, RMS and Terminals.

Best Buy Bill Stuffer

Added to this customer "pull through" effort is a "Best Buy" flyer to be in all monthly invoices. In the April invoice we experimented with a flyer touting Autotab and Independent Run. This drew over 100 returns even though the customer had to pay return postage. Starting with the June invoice, a formalized "Best Buy" program highlighting a new item each month, at least through '72, was launched.

A copy of the June flyer on Autofile is enclosed. In addition to going in all invoices, it will also be inserted in all documentation mailed direct to the customer by the warehouse during July.

Feed Back

Filled out LEADER and BEST BUY coupons are routed back to you via your Zone management for appropriate follow-up. Eventually, the Information Service File will be reprogrammed to also close the loop on these inquiries.

Hopefully, such efforts from here will help keep your customers better informed, augment your day-to-day selling efforts by priming customer interest on a mass basis, and, most important, generate new revenue. If you have any comments or suggestions concerning these programs contact Hugh Calkin, Mgr. Customer Programs 8*273-4387.

SYSTEM SIG EVENTS

MORNING CONFIDENCE TEST

There have been instances in the past when a Mark II system came up in the morning with problems of some type which were undetected until customer service received a complaint call. Examples of this have been a) one or more routines missing from the FIV Subroutine Library, b) the card reader missed a card when making the patch tape, c) a switch was left in an incorrect position by field engineering during maintenance causing incorrect CRU times, d) new patches were loaded correcting a problem but creating another problem in a different area.

As another step in a continuing program to improve the quality of service provided to the user, John Wright and Joe Snyder of network integration recently devised a "Morning Confidence Test" which is now being run on each system each morning.

The "Morning Confidence Test" consists of a series of 23 FIV programs and 22 BASIC programs. Each program is designed to test one or more specific features. In total, the package tests over 80 features. Of course, in the process of checking these features, many other standard FIV and BASIC features are exercised. The programs are designed to compare results with known correct results and print a message if there is disagreement. The program then chains to the next program in the series. Chaining is continued until all 45 programs have been executed.

Joe Takitch, manager of operations in Brook Park, says that the test is especially attractive from an operations standpoint because it requires very little effort or analysis by the operators. Immediately after a system is brought up in the morning, the operator signs on the system, gives an "OLD" to access the first program in the series, and starts it running. If all tests are passed, there are no messages printed and the system is assumed to be sound. Joe says "this morning confidence test, along with our other morning checkoff list, should minimize the possibility of a system going into the peak user periods with a serious problem."

As one example of tests performed, a check is made to see that each library program, including subroutines, is present on each system and accessible by the user. Other examples of specific features checked are: Unbuffered I/O; Random Binary Files; Sequential Binary Files; all intrinsic functions (SINE, COSINE, etc.); passing arguments to subroutines; compilations; maximum size programs; CRU times; compiles and nested do-loops.

The test package will continue to evolve into a more comprehensive and refined package in the future. While it will never identify every problem which a system may have, it will have a significant effect on the quality of services offered our customers.

ISBD AWARDED GOV'T TELEPROCESSING STUDY CONTRACT

The Information Services Business Division has been awarded a contract by the Office of Telecommunications Policy to study Teleprocessing Systems. The Office of Telecommunications Policy is part of the Executive Office of the President. Included in OTP's functions are the responsibilities to study telecommunications policies, activities, and opportunities; to evaluate computer and communications technologies; to advise the Administration on telecommunications matters; and to present to the Congress and the Federal Communications Commission the Administration's views on telecommunications policy matters.

A model will be developed as part of the study to determine the relative cost/performance of various system configurations for data-based teleprocessing systems. This model will be used by the members of the OTP staff to examine the effects of communications policies. The study will also examine the economies of scale for hybrid computer-communications systems to determine their potential as private enterprise businesses. The model will be implemented in FORTRAN IV to operate on the MARK II service in both the interactive and remote batch modes.

The full-time General Electric participants involved with the study are Bill Brill, Dave McKee, Dick Raymond and Bill Tiernan. The study will take about six months to complete.

New Features — August 1972 (Cont.)

Two new page functions can be used with random binary files, one to obtain the number of the next page (or current page if using unbuffered I/O), and the second to obtain the total number of pages in the file.

A file sharing capability has been provided with a new file statement **FILER**. The statement opens a file only for reading and permits any number of other users to access the file with the **FILER** statement for reading purposes only. No write access to the file is permissible as long as the file remains open with the **FILER** statement.

The new statement **FILEW** causes an additional check to determine whether the program will be able to have write access to the file whenever necessary during execution. If so, the program proceeds, no one else being able to access the file during the run. If not, an error message is printed and the run terminates.

Two statements have been added which permit selective suppression of subscript checking and warning message diagnostics during execution.

Upper/lower case string functions provide a means for converting strings to lower case or upper case.

A new string function enables a less than, equal to, or greater than comparison of two strings to be made, disregarding whether individual characters in the strings are in upper or lower case.

Less stringent rules for the **SCRATCH** statement now permit ASCII, sequential binary, and random binary files to be scratched using a single form of the statement (i.e. **SCRATCH:file designator**). However, the statement in the form "**SCRATCH#file designator**" is slightly lower in cost and its use is recommended where possible.

• Edit and Command System changes

EDIT WEAVE allows empty input files, which can be a convenience for such things as constructing a new file from pieces of existing files.

The ability has been added to specify the character content of your files via **CREATE** and **MODIFY** so that this information will be shown on the new "**CHARACTER SET**" line received in the output resulting from **DESCRIBE** and **MDS**.

For **IND** jobs, zero **TCH** and **KC** figures will be shown in the ending activity display which accompanies the terminal output files because there is no charge for these items.

"Clobbering" a non-ASCII file (compiled program) with ASCII changes, mistakenly typed into it while in the current file area, can no longer be done. The **REPLACE** command when attempted in this situation will not be executed on the saved file. The diagnostic message will be the same as previously:

NON-SOURCE FILE REFERENCED
CURRENT FILE REPLACED BY
ALTER FILE

For use within our division only, new product terminology has replaced the former terms "**PR**" and "**CR**" which stood for Product Release and Communications Release. Now **ISR**, meaning "Information Systems Release", pertains to software for the H-635 central systems. **NWR**, "Network Release", is the new term applied to the software modules for the switcher and the remote, central, and high-speed concentrators. Specifically, the software elements of this next release are contained in **ISR-100** and **NWR-100**.

Any questions concerning this release should be directed to Bill Hewlett in Headquarters Sales, **DIAL COMM 8*273-4571**.

PAR... ONE MORE TIME

There continues to be a high degree of misunderstanding as to the exact differences and capabilities between the two par validation options available — the "Administrative" type validation and the "General" type validation (previously called the "all user access" option).

Validation Procedures

Previous instructions concerning **PAR** validations are still in effect — validations must be submitted through the validation mailbox giving the catalog, admin. userid, keyword and validation option desired. There is a \$10,000 validation charge irrespective of charges for other requests submitted in the same mailbox entry, and subsequent keyword changes and are charged for at the normal administrative change rates (\$1 per change, \$10 min. per mailbox).

Administrative Validation

A normal or "Administrative" validation permits the admin. user access to the

Metalworking Cat Enters Winners Circle

Breaking into a charmed circle is always a big event. In this case the circle is the top 50 of all **MARK II** catalogs in revenue and **THE NATIONAL METALWORKING CATALOG** has recently made it.

It's not surprising, the **METALWORKING CATALOG** is truly our unfair advantage in **NC**. It answers the users needs, the machine tool builder's objectives and minimizes our software development and support efforts.

The **CATALOG** gives us an association with the tool builder that competition doesn't have. In fact, the catalog and competition's efforts to overcome its appeal is alleged to have caused "brand X" to become persona non grata with a major builder.

Check the market file and author profiles of **NSS** and get talking to the local sales or agents of **Bridgeport Machines**, **Jones & Lamson**, and **Warner & Swasey**.

Check with your **NC** specialist and set a plan to get together with **NC** author representative in your area. He can get you to the right guy for a most productive call.

PARREC subroutine, thereby providing him the mechanism by which he may retrieve all par data for each and every userid in the catalog. He also has access to all other **PAR** subroutines as well. No other user in the catalog has **PARREC** access, however, all other **PAR** subroutines are available to the non-admin. users in the catalog permitting them to retrieve their own individual par data only.

General Validation

The "general **PAR** validation option allows every user in the catalog access to the **PARREC** subroutine, thereby allowing each user to retrieve the **PAR** data for not only his own userid, but the **PAR** data for every other userid in the catalog as well.

This is obviously not a requirement for many customers and is also a potentially dangerous type of validation of its implications are not totally clear to both the customer and the marketing representative.