

REVENUE OPPORTUNITY PROFILE PROFILE

From January to August over 250 ROPs have been processed; the result:

- \$500,000 increase in revenue in 48 old accounts
- \$186,000 indirect revenue impact
- \$87,000 in new account revenue

Even with this record to stand on Sally Smith, the new Manager of Sales Support says, "Even though the ROP system does work, it can and will be improved."

To this end plans are being made to place the ROP form on-line. In this way an MR can fill it out, get Zone approval, and have the ROP in Bethesda in one day.

Sales Support has also increased its full time ROP staff recently in its efforts to improve turnaround time.

ROP – Your Own Lobbyist

The purpose of the ROP is to channel all significant opportunities and problems relating to customers into one area so that they may be dealt with appropriately and effectively.

Rather than having to use a shotgun approach of half-a-dozen phone calls or letters, an MR can fill out an ROP. Thus, the wheels start turning, all appropriate people and functions are informed, needed approvals are sought, progress is tracked and reported back to the MR. It is like having your own personal lobbyist in Headquarters.

Side Benefits of ROPs

There are a number of side benefits to the ROP system that may not be immediately apparent. In dealing with many requests from the field the ROP people frequently notice indications of trends that can and should be responded to.

Therefore, an individual ROP, even if not approved, can – when combined with others – be heard and acted upon. For example:

- The TN300 price was lowered as a result of ROPs showing that we were losing out in a number of instances to a lower priced competitor
- A number of ROPs said that customers want the ability to use paper tape input with IND. This capability is planned for a fall system release
- Recent Field input has indicated greater interest in application systems than in language capabilities. This information has been passed to Training and other functions so that their efforts may reflect your desires

In the process of their work the ROP staff has accumulated a great deal of information about customers. This set of files is a good way to get a picture of some of our large company customers which are served by many offices.

Selection Process

With 78 ROPs in process and another 15 to 20 arriving each week, careful selection is required to make sure our resources are being used to best advantage. Some of the questions that must be asked are:

- can the required personnel be diverted from their regular work?
- will the result of the work be of value to other users?
- is the amount of effort and dedication of resources going to be returned in a reasonable period of time?

Keep those forms coming in! It may take time to fill them out, but the impact on your revenue certainly seems to justify the effort.

A REAL BEST BUY..... 24 HOUR CUSTOMER SERVICE

Customers can now obtain assistance *whenever* they need it. The National Customer Service Desk (NSD) at Brook Park is manned around the clock, seven days a week.

Veterans of the early MARK I days will recall the time when most MRs could find out system and software status or resolve validation problems by trotting across the hall to their friendly 265 operator or system analyst.

When system hardware was consolidated into the Brook Park and Teaneck centers, customer service was put on a firmer footing with the inauguration of the local Customer Service Desks.

Now that the needs of our customers are changing and accelerating something more is required. The 24-hour NSD brings our customer service to a level consistent with customer demand.

For information about the establishment and aims of Brook Park's NSD, see System Sig Events on page three.



For Fast-Fax call:

TTY 8*273-4524, 8*273-4421 or 8*273-4714

NEWS FOR THE N/C USER

RENEWED N/C EMPHASIS

ISBD is going after \$\$\$ in the world of Numerical Control. The decision has been made; plans are firming up.

For the past two years N/C has been the largest revenue generator in the library. The Metalworking Catalog has consistently ranked among the top ten NSS money makers.

We have a solid offering which is accepted and used by a large segment of the industry. Enhancements and additions are planned which will give the N/C market an offering unparalleled in the industry.

There will be specific Headquarters support and emphasis which will pay off for you in stable, sizable revenue. The plans are in line with the Division effort to attract competitive users.

Tool Show Kickoff

Participation in the September International Machine Tool Show by ISBD and Corporate GE served as the kickoff in the renewed emphasis. Some of the things that happened:

- GE-Carboly Systems Department announced and demonstrated Computerized Machinability. This could be a big one — see story in next column.
- Demonstrations of the improved GETURN by Boehringer GmbH, a well-known lathe builder. Visitors at the booth made their own tapes and produced parts from them with the assistance of ISBD's Tom Kerry.
- The GE Corporate booth displayed the full range of what GE offers the N/C world and what is coming.
- GE Industrial Process Control and Allen-Bradley demonstrated a PAL application on our systems.
- Well-received press conference attended by over 35 major editors. Discussion of total ISBD offering, stressing productivity.

More details will be coming from HQ with regard to product development and new documentation.

GE CARBOLOY SHARPENS METALWORKING CATALOG

GE's total service to the metalworking community is receiving a major boost through the addition of programs for Computerized Machinability (CM). The programs were developed by GE Carboly, the leading manufacturer of cutting tool inserts.

These new Metalworking Catalog programs calculate feeds, speeds, and depths of cut based on the work material, cutting tool, machine tool, and required surface finish for use with the Carboly line of inserts.

Used as a stand-alone product, CM may be the very best "foot in the door" with competitive N/C users that has come down the pike. With current customers, Carboly's offering serves as a reminder that GE is still number one in total N/C offerings.

Cuts Through Major Expense

The metalworking manufacturer's problem is to find the optimal production method where costly tooling is used up in the process of removing material to produce a part of required dimensions and surface finish.

The cost of this perishable tooling is a major industry expense. Selection and use of cutting tools, consistent with production requirements has a major impact on profitability.

Selection of the optimal method is a costly, time consuming procedure which is highly dependant on the skill and experience of the individual making the decision. With CM the choice takes minutes, costs approximately \$1.00 per run, and is easy to obtain. In addition, management receives a significant mechanism for the evaluation of production policies. Several runs of Carboly's programs enable comparison of the impact of different types of cutting tools on production.

Twenty Years In Development

GE's Carboly group is a leader in the development of manufacturing advances and machining techniques. They are at the acknowledged forefront in the development of analysis of the metal removal process. Refined for over two decades, the Carboly routines have the admiration and acceptance of the entire industry.

A major Carboly product is replaceable elements used in tools to do the actual cutting. Formerly the cutting elements were braised to the tool which made resharpener and replacement expensive and time-consuming. The development of "inserts" allows use of economical, quickly mounted cutting elements.

30,000 Sales Leads

Formerly available only to GE components, Carboly is now making its Computerized Machinability programs available to all users of their tooling. Carboly salesmen know the programs and have been trained to use it as a selling tool. These programs will be used frequently by Carboly reps in performing on-site tooling analysis. The Carboly sales force can provide generalized sales leads for you from their estimated customer base of 30,000.

Support

For literature, signing up customers, and other information contact:

Mr. Robert Brierley
Manager-Application & Service Eng.
Carboly Systems Department
11177 East Eight Mile Run
Detroit, Mich. 48232
(313) JE 6-9100 -or- 8*362-2374

Carboly's announcement at the International Machine Tool Show will be followed by a press release which will be available to you soon. This addition to the Metalworking Catalog will be covered in the September issue of LEADER and in the October Information Service File.

NSS CORNER

A "new branch analysis" package for banks is now being offered by the Shawmut National Bank in the International Banking Catalog, NAQ01.

This package consists of both a marketing and a financial program. The first provides various projections for 10 periods for a proposed new bank branch. The user provides population and projections of market penetration, average account size, growth rates, and loan to deposit ratios. The program will project deposit and loan volume, number of accounts and account size. The financial program takes that information and provides balance sheets, earning statements and various means of profitability.

This Boston bank is also offering a Loan Investment Analysis package which determines annual percentage interest rates, payment schedules, principal, or number of payments for regular as well as irregular loan schedules in conformity with the Truth-in-Lending Law.

For documentation and support of these programs, contact:

Mr. Charles A. Hunt
National Shawmut Bank
40 Water Street
Boston, Mass. 02109
(617) 742-4900

As with other NASS authors, you will be receiving a customer profile with more details in the near future.

Don't forget to use NSSLIB to keep on top of new and/or changed offerings within the NSS world. Tell your customers to watch for and use it, too.

SYSTEM SIG EVENTS

CUSTOMER SERVICE . . . EVEN FOR THE NITE OWL

While the consolidation of system hardware offers unparalleled opportunities to provide a wide range of features with the highest standards of availability and reliability, it also creates an inherent communications gap. It has become more and more difficult to know what is going on in that huge complex multiprocessor that we call the Network.

The National Service Desk (NSD) and the whole Customer Service organization is dedicated to closing this communications gap. They will not be satisfied until a level of responsiveness and reliability of knowledge equivalent to having the computer room just across the hall is reached.

To this end, the NSD has been expanded so that customers will be able to reach someone any time of day or night, on weekdays, weekends, and on holidays. Prime-time service to Sales personnel and Resource customers, as well as after-hour (non-prime time) service for all customers and the Sales organization, is now available. And, plans are underway to extend the privilege of toll-free calling to all customers early this fall.

The NSD is the place to report chronic or unusual problems requiring resolution in order to provide customers with top-grade service. It is the only place to get straight answers to questions that can only be answered "at the computer." It is the place to come for assistance when compilers, editors, or system software appear not to be working and you are unable to solve the problem locally.

The National Service Desk is intended to support Field Sales personnel during prime hours and to supplement Field Sales during the hours when the sales offices are not normally manned. It is not intended to replace the direct local support of customers by MRs, CASs, and Zone Service Desks during normal working hours.

Details of the planned extension of toll-free national coverage for customers will be made available as this service is developed in each of the Zones. Marketing will provide appropriate national announcement material to help spread the word. Customer Service is working closely with all components to assure that the service is available and can produce maximum mileage in the market place.

Customer Service is concerned with bridging the communications gap between a decentralized sales organization designed to provide highly responsive and personalized service to customers at the local level, and the highly centralized operating and financial organizations designed to supply the highest caliber product at a high level of efficiency.

When you or your customers call the National Service Desk and hear, "Customer Service; may I help you?" you can be sure that the individual reached, backed by many others in the Division, wants to help and will really try!

CORE IMAGE FILES TO BE STORED AS DSUs

An important development since Fast Fax last reviewed the new foreground features is that Core Image Files will be stored as DSUs. This means that customers can now store programs at 20 or 50 cents per unit (depending on pricing option selected) when using this new feature.

Users will not only save CRUs with core image but storage costs, too. This should serve as a major new impetus to get your customer using FIV.

Keep in mind that the number of storage units may increase slightly with core

image, as the run-time package and all external subroutines are stored with the basic program. The result is that CRUs and response time are reduced. However, another result is that the program will have to be reloaded if any "external" part of the program is altered.

CAPEX SCORES WITH NON-ROYALTY AUTOTAB

MRs with large volume AUTOTAB users are finding that the non-royalty option is a real customer pleaser. Here are some of the success stories they are telling.

93% Reduction Increases Total Revenue

Harlan Dodge in Cincinnati recommended that a GE component switch to the non-royalty option for their AUTOTAB usage and take advantage of the additional CRU reduction by using it in the Independent Run mode. A 93 percent reduction resulted.

As the customer is a heavy AUTOTAB user there was, of course, a drop in revenue. However, the customer has been willing to try a number of other applications and ideas suggested by Harlan because they have complete faith that he is working on their side. One of the suggestions that went over well is the use of FLEXIMIS for maintenance of the data file.

The end result is that the customer has

not only returned to the former revenue level, but is well on the way to increasing it. And, management is willing to accept the higher level with the knowledge that their money is getting a just return.

Complex Budget Reporting System With Zero Development Cost.

A large oil company in Chicago asked Bob Fondiller to help them write a flexible budget system which would, among other things, prepare a consolidated budget for their operations in 75 countries. Bob suggested they use AUTOTAB as the time frame was limited and development costs would be eliminated.

Bob started them right off with the new option as he could see that usage of the system would be quite extensive over a long period of time.

Bob plans to use this success to move into other areas of the company; previously he had not been able to move out of the financial department.

Joe Juliano, Jim Brady and Ron Campbell have each had similar successes. One comment heard frequently: "Capex is easy to work with."

How It Works

Under the non-royalty option the customer receives a 65 percent reduction in CRUs and pays Capex a flat monthly fee of \$400. Capex is requiring a six-month minimum term for this option in order to assure a fair trial.

Warning: extensive use of external data files with the non-royalty version of AUTOTAB may not yield the full 65 percent CRU reduction.

This capability is available only to domestic US customers and a contract between Capex and the customer is required. Refer to paragraph 1.5.8 in the Field Sales Office Procedures Manual for further information.

WANTED--FIV SUCCESS STORIES

Latest reports indicate that approximately two out of three FORTRAN sessions are run in FIV rather than FOR. Considering that FIV has been available for slightly less than one year, this is quite a record. This can and should be improved. A 100 percent switch to FIV would benefit all.

Obviously many customers are completely sold on the power, flexibility, and efficiency of FIV. Their conviction can

be used to overcome the inertia of the hold-outs.

Plans are being made for an article in LEADER which will consist of short quotes from users who have switched to FIV and are glad of it. Your successes are needed.

These should not be elaborate application stories; merely short quotes of satisfaction pointing to some particular

benefit derived from any one or more of the FIV statements, capabilities, etc.

Please use the enclosed form or copies of it so that legal requirements are satisfied.

Your efforts to obtain these quotes will pay off a whale of a good article and will provide you with very effective selling ammunition.

FAST-FAX CLASSIFIED		September 1972	
WANTED		WANTED	
Post Box Biological in pvt. sh. Post \$25 per written or only. Lady part time	NEW high Fashionable Security lock Parking Pool Privite Short Term Leas. • Res. Mgr. 296 B. F. 8400 CO.	Program to compute GE salary plan action. Call Jim Rawley 8*432-5268 or Fast Fax. A student scheduler program that schedules students into requested and/or available classrooms and courses. Call Gary Barnett in Atlanta or Fast Fax.	Program to estimate the replacement/ retirement of equipment. Call Paul Dowdy at 8*281-7380.
enve- ing and	Cap. Hill SE—Newly dec. eff. 809-8616 LHIC—bedrm., A.C., p W/A	bedrm. apt. \$100. 888-1405 ARD.—Nr. Cent. Crysto. City. Professional male civilian desires to sp. 2-bedrm., 2-bath furn. apt. with furniture in center. Alt. 7 p.m.	AVAILABLE CARDS* — Converts a batch program into t/s format. Statements are given line numbers so the batch listing can be related to the t/s listing. Call Fast-Fax.
		\$160-\$170. utils. incl. Rooftop swim- ming pool; dishwashers in all apts. Call Mrs. Bivins, 888-8888	to Whitehall Square. Incl. Excellent to shops & Sr. citizens CALL 222-7533 NE "CARRON apt. convenient CARRON RIVERDALE Pa G Year ro Walk to 1, 2, 3, TOWNS

